

# A CLOSER LOOK AT OUR IMPACT IN ASIA PACIFIC REGION

2022 UWW-CCK  
Asia Pacific Learning Center



# Introduction to United Way Asia Pacific Learning Center (APLC) Powered by Community Chest of Korea



In 2010, United Way/Community Chest of Korea's Asia Pacific Learning Center (APLC) was launched to serve as a platform to facilitate knowledge and the best practices exchange in the region. For the past decade, to help the region grow, Community Chest of Korea (CCK) and United Way Worldwide (UWW) not only co-hosted United Way international events such as United Way Asia Pacific Philanthropy Summit and United Way Roundtable on Philanthropy, but co-organized workshops and trainings for local United Ways by engaging with partners in the U.S., Canada, and Asia. In particular, to empower MSD-United Way Vietnam that joined UWW network this year, CCK dispatched trainers to Hanoi and Ho Chi Minh City in Aug 2022 to help shape strategies for philanthropic ecosystem building.

While living in the big blur era, pandemic forced all sectors, including innovation sector, to come together to design a new community model to address immediate challenges that we faced. In addition, the emerging trend of corporate Environment-Social-Government (ESG), is redefining the paths where resources have been invested in. To build equitable, healthy and sustainable communities giving opportunities for all, the APLC is keen to help build the thriving United Way network in close partnership with United Way Worldwide headquarter.

The APLC's previous publications included Corporate Social Contribution Assessment Index and Samsung Sharing and Dream Impact Report which reflected CCK's data and analysis. Its 2022 Impact Report extended its scope to hear from partners on their innovative projects for future and designed to be in two-folds, 1) 13 impact stories of 2022, gathered from United Way partners in Korea, Japan, India, Vietnam, Philippines, and ASEAN Foundation; and 2) Insights and wisdom gained from some of Asian leaders that CCK and APLC closely worked together in recent years.

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Impact Story 1

## Asia Pacific Learning Center (APLC)

# APLC, “Incubating Leaders in Creating Shared Value for a Sustainable Vietnam”



Asia Pacific Learning Center (APLC) is a global learning platform launched based on the partnership between Community Chest of Korea and United Way Worldwide. Co-hosted with United Way Vietnam (MSD, Management and Sustainable Development Institute) and the support from Vietnam Ministry of Labor and Social Affairs, APLC organized the social sector training in August 2022 by convening Vietnam's 100+ major civil society organizations and together mapped out the plan to build an indigenous platform creating shared value with corporations and other sectors. Under the theme of 'Creating Trends, Leading Changes for a Sustainable Vietnam', KIM Hyojin - the Chief of APLC, HAN Sangchoon - the Deputy General of Planning and Coordination Department, SONG Jungmin - the Deputy General of Social Contribution Department, JANG Sungil - the Deputy General of Chungbuk Community Chest, and YOUNG Hooyung - the Vice President of UWW Southeast Asia, Korea & Japan joined as speakers.

APLC introduced the Korean version of Community Chest system and various resource development programs, sharing insights on the importance of strategic fundraising, and shared impact cases to give implications for designing the Vietnamese version of sharing ecosystem model. Ho Chi Minh City is a Vietnam's largest business hub where fundraising organizations were eager to learn strategies for creating shared value. The sessions focused on system design including UN SDGs goals and gift branding in line the with ESG trends. APLC plans to help Vietnam's social sector networks work with government to set up their impact agenda, strengthen their network capabilities, and establish branding and fundraising strategies for creating shared value.



Community Chest of Korea  Community Chest of Korea

## Community Chest of Korea Receives 5 billion won (3.5 million USD) from Bang Si-hyuk, BTS and HYBE Founder, “Contributions are distributed for out-of-school youths”



Bang Si-hyuk, Founder and Chairman of HYBE, the entertainment behind K-pop group BTS, donated 5 billion won (approx. 3.5 million USD) to Community Chest of Korea in Oct 2022. With his generous contribution, he became the 13th member of the Korea Donor Advised Fund program. The Korea Donor Advised Fund is a mega giving program tailored to the needs of donors that resembles a foundation, allowing them to be fully operative and customize community projects to reflect the donors' needs in terms of how funds are used. The group is for individuals who have donated 1+ billion won (approx. 700K USD).

His contribution will be used to support out-of-school youths and those in residential care facilities have fair educational opportunities. Chairman Bang has hoped that the teenagers, who found happiness and hope through the music he created and the artists of HYBE, will grow into members who lead the society. He said, "As a music creator and entrepreneur, I have received help and support from various aspects of society which were a big part of growing myself. I made my decision hoping that I want to return part of what I have received to society, and that youths who desperately need help will be able to dream with confidence and to achieve their dreams".

Bang Si-Hyuk is the founder and chairman of HYBE. Since founding Big Hit Entertainment, the predecessor to HYBE in 2005, Bang has led the expansion and advancement of the entire organization as an astute producer as well as an entrepreneur with an innovative business acumen.



# Community Chest of Korea's Partnership with Samsung, 'Samsung Stepping Stone of Hope'

Samsung Electronics is extending the scope of its signature CSR program, Stepping Stone of Hope, nationwide. Five regional centers were built in the first round from 2014 to 2021 costing 24.1 billion won (approx. 17.1 million USD), and five additional centers will be built across the country from 2020 to 2024 costing additional 25 billion won (approx. 17.9 million USD).

Community Chest of Korea will work with local governments and NGOs in building centers and operate/manage the entire pilot project. After the pilot project, five metropolitan local governments will run the center with NGOs.

