Empowering our people, strengthening our communities

100 examples from around the world
As a global leader in assurance, tax, transaction and advisory services, we understand the impact that we have around the world. Through the insights and services we deliver as an organization, we are helping to build trust and confidence in the capital markets and in economies across the world. But our influence goes beyond our core business. We know that when our people use their time and skills in their communities, we make a difference. And in giving them opportunities to do so, we focus on areas where we think we can make the biggest positive impact: supporting entrepreneurs and strengthening the workforce of the future.

We support entrepreneurship because we believe it’s a key engine for creating sustainable economic growth around the world, at all stages. In developing economies, where growth is still fragile, entrepreneurs play a vital part in keeping their families out of poverty. And in emerging markets, entrepreneurs help propel future growth, creating jobs and wealth. In more developed markets, they play an essential role in fueling the economic recovery. By working with groups that support entrepreneurs – from microfinance organizations, such as Kiva, who help those most in need, to those like Endeavor, who help develop high-impact entrepreneurs in emerging markets – our people make a difference.

By supporting the workforce of the future through educational programs, we are helping them gain the skills they need to reach their full potential. At the same time, we are growing the talent pool needed by our markets, our clients and our own business. We are helping to establish the foundations for a more productive society that benefits us all. From increasing access to education for those who don’t have it, to guiding and developing those who do, our people inspire the future workforce.

We believe that through our people giving their time, skills and knowledge, as well as our financial resources, we can make the biggest impact.

In the following pages you will read inspiring stories about some of the ways we make a difference in our communities – they are a testament to both individual commitment and the exceptional teaming of our people. Across the globe, we're building a better working world.
Changing the lives of millions

Helping those at the bottom of the socioeconomic pyramid is important to fulfilling our aim of building a better working world. Entrepreneurs at this level are keeping themselves out of poverty, feeding their families and supporting their local communities. That is why we support Kiva, the world’s first and largest person-to-person microlending organization. Its mission is to connect people through lending money to alleviate poverty.

Through the Kiva website, individuals lend as little as US$25 to entrepreneurs from developing and emerging economies. The entrepreneurs, of which 83% are women, have a repayment rate of 99%. Kiva has raised over US$408m in loans for more than 970,000 borrowers in 67 countries. To support Kiva, we made a commitment to provide in-kind support valued at US$1m. It’s changing the lives of millions. For example:

- In Guatemala, 33-year-old artisan Florinda Agustina has been making aprons for 10 years. She has a shop with three machines and two employees. Customer demand has grown but she has been unable to build capital. By borrowing US$725 through Kiva to buy raw materials, she increased her sales, and she has repaid her Kiva loan.

- Silole Ene, a 41-year-old wheat farmer in Kenya, supports six members of her family. With a US$625 Kiva loan, she was able to buy wheat seeds and fertilizer. A hardworking woman determined to achieve her goal of becoming a large-scale farmer, she repaid 100% of her loan.

In South Africa we support Aspire, a program that inspires young, high-impact entrepreneurs to take the next step to grow their business. Ten companies come to EY on a monthly basis to receive training in key areas of business. One company we are supporting is Pele Green, who, with just five members of staff, is aspiring to become South Africa’s leading independent power supplier.
The Social Business Trust (SBT) is an independent charity, wholly dedicated to helping UK social enterprises scale up their operations regionally and nationally. Its goal is to help transform the impact of these enterprises and improve the lives of more than a million of the UK’s most disadvantaged people. As part of our commitment to the SBT, and as one of seven collaborators, we are committed to providing £2m worth of support through a combination of professional expertise and growth capital over five years.

“Without our partners, there is no SBT. All our activity has only one focus and one purpose, and that is to invest in social enterprises that we believe in and to help them to grow into national players,” commented Adele Blakebrough, Co-founder and CEO of SBT.

It’s not only SBT that benefits; our people have also gained a great deal. For example, we provide an investment manager on a rolling secondment basis to help the SBT Investment Committee make important investment decisions. Anu Babbar, an EY UK tax advisor, explained what she was most proud of: “the relationships built with leaders of social enterprises, the ability to present and challenge in a boardroom situation and being part of an organization that provided successful investees with much-needed capital and support to help them grow.”

04
We received the US President’s Volunteer Service Award for giving more than 5,000 hours to Junior Achievement, teaching students of all ages and abilities about workforce readiness, entrepreneurship and financial literacy.

05
We are committed to supporting entrepreneurship among young people. As part of this, our people run a program for young students in high schools in Israel that aims to develop excellence and leadership qualities among teenagers. Our people act as business mentors, guiding and encouraging groups of talented teenagers to create and establish a start-up product and build their business plans. To add to this, we provide training for students in core skills, such as marketing and selling.

06
Helping young entrepreneurs kick-start their business

Youth Business International (YBI) coordinates a global network of charities that provide loans, training and mentoring to young entrepreneurs who can’t access financing from other sources. In 2011, YBI helped 7,709 young people start their own business, and they estimate that these businesses will go on to create nearly 20,000 jobs within three years. We help YBI in a number of ways. For example, our people are volunteering their knowledge on approaches to developing management information, including the use of strategy maps to define key performance indicators (KPIs). Our approach is built on guiding leading members of YBI on how to apply the techniques themselves.
We are proud to support the Network For Teaching Entrepreneurship (NFTE), an organization that brings entrepreneurship education to teenagers in low-income communities who are at risk of dropping out of school. The program helps these students see the relevance of their studies through a series of fun and engaging activities that teach them the key concepts of entrepreneurship and business. Over 25 years, NFTE has provided entrepreneurship education to more than 500,000 young people worldwide who often have no other support or opportunities.

