

Social impact

20
24

lancia
consult



Hello from us.

Welcome to Lancia Consult's **2024 Social Impact Report!** We're excited to share an inside look at some of our work that makes Lancia Consult a little different.

Social impact is integral to who we are at Lancia:
It's what makes us us.

This report highlights some of the fantastic charity partners we've been lucky to work with and support in 2024, and some of the tremendous fundraising initiatives our team has produced over the year.

We're very proud of what we've achieved this year and are excited to give you a snapshot of our journey and where it's taken us in 2024.



**Thank you
for taking
the time
to explore
this part
of who we
are!**

How we chose our social impact themes:

At the start of 2021, we asked every member of our team; **what's important to you?**

Overwhelmingly, the team had **two key responses:**

- 1 Extending the power of **education** to uplift and impact lives.
- 2 Playing our part in mitigating and preventing the climate crisis to protect our **environment**.

These **two themes** are our driving force and are reflected in the impact work we have carried out ever since.

Protecting the **environment** and supporting fair opportunity of **education** are things we care deeply about, and this shapes the impact we strive to create across our communities.



Our impact themes align with our values:

Practical

We apply our decades of experience in a way that works. We're hands-on, side by side, with our clients, immersing ourselves in the nitty-gritty details.

Entrepreneurial

We approach everything with fierce ambition, responsibility and ownership. We are agile, dynamic, and innovative.



Genuine

We conduct ourselves with honesty and integrity at all times. We deliver thoughtfully, empathetically and with genuine care.

Invested

We care passionately about our clients, our people and the communities we operate in.



**Our strategy
for achieving
social impact.**

Selecting charity partners: Our 2024 approach

In 2024, we approached our **giving** efforts quarterly, focusing on one key charity per quarter. This approach allowed us to achieve a **meaningful impact** across various causes while still dedicating the right amount of time and resources to support the charities we work with.

In discussing our 2024 charity partners, we invited input from across our team, encouraging colleagues from all levels to nominate **charities that resonate personally** with them.

Through this inclusive process, we identified our four key quarterly charity partners.



These partnerships became the cornerstone of our fundraising and engagement efforts throughout 2024.



Selecting charity partners: Our 2024 approach

However, we didn't stop there! We partnered with a huge variety of partners, embracing opportunities to make a difference wherever we could.

We care deeply about our **communities**, which is reflected in the charities we work with. Our charity partners have been key influences in our local communities in **Singapore, Jakarta, London, Bristol** and **Belfast** and are close to the hearts of many of our regional team members.



WE CARE & SERVE
愿 之 心
WILLING HEARTS

Gateway Project



DURRELL



we the curious



Our ESG working group

As an organisation, we thrive through collaboration at all levels - and how we achieve social impact is no different.

Across our teams, we have an ESG working group where our team members drive social impact and set the agenda for our ESG work. These champions are on a mission to make our workplaces more ESG-friendly whilst **empowering our teams to create meaningful social impact**. They lead by example, hosting initiatives to share insights on ESG topics.

Our working group drives our **ESG giving and operations**, and it is a collaborative space where team members are empowered to bring new ideas to the table.





"For twelve years and counting, our social impact agenda has continued to move from strength to strength! Reviewing the stories and initiatives every 12 months is something that makes all the hard work worth it. I'm immensely proud of all the amazing work our team has done over the past 12 years to make a genuine difference in the communities in which we operate. A huge thanks to our team, clients and impact partners who've been part of this year's journey!"



Jeffrey Cronkshaw
CHIEF EXECUTIVE OFFICER

Nic Norman-Smith
CHIEF FINANCIAL OFFICER



"Social impact is more than simply making a cash donation and patting ourselves on the back. Often, more impact can be made through dedicating time, especially if that time is spent adding long-term value, just as we do for our 'corporate' clients every day. We strive to encapsulate our group values, Practical, Entrepreneurial, Genuine, and Invested, in all that we do, and this is no different in our social impact agenda. This means that we constantly revisit our strategies and, where relevant, reinvent our approach. Our key themes of education and the environment are close to our team's hearts and remain at the forefront of our activities, as we feel these can make the biggest impact on the people and world around us. We remain fully invested in this aspect of our business and hope you will get a taste of what we've been up to from this report."



All **5**

of our global office regions took part

16

non-profit partners supported through our consulting work



20

charities donated to

5%

of our time committed to pro-bono and low-bono work

OUR IMPACT NUMBERS

1,156km

ran and walked to raise money for charity partners.

20

social impact initiatives in 365 days



>7000

trees planted in partnership with

Ecologi

84

team members contributed to social impact projects and activities

44,819

\$SGD raised and donated to charity

-90.16 tonnes

Net Carbon Impact



Education

Education can make a real difference in the lives of people of all ages, with education as a driving force for eradicating poverty, spreading equality and allowing individuals to live a new life.