In Korea, adolescents at the age of 18, are not allowed to reside in any institutions or care facilities given the law. Samsung Stepping Stone of Hope is a public-private support program designed to assist adolescences who are approaching adulthood and step into society to build self-reliance by providing customized education tailored to the residential space and individual competences. To help them attain self-reliance, the center offers consultations for career development. It also provides various kinds of training programs such as basic financial knowledge, which are how to manage their assets and how to sign a contract to lease an apartment or car, and important life skills such as cooking, cleaning, and organizing their home. In addition, employment information, career advising, and internship opportunities are provided, as well as financial support such as living expenses and scholarships are provided for college students. It also provides expert counseling to help maintain emotional well-being and build a social support network.

"Samsung Stepping Stone of Hope" has nine centers in operation so far, including Busan, Daegu, Gangwon, Gwangju, Gyeongnam, Chungnam, Jeonbuk, Gyeonggi, and Gyeongbuk centers, and plans to open Chungbuk centers in Dec 2023 following the Jeonnam Center in January 2023. The number of adolescents who are self-reliant due to the end of protection every year reaches approximately 2,400 and accumulates 12,839.

15+

## 1 Self-reliance Preparation

- Provide education programs to prepare for self-reliance (Self-understanding, social skills, career education and etc. based on needs assessment)

## 2 Self-reliance Activity

- Provide self-reliance activities in a space similar to the actual living environment (Daily, weekly, monthly program)

18+

## 3 Self-reliance Living

- Provide individual housing which allows one person to live completely independently
- Provide customized case management program tailored to individual competencies (including life skills, financial management, employment information, etc.)

## Stepping Stone of Hope Centers in Nationwide



# Central Community Chest of Japan's National Campaign for the Community Hit by COVID-19

As of March 2022, thanks to support from individuals and companies, total donations reached approximately 2,169 million yen (approx. 15,325,953 USD), and CCCJ granted out approximately 1,289.14 million yen (approx. 9,107,955 USD) to support 4,392 activities in total. With this grant, various programs supported people with foreign roots living in Japan who were in need, people who lost their place of residence and got isolated because of the COVID-19, and children and youths who could not stay at home due to abuse, neglect, domestic violence (DV) and other situations, and people who lost their jobs.



In cooperation with prefectural community chests, Central Community Chest of Japan (CCCJ) led a three-year nationwide campaign. It aimed to financially support activities helping those who were unable to secure enough food, clothing, and shelter because of economic difficulties or people who lost their place of residence and became increasingly isolated amid the prolonged COVID-19 pandemic.



Central Community Chest of Japan  Akai Hane  
Central Community Chest of Japan

## Central Community Chest of Japan's Funds to Support Children's Healthy Growth and Learning

Central Community Chest of Japan (CCCJ) and Asahi Soft Drinks Co. Ltd partnered for the "Red Feather Welfare Fund," that aims to provide support for solutions to social issues. A special gift of 9 million yen (approx. 63,593 USD) from Asahi Soft Drinks Co. helped "Children's Cafeteria" nationwide overcome challenges caused by COVID-19 infection and high operation cost. This program supports single parent households, families in need, and disconnected children to access services that help address immediate issues. Since 2018, this project has supported 100 children's cafeteria nationwide, and social organizations building networks.



In addition, in partnership with Shimizu Scholarship Foundation, CCCJ established a fund for "The Grants to Support the Learning and Living of Children in Economic Poverty and Social Isolation". With 25.12 million yen (approx. 177,496 USD) in total, it provided grants to 21 social organizations. CCCJ's other fund for "The Subsidies for Supporting Children and Child Rearing - Supporting activities for children and their families who have difficulties in their daily lives!", which was in partnership with Co-op Mirai, provided grants to 19 social organizations with 13.95 million (approx. 98,569 USD) in total.

United Way India



## Mission Mangroves: Rejuvenating and Safeguarding Mumbai's Mangrove Cover

As a crucial line of defense against cyclones, tsunamis and floods, mangroves are crucial to the city of Mumbai. Home to a diverse ecosystem of marine life, plants, reptiles, insects and birds, mangroves trap silt and protect the integrity of our shoreline. However, due to rapid urbanization, Mumbai has lost 40 percent of all its mangroves in the past decade. Recognizing the pressing need for preservation and restoration of mangroves, we partnered with the Mangrove Cell, Forest Department, Govt. of Maharashtra and 'adopted' a 20 hectare plot of degraded wetland in Navi Mumbai. Over 1 lakh mangrove saplings have been planted and are being maintained here.



### 4 KEY INTERVENTIONS:

#### 1 Plantation Drives

Cultivating mangrove saplings in nurseries and planting them in the wetlands under expert guidance to give them the best chance of survival.

#### 2 Maintenance

Regular clean up drives to remove plastic and other waste that chokes the mangroves, creating canals and ensuring steady supply of saline water.

#### 3 Mangrove Education Sessions

Education sessions are conducted in schools and colleges to create awareness on the mangrove ecosystem and sensitize students to become advocates for the cause.

#### 4 Training of Mangrove Educators

To facilitate mangrove and nature trails, mangrove educators selected from local communities are trained through theory and practical demonstrations followed by apprenticeship opportunities, ensuring local communities are involved in the conservation of their local ecosystem.

## Post COVID-19 Empowerment Program- Entrepreneurship Model



United Way India (UWI) partnered with Udhyaam Foundation in supporting the small ironwalas/istriwalas (Laundry person who irons) of Chennai who we usually saw with their temporary shops alongside the road or under a tree preferably in dense residential areas or inside apartment complexes. They tend to live on the margins of the formal financial system and due to informal nature of working business they thrive hard to avail any government benefits and schemes. UWI has a sight to make the LPG Iron Box more accessible and affordable for 250 beneficiaries across Chennai impacting their lives and at the same time making them self-reliant.