Mentored by our people, the students acquire critical skills and knowledge as they create business plans for their ideas and take part in classroom, city-wide and national competitions. Our people volunteer their time: judging business plan competitions, mentoring students and supporting teachers by acting as guest speakers.

We are proud of these achievements:

- We have supported NFTE in Belgium, Chile, China, Colombia, Germany, India, Ireland, Israel, New Zealand, Saudi Arabia and the US.
- An EY partner sits on every NFTE Regional Advisory Board in the US.
- So far we've granted 17 college scholarships to top NFTE US graduates, totaling nearly US$125,000.
- We have presented NFTE Youth Entrepreneurship Awards in countries where NFTE has a presence and where we host our EY Entrepreneur Of The Year® Awards.
- Maria Pinelli, EY Global Vice Chair, Strategic Growth Markets, serves as Chair of the NFTE Board of Directors.
- NFTE honored us with its Entrepreneurial Spirit Award in 2012 for our long-term commitment to fostering entrepreneurship globally and our support of youth entrepreneurship through NFTE.

Our scholarships are for students like Trina Durham, who pretty much served as caretaker for her parents through high school. Trina graduated as co-valedictorian with an A-plus average, while having a part-time job. She never missed a day of school or a day of work.

watch the video ➤ www

http://vimeo.com/47892166
Empowering our people, strengthening our communities

EY joined with BizKid$, one of the most award-winning youth education programs on US television today, to create six learning modules that our employees can take into schools and community centers. As part of this project, we also sponsored a social entrepreneurship contest, Create Your Social Biz. The winners receive cash prizes to implement their ideas and are matched with an EY mentor who will guide them through the process.

This collaboration has inspired our people; for example, Michelle Ng, BizKid$ explained, “We’re very excited to get started on judging these entries. We’re planning to give the students cash prizes to fund their ideas, as well as EY mentors to help implement them!”

Our people in Canada are helping to ensure that projects supporting education and entrepreneurship are developed in the event of a disaster through our relationship with international development organization Plan Canada.
Improving literacy and comprehension standards among elementary school children is the aim of our collaboration with Crecer con Todos in Chile.

With more than 4,000 Boys & Girls Clubs throughout the Americas, our people have many opportunities to help organizations with their educational needs. For instance, our Los Angeles professionals created a kid-friendly library system for the Variety Boys & Girls Club of East Los Angeles.

In Belgium, our colleagues are supporting the Born In Africa charity, which aims to stimulate social and educational development in children, striving to create economically self-sustainable adults. Its mission is to develop well-rounded, independent and successful young adults who will act as role models in their communities.

In February 2013, EY China donated 500 used laptops to 11 schools in poverty-stricken areas in Gansu, Jiangxi and Shandong provinces. The donation is the latest initiative to help underprivileged students in Mainland China.

Teams in Mexico hosted a Corporate Responsibility (CR) forum for 90 small- and mid-sized businesses to help them integrate their CR efforts into their business model.

The course included a day at the EY office in Sydney and a formal dinner – experiences designed to broaden participants’ personal potential, their awareness of the business world and the possibilities it presents. It’s been so successful that the Australian Business Community Network has adopted the program to enable more companies and high schools to take part. The program expansion enables participating students and teachers to continue to develop their personal networks and links with other schools well after the program concludes.

Broadening personal potential and raising awareness

Our Australian Leadership Program was developed by Craig Griffin, Partner, EY Australia. We teamed with two clients to deliver a two-and-a-half day leadership and development workshop and alumni network for students in disadvantaged communities. Craig identified a need to establish a program for student leadership and saw an opportunity to help our communities.

Empowering our people, strengthening our communities
Helping businesses accelerate and build sustainable value

We are dedicating our best resources – our talented people – to improving the success of promising entrepreneurs in emerging markets, helping them accelerate their business and build sustainable economic value. Working with Endeavor, a nonprofit organization that develops high-impact entrepreneurs in emerging markets, we enable our people to spend up to seven weeks with an entrepreneur, helping them develop their business, build their skills and acquire a global mindset. For example:

- Angela Gomez helped Conexia in Argentina, a business process outsourcing (BPO) information technology company, with their financial planning process to assist management and improve budgeting.

- Ed Broussard helped a Jordanian start-up business called Pocket Games secure initial funding, which allowed it to launch its first few video games.

- Rich Pashkin worked with Tuyo, a Mexican company that buys and re-sells secondhand consumer electronics in stores, to develop their growth strategy and other key initiatives.

In addition to giving intensive professional support, we help Endeavor in a number of other ways, including sponsoring and taking part in its international selection panels where high-impact entrepreneurs are identified, as well as providing financial management courses and virtual mentoring.

Endeavor-supported businesses experience an average growth rate of 59% in the first two years of engaging with Endeavor, making these entrepreneurs a force for positive economic and social change as they create jobs, drive innovation and revitalize their communities.
Improving prospects and positive outcomes

ThinkForward is a UK program that intervenes early in the lives of young people to significantly improve the prospects of those most at risk of becoming a NEET (Not in Education, Employment or Training). Its objective is a 50% reduction in the number of NEETs.

