



 Catalyst for success

Global Community Engagement Campaign 2023-2024

Catalyst for Change Campaign Report



Catalyst for Change Campaign

 Theme of the year: SHAPING A BETTER FUTURE

Our Global Community Engagement Campaign: **Catalyst for Change Campaign** embodies our collective dedication to philanthropy in the communities where we live and work. SW brings together our leaders, employees, clients, and stakeholders to participate in volunteering and charity opportunities, both locally and globally. It unites us for a common cause and allows us to share our values.

The Campaign runs concurrently across all SW member firms, enabling us to leverage their diverse strengths in support of community projects aligned with the campaign's objectives and strategies. At SW, our purpose is to empower positive change and build a better future filled with success.

Each SW member firm brings distinct skills and talents to the table, playing a pivotal role in driving positive and constructive change within our communities.

Core pillars of the Campaign

The Catalyst for Change Campaign focuses on five core pillars: Wellbeing of people, Community, Sustainability, Diversity and Inclusion, and Learning and Development.

Wellbeing of people: We prioritize the health, happiness, and overall well-being of individuals.

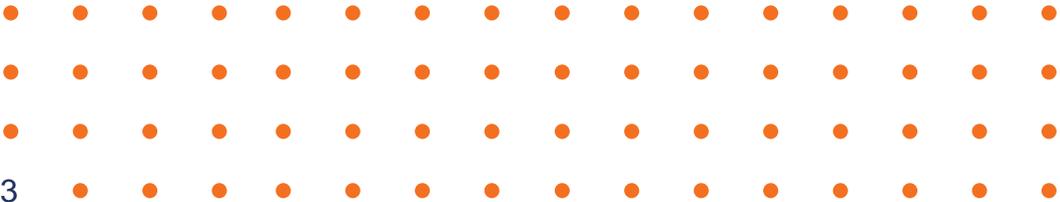
Community: We actively engage with and support the communities, fostering connections and addressing various needs of different community groups.

Sustainability: We are committed to promoting sustainable practices and environmental strategies.

Diversity and Inclusion: We embrace diversity in all its forms, encompassing age, gender, ethnicity, religion, sexual orientation, disability, and any other dimensions.

Learning and Development: We value continuous learning, growth, and development, fostering opportunities for people to expand their knowledge and skills.

These five fundamental principals serve as the foundation of our Campaign, guiding our efforts in building a trusted and socially responsible network of professional firms. With our extensive global network, SW possesses the capacity to lead positive change through thought leadership and stakeholder engagement.



Campaign Strategies in alignment with SDGs



As a committed advocate of the 17 Sustainable Development Goals (SDGs), SW has crafted our campaign strategies to align with these goals. The SDGs tackle a broad spectrum of critical issues, including inequality, climate change, health care, education, gender equality, peace, and technology, which are of significant importance to us.

To further our commitment, SW collaborates with other non-profit and charity organizations, working hand in hand to enhance public awareness and understanding of the SDGs.

By partnering with these organizations, we mobilize our resources and knowledge, fostering collective efforts to meet these global objectives and create meaningful change.

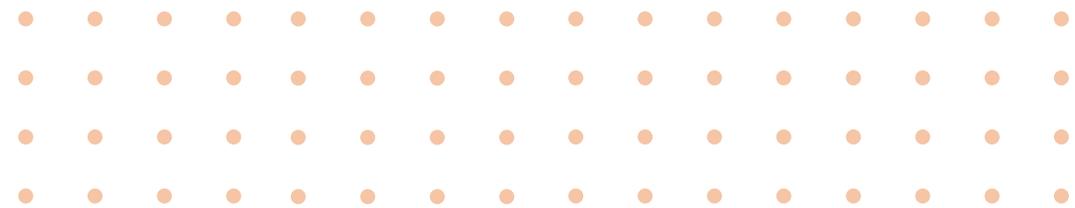


Running for Premature Babies

Australia

SW Australia laced up their sneakers and joined forces with Running for premature babies at Run Melbourne, together creating a positive impact in the lives of premature babies and their families.

The Running for Premature Babies Foundation is a registered Australian Charity supporting neonatal units in hospitals around the country. It raises funds for lifesaving neonatal equipment and research giving thousands of premature babies a better chance of survival.



