**I'm talking about corporate fundraising results from Korea today.**

**Before I start the presentation, I would like to share with you about the portion of the funds that was collected by ChildFund Korea last year.**

**Although the number of sponsors consists of 90% regular-based sponsorships by individuals and 10% corporate,** **the amount of funds itself consists of 50% by regular-based sponsors and 50% by corporations.**

**That's why funds from corporate are very important to ChildFund Korea.**

**As you know, there are many changes regarding our social contribution including corporate fundraising. This presentation consists of 3 parts in chronological order. Every stage has it's features, as you can see, and I would like to summarize all the stage in terms of meaning to ChildFund Korea as 1, 1 and the other 1. First 'ONE' means what we did at the FIRST period to raise corporate donations. The second 'ONE' means what is the most successful case in volume of donation. And the last 'ONE' means what we did one year ago.**

**Then I will start talking about the FIRST period's strategies. Fortunately, I had a chance to participate in many conferences related to fundraising. At that time, I was always wondering what is their first step or strategy to raise funds. As you know, ChildFund Korea had mostly fulfilled government-based projects for many years, of course we are doing some of them now as well. However, in the case of the projects, it is not easy to go on supporting children regardless of political issues or plans. In order to focus on our own activities, therefore, we've decided to reduce our reliance on financial support from the government. That's why we've started raising private funds including corporate donation.**

**As you know, we have around 1,000 corporate relationships in Korea. I think it is the reason that ChildFund Korea are implementing a number of programs to support children for 65years.**

**As I mentioned, there are many changes on social contributions. More people and more corporations would like do SOMETHING more beyond just giving money.^^ I can say ChildFund Korea are on the stage 3 featured as fulfilling the organization's own project.**

**I would refer to the 1st stage as a 'SIMPLE donation from 1990 to 2000. On the stage, we only need to prepare the information about WHAT WE ARE exactly DOING. Then explain how we protect and support children and a result report is sent when donors make a donation. That's the most simple and easiest way to donate.**

**On the 2nd stage, from 2001 to 2010, there was a severe oil leak along the south coast in Korea. People were in panic, as that coast was filled with the huge amount of black oil. Before long, the site of the accident was filled with tons of volunteers, the place was cleaned up in a short period. People have been interested in social activities since it. And that's why we are focusing on organising participation programs for corporate employees or customers. Some of corporations strongly want all their interested parties to know what they are doing, especially about GOOD WILL! They regard donations as a good way of public relations.**

**That's why ChildFund Korea set a program like 'Donation lectures' performed by celebrities and create materials for sponsors to offer SOMETHING meaningful.**

**Last year, I suggested a campaign to lower infants' death rates. It was from one sentence written by Ernest Hemingway. The story is like this. One day, his friend asked him if he could make people cry using 6 words. then, after thinking for a while, he wrote down some words on a napkin. 'For sale: Baby shoes. Never worn.' This campaign was started from this simple sentence.**

**There are many infants who cannot stay even for 24hours on the earth. The causes of death are intimately related with indifference towards sanitation issues in the place where they are born. In addition, women there aren't educated enough to check their own health and their babies'. With an awareness of this problem, we made sewing kits for baby shoes for improvement of maternal and child healthcare conditions in the world.**

**Here are some samples that I prepared for members.**

**The portion of the volume of funds is One Third.**

**It takes an hour to make baby shoes of this kit. The shoes could be used as a symbol which reminds sponsors of the reason why they take part in the campaign , and participants can share them with their friends emphasizing necessities of support.**

**Many celebrities and many companies have been with us for this campaign. We have collected over 2,000 new-sponsors and around 100,000USD.**

**Those kinds of participation programs could also be done with customers.**

**ChildFund Korea created a customer-oriented participation program with Hyundai Motors, one of the most famous automobile companies in Korea. Actually, Ms Oh, she is there and a manager of marketing department at ChildFund Korea, elaborated the program. She considered the company's customers as our potential supporters and their branches as the places to promote our campaign. While doing it, we could have benefits from using the public relations networks of Hyundai Motors. The campaign had a very simple process. When a customer bought a car making donations, the company gave customers a discount as much as a double of their donation. They had a chance not only to donate but also to get a discount at the maximum of 100USD! It was a real win-win strategy. For 6 months, 180thousand people participated in this project, and also we fund-raised 10mil. USD. It's the most successful campaign in ChildFund Korea in history. Furthermore, based on this success, several projects have been carried on Hyundai Motors.**

**On the stage 3, in order to meet more complicated needs from prospective supporters, we've created a new plan, 'Tailored Project.' We start to promote large-scaled corporation-oriented events or projects customized for a company. Last year, Lotteria asked us to create new way to donation, so-called 'fun & easy way to make a donation. That's why we made the vending machine operated by men! Using vending machines seemed easy to gain access to the public. And because we thank to everyone who donates even a single coin, one of our colleagues went into the machine to welcome each sponsor and give campaign goods. Some celebrities also participated in this project. They operated the vending machine by themselves to sell the products. As Lotteria provided a place next to the machine to explain our project and help people to know about our organization, we could build a good relationship with the company. These days, it is not easy to get a successful donation only with child protection and welfare service itself without any fun components.**

**Another project with Hyundia Motors, called as 'Gift Car', has been done for 5 years. It is proceeded in one-year cycle. ChildFund Korea get a letter from people in need who think of running business using a car and Hyundai Motors provide a car to them within the fund of $2 million.**

**I would like to show you a video clip.**

**The Hyundai Motors made their commercials for this project like this. Over 80 people have been provided a new car and budget so that they can put efforts to stand on their feet. it's a very successful campaign.**

**And I would like to introduce our new campaign that was launched in February.**

**Before I explain the campaign in detail, I would like to show you a video clip that will help you understand why we started it.**

**When my coworker, who planned this campaign, asked me to give him some feedback on this video clip, I hesitated a little bit. I think all of you can understand why. However, after seeing this video to the end, I thanked my coworker because, as you can see, he tried to avoid using emotionally manipulative scenes delivering a direct message.**

**This campaign is for abandoned children. Although those babies are not from the same family, they have the same family name. My colleague in charge of this campaign hopes making a kit itself could be helpful and useful for supporting the children.**

**I would like to show you the kits.....**

**It takes about 30min. to make each one except COVERs. And the baby products made by sponsors are sent to the facilities where the babies and children are taken care of.**

**As you know, this campaign is on the stage 2. Although, we are doing all kinds of projects with an intention of fundraising, there could be a good model that can directly generate profit for a company in fulfillment of social contribution at the same time, for example 'Toms' and 'UNIQLO.' Through keeping mutually beneficial relationships with corporations, we will be able to create new strategies that lead us to greater funding and ultimately the world of no more children in need.**