

## **Emirates Motors Company - Gives hope to the Children with special needs?**

EMC commenced the holy month of Ramadan with their traditional Corporate Social Responsibility (CSR) program of donating a percentage of sales profits to charitable activities for the betterment of society. This Ramadan, EMC is generously contributing to 'Donate-a-Brick' campaign to support the Abu Dhabi Special Care Center (SCC) construct its state-of-the-art facility for the community at large, but more importantly for students with special needs.

Founded 18 years ago and registered with the Ministry of Social Affairs as an Establishment for Disabled Care and Rehabilitation, SCC is a non-profit educational facility for students with special needs. Donate-a-Brick is a fundraising campaign organized by the Good Heart Foundation for SCC to set up a Special Care community school. The school will be an au-courant environment for education and holistic upbringing. The means in which Donate-a-Brick is raising the funds for the development is unique and heartfelt; brick by brick, financed by the community and intended for everyone to benefit from it to further their knowledge and improve their skills.

EMC's endorsement to Donate-a-Brick is part of their CSR strategy to help the less fortunate and facilitate the community to further develop itself. A booth has been erected for SCC at the EMC Marina Mall Showroom. Its aim is to help customers learn more about the non-profit organization and realize how significant this campaign is to fulfilling their dreams and hopes for a more promising future.

Last year, AED 1.2 million were raised during the fund-raising art auction, Art for Charity, organized by EMC for SCC's community school. In 2006, for instance, EMC also helped the Red Crescent Society by donating a percentage of sales profits during the holy month. In addition, in the same month, customers who purchased a passenger vehicle in Ramadan were given a raffle coupon to enter a draw to win an ML 500.

Being the flagship company of Al Fahim Group, EMC supports activities which contribute to Abu Dhabi's advancement and always give back to the community. Such initiatives by EMC are examples of various ways the company adds value to society. In line with Al Fahim Group's value of Humanity, EMC finds ways to demonstrate its compassion and support towards its people.