Moreover, we are aiming to integrate the LPG iron Box into their financial system through providing it in a subsidized rate which will eventually increase their productivity (saving 2 hours a day), decrease input fuel cost, elevating their income up to 15% and shifting from coal to LPG Model will be paramount in the contribution to the carbon footprint of our country at a larger scale. In addition, enabling them to shift to a cashless business model, will boost their working with the financial system. It is one such Entrepreneurship Model, which will not only help them become self-reliant but at the same time have better access to finance. UWI focuses to help this informal economy to not just be independent but also make a huge contribution in protecting the environment with less utilization of coal across Chennai.



MSD - United Way Vietnam 

## Responsible Digital Citizen : For a Better Internet

Teen round table



Since 2018, MSD United Way Vietnam has partnered with local government agencies, ICT companies as well as school teachers and parents to educate children and young people to become responsible digital citizens. In addition, together with stakeholders, MSD targets to build a safe, healthy, and creative internet environment for children and young people in Vietnam so that they can maximize their potential to grow successfully. To achieve the target, with national partners, MSD has implemented various activities over the country, including training courses for children, youth, parents, teachers, and NGOs staffs; workshops, roadshows, and publications.

One of the most outstanding efforts is the Think Before You Share Campaign 2018. In 2018, the National Action Plan for Children led by the Child Department - Ministry of Labour - Invalids and Social Affairs (MOLISA) had the main theme of 'For a safer and better life of children and youth in the online world'. This matched with Facebook and MSD's plan to roll out a nationwide campaign on digital literacy. The Think Before You Share campaign 2018, therefore, was able to involve Child Department - MOLISA as a co-host, showing the mutual effort of the Vietnamese government, MSD (Vietnamese NGO), and businesses (Facebook) in promoting digital literacy in Vietnam.



Parents workshop



Roadshows



Series Talk show: "Digital Vaccine"



Children consultation in Hanoi

In the framework of the campaign, MSD implemented training workshops for NGOs on fake news & support them to implement a small project at the community level; one training workshop for teachers on teaching misinformation at schools; three online training courses for students on misinformation; one training for youth leaders on misinformation; three exhibitions & regional summit in the North, Central and South on Misinformation as well as Invite government agencies to be the co-host of the event and make dialogue with the government.

Since then, MSD continuously makes efforts to build a safer internet for children and Youth in Vietnam by collaborating with other enterprises, especially cyber companies, such as TikTok. Together with TikTok, we organize a series of "Digital Vaccine" talk show to raise awareness about the risk of cyber and skill to prevent cyber risk for children, youth, parents, and teachers.

As a result, more than 500,000 children and youth raised awareness and skill building to use the internet intelligently and safely through training courses, roadshows, and social media campaigns; 2000 teachers and parents educated with accompanying their kids in the digital age. MSD also became one of the first and leading organizations in the development of Digital Safety Courses, and Education programs in Vietnam and one of the founding members of The Vietnam Network for Child Online Protection (VN-COP).

# Water Ambassador - Clean Water for Ban Moi Village







Located more than 1,000 meters above sea level, Ban Moi village is home to 103 households with 488 people, with 99% of the population belonging to the Hmong ethnicity, and 18 households living either below or just barely above the poverty line. The water supply system in the village was built in 2008, yet has remained unrepaired after being degraded and damaged during the usage process, leading to a serious water shortage for villagers. Notably, this system is the sole source of water serving daily usage for 844 students (all belonging to ethnic minorities), 50 staff, and teachers of Suoi Giang Primary & Secondary School, located in Pang Cang village, Suoi Giang commune.

The shortage of clean water for daily activities has dire repercussions for the people here, as they have to resort to contaminated, unhygienic alternatives. This leads to serious symptoms such as eye pain, nephrolithiasis, digestive problems, and gynecological diseases... mostly among women and children. For daily water supply, households in Ban Moi village have to use water sources located 3 to 4 kilometers away or use drilled wells, despite their unhygienic nature. Women have to spend more time getting water for their families, leaving them little to take care of their children and themselves, which significantly reduces their quality of life.

With financial support from Peterson Control Union Corporation and the companionship of the MoMo E-Wallet user community, within the Water Ambassador Program, MSD has cooperated with RIC center to build clean waterworks in Ban Moi village. After 4 months of implementation, the self-flowing domestic water supply project in Ban Moi village has officially been put into use. In detail, intending to bring clean water to villagers, the project has:



-  Constructed an upstream reservoir and repaired an upstream filter tank
-  Replaced a 1000-meter-long degraded, damaged pipeline system with plastic pipes
-  Repaired 4 centralized water tanks in residential areas
-  Installed 03 new water tanks to distribute water to 60 households and Suoi Giang Primary & Secondary Boarding School

After completion, the project supplied sufficient water for 103 households in Ban Moi village and 844 students of Suoi Giang Primary & Secondary Boarding School. Additionally, to ensure the sustainability of the project, the people of Ban Moi village have developed usage regulations for the works constructed and elected a maintenance team with 8 members to frequently inspect and operate.

Since 2019, MSD has implemented an annual program named "Water Ambassador". With the message of 'Clean water - Healthy life', the program aims to build and supply clean water systems as well as educate and raise awareness on saving water resource for children and people in rural and mountainous areas in Vietnam. Until 2022, together with other partners, we built 30 clean water systems to supply clean water for more than 12,500 people and educated more than 8,000 children about water resources and how to save water at the same time.



