

Corporate Social Responsibility (CSR)

News & Highlights from the AMCHAM Members

3rd Quarter 2018

2018년 3분기 암참 회원사들의 사회공헌 활동 소식



Since 1953
AMCHAM
American Chamber of Commerce in Korea

Corporate Social Responsibility

News & Highlights from AMCHAM Members

Please read below to see how AMCHAM members gave back to communities in Korea in the second quarter of 2018.

Bae, Kim & Lee LLC



Dongcheon Legal Center for NPOs, established by BKL's pro bono affiliate, Dongcheon Foundation, held the 2nd Senior Mentor Lawyers for NPOs Workshop on May 9 at BKL office. For three weeks, 10 lawyers over 50 attended the Workshop and planned pro bono activities for their post-retirement lives. After completing the program, each lawyer is matched with a nonprofit organization that best fits his/her plans and expertise. BKL Attorney Yonghyeon Kang stated, "I have been working regularly with a disability rights organization since the first Workshop, and it has been a very rewarding experience." BKL and Dongcheon will continue to conduct meaningful pro bono programs to systematically address various issues in our society.

Contact | Jihee HAN
jghan@bkl.co.kr

BMW GROUP Korea

BMW
GROUP
Korea



Junior Campus, operated by BMW Korea Future Fund, is a science and creativity education program targeting elementary school students. Two types of Junior Campus are currently operating: BMW Driving Center Junior Campus in Yeongjongdo and Mobile Junior Campus. BMW Driving Center Junior Campus holds "Workshop," where groups of three students make eco-friendly model cars, and "Laboratory," where students learn basic science theories through 10 experiential learning tools. Mobile Junior Campus, an 11-ton truck remodeled as a lab-based learning facility, holds an educational outreach program visiting schools and welfare centers in rural areas. Until 2017, around 34,000 students have participated in BMW Driving Center Junior Campus, including 4,000 underprivileged students.

Contact | Yuyoung Kim
yuyoung.kim@bmw.co.kr

Citibank Korea Inc.



On April 12, Citibank Korea had the signing ceremony for Think Jobs with National YWCA of Korea in the YWCA building in Myeongdong and delivered Citi Foundation's grant worth KRW 240 million. Think Jobs is a vocational training program to support young people to adapt to the fast-changing job market and develop their careers amid the wave of the 4th Industrial Revolution. The program allows the participants to identify their own visions based on the right understanding about occupations and provides them with useful vocational education. The job training will be particularly focused on the ICT industry where more jobs are expected to be created in the future.

Contact | **Seong Jae Lee**
seongjae.lee@citi.com

Conrad Seoul



Conrad Seoul took part in Hilton's largest annual global career program, Careers@Hilton Week, and hosted an event on May 21, inviting 100 young mentees to meet with a group of executive mentors. Sharing their expertise, the mentors engaged one-on-one with mentees before finishing with a Q&A session, job trial experience, and group interview. All mentees were introduced to the main positions available in hotels.

This initiative is a part of Hilton's Open Doors commitment, one of their corporate responsibility strategies, "Travel with Purpose." Open Doors aims to positively impact at least one million young people by 2019 by connecting them to opportunities in the hospitality industry to reach their full potential.

Contact | **Amy Hyun**
amy.hyun@conradhotels.com

Facebook

facebook



On April 26, Facebook launched Innovation Lab Korea from Facebook, a facility dedicated to bringing Facebook training and innovation to Korean developers and startups. Facebook, once a startup in the beginning, has always been committed to helping developer and startup communities. As the first of its kind in APAC, Facebook will provide free tech training to 2,000 developers and networking opportunities to over 3,000 entrepreneurs on a yearly basis. Local developers will learn about cutting-edge technology from global instructors and connect with other international tech hubs in Silicon Valley, Paris, etc. Innovation Lab Korea is located in Pangyo No.2 Techo Valley, a government project to build a massive ICT complex (430,000 sq. m.) in Korea.

Contact | **Joseph Yosub Park**
parkjys@fb.com

FedEx Express Korea

FedEx[®]
Express



To support Korean entrepreneurs, FedEx Express and Junior Achievement International Trade Challenge (FedEx/JA ITC) held workshops in Seoul and Busan for students on May 26 and 19, respectively. The workshops offered advice on how to prepare a market entry strategy and FedEx volunteers shared advice and tips on the dynamics of global trade. The FedEx/JA ITC, launched in 2007, aims to instill an entrepreneurial mindset by educating students about the fundamentals of business and global trade. After students submit their business proposals, 10-12 teams will be shortlisted to participate in the local final. Judges will select six winners to compete with students from nine other markets in the Regional final in Singapore in August.