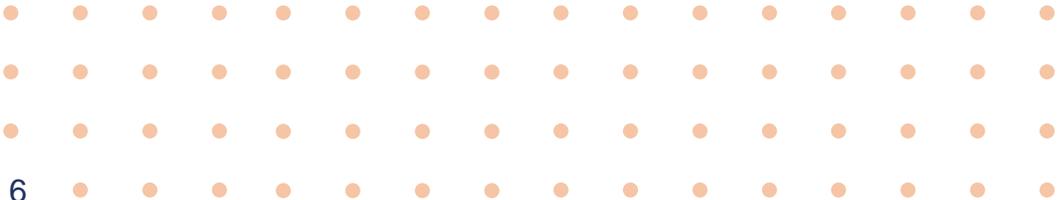
Blood Donation for ArztMobil Hamburg

Germany

Employees from SW Germany (DORNBACH) rolled up their sleeves to donate blood in support for the remarkable work of ArztMobil Hamburg.

ArztMobil Hamburg is a mobile medical unit dedicated to providing healthcare services to the homeless and other vulnerable groups in Hamburg who might not otherwise have access to medical care. Their work is vital in ensuring health equity and support for those in the greatest need.

By participating in this blood drive, the team not only demonstrates our support in health initiatives but also aligns with our commitment to lead positive change in the communities.



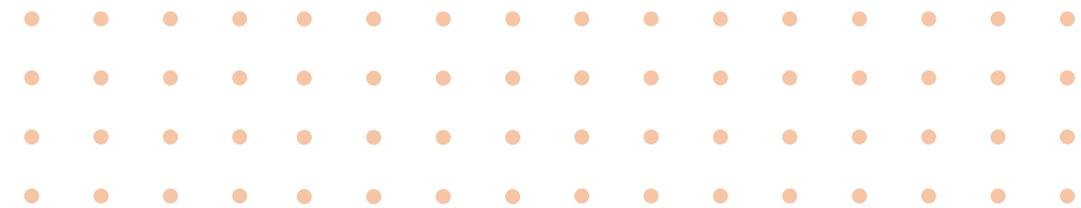


Care for Rare Disease Patients

Taiwan

Joining forces with the Taiwan Foundation of Rare Disorders (TFRD), our Taiwan team has made a significant contribution by donating necessary supplies to those in need. The foundation has been a cornerstone in promoting the rights and well-being of rare disease patients, ensuring they receive the support and medical care they deserve.

TFRD, established in 1999, has been an active force in advocating for rare disease patients in respect of medication, education, and employment, and will continue to give its best effort to light up the lives of many rare disease patients.



The Royal Marsden Cancer Charity Walk

United Kingdom

The SW UK team has hit the ground running with an impactful act of service, taking part in a 15-mile and 5-mile fundraising walk at Royal Marsden Hospital.

With each mile walked, our team mobilized collective energy to raise funds to help the hospital pioneer cutting-edge cancer treatments and uplift patients in need.

The Royal Marsden Cancer Charity is a nonprofit organization that is dedicated to raising funds and resources to support The Royal Marsden Hospital in its mission to provide exceptional care and develop life-saving treatments for cancer patients.





Earthquake Relief

China

A devastating earthquake struck Gansu Province, China in Dec 2023, leaving significant damage and loss. Right after the earthquake, Mr. Zhang Ke, Chairman, swiftly mobilized resources to establish a relief coordination group.

Thanks to the collective effort of our teams from the head office and other branches across China, raising around RMB100,000 to support the earthquake victims and donating 23 boxes containing over 400 pieces of warm winter clothing. The emergency relief efforts were to provide some comfort to those affected during these difficult times.



Charity Walk for China Rural Development

China

Our Beijing office, SW China formed two teams, each in a group of 4, to participate in the Charity Walk organized by the China Rural Development Foundation. Together, they raised over RMB10,000 to support rural public welfare projects.

The funds raised were directed towards impactful charity projects such as Mother Like Companion, Love Gifts, and Love Kitchen. By contributing to these projects, we are actively promoting the welfare and well-being of rural communities, particularly focusing on the needs of children and families.