## Philippine Business for Social Progress (PBSP)



# United for VisMin: PBSP's Fund Campaign for Families Affected by Typhoon Rai

The campaign provided relief and early recovery assistance to priority families. After this, PBSP was able to mobilize additional resources for disaster preparedness, livelihood rehabilitation activities, particularly on livestock raising and provision of boats and repair of classrooms and water systems. These initiatives have helped some areas recover and bounce back better from the damages brought about by Typhoon Rai.

Super Typhoon Rai (locally known as Odette) made its first landfall on 16 December 2021. It brought torrential rains, violent winds, floods, and storm surges to the Visayas and Mindanao Islands. It had a maximum sustained winds of 100km/hr near the center, gustiness of up to 125 km/hr and central pressure of 985 HPa, moving West and Northwestward at 15 km/hr. It is the 15th tropical storm that hit the country in 2021.

A total of 12 million have been affected in 10, 179 barangays in Regions V, VI, VII, VIII, IX, X, XI, MIMAROPA and Caraga. There are 405 deaths, 52 missing and 1,371 injured. 2,108,858 damaged houses of which 404,653 are destroyed and 1,704,205 partially damaged. Estimated PHP 17.8 billion worth of damage to crops, livestock, poultry, fisheries, and agricultural facilities. In addition, estimated PHP 30 billion worth of damaged infrastructure.

PBSP called out for support from its member companies and local and international partners. With the collective effort of at least 35 donor organizations that includes United Way Worldwide, local government units of 7 provinces and 6 partner NGOs, the campaign was able to raise USD 540,000 and distribute a total of 7,451 family packs of food and non-food items, 450 food packs and 390 shelter repair kits.



Philippine Business for Social Progress (PBSP)



## MASK4ALLPH: Public Health and Livelihood Assistance in the Pandemic



The project, launched by PBSP and partners Every Woman, Creative Synergy, Inc. and Bayanihan Musikahan in 2020, aims to reduce the burden of the vulnerable population in complying with the government's policy of mask-wearing in public places. The project also aims to provide livelihood to low-income families.

To date, the campaign has donated 452,000 masks (Pack of 10 masks per family) and has tapped at least 100 sewers from 9 community organizations.

The washable masks prioritized low-income families, public school teachers and children, farmers and medical facilities frontliners. The beneficiaries are mostly from the various PBSP projects funded by corporate and international organizations and the masks donation is given as supplementary assistance. In areas that have been locked down because of COVID-19 surges, the packs of masks were given together with food packs.

To sustain this initiative, PBSP has also mobilized other resources such as sewing machines and in-kind donations to support the sewers' families. Capacity-building trainings were provided to the organizations to strengthen their organizational processes. The sewers have also expanded their products to bags and home accessories.



# eMpowering Youths Across ASEAN



The ASEAN Foundation is partnering with the Maybank Foundation to implement the eMpowering Youths Across ASEAN (EYAA), a regional initiative that aims to galvanise youth volunteerism to lead meaningful change in the region.

Launched in 2018, the programme engages talented youth aged 19 to 35 across the ten ASEAN Member States to develop and implement community projects that will deliver tangible long-term social and economic impact in selected community sites.

Prior to the undertaking of the community projects, selected youth volunteers will be divided into groups based on the topics that they chose (Arts and Culture, Community Building, Education, Environment), and undergo a regional orientation and capacity-building workshop to receive trainings on various topics from how to develop project plans that cover a broad range of developmental issues to how to roll out

impactful awareness-raising campaign. Following simultaneous mobilisation to ten community areas, volunteers will implement their community projects in partnership with local civil society organisations for two weeks.

Four years since it was launched, EYAA has empowered 175 ASEAN youths to create meaningful impacts on communities across the region through 20 arts and culture, community building, education, and environmental initiatives in Cambodia, Indonesia, Malaysia, and the Philippines. At the same time, over 38,000 beneficiaries have been directly benefited from these community initiatives.

EYAA is grounded within the development paradigm and the United Nations Sustainable Development Goals, ASEAN Socio-Cultural Community Blueprints, and the ASEAN Work Plan on Youth in the formulation of its strategies and activities. Through EYAA, the ASEAN Foundation and Maybank Foundation are committed to provide ASEAN youth with a platform to learn, contribute, and advocate solutions to social and economic issues through volunteerism and by being change-makers.



**175** Young changemakers from ten countries



**20** Community projects in four countries

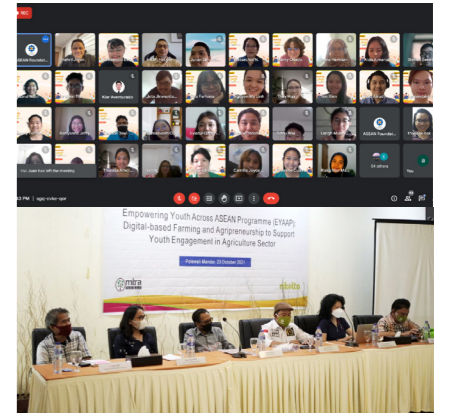


**38,933**

people positively impacted through the community projects



**851,910** people benefitted from online events



"We believe that the youth of today are the future of tomorrow. Hence our focus is on sustainable programmes that provide long-term community and economic benefits which will contribute to the progress of communities where we operate, especially ASEAN. It is indeed challenging – however, our intention is to provide everyone with a fair chance to thrive in their respective fields in hopes of them giving back to society."