Contact | **Chunghyun Song**
ch.song@webershandwick.com

Ford Korea



On May 2, 2018, Ford Korea began accepting applications for its environmental program ‘2018 Ford Conservation and Environmental Grants.’ This year, Ford Korea cooperated with a non-profit organization, the Beautiful Foundation, offering grants which amount USD \$21,000 to non-profit environmental organizations to help build sustainable environment. The winners of the Grants will be announced in mid-June 2018. Ford Conservation and Environmental Grants is a part of Operation Better World through which Ford Fund granted USD \$11 million to 234 programs in conjunction with 178 non-profit organizations in 56 countries as of 2017. First started in 2002 domestically, Ford Conservation and Environmental Grants has supported 108 individuals and organizations in Korea, offering a total sum of grants worth USD \$580,000.

Contact | **Wonkun Lee**
Wonkun.lee@bm.com

Grand Hyatt Seoul

GRAND | HYATT[™]
SEOUL



To celebrate April, Hyatt International’s Global Month of Community Service, Grand Hyatt Seoul hosted an “Early Happy Children’s Day” event for young members of the Yongsan-Gu district. 20 associates of Grand Hyatt Seoul and 25 children from the Yongsan multi-cultural center gathered to create happy memories by baking Children’s Day cupcakes. The hotel’s chefs provided the expertise, and the rest of the Hyatt staff demonstrated their community leadership, responsibility and consideration for those with whom we share this world, true to Hyatt International’s social responsibility objectives.

Contact | **Amy Kwon**
amy.kwon@hyatt.com

Habitat Korea



On May 14, 2018, 19 CEOs and 40 Habitat for Humanity staff members and volunteers gathered on a blissful sunny day in Cheonan city to participate in a CEO Build. As one solidified unit, all the volunteers, including Jonathan Reckford (CEO of Habitat for Humanity International), Hyung Ju Yoon (Chairman of Habitat for Humanity Korea), and Mi Hyang Sohn (Habitat Korea's National Director), wore blue shirts and white helmets to assist Habitat's housing project in constructing 12 Homedream Houses for the low-income newlyweds in South Korea. The purpose of Habitat's global CEO Build is to display corporate sponsorship and support towards advocating affordable housing and housing rights all around the world.

Contact | **Abraham Chung**
tmchung@habitat.or.kr

Ingredion Korea



Ingredion Korea has long practiced some form of corporate social and environmental responsibility with the broad goal of contributing to the well-being of the communities they affect and on which they depend. Among Ingredion Korea CSR programs, Sweet House campaign is focused on improving a residential environment to help vulnerable people.

Partnering with Icheon-si multicultural support center, 15 employees of Ingredion Korea offered residential environment assistance for the multicultural family on June 7. Employees of Ingredion Korea replaced wallpaper and floor paper as well as electric light.

President of Ingredion Korea, JK Koo, was recognized with the "President of Commendation" award organized by the Korea Chamber of Commerce and Industry in March.

Contact | **Juliana MiHyang Kim**
mihyang.kim@ingredion.com

JT International Korea Inc.



On May 25, JTI Korea conducted its JTI Smoking Manners Campaign at Korea University's 41st IPSELENTI-Roar of Ji Ya and distributed over 4,000 portable ashtrays at the cheering event.

As part of this year's campaign, JTI Korea also distributed portable ashtrays at Konkuk University as well as to Seoul Women's University students via sponsoring their campus project. In total, JTI distributed approximately 10,000 portable ashtrays at around 70 universities nationwide.

The JTI Smoking Manners Campaign in Korea started in 2001 to foster a considerate smoking culture. The campaign itself is carried out by JTI in many countries worldwide, with the objective of creating a society where smokers and non-smokers coexist mutually respecting each other.

Contact | Geena Hong
geena.hong@jti.com

Kelly Services, Ltd.