<p>Cologne</p> <p>Transforming lives of cancer patients through the Cologne Cancer Research Foundation</p>		<p>Dessau</p> <p>Supporting Anhalt Hospice and Palliative Care Society</p>	
	<p>Saarbrücken</p> <p>Helping homeless people through Kältebus</p>		<p>Coblenz</p> <p>Empowering individuals with intellectual and developmental disabilities through Lebenshilfe</p>
<p>Solingen</p> <p>Taking care of the needs of children and their families who are in distress through Aktion Lichtblicke</p>		<p>Munich</p> <p>Sparking hopes for children through Munich Gift Rain</p>	
	<p>Berlin</p> <p>Promoting animal welfare through Deutscher Tierschutzbund</p>		<p>Bad Homburg</p> <p>Combating food waste through Tafel Hochtaunus</p>
<p>Darmstadt</p> <p>Alleviating food insecurity through Darmstädter Tafel</p>		<p>Frankfurt</p> <p>Supporting action group "Children in Need"</p>	

Donation to Various Social Projects

Germany

SW Germany team made generous donations to various projects throughout the country, covering cancer research, palliative care, children initiatives, animal welfare, sustainable food, and support to disadvantaged groups, etc.

The team is committed to making a lasting impact on the lives of different people across Germany, uplifting those in need.



Mooncakes and Lanterns DIY workshop

Hong Kong

The enthusiasm of our volunteers from SW Hong Kong shone brightly at the Mooncakes & Lanterns DIY workshop held with Methodist Centre. By dedicating time and energy to create arts, crafts and unforgettable memories with local children, our team perfectly captured the spirit of the campaign - driving change and creating a better world for future generations. Seeing the smiles on the children's faces was incredibly heartwarming and embodies our mission of spreading joy.

Methodist Centre provides diversified social services in Hong Kong and is committed to caring for different disadvantaged groups. Services include: child and family services, integrated youth services, elderly and health services, community support services, counseling and clinical psychological services, etc.



Dog Walker Program

Hong Kong

The Hong Kong team stepped up in a big way to support the Society for Abandoned Animals. Volunteering time as dog walkers, we brought comfort and companionship to the many shelter pups eagerly awaiting their forever homes.

Tail wags and affectionate snuggles greeted our team as we spent meaningful hours with each furry friend. By socializing the dogs and filling their days with love and play, our volunteers helped improve the animals' welfare and boost their adoptability.

But our impact extended far beyond just the dogs. Through this caring service initiative and community partnerships, the team showed strong alignment with the campaign goals of building a more inclusive and sustainable community.

Each volunteer left quite a lasting impression - from the smiles on puppy faces to renewed hope in the shelter. Sometimes a small kindness can create significant ripples. Ours is a family striving to spread more moments of joy through unity in action.



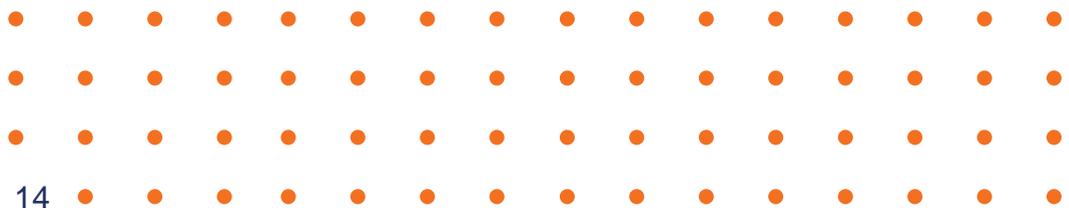
Valentine Celebration at Local Orphanage

Indonesia

SW Indonesia embraced a different way to celebrate love by giving back to the community on the Valentine's Day! Instead of the usual gifts of chocolates and flowers, our team visited the Suaka Kasih Bunda Orphanage in Serpong, South Tangerang.

It was a day filled with joy and meaningful connection as our team shared their time and affection with the wonderful children at the orphanage. We also had the privilege to donate to the orphanage, contributing to their needs and showing our love in the most impactful way.

Through games and activities, we not only shared smiles but also reinforced the belief that caring and loving can make an incredible difference.