We strongly believe in **equality of opportunity** in education, and the charities we choose to work with are likewise driving this mission.

Our week with The Purbeck School

This year, we continued our partnership with **The Purbeck School** by hosting six pupil premium students and their career advisor, for a week of **work experience** at our Bristol office.

Our team got involved and led sessions on presentation skills, communication, interview prep, and CV writing—all the essentials to help these students start thinking about their **future paths**.

During lunch breaks and evenings, we took the students out to explore Bristol, bonding over activities like bowling and pottery painting. These outings allowed the students to step outside their daily routines and have some fun. Each evening, the social activities would be with new team members, which helped the students speak to the broader team and gain a **new perspective** on their **future** opportunities.



Our week with The Purbeck School

Every student from this year's group has chosen to continue to sixth form or college, which is especially **rewarding** as some had been uncertain about their plans after school.

We will continue to partner with The Purbeck School to deliver these **valuable experiences**.

Through '**The Gateway Project**' we are hoping to reach even more young people from disadvantaged backgrounds by connecting more employers with schools and providing the tools they need to get started with this brilliant initiative.



Gateway Project

Our relationship with the Purbeck School was established through the **Gateway Project**, an initiative driven by a passion for tackling social mobility in the professional service industries, such as consulting.

In addition to hosting the Purbeck School for a fun-filled work experience week, our team have been helping to onboard other professional service firms and businesses to the project.

Our team developed all the materials other organisations would need to deliver sessions to students as part of the initiative. We ensured that the training sessions would include a range of soft skills, interview prep and discussions to help the students understand the opportunities open to them.

So, in **2024**, the Gateway Project extended its reach to even **more students**, and **new consultancies** joined the project to deliver a week of work experience to **5 schools** across the UK.

Gateway Project

The initiative aims to provide pupil premium students eligible for free school meals with insight into a professional career and equip them with core skills for their future—whether they decide to pursue further education, an apprenticeship, or employment.



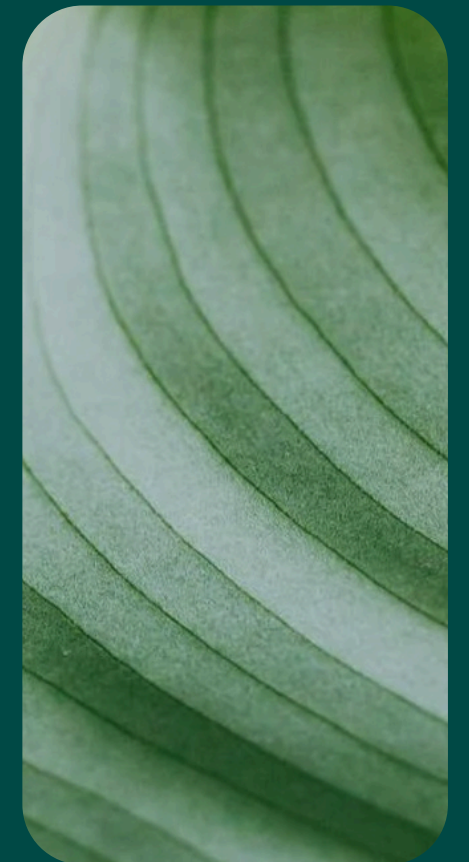
Thank you to the following partners for joining us and helping us make the Gateway project a movement that will expand each year and achieve even more for students.

Phase 3, The Berkeley Partnership, UP3 Services and Project One.

Future Consultants Challenge

The Lancia Consult **Future Consultants Challenge** is a one-day business competition for students from Bristol schools, aimed at providing **real-world problem-solving** experience. Students from across the Bristol school network work in teams and receive **mentorship** from Lancia Consult members.

At the end of the day, they present their ideas to judges, with the winning team earning a **work experience day** at our Bristol office. After a successful first event in 2023 with over 50 students from 5 schools, we organised a second challenge in November 2024. This year, we addressed **participation barriers** by offering financial support for transportation and catering, and our team **facilitated** school invitations and team organisation to ease the burden on teachers.



“Thank you so much for running this - my son loved it and has definitely been inspired to find out more about consultancy.”





Gympanzees is a Bristol-based charity that provides **inclusive play**, exercise, and social opportunities for **young people with disabilities**, aiming to improve their physical and mental well-being through accessible specialist facilities and programmes.

Their inspiring mission:

To make sure every child and young person with a disability has **access to regular play, exercise, and social connections**. The need is huge—72% of parents with a disabled child experience mental health challenges due to isolation, and disabled children are half as likely to be as active as their peers.



This year, Gympanzees launched **‘Project Home’**—aiming to set up a permanent home for them and their cause: a state-of-the-art site where children with disabilities and their families can come together to play, exercise, and make friends. They have bought the building, but to pull together all the specialist equipment needed, they’re **aiming to raise £10 million**.