**Nora Manaf**  
Group Chief Human Capital Officer at Maybank Group



# ASEAN Foundation ASEAN CARES



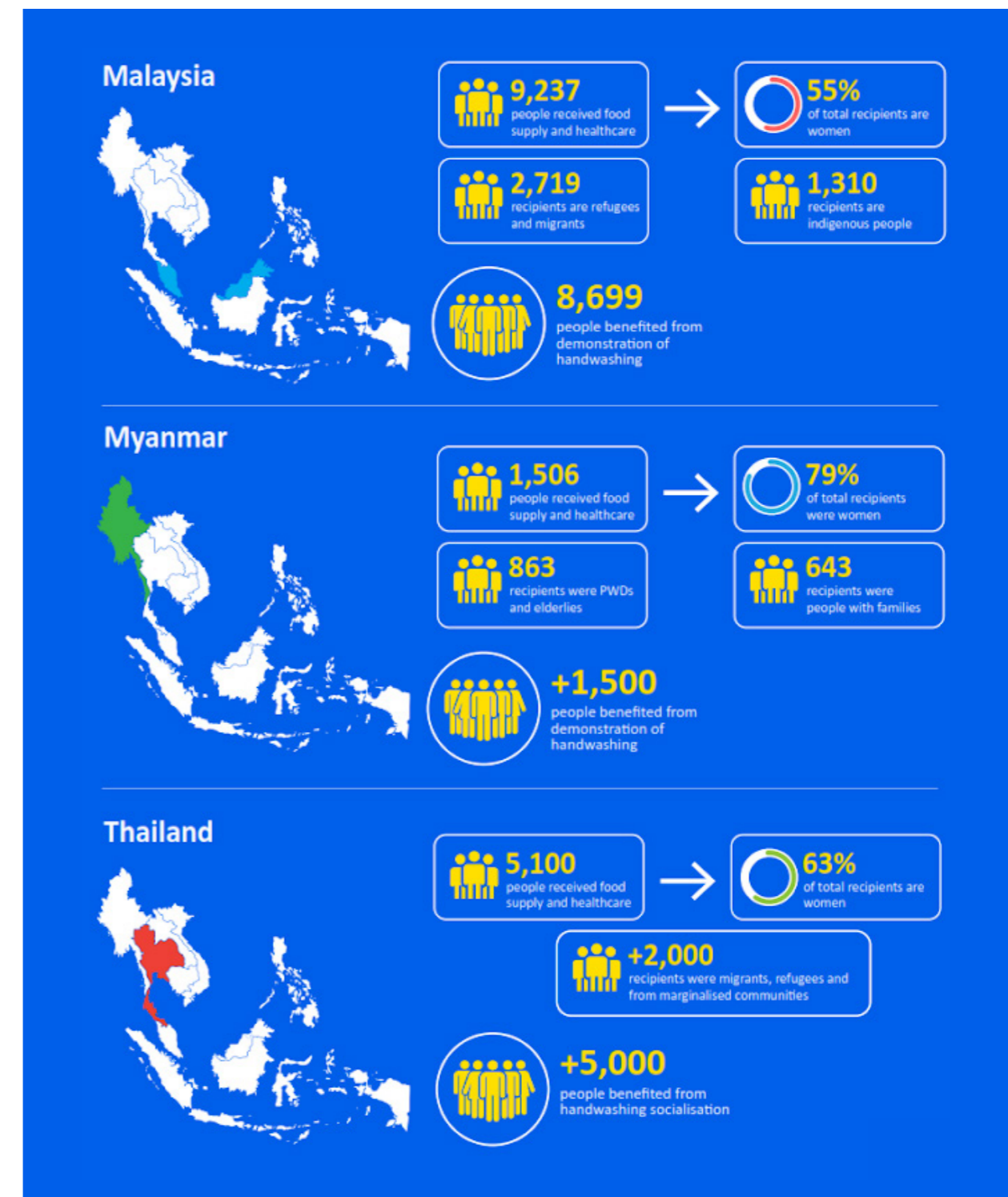
ASEAN COVID-19 Active and Robust Response (ASEAN CARES) was implemented by ASEAN Foundation with support from 3M, Community Chest of Korea and United Way Worldwide.

The programme aimed to help the at-risk and vulnerable communities in Malaysia, Myanmar, and Thailand affected by the COVID-19 pandemic through the distribution of food supplies and hygiene kits.

In the implementation of ASEAN CARES, the ASEAN Foundation worked with three civil society organisations (CSOs) in Malaysia (EcoKnights, The Lost Food Project and TrEES), one CSO in Myanmar (Mae Nam Khone Institute) and three CSOs in Thailand (Ruam Jai Public Health Association, Public Health Volunteer Association and Buapetch Rescue Association).

Through these CSOs, the programme managed to reach beneficiaries from low-income families, people with disabilities, elderlies, women headed households and pregnant or lactating women, ethnic and indigenous people, refugees, and migrants. Additionally, demonstrations of proper handwashing were also conducted in the most affected areas. An awareness campaigns on how to prevent the spread of COVID-19 was also rolled out with the support of the CSOs.

From its launch in October 2020, ASEAN CARES has provided food supplies and healthcare packages for 15,843 at-risk and vulnerable individuals in several areas in Malaysia (Johor, Kuala Lumpur, Sabah and Selangor), Myanmar (Ywamgan Kalaw, Taunggyi, Lawsawk and Mong Pong) and Thailand (Nonthaburi dan Pathum Thani). Furthermore, the demonstrations of safe sanitation and proper handwashing have also benefited 15,199 people in the three countries.