On April 6, Kelly Services hosted the Olympic Career Fair for 2018 PyeongChang 2018 Organizing Committee (POCOG) employees in Gangnam, Boutique Monaco. As an official Olympic Recruitment Service supporter, Kelly Services invited HR managers and around 200 POCOG professionals and offered them an opportunity to interview.

HR managers of over 20 companies, such as Lotte Group, SM Entertainment, Mirae Asset and Brion Sports attended to find candidates for their hiring needs. Most HR managers evaluated key strengths of POCOG candidates, including "Energy," "Agility," and "Strong Teamwork." Candidates got great feedback and job offers and started new careers. We are grateful for all participants and hope this fair became a good chance for starting new careers!

Contact | Amy An
amy_an@kellyservices.kr

Lee & Ko

Lee
& Ko



Lee & Ko's Pro Bono Committee signed an MOU with Together Foundation on May 24, 2018, pursuant to which Lee & Ko will organize a "Making Friends Program", aimed at helping North Korean college student defectors integrate into the Korean society.

The mentoring sessions will be conducted on a 1:1 basis, connecting 10 North Korean college student defectors and 10 Lee & Ko attorneys or staff members. The program is expected to help the North Korean students adjust in their college life and community resettlement through peer communication and encouragement.

Lee & Ko will be expanding the scope of its pro bono initiatives by organizing the "Making Friends Program" in addition to its long-standing commitment to the teenage mentoring programs.

Contact | **Seok-Pyo Hong**
seokpyo.hong@leeko.com

LINA Korea

Cigna. 라이나생명



LINA Foundation held the first LINA 50+ Awards ceremony on April 23 to recognize those who've endeavored to improve the quality of 50+ life and creating healthy social value.

Professor Jin Hyung Lee, the first tenured Korean female at Stanford University Medical School, received the Grand Prize and Respect Life Award, earning the KRW 200 million cash prize. Professor Lee was recognized for giving hope to the treatment of incurable diseases (e.g. Parkinson disease, dementia) with her study on early diagnosis of neurological diseases.

Benjamin Hong, chairman of LINA Foundation, mentioned, "I wish LINA 50+ Awards will serve as a trigger to discover and encourage those who've led change in the community."

Contact | **Kim Ji Ha**
jiha.kim@cignakorea.com

Manpower Korea



Manpower Korea has been volunteering at the Seoul Temporary Infants Daycare Shelter for nine years. This continuous volunteering was possible because all employees connected deeply with its corporate values. On May 15, Manpower employees volunteered at the center for two hours and helped out with various tasks as parents by cleaning the facility, changing the children's diapers and bathing and bottle-feeding them. Manpower, which focuses on sustainable management with the belief that "The practice of love and sharing must go on," will continue this CSR activity to help enhance the lives of our neighbors.

Contact | [Joyce Lee](mailto:joyce.lee@manpower.co.kr)
joyce.lee@manpower.co.kr

Marsh Korea, Inc.



On May 29, 2018, 50 colleagues from Marsh & McLennan Companies Korea dedicated their afternoon to remove alien plants that threaten the ecosystem at Bamseom. MMC colleagues teamed up at Hangang River Park to take the 10-minute boat ride to Bamseom, a rare uninhabited island in the city centre where public entry is prohibited. Colleagues said they not only enjoyed the activity but also felt proud of contributing to the preservation of one of Korea's beautiful historical properties that was designated as an "ecosystem reserve area" in 1999. As an ongoing CSR activity, MMC Korea plans visit the Sundukwon Orphanage in September to provide support and continue to make a difference.

Contact | [Jieun Kim](mailto:jieun.kim@marsh.com)
jieun.kim@marsh.com

McDonald's Korea



McDonald's Korea celebrated its 30th anniversary by donating USD \$300,000, profits driven by holding anniversary events, to RMHC (Ronald McDonald House Charities) Korea. The donation will be used for the construction of the first Ronald McDonald House for child patients and their families in Yangsan, Gyeongnam.

McDonald's has been consistently making donations to RMHC Korea since 2007 by donating 5 cents for every Happy Meal sale, totaling up to USD \$3.2 million now. Also, their contribution to the improvement of disadvantaged children's health and welfare has been recognized by the Child Welfare division of the 2018 Korea Chamber of Commerce and Forbes Philanthropic Award for five consecutive years.