Alongside the Private Equity Foundation, we provided support to design and found ThinkForward. We have committed our time and financial resources to the relationship for five years. This support includes a progression coach who gives personalized support for the students most at risk of becoming NEET. With input from the students and the progression coach, we developed a bespoke mentoring program where students meet regularly with our graduate population to help with their people and business skills and workplace preparation. The program is developing the professional skills of our people and leading us to make connections with clients, as well as providing positive outcomes for the students.

ThinkForward aims for a 50% reduction in the number of NEETs.
Empowering our people, strengthening our communities

Turning a fantastic idea into a tangible product

At EY, we recognize that starting a business can be a daunting prospect. Turning a fantastic idea into a tangible product or service requires dedication and courage. There are many complex decisions to make and obstacles to overcome. So our people conceived and developed the Accelerate network, which provides skilled support to social and start-up entrepreneurs, offering them access to events for networking, learning and sharing. We also offer these entrepreneurs the chance to work one-on-one with our people, clients and alumni, who serve as mentors for them. Accelerate mentors use their business skills and financial know-how to help entrepreneurs achieve their goals. Our mentors provide a “business head” for the entrepreneurs to share ideas with and to offer challenge around their business planning.

Through Accelerate our people are working with a fast-growing network of entrepreneurs across the UK, championing the small businesses that will grow the economy.

Feedback from our 2012 event series tells us that 88% of attendees felt their on-the-job performance would improve after attending an Accelerate event. And attendees are not the only ones who benefit: 93% of our people involved in Accelerate said the experience had a positive impact on their development. Our people tell us they have been able to develop new skills, have been challenged to really understand the needs of entrepreneurs and use what they learned from Accelerate to engage with clients.

23

In Sweden we work with several organizations focused on entrepreneurship and education.

For example:

• We work with Rinkebyakademien, an organization that helps close the gap between school and the world of work. Our volunteers help eighth-graders develop a product or service of their own choosing and then create business plans in order to sell their ideas to potential investors. Our cooperation with Rinkebyakademien also involves a mentorship program.

• In collaboration with MyDreamNow, we are helping to prevent youth unemployment. Our volunteers act as class coaches, inspiring young students to strive for their dreams and to understand options available to them.

24

Our people have conducted borrower verification audits for microfinance organization Kiva in some unlikely places, including the Philippines (Makati and Manila), Pakistan (Lahore and Islamabad), Peru, the Democratic Republic of Congo and South Sudan (Juba). It’s part of our US$1m in-kind commitment to Kiva and helps provide confidence and trust to lenders.
Helping local entrepreneurs succeed while also contributing to scientific research on the effects of climate change has been the basis of our collaboration with the Earthwatch Institute. Since 2009 more than 100 EY people from Australia, Bahrain, Brazil, Canada, China, Colombia, El Salvador, Germany, Hungary, India, Israel, Japan, Mexico, the Netherlands, Russia, South Africa, Spain, Uganda, Ukraine, the UK, Uruguay and the US have had hands-on experiences with Earthwatch.

The expeditions fulfill Earthwatch’s mission to engage people in scientific research and education in order to promote the understanding and action necessary for a more environmentally sustainable world. The group’s mission dovetails with our commitment to reducing our environmental impact while building a better working world. It also allows our people to broaden their professional experience and their global mindset by helping selected local organizations develop.

Our people have given their time to support the economic growth of a wide range of organizations, from spice growers in Sirsi while at the same time tracing the effects of climate change on the Hosur forest, understanding the population of pollinators (bees) in forests around coffee farms and tagging mangrove trees.

In Slovakia, our people have organized a tax challenge case study competition for law and economics university students.

We volunteer with Young Enterprise Switzerland in 165 schools, using interactive games to teach primary and secondary school pupils how to manage money.

Our people have used their skills and experience to support high-impact entrepreneurs in Argentina, Brazil, Chile, Colombia, Egypt, Jordan, Lebanon, Mexico, South Africa, Turkey and Uruguay. This is part of our collaboration with Endeavor.

Our people give their time and support to some of Russia’s leading universities – we lecture on International Financial Reporting Standards (IFRS) at the Financial University and Moscow State Institute for International Relations, where we also contribute to a course on sustainability; opened a department at the Moscow State University; and lecture at the Higher School of Economics on a range of subjects including tax legislation.

Volunteers in China took part in Career Go! workshops at four universities in three different cities, giving students advice on CVs, conducting mock interviews and taking part in question and answer sessions.
Empowering our people, strengthening our communities

Developing raw talent

In July 2012, EY’s London, UK, office welcomed 21 bright, energetic and enthusiastic 16- and 17-year-olds for three weeks of work experience as part of the Smart Futures Program.

Developed in-house by our people, the program identifies young students in the UK from underprivileged backgrounds who have the academic ability and raw talent to make it at EY, but who do not currently think of EY as offering them a possible future career.

Over 10 months, the program provides participants with paid work experience at EY, a coach, networking opportunities and links into our recruitment channels. As part of the high-energy, fast-paced work experience element of the program, students took part in a wide range of activities designed to increase their chances of securing employment in the future. We made job offers to six Smart Futures students.

