INTEGRATING PURPOSE: HOW THE PRIVATE SECTOR CAN BE A FORCE FOR GOOD



The holiday season is a time for reflection, connection, and giving back. At BMC, our annual **Season of Giving Campaign** embodies this spirit through a global initiative that includes volunteerism, fundraising, and providing **100,000 meals** to communities in need. This effort is dedicated to honoring the employees, clients, and partners who make up our ecosystem.

This commitment to giving is part of a larger vision: using the power of the private sector to address the world's most pressing challenges. The issues of poverty, hunger, inequality, and climate change may seem daunting, but they also present an opportunity for collaboration and innovation. While governments, nonprofits, and communities play essential roles, the private sector has the unique ability to accelerate progress. With the right tools, platforms, and networks, we can empower solutions that drive meaningful change and create lasting impact.

At BMC, we view this as a chance to make a difference. We're on a journey to embed purpose into our business model, leveraging our expertise to address global challenges in a way that is scalable and impactful. By partnering with nonprofits and investing in transformative projects, we're discovering how the private sector can be a catalyst for solutions that not only address immediate needs but also open pathways to a better future for all.

Aligning purpose with expertise

Corporate citizenship is most impactful when it aligns with what a company does best. At BMC we focus our tech expertise on:

- **Advancing digital accessibility**
  We ensure technology is inclusive and accessible, from web accessibility initiatives to device drives that redistribute technology to those who need it most. Through partnerships with organizations like **DV Safe Phone**, **Medic Mobile**, and **Compudopt**, we help place devices in the hands of those who can use them to improve their lives.
- **Accelerating tech nonprofits**
  We fundraise for and support **Fast Forward**, an accelerator for nonprofit technology enterprises that provides them with the funding, mentorship, and resources to solve critical issues in education, healthcare, and environmental sustainability.
- **Empowering communities through skills**
  We encourage our employees to use their expertise for good by volunteering as digital literacy tutors, mentors, and career coaches with organizations like **Robotex India**, **Raspberry Pi Foundation**, **Humsafar Trust**, and the **Joy Education Foundation**. Many also