ACS connects NGOs, Skill-based Volunteers and Partnering Organizations so that our collective talents and resources can help NGOs succeed, thereby creating a more empathetic society.

WE SERVE THOSE WHO SERVE

2017 AT A GLANCE

On a Budget of $3.1 Million

141 NGOs Served
$16,486,000 Value of Pro Bono Hours
8,243 Volunteer Hours
139 Active Volunteers
EXECUTIVE DIRECTOR’S LETTER

Dear Friends of ACS,

We all love the vibrancy and prosperity of Hong Kong. Yet our city’s Gini index is among the highest in the world, where one in five of our neighbors lives in poverty. Asian Charity Services was established to promote capacity building in the many nonprofit organizations who so tirelessly serve the neediest in our society.

In 2017 we celebrated ACS’ 10th anniversary. Thanks to the generous support in the past decade from our many talented volunteers, corporate and foundation partners, NGO leaders and donors who share our vision, we have provided pro bono workshops and seminars to enable more than 500 NGOs to become more effective in serving their respective communities and improving the lives of their beneficiaries. However, this number represents just over 5% of all registered NGOs in our city, so there is still a long way to go in our mission to raise the standards and professionalism of the NGO sector.

As we embark on our second decade to “serve those who serve,” ACS will carry on connecting and bridging philanthropic goals with community needs as well as engendering cross-sector collaboration among corporations, foundations, business professionals and NGOs. We will continue to mobilize and leverage the skills and talents of business professionals to further develop the effectiveness of high impact NGOs serving the community.

We invite you to partner with ACS to promote excellence in the nonprofit sector and to make Hong Kong a more empathetic and equitable society.

Sincerely,
John Louie
Executive Director
Founded in 2007, Asian Charity Services is a Hong Kong registered NGO committed to working with nonprofit organisations to build and strengthen their effectiveness, efficiency and sustainability.

Our collaborative programs offer small- and medium-sized NGOs access to the expertise of business professionals who volunteer pro bono training and consulting services. ACS currently manages one of the largest volunteering platforms for business professionals in Asia.

Through our workshops and seminars, NGOs acquire the necessary skills and tools to tackle issues related to fundraising, donor relations, communications, human resources and board governance. NGOs who participate in ACS programs greatly broaden their networks, increasing their ability to create partnerships, engage interest from more volunteers and reach potential donors.

ACS’ mission is to support and serve our NGO partners so that every one of them can better serve their communities in the diverse ways they envision.

Asian Charity Services成立於2007年，是一間香港註冊的非牟利機構。我們致力為慈善機構服務，協助他們營運得更有效率、更有效益、更可持續發展。

我們的協作項目，將中小型慈善機構和商界義工連結，使各機構能得到免費的專業諮詢及培訓服務。目前，ACS是亞洲最大的商界義工平台之一。

透過參與我們的工作坊及專題研討會，慈善機構學習所需技巧及方法，以解決籌款、捐助者聯繫、傳訊、人力資源及治理事會的相關問題。ACS的項目讓慈善機構開拓網絡，提升他們建立合作夥伴的能力，吸納義工和吸引更多捐助者的資助。

ACS的使命是支持和服務非牟利機構，讓他們以不同形式惠及社群。
OUR COMMUNITY

ACS creates a “win-win-win situation” by connecting NGOs, highly skilled volunteers and partnering organizations to create a collaborative network of experienced professionals, business resources and civic-minded individuals. NGOs acquire the assistance they need to improve their effectiveness while corporate partners find channels to make positive contributions to the community. Volunteers benefit by participating in programs that expand their own professional network while acquiring new insight into how their skills can be used in the nonprofit sector.

NGOs

In Hong Kong alone, there are thousands of NGOs working tirelessly on a diverse range of social causes and needs. Each year, we at ACS strive to expand the number of NGOs participating in our programs.

Partner Organizations

From across many industries and sectors, organizations support NGOs by sharing their business expertise, donating resources, providing venues for training sessions and conferences, as well as generously sponsoring ACS programs and initiatives.