Without the hard work and commitment of our 140-plus EY volunteers, this would not have been possible. Our people were involved in a variety of activities, such as being part of the Program Management Office (PMO), facilitating workshops or mentoring.

The program will more than double in size in 2013, and there are plans to run the program outside of London, too.

32
In Malaysia we support Connecting Classrooms, working with students on communication and presentation skills and project management, and connecting them to counterparts in Vietnam, Thailand and the UK, with the aim of helping them become global citizens.

33
We believe a good education can change lives. That’s why in Brazil we support ABCD Nossa Casa, an organization that shelters children who are estranged from their families, giving our time to teach literature, English, Portuguese and math.

34
“WeDv and EY work with entrepreneurs to help these businesses become ‘high-impact’ — expanding employment, generating wealth and inspiring others to innovate,” said Endeavor Co-founder and CEO Linda Rottenberg.

35
In South Africa we’re piloting a Saturday school support program called Accounting School of Excellence. Staffed by our volunteers, the program helps students pass the high school final-year exam and go on to college.
Helping women entrepreneurs scale

Our Entrepreneurial Winning Women™ Program is an executive leadership program that identifies a select group of high-potential women entrepreneurs whose businesses show real potential to scale — and then helps them do it.

The program helps participants expand their knowledge with the latest information and research about business strategies and practices; identify potential partners, alliances, customers and suppliers, as well as prospective sources of private capital; have access to informal, one-to-one guidance and support; strengthen their leadership and business skills and identify opportunities to grow through meetings with senior advisors and seasoned entrepreneurs; and increase national and regional visibility for themselves and their companies among corporate executives, investors and the media.

Developed in the US, Entrepreneurial Winning Women is expanding to other countries including Brazil, Canada, South Africa and Turkey. We want to help these winning women think bigger and scale their companies — just like Lisa Mihardja, an Entrepreneurial Winning Women winner in Indonesia, who created Alleira Batik in 2005 and now has 42 boutiques in Indonesia, with plans to expand into Singapore, Malaysia and Australia.

For Stephanie Foxworth – college student, single mother and entrepreneur – the support she receives from the Network for Teaching Entrepreneurship (NFTE) is not just financial. It means, she says, “Others have faith in my dreams.”

Around the world, we’re proud to support NFTE’s goal of bringing entrepreneurship education to teenagers in low-income communities who are at risk of dropping out of school.

Teams from EY Germany and the Nuremberg Bürgerstiftung (community foundation) joined forces to host their popular reading competition. The competition involves 375 students from four Nuremberg primary schools. Each student has to read at least three books in a two-month period and then fill out a questionnaire about the books, with points awarded for number of pages read. Our aim is to get children excited about reading and books.

Colleagues in Turkey spend their Saturdays working with the Turkish Hearing and Speech Rehabilitation Foundation (TIV), helping children who need extra support to succeed in non-specialist schools.
We’re helping The Next 36 nurture Canada’s next generation of entrepreneurs. Launched in 2011, The Next 36 is an innovative program that helps launch the careers of Canada’s most promising undergraduate entrepreneurs. The program identifies students through a rigorous national selection process and provides them with the academic foundation, practical skills, role models and networks to become Canada’s next generation of entrepreneurial leaders. It’s a positive but rigorous challenge.

As these young leaders continue to push their boundaries, gain skills vital to entrepreneurship, and build confidence in themselves and the businesses they hope to create, our people are there to help them every step of the way by mentoring and coaching, facilitating networks, and providing financial and pro bono support through our EY offices across Canada. Our people also run sessions on topics such as tax planning, media training and government grants to help these young entrepreneurs achieve their potential.

The academic foundation gives students practical skills, role models and networks to become tomorrow’s game-changers. By setting the bar high, it pushes students out of their comfort zone to develop skills vital to entrepreneurs.

Ryan Brideau, a member of The Next 36 alumni, knew he had the potential to become a leader. He explained, “Sometimes it takes the right personality to point you in a new direction. I knew I was determined to go far, but when I learned about The Next 36 program, I knew that was the direction I needed to pursue.”

41
Helping emerging market entrepreneurs

Our Enterprise Growth Services (EGS) makes our services available to job-creating, small and medium-sized enterprises in emerging markets, such as Africa, at accessible rates.

Our objective is to help these businesses sustainably improve their productivity, profitability and growth potential so they can create more jobs and increase access to goods and services in poor communities.

We don’t make any profit from our work through EGS, and we absorb the program’s overhead costs. In addition, our people make salary sacrifices during their time on the program, and we charge fees sufficient only to cover the remaining costs. Through EGS we are helping an industrial consumables supplier based in Accra, Ghana, to translate a healthy operating margin into free cash. A team from the UK and Ghana will work together to help the entrepreneur make sustained reductions in their working capital and improve their ability to forecast and manage cash.

42
In Brazil we developed the EY University, giving English and Portuguese classes for the hearing impaired.

43
Our people in Paraguay support Hogar de Niños y Adolescentes Unidos x Cristo, a home for 200 children and teenagers, with a mix of donations and mentoring, giving children insight into the professional and educational opportunities available to them.
A long-term approach to increasing access to education has much more impact. With that in mind, many programs driven out of EY India seek to break long-term cycles of poverty, manual labor and dependency by supporting the education of India’s young people.