Contact | [ChangHee Park](mailto:changhee.park@kr.mcd.com)
changhee.park@kr.mcd.com

Merck Biopharma Korea



Merck Biopharma Korea held a fertility awareness campaign involving employees on the occasion of Family Month in May. Merck Biopharma Korea employees who participated in the "Merck Korea, Infertility Awareness" internal campaign tackled incorrect information on infertility and shared ideas of how to get over psychological challenges faced by patients with infertility. Their activity was marked by the submission of various ideas to help resolve fertility problems and encourage childbirth. Fertility has already become a major issue in public health policy as it is closely associated with the birth rate.

Contact | [Min-Jung Jung](mailto:min-jung.jung@merckgroup.com)
min-jung.jung@merckgroup.com

Microsoft Korea



Microsoft Korea provided Reimagine Your World with Code, a Computer Science Education program, to students with hearing disabilities for five weeks. Students who participated in this program had a great opportunity to develop 21st century skill sets, such as logical thinking, problem-solving and creativity through the physical computing curricula. The 6th Be a Coding Hero, a college student volunteer group for computer science education, also started their activities. From April to June, these heroes will bring fun experience in Computer Sciences to the underprivileged children by visiting 36 Community Child Centers more than three times.

Contact | **Jin Hee Bae**
jinbae@microsoft.com

Monsanto Korea



Monsanto Korea, global leading agricultural company, held its annual employee volunteer program for local farmers at Gongki 1 Ri, Yeongwol County, Gangwon Province on May 3. Monsanto Korea provides high-quality vegetable seeds developed by its advanced breeding technology and the volunteer program aims to get closer to the local farming community and better understand and help resolve their challenges. Over 50 employees from Monsanto Korea and Farm Hannong, its local business partner, helped farmers transplant young hot pepper seedlings and took care of other crops and farms. Monsanto also provided new dishes and kitchen equipment for a more hygienic environment at the community center. Monsanto Korea will continue its employee volunteer program for local farmers.

Contact | **Hyungjin Bae**
hyungjin.bae@monsanto.com

MSD Korea



On April 19, MSD Korea successfully kicked off its sponsorship of DA-NA-UM, a program to help cancer patients and survivors return to society with DA-NA-UM Talk Concert with patients. DA-NA-UM is a flagship social responsibility program of MSD Korea meant to encourage cancer patients to get back to their normal life and find a job after being declared fully recovered or able to work again. About 150 cancer patients, families and public attended the concert. On the sidelines of the talk concert, a training program consulting session was held to help cancer patients' self-reliance. MSD Korea aims to sponsor the self-reliance training program to eligible cancer patients for three months and 1 to 2 months internship program for selected participants.

Contact | **Jee won Shin**
jee.won.shin@merck.com

New Wrap Co., Ltd.



A hidden champion of food packaging material, New Wrap Co., Ltd. has supported vulnerable members of society since January 2014. We try to help make a better environment for them by means of returning benefits to society. New Wrap employees went to Joong-won Elderly Center for lunch distribution volunteer work and the delivery of New Wrap daily supplies on June 12, 2018. It was worthwhile to see the satisfied faces of the elderly after their meals. We will continue to put our effort in our social sharing culture in order to bring happiness to society.

Contact | **Tasha Lim**
aqua8002@naver.com

Novartis Korea Ltd.



On May 11, about 350 associates from Novartis Korea, Sandoz Korea and Alcon Korea participated in volunteering programs for the 22nd Novartis Community Partnership Day.

Associates contributed to environmental protection and regeneration of nature through planting trees and fertilizing the land with a seed bank program under the project of 'creating 100 forests' at Haneul Park in Sangamgdong.

Along with this, volunteers provided spring picnic aid for 50 disabled young children at Shimteo social facility and an experience activity of watching movies for blind children at Hanbit social facility.

Contact | Seunghye Ha
seunghye.ha@novartis.com

Nu Skin Korea



Nu Skin Korea Force for Good Committee held the opening ceremony of The 21st Nu Hope Library named Basrak Library in Ganmun elementary school in Gurye, Jeonnam Province, on April 18. Teachers and students from the school, the Nu Skin Korea Force for Good Committee and Nu Skin Korea employees participated in the event. The project gave the library brand new books by freshly renewing old bookshelves with 900 books. The newly-renovated library has a cozy atmosphere where children can enjoy books more comfortably. This project has been the Force for Good Committee's representative corporate social responsibility activity, where they renovate libraries by choosing two schools per year, since 2008.