Volunteers

ACS welcomes volunteers from many backgrounds and professions to participate in the countless ways NGOs are making worthwhile and exciting contributions to society.
WHAT WE DO

NGO Development Workshops
Designed for NGO leadership teams, these eight-week programs begin with in-depth assessments to identify target areas for improvement. Structured workshop sessions facilitated by experienced business professionals cover three main topics:

- Strategic Planning
- Fundraising Strategy
- Board Governance

Ignite Seminars
The Ignite Seminar Series provides world-class training on business topics vital to achieving a higher level of organizational excellence. Ignite features small group breakout sessions in which NGO participants put into immediate practice the strategies and tools introduced during half-day seminars. Recent topics include:

- Data Demystified: Harnessing the Power of Data for Decision Making
- Using Storytelling to Stand Out from the Crowd
- Crowdfunding for Nonprofits
- Strategic Communications: From Message to Media
- Strategic Fundraising: Getting the Right Grant at the Right Time

Corporate Sponsored Programs
Corporations and institutions look to ACS to enhance the effectiveness of their own corporate social responsibility programs. Many companies work with ACS to develop workshops that target essential skills and practices that allow nonprofits to maximize their ability to aid beneficiaries and to convey necessary and compelling information to potential donors. Recent corporate sponsored programs include:

- Power Up: a one-day workshop designed to help NGOs better communicate and engage with their target donors
- Get-Set: a one-day workshop allowing NGOs to assess the effectiveness of their programs and services by tracking each step of their beneficiaries’ experience in receiving the services provided
NEW PROGRAMS IN 2018

Sprint
ACS’ Hackathon Program for Social Good—with these collaborative one-day events, ACS brings the high-energy, large-scale Hackathon model, which originated in Silicon Valley, to the nonprofit world. Designed to encourage innovation and creativity, these intense workshops feature:

- Focused discussions identifying key strategic challenges and issues
- Brainstorming for creative high-impact solutions and initiatives
- Team presentations of project ideas and strategies
- High-quality feedback and advice from a panel of senior management leaders from multinational corporations and foundations

Digital Marketing
This innovative program teaches NGOs how to use digital marketing tools to convey clear and effective messaging to expand interest in their causes and to achieve various objectives. Particularly through storytelling techniques and powerful imagery, video can be a highly effective tool in areas such as:

- Crowdfunding
- Corporate Communication
- Volunteer Recruitment
- Beneficiary Outreach
OUR IMPACT

Post-Workshop Survey Statistics

- **95%** are satisfied with the ACS workshop experience
- **91%** are inspired by the ACS workshop experience
- **91%** agree that the ACS workshop provided knowledge and expertise to NGO leadership team
- **77%** of NGOs are applying the techniques and concepts learned from ACS workshop
- **95%** of NGO leaders will recommend ACS to other NGOs

Quotes from NGO Leaders

- “We changed a lot of how we are organized because of the ACS workshops. They definitely started us thinking about some new ways of doing things.”

- “The workshop helped create a deeper understanding of our stakeholder groups.”

- “The management team is applying some of the techniques learned at the workshop such as impact measurement, effective communication and key messaging.”

- “The enthusiasm, energy and commitment of the ACS team and volunteers was an inspiration.”

- “One of the volunteer consultants has become our board member.”

FINANCIAL HIGHLIGHTS

Source of Income

- **Foundations**: 14%
- **Corporates**: 15%
- **Individuals**: 24%
- **Others**: 2%

2017

- **Total HK$ 4,652,122**

2016

- **Total HK$ 2,915,794**

Expenses by Program

2017

- **Development**: 33%
- **Workshops**: 20%
- **Power Up**: 13%
- **Ignite Seminars**: 9%
- **Special Projects**: 12%

- **Total HK$ 3,073,822**

2016

- **Development**: 15%
- **Workshops**: 37%
- **Power Up**: 13%
- **Ignite Seminars**: 9%
- **Special Projects**: 26%

- **Total HK$ 2,687,555**

*Increase in 2017 Development expense due to 10th Anniversary Gala*
ACS is now introducing new programs, such as Sprint and Digital Marketing for NGOs. These programs developed as a result of ACS’ 2017 strategic review of the changing and evolving needs of the NGO sector. Our findings include the following:

- With over 9000 registered nonprofit organizations in Hong Kong, NGOs may overlap in their activities and focus, creating inefficiencies and competition for funding, resources and beneficiaries.