After hearing their story, we knew we needed to support their mission in some capacity.

Gympanzees Dragon Boat Race

In September our Bristol team took to the water for an **unforgettable** day at the Gympanzee Dragon Boat Race.

Despite it being our first time dragon boating, our team's **enthusiasm** and **determination** paid off, and we paddled our way to an impressive **4th place!** It was a fantastic experience, full of laughs, splashes, and friendly competition.



Together, **we raised £1045**, contributing to the event's total of over **£26,000**, which was then matched by an anonymous supporter to make the overall total **£52,000!**



Working pro-bono with Gympanzees

Following our meeting with the founder and **CEO of Gympanzees, Stephanie Wheen**, we were captivated by their vision and started discussing ways that we could support them.

Gympanzees were **experiencing challenges** with their CRM and the systems that interacted with it, preventing them from alignment between website, marketing and fundraising teams. They had an incomplete constituent view, and lacked targeted marketing and **impact** reporting. Their issues were driven by technical limitations, poor user adoption, and a lack of knowledge on how to use the systems.



Our support for Gympanzees is ongoing, and we're excited for future opportunities to help bring the Gympanzees' vision to life!

We spent a day with the team to dive into the systems they used and how they were used (and the many frustrations they experienced) to help us build a better **solution** and feasible implementation plan.

Leveraging our experience in charity digital enablement we proposed holding workshops with their fundraising, marketing and website teams to identify business areas we could support them with.

The 93% Club

In 2024, we launched a new and exciting partnership with The 93% Club, an incredible organisation focused on helping **state-educated students** navigate the professional world.

Representing the 93% of UK students who didn't attend private schools, The 93% Club is about **levelling the playing field** for those without the same networks or opportunities.

As part of this collaboration, we supported a mentorship scheme at the University of Bristol, where students were paired with Lancia Consult **mentors**.

These students, who might not have access to career advice through family or personal connections, gained **invaluable advice** on job applications, career paths, and how to succeed in professional environments.

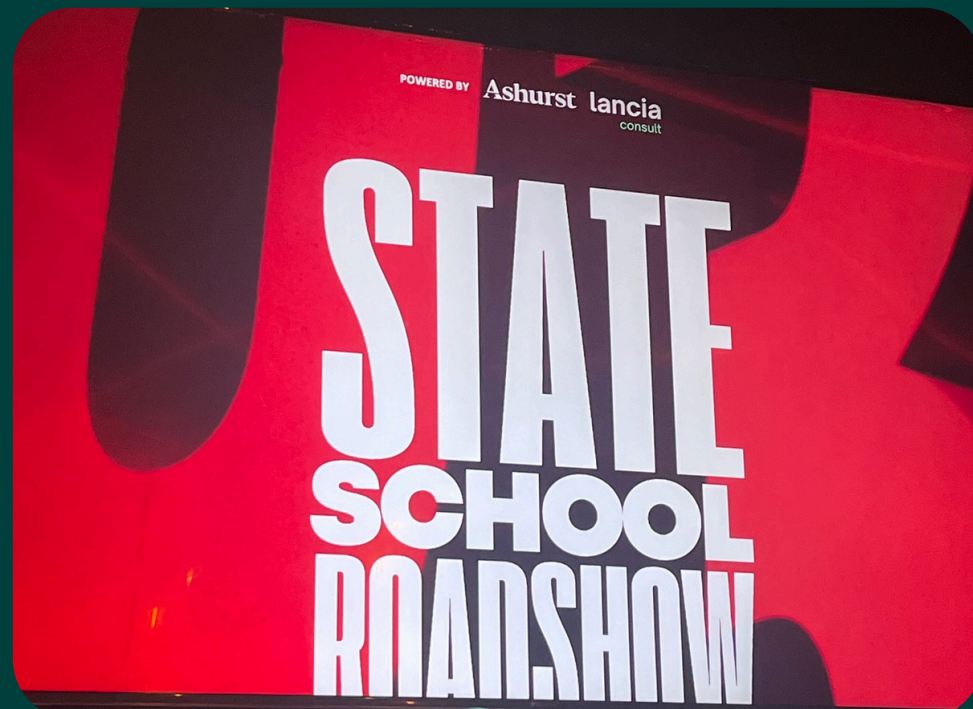


The scheme gave students the tools and confidence they needed to pursue their career ambitions, with one student even gaining their first paid summer internship after receiving application and interview guidance from a member of our team.

We're also excited to be national sponsors of The 93% Club!

Giving us the chance to attend their **London State School Roadshow**, where 170 students gathered. A member of our team participated in a panel discussion, sharing insights about the **opportunities** available to state school students, whether in their careers or at university.

This partnership is just one of the ways we're working to support and promote social mobility.