For example:

- More than 75,000 children have been reached via Toon Masti, animated educational lessons created in collaboration with the Indian Government. The content has been distributed to all primary schools across the state of Haryana.

- We fund the Akshara Foundation to improve proficiency in English and math for 30,500 children in 317 schools in Northern Karnataka.

- EY India’s Scholarship Program currently supports around 2,300 children – most of whom would be unable to access education due to poverty.

- Our people fund the Ensuring Children Learn Program run by the Naandi Foundation in 200 primary schools, covering approximately 10,000 children.

- Employees can sponsor a child they know and their financial support is matched by the firm through the Sponsor a Student Program.

- The EY Foundation signed a memorandum of understanding with Dr. Reddy’s Foundation (DRF) to fund 14 vocational centers as DRF moves toward creating a sustainable model. The students are funded through soft loans repayable after they become gainfully employed.
Engaging communities and developing skills

Through our collaboration with the popular Public Broadcasting Service (PBS) series Cyberchase, we are improving math literacy in children ages 8 to 11, by showing them how much fun math can be.

In 2007, we created the EY/Cyberchase Volunteer Program in the US as a way to promote access to education and engage our people in local communities. Since then, more than 650 EY US volunteers have been able to reach more than 1,700 disadvantaged kids in 17 cities. Our people help students strengthen important life skills, such as problem-solving, setting priorities and time management, to expand and enhance their sense of what educational opportunities are possible for them.

Cyberchase Travel Edition has been rolled out in Brazil, Canada, Chile, Israel and Mexico, and the curriculum has been translated into Hebrew, Spanish and Portuguese.

45
As part of our support for the Proyecto Barrios (Neighborhood Project) in Madrid, our people are helping the unemployed in some of the city’s most deprived areas to develop skills including IT, job searching, finance management and CV writing.

46
A weekly series of seminars for entrepreneurs, covering strategy and planning, finance, cost cutting, tax planning and marketing, was launched and run by our Colombian colleagues.

47
In Israel we work with Tzeva, a nonprofit organization, to mentor disadvantaged children using educational games.
Teamwork for success

The Technology, Enterprise and Mathematics (TEAM) Program was funded and created by our people as a result of recognizing that Australian students are dropping mathematics as a high school curriculum subject at a historically high rate, failing to see its relevance to future work or study options.

Research shows that continuing with any kind of mathematical study, including technology-based subjects, is the strongest indicator of a student’s likelihood to complete tertiary studies. Students who complete the program participate in a number of workshops about project management on topics such as setting goals, budgeting, communication and evaluation. They then apply these skills by managing a specific project that is relevant to them and their school community.

Our people facilitate and mentor students as part of these sessions, demonstrating that math and technology are part of everyday life and the working world, and encourage them to continue studying these key subjects.

In New Zealand we provide one-to-one mentoring of high-achieving students in schools in Auckland, Wellington and Christchurch. We want to help students set and achieve goals, and we provide encouragement and direction on each student’s career choice.
Our role is to pave the way so that these girls reach their full potential. It is about making sure that they succeed every step of the way.

The next generation’s potential

Our Next Gen Program aims to create a network of support that empowers the next generation of women leaders in Africa and provides leadership skills training, extra tutoring, mentoring and assistance to participants, as well as their schools and families. So far 30 schoolgirls ages 15 to 18 have been selected based on their overall grades and leadership skills. The girls were invited to attend a tailored curriculum that prepared them for college and beyond, including an innovative three-part experience consisting of three leadership-camp-style courses: My Continent, My Africa (Inspired); The Leader in Me (Empowered); and Can Do (Action/Motivated). Our people were involved every step of the way, and we believe the program will create a network of innovative, ethical leaders with a passion for the continent’s development.

For us, it’s about setting these young people up for the long-term and helping them ultimately reinvest in their families and communities.

“We believe that the continent can’t reach its potential with half its resources untapped”, says Mandy Pakkiri CSR Manager in South Africa. “Our role with the NextGen Program is to provide the girls with the exposure, support, tools and experiences to reach their full potential. It is about creating an enabling environment that ensures their continued success every step of the way.”
Teams in China worked together to raise money for high school tuition for children and their families who can’t afford the fees themselves. In the past few years, our partners and colleagues have raised US$640,000 to help more than 400 students in the Qinghai, Gansu and Guangxi regions complete their three-year high school education. In addition to donations and in-kind assistance, we sponsored more than 100 colleagues to allow them to visit the students benefiting from the scheme.

Claudia Wang, Learning and Development Senior Manager, is originally from Qinghai, so the fundraising efforts, and meeting the families affected, brings back personal memories. She says, “It’s hard to imagine when you’re busy living your own life in a big city that there are other people who don’t have the same opportunities as you. … It’s made me resolve to be even more involved in our campaign and to sponsor a student myself.”

We work with A Different Lesson in Israel to help underprivileged children reach their potential by designing and delivering to them lessons in business, economics and accounting.
Empowering our people, strengthening our communities

An action plan for Aboriginal communities

In December 2011, EY Australia launched its Reconciliation Action Plan (RAP). The goal of RAP is to help close the gaps between the social and economic status of Aboriginal and Torres Strait Islander communities and other Australians by focusing on the key elements of entrepreneurship and education.

