At-a-glance

ACS SERVED 110 NGOs IN 2015
WE DELIVERED
$16,700,000
OF PRO BONO SERVICES
ON A HK$2.5M BUDGET

96 PERCENT OF NGO CLIENTS ARE SATISFIED WITH THE ACS EXPERIENCE

1,250 REGISTERED VOLUNTEERS
WITH AN AVERAGE OF 13.8 YEARS OF EXPERIENCE

MANY HAVE RECOMMENDED ACS TO THEIR FRIENDS

WE SERVE THOSE WHO SERVE

THEY COLLECTIVELY SERVED 1,000,000 BENEFICIARIES
Dear Friends of ACS,

During 2015, ACS continued our mission to equip and enable leaders of 110 mainly small and medium-sized NGOs to serve their respective communities more effectively and more sustainably through our development workshops, leadership seminars and consulting projects. It was the 8th year that ACS held our signature development workshops on strategic planning, fundraising strategy and board governance which we successfully conducted for a total of 27 NGOs from 9 different sectors.

2015 was the 3rd year ACS conducted the half-day Ignite Seminar series covering various topical strategic and leadership issues faced by NGO board members and senior management. Four Ignite seminars were held during the year attended by 149 NGO leaders, many of whom joined multiple seminars in the series.

During the year, we launched the new Power Up workshop program, which is focused on helping NGOs boost their organization’s communications effectiveness with donors. One-day workshops were successfully conducted for the leadership teams of 3 NGOs in 2015, and we will increase the number of NGO participants in coming years.

We continued our collaboration with multi-national companies and banks in their CSR projects during the year at which a total of 312 NGO leaders participated. These projects reinforced the role of ACS as an effective platform bridging Hong Kong’s social and corporate sectors, and engendering regular cross-sector collaboration among NGO leaders, business professionals and commercial organizations to collectively address the pressing challenges in our community.

I wish to thank all the NGO leaders who have participated in our programs during the past year for their great passion and commitment in serving the neediest and most vulnerable in our society despite limited resources and numerous challenges. They continue to inspire us every day to press on with our mission to “serve those who serve”.

I also wish to thank all our dedicated and enthusiastic volunteers, some 250 of whom generously and freely contributed over 8,300 hours of their time, their talents, professional skills and experience in facilitating our workshops, seminars and other projects in 2015.

The ACS staff team is truly grateful to all the volunteers for selflessly sharing their knowledge and insights, as well as their serving heart to broaden our reach in the NGO community.

I wish to express my sincere thanks to all our partnering organizations, program and venue sponsors, as well as to all generous donors. We would not have been able to serve our NGO clients without your kind support.

I want to give special thanks to Nancy Yang, our Co-Founder and former Executive Director, for building up ACS since 2007 into such a reputable and unique capacity building organization serving the NGO community with creativity, integrity and excellence. Having succeeded Nancy in October 2015 after serving as an ACS volunteer in the past two years, I am extremely grateful for the continuing advice and unstinting support from her and all our Board members.

Finally, I wish to thank the ACS staff members for their loyal support, dedication and their readiness to joyfully serve our NGO clients at all times, especially during our evening and weekend workshops.

I invite you to partner with us during the coming year in our continuing journey to empower an increasing number of NGOs to deepen their positive impact on the communities they serve, and to do our part in making Hong Kong a more equitable and compassionate society.

John Louie
Executive Director
In 2007, a senior executive, a business professional and an entrepreneur saw the critical social services that many leaders of small and medium sized nonprofit / non-government organizations (NGO) in Hong Kong and Asia were providing to the underprivileged. Yet at the same time, they found the leaders were laboring with so little organizational support and resources. Asian Charity Services (ACS) was thus conceived with the aim to gather together professionals and resources to come alongside these leaders and NGOs, to empower them to magnify their caring effort and bring about genuinely positive changes to our city and the surrounding region. Here is the story of Asian Charity Services …

Our Vision
We envision excellence in the standards and operations of the nonprofit sector, which maximizes its positive impact on people, communities and nations, cultivating a more empathetic and serving society.

Our Mission
We serve those who serve - Our Mission is to effect change and raise standards and professionalism of small to medium-sized nonprofits, enabling them to be more effective, efficient and sustainable in serving our communities.