Building organisational resilience at CRIS

Community Relations in Schools (CRIS) is an education charity in Northern Ireland dedicated to fostering greater understanding, sharing, and reconciliation across diverse communities. CRIS encourages school communities to engage with grassroots **peacebuilding** by helping to inspire peace and reconciliation across segregated communities.

CRIS needed a robust system to capture organisational knowledge and improve governance to **support their growth and impact**. We provided **pro bono** support to develop a knowledge transfer and management process. We created an interactive Knowledge Hub Handbook, mapped out CRIS's operations, and captured essential organisational knowledge in an easy-to-use system.

By refining its governance, risk mitigation, and succession planning, CRIS is better equipped to **navigate future challenges with increased confidence**.



Our Belfast-based team has been supporting CRIS CEO Lisa Dietrich and Finance and Administration Manager Elizabeth Castillo for 8 months, strengthening processes that support their growth and impact.



This partnership has strengthened internal systems and provided the tools to continue vital work with resilience and sustainability.

Student Consulting with 180 Degrees

180 Degrees Consulting supports university students in developing their business and consulting skills by helping nonprofits and social enterprises with pro bono consulting.

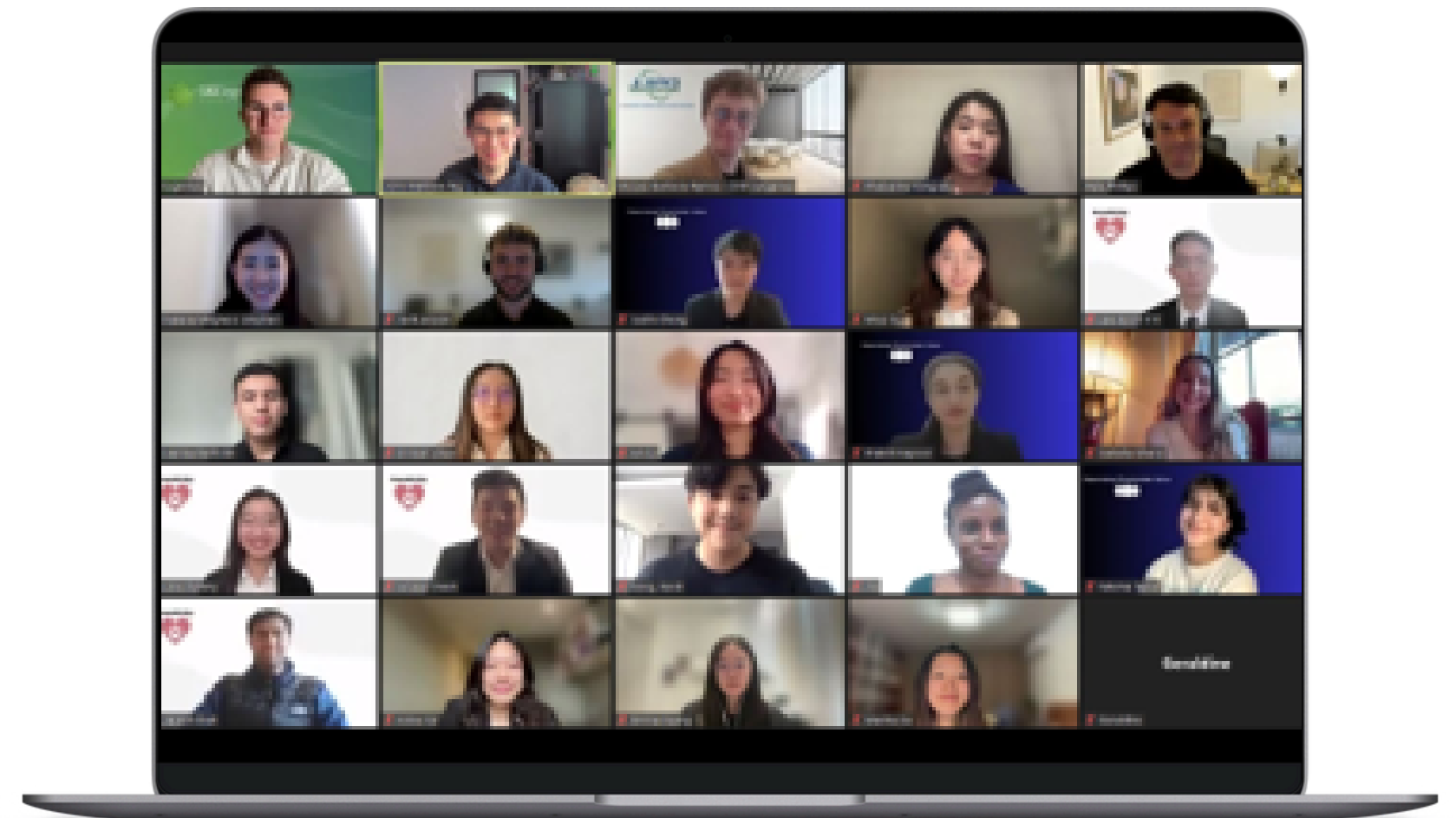
These students tackle real-world problems and deliver strategic solutions that make a **real difference** to small charities that may not have the time or financial resources to build these **solutions** themselves.