As part of our commitment to the Plan, we’re increasing awareness within EY of the rich cultural heritage of Australia, and we’re encouraging our people to collaborate with local organizations as they develop business, employment and education opportunities in their communities. We are also teaming with other business organizations to help lobby for the social and economic development that Aboriginal and Torres Strait Islander communities require.

Although our journey continues, some of our achievements to date include:

- Establishing a RAP Committee chaired by Oceania CEO and Managing Partner Rob McLeod with volunteers representing all EY Australia offices.
- Creating work experience opportunities for Aboriginal and Torres Strait Islander students across Australia.
- Continuing ongoing discussions with schools and universities to identify where our people can support Aboriginal and Torres Strait Islander students to reach their full potential.
- Developing a mentoring relationship with Ngaanyatjarra Pitjantjatjara Yankunytjatjara (NPY), a women’s council in the Northern Territory, which assists families and women at risk in their community.

Groups of volunteers from the Americas region have been gaining hands-on experience of both the science and the business of sustainability since 2009 through our relationship with Earthwatch.

- In Costa Rica, our teams work with Coope Tarrazu, a coffee cooperative committed to sustainable farming, to improve its business practices, advising on topics such as incentive compensation and pricing.

watch the video ▶
http://www.youtube.com/watch?v=ohfS2lnCgxx

In Brazil, we have helped a local coffee cooperative tackle pricing and production challenges, and we’ve worked with ACRIPA, a honey-maker’s association whose members help to sustain the forest by installing hives of native bees, to improve cash flow, organizational structure, and sales and marketing.

Our people in Slovakia are supporting young people through our collaboration with Junior Achievement.

In Ukraine our employees help young people experience and understand other cultures through collaborating with AIESEC, the world’s largest youth-run organization. Focusing on providing a platform for youth leadership development, AIESEC offers young people the opportunity to be global citizens, to change the world, and to get experience and skills that matter today.
Doubling high school graduation rates through mentoring

Every year, thousands of Canadian students make the life-altering decision to drop out of high school. In some of the country’s most vulnerable neighborhoods, more than 50% of students do not graduate from high school.

As a part of our goal of supporting the workforce of the future, we’re proud to work with Pathways to Education, an organization that helps youth from under-represented neighborhoods graduate from high school and pursue post-secondary education. The program provides comprehensive academic, financial and social support to young people. The results of this unique program have been groundbreaking. High school dropout rates have reduced by as much as 70%, and the program has seen high school graduation rates double since it started.

Jennie Lac’s story is inspiring and close to our hearts. After completing the Pathways to Education program, she graduated from the University of Toronto and is now a staff accountant in our Assurance practice in Toronto, where she has worked since 2011 – a real example of what can be achieved through perseverance and determination. Through our support of Pathways to Education, we’re helping students achieve their potential, putting us one step closer to realizing a graduation nation.

Through our El Alma de EY (The Soul of EY) program in Argentina, we fund teachers and a child psychologist at a school for disadvantaged children. We’ve also donated school materials and set up a library for the children and their families.

In the Czech Republic we present the Social Entrepreneur Of The Year award jointly with the Schwab Foundation for Social Entrepreneurship.

We support entrepreneurs with bite-size virtual projects through our Financial Services people, who volunteer their skills and experience. For example, in Egypt we supported the founders of media company Think Arabia with their financial management process.
Protecting mangroves in Australia

In 2012 we added a new program in Australia to our collaboration with Earthwatch, complementing our existing programs in India, Brazil, Costa Rica and Japan. A team of nine traveled to the Daintree Wet Tropics World Heritage area in far north Queensland.

Our people helped the MangroveWatch organization, from tagging mangrove trees in knee-deep mud to using their business skills to create a strategic framework for a regional network of mangrove restoration. They also conducted research projects, such as visiting mangrove plots to record measurements, species and condition and completing a rapid assessment of forest biomass.

The mangroves are the “rainforests of the sea,” playing a vital role in the lives of many varieties of fish and nesting birds and helping to mitigate storm damage to shorelines. Currently, these forests make up less than 1% of tropical forests worldwide and are one of the most threatened ecosystems in the world.
EY University in Ukraine helps students gain practical knowledge and understand the career options available to them in a range of areas, such as audit, tax, IT advisory, valuation services and corporate responsibility. Training sessions are developed and delivered by our people.

Our relationship with PlaNet Finance in France, an innovative, international organization dedicated to tackling poverty through microfinance, has been built over the last eight years through a combination of sponsorship and our people giving their time and skills. Our people have given the equivalent of more than 220 days a year to PlaNet Finance, advising the charity on everything from microfinance rating to insurance.

Teams in Ecuador supported children of Ecuador by donating teaching materials and books to their school. We also refurbished all of their classrooms.

Our human resources people in Serbia spend one day per month mentoring at the Center for Career Development of the University of Belgrade, helping students develop their career goals through meaningful conversations.
Empowering our people, strengthening our communities

67

The Young Entrepreneur of Russia project, the US/Russia Center for Entrepreneurship and the Global Student Entrepreneur Awards are among a number of government organizations and business groups in Russia that our people work with to promote entrepreneurship.

68

For the past 10 years, teams in Luxembourg have supported SOS Children’s Village efforts by going into classrooms and working alongside children on a range of educational games; we’ve also raised money by organizing toy drives and concerts.