- By collaborating with one another, NGOs can combine their resources so that aid to beneficiaries can cover multiple areas of need.

- Donors wish to support NGOs not only with strong leadership and sustainable programs, but also those with transparent reporting and metrics. NGOs recognize that they must develop accurate and thorough methods to measure their effectiveness.

- NGOs increasingly recognize the need to learn how digital technology and social media can be incorporated into their operations and communications.

After celebrating ten years of “serving those who serve” by raising the standards and professionalism of small and medium-sized nonprofits, ACS is committed to creating even more opportunities for NGOs to network, share resources and learn from one another. The growing sophistication of these organizations has given them the capacity to consider an even wider range of tools and practices that were once the exclusive domain of the business sector.

In the coming years, ACS looks forward to reaching an even greater number of NGOs with its services, improving the interface between donors and NGOs and providing training in the digital and analytical skills that will aid them in their important work to benefit the neediest in our society.
OUR TEAM

Board Members

David Sutherland  Nancy Yang  Jayson Kyle  Scott Ohman

ACS Staff (as of July 2018)

John Louie  
Executive Director

Peter Li  
Finance Director

Wendy Ng  
Venus Leung  
Program Directors

Amar Patel  
Program Manager

Isobel Mak  
Caitlyn Poon  
Assistant Program Managers

HOW YOU CAN HELP ACS

Volunteer  Sponsor  Donate  Program/Venue

Contact Us At
Phone:  +852 3441-8001
Email:  volunteer@asiancharityservices.org
Donate:  www.asiancharityservices.org/about_supporters.html
Website:  www.asiancharityservices.org
OUR PARTNERS

