



**Safe  
Child**  
THAILAND



**SAFE CHILD THAILAND**

**CORPORATE ENGAGEMENT PROGRAMME**

# OUR STORY

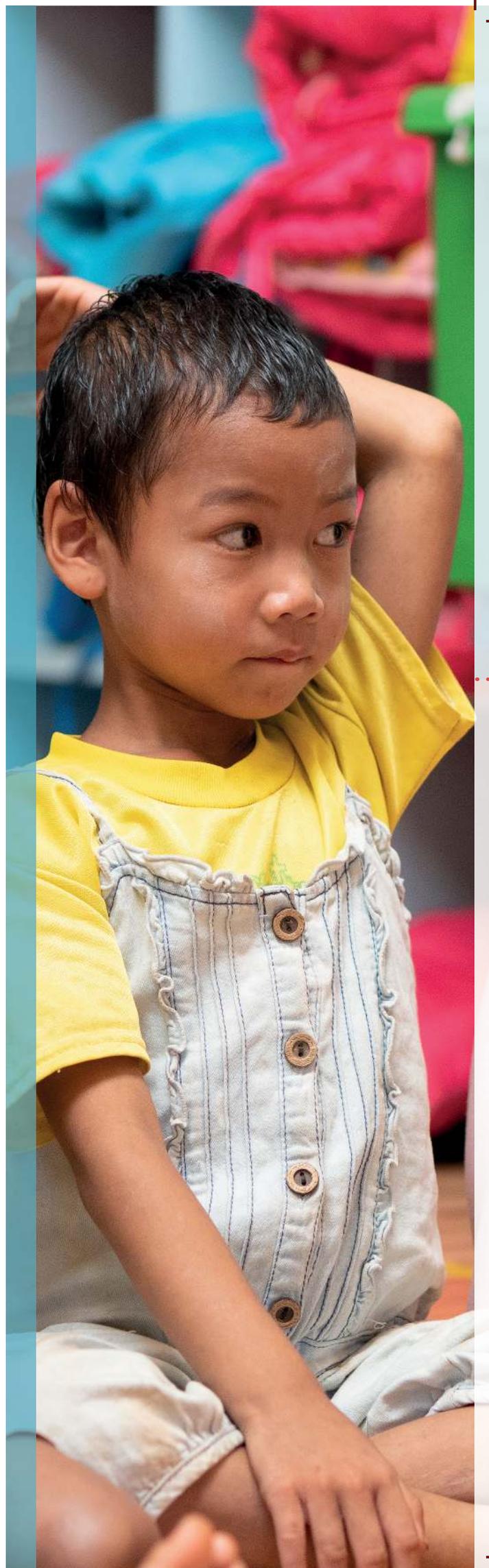
Thirty-six years ago, Safe Child Thailand was founded as an organisation to support residential care facilities in Thailand; beginning initially by supporting one residential care home in Chonburi Province. With growing support over the years we have extended our reach across the country.

The core objective of Safe Child Thailand has always been to provide the best possible support for Thailand's most vulnerable children. As our model and focus has changed over the years, we have been able to identify areas where we believe we can make the greatest positive impact in the lives of children in Thailand.

We firmly believe that the best place for a child to grow up is in a loving, family environment. As such Safe Child Thailand focuses efforts entirely on projects that support family and community development and prevent family breakdown to ensure that children have the best possible start in life.

Poverty and family breakdown are the most common causes of children being placed into care homes in Thailand. Many parents are forced to make this heart-breaking decision because of a lack of social support. Illness and disability are also key factors. Many families in rural areas are unable to afford medical care and unable to give up a steady income to become a full-time carer. There is little to no health or welfare support for these families, which causes even higher rates of children with disabilities being placed into care.

We are partnering with bold and innovative partners across Thailand to support families in vulnerable communities, empowering them to keep their families together. At the same time, we will also continue to work with our current residential care partners to improve their policies and practices, support their activities that aim to reconnect families, and ensure that they only provide care that is both suitable and necessary for children, firmly placing residential institutional care as the final resort.



## KEY FACTS

### More than 3 million children

in Thailand do not live with their parents. This is a significant issue which is proven to have a long term impact on a child's development and wellbeing.

