



 Catalyst for success

# Global Community Engagement Campaign

Catalyst for Change Campaign  
2022 Report

# Catalyst for Change Campaign

## Theme of 2022: Unite for Change

**Catalyst for Change Campaign** is our global community engagement campaign that celebrates our commitment to collectively making philanthropic efforts in the communities where we live and work. Catalyst for Change Campaign brings together our leaders, people, clients and stakeholders within our network to take part in volunteering activities or charity opportunities whether it's at local or global level, enabling us to connect for a good cause and share our values.

At SW, our purpose is to empower positive change to build a better future of success. The campaign is set to run concurrently across all SW member firms. Member firms can leverage their diverse strengths to support any community project that is aligned with the objectives and strategies of the campaign.

During the campaign, our member firms can take up a variety of activities, such as volunteering at shelters or elderly homes; hosting fundraising events; visiting local charities; or taking part in other activities that reflect our values. We hope that through the Catalyst for Change Campaign, our network will spread the word about the importance of philanthropy in the lives of people and communities, inspire more people to get involved, and contribute a positive impact on the world.

The Catalyst for Change Campaign begins by inviting member firms to take the first step together towards a brighter future for the betterment of society. Through volunteerism or charitable endeavors, the Campaign aims to interact with the local communities where we live in. We hope that these activities will spark passion in our member firms to explore and discover the power of meaningful work. Each of our SW member firms possesses a unique combination of skills and talents that aid in empowering and uplifting constructive change in communities.



# The establishment of Campaign Strategies

“Catalyst for Change” is a concept that allows each of us to recognize that we all have the potential to make a difference and advance the social good. We will leverage the power of our network to drive change in our communities, our industries, and the world.

Catalyst for Change Campaign focuses on **Wellbeing of people, Community, Sustainability, Diversity and Inclusion** and **Learning and Development**, aiming to uphold SW’s image as a trusted and socially responsible network of professional firms. With our extensive network around the world, we are in a position to make positive change through thought leadership and stakeholder engagement.

We aspire to have a good influence on the world by collaborating with charities that share our values. The Campaign aims to raise awareness of the value of corporate social responsibility among SW member firms. We believe that change starts with each one of us.

SW International also aims to create a more socially responsible, inclusive and diverse environment by engaging with stakeholders on important social issues. We will use the power of our network to make a meaningful impact on society and the lives of people around the world.



Campaign Strategies

# The establishment of Campaign Strategies

Supporting Organization of Catalyst for Change Campaign:



The scope includes the following areas but are not limited to:



- health care
- physical and mental health of people
- homelessness
- poverty
- environmental protection
- food
- racial equality
- gender empowerment
- Education
- entrepreneurship
- peace
- elderly
- children
- energy
- ocean
- employment



The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. As a strong advocator of the SDGs goals, SW developed our Campaign Strategies aligning with them.

The SDGs address issues of inequality, climate change, health care, education, gender equality, peace, technology, and many other topics that are important to us. SW will partner and collaborate with other non-profit and government organizations and strive to increase awareness of the SDGs among the public.

## Australia

## 'Movember'



Raised over  
AUD\$6,800



Walking/running  
over 60km



Participated for  
their 6<sup>th</sup> year

Our amazing team in Australia SW Accountants & Advisors participated in the well-respected 'Movember' for their 6th year! Movember aims to encourage men to be more open with the people they love or trust about both their physical and mental health, and raise money to fund men's health projects around the world! They created bespoke eye-catching virtual backgrounds to allow all their people to promote the campaign when speaking with clients and contacts.

The team of MoBro's and MoSista's got busy growing a moustache, or walking/running over 60km for the month. They reached out to their friends, families and networks and raised over AUD\$6,800. The team also hosted a national hybrid morning tea with a senior manager from Movember to hear about how the campaign was created and the great work it has been doing to support men's health.



Luke Osborn  
Associate Director  
SW Australia

"I hope that this awareness improves, as mental health issues can be debilitating and sometimes misunderstood. I became a dad for the first time last year, and having friends and family check in was a huge support during the unexpectedly rough times."



Thomas McGillion  
System Engineer  
SW Australia

"Movember has always been a special initiative to me as I have had a lot of mates go through tough times relating to their mental health. This is why I find it so important to participate in this great cause to not only spread awareness but to also be a helping hand to anyone who needs it. There is nothing better than a dirty 'Mo', so there is no better time to get around it and donate."



Ophelia Katrivessis  
Senior Tax Consultant  
SW Australia

"I believe men's and women's health issues should be championed by all. With 3 out of 4 suicides in Australia being men, I've committed to move 60km in November to help shed some light on men's mental health issues, lend an ear to any friends and colleagues, and show my support to an amazing cause."

