**Corporate Partnerships in NGO Projects: A Case Study of Altruistik Malaysia**

Alliances and partnerships have always existed in all aspects of human life, from the private to the public, and from politics to commerce. Corporate enterprises frequently support and collaborate with non-governmental organisations (NGOs) that share their objectives. For-profit organizations have realised that doing business as usual is no longer an option in a hyper-competitive world and that they must modernise their ways of doing business by placing human and environmental concerns at the centre of what they do, they collaborate with NGOs as part of their corporate social responsibility - CSR (Ménascé 2016). CSR refers to an enterprise’s responsibility for its impact on society (European Commission 2017).

On the other hand, the matter of funding is clearly of critical importance to non-governmental Organizations (NGOs), for them to continue to provide services to the community. Due to the high levels of poverty in most regions of the continent, local NGOs have a tough time obtaining sufficient finances for the initiatives they undertake. Furthermore, to find resources from many sources, resource mobilisation takes a lot of time and effort. NGOs have traditionally relied on the generosity of donors to fund their projects through grants and donations. They have now discovered that such financing sources are frequently insufficient to fulfil project demands and escalating expenditures (Vafeiadis, Harrison et al. 2021).

To understand how NGOs can leverage corporate partnerships to achieve project outcomes and combat their financial challenges, Altruistik Malaysia, a non-governmental organisation (NGO) in Malaysia would be used as a case study. According to CEO Logesh Kumar, one of the most pressing issues confronting the NGO is the issue of funding.

**Aim of the research**

* To determine how Altruistik Malaysia, a not-for-profit organization, can leverage on corporate partnerships to overcome its funding problems and in turn meet project objectives.

**Objectives**

1. Provide an overview of Altruistik Malaysia’s current financial position and where they hope to be.
2. To review the existing corporate partnerships of Altruistik Malaysia and investigate potential partnerships.
3. To analyse in detail the extent of Altruistik Malaysia's current funding problems.
4. To make recommendations on how Altruistik Malaysia can overcome their funding challenges.

**References**

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