

August, 2010, Banks Association CSR Forum

JORDAN RIVER FOUNDATION



Presentation Path

- JRF: A Snapshot
- Why Banks?
- Banks
- International Case Studies





“My work with the Jordan River Foundation is especially close to my heart, because the JRF’s achievements are so apparent in human terms – women educated, children protected, communities uplifted, and progress made.”

Her Majesty Queen Rania Al Abdullah



JRF: A Snapshot

■ Overview on JRF

- Established in 1995, Chaired by HM Queen Rania Al Abdullah
- Non-profit Jordanian non-governmental
- Vision is to empower society to secure a better quality of life and future for Jordanians.



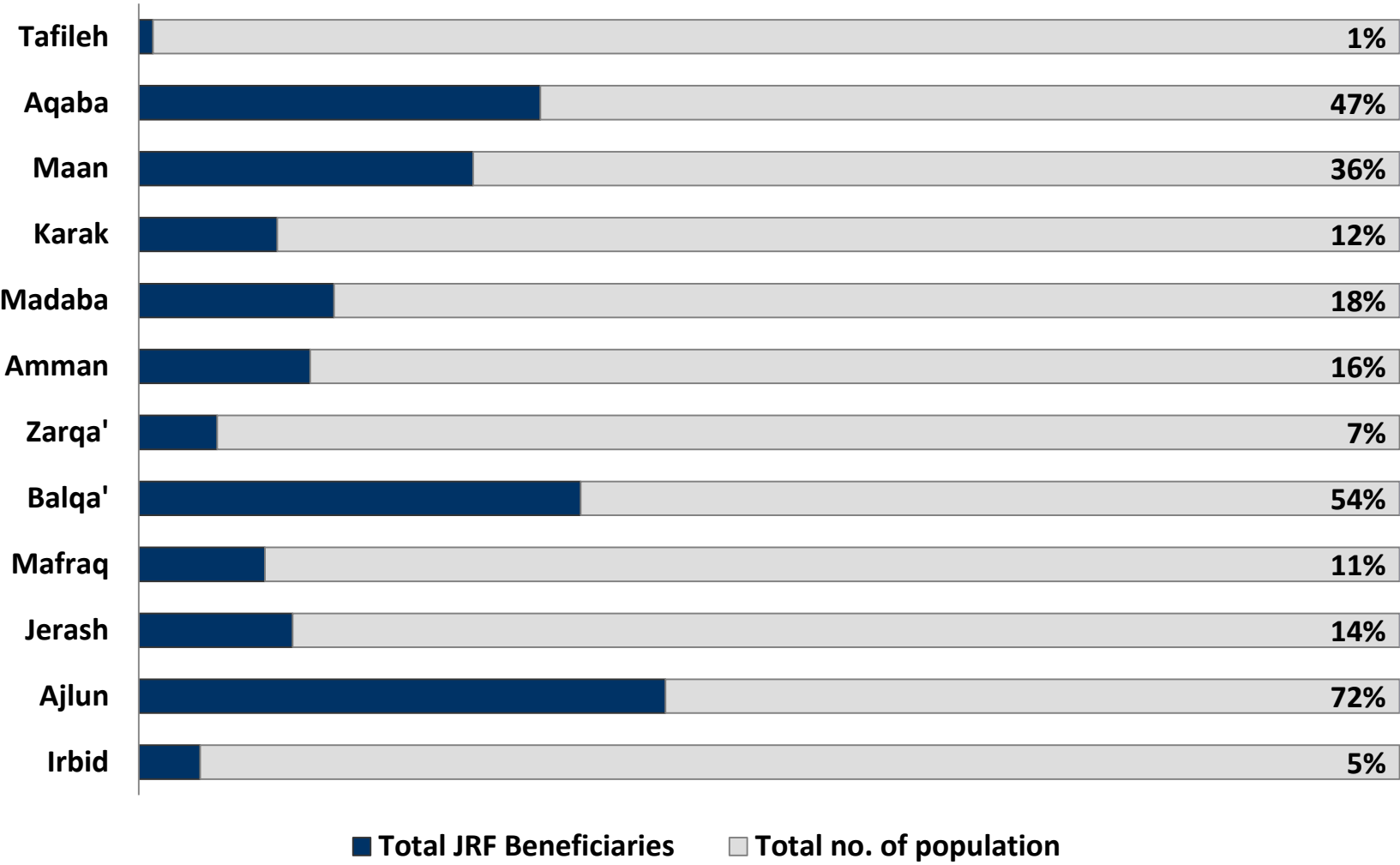
JRF: A Snapshot

■ Programs

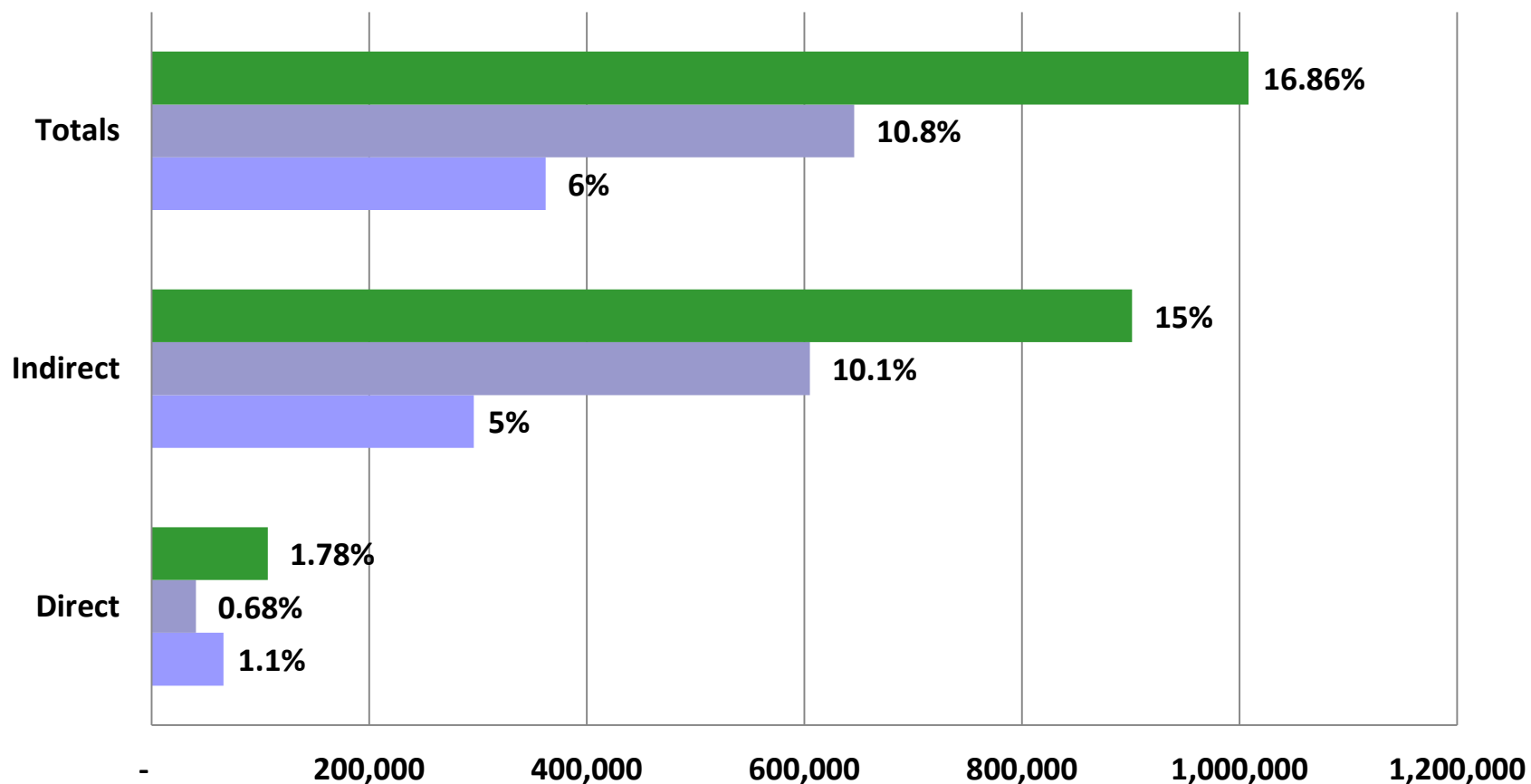
- Community Empowerment Program: Initiate and support sustainable, economic and cultural programs that empower both individuals and communities based on their needs/priorities.
- Child Safety Program: Enhance positive child-rearing practices to protect children, as well as to identify, confront and eliminate various forms of abuse through awareness, prevention and rehabilitation activities



Extent of JRF Geographic Coverage to Date (%)



JRF Beneficiaries (1995-2010)



	Direct	Indirect	Totals
■ Totals	106,839	901,359	1,008,198
■ CEP	40,745	605,211	645,956
■ CSP	66,094	296,148	362,242



JRF: A Snapshot

- Funding sources:
 - Private sector/ corporations
 - Individual philanthropists
 - Competitive bids
 - Endowment fund



Why Banks?

- Banks have power, with power comes responsibility

*They are also **in a position of significant economic power** due to the resources which they hold, and unlike most other corporations, seem to have the benefit of an implicit government guarantee that, at least in the case of the larger banks, they should not be allowed to fail. This has been particularly evident as the 2008 'global financial crisis' has unfolded (Australian Labor Party 2008).*



International Case-studies

- Standard Chartered Sustainability Review