At Lancia Consult, we're thrilled to participate in this incredible initiative another year in a row. We've been working alongside students from universities, running **training sessions** and **mentoring** student-led teams as they take on projects that help charities thrive. It's incredible to watch the students grow in **confidence and skills**, all while making an impact in their communities.



180Degrees

250+ Students attended
10 Projects Mentored
15+ Training Sessions
11+ Branches



Sparking curiosity with We the Curious

We The Curious is all about **sparking curiosity** in science for people of all ages and backgrounds. Located just around the corner from our office on Bristol's harbourside, their mission resonates with our core theme of **Education**, so we were beyond excited to team up with them.

They came to us with a **data dilemma**. Despite having tons of data, We The Curious didn't clearly understand where it came from or how to use it to **track their success**. Without clear KPIs at the leadership level, they were missing out on the full potential of their data and struggling to see the big picture.

Our team worked alongside theirs to develop leadership and departmental KPIs that reflected their priorities. We also **mapped out** where all **their data** was coming from (so no more data confusion!), making it easier to track progress and hold teams accountable. Regular workshops kept everyone on the same page, and **we helped them create a more organised, data-driven approach**.



we the curious



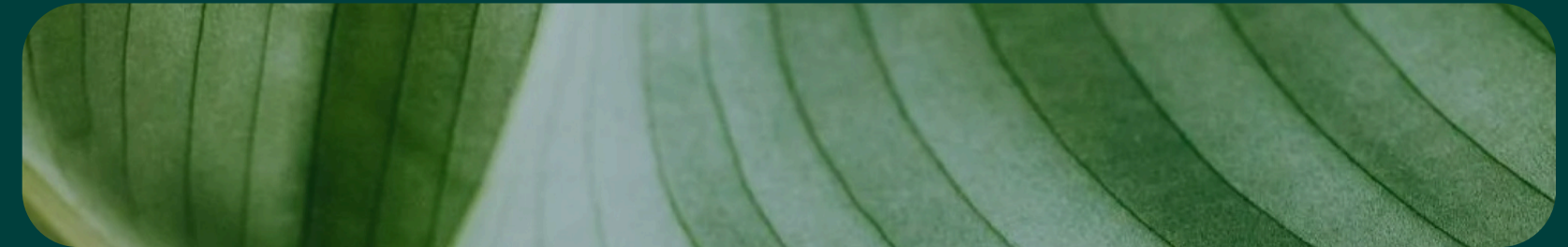
Empowering youth work in London with XLP

XLP is a Youth Work Charity based in London that supports **young people in creating and shaping positive futures**. They provide essential support through education, employment opportunities, and focusing on overall community well-being and development.

XLP's mission is to empower young people to **thrive and build the future they deserve**, whether it's guiding them through education or opening doors to new career paths. XLP is making a **real difference** in the lives of many young people in London.

In 2023, we teamed up with XLP to help assess their **tech and CRM** needs, pick a new system, help them solve their pain points, and align them with their future goals.

In **2024**, we were back on board to help XLP roll out their new Salesforce Non-Profit Cloud solution. We helped them choose the right developer to build the system, ran workshops to determine their needs, and delivered training to get their team up to speed. We also ensured all parties stayed in sync to keep everything moving smoothly and on schedule.



XLP has successfully adopted its new CRM system, and it's already making a big difference. XLP can track delivery effectively and make data-driven decisions as it expands its youth programmes, reaching even more young people across London.

Environment

Slowing climate change is more critical now than ever, and we focus on how we can work with organisations to preserve environments and promote sustainability.



Digital Transformation at Durrell Wildlife

With its headquarters at Jersey Zoo in the Channel Islands, Durrell Wildlife Conservation Trust is on a **mission to restore the balance of nature** by recovering threatened species and habitats.

But even the best conservation efforts can run into operational challenges. Durrell faced some **difficulties** with its internal HR processes, which were very manual and didn't meet its **growing needs**. Tracking changes and policies across different locations was a challenge, and it needed a system that could provide a **comprehensive view of its team and operations**.

That's where our team came in! We worked closely with Durrell, hosting workshops to gather their requirements for a new system. From there, we led a market scan to find the right vendors that met their technical needs and aligned with their values. It was a **collaborative and insightful** process that helped Durrell get closer to **finding the best solution**.



With our support, Durrell was empowered to take the next steps in their digital transformation. We're excited to see how this will help them continue their vital work in wildlife conservation!

