



For Immediate Release

New Donation Programme Provides One-stop Portal for NGOs to Acquire Latest ICT Tools

TechDonation is expected to channel HK\$15 million worth of software donated to 500 NGOs in Hong Kong over the next two years

Hong Kong, December 7, 2007 – The Hong Kong Council of Social Service (HKCSS) in partnership with US-based non-profit TechSoup and with Microsoft Hong Kong as the first donor, today launched the TechDonation programme – a new platform that will offer Hong Kong’s NGOs a one-stop online portal for technology donations. The programme offers software and other technologies to NGOs for a small administrative fee, enabling voluntary organisations to enhance their services while freeing up their stretched budgets for programme areas.

TechDonation (www.techdonation.org.hk), jointly-run by HKCSS and TechSoup, helps NGOs build information and communications technology (ICT) capacity. With Microsoft as a lead donor and funder of the program, the partnership extends this highly-successful global software donation programme to Hong Kong. TechSoup and HKCSS plan to bring additional technology product donors to the TechDonation platform.

“The programme is a big step for Hong Kong NGOs in seeking technology donations,” said Christine Fang, Chief Executive, HKCSS. “It has always been our goal to enhance ICT capacity in the voluntary sector. This programme will enable NGOs to better equip themselves to keep up with the pace of today’s world. We are excited with the opportunity that Microsoft and TechSoup have brought to us, and are committed to expanding the program and having more donors in the near future.”

At launch, TechDonation will be the sole agency administering Microsoft Hong Kong’s software donation program. There is no limit to the number of NGOs that can benefit from this software donation programme. Eligible NGOs can apply for six Microsoft titles per organisation and up to 50 licenses per title in every two-year period. Microsoft expects that over HK\$15 million worth of software licenses will be donated to more than 500 NGOs in the first two years of the programme.

“By bringing our global partnership with TechSoup to Hong Kong, Microsoft is accelerating its commitment to the local NGO community,” said Herman Lam, General Manager, Microsoft Hong Kong Limited. “As a lead donor and advocate of TechDonation, we hope to offer the benefits of the most relevant and up-to-date technology to NGOs in Hong Kong, empowering them to successfully meet the needs of

the communities they serve. We look forward to other software and hardware companies joining forces with us in this meaningful effort.”

The TechDonation launch is one of many worldwide launches in an expansion of the Microsoft Software Donation Programme through the TechSoup Global Platform. Since the launch of the Program, Microsoft has donated US\$281 million worth of software to nearly 34,000 organizations in 13 countries.

The TechSoup Global Programme, which TechDonation is delivering in Hong Kong, is a major channel for donated hardware and software worldwide. “We are growing the TechSoup Global programme by partnering with organizations that share our vision and have the capacity to deliver,” said Rebecca Masisak, Co-CEO of TechSoup. “HKCSS clearly demonstrates both, and we are thrilled to have such an outstanding organization as our first partner in Eastern Asia. We know we will learn and grow from this partnership. It is already clear that HKCSS is an ideal partner to help guide us in our understanding of how to expand our network so that we can serve more NGOs in Asia.”

TechSoup Global currently operates in 12 countries, and provides donated products from over 32 major technology providers, including Cisco, Symantec, Adobe and Microsoft. Directly and through its partner network, TechSoup has enabled potential savings of \$628 million to the non profit sector since 2002, equalling savings of \$11,400 per organisation served.

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