Tsz Chi Foundation Fundraising Campaign

Singapore

The team at SW Singapore has kicked off a new year with an inspirational act of generosity, donating to the Tzu-Chi Foundation SG. Managing Partner Kent presented a donation to Tzu Chi Chair Ms. Zhou Haiyan during the SW Singapore's annual Dinner and Dance event.

Tzu Chi Foundation is a leading global non-profit delivering disaster relief, medical aid, education, and environmental conservation worldwide. By contributing efforts, SW Singapore helps uplift underprivileged individuals locally and globally.



Balinesia Expedition Clean Water Campaign

Indonesia

SW Indonesia team's dedication to sustainability and community empowerment was evident through the impactful collaboration with Balinesia Expedition.

Together we supported the transformation of lives of Suana villagers, with 25 volunteers assisting to upgrade their clean water infrastructure, cultivate seaweed and revitalize public schools in those villages. From installation to education, the team's approach helped to ensure clean and sustainable water sources for the residents there. Every action taken is a step closer to building a thriving, healthy community and realizing the global SDGs.





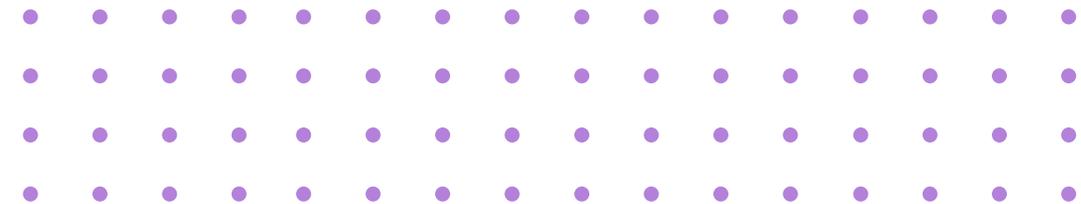
Dress for Success

Australia

Our team at Australia initiated a Dress for Success clothing drive in Perth. By donating professional attire to women striving to enter the workforce for job interviews, we have provided more than just clothes – we have offered hope and a pathway to empowerment.

Dress for Success Perth stands as an advocate for gender empowerment, in line with the United Nations Sustainable Development Goal: Achieve gender equality and empower all women and girls, and our team's commitment has led to significant improvements in the lives of numerous women. The initiative goes beyond mere donations, as it instills confidence and fosters the independence necessary for women to thrive in their careers and lives.

Witnessing the collective effort of our Perth team has been truly inspiring. The generosity on display presents the powerful change we can bring about when we unite for a common purpose. The initiative was also launched by the Melbourne, Sydney and Brisbane office.



Empowering Children with Education

China

Our Chongqing office, SW China partnered with the Chongqing Huayan Foundation For Culture and Education to empower children and make their dreams come true. We donated a sum of nearly RMB100,000 to support underprivileged children in rural areas, offering education opportunities for them to pave the way for a brighter future.

A presentation meeting of the project organized by the Foundation, aiming to empower children with education, was held at the Chongqing Huayan Art Museum. It was attended by Ms. Fu Shiqing, the General Manager of our Chongqing office and other corporate representatives who share the same vision of making a positive impact.





Empowering Students with Internship and Employment Opportunities

China

SW China is proud to be at the forefront of nurturing talent and enhancing career opportunities for university students across the country. Our commitment to education and professional growth is highlighted through a series of dynamic collaborations and partnerships with various educational institutions.

We joined the campus promotion event held at the Peking University and China University of Mining and Technology-Beijing, organized by the Beijing Institute of Certified Public Accountants and the Beijing Appraisal Society. Our Heifei office teamed up with Tongling University and the School of Economics and Management of Anhui Agricultural University respectively, to establish a hub for supporting employment and internship program. Our Changsha office signed a strategic cooperation agreement with the Hunan International Talent Exchange Association. Our Nanchang office celebrated a new partnership with Jiangxi University of Finance and Economics. Our Xi'an office launched an inaugural ceremony with Shaanxi Normal University for an internship program.

Through these initiatives, SW China is dedicated to providing hands-on experiences and employment opportunities to help shape the skilled professionals of tomorrow, and elevate the careers of our future leaders.





 Catalyst for success

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