

Charity Review

Bangkok Post Foundation "BPF"

Reviewed: Feb-2014

Reviewers: Mr Terrence P. Weir, B Ec, CPA (Australia)
Mr. Manu Pensawangwat, BA

Charity Head: Mr. Pichai Chuensuksawadi, Chairman
Mrs Kusuma Mintakhin, Fund Raising Manager
Ms. Prapaiparn Rathamarit, Secretary

Address: Bangkok Post Foundation
The Post Publishing Public Company Limited
c/o Editorial Department
1st Floor, Editorial Annex
136 Na Ranong Road
Klong Toey, Bangkok 10110, Thailand

Telephone numbers: + (662) 240-3700 ext. 3224, 3225 Fax: '+ (662) 240-3666

Website: <http://www.bangkokpost.com/bnf/bnfhome.htm>

Email address: edadm@bangkokpost.net (reference Bangkok Post Foundation)

Face book:

Charity Purpose:

The Bangkok Post Foundation activities mainly focus on giving education funding support to the needy poverty-stricken children in rural areas across the country. Support is primarily by scholarship programs which vary in amount according to the level of study. The Foundation occasionally has other education related projects when the need arises such as rebuilding or refurbishing schools damaged by the Tsunami in 2004 and the floods in central Thailand in 2011.

Aside from special corporate partnership projects; Post Publishing PCL pay for the Foundations administration and marketing expenses such that all the donations to the Foundation go purely for the charitable activities of the Foundation. Together with the volunteers time in running the Foundation and free advertising in the Bangkok Post newspaper, this is quite an exceptional benefit for the Bangkok Post Foundation resulting in the lowest expense ratios for a Foundation of less than 1%. Furthermore, donations from Thai Tax payers are eligible for income tax deduction. The foundation registration number for tax deduction is 496.

Background:

The Bangkok Post Foundation was established in 1982 to mark the Bangkok Post's 36th anniversary with an initial fund of Baht 500,000.- Its main objective is to give children from poor families the opportunity to attend school like other Thai Children.

The Foundation began by sponsoring the education of eight children. In November 1988, the devastating Typhoon Gay struck southern Thailand, claiming the lives of 500 people and destroying many houses and over 100 schools. The tragedy shocked the Bangkok Post

newspaper's readers who wanted to help the people of the province. They sent donations to the Bangkok Post Foundation amounted to Baht 800,000. The reader's donations were used to build and equip eight classrooms for pupils from kindergarten to elementary levels.

In 2004, tsunami caused havoc in southern Thailand. The Bangkok Post's Readers donations to the Foundation helped 30 children in Ranong province whose parents were killed or missing in the wake of the destruction. The Foundation continues to provide scholarships for these children to study to the highest level of education they can achieve.

The funds supporting them come from donations and the interest they earn. All recipients will receive support until they complete their highest possible level of education.

From its start with the first eight children, the Foundation is now supporting 215 students from primary to university levels in 31 provinces in all regions of Thailand. The total expenditure of the foundation for educational scholarships student was Baht 4 million in 2013.

For more information please see:

<http://www.bangkokpost.com/bnf/aboutus.html>

Review Process:

We visited Bangkok Post Foundation's office in Bangkok and reviewed the charities activities with Mr. Pichai Chuensuksawadi, Chairman, Ms. Prapaiparn Rathamarit, the foundation's Secretary and Mrs. Kusuma Mintakhin Bekenn, Fund Raising Manager. The valuable work that K. Pichai, K. Kusama and K. Prapaiparn do for the foundation is totally on a voluntary basis. They receive no remuneration from the Foundation. Furthermore, office and other running expenses of the Foundation are fully for by Post Publishing PCL. Therefore, 100% of ordinary donations will go for the benefit of the Foundations charitable activities.

K. Pichai is the Editor of the Bangkok Post but acts as the Foundation chairman on a voluntary basis. K. Kusama and K. Prapaiparn are highly respected former long serving staff of the Bangkok Post but are now retired. K. Kusama's main role is fund raising and K. Prapaiparn's main role is the child screening and evaluation of the need of the applicants for scholarships, making payments, accounting for the Foundation and following up with each scholarship student for their expenditure and academic results. The Board of the Bangkok Post Foundation independently reviews and approves each scholarship application for qualification for support.

We have learned of the successful stories of children supported by the foundation including screening process for children who deserve education support. We have recommended to the Foundation to share more fully their success stories for the benefit of the Foundation's donors and other supporters. Some of the success stories are attached to the review.

The Bangkok Post Foundation has also arranges specific projects with corporate-donors such as Siam Cement Group "SCG" for educational scholarship projects.