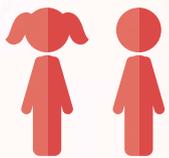
### More than 88,000

orphaned or abandoned children in Thailand, a majority of whom live in institutions.

### 80% of children

residing in orphanages have at least one living parent.

## OUR IMPACT IN 2017-2018



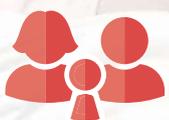
**13,205**

children directly reached through our network of partners in Thailand.



**32,198**

men, women and children indirectly benefitting from our programmes in Thailand.



**2,848**

men, women and children reached through family and community empowerment projects.

## OUR GUIDING PRINCIPLES



### Children are rights holders

Our programmatic and organisational strategies are informed by the United Nations Convention on the Rights of the Child (1989) and the Guidelines for the Alternative Care of Children (2009).



### Our actions are based on evidence

As an organisation, our projects and decisions are based on published research and evidence in the fields of child development and social work.



### We do not tolerate any form of child abuse

Though we operate projects with cultural sensitivity and contextual awareness, we do not tolerate child abuse in any form.



### Our work is led by local experts

We recognise our position as a capacity building organisation. This comes from a belief that the best people placed to affect change in local communities are the community members themselves.



# FAMILIES NOT ORPHANAGES

## Htet's Story

We run a specialist school for children with disabilities on the Thailand – Myanmar border. For many families it is simply not an option to give up work in order to care for a child with a disability and so these children would often be left alone all day, isolated and invisible in their community. The school gives these children a place to learn and make friends, ultimately giving them a brighter future.

Children with disabilities are also the most at risk of abandonment and neglect, as their parents are unable to meet their complex needs. This is why the school has become a lifeline for children like Htet. Born in a local clinic in Tak province he has been deaf since birth, and because of this he was unable to access education.

For much of his early life he was unable to communicate with anyone and was cut off entirely from his community. Thanks to this school, Htet's family were able to continue working, giving his family the chance to stay together and thrive.

Htet is now a happy and outgoing 11-year-old. The small, dedicated team of teachers at the school have helped him and his family learn sign language so that they can now communicate with each other and Htet is able to learn and have fun in a safe and nurturing environment.

Being able to access education has opened up the world to Htet. He can now not only dream about a future but plan one.

# PARTNERING WITH US

## WHY CHOOSE US?

1

### Transparency

We are transparent and honest with our supporters, our partners in Thailand, and our service users.

2

### Respect

We respect the values, beliefs and rights of our colleagues, supporters, and of all those with whom we work.

3

### Effectiveness

We closely evaluate the impact of our projects to ensure we continue to affect positive change.

4

### Ambition

We consistently challenge ourselves and are not afraid of ground-breaking ideas to drive change.

## OUR APPROACH

### Our model is based on collaboration

Our approach to working with businesses is one of collaboration. We will work together with you to plan clear and mutual goals as well as methods to engage your workforce.

# HOW YOU CAN JOIN US

## PARTNERSHIP OPTIONS:

We have a range of partnership options to suit any kind of business



Charity of the Year



Cause Related Marketing



Skill Based Volunteering



Payroll Giving



Sponsorship



## CHARITY OF THE YEAR

If you choose Safe Child Thailand as your Charity of the Year, we will work with you to create a bespoke calendar of engaging events, tailored to help meet your business goals and corporate social responsibility needs.

This is a great opportunity to unite your staff behind a worthwhile cause that they can identify with and feel passionate about. We will be on hand to advise how your staff can get involved in fundraising activities.

Your business will also benefit from developing staff skills, commercial opportunities and increased brand awareness.

Increasingly, companies are seeing the benefits of working with a charity partner for multiple years, embedding the partnership within the organisation culture to deliver mutually beneficial results with a lasting legacy.

This kind of relationship offers your company many key benefits including:

### Staff engagement

Improving staff engagement and team morale. Employees would also have access to inspiring networking events & briefings from our programmes team.

### Commitment

You would demonstrate a clear commitment to your employees, customers and clients of your dedication to helping protect some of the most vulnerable children in Thailand.

### Brand recognition

Brand recognition of your contribution on all digital platforms, including social media, reports, and newsletters. Groups of employees will be invited to see how their fundraising has changed the lives of children in Thailand.