- Seeing is Believing
 - Long-term planning 2003 – 2014
 - Consistent growth
 - Focused strategic direction
 - How did they do it?



SiB... how did they do it?

Fundraising is increasingly integrated into business activities by engaging clients, customers and stakeholders. For example, **Private Bank business** launched a package of philanthropy services Investing in a Better Future with SiB included as a **partnership opportunity to clients**.

Through this initiative, the costs of three projects in India, China and Africa were underwritten. Additionally, pilot schemes enabling customers to **redeem reward points on their credit cards as donations to SiB** have proved effective, and there are now plans to expand this program. In Wholesale Banking, the Financial Markets team raised over \$200,000 in a single day of trading by **encouraging their brokers to donate their day's commission for one day** of the year on World Health Day to SiB



How can we work with Banks?

- Support can come in various forms, some examples of work with JRF
 - Co branded cards – SGBJ
 - Program/ event/ project sponsorship – Union Bank
 - QRFCC & DAA Programs
 - Apartments – HSBC Jordan
 - Volunteering – Arab Bank
 - Corporate Gifts – Bank Audi



What can a donor expect in return?

- We believe in transparency and accountability, and therefore ensure this is translated in our work with donors/ supporters through:
 - Reporting
 - Annual report
 - Sustainability report [Jordan River Foundation](#)
 - Regular program site visits
 - Recognition through our annual donor recognition plan



How can we be partners?

- Long-term, sustainable funding of a program of the endowment fund
- Cause related marketing through %donations, co-branded cards...etc
- Engagement from the supporter:
 - Employees volunteering
 - Professional support/ Training (i.e. HR, technical support, strategic input... etc)
 - Activities with children at QRFCC and DAA
- Joint events with supporters to further develop the relationship



THANK YOU.