South Korea - Community Chest of Korea

**A Mr. Insik Hwang**

The biggest difficulty in the midst of the pandemic was the disruption of the sites. Most welfare services conduct face-to-face care services. However, people were isolated as the facilities were closed, and the demand for care services has been relatively increased. Therefore, Community Chest of Korea's post-COVID19 project, known as Social Vaccine Project, was aimed at preventing social isolation through an attempt to change the way the service is provided. Although there was a big confusion in the beginning, it became an opportunity to come up with a solution that allows the community to carry out the care function without stopping in a crisis situation. In the early days of the pandemic, distribution was centered on emergency support such as quarantine items and living expenses, but as the pandemic progressed, the direction expanded to include psychological and emotional support such as depression and lethargy due to social distancing, and economic support in connection with the revitalization of the local economy. We learned that scalability and connectivity of the approach are important, and it was a valuable time to think about reducing trial and error when faced with a new challenge such as a pandemic.



Secretary General, CCK  
**Insik Hwang**

**For the past few years, the world experienced big shifts caused by pandemic, economic crisis, and etc. How did your organization overcome the difficulties? What were the lessons learned?**

Japan - Central Community Chest of Japan

**A Mr. Yoichiro Abe**

As the effects of Covid-19 infection are prolonged, an increasing number of people are facing various difficulties, such as those who cannot secure sufficient food, clothing, and shelter due to economic difficulties, and those who have lost their places of residence and are becoming more isolated. We conducted a nationwide campaign to ensure that activities to support the daily lives of such people continue to be developed in all regions of Japan. Through our support, we strongly felt that the activities we have been conducting together with the prefectural community chests so far, such as meal distribution projects that also serve as watchers, creating places for people who tend to be socially isolated, and providing counseling support, are becoming even more needed in the Covid-19 pandemic.

India - United Way India

**A Ms. Jayanti Shukla**

Our collective community approach model that brings together multiple stakeholders (governing bodies, smaller non-profits, corporates, and the community) to drive social impact at regional level with best practice models from our worldwide network helped us continue our efforts despite the drastic economic and environmental changes. In our experience, exploring our global connects and expanding partnerships with the Indian entities really helped us scale our fundraising efforts. In fact several implementation agencies came forward with pro bono support that reflected in our COVID impact reaching to 26 states out of 29 in India and impacting close to 500,000 lives.

Vietnam - United Way Vietnam, MSD

**A Ms. Nguyen Phuong Linh**

With the approach of live united, creating trends - leading changes, we still found the opportunities in challenges of pandemic. Re-positioning the organization's strategy, we found some opportunities of (i) widening the united network of stakeholders to solve the challenges of the pandemic, especially to serve the new demands of vulnerable citizens; (ii) exploring the diversified resource mobilization, not relying on the traditional development partners' funding but also extending to the individuals and corporate partners in Vietnam; (iii) investing in expanding the impacts through using social media and ICT advances applied in both organizational capacity development but the public influence. The re-strategizing process led us to the comprehensive transformation of the organization, to become one-stop solutions to provide the connection among stakeholders/ donors to provide collective support to the grassroots level communities. This also resulted in the digital transformation of the organization. We then were recognized and certified by United Way Worldwide and became United Way Vietnam in early 2022.

ASEAN Foundation

**A Ms. Yang Mee Eng**

The recent health and economic crises have taught us the importance of being innovative and resilient as an ASEAN body. Back in 2020, we shifted our programmes' activities into virtual activities. The COVID-19 pandemic has accelerated digital transformation in ASEAN. As a result, our online workshops and virtual competitions managed to reach and benefit more people than ever before due to increased internet penetration. The travel restriction caused by the pandemic also "pushed" us to find new, innovative ways to implement our initiatives at the grassroots level. Complementing our online approach, we partnered with trusted local civil society organisations to run our programmes, which allowed us to help disadvantaged communities that are usually hard to reach due to our limited resources. In the last two years, our social media efforts managed to reach more than 29 million people across ASEAN. Since 2020, we have diversified our portfolio with new partners, such as United Way Worldwide, 3M, Google.org, Huawei, and ByteDance, with a combined grant of USD 3 Million.

Philippines - Philippine Business for Social Progress (PBSP)

**A Mr. Elvin Ivan Uy**

PBSP has had to grapple with significant disruptions as a result of the pandemic and ensuing economic difficulties. The first thing we prioritized was the safety and welfare of our teams and staff. We understood that the organization could only remain strong and relevant for as long as our people are assured that they and their loved ones are taken care of. We also had to work with and reassure our members, partners, and donors that PBSP would be able to continue with the more than 100 projects that we had before the start of restrictions and lockdowns in the Philippines. This effort included significant adjustments to our approach toward project implementation and management, as most face to face activities were outright barred and everyone had to shift to online or hybrid modalities. It also helped PBSP that we had a strong initial response following the country's first lockdowns, providing food aid to low-income households in urban and peri-urban communities. That proved to our current and would-be partners that PBSP had the capacity to continue in spite of the uncertainties and limitations. Our portfolio of programs and projects have remained robust and responsive since.

Q2

What social impact trends do you see in your community?

South Korea - Community Chest of Korea

**A Mr. Insik Hwang**

The social impact trend in Korea is ESG management that is currently taking place in companies. In addition, since companies account for a large portion of the CCK's fundraising amount, we keep our focus on the environmental changes of companies, and ESG is the most prominent of them. In the past, Corporate Social Responsibility was conducted according to the beliefs and values of the corporate owner, but now ESG is an essential task for corporate sustainability in line with phenomena such as environmental crisis and increased social deviance. Lately, Korean companies are focusing on building a corporate culture that grows with customers by introduced the ESG philosophy to overall business and management, such as the launch of the ESG committee. Investors are capitalizing in companies that contribute to sustainable social development, and millennial-oriented customers also prefer products from good companies.