Contact | MiSun Jang
msjang@nuskin.com

Oakwood Premier Coex Center



Service resident hotel Oakwood Premier Coex Center (OPCC) participated in Earth Hour, a global lights-off campaign, on March 24. Oak Restaurant & Bar offered candle-lit dinner in celebration of the campaign. Except the minimum lighting for safety, all lights were turned off and candles were put on each table. Not only do we turn off 50% of lighting in elevator hall ceiling illumination, but we also turn off all the lights of the hotel signboard. Mr. Young-chul Shim, GM of OPCC, said the Earth Hour campaign encourages people to understand the seriousness of climate change and take action against it, and promised OPCC will continue to take the lead in nature conservation.

Contact | Anna Arom Lee
opccpr@oakwoodpremier.co.kr

Qualcomm Korea



Qualcomm Korea hosted its annual Qualcomm IT Tour for 20 outstanding Korean students majoring in science and engineering. The event ran from June 25, 2018, to July 1, 2018, at Qualcomm San Diego headquarters. The Qualcomm IT Tour is a program designed to nurture young leaders in science and engineering fields. Dr. Rajesh Pankaj, senior vice president of engineering at Qualcomm Research, held a roundtable meeting where students presented their ideas and solutions on 5G use cases. Dr. Te-Won Lee, president of Qualcomm Korea, said, "We believe IT Tour contributes to the development of the mobile ecosystem in Korea. It gives students perspective about the future of the industry and inspiration to pursue careers."

Contact | Miranda Kim
c_hannur@qti.qualcomm.com

RGA (Reinsurance Group of America) Korea

RGA



On June 15, RGA(Reinsurance Group of America) Korea employees paid a visit to 'The Dail Community' located in Dapsimni-dong, Dongdaemoon-gu, and participated in 'Babfor' voluntary activity. All RGA associates worked very hard with one heart, serving approximately 630 elderlies. For the best serve, RGA employees were divided into several teams such as cooking material preparation team, cooking team, guide team, dish-washing team, and cleaning team. One RGA associate said, "This is my first CSR since I joined RGA. I was quite worried that the serving itself would be too hard or tough, but I totally forgot what I was worried about in the first place. Now I feel so worth and happy with so much joy."

Contact | **Liz Shin**
Liz.Shin@rgare.com

Ropes & Gray LLP Foreign Legal Consultant Office

ROPES & GRAY



On May 24, the Seoul members of the international law firm Ropes & Gray volunteered at a vocational training center for the disabled in Dongjak District, Seoul. The center, which is operated by the Korea Association of Persons with Physical Disabilities, provides job training for people with special needs. On this day, the Ropes & Gray participants helped the center's trainees assemble light sockets and package pencils. In line with the firm's longstanding commitment to community service, Ropes & Gray's Seoul office has engaged in various CSR activities and will continue its efforts to serve the local community.

Contact | **EunKyong Han**
EunKyong.Han@ropesgray.com

Seoul Foreign School



A group of our British School students and teachers - led by Year 9 student Juyeon (Joanna) Jung and teacher Claire Olivier - are committed to the Nanumi Outreach on a monthly basis. They regularly work 3 hour shifts cooking, cleaning, serving and talking to the homeless community based near Seoul Station. Despite their young age the students understand the importance of attending regularly and treating those attending the outreach center with kindness and respect. As Juyeon says "As I participated in voluntary activity I felt more active as a community member." This is just one of many projects our students of all ages are involved in.

Contact | [Jane Forster](mailto:jane.forster@seoulforeign.org)
jane.forster@seoulforeign.org

Toyota Motor Korea

TOYOTA



On May 26, the opening ceremony of the Toyota Weekend Farmer was held at Sanwoolan Farm in Goyang city. Toyota Weekend Farmer, which started in 2012, is a program where Toyota customers cultivate agricultural products through eco-friendly farming methods. In addition, various ecological programs and harvesting of agriculture are progressed monthly. By using directly grown crop as food, this program can contribute to reduction of CO₂ emission from long distance transportation of agricultural products. The crops grown in the gardens are contributed to Anna's House, a group that distributes food to the homeless, so that they can share the love of neighbors. Toyota Motor Korea contributes to the spread of eco-friendly activities and lifestyle by sponsoring every year.

Contact | [Lim, Hyo-Yeon](mailto:hylim@toyotamotor.co.kr)
hylim@toyotamotor.co.kr

UPS Korea



To offset its carbon footprint and support environmental sustainability, UPS aims to plant 15 million trees by 2020 as part of the UPS Global Forestry Initiative. On May 11, 2018, UPS Korea contributed to this goal by organizing tree planting activities in Yeongjong-do, Incheon for the second year running. A total of 20 UPS employees planted 300 trees, such as Maple, Retusa Fringe, Pine, and Spiraea Prunifolia trees at MIDAN City Park in Yeongjong-do. The Yeongjong-do area is of special significance to UPS Korea, with major facilities like the UPS Incheon Hub and warehouses nearby. With the slogan of 'Committed to More', UPS Korea will continue supporting efforts at carbon reduction and improving the environment of local communities.

Contact | Sunny Choi
csunghee@ups.com

Yoon & Yang LLC



법무법인(유) 화우
YOON & YANG



On May 11, Yoon & Yang LLC and Yoon & Yang Pro Bono Foundation delivered donations to support a music camp for children in the Philippines, an event organized by Bom-nal Band (Spring Day Band), a music band created by the homeless.

Bom-nal Band visited Montalban, a region in the Philippines known as a landfill site, to perform and teach musical instruments such as the piano, drums and guitar to local children.

They also delivered summer clothing and shoes donated by Yoon & Yang's attorneys and staff members. The music camp provided the children with an opportunity to enjoy playing musical instruments and to restore their self-esteem and confidence through music.

Contact | Bo-hyun Ham
hbh@yoonyang.com

Yulchon LLC



Yulchon supported the New Korea Philharmonic Orchestra through the Korea Macenat Association's Matching Fund Grant Program in May 2018. Established by the Korean Red Cross President in 2000 with the motto "Visiting Concert," the New Korea Philharmonic Orchestra enriches the lives of persons in culturally marginalized areas. It has performed over 240 concerts in various regions, from Dokdo and Ulleungdo in the eastern part of Korea, to Baekryongdo in the western part of Korea. Yulchon has been supporting the Orchestra since 2014.

The Korea Macenat Association was founded in 1994 as a nonprofit organization dedicated to developing cultural arts in Korea. Yulchon will continue to pursue public interest activities to develop and share cultural arts.

Contact | **Jeewon Choi**
submission@yulchon.com



Share Your CSR Activities with AMCHAM Journal Readers!

To promote your company's CSR activities in the AMCHAM Journal,
please email a **short description of your recent CSR program** (in English)
with a **photo** and a **company logo** to

Nahyun Kim, Chief Editor of the AMCHAM Journal
(nahyun@amchamkorea.org / 02-6201-2238) by September 7, 2018.



AMCHAM Korea 주한미국상공회의소(암참)

The American Chamber of Commerce in Korea (AMCHAM Korea) was founded in 1953 with a broad mandate to encourage the development of investment and trade between Korea and the United States. AMCHAM is the largest foreign chamber in Korea with around 1,800 individual members from around 900 member companies with diverse interests and substantial participation in the Korean economy. AMCHAM Korea celebrated its 60th anniversary in 2013. To find out more about AMCHAM, please visit our website: www.amchamkorea.org.

주한미국상공회의소(이하 암참)는 1953년 한미 양국의 투자와 무역 증진을 목적으로 설립된 국내 최대 외국 경제단체로, 한국 경제각계에서 활발하게 활동하고 있는 900여 개의 기업 소속 1,800여 명의 개인회원으로 구성되어 있습니다. 암참은 2013년에 60주년을 맞았습니다. 암참에 대한 자세한 사항은 웹사이트 참조: www.amchamkorea.org.



Partners for the Future Foundation 미래의동반자재단

Established in February 2000, Partner for the Future Foundation (PFF) is the charity arm of AMCHAM Korea whose purpose is to improve the lives of Korean citizens by ensuring that all have opportunities for meaningful employment. The Foundation provides assistance in the form of college scholarships and vocational training to help people find employment opportunities. PFF is maintained through contributions from multi-national and Korean companies and individual sponsors; it has raised over \$13 million and provided scholarships to over 2,000 Korean students since establishment as of December 2013. The Foundation provides various partnering opportunities to give back to the community for companies interested in charitable giving. For more information, please call +822-6201-2251/2.

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