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Yuanta FHC Mobilizes All Channels to Build Community Safety Net for Children & Youth

Yuanta Financial Holding Company (FHC) and Yuanta Cultural and Educational Foundation have been committed to caring for children and youth for a long time. Since 2012, we have responded to the “Surrounding with Love” plan of the Taiwan Fund for Children and Families (TFCF), and now it is entering its eleventh (11) year. As the only financial company among the TFCF’s partners, Yuanta FHC has integrated its resources to promote the Good Neighbor Child Protection Program through all channels and social platforms to educate the public about the importance of child protection.

Yuanta FHC strengthens the notification system for child protection cases through its 309 sales offices throughout Taiwan. Yuanta colleagues serve as child protection volunteers. Once a child is found to be in need of help or suspected of being mistreated, a Yuanta volunteer will go to the child’s home and care for him or her, or further report to the 113 protection hotline, 110 to notify the police, or contact the social bureau of involved county or city government. The Good Neighbor Child Protection Program extends from each office to the community to form a safety net, echoing the United Nations Sustainable Development Goal (SDG) 11 - Sustainable Cities and Communities, which uses the power of the community to get help to children in need in a timely manner.

Yuanta FHC leverages the advantages of its dense sales offices in securities, banking, life insurance, funds, and futures to boost the promotion of child protection concepts. The bank’s ATM operation interface, welcome system, electronic signage in the securities office, as well as the official websites of

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subsidiaries, Facebook fan groups, customer publications, and e-Statements, all have relevant publicity, bringing the benefits of virtual and physical integration into play and indeed making Yuanta FHC a “good neighbor for child protection.”

The TFCF has been involved in child protection services for 35 years, assisting over 28,000 children with prevention outreach in their homes, communities, and neighborhoods. The TFCF’s 2022 plan is to support, empathize with parents, accompany learning, and build a friendly environment to prevent child maltreatment. Yuanta FHC has long provided resources and sponsorships to the TFCF. During the COVID-19 pandemic, Yuanta FHC has even called on 51 Yuanta Group suppliers to create more than 1,000 “Epidemic Prevention Love Kits,” including child masks, alcohol wipes and other epidemic prevention materials to help disadvantaged children and families fight the epidemic.

Yuanta FHC and the Yuanta Foundation have been caring for underprivileged children for years. We hope that more caring companies will join us on the road of public welfare, and call on society to face up to the improper treatment of children to achieve the goal of child protection.



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