Ignite Seminar Speakers in 2017

Cindy Cheng
Head of Institutional Advancement, Civic Exchange

Walter Cheung
Head of Communications & Corporate Sustainability, Hang Seng Bank

Nicole Denholder
Founder, Next Chapter

Yeone Fok
Founder, SparkRaise.com

Lindsey Hermes
Managing Director, Unison Creative

Alan Hilburg
President & CEO, Hilburg/Malan

Walter Jennings
Vice President, Corporate Communications, Huawei Technologies

Duke Malan
Managing Partner, Hilburg/Malan

Teresa Norton
Founder, StarMaker

Eric Sampson
Partner, Connect Communication Limited

Charlie Schroeder
Interpersonal Communications Consultant, Working Voices

Josh Steimle
CEO, MWI

Gloria Wong
Business Development Manager, AsiaPac Net Media

Partner Organizations

CLSA

Credit Suisse

Drs. Richard Charles & Esther Yewpick Lee Charitable Foundation

Fidelity International

The Hong Kong Club Foundation Limited

Macquarie

MTR

Ivey Asia

State Street

UBS

THE YEH FAMILY PHILANTHROPY
NGOs Served in 2017

Adoptive Families of Hong Kong (AFHK)
Adventist Development and Relief Agency (ADRA) China
Aide et Action Education Foundation Limited
Alpha Course Hong Kong Limited
The American Women’s Association of Hong Kong Limited
Animals Asia Foundation Limited
AquaMeridian Conservation and Education Foundation Limited
Ark Eden Foundation Limited
Asian Baptist Women’s Fellowship, HK
Audio Description Association (Hong Kong) Limited
Basketball Sport Ministry Limited
Bethel Bible Seminary
Box of Hope Limited
The Boys’ and Girls’ Clubs Association of Hong Kong
The Boys’ Brigade, Hong Kong
Breakthrough Limited
Bring Me A Book Hong Kong Limited
Centre of Marriage and Child Guidance Company Limited
Christian Action
Chatters Educational Foundation
The Child Development Centre
Child Welfare Scheme Limited
Children Chiropractic Foundation Limited
Children’s Medical Foundation Limited
China Windmill Foundation Limited
Christian Concern for the Homeless Association
Christian Family Service Centre
Christian New Life Association Limited
Civic Exchange
Clean Air Network
CNEC Kei Shek Social Service Centre Limited
CODA Hong Kong Limited
Compassion International (East Asia) Limited
Compassion Revival Limited
Concordia Welfare and Education Foundation
Conservation International Foundation
Hong Kong Limited
Creative Development Ministries Limited
Crossroads Foundation Limited
DADS Network Limited
Direction Association for the Handicapped
Doctor BB Limited
Don Bosco South Asian Youth Services
Dreams Possible Limited
Enrich Personal Development Limited
Extreme Response International
The Family Planning Association of Hong Kong
Feeding Hong Kong Limited
Foodlink Foundation Limited
The Fred Hollows Foundation (HK) Limited
Friends of the Earth (HK) Charity Limited
Generations Christian Education
Habitat for Humanity Hong Kong Limited
HandsOn Hong Kong Limited
Harmony Foundation International Limited
Health in Action Limited
HELP for Domestic Workers
Help Me See Inc. Limited
HER Fund Limited
Home Care for Girls
The Hong Kong Anti-Cancer Society
Hong Kong Arts Festival Society Limited
Hong Kong Association for Specific Learning Disabilities
Hong Kong Christian Service
The Hong Kong Church Network for the Poor Company Limited
Hong Kong Committee for UNICEF
Hong Kong Federation of Women’s Centres Limited
Hong Kong Foundation for Charities Limited
Hong Kong International Literary Festival Limited
Hong Kong Mucopolysaccharidoses & Rare Genetic Diseases Mutual Aid Group
Hong Kong Red Cross
Hong Kong Seeing Eye Dog Services Limited
H.K.S.K.H. Lady Maclehose Centre
Hong Kong Sheng Kung Hui Welfare Council
The Hong Kong Society for Rehabilitation
The Hong Kong Student Aid Society Limited
Hong Kong Unison Limited
Hong Kong Young Women’s Christian Association
HOPE worldwide
The Hummingfish Foundation Limited
i-Future Teens International Foundation Limited
Integrated Brilliant Education Trust
International Care Ministries Limited
International Republican Institute
Junior Chamber International Hong Kong Limited
Justice Centre Hong Kong Limited
Kai Tak Youth Rowing Community Limited
KELY Support Group Limited
Kids4Kids Limited
Kirsten’s Zoo Limited
Life Education Activity Programme
Light On Charity Limited
Little Life Warrior Society Limited
LOVE 21 Foundation Limited
LoveXpress Foundation Limited
Make-A-Wish Foundation of Hong Kong Limited
Matilda Sedan Chair Race Charities Fund
Mission to New Amivals Limited
Mother’s Choice Limited
The Nature Conservancy
The Nesbitt Centre Limited
Ocean Recovery Alliance Limited
OneSky
Project Orbs International, Inc.
Oxfam Hong Kong
PathFinders Limited
Plastic Free Seas Limited
Playright Children’s Play Association
Pakfulam Village Cultural Landscape Conservation Limited
Premiere Performances of Hong Kong Limited
The Raleigh International (Hong Kong) Limited
Redress Limited
Regeneration Charity Fund Limited
Resolve Foundation Limited
Ronald McDonald House Charities Hong Kong Limited
Room to Read (Hong Kong) Limited
Run Hong Kong Limited
SLCO Community Resources Limited
Social Service Centre For Personality Development Limited
The Society for the Aid and Rehabilitation of Drug Abusers
The Society for the Promotion of Hospice Care
The Society for the Relief of Disabled Children Sons & Daughters
Sowers Action
Splash Foundation Limited
The Sprouts Foundation Limited
St. James’ Settlement
Suicide Prevention Services Limited
The Prisoners’ Friends’ Association
Tung Wan Mok Law Shui Wah School
Union Church
United Christian Nethersole Community Health Service
Variety - The Children’s Charity Hong Kong Limited
The Vine Community Services Limited
Viva Network (Hong Kong) Limited
VoTrTa Limited
World Vision Hong Kong
World Wide Fund for Nature Hong Kong
Youth Diabetes Action
Youth Global Network Limited
The Zubin Foundation
Asian Charity Services

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