

Carenomics For Beginners

Unit 3

**Who to help?
How to choose and
verify a fund/NGO**



Unit 3 What is "systematic assistance" and why is it particularly important?



A system means helping many and regularly, not just one person and only once.

In the long term, large businesses can bring much more benefit by providing systematic assistance and investing in projects that create opportunities for charitable projects to independently and sustainably solve social problems.

In collaborative projects between business and charity, it is important for corporate representatives to understand that systematic charity is much more important and effective than one-time targeted aid. Systematic charity is aimed at qualitatively solving a structural problem and is focused on long-term results.

For example, a large company can help one patient with a serious illness — this is **targeted aid**.

Or it can finance the training for several surgeons who will treat this disease in the future and help many patients — this is **systematic assistance**.

Unit 3 **What is "systematic assistance" and why is it particularly important?**



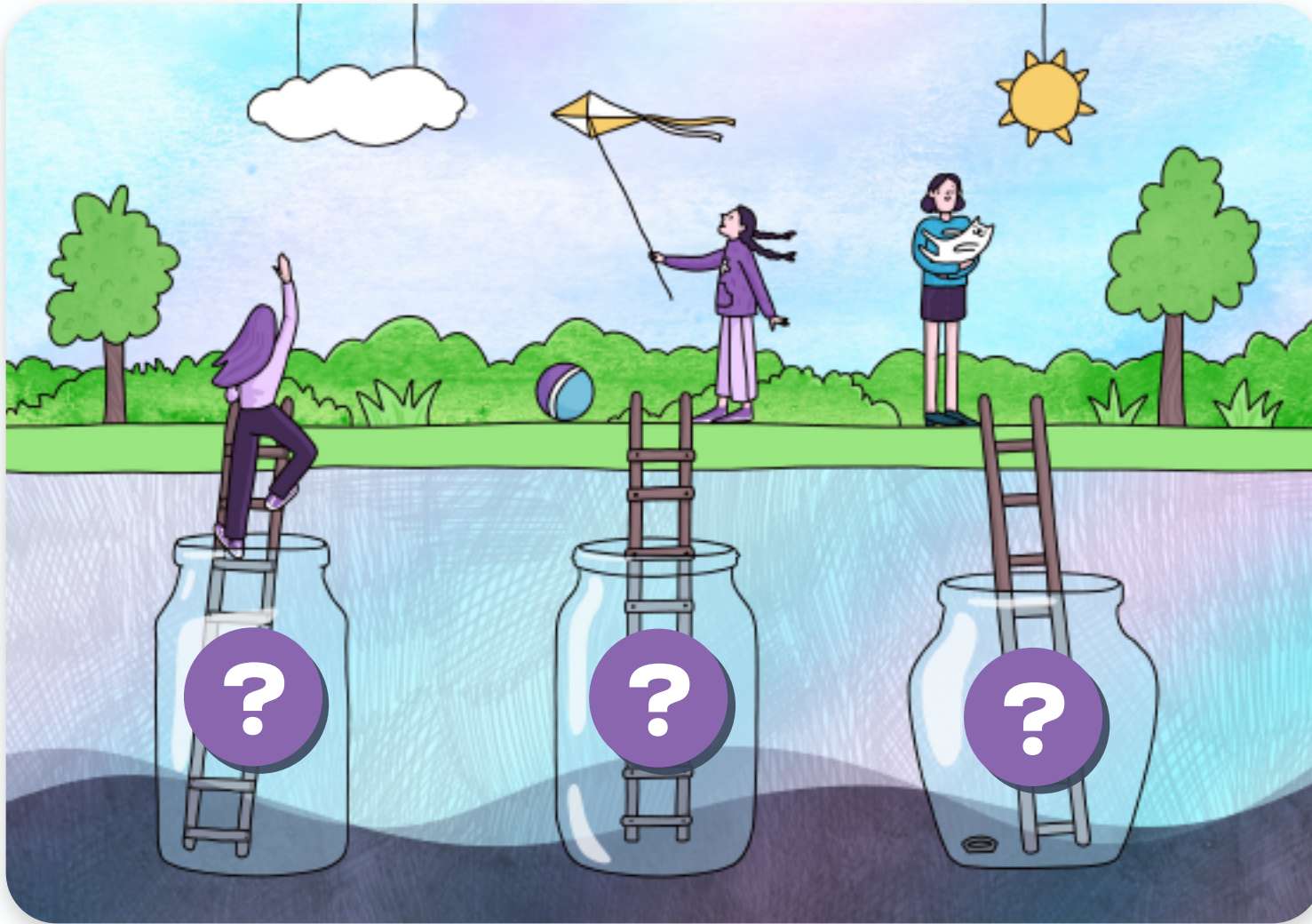
This can include education for doctors, teachers, and social sector specialists, investments in research, or construction of hospital buildings, purchasing equipment, and other long-term projects.