### Reports

Personalised reports twice a year on how your fundraising and corporate donations are making a difference to children in Thailand.



## CAUSE RELATED MARKETING

Collaborating with us on cause related marketing campaigns through your products or services is a simple and efficient way to help us raise funds, whilst also holding many benefits to your business.

Thai Leisure Group continue to support Safe Child Thailand through their Chaophraya and Thaikon restaurants across the UK. During National Curry week in October 2018, Chaophraya donated 50p from every sale of its Jungle Curry to Safe Child Thailand.

### Report

Personalised reports on how your fundraising and corporate donations are making a difference to children in Thailand.

### Association

We will provide you with a professional, approachable and creative account management team who will help you every step of the way to achieve your fundraising goal.



## SPONSORSHIPS

Our portfolio of events provides the perfect sponsorship opportunities for your brand exposure. Our annual portfolio of events includes:

- Annual Gala Dinner
- Art Gallery Exhibition
- Seminars
- Corporate Lunches

Sponsoring our events and publications will give you positive exposure to key audiences. We have a variety of different kinds of sponsorship packages to suit your individual needs.

## SKILL BASED VOLUNTEERING

Our *Unlocking Potential Programme* allows groups of your employees to volunteer with our projects in Thailand. Using their skills and expertise to help implement programmes that support vulnerable children and their communities.

### Rewarding your employees

This programme will develop, reward and engage your talented employees, whilst also allowing them to support some of the most disadvantaged children in Thailand.

### Flexible volunteering

The programme is flexible and can be run over a couple of months to a more extensive period of a year or more. The programme syllabus will be tailored to your needs by Safe Child Thailand staff.

### Commitment

During the volunteering period, your staff will commit to fundraise collectively for Safe Child Thailand. At the start of the partnership, we will discuss a specific amount to work towards. We would also offer annual fundraising events in Thailand for your employees, which could include; bike rides or treks.

## PAYROLL GIVING

Encourage your employees to donate to us directly through their salaries by signing them up to your Payroll Giving scheme and encouraging them to nominate us as their chosen charity.

As well as being a great way to engage employees and boost your employee benefits package, Payroll Giving is a quick, easy, and tax efficient way for both employees and employers to give to a charity.

Payroll giving is easy to set up and run, and there are only a few costs involved.

### Procedure

The scheme works by deducting donations directly from salaries. For example, a £10 a month donation to Safe Child Thailand would only cost £8, or £6 if you're a higher rate tax payer. This is because Payroll Giving donations are deducted before tax, so we receive more money at no extra cost.

### Commitment

You would demonstrate a clear commitment to your employees, customers and clients of your dedication to helping protect some of the most vulnerable children in Thailand.



# CURRENT PARTNER TESTIMONIES

Chaophraya  
INSPIRATIONAL THAI DINING

THAIKHUN

## Chaophraya and Thaikun restaurants

Over the last two years, Chaophraya and Thaikun restaurants (owned by Thai Leisure Group) have raised over £37,000, through our rice bucket challenge and employee engagement program, allowing us to support a food truck that teaches entrepreneurial skills in catering and hospitality to street children in Bangkok.

*"Partnering with Safe Child Thailand has given us the opportunity to support some of the most disadvantaged children in Thailand through the food truck project. Our customers love knowing that when they eat at our Thai restaurants they are not only having a great meal but also helping children in Thailand. Safe Child Thailand's employee engagement program was received well by our staff, who contributed their time and enthusiasm to support the partnership through volunteering and fundraising opportunities."*

**Lynsey Benton**, Head of Sales and Marketing, Thai Leisure Group



## The Lady Boys of Bangkok

Lady Boys of Bangkok touring cabaret show has continued to support Safe Child Thailand. Since 2017 the company has donated over £20,000 from collections made at their shows over the past year and will continue to fundraise and raise awareness of our work during their next UK tour in 2019. Their funds have allowed us to make a considerable impact towards protecting hundreds of children in Thailand.

*"Our partnership with Safe Child Thailand has been inspiring, professional and transparent right from the outset. We receive regular stories with pictures of how our contribution is making a substantial impact on protecting children in Thailand."*

**Binky Beaumont**, Theatre & Programming, Gandey World Class Productions

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