



# CSR OPPORTUNITIES

STAFF ENGAGEMENT AND SOCIAL  
IMPACT FOR YOUR COMPANY





# WHO WE ARE

Founded in 2002, Baan Dek Foundation (BDF) is a registered Thai foundation that aims to improve the fundamental well-being of vulnerable children living in urban slums and construction site camps by **supporting** their immediate needs, **empowering** their families and communities through a peer-to-peer approach, and creating **sustainable change** in the Thai construction sector.

BDF is the only organization in Thailand that has partnered with 40+ construction companies, developing a niche expertise on child safeguarding in the sector. Through its longstanding partnerships with construction companies and the public sector (schools, medical centers, Ministries of Health and Education, the Office of the Basic Education Commission (OBEC), etc.), BDF aims to deliver a scalable and sustainable response to improve the well-being of tens of thousands of marginalized children across the nation.





# HOW YOU CAN HELP

- BDF develops partnerships with corporates that have a CSR strategy aligned with creating social impact and driving change to achieve the greatest support possible for children's access to education, health, and social protection services in Thailand.
- BDF welcomes partners who are interested in offering meaningful financial and/or technical support to vulnerable children in Thailand.
- 100% of donations are used to support children in Thailand (BDF ensures full transparency of all donations).

All of our initiatives are aligned with BDF's Child Safeguarding and Protection Policy and international child rights standards, and are curated to provide the best interventions possible. We invite all of our partners to adhere to this policy and help us conduct best practices to ensure the privacy and respect of all beneficiaries.



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## *Everything starts with a conversation.*

BDF is happy to support fundraising events that best suit both your needs and ours. Our goal is to provide a bridge between your CSR needs and commitments and our fundamental needs on the field, in order to optimize social impact.

This document provides fundraising ideas that have been successful in the past, but please feel free to propose any other ideas to one of our Partnerships Team members. We will support you as best as we can.



# 1

# FUNDRAISING EVENTS

## SPONSORED MARATHONS

Marathons, or other similar events, are a successful way to fundraise for BDF by facilitating sponsorship of employee participants. These types of events are also great for staff engagement and can act as team-building opportunities. You can invite employees to learn about BDF's work and raise funds for a worthwhile cause together.

Sponsored marathon options include:

**Traditional Marathon** - A running race, or a short triathlon consisting of swimming, cycling, and running.

**Walk-a-thon** - Same as above, but in the style of a sponsored walk. Distances for each walk can vary depending on participant abilities (5 km, 10 km, etc.). Participants' family members can also participate.

**Water-a-thon** - Symbolic of access to WASH services (water, sanitation & hygiene), staff participants can participate in a team relay, taking turns passing off a bottle or bucket of water instead of a traditional baton.

**Vertical Marathon** - For companies with larger office buildings, participants run or walk vertically in the office building, up and down stairs as a team relay style marathon. This could be a traditional walk/run, a team relay, or a themed WASH relay as noted above.

**Themed Races** - Dressing up is always exciting! Participants can wear their favorite uniform or costume and take part in a themed race.







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## OTHER SPORTS EVENTS/COMPETITIONS

Options include:

**Bike Race** - Organize a bike relay race, or a bicycle obstacle race. You could even include a “decorate your bike” competition at the same time!

**Football Tournament** - Host your own charitable football (or other sports) tournament, charge an entry fee per team, and/or ask participants to fundraise for entry.

**Obstacle Course** - Design a race that includes obstacles like rope and wall climbing, jumping through tires, etc. The race requires a minimum raise for each team to participate or participants can be charged individually.

## WHAT WE CAN PROVIDE

- BDF communications tailored to your event
- BDF ambassador or representative who can attend your event
- Dao Ethical Gifts can provide stylish and sustainable gifts for your events. Contact us separately about placing a customized order at [www.daoethicalgifts.com](http://www.daoethicalgifts.com).



## AUCTIONS

Auctions can be a stand-alone event, or you can integrate an auction into any of the other event ideas already mentioned, like during a formal dinner event, movie night, etc. On the auction day, employees or clients can bid on whichever product they like most, which is then sold to the highest bidder. All proceeds from auction item sales or ticket purchases contribute towards BDF's education, health, and social protection support.