Conservation with Friends of Westonbirt Arboretum

Not too far from our Bristol office, Friends of Westonbirt Arboretum (FOWA) is a charity that supports **conservation, education, and community engagement** at the National Arboretum. The National Arboretum is a British site of national remembrance, a place designed to help reflect and celebrate the lives lost in service.

FOWA does incredible work to **protect, nurture, and grow beautiful trees**. Through its membership scheme, FOWA connects people with nature while ensuring Westonbirt's trees and **wildlife thrive for generations**.

However, FOWA faced some challenges with its resource-heavy fundraising CRM, which **slowed it down** and limited its ability to grow.

Their key priority was implementing a membership price increase by July 1, 2024, while reducing their reliance on CRM support. Plus, they needed the **flexibility** to add or adjust membership tiers in the **future**.



We ran a series of **technology review** workshops to assess their current system and identify areas for improvement. Using our sector knowledge and technical expertise, we created a solution that allowed FOWA to meet their deadline and introduce the price increase smoothly. We worked closely with the team, coaching them through each step and ensuring they **felt confident** using the new system.

As a result, FOWA hit its target and increased membership revenue by over £60,000! It's now set up for future success, with more flexibility and less reliance on external support.

“Our charity needed to increase our membership subscriptions; however, with a complex CRM, support was required to implement this process to ensure that this could be done independently within the charity on an annual basis.

Will at LanciaConsult ensured that from the outset, he would take the time to map our current processes, meeting onsite to build the foundations of the project and ensure a complete understanding of the objectives.

Communication was prompt and concise and Will was always on hand for a quick call. The level of support as well as training gave the right balance to enable business as usual to carry on unaffected throughout this time. Several hours were spent understanding, building, and testing the process, updating a document as we went to limit any oversights for the future. The personal skills gained within this project have been highly advantageous for my development and have given me knowledge, skills and confidence in this area moving forward.

Highly recommend Lancia Consult for future projects.”

Julia Bartlett,
SUPPORTER OPERATIONS MANAGER

the friends
of Westonbirt
Arboretum 

Sustainability Month

Our APAC team celebrates **Sustainability Month** every August, dedicating time to sharing hacks and lessons on environmental sustainability. One lunchtime, we had a **learning** session discussing how we can all make sustainable food **choices and habits**.

Our team members, Zhi Wan and Darren, taught us about the environmental benefits of **sustainable** beer over craft brews, which are produced in small batches overseas.

Every step of the food chain has an environmental footprint, from how food is grown, processed, and transported to how it's packaged and discarded.

We also discussed **creative ways** to upcycle, such as looking at everyday items with a **new perspective** and giving them a second life.



We love August as an opportunity to come together and think about what small steps we can take to make a positive difference and be more sustainable.



Sustainability Month

Another initiative was a **digital detox session** for the team. In tech hubs like Singapore and Indonesia, our digital habits can have a significant impact. We **dedicated time** to decluttering unnecessary emails, files, and images. More than just organising overflowing inboxes, we also shared tips on the nearest **recycling points** in Singapore and Jakarta to **recycle our e-waste**.



Some fun facts we learned:

Beef Vs. Veggies

Producing 1 kg of beef emits 60 kg of CO₂, while producing 1 kg of vegetables emits only 2-5 kg of CO₂!



Waste Not, Want Not

About 1/3 of all food produced globally is lost or wasted—equivalent to 1.3 billion tons annually! Reducing food waste is one of the simplest ways to lessen your impact.



Digital Waste

Did you know that decluttering your digital space can help reduce the energy demands on data centres?

A group of people's hands are shown in the foreground, with some hands forming a heart shape. The background is a blurred outdoor scene with a blue sky and greenery. The text is overlaid on a white rounded rectangle on the left side of the image.

Other things close to our hearts

We love supporting local projects, people and initiatives that can help make our communities a better place.

Running a marathon in support of NI Hospice

We had the honour of partnering with NI Hospice, a **Northern Ireland-based charity** that provides **compassionate palliative care to children and adults**. Their mission is nothing short of amazing, offering comfort and **support** to families facing terminal illness. They are very close to our **hearts** and have played a pivotal role in supporting some of our team.

A team of five from our Belfast office took on the challenge of running the **Belfast Marathon** in support of NI Hospice. Collectively, the team ran **26.2 miles** and raised **£3,510** for this incredible cause.

Training for a marathon was a huge challenge for the team—some were running long distances for the first time! But it was an experience that will never be forgotten!

While our marathon achievement was impressive, it's nothing compared to NI Hospice's **daily impact** on families across Northern Ireland.



The money we raised could translate into providing around **seventeen bereavement support sessions for families, or approximately 226 memory-making sessions for children in NI Hospice's care - creating lasting keepsakes for their families.**



**Northern
Ireland
Hospice**

"The Northern Ireland Hospice has touched thousands of families across Northern Ireland by providing palliative and end-of-life care. I was incredibly proud to fundraise for NI Hospice because their support for struggling families is irreplaceable.