Our Values
» Integrity
» Excellence
» Accountability
» Creativity
» Purpose

ACS aspires to empower a caring community to reach its greatest potential so it can address urgent social challenges with impactful solutions.
Our Community

NGOs

Diverse social causes and beneficiaries
Small and medium-sized NGOs address a wide variety of social causes serving different groups of beneficiaries. We believe the community's needs are complex and best understood by these organizations on the ground, and we play the role of supporting and helping them build service capacity, enhance their effectiveness as well as sustainability.

Volunteers

Deep talent pool of volunteers
ACS has an unparalleled pool of skill-based volunteers from a wide range of professional backgrounds in Hong Kong. We have 1,250 volunteers with an average work experience of 13.8 years, who are leaders and critical thinkers in their organizations and aspire to leverage on their professional knowledge to make the world a better place. Our volunteers are also ambassadors to effect positive change around them, cultivating a mutual-giving community for all.

Partners

Generous sponsors and supporters
ACS collaborates with more than 25 partners including financial institutions, corporations, professional services firms and foundations to deliver projects and support needed to build up NGOs and their leadership team.

Volunteering Platform

A platform for NGOs, volunteers, and partnering organizations to collaborate

Staff Engagement

Partnership & Collaboration

Pro Bono Services

For more information, please visit our website at www.asiancharityservices.com
ACS connects NGOs, Volunteers, and Partnering Organizations so that our talents and resources can be effectively pieced together to help build up NGOs, and by extension, our society.

**NGOs**

ACS offers unique modular programs for NGO leadership to be trained as a team to utilize frameworks and new approach and address their organizational challenges. So, module by module, NGOs may complete a number of ACS programs, and over time, NGOs are enabled to transform and grow.

The NGO Development Workshops, Power Up—Boost Your Donor Communications, and Ignite Seminar Series are all available programs that cater to the different needs of NGOs. And ACS plans to continue expanding the portfolio of modular programs to meet NGOs’ ever changing needs.

**Volunteers**

Every aspect of ACS programs actively involves Volunteers with significant business experience and unique professional background. They form a broad talent base that enables us to serve NGOs. Skill-based Volunteerism is inherently part of ACS’ DNA. As ACS recruits, selects, trains and matches volunteers to serve in various programs, we are dedicated to empower and develop the passion and skills of these business professionals so that they may have a life-long commitment to serving their communities.

**Partnering Organizations**

Professional agencies, corporations, foundations, and educational institutions house significant knowledge and material resources that are invaluable to NGOs’ growth and development. ACS strategically works with a select group of companies to come alongside and provide support to NGOs.
NGOs

ACS offers 3 main programs to guide NGOs to address their major strategic and organizational issues, equipping them to grow more sustainably.

### The Challenge

**Smaller NGOs Lack Resources to Sustain and Grow Their Organizations**

\[ \text{Out of} \quad 8,900 \ 	ext{NGOs} \quad \text{Less Than 2\% Receive SWD Subvention} \]

**Many Cannot Afford Professional Services**

**Many Face Staff Shortage Turnover**

### Ignite Seminar Series

Half-day training seminars for NGO board members, executive directors, and senior staff to learn about top of mind organization development topics. In 2015, these include:

- “Igniting an Innovative NGO Culture”
- “Corporate Partnership”
- “Employee Engagement and Enablement: How can your NGO and Staff thrive?”
- “Leadership Succession: Planning for the Future now”

### NGO Development Workshops

ACS curriculum-based workshop sessions are designed for NGO leadership teams. The process lasts for 8 weeks and includes a Situational Assessment exercise. Key topics include:

- Strategic Planning
- Fundraising Strategy
- Board Governance

### Power Up - Boost Your Donor Communications (Launched in 2015)

Eight-week planning project designed to help NGOs better communicate with and engage their donors.

Notes:

1. Charitable institution or trust of a public character, which is exempt from tax under section 88 of the Inland Revenue Ordinance (as on 30 June 2016)
3. Hong Kong Institute of Human Resource Management (May 2013 survey)
Volunteers

Our Solution

ACS provides volunteer training, coaching, and project management support to enable our volunteers to utilize their time and expertise effectively and efficiently to empower and inspire NGO leaders.

Volunteer Recruitment and Development

» Volunteers are recruited through multinational and local companies as well as through personal referrals.
» Online application process enables ACS to streamline the volunteer registration and selection process.
» ACS equips volunteers to be effective facilitators and consultants.
» Experienced volunteers are selected and trained as Project Advisors to lead workshops.

The Challenge

HK has an extensive financial, legal & professional services network willing to do pro bono work...but they have limited access to NGOs and are often very stretched on time.

Out of 71 global cities, HK employees average 51 work hours each week.

38% longer than the global average and ranked last in the “working hour” index.

In 2009 approx 1 million volunteers contributed 87 million hours of work, translating to HKD 5.5 billion or 0.34% of GDP.

Notes

1. Prices and Earnings 2015, Do I earn enough for the life I want, UBS, September 2015
2. Volunteering in Hong Kong survey research, Center for Civil Society and Governance, University of Hong Kong, May 2010

In 2015

122 new volunteers registered
243 volunteers contributed 8,338 hours
$16,676,000 Estimated Economic Value
ACS connects socially responsible organizations to NGO networks and facilitates their contributing to the long-term development of local communities.

**OUR SOLUTION**

**THE CHALLENGE**

BUSINESSES ARE INCREASINGLY CALLED TO ENGAGE THE COMMUNITY AND ACTIVELY HELP DRIVE SOCIAL INNOVATIONS

*'Our Hong Kong Foundation' Report Recommended Businesses to Integrate Social Innovation into Their Strategies*

**THE HK BUSINESS SUSTAINABILITY INDEX LAUNCHED IN DECEMBER 2015 TO HELP COMPANIES IMPLEMENT STRATEGIES TO IMPROVE THEIR SOCIAL RESPONSIBILITY**

**Sponsored NGO projects in 2015**

- PwC Hong Kong, ‘Strengthening Donor Communications’ Seminar
- Morgan Stanley, Core Charity Program Consultation Service
- Goldman Sachs, Community Teamwork Partners Training on ‘Building a Compelling Annual Report for Nonprofits’
- MTR Corporation, ‘Cross-sector Summit – Pathway to Employment’ Collaboration Workshop

**Notes**

1. Social Innovation for a Better Hong Kong, Our Hong Kong Foundation, March 2016.
2. Hong Kong Companies Lagging Behind on Corporate Social Responsibility, South China Morning Post, December 1st, 2015.
Asian Charity Services is a unique NGO providing invaluable pro bono services to Hong Kong NGOs.

The quality and level of service is top notch - from the structure and content of the workshops to the ACS volunteers. HandsOn Hong Kong is grateful to ACS for the benefits we have reaped over the years from its workshops and seminars.

Founder of HandsOn Hong Kong
Our Impact

We Inspire

The program has helped our team, especially the new members, to take a strategic approach in formulating the 5-year plan, which was the first time in our history to have such a document. The program has also inspired our thinking and gave us more motivation to do a better job for our organization and our service targets. We are really grateful for the learning opportunity.

Executive Manager
Make-A-Wish Hong Kong

We Equip

74%
IMPROVED STRATEGIC PLANNING

61%
IMPROVED GOVERNANCE

43%
IMPROVED FINANCIAL MANAGEMENT

Notes
Results from the 2015 NGO development workshop survey conducted by ACS

The Fundraising Strategy Workshop provided us with exactly the tools, skills, and expertise (through volunteer consultants) that we needed to improve our financial planning ability for greater sustainability.

Manager of Christian Action Centre for Refugees

We Transform

Completing the strategic planning workshop was a watershed for Splash. We moved from having an idea (to teach people how to swim) to a fledgling organization with a mission, strategic plan and processes and procedures to support what we were seeking to achieve. The advice and guidance we received from ACS consultants was invaluable, but I was also grateful for them 'holding a space' for us to think about what we really wanted for our organization. Many thanks for all your hard work.

Founder of Splash

We're Trusted

96%
WILL RECOMMEND ACS TO OTHER NGOs

96%
AGREE THE NEW IDEAS THAT WERE INTRODUCED HAD A POSITIVE IMPACT

96%
AGREE VOLUNTEER CONSULTANTS HAD THE EXPERTISE NECESSARY TO HELP THEIR NGO

65%
COMPLETED THE IMPLEMENTATION PLAN

61%
IMPROVED GOVERNANCE

43%
IMPROVED FINANCIAL MANAGEMENT

ACS has blessed us twice. First of all, we came in September and we did the Strategic Planning and now we are here... It's a HUGE uplift... I really want to thank ACS and volunteers, they are absolutely tremendous. All the time we brought the team together, we become so much stronger.