69

Our practice in Oman has launched the Student Excellence Awards, designed to give talented students a competitive edge in the job market, support local talent and prepare our youth to become the next generation of innovators, entrepreneurs and business leaders. The award will be a pioneering initiative in Oman as it brings together accounting, management and IT students from different backgrounds and institutions on a common platform and through a uniform evaluation process. The award includes a financial bursary and an internship with EY.

70

We are committed to contributing to sustainable economic growth in emerging countries through supporting entrepreneurs. By collaborating with Business in Development (BiD) Network in the Netherlands, our people coach entrepreneurs in emerging markets with financing needs of US$10,000 to US$5,000,000. BiD runs an inspiring competition where entrepreneurs enter their business cases, and the best ideas get turned into reality as the entrepreneurs behind the winning business plans are linked to investors.

“It just felt great to help someone and be a true advisor in a direct and personal manner.”

Through BiD, our people have the chance to share their business experience and knowledge with entrepreneurs from across a BiD network of more than 41,000 members. We have helped the organization create jobs and income through these SMEs and helped to mobilize private capital and know-how to businesses.

Since 2010, 53 of our staff have been engaged on five projects, adding up to more than 1,000 hours. It makes our people proud. Victor Yeh, an EY coach, said, “I really enjoyed taking part in BiD Network’s Entrepreneurs without Boundaries project. It’s a challenging and rewarding experience, both on a professional and personal level. ... It just felt great to help someone and be a true advisor in a direct and personal manner, using the knowledge and experiences from my own background.”

Guido van Hofwegen, a BiD participant who worked with Victor Yeh, said, “I was really happy with the advice provided by Bid Network and Victor. ... If I ever consider starting another business, I know exactly where to go.”
71
As part of our collaboration with Earthwatch, a team of volunteers from our Europe, Middle East, India and Africa (EMEIA) Area traveled to Sirsi in the Western Ghats for a weeklong expedition helping two entrepreneurs and helping with research into the effects of climate change on the Hosur forest.

The EY team took up the challenge of delivering business optimization solutions for two local companies – the Totagars’ Cooperative Sale Society (a group of betel nut and spice growers) and Sahyadri Parisara Vardhini (a company that designs and markets environmentally sustainable energy devices). As well as supporting these local entrepreneurs, our 16-person team undertook a re-enumeration and mapping exercise to help local scientists analyze around 450 trees.

It was a challenging week, but as Natalia Telenkova, EY Ukraine, explained, “We were the second team from EY working with the same companies. We reviewed the materials our colleagues formulated ... and figured out what extra value we could bring. The task seemed to be impossible, but in the end we did it.”

72
As part of our focus on promoting education and learning in Peru, we provide books and other supplies to schools in deprived communities in the San Juan de Lurigancho district.

73
Emerging entrepreneurs were supported in Turkey through a financial management program. Our Financial Services people developed and delivered the two-day workshop, which was based on our exceptional enterprise model, but tailored it specifically for the size of the entrepreneurs and the Turkish market.

74
In Azerbaijan we’re proud to sponsor a new resource center for orphans that gives children access to language and computer courses as well as psychological support to better equip them for life outside of the orphanage. We also donated desks, chairs, stationery and computers to the center.

75
In its fifth year, our Scholar Program in the Ukraine targets children from challenging financial backgrounds. Our people not only provide financial support but also act as mentors helping these young students understand life options open to them.

76
The Internet Classroom in Serbia enables us to bring lessons to children living in distant or dysfunctional communities. Using laptops and wireless connections, the Internet Classroom covers a range of topics from illness prevention to computer science.
Our people mentor students from the African Leadership Academy (ALA) and connect them to high-impact networks of people and capital. The ALA includes 400 young leaders from 43 African countries, selected from nearly 10,000 applicants.

In Jordan our people support the School Adoption Program, a national program designed to develop the Jordanian educational sector and create a culture of social responsibility in which the private sector plays a major role in the development of the education system. Our volunteers designed and implemented courses at a local school, supplied learning materials and helped improve the school’s facilities. The aim is to provide end-to-end support to the local educational institution and help ensure an invigorating, inclusive and healthy learning environment for the next generation of professionals and entrepreneurs.

We work with Club Rainbow Singapore, an organization that addresses the needs of children with chronic illnesses. Our support includes helping to run an annual camp for around 200 people, with tailored activities to help participants grow and learn.

Through Internats d’excellence Marly-le-roi, Pierre de Coubertin, Lourcine and Jean Zay in Paris, France, our people tutor around 120 students as part of our goal of providing access to education and training for students.
Developing future leaders

In China, as part of our focus on supporting the workforce of the future, we have developed the EY Academy, a structured program designed to give local university undergraduate students invaluable EY experience. The program provides student “cadets” with mentoring, skills training, team experiences, networking and internship opportunities in our Hong Kong and Mainland China offices.

Our goal is to develop future leaders with an entrepreneurial and socially responsible perspective. Our people help students expand their global mindset in a dynamic environment that challenges them to develop their practical and leadership skills as they pursue their professional career.

In Italy, our people worked with the Francesca Rava-NPH Italia Foundation to design and run accounting and management training courses for a group of professionals from Haiti, helping them rebuild their lives after the earthquake in 2010.