Even assisting with the publication of a book or a media project about a particular issue can be an investment in the fundamental correction of a problem in the future.

biolab
مختبر بيولاب الطبي

For example, the company Biolab — owner of medical laboratories worldwide — conducts lectures on medicine and health for students from underprivileged regions, as well as provides free testing for those in need.

Unit 3 How to choose whom to help?



If a business has always been involved in selling office suits, it would be strange to start helping farmers or animals in Australia as a CSR project (although it's possible: it just requires good storytelling to explain such a partnership).

CSR projects of a company should logically stem from all the values that have already been conveyed by the brand.

It's important to select an organization to work with that can help better communicate your company's story.

Corporate social responsibility (CSR) projects should fit into the brand positioning and overall marketing strategy of the business.

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For example, the first toothpaste manufacturer with a fully recyclable tube, Tom's of Maine, introduced a corporate social responsibility program: a partnership with TerraCycle, an organization that collects and recycles hard-to-process waste. Together, TerraCycle and Tom's of Maine educate consumers on how to recycle such waste.



Another example is the online store ASOS, which has always promoted ideas of equality and inclusion in its projects and advertising. They conducted a joint project with an NGO in Kenya, organizing educational workshops for local women.

Social projects are an additional touch to the image of your company. By choosing whom to support, you are selecting a specific detail of your image.

Unit 3 How to choose a honest and professional foundation



When organizing CSR and planning to interact with NGOs, it's crucial to check how efficiently and transparently they operate.



Unfortunately, it's still possible to encounter fraudsters and transfer money to unscrupulous individuals. Forms of fraud can vary: collecting money for the treatment of non-existent children, fly-by-night foundations, or fake websites pretending to be well-known existing foundations.

To avoid deception and ensure cooperation with genuine and transparent foundations, it's important to verify several points.

Unit 3 **How to choose a honest and professional foundation**



Documents

Check the organization's website for registration documents, as well as public reports on the expenditure of received funds. Specific legislative requirements for reports vary by country, but the main rule here is - the more detailed the reports, the better.

Often organizations send these reports in mailings to donors or in annual reports, share about the funds spent on social networks - this is always a good sign. For example, this is what the [annual report](#) of the organization Caritas in the Czech Republic looks like.



Activity on Social Networks and Media

An important sign of a reputable organization is active social networks and a website where they detail their work, employees, campaigns, and beneficiaries.

It's positive if the organization is mentioned in the media in a favorable light. For example, their staff may appear in the media as experts in their field. Checking media publications also helps to identify any reputational problems the fund may have had: scandals or accusations of dishonest work.



Effectiveness

Along with documentation and transparency of work, it's important to assess the effectiveness of the organization - what it has achieved recently, and whether there are concrete results. This can be reflected on social networks, on the website, and in annual reports. The fund itself should aim for long-term sustainable results and achieve them without unnecessary expenses.

Assessing the professionalism of an organization's work can be challenging, so it's worth looking at media publications, overall reputation in the professional field, and niche awards of the fund and its leaders.

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It is important to remember that charitable foundations and NGOs ARE EQUAL BUSINESS PARTNERS, so during negotiations, it's necessary to consider that they have their own expertise, working rules, and goals for each project undertaken.

Finding compromises and forms of cooperation that are convenient for both the business and the representatives of the charity is crucial.

Let's make a lasting impact together!