Vietnam - United Way Vietnam, MSD

**A Ms. Nguyen Phuong Linh**

The COVID-19 pandemic has caused uncertainty and increased vulnerability and inequality of these underserved groups and increased demands in education, health care and social services in complex and complicated ways. Therefore, no single party can solve this. This created the trend of partnership and providing the collective impact to the communities. In a developing country that relies much on international aid, the culture of individual and corporate giving is not strong, COVID 19 has kicked off the solidarity of people to taking care of each other. First time ever, more and more citizens were ready to give and start to give. In particular, more and more startups and responsible corporate partners have joined to apply innovation and ESG to solve the social challenges and create social values. During the pandemic, the willingness of both individuals and corporates with the government agencies and non-profit organizations have created the positive culture transformation.

Japan - Central Community Chest of Japan

**A Mr. Yoichiro Abe**

In the Covid-19, we are increasingly providing support to people who are unemployed or out of work and whose livelihoods are in need of immediate attention. In addition, we are working to resolve issues in respect for diversity and human rights, including support for LGBT and people with foreign roots, through our grants.



Executive Director, CCCJ  
**Yoichiro Abe**

Philippines - Philippine Business for Social Progress (PBSP)

**A Mr. Elvin Ivan Uy**

While the overall unemployment numbers are better now compared to pre-pandemic, underemployment has increased. These figures show that while there are more employed Filipinos compared to 2019, the quality and security of jobs have diminished. This means that our country and the various sectors have to focus on creating or preserving economic opportunities that will allow families and communities to regain what they lost these past years, and build up their capacity to withstand future shocks. This also emphasizes the needs for better and more inclusive social protection, especially as inequality between the haves and have-nots continue to widen. The urgency and importance of education and workforce development, public health systems, good governance particularly at the local level, and disaster and climate risk preparedness and resilience are even more pronounced now.

India - United Way India

**A Ms. Jayanti Shukla**

In India, there are several new and emerging trends and emergence of coalition of non-profit enterprises for social good. Knowledge driven approach to deliver impact models that are innovative and economically viable is also picking up. Consulting firms are also actively working with corporates for CSR strategy and impact assessments.

We also see a growth of digital platforms that are connecting organizations, institutions and individuals, and becoming a meeting point for companies, private philanthropists, fellow foundations, governments, charities and not-for-profit enterprises for social good.



CEO, United Way India  
**Jayanti Shukla**

ASEAN Foundation

**A Ms. Yang Mee Eng**

Digital transformation is something that is inescapable and all of us are adapting rapidly to keep up. I noticed that more and more organisations are integrating their online and offline strategies for the purpose of capitalising better on the power of digital, while still truly connecting with their beneficiaries. I also see a new level of urgency for the threat of climate change. The world is now warming faster than at any point in recorded history and something must be done to slow it down. Another social impact trend that is getting more traction than ever is the mental wellbeing of the employees and the young generation. With the stress and instability created by the pandemic, the role of an organisation in safeguarding the mental health of its employees is critical. The mental health issue also affected our youth generation as they are struggling to gain back their momentum and to find the right career and social path.



South Korea - Community Chest of Korea

**A Mr. Insik Hwang**

Without ensuring the sustainability of the environment surrounding human beings, it is impossible to escape various risks that threaten life. ESG is an action strategy that creates socially positive values beyond simple profit creation, and has already become a global standard. NGOs can solve social problems in cooperation with companies that want to introduce ESG management. Since this will create new business opportunities, companies will select NGO partners in consideration of ESG management, and it will be a great opportunity for NGOs with expertise.

In addition, for the sustainability of the organization, there is a need to break the limits/boundaries set by itself. In the case of CCK, several passive but valuable attempts have been made. With the flow of ESG management, 'Scalability' that goes beyond the ordinary is considered to be important in order to meet the changing environment, such as constantly trying new businesses that break the existing framework in the field of distribution.

Japan - Central Community Chest of Japan

**A Mr. Yoichiro Abe**

It is to support community welfare activities to keep the connection alive. The welfare needs of the communities are diversifying, and it is becoming increasingly important for residents to help each other in order to live with peace of mind in their own familiar neighborhoods. In addition, the issues of people who are isolated and without a place to stay for various reasons are becoming more and more prominent. We, along with the prefectural community chests, support activities to build connections among residents and create the society where "no one is left behind" in the Covid-19 pandemic.

India - United Way India

**A Ms. Jayanti Shukla**

Research led, actionable insights to drive us in the strategic direction as we move forward is crucial to ensure sustainable funding. United Ways must have data backed insights on the newer models of fundraising in this era which will help us continue to be relevant and resourceful for the community.

Appropriate digitalization and building resources and capabilities within the team is also essential to keep pace. We need to unify and further strengthen the UW brand globally so we can establish ourselves as the thought leader in the philanthropic space.

Vietnam - United Way Vietnam, MSD

**A Ms. Nguyen Phuong Linh**

We should understand that a crisis is different from a trend. While "crisis" can create the uncertainty and high impact turning point or time of intense danger, "trend" can be still created as a general direction of development over time, over crisis with the maximized potential thinking and approach. Bearing in mind the trends that we may create, United Ways and partners as the change makers can create strategy foresight which may include some but not limited to improving strategic planning with the participation of the constituencies, dealing with uncertainty and complexity, improving innovation, rapid responding to sudden-onset crisis, creating shared vision among United Ways and partners and other stakeholders, and enhancing the anticipatory actions. We need to know that we are working to shape the futures and provide collective impact to the communities; therefore, not only forecasting but future building for all to kick off the culture transformation is a very crucial process.