## China

## Donation to Tertiary Institutions

SW China collaborated with the Guangzhou Institute of Certified Public Accountants and other accounting bodies to donate 60 boxes of fruits and 100 boxes of milk to students of the tertiary institutions in Guangdong in need, sharing gifts of love and care.



60 boxes of  
fruits



100 boxes of  
milk



# China

## Women Activities

SW China spared no effort in holding various women empowerment workshops, such as floral design groups, small handcraft sessions and coffee classes, in order to recognize women's achievement and foster a gender equal and inclusive workplace.

SW has been dedicated to supporting women's career progression, enhancing female leadership skills and building diversified networks to drive changes. We have been cultivating strong women leaders and encouraging a gender-equal culture.



## China

SW China donated RMB500,000 to Shandong University of Finance and Economics, an university jointed established by the Ministry of Finance, the Ministry of Education, and the Shandong provincial government, in order to provide funding and support to their accounting and finance talents development programme.

## Support to advance student and industry development

SW has been investing heavily to strengthen strategic partnership with educational institutions and nurture future generations of leaders. We have been actively promoting human resources development and knowledge transfer through different kinds of partnership programme, in promoting diversity of talent pool in the profession and fostering the development of students' professional capabilities.





## Germany

Our SW team in Germany DORNBACH joined a nationwide charity movement of Tafel Deutschland e.V., one of the largest volunteer based organizations in Germany, which collects surplus food items and distributes them to those in need. There are more than 960 Tafel across the major cities in the country. They work on bridging the gap between food excess on the one hand and food shortage on the other hand.

## Charity Movement

More than 140 staff members collected more than 5,661 kilometers by walking, hiking and running. 1 euro would be donated for every kilometer counted, so they were able to donate EUR\$5,661 to the Tafel.



Donated  
EUR\$5,661



Walking, hiking  
and running  
over 5000km



More than  
140 staff members  
joined



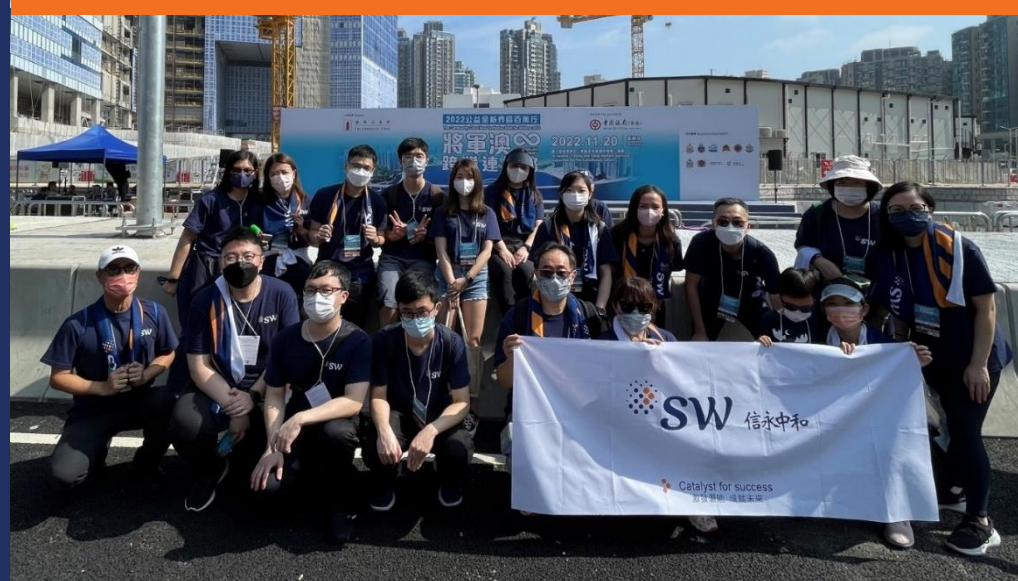
## Hong Kong Walk for Millions

People in SW Hong Kong, including partners and their family members, participated in The Community Chest New Territories Walk for Millions 2022 organized by The Community Chest of Hong Kong to raise funds for Family and Child Welfare Services supported by the Community Chest.

In this walk, we set foot on the new landmark bridge in Tseung Kwan O, which was the first marine viaduct in Hong Kong with a carriageway, cycle track and footpath. All funds raised through this Walk programme this year would be designated to support 24 member agencies in providing “Family and Child Welfare Services” to maintain and strengthen family bonding, to encourage mutual support relationship among family members; to help them prevent and cope with individual or family problems; as well as to provide services for their unmet needs.