I think that NI Hospice's commitment to dignifying care makes them really special."



Jess Nesbitt
CONSULTANT, BELFAST

Willing Hearts in Singapore

Willing Hearts is a local charity that provides over **7,000 meals daily** to **vulnerable** communities in Singapore. Wholly run by volunteers and a handful of full-time staff, it sources, prepares, and delivers meals to 70 locations across the country to feed the **elderly, disabled, low-income families, children** from single-parent families, and migrant workers.

Once we'd learned about the volunteering opportunities available at Willing Hearts, we decided to support their cause as a team in May and December 2024. Our APAC team donned masks and gloves and rolled up their sleeves. **From Analyst to Managing Director**, we worked to clean kitchens, scrub pots, and prepare meals.

Getting to play a role in Willing Hearts' operations gave us a glimpse into the **tremendous work** required to sustain vulnerable communities all year round. Though **physically strenuous**, we had many **laughs** along the way and were glad to **contribute** a small part in bringing meals to those in need.



We are looking to continue this going forward, as our team members found it such a rewarding experience—while also having some fun with one another!

"Organising a volunteering day at Willing Hearts was an incredibly humbling experience for me. Witnessing the unwavering dedication of the volunteers and staff, who provide over 7,000 meals daily to vulnerable communities across Singapore, deeply touched my heart. This experience highlighted the profound impact we can have when we unite to support our community and brought us closer together as a team, knowing we contributed in our small ways to care for those in need."



Shamir Robinson
SENIOR CONSULTANT,
SINGAPORE

Giving blood in support of the Red Cross

The Singapore Red Cross is a homegrown **humanitarian organisation** dedicated to relieving human suffering, **protecting lives and dignity**, and responding to emergencies since 1949. They serve the **vulnerable** through their blood donor programme, home and day activity centre for the disabled, elder aid, transport aid, family life aid, community health on wheels, and community first aid.

Each year, about **34,000** patients in Singapore require a safe and **steady stream of blood supply** to sustain or improve their quality of life. The Singapore Red Cross has set up accessible locations around the island.

In May 2024, we headed to the blood bank to donate blood. Some of us were first-time donors (who felt a little nervous!), while others were veteran donors. Apart from checking weight and health requirements, iron levels and blood pressure tests were also taken to meet the **stringent criteria**.

Our **Jakarta** team also played their part in October 2024, donating blood to the **Indonesian Red Cross Society**.



SINGAPORE RED CROSS SOCIETY



The team put on brave smiles and contributed enough blood to potentially save 12 lives!



SINGAPORE RED CROSS SOCIETY

"Every donation is a lifeline. It's our chance to make a real difference in someone's life. The blood donation process was surprisingly quick and painless, and I encourage everyone eligible to participate."



Foong Keng Munn
TECHNICAL CONSULTANT,
SINGAPORE

10/10, again!

Each year we rally our global offices, clients, friends, and family to take on the ultimate **fitness challenge**—running 1,000 km in a single day! LC10/10 has been a day in our calendar since 2018. What began as fun amongst our team has become one of our **major giving events!**

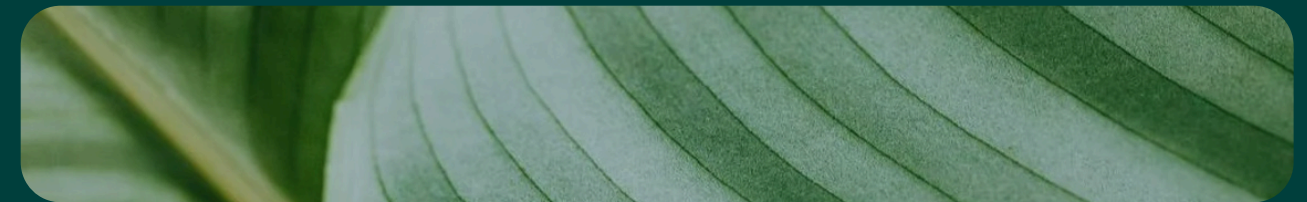
For every kilometre completed, Lancia Consult **donates \$5 (SGD) and 5 minutes of volunteer time to our chosen charities.** This year, we smashed our goal, logging 1,100.56 km across 12 countries, from Mexico to Singapore!

We will donate **\$5,000 (SGD) and 5,000 minutes** of volunteer time to three incredible charities:

The Singapore Association of Mental Health (SAMH) is a charity based in Singapore dedicated to transforming the well-being of those **struggling with mental illness** whilst also providing support to their families and caregivers.

Flourish Northern Ireland empowers survivors of **human trafficking** in Northern Ireland, helping them rebuild their lives and regain their independence.

