

Let's Work Together For Our Better Community

How Your Company Can Be Involved



*More
Commitment
than Cash ...*

About Qudorat

The Qudorat Project takes an innovative approach to community development by investing directly in community-based organizations (CBOs). It helps them to strengthen their capabilities and improve their traditional community services while supporting the launching of income-generating projects that create jobs, stimulate local economies and contribute to the CBOs' sustainability. The project provides seed money for these new business activities on a transparent, competitive basis. Qudorat also works to increase public awareness and support for CBOs, to enhance participation of volunteers and private sector partners and to investigate legal constraints to CBO success. An extensive Information Technology Services Network supports all project components, and increases transparency and public support.

Qudorat actively promotes involvement of private companies, individuals and institutions as volunteers and supporters of CBO's community based initiatives. Your company can confidently initiate partnerships with a Qudorat-supported CBO. This project has assessed and rated a large number of Jordanian CBOs, from which the top half underwent field assessment—the first independent CBO evaluator in Jordan—all posted on our website. All CBOs were given resources, training and recommendations for self-improvement. Thirty CBOs emerged as finalists, undergoing more intensive training and competing for a total of JD 1 million in project seed money, to be distributed among the top twenty business proposals, as rated at an Awards Competition. All of them must contribute additional funds from non-Qudorat sources and all would benefit from private sector partnerships. To further explore a potential match, contact:

Near East Foundation

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“*Local development cannot be viewed as the work of the government, alone. All shareholders (government, civil society and the private sector) must be engaged to ensure a better life for all Jordanians.*”

HE Suhair Al-Ali, Jordanian Minister of Planning & International Cooperation

“*CBOs must run more like businesses... Who better to support them than successful Jordanian companies who care about the welfare of these communities—your employees, customers, vendors and fellow citizens?*”

Majdi Q. Al-Qorom, Qudorat Program Manager, Near East Foundation

Our Community, Our Responsibility

“*Our community development partnership in Jabal Al-Natheef has been an experiment in developing long-term relationships, involving our employees, mobilizing resources and accessing networks to help the community achieve their goals, not 'doing for' them.*”

Raghda Butros, CSR Manager, ARAMEX International

“*Well managed CSR supports the business objectives of the company, builds relationships with key stakeholders whose opinion will be most valuable when times are hard, and should reduce business costs and maximize its effectiveness.*”

Mallen Baker, CSR Professional



CSR: Corporate Social Responsibility *More Commitment than Cash*

All around the world, governments and communities look to successful private companies to “share the wealth” and support community programs. Our own region has a noble tradition of Muslim and Christian charitable activity at the community level. Globally, corporate philanthropy used to be seen as a fairly simple way for businesses to redeem their sins (pollution, poor labor relations, etc.). Writing a check to a local charity or sponsoring a one-off, feel-good community event was essentially just “good PR.”

No more. A recent posting on AME Info’s news site asserts, “**Today, CSR (Corporate Social Responsibility) is a far more holistic phenomenon...it is a company’s obligation to be accountable to all of its stakeholders in all its activities, to try and achieve sustainable development: economically, socially and environmentally.**” It requires respecting and considering the interests of all the various stakeholders affected by any enterprise.

This trend is perhaps most highly developed in the UK, which has a minister for CSR, but it has already reached the Middle East, where regional CSR conferences are being held annually. Here in Jordan, a number of larger companies have been developing more sophisticated approaches to CSR, sometimes appointing specialized CSR managers or refocusing existing philanthropic strategies to support missions that value longer term relationships with their communities.

The Jordanian Ministry of Planning & International Cooperation has strongly endorsed this kind of community-based partnership for sustainable development by funding the Qudorat Project (Strengthening Jordanian Civil Society), part of its Enhanced Productivity Program. The project offers companies exciting new opportunities to invest in a better future for Jordan’s less privileged communities. Qudorat has done the leg work by identifying needy communities and bona fide community-based organizations (CBOs) with careful plans. You would join an impressive partnership – government, CBOs/NGOs, management consultants and community volunteers, all considered elements of successful CSR.



What Can Companies Do?

The beauty of well considered CSR is that the focus and nature of any program are tailored to the needs and interests of a particular company and community. Here is a short menu of some potential ways to be involved:

You could focus on:

- **a particular neighborhood/community** (working with a number of CBOs)
- **a single CBO** (helping it reach its full potential for impact)
- **an issue** (could cut across several locations and CBOs)
- **a target group** (examples: street children; unemployed school drop outs)


You could provide:

- **in-kind support** (equipment, professional services, training, transportation)
- **mentoring** (consultations on management, financing, information systems, media relations, operations or technical issues)
- **volunteers** (organize your staff to volunteer in various aspects of the CBO activity; serve on board of directors, consult with staff, network and access other resources, work directly with community beneficiaries, according to their abilities)
- **sponsorship** of motivational or fundraising events, community initiatives and awards
- **financial resources** (investment in CBO businesses or direct support of CBO)
- **arenas** for community discussion and decision-making



How to Begin

- **Put CSR on the agenda** for discussion with your directors, management and staff.
- **Brainstorm** issues, concerns, locations or institutions relevant to your company.
- Assign a focal point and form **a company CSR committee to continue research** into potential locations and partners for community development; include some of your clients and vendors.
- Meet relevant NGOs, CBOs, community leaders, local government agencies and other stakeholders to **learn about community needs, desires and resources**. Set realistic goals.
- **Formulate ideas for activities**; research implementation, feasibility, sustainability, costs, impact, etc.
- **Form a joint committee** composed of corporate and community reps to coordinate roles and resources.
- Choose **one viable, do-able project** to start off.
- “**Empower, don’t dominate.**” Involve community reps and members in every step.
- **Encourage employees to volunteer** and interact with the community. This process is as important as the end result of any project.
- Share knowledge and expertise freely but with respect. **Acknowledge the strengths of the community** and be open to learning from them, too.
- Keep promises and schedules you make for volunteers, financial or in-kind support. **Treat the community project as well as one of your customers.**
- If things don’t go well at first, **don’t give up**. Analyze what went wrong, regroup and recommit.
- **Celebrate and publicize your joint successes.** Talk about your CSR experiences, invite media coverage, and encourage other business leaders to give it a try.



**Find more CSR resources in Jordan,
our region and around the world at**
www.qudoratnef.org

