

## 100 所宝洁希望小学

希望工程是由中国青年发展基金会(CYDF)1989年发起的一项社会公益事业。作为宝洁长期支持的公益项目,自1996年至今,宝洁公司累计向希望工程捐款2,800万元人民币(350万美元),建成宝洁希望小学100所。

在公司倡导下,数百名宝洁员工通过捐书、捐钱给贫困孩子,访问希望小学,以及与当地学生保持密切联系的方式支持希望工程。2005年,总计12家商业合作伙伴与宝洁携手支持希望工程,共建联名希望小学,改善学校学习环境,并在全中国约32万家超市、卖场与宝洁联合举行了捐资销售,约5,500万消费者参与了这一爱心行动。

这就是宝洁在实践中逐渐形成的独特的“宝洁公益模式”从我做起,携手商业合作伙伴,感召消费者,共同帮助需要帮助的孩子生活、学习、成长。该模式的运作不仅得到了广大消费者、商业合作伙伴的认可,更被中国青少年发展基金会授予“最佳合作伙伴模式”而加以推广。

透过这一公益模式,在这十年中全国796个自然村落的60,115名儿童从中受益,获得了更好的学习条件。

### 在中国关于企业社会责任其它方面的努力

- 1997年,向国家教育部捐款700万人民币,用于支持青春期教育
- 1998年,向清华大学捐赠1070万元人民币,以支持该校的研究开发工作
- 1998年,倡议发起了“熊猫爱心工程”并向野生动物保护基金会捐150万元人民币旨在为保护濒临灭绝的珍稀动物尽一份力量
- 2000年,向教育部捐款300万元人民币,用于支持西部学校的口腔个人卫生教育
- 2001年,向北京奥申委赞助300万元人民币和一份吉尼斯世界记录证书,支持北京奥申委为申办2008年奥运会做最后冲刺
- 2005年,向中华慈善总会捐赠了价值460万人民币的宝洁产品。这些物资被分发至20余个城市的孤儿院及养老院

## 100 P&G Hope Schools

Since 1996, Procter & Gamble (P&G) has donated RMB 24 million (USD 3 million) to Project Hope, a social cause launched by the China Youth Development Foundation (CYDF) in 1989. The company has built 100 Hope Schools.

Hundreds of P&G staff support the project by donating books and money to the needy children, visiting Hope schools, and staying in close communication with local students. In 2005, 12 business partners joined hands with P&G to donate to Project Hope and build Hope schools or improve the learning environment of Hope schools.

In addition, more than 55 million shoppers participated in P&G's Project Hope Donation in-store promotion, which was held in more than 3.2 million stores.

This is a unique Hope School model that emphasizes "starting from P&G and our employees, hand in hand with our business partners, together with consumers and shoppers, we help the needy children in China Live, Learn, and Thrive." CYDF has recognized P&G for this effort with an award for the "Best Model for a Social Cause" in China.

All in all, P&G has helped to improve the education level for 60,115 children in 796 rural villages in China's underdeveloped regions.

### Other CSR efforts in China

- In 1997, RMB 7 million donation to the Ministry of Education for adolescent health education
- In 1998, RMB 10.7 million donation to Tsinghua University for R&D
- In 1998, RMB 1.5 million donation to China Wildlife Conservation Foundation for the protection of giant pandas
- In 2000, RMB 3 million donation to the Ministry of Education to support health education in western China
- In 2001, RMB 3 million donation to the Beijing 2008 Olympic Games Bidding Committee
- In 2005, donation of 4.6 million products to the China Charity Federation to support orphanages and nursing homes in more than 20 cities



### 宝洁(中国)有限公司

核心业务: 快速消费品  
进入中国市场年份: 1988  
全球职工人数: 约 140,000  
在华职工人数: 6,300+  
网址: www.pg.com; www.pg.com.cn

### PROCTER & GAMBLE (CHINA) LTD.

Core business: Consumer products for beauty, family health, and household care  
Year of China market entry: 1988  
Employees worldwide: Approximately 140,000  
Employees in China: 6,300+  
Website: www.pg.com; www.pg.com.cn