Founder of Ark Eden

SINCE 2007, ABOUT 20% OF NGO CLIENTS HAVE RETURNED FOR ANOTHER ROUND OF WORKSHOPS

96%
AGREE THE NEW IDEAS THAT WERE INTRODUCED HAD A POSITIVE IMPACT

96%
AGREE VOLUNTEER CONSULTANTS HAD THE EXPERTISE NECESSARY TO HELP THEIR NGO

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COMPLETED THE IMPLEMENTATION PLAN

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Notes
Results from the 2015 NGO development workshop survey conducted by ACS
Case Journey

Follow the case journey of one of our many beneficiaries – Little Life Warrior Society (LLWS)

LLWS, as a volunteer-driven organization with limited management structure and practices began the journey to explore where their gaps were, to look at how to grow and better serve their members in the future.

2012

ACS supported LLWS to develop and implement their ideas through workshops in July 2012. LLWS participated in the ACS Ignite Seminar on NGO Branding.

2013

LLWS continued to expand their donor base, strengthen their programs, and assist in setting up Little Life Warrior Societies in different parts of Mainland China and sponsoring their activities.

2014

2013-2014 LLWS board became more diversified with different professional expertise and backgrounds.

2015

Apr/May 2015 the LLWS board joined the ACS Board Governance Workshop and effectively re-organized its board mandate and approach to governance.

Aug 2015 LLWS organized the 4th Hong Kong – China Cancer Children Exchange Camp; LLWS now works with 10 LLWS in China.

Nov 2015 LLWS participated in the ACS Ignite Seminar on Employee Engagement and Enablement.

Journey continues as LLWS prepares for the upcoming move to the Hong Kong Children’s Hospital in 2018.

The journey continues...
Financial Highlights

ACS Income Sources

- Individual: 54%
- Corporate: 36%
- Foundation: 53%
- Others: 2%

ACS Expenses by Program

- Development: 3%
- Workshops: 37%
- Sponsored Projects: 28%
- Ignite Seminars: 32%
- Power Up: 12%
- Others: 2%

2014
Total HK$2,908,200

2015
Total HK$2,343,299

2014
Total HK$2,395,245

2015
Total HK$2,547,111
While we have served 500+ NGOs since our founding, there are currently close to 8,900 NGOs based in Hong Kong serving numerous social sectors.

NGOs
The NGO development workshops on the subjects of Strategic Planning, Fundraising Strategy and Board Governance will remain the core ACS program to be offered. In the coming year we will continue with the Power Up program and conduct seminars on highly relevant topical issues for NGO leaders.

We will deepen our journey with the NGO clients we have been serving by continuing to learn about their most pressing capacity building needs in the changing operating environment, and to further develop programs addressing relevant topics to help them bridge the gaps.

Volunteers
Since the ACS operating model is to mobilize our large pool of skill based volunteers to serve many more NGOs than our own small staff team could reach ourselves, we are committed to recruiting, training and developing volunteers to equip them to serve our NGO clients more effectively.

Partnering Organizations
In the coming year we will continue to collaborate with corporate and foundation partners to design, develop and conduct new programs and projects to further build up the professionalism and effectiveness of the NGO community in Hong Kong. We will encourage staff members of our corporate partners to become skill based volunteers with ACS in order to create a deeper impact through this platform for cross sector collaboration.

In the coming year we plan to broaden our reach to more NGOs that had not previously participated in our programs and deepen our support to current NGO clients.
Our Team

Our Board
David Sutherland
Nancy Yang
Jayson Kyle
Scott Ohman

Our Staff

Acknowledgments

We would like to express our sincere gratitude to our partners, event speakers, and volunteers. We have made significant strides but it would not have been possible without your support.
Thank You

Event Speakers 2015

Agnes Tai
Carmen Yip
Colleen Law
David Leung
Edmund Lee
Ferni Wong

Volunteers in 2015

Agnes Tai
Carmen Yip
Colleen Law
David Leung
Edmund Lee
Ferni Wong

Aasha Pai
Carmen Yip
Colleen Law
David Leung
Edmund Lee
Ferni Wong

Josephine Lee
Siddique Salleh
Stephen Dare
Steve Monaghan
Wilson Lam

Edwin Chiu
Edwina Tam
Eileen Glynn
Elaine Ng
Elise Lee

Ivy Wang
Katherine D’Arcy
Kenneth Li
Ketan Odedra
Krystal Bojan

Eileen Glynn
Elaine Ng
Elise Lee
Elizabeth Daniel
Elizabeth Fitzpatrick
Emily Chan