Executive Director, United Way Vietnam - MSD  
**Nguyen Phuong Linh**

**As we continue to live in the era of uncertainty because of pandemic, inflation, war, climate change, and etc., what is most critical for United Ways and partners to be sustainable and add value to the community?**

Philippines - Philippine Business for Social Progress (PBSP)

**A Mr. Elvin Ivan Uy**

It is always important that our groups have our sights on the big and macro picture while remaining grounded and plugged in to the realities and nuances on the ground. There is also a lot of value in being the interface that connects sectors and groups that would otherwise not know or be comfortable interacting and working with each other. While the availability of resources is always paramount, the efficacy and efficiency of where, when, and how those resources are utilized and deployed dictate our collective ability to make a significant and sustained impact. Learning from the experiences, especially difficulties and failures, of other organizations is likewise immensely helpful and valuable.



Executive Director, PBSP  
**Elvin Ivan Uy**

ASEAN Foundation

**A Ms. Yang Mee Eng**

During the era of uncertainty, United Ways and its partners play a more critical role in providing support for local communities who are facing these prevailing socio-economic issues. Tackling these issues cannot be solved overnight given the complexity and multifaceted issues. It is important for United Way and its partners to be flexible, agile, and acknowledge the importance of addressing and understanding the roots of these issues and the fundamental needs that should be met when providing help at the ground level. Aside from providing assistance, the adoption of empathy and speed as part of the organisation's operations would allow United Way and its partners to approach the community and provide solutions that are of value and timely. More importantly, the efforts and strategies should involve key partners from three different levels: national, regional, and global to ensure that the efforts are sustainable and the benefits are long-standing after the programmes end.

## What is your organization's strategic direction or roadmap for the next 2-3 years?

### South Korea - Community Chest of Korea

#### A Mr. Insik Hwang

As a leading and trusted organization in Korea's philanthropic culture, CCK aims to expand its boundary by promoting philanthropic movement in Korea by showing measurable outcomes and leading innovations to grow with various partners, and thus make differences in the community. Nowadays, in Korea, sharing goes beyond the concept of giving to someone, and has become a responsibility of the people and a social role that can contribute as a member of the community. We plan to focus our efforts on building a healthy governance. In the meantime, we are trying to push for a change to a digital transformation of organization in earnest. By creating a philanthropic culture suitable for the current trend, we are expanding a giving platform centered on donors, stakeholders and values, as well as creating a foundation to be reborn as an organization that presents social performance and impact through digital technology.

### Japan - Central Community Chest of Japan

#### A Mr. Yoichiro Abe

In the Covid-19 pandemic, we felt that prompt support for people in need is highly required. We hope to continue to promptly identify what kind of support is required of us in today's society, promptly identify needs according to social conditions, and provide speedy support in cooperation with the prefectural community chests.

### India - United Way India

#### A Ms. Jayanti Shukla

United Ways in India will continue to work on this model for continuous evolution in India.

- Grow: Grow PAN India corporate donor base at an exponential pace leveraging support from ecosystem
  - Expand: Continuously expand service offerings in geographical areas and thematic areas as per community needs
  - Transition: Transition as a 'philanthropy partner' for corporates with the capacity to strategize on their CSR policies, and not just as 'fundraiser' as we collaborate with our ecosystem.
- There is also an internal focus on strengthening the bond between India chapters, setting up specialized teams with no hierarchy and strengthening our internal processes.

### Vietnam - United Way Vietnam, MSD

#### A Ms. Nguyen Phuong Linh

In the next two years, MSD - United Way Vietnam strategizes to strengthen its position of leading NGO, one - stop solutions for all stakeholders to provide collective impact to the vulnerable communities in Vietnam in Education for Development, Income Mobility and Environment and Health. To pursue our mission, MSD - UWW focusing on (i) building Live UNITED alliances among local organizations to provide collective impact to the communities; (ii) improving our high quality social services in the professional, transparent and accountable practice; and (iii) diversifying our resources to outreach corporate partners and individuals to ensure the organization's financial sustainability. In addition, as the new member of United Way Worldwide, we are in the learning and capacity building process, standardizing our performance and importantly to connecting and creating partnership with other national United Way in different countries. Learning and inspiring with the strategy and approach of CCK, we believe that creating the trans-bordered partnership between MSD - United Way Vietnam and CCK - United Way Korea will create more social values to both countries' clients.

### Philippines - Philippine Business for Social Progress (PBSP)

#### A Mr. Elvin Ivan Uy

We will be announcing this in our 2023 Annual Membership Meeting in January - our focus will be on "Building Forward Fairer: Towards Recovery, Resilience, and Renewal." While our mission of enabling poor Filipinos to become more self-reliant remains constant, the approaches have evolved given the fragility and vulnerability that underpin our local and international systems. For PBSP, this means giving priority to projects and opportunities that directly enhance the income of poor families or those that help them weather the various shocks and uncertainties, with special attention to preparing the young and marginalized sectors as they navigate the different aspects of their lives. We are also emphasizing an agenda of Shared Prosperity that aims to address the decades-long crises in nutrition and learning.

### ASEAN Foundation

#### A Ms. Yang Mee Eng

By 2024, the ASEAN Foundation will:

- Expand its impact in all ASEAN member States in engendering a collective sense of ASEAN awareness and identity, accelerating people-to-people interaction, and developing the potential of ASEAN citizens through effective and inclusive capacity and community building initiative.
- Scale-up public private collaborations and partnerships to sustain its approach for resource mobilisation to achieve and contribute to ASEAN Community building.
- Be a leader of social change and innovation of the ASEAN Community. Its objective is for the ASEAN Foundation to further strengthen its youth-centric programme design and implementation with enhanced regional and country-specific approaches in its pursuit of an inclusive and equitable ASEAN Community.



Executive Director, ASEAN Foundation  
**Yang Mee Eng**

# A CLOSER LOOK AT OUR IMPACT IN ASIA PACIFIC REGION



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