



លើកកម្ពស់យុវជន  
Empowering Youth

# Corporate Giving



[pepyempoweringyouth.org](http://pepyempoweringyouth.org)



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## How a partnership with PEPY Empowering Youth will benefit your corporation

Supporting a cause can boost your company's image among consumers and shareholders. It can also lead to increased employee engagement and brand loyalty. Here's how:

### Consumers demand corporate social responsibility

- 83% of Americans wish more of the products, services, and retailers they use would support causes
- 90% of consumers want companies to tell them the ways they are supporting causes
- 75% of consumers think companies should address issues in education

### Aligning with a cause translates to purchasing

- 85% of consumers have a more positive image of a product or company when it supports a cause they care about
- 80% of Americans are likely to switch brands about equal in price and quality, to one that supports a cause

### Employees and shareholders are more likely to engage

- 69% said it is important when deciding where to work
- 59% of Americans stated that a company's commitment to a social issue is important when deciding which stocks or mutual funds to invest in

Source: 2010 Cone Cause Evolution Study

## Why PEPY Empowering Youth?

### Impact

PEPY focuses on work that creates maximum impact. We empower youth to fulfill their potential by providing opportunities that unleash their energies and talents. Instead of fostering a culture of dependence, we work with young people to co-create a brighter future.

In rural Cambodia, opportunities for employment and higher education are scarce. In fact, many young people do not have access to information about what opportunities are out there. Therefore, we work with high school students to help nurture dreams, make plans for their goals and look forward to their future. Supporting these students to further education, our scholarship program allows rural students to attend university and endows them with the skills necessary to gain skilled employment.

But that is not all. The successes of these students make them role models, encouraging even more students to follow in their footsteps. Education becomes valued in their communities. Furthermore, scholarship students are required to 'give back' to their communities through volunteer work. Thus, a cycle of giving begins, and a positive chain reaction occurs.

### Experience

We have been working in the rural area of Kralanh District since 2006, and the vast majority of our staff is from Cambodia. PEPY Empowering Youth program facilitators undergo vigorous training before entering the classroom and are picked based on their teaching abilities. Our program managers have all been promoted from within. As such, they have the local ties and technical knowledge needed to ensure that PEPY Empowering Youth's programs deliver results.





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## Reputation

Committed to transparency, we are Valued Partners of Guide Star Exchange. We have close and successful working relationships with education authorities and local government, who trust and value our work. PEPY Empowering Youth is frequently mentioned in the media. We have been featured in publications such as CNN, The Guardian, The Huffington Post, NBC News, The Phnom Penh Post, Lonely Planet, Matador Network, Travelfish, and The Travel Word. Independent organizations such as National Geographic, Wild Asia, and Ashoka Changemakers have also acknowledged our work.

## Accountability

PEPY Empowering Youth is financially transparent. We offer accountability and reporting on how your funds are used. We give our donors\* regular program updates, quarterly reports, annual reports, and end-of-project reports in a timely manner. (\*Reporting to donors may vary and is established and confirmed in our giving agreements based on our unique partnerships).



## Become a partner

### Direct donations

Your company can donate to support PEPY's greatest need (unrestricted funding) or you can earmark the donation to a specific program (restricted funding).

#### a) Unrestricted funding

If you want to enable PEPY to do what we're best at, you can provide us with funding that is free from restrictions; we will allocate the funds to where the need is the greatest. Your contribution will go towards our programs, staff costs, and operations. Programs – We currently have three programs that require funding: Learning Center, Scholarship, and Dream Class.

Staff salaries and capacity-building – PEPY invests in people. Schools do not teach children, people do. Therefore, PEPY teachers and other staff members continually undergo both technical and soft-skill training to ensure that they achieve maximum impact in their roles.

Operations - Don't want to donate to keep the lights on? Well, that does make things tricky, because electricity in Cambodia is one of the most expensive commodities per unit. It costs us \$15 every day to run electricity for our office to enable us to turn on lights, power fans (we don't use air conditioning), and run computers and printers. Help the PEPY office to POWER ON with their work!

*"Unrestricted money makes an organization work smoothly, enables innovation, and provides fuel for growth." – Kevin Starr*

## b) Restricted funding

If you have a particular interest in one or more of our programs, you can specify for your funds to go towards your program(s) of interest.

We currently have three programs that require funding: Learning Center, Scholarship, and Dream Class. Your company can choose to adopt a whole program to ensure a successful year ahead, or contribute a large sum towards the total budget. Please contact us to discover which programs urgently seek your financial investment and what our budget requirements are.

### Cause-related marketing promotions

You can donate a percentage of your company's product revenues to PEPY Empowering Youth. We are happy to partner with companies whose values are similar to ours.

A cause-related marketing partnership with PEPY Empowering Youth can help increase your sales as well as raise funds and awareness for education in Cambodia. According to the 2010 Cone Cause Evolution Study, 80% of Americans are likely to switch brands about equal in price and quality, to one that supports a cause.

A partnership with PEPY Empowering Youth helps you to:

- Deliver a unique selling proposition
- Differentiate yourself from competitors
- Connect more strongly with your target market
- Strengthen your image and brand equity
- Gift matchingz

You can create a gift matching program to match your employee's donations to PEPY Empowering Youth, effectively doubling their initial gift! Did you know that about 65% of Fortune 500 companies match employee donations? You can have your employees donate directly or through payroll deduction. For more information on implementing a gift matching program, [click here](#).

## Corporate fundraisers

You can launch a fundraising campaign to raise awareness and funds for PEPY Empowering Youth's education and youth empowerment programs.

According to the 2010 Cone Cause Evolution Study, 73% of employees said they wish their company would do more to support a cause or social/environmental issue. Companies with engaged employees consistently outperform those without. Fundraisers are a great way to engage your employees. Getting your staff involved in fundraising offers you the following benefits:

- Increases morale and job satisfaction
- Provides opportunity for team-building
- Enhances corporate image among staff, clients, and other stakeholders
- Creates a positive atmosphere
- Offers a fun alternative to the normal working day

Check out our 'how to' guides for more information on possible events such as film nights, live music events, sports events, and more.





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### Existing partners

#### Eagle Creek

Eagle Creek demonstrates its commitment to education and youth empowerment by donating directly to support our Dream Project. Eagle Creek’s contribution is helping rural Cambodian students dream big and take steps to fulfil their dreams.

#### Linklaters

Linklaters demonstrates its commitment to education and youth empowerment by donating directly to our Junior High School programs. Linklaters’ contribution supports Creative Learning Classes and English Classes. Over 300 students benefit from Linklaters’ generosity. Through Creative Learning Classes and English Classes, students learn to think critically and develop the confidence to ask questions in class.

### Contact

Gemma Marshall, our Communications & Fundraising Manager, at [gemma@pepyempoweringyouth.org](mailto:gemma@pepyempoweringyouth.org) to learn more.

#### References:

- *Water Aid cause-related marketing*
- *Sightsavers cause-related marketing*
- *Room to Read institutional partners*
- *Marie Curie employee and corporate fundraising*
- *Action against hunger employee fundraising*
- *Plan USA benefits of a corporate partnership*