Emily Lam
Eric Kong
Eric Yau
Farida Lau
Frances Wong

Genevieve Henriksen
Gitanjali Mehta Chugh
Glenda Yu
Grace Hui
Grace Ting

Hendro Santososo
Hoi Lai Yeung
Icy Wong
Ida Cheung
Isabelle Ensarguet

Ivan Au
Jacqueline Cheng
Jane Overton
Janice Ng
Jeff Tan

Jeffrey R. Ronan
Jennie Oswald
Jenny Chang
Jessica Wong
Jessie Ching

Joanne Walpole
Joe Chan
John Wilson
Juliana Li
Karen Seymour

Karl Fu
Katherine D’Arcy
Kenneth Li
Ketan Odedra
Krystal Bojan

Linda Luk
Linda Yau
Liway Sevilla
Liza Tzeowell
Lora Chow

Luke Boardman
Masy Lo
Matthew Pine
Mee Wong
Melody Ma

Michael Tozer
Michael Tse
Min Yee Teh
Mindy Kwan
Neha Kapur

Neil Agrawal
Nick Robinson
Nicole Eschner
Nico Li
Nitin Agrawal

Owen Yeung
Patricia Lau
Peggy Shaw
Penelope Van Niel
Peter Li

Philip Wai
Priscilla Boyle
Rachel Chan
Rando Yuen
Rebecca Iris Brosnan

Regina Wenzel
Ronald Siu
Rosa Chiu
Rosanna Mak
Ryan McCarthy

Sabina Fung
Sammie Shum
Sara Bosco
Sarah Reilly
Shabnam Pagarkar

Shirley Tse
Siddique Salleh
Stephanie Poon
Stephen Chan
Stephen Tsui

Steven Tung
Sujata Ramakrishna
Susan Clear
Susan Trehbach
Suzanne Chu

Sylvia Yeung
Tai Ki Share
Teresa Chu
Terry Lee
Theresa The

Vanessa Ho
Vincent Leung
Virginia Chan
Vivek Sharma
William Hsu

Ronald Siu
Winnie Lam
Winny Yang
Yvonne Chan
Zoe Lee

Volunteers in 2015

Aasha Pai
Agnes Tai
Alan Leung
Alex Lam
Alex Liu
Alex Wang
Alice Ho
Alison May
Alvis Kong
Amanda Pratt
Ambar Patel
Andrew Li
Andrew Thorne
Angel Young
Angela Chang
Angela Ma
Anne English
Aubrey Ho
Ben Yip
Bernice Yung
Bert Wong
Betty Lee
Betty Tsoi

Carmen Yip
Caryn Lee
Cassandra Venn
Catherine Wong
Cecilia Fabrizio
Cecilia Kwok
Cheris Lee
Christopher Chou
Christopher Goh
Christopher Liao
Claire Hsiao
Claire Turner
Clara To
Cliff Chau
Cynthia Wan
Daniel Chan
David Tsang
Dawn Lau
Deep Gupta
Dhara Vyas
Dorothy Chan
Edward Lam
Edward Zhao

Edwin Chiu
Edwina Tam
Eileen Glynn
Elaine Ng
Elise Lee

Ivy Wang
Katherine D’Arcy
Kenneth Li
Ketan Odedra
Krystal Bojan

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Linda Yau
Liway Sevilla
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Lora Chow

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Rosanna Mak
Ryan McCarthy

Sabina Fung
Sammie Shum
Sara Bosco
Sarah Reilly
Shabnam Pagarkar

Shirley Tse
Siddique Salleh
Stephanie Poon
Stephen Chan
Stephen Tsui

Steven Tung
Sujata Ramakrishna
Susan Clear
Susan Trehbach
Suzanne Chu

Sylvia Yeung
Tai Ki Share
Teresa Chu
Terry Lee
Theresa The

Vanessa Ho
Vincent Leung
Virginia Chan
Vivek Sharma
William Hsu

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