

ASIAN CHARITY SERVICES

2019 IMPACT HIGHLIGHTS



2019 ANNUAL REPORT HIGHLIGHTS

2019 continued to be a challenging year for NGOs. Competition for funding increased, external factors forced operations to adapt, and demands on staff became more complex, all while societal issues and the need for effective NGOs grew.

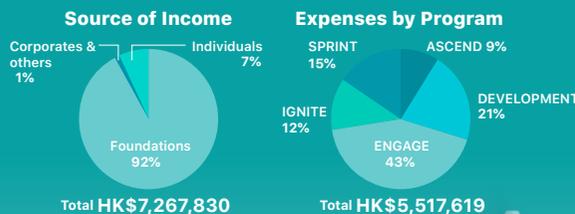
Driven to address these needs, ACS helped **142 NGOs** improve their operations and delivered **16 training events and programs**. **318 unique skills-based volunteers** contributed more than **7,000 hours** for a value of more than **\$14M** in pro bono consulting in 2019. In addition, generous financial incentives helped NGOs boost their digital marketing capabilities through our ENGAGE program.

In order to broaden our impact, ACS offered more online programming, invited more local subject matter experts to share expertise and taught storytelling as a way for NGOs to stand out. Going forward, we are addressing fundraising concerns by increasing our role in the community through grantmaking partnerships and facilitating connections.

Thank you to our staff and deep network of volunteer professionals who make serving those who serve enjoyable and possible!

2019 FINANCIAL SNAPSHOT

Despite the challenges introduced by Covid, the financials of ACS remain healthy in the foreseeable future thanks to the commitment of our valued supporters.



2020 STRATEGIC PRIORITIES UNDER COVID

More than 1M people in Hong Kong depend on NGOs for critical programs and services, and the challenges of providing these essential services are greatly exacerbated under Covid. Growing numbers of people need NGOs while fundraising activities have been virtually shut down. Now, more than ever, our community needs to work together for a better Hong Kong.

With the support of our partners and NGOs, ACS is responding by expanding its role from traditional capacity-building to a more influential Community Intermediary. In addition, current programs are being adapted and new services are being developed to better address urgent needs.



COMMUNITY INTERMEDIARY

As a Community Intermediary, ACS will strengthen its impact in the social sector ecosystem by helping to bridge together NGOs, skilled volunteers, resource partners and the government.

- Launched our **Community Support Platform** in June with the aim of raising awareness of the urgent needs of beneficiaries and NGOs and to connect NGOs with potential resource partners.
- Connected donors of 100,000 masks, 350 liters of hand sanitizer gel and other in-kind donations to needy NGOs, and connected skills-based volunteers to NGOs with tech and IT, HR or design needs.
- Ongoing thought leadership: partnered with 11 other NGOs to form the **NGO Taskforce of Women Leaders**, to heighten awareness of needs within the Hong Kong community, raise the profile of small-medium sized NGOs, lobby the Government for emergency funding and collaborate with funders (private foundations and corporations) and other intermediaries on solutions to benefit the entire sector.

NEW AND ADAPTED PROGRAMS

- In response to social distancing, all recent programs have been successfully revamped to provide **ONLINE** capabilities.
- Prior to Covid, 61% of adults suffered from poor mental well-being. 51-69% of secondary to college students show symptoms of depression. Under Covid, those and other statistics are growing. Due to the prevalence of these issues, ACS is working with corporates to provide programs targeted to help the **mental health and well-being** sector.
- Finally, additional **fundraising programs** and opportunities to speak directly with foundations are being developed with a focus on digital marketing and storytelling as a way to increase awareness for fundraising needs.



ACS PROGRAM OVERVIEW & MILESTONES

Since 2007, ACS has provided professional development, training and consulting services to over **700** NGOs — based on a foundation of over **1200** skills-based volunteers and subject matter experts.

This translates to over **51,000** volunteer hours or **\$104M** in value of pro bono hours.

OVERALL IMPACT



700+
NGOS



51,823
Volunteer
Hours



1200+
Active Skills-
based Volunteers



\$104M
in value of
Pro-Bono Hours

NGO TRANSFORMATION

IGNITE

Seminars with Cutting Edge Topics

Peer-to-peer learning and collaboration on cutting edge topics

Power of Media

Collaboration & the Future of Philanthropy

Unleashing the Fundraising Potential of Board Members

SPRINT

Hackathon For Social Good

Innovate and improve NGO programs or fundraising pitches

Social Media

Fundraising

Design Thinking

ENGAGE

Digital Marketing Workshops/ Competitions

Learn digital storytelling plus video development. In 2019, Video Competition winners received **\$200,000** in value

Crowdfunding

Corporate Communications

Beneficiary Outreach

ASCEND

Strategic Planning Consulting Workshops

Develop in-depth strategies and plans via critical analysis, research and 1-to-1 consulting

Strategic Planning

Fundraising Strategies

Board Governance

PROGRAMS

TOPICS

2019 SPONSORS



The Hong Kong Club
Foundation Limited



香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust
馬到功成 齊心 躍上高天
RIDING HIGH TOGETHER

CORPORATE PROJECTS

ACS works with Corporations and Foundations to provide customized training and consulting services for selected NGOs. Past and recent partners include: **Macquarie, MTRC, Morgan Stanley, HSBC.**

WE SERVE THOSE WHO SERVE

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. To learn more about how you can volunteer or give, please contact us at

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