As part of our enterprise development agenda in South Africa, we work with Township Patterns to help young entrepreneurs who have creativity and capability but no financial backing. We give them products to make and mentor them into successful businesses. To help the organization grow, Township Patterns has been registered on our procurement system as one of our preferred suppliers.

To help with the recovery from the Great East Japan Earthquake, 25 EY volunteers went with Earthwatch to Japan’s Tohoku region. The project included extensive ecosystem monitoring to assess the land washed out by the earthquake.

Our people act as mentors to students of the Dubai campus of the Heriot-Watt University, helping them to develop the business skills and experience that prospective employers look for in addition to academic achievements.
86
Our Samarth Program in India, devised and developed in-house, raises the confidence of schoolchildren by engaging them in role-play, group activities and games. Only in its second year, the program has trained 23 trainers, provided courses in seven languages in seven cities and benefited 2,500 students.

87
In Spain we focus on helping young people succeed in a global economy by working with Junior Achievement. Among our many initiatives are our entrepreneur “camps,” which teach business students the importance of entrepreneurship.

88
Through the Norwegian Red Cross, our mentors help students with their homework, especially mathematics.

89
Our people teach Environmental Management at the Danish Technical University; over the years, 370 graduates have gone on to study Environmental Management at the master’s level.

In Abu Dhabi we launched the Excellence in Accounting & Finance Award to honor top Business Management students, with the aim of motivating and inspiring young graduates who are just about to begin their professional careers. The winner receives a two-month internship with EY and sponsorship for a certified public accounting course.
In the Channel Islands, our people are supporting two local schools in Jersey to develop young entrepreneurs. In collaboration with three other businesses, we are sponsoring a project in which teams of students are given £100 and tasked with increasing the amount to demonstrate their business acumen. The teams have eight weeks to raise money with the help of our people, who mentor the pupils through the competition and help them develop their ideas into successful business ventures. The participants then present their plans to a panel of business leaders followed by an awards dinner.

Our people teach students at Finland’s Aalto University School of Business. Topics include auditing, risk management and project management.

Our people in Japan continue to provide support to help the reconstruction from the Great East Japan Earthquake of 2011. In addition to financial aid, we also worked with Keio University to deliver a training program for leaders from NGOs, governments, universities and business on the theme of Japan’s reconstruction.

In the United Arab Emirates, our volunteers give students practical workshops on personal economics – a hands-on introduction to personal finance, credit and debt, savings and investments, and budgeting. Students are also encouraged to analyze their current and future roles in society as consumers, employees, employers, investors and borrowers. Currently around 14 EY professionals have volunteered more than 168 hours.

Students at Dublin’s Trinity College are being encouraged to develop new business ideas by our people and former participants in the EY Entrepreneur Of The Year Awards Program. Through the Entrepreneur Of The Year University, the next generation of entrepreneurs are inspired.
Across the Middle East, we work with Injaz al-Arab (a member of Junior Achievement worldwide and the only organization in the region that gives students practical business-related skills as part of a regular educational curriculum). In Bahrain, we work with Injaz al-Arab on a business ethics program to foster ethical decision-making in students. As they prepare to enter the workforce, they learn to recognize, analyze and apply basic terminology, theories and concepts and explore their own ethical values, philosophy and priorities. We provide volunteers and conduct an evaluation of the findings.

We encourage our people to apply to Teach for India by giving them a two-year career break, while still guaranteeing the career progression they would have had if they had stayed within EY.

In Finland our people help mentor university graduates, helping them prepare for job interviews, aptitude tests and CV writing.

The Republic of Ireland’s Dublin office works with two all-girls secondary schools: St. Raphaela’s in Stillorgan and St. Louis in Rathmines. Our people volunteer their time and skills to help prepare the students for life after school, delivering CV skills workshops, career talks and mock interviews. Working in collaboration with a Dublin-based boys school, Synge Street Primary School, our people support the school by delivering broader educational experiences that encourage teaming, problem solving, confidence building, academic support and fun.
The College Mentoring for Access and Persistence (MAP) program targets economically challenged high school students who have the potential to succeed in college but need some extra help creating the “MAP” that will take them there. We work with College For Every Student (CFES), a nonprofit organization committed to raising the academic aspirations of underserved youth so that they can prepare for, gain access to and succeed in college. CFES has helped more than 100,000 underserved youth in 540 schools.

Through a national team-mentoring program, our volunteer mentors are matched with groups of local high school students for monthly sessions focused on awareness and persistence. College MAP is currently delivered in Atlanta, Austin, Birmingham, Boston, Chicago, Dallas, Denver, Detroit, Miami, New York, Philadelphia and San Jose. In the fall of 2013, College MAP will expand to more than 20 cities, which means our EY mentors will be changing the lives of young people across the country.

The power of MAP can inspire one student, then ten, then a class, and ultimately it can inspire a whole school, as we saw with Cody High School in Detroit. We firmly believe that once these students go on to have successful careers, they will ultimately benefit their communities.

watch the video ▶
http://tinyurl.com/bw9ua7c
About EY
EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization and may refer to one or more of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. For more information about our organization, please visit ey.com.

© 2013 EYGM Limited. 
All Rights Reserved.

EYG No. FY0001
ED 0114

This material has been prepared for general informational purposes only and is not intended to be relied upon as accounting, tax, or other professional advice. Please refer to your advisors for specific advice.

ey.com/women