



*“Philanthropy and social responsibility are at the heart of our philosophy and our culture - we believe that playing a useful role in the community is a moral imperative.”*

*Giuseppe Ciucci, Chairman of SFCT*

## MISSION STATEMENT

Stonehage Fleming Charitable Trust is the main expression of our Corporate Social Investment (CSI) strategy.

Our mission is to create a tangible legacy reflecting this commitment, primarily in the fields of education, health, social and sport development where it is most desperately needed. We also promote excellence in the arts and sponsor other initiatives reflecting the values of the Stonehage Fleming Group.

## SOCIAL INVESTMENT, NOT CHARITY

The Stonehage Fleming Group’s CSI strategy has two key themes – ‘Caring for Communities’ and ‘Caring at Work’.

The theme **Caring for Communities** focuses on investing in the nexus of education, healthcare, social and sport development to drive social change. Core charities with strong leadership and sound governance are chosen, ideally exhibiting innovation and high levels of local integration, leverage and empowerment potential.

Through **Caring at Work**, Stonehage Fleming facilitates a high level of employee involvement in core projects or philanthropic initiatives of their choice.

## CARING FOR COMMUNITIES

In the field of education, Stonehage Fleming Charitable Trust’s CSI programme has a holistic approach, supporting the education spectrum from early childhood development programmes for orphans and vulnerable children, to youth development programmes offering practical life skills, and providing access for disadvantaged learners to tertiary education.

Other projects funded include capacity building for community centres, which act as hubs reaching wider groups of community members, as well as providing facilities for children with special needs. Discretionary awards are made to projects and initiatives reflecting the Group’s values, such as securing the return to South Africa of a South African flag flown at Nelson Mandela’s presidential inauguration.

The Stonehage Fleming Charitable Trust also invests in children’s cancer relief, empowering adults with learning difficulties, building college dormitories, holistic education programmes for disadvantaged children with potential, as well as volunteer training and development for an organisation providing support to Alzheimer sufferers.

## CARING AT WORK

Employee involvement is demonstrated most visibly in fundraising for the Stonehage Fleming Charitable Trust's core projects, from arranging dragon boat racing and masked balls in Jersey, to participation in the Tour du Canton in Neuchâtel, fundraising concerts in Israel and half marathons in London.

Carpe Diem Awards have been established to recognise and encourage a culture of volunteerism in the organisation. Directors regularly donate the use of lifestyle assets to auctions benefitting core projects and are actively involved in local charities as Trustees, Directors and fundraisers.

## IMPACT THROUGH LEVERAGE

The Stonehage Fleming Charitable Trust creates opportunities for donors to gather around themes of common interest, share experiences and co-invest in philanthropic projects. The experience gained in managing the Stonehage Fleming Charitable Trust is made available to donors through Stonehage Fleming Philanthropy, which offers a professional framework for giving.

While the Stonehage Fleming Charitable Trust is funded by the Stonehage Fleming Group, clients, directors and employees all participate in events to raise funds for core projects.

We encourage our client families and colleagues alike to connect with social issues they care about, to do what they can to help those in need and assist others to realise their full potential.

## CONTACT

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## STONEHAGE FLEMING ARE PROUD SUPPORTERS OF THE FOLLOWING FOUNDATIONS:

