

Checklist to Qualify a Corporate Social Responsibility Event

The following criteria is to help local office teams to evaluate engagement requests and make suitable decisions that are consistent with guidance for empaneling charities/NGOs

Alignment with our Purpose

1. This request from the charity/NGO to engage is aligned to our purpose and within the framework of our charter
2. We have conducted a background check on the charity/NGO or initiative
3. We have researched or sought and received information of other organizations which engage with this charity/NGO
4. We have a formal agreement with this charity/NGO and it is documented
5. Our legal team has reviewed the agreement and signed off

Partnership and Opportunities

6. We have a roadmap of how we want to conduct this partnership
7. We can clearly articulate why we are engaging with this charity/NGO or initiative
8. We are aware of opportunities to get our people involved
9. We foresee a long term plan for people engagement

Communication Strategy and Plan

10. We have outlined a communication strategy and plan for informing our people, stakeholders and the charity/NGO
11. We have defined what our people can expect from this engagement (sign up as volunteers, contribute funds, enroll for their programs etc)
12. We have a plan to follow-up and communicate the outcomes from this engagement