

Asia Division: Bringing Dreams to Life

In Asia, Manulife contributes to a wide variety of projects in the countries and regions where it operates: China, Hong Kong, Indonesia, Japan, Macau, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam. The Company and its employees and agents in these territories support underprivileged children and the elderly, as well as charitable organizations focused on health, wellness and education. Manulife also contributes to disaster relief when its territories are afflicted.

Below are case studies from Hong Kong and Japan that illustrate the type of community activities undertaken in the region.

Manulife Centre for Children with Specific Learning Disabilities

Since 1999, Manulife has been the sole sponsor of the Manulife Centre for Children with Specific Learning Disabilities in the Department of Applied Social Sciences at the Hong Kong Polytechnic University (PolyU). The Centre helps children who have specific difficulties with word decoding, reading, spelling, writing and arithmetic skills, but who are often unusually gifted in such areas as sport, music or the arts.

“The Centre echoes Manulife’s commitment to support and promote activities for the betterment of the community. With unfailing support from the Manulife Charitable Foundation over the years, the Centre has launched a multitude of programs that provide opportunities for thousands of students with special educational needs to rebuild their confidence in learning and to see beyond the difficulties,” explained Dr. Alice Lai, Associate Professor, Department of Applied Social Sciences, Hong Kong PolyU.

Manulife’s contribution provides educational resources, as well as training and counselling, for teachers and parents. From 2005 to 2007, the Centre provided training for 240 teachers in collaboration with the Hong Kong Education and Manpower Bureau. Through its train-the-teachers program and resource-rich web site, the Centre has been able to share its knowledge and experience with a much larger audience.

The Centre has held 300 seminars, workshops and training camps to date, serving 5,000 local students with specific learning disabilities or other special educational needs. Parents say that it has helped engender a more positive attitude towards learning, a sense of responsibility and greater initiative in their children – along with fewer behavioural problems.

“Thank you so much for the rewarding experiences. I felt really supported and motivated after sharing with other parents and seeing my son actively enjoying himself so much in the learning activities.”

Parent of a child helped by the Manulife Centre for Children with Specific Learning Disabilities



Heep Hong Society

In 2007, Manulife committed HK\$300,000 to help the Heep Hong Society's Mary Wong Centre in Kwun Tong install a Sensory Integrative (SI) Room for children with sensory processing problems.

Established in 1963, the Heep Hong Society is Hong Kong's largest service provider of early intervention and education for children with special needs. The Manulife SI Room contains specially designed facilities for climbing, swinging, sliding, landing and tactile stimulation. These activities help develop motor functions, body coordination and organizational skills as well as improve attention span and learning abilities. The facility helps children suffering from developmental delays, autistic spectrum disorders, specific learning difficulties and coordination problems.

Michael Huddart, Executive Vice President and General Manager for Manulife in Hong Kong, commented: "We are known – indeed, officially recognized – as a Caring Company, committed to improving the quality of life for Hong Kong people. While all segments of our society are equally important, the future of Hong Kong rests with its youth and we would therefore like them to have every opportunity to develop to their fullest potential."

"Manulife's generous support will offer our children hope and provide them with the resources to realize their dreams."

Nancy Tsang
Director, Heep Hong Society

Making health care facilities more child-friendly in Japan

Manulife Japan, through its charity partnerships, is on the leading edge of the movement to expand corporate philanthropy in Japan.

Alleviating children's anxiety during hospital stays is an effective way to facilitate speedier recovery. The Children's Health Forum is a pioneering non-profit organization created by forward-looking experts in medicine and other fields to promote child-friendly environments and activities in children's health care facilities across Japan.

In 2005, Manulife Japan began a partnership with the Forum to raise funds for this cause. Since then we have raised 4 million yen from internal fundraising campaigns, which the Forum has used to fund over 15 programs. In 2006, Manulife invited Dr. Ted McNeill, Director of Social Work and Child Life at the Hospital for Sick Children in Toronto, to address the Forum's annual

"I've learned what I can do and how to live with my strengths and weaknesses. I have increased confidence and found myself more comfortable in spelling and memorizing things."

Child participant helped by the Manulife Centre for Children with Specific Learning Disabilities



conference for medical professionals from across Japan. This year, Manulife Japan presented the Forum with a further donation of 6 million yen to establish playrooms and programs in Japanese hospitals. The first two playrooms are scheduled to open in 2008.

The impact of this partnership has been felt on many levels including, most significantly, improving the lives of hundreds of children. In addition, internal fundraising drives raised employees' awareness of their potential to make a difference in society through their charitable contributions. Positive media coverage has also raised awareness, both within the medical community and among the general public, of the need to make health care facilities more child-friendly. This recognition in turn has provided the Forum with a platform from which to expand its activities to more facilities nationwide.

Helping communities rebuild

In Japan, natural disasters such as earthquakes and typhoons, which may lead to mudslides and flooding, occur frequently. In the days immediately following a disaster, emergency aid pours into the devastated area to assist with immediate

survival needs. But as months pass and media attention dies down, external aid wanes and long term recovery efforts become the responsibility of the local community.

Central Community Chest of Japan is a national federation of local fundraising groups and Japan's largest fundraising organization. In 2006, Manulife Japan and Central Community Chest of Japan together created a fund to support long term recovery programs for victims of natural disasters in Japan. To date, Manulife Japan has raised five million yen in employee donations and company-matching funds. With these contributions, Central Community Chest of Japan has solicited proposals from community organizations and funded seven recovery initiatives carried out by residents of disaster-affected areas.

This program has served as a win-win model for corporate and non-profit organization partnerships in Japan. Local communities benefit directly from the support, and the positive publicity generated raises awareness of the needs of those communities as well as the role of local volunteers. Raising Central Community Chest Japan's profile as a successful organization and Manulife's reputation as a socially responsible corporate citizen also serves as a model for other corporations.

"The flood was so widespread that even the streets around the sales office were flooded. In the northern area it was especially devastating: roads and homes were flooded, large and small debris was everywhere, and everything was coated in mud. I experienced first-hand our community's strong commitment to rebuilding, and I was proud that, as the local Manulife sales office, we were able to provide assistance. I drew a lot of strength from the smiles of appreciation I received."

Toru Izumiguchi, Manager
Kagoshima sales office, Manulife Japan