Willing Hearts is a Singapore-based soup kitchen that provides over 10,000 **meals** daily to **vulnerable communities** in 70 locations.



Our annual 10/10 day is an excellent example of how vital collective action is in bringing positive change, and we look forward to hosting this event for many years to come.

Supporting mental wellness at SAMH

The **Singapore Association of Mental Health (SAMH)** enhances the lives of youths and adults facing **mental health challenges** through comprehensive rehabilitation and reintegration programmes. SAMH supports beneficiaries throughout their **recovery journey** and offers emotional and practical assistance to their families and caregivers.

In December 2024, **SAMH** undertook a significant renovation of its **Oasis Day Centre**. The centre required new kitchen utensils to create a functional and welcoming environment for its in-centre programmes, such as cooking and baking workshops. These utensils were essential for the smooth operation of the programmes and for upholding high hygiene and safety standards in the newly refurbished facility.

Our team eagerly **volunteered** to assist by purchasing the necessary kitchen utensils. We organised a **shopping trip** to IKEA, selecting the appropriate items. Following the purchase, we **delivered and unpacked** the utensils at SAMH's renovated day centre.



This experience allowed us to contribute meaningfully to supporting mental wellness and gain a deeper understanding of the incredible community work carried out.

Christmas Shoebox Project

Ya Kun is a Singapore-founded café chain. A heritage brand with more than 80 years of history, Ya Kun aims to preserve a cultural appreciation for local food and promote kinship and friendship through the love of its kaya toast! Ya Kun runs its **Christmas Shoebox Project** each year to bless disadvantaged **children** with new toys, stationery, or school essentials.

We participated by contributing Christmas shoeboxes, **sourcing supplies** and **wrapping** the shoeboxes together. We were delighted to bless children with brand-new stationery while supporting a local business!

Ya Kun's initiative partnered with **Care Corner Singapore**, a leading social service agency. With 46 service points across Singapore, Care Corner serves **children with special learning needs** or disadvantaged backgrounds, youth-at-risk, troubled families, vulnerable seniors, and individuals with **counselling** and **mental health** needs.



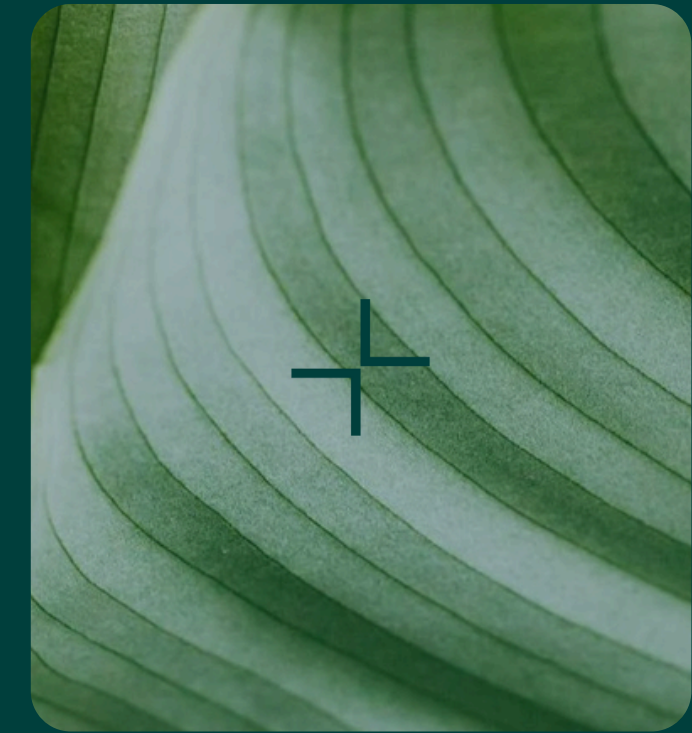
Check out our **Santa's elves** meticulously wrapping shoeboxes to bring cheer and smiles at **Christmas!**

Operation Christmas Child

Operation Christmas Child, run by Samaritan's Purse, is all about spreading joy to children in need around the world. They **fill shoeboxes** with goodies like toys, hygiene items, and stationery and send them to kids who need them most. Since 1993, they've delivered over **220 million shoebox gifts to more than 170 countries**—making a huge global impact!

We were thrilled to get involved by packing **35 shoeboxes** across our European offices, based in Belfast, Bristol, and London. We filled each box with care, including soap and hygiene products and hand-selected pieces such as clothing and toys.

Joining in on this cause felt like the perfect way to make a **meaningful difference**. When multiplied by many, it's a small act that can have a **big impact** on others and remind us of the power of collective effort.



We hoped to impact children, their families, and their communities by providing them with essential items, hope, and joy during the festive season.

fin!

Thanks for joining us on our journey through
social impact in 2024.

We care passionately about our people, our clients and
the communities in which we operate.

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