Auction options include:

**General Auction** - Products are collected or handmade by various staff members, and sold to the highest bidder during an auction event.

**BDF Children's Art Auction** - Artwork (pottery, umbrellas, canvas paintings, etc.) made by children supported by BDF who live in vulnerable communities can be sold as items during a staff/ company auction event. Children will make these creations through workshops that allow them to develop their artistic and creative skills.

## WHAT WE CAN PROVIDE

- BDF communications tailored to your auction
- BDF ambassador or representative who can attend your auction
- Auction item ideas and items provided by children who wish to create and offer their artwork





# 2

## FUNDRAISING ACTIVITIES

There are various fundraising activities that you can organize to raise money for BDF both online and offline.

Fundraising ideas include:

**Social Media Challenge** - Ask your employees to do a certain task and take a photo or video of themselves doing it. Then after making a donation to BDF, participants can post the challenge video to their social media accounts, using a hashtag you create for the challenge.

**Crowdfunding** - Create a crowdfunding campaign for BDF, using crowdfunding platforms like GoFundMe. The campaign should express a specific need, goal, and deadline. After the campaign is created, ask employees to promote it to their networks!

**E-Cards** - In exchange for a donation, BDF can design personalized e-cards! These green e-cards can be sent on any occasion and help prevent the use of paper. E-cards can feature graphic designs or childrens' artwork.

**Virtual Silent Auction** - Use a software like Auctria to execute a silent auction! You can post photos of items, allow participants to place bids, announce the winners, and collect payments.

**Live-Streamed Event** - Live-stream an event such as a talent show, magic show, or musical performance! Set up registrations and collection donations online.

**Virtual Run, Bike, or Walk** - Pick a date, set-up registrations, and enable your participants to raise funds. On the date, participants can complete the run, bike, or walk on their own and track and submit their own times. You can even live-stream kick-off and closing ceremonies!

**Fitness Challenge** - Create a series of short workouts and challenge employees to tune into live-streamed demonstrations over a number of days. Participants can sign up and make a donation to join.

**Game Night** - Invite participants to join together for games! Participants sign up, make a donation to BDF, then play board games at a convenient location or on their phones with their friends, or even their favorite video games.

## WHAT WE CAN PROVIDE

- BDF communications tailored to your event
- BDF ambassador or representative who can attend your event
- BDF-designed e-cards or auction items created by some of the children BDF supports



# 3

# RESPONSIBLE CORPORATE GIFTS



Dao Ethical Gifts (DEG) is the spin-off social enterprise of Baan Dek Foundation (BDF) that promotes the economic empowerment of vulnerable women and sustainability by providing them with an opportunity to generate extra income by producing ethical, eco-friendly corporate gifts and merchandising. These women reside in urban slums with limited or no access to essential services. They are single mothers, survivors of domestic abuse and/or recently released from jail, facing a slew of challenges from gender-pay gaps to employment barriers. This makes it difficult for them to meet their family's basic needs, all of which disproportionately affect women and girls.

Each order they receive represents significant additional income, which can be used to cover essential household costs such as their children's school enrollment fees, utility costs, and other necessities. Each order is a step towards financial empowerment and eventual independence.

DEG offers a wide range of customizable and sustainable gifts and merchandise, including bags, bracelets, t-shirts, premium leather products, and conference-related souvenirs, making it a versatile partner for companies looking to contribute to women's empowerment through events or seasonal gifting. 100% of profits go directly to supporting vulnerable women and their families through BDF's programs.

To learn more about Dao Ethical Gifts, visit [www.daoethicalgifts.com](http://www.daoethicalgifts.com).







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## WHAT WE GIVE BACK

BDF truly appreciates our partners and the effort put forth to fundraise in support of our work. We are happy to provide the following to our partners to show our appreciation:

- Recognition of our partners by placing their organization's logos on our website and in our offices
- Visits to the field, organized in accordance with our related guidelines
- Monitoring and evaluation data that measures the impact of your donation
- High-quality photographs





FOR ADDITIONAL INFORMATION

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