50+ participants  
including  
family members





## Hong Kong

SW Hong Kong collaborated with Green Council to organize a coastal cleanup activity for their partners and staff members, raising the awareness for ocean pollution and helping our community stay sustainable!

International Coastal Cleanup is a global event initiated by the Ocean Conservancy since 1986 to get the public involved to collect and document the trash from beaches and waterways all around the world.

## Coastal Clean-up Day

According to Ocean Conservancy's ICC 2021 Report, children take in roughly 550 and adults 880 microplastics per day through breathing and consumption of eight food and beverage categories including fish, water, and milk. Besides, the COVID-19 pandemic created a surge in use of PPE with nearly 3 million face masks used per minute which can release 173,000 microplastic microfibers per day into the marine environment.

This was a meaningful and valuable experience for our people to get out and cleanup rubbish from their local beaches and spread awareness about marine debris and plastic pollution that plagues the world's oceans.



## India

SW India organized a lunch session for the impoverished people of The Earth Saviours Foundation. SW volunteers went to their centre to assist and distribute food to abandoned senior citizens, homeless disabled people, deprived females, etc.

## Lunch Session

The Earth Saviours Foundation is an internationally acclaimed and recognized non-profit organization which has been dedicated to serving the underprivileged, providing a safe haven for mistreated animals, and making every possible effort to protect the environment.





1,500 tree seedlings



350 coffee seeds



200 sengon seeds



350 cassava seeds



100 spruce seeds



100 papaya seeds



300 pandan seeds

## Indonesia

SW Indonesia, including partners and staff, carried out a CSR program in the form of planting 1,500 tree seedlings in Wangun Dua Village, Sentul, West Java.

The tree planting campaign was aimed at promoting reforestation and supporting the government's food security program. SW Indonesia also hopes that this small step can increase public awareness to take part in protecting and preserving the earth.

## Tree Planting





## Macau

SW Macau visited Tung Sin Tong, one of the charity organizations in Macau with the longest history, on a social caring initiative and made a monetary donation to help fund their major daily services.

The major daily services include: helping the needy, offering free medical services, providing free education, providing free nursery services and free elderly services, and offering emergency rescue, and they are now working on expanding their service scope into helping the disabled and other underprivileged groups.

## Donation to Charitable Organization





## Singapore

## Beach Clean-up Day

SW Singapore team, including partners and their family members, armed with tongs and gloves and took a day to scour the beach, and collect plastic and other trash from the shoreline at East Coast Park.

This was a good chance for to learn that we should all be concerned about our environment and play a key role in keeping our public spaces clean and safe for our next generation.

  
Included family members



## Singapore

SW Singapore donated some food and household supplies including computer peripherals and cupcakes to Chen Su Lan Methodist Children's Home.

## Donation to Children's Home

Established in 1968, Chen Su Lan Methodist Children's Home provides shelter, care and protection to children who come from low income, broken, dysfunctional families in Singapore. It was great that this donation has made a meaningful and loving contribution to the children.





## Taiwan

SW Taiwan team took a day to visit Rare Welfare Center, a welfare center of the Taiwan Foundation of Rare Disorders (TFRD) and got to learn more about the lives and challenges of rare disease patients. They also donated some special nutrition supplies, hygiene products and other related necessities in order to support the operation of the welfare centre.

## Donation to Rare Welfare Center

TFRD, established in 1999, with a center covering an area of 1.8 hectares, has been an active force in advocating for rare disease patients in respect of medication, education, and employment, and will continue to give its best effort to light up the lives of many rare disease patients.





150 ATK test kits



50 boxes of facial masks



2 gallons of 75% alcohol gels



Donation in amount of THB 10,000

## Thailand

Our team in SW Thailand visited “Baan Mahamek Foster Home”, a registered foster home for 175 orphaned children from 6-18 years old under the Department of Children and Youth, Ministry of Social Development and Human Security.

## Donation to Foster Home

They also donated some health care necessities including: 150 ATK test kits, 50 boxes of facial masks, 2 gallons of 75% alcohol gels, for a total amount of THB 10,000.





## United Kingdom

## Mass Inclusive Parkrun

Our SW team in United Kingdom took part in a mass parkrunning event hosted by parkrun.

Parkrun is a community event where we can walk, jog, run, volunteer or spectate. The run is open to anybody and everybody, of all ages and running abilities. This run is positive, welcoming and inclusive, there is no time limit and no one finishes last.





 Catalyst for success

[www.sw.international](http://www.sw.international)

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