

THE ASIA FOUNDATION: CORPORATE AND FOUNDATION PARTNERS



The Asia Foundation is uniquely qualified to provide a range of services to further corporate philanthropy and community relations objectives. The Asia Foundation is the premier non-profit organization devoted to Asian development with offices throughout Asia, two offices in the United States, and more than 50 years of experience.

HOW WE WORK

After working with corporate partners to determine geographic and programmatic areas of mutual interest, The Asia Foundation:

- identifies corporations' goals to help carry out Corporate Social Responsibility programs;
- designs an appropriate program to meet corporations' and target populations' needs;
- finds the right partners, through an extensive network of non-governmental organizations (NGOs), public sector representatives, scholars, and business leaders;
- makes grants and/or provides technical assistance to local organizations to implement the programs; and
- monitors grantees' work, evaluates progress, and reports back to corporate partners on achievements, impact, and challenges.

The Foundation often works on a turnkey basis by providing all of the above; however, we can also work on individual aspects of a program. The following are four case studies of recent work with corporate partners that highlight our approach, programs, expertise, and flexibility.

LEVI STRAUSS FOUNDATION AND LEVI STRAUSS & CO. (LEVI STRAUSS)

ADDRESSING THE NEEDS OF MIGRANT WOMEN WORKERS IN CHINA

Partnership: In the late 1990s, Levi Strauss & Co., a company with a rich, pioneering history of strong commitment to communities touched by its business—began developing plans

to re-enter China. A chief concern was workers' protection, specifically the millions of young women who migrate from rural China to its industrialized hubs for employment in apparel factories. To that end, the company approached The Asia Foundation to develop a program aimed at strengthening occupational health and safety, protecting women from non-payment of wages, and contributing in concrete ways to the enforcement of labor laws. For ten years Levi Strauss & Co. and the Levi Strauss Foundation have partnered with The Asia Foundation, building a cross-sector network of NGO professionals, officials, and journalists in China to create a unique, high-impact program.

Impact: This dynamic partnership has resulted in improved factory conditions and policies that, over time, are contributing to positive and lasting change. Since its inception, the program has expanded to include not only counseling, legal aid services, and training on labor rights, but also trainings on occupational safety, hygiene and healthcare, safe sex and HIV/AIDS prevention, self-esteem and interpersonal relationships. After ten years, the program has benefited more than one million workers in one thousand factories in twenty-two cities in China's Pearl River Delta, Lower Yangtze River Valley, and in Beijing.

COCA-COLA

PROMOTING READING AMONG YOUTH IN CAMBODIA

Partnership: Since 1954, The Asia Foundation has conducted its Books for Asia program to address significant educational challenges in 18 countries across Asia by putting books and other educational resources into the hands of students, teachers, librarians, and future leaders. In Cambodia, the Books for Asia

program has donated more than 600,000 books and journals since the program's inception. To build on this success and improve low primary school completion rates among Cambodian children, the Foundation has partnered with Coca-Cola in 2009 to address urgent educational needs and to improve the reading resources available in 10 schools in seven rural Cambodia provinces.

Impact: This program began in January 2009 and will provide improved reading resources for more than 18,000 rural Cambodian youth. The project will renovate 10 libraries, hold English essay contests, host reading festivals for youth throughout Cambodia, and conduct local radio talk shows to further promote the importance of reading for Cambodian youth. Activities under the program are being implemented by The Asia Foundation's Cambodia office staff, collaborating with local partners and representatives from Coca-Cola whenever appropriate.

VODAFONE AMERICAS FOUNDATION

FURTHERING THE U.S.-INDIA BILATERAL RELATIONSHIP THROUGH EDUCATIONAL EXCHANGE

Partnership: The Asia Foundation's partnership with Vodafone consists of observation tours for four diplomats from India's Ministry of External Affairs. The tour complements an Asia Foundation-funded two-week summer course on U.S. Foreign Policy at George Washington University's Elliott School of International Affairs that focuses on U.S. foreign policy and its implications for the bilateral relationship with India. Support for the diplomats' participation in both the summer course and the observation tour is part of the Foundation's ongoing efforts to help strengthen U.S.-India relations through cross-cultural dialogue.

Impact: By December 2008, two Indian diplomats had participated in the Vodafone-funded observation tour upon successful completion of their coursework at George Washington University. The diplomats traveled through a cross-section of the United States, directly engaging with a variety of American citizens. The tour included meetings and site visits in Washington, D.C., with American counterparts from the U.S. State Department, academia, and the NGO sector to discuss U.S.-India bilateral relations; New

York City, where the focus was on international trade and investment in the context of economic globalization, and the role of the media in national elections; Minneapolis, where the diplomats examined the agricultural sector in depth; Cheyenne, where they explored issues in resource management and the challenges faced by a resource-driven economy; and the San Francisco Bay Area, where they focused on the region's economic and demographic ties with India. Both participants reported that the observation tour added to their overall understanding of the United States and American politics, and that the course at George Washington University had been highly beneficial to their knowledge of U.S. foreign policy.

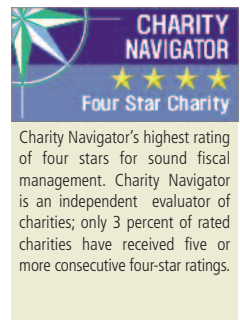
THE BOEING COMPANY

BUILDING ENVIRONMENTAL AWARENESS AMONG STUDENTS IN CHINA

Partnership: Funding from The Boeing Company (Boeing) has helped The Asia Foundation establish a science education program to build environmental conservation awareness among primary and secondary school students in Hebei province, China. Hebei province, which surrounds the nearby Beijing and Tianjin municipalities, is a region in great need of environmental reform and represents a microcosm of the environmental issues facing China as a nation. As in many parts of the country, industrial pollution, acid rain, poor water quality, deforestation, land degradation, and desertification are all severely impacting the Hebei province. In addition to classroom education activities, the project engages the local community through demonstrations of environmentally friendly activities to illustrate the classroom lessons and to provide hands-on learning experiences.

Impact: This project is ongoing and targets the next generation of Hebei province inhabitants with an education program emphasizing conservation's positive impact on the environment. This program is also designed for students to become role models for their peers and families to make preserving the environment a community-wide priority. The project has already reached 11,800 students and 200 teachers in 10 pilot schools in Fengning County, and will support additional summer education programming for 500 students from the pilot schools.

The Asia Foundation is a private, non-profit, non-governmental organization. It is funded by contributions from corporations, foundations, individuals, and governmental organizations in the U.S., Europe, Canada, Australia, and Asia, and an annual appropriation from the U.S. Congress. Through its programs, the Foundation builds leadership, improves policies, and strengthens institutions to foster greater openness and shared prosperity in the Asia-Pacific region.



CORPORATE & FOUNDATION RELATIONS

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