Description of Activities:

Bangkok Post Foundation supports needy school children but does not discriminate based on the academic ability level of the child. The child just has to be keen to study and financially needy. Before awarding scholarships to individual children, the Foundation's staff members visit their homes and talk to their teachers, parents, or guardians and neighbours to ascertain that the living conditions and that the children are genuinely financially needy and therefore warrant the Foundation's help.

Foundation is funding the education for students from primary to university level nationwide.

<u>Year</u>	<u>Student supported amount</u>
2011	219
2012	245
2013	250

The educational scholarships which the Bangkok Post Foundation awards to the selected students is based upon to the level of education as following:

<u>Educational Level</u>	<u>Supported Amount (Baht / Year)</u>
Kindergarten	3,000
Primary Level	4-5,000
Secondary Level	6-8,000
High School Level	10,000
Vocational Level	25,000
University Level	35,000 +

<u>Educational Level</u>	<u>Person</u>	<u>Percentage of students at each level</u>
<u>At Graduation</u>		
Secondary Level	13	7%
High School	32	17%
Vocational	59	32%
Bachelor degree	77	41%
Bachelor degree	2	1%
Master degree	2	1%
Doctorial degree	1	1%
	<u>186</u>	<u>100%</u>

Additional Activities

- Southern Most Provinces Project

The project is fully funded by a corporate-donor aiming to enhancing education opportunity to the orphaned student whose parents had died from political incidents in Patani, Yala and Narathiwat provinces, the most southern part of Thailand. Last year the Bangkok Post Foundation had created a Smart Teen English Program under this project by taking 80 students from the 3 provinces, mostly, Muslim, to obtain English Training Course conducted in Bangkok with the certificate provided to those who past the training course.

- Blind Student Project

The 2 Blind Student Projects had been conducted in Khon khen Province, north-east Thailand and in Hatyai, Songkla Province, southern part Thailand. The Project was fully funded by a corporate-donor which aiming to enhance an educational opportunity to blind people in learning Braille Language properly.

Fund Raising:

The Foundation's initial funding, prompted by stories the Bangkok Post ran on the devastating in November 1988, came to 800,000 baht (approx. US\$ 25,000). Since then, more donations have been made increasing the fund to approximately 15 million baht.

The donors in 2012 can be classified as follows:

	<u>Baht</u>
Bangkok Post Readers and other individuals	2,702,462
Corporate donors through events	4,520,633
	<hr/> 7,223,095

The Bangkok Post Foundation runs charity fund raising events each year such as Charity Golf and Gourmet Dinner. Currently, the main fund raising event is the Bangkok Post - Black Mountain Charity Golf and Dinner which each years raises Baht 3-4 million baht for the Foundation. 100% of Corporate sponsorship of Baht 100,000 for each team of four golfers with a total of Baht 3,000,000+ goes to the Foundation with the expenses of the tournament and Gourmet dinner kindly provided by the various sponsors.

For more information see <http://www.bangkokpost.com/print/356955/>

For more information see <http://www.bangkokpost.com/news/sports/384583/heading-for-the-19th-hole>

Transparency and reporting

Bangkok Post Foundation prepare annual financial accounts. The Bangkok Post Foundation in Thailand 2012 financial statements were audited by Mr. Satién Satiénpanich CPA Registered Number 2893. The income statement which is presented in this review.

Values and Transparency:

In our opinion, the Bangkok Post Foundation is a good example to other charities in terms of management, efficiency, communication with stakeholders and transparency.

<u>Receipts and Outgoings</u>	<u>Charity:</u>		<u>Bangkok Post Foundation "BPF"</u>	
	<u>Audited</u>	<u>Notional Time Value</u>	<u>Total</u>	
	<u>THB</u>	<u>of Volunteers</u>	<u>THB</u>	
	<u>2012</u>	<u>2012</u>	<u>2012</u>	
Income				
Donations Cash	2,702,463		2,702,463	
Income from Fund Raising	4,520,633		4,520,633	
Notional Volunteer Value		980,000	980,000	
Interest Earned	977,889		977,889	
Other			-	
Total	8,200,985	980,000	9,180,985	
Program Expenses				
Scholarships	2,485,500		2,485,500	
Staff Expenses			-	
School buildings repair	1,500,000		1,500,000	
SCG English Camp	522,475		522,475	
Golf Charity Even Expenses	174,322		174,322	
Travel Expenses	143,808		143,808	
Other	19,175		19,175	
Total	4,845,280	59%	-	4,845,280 53%
Overhead Expenses				
Staff Expenses	-		-	
Administrative	56,538		56,538	
Total	56,538	1%	-	56,538 1%
Total Expenses	4,901,818	60%	-	4,901,818 53%
Less Notional Volunteer Value			980,000	980,000 11%
Net Surplus (Deficit)	3,299,167	40%	-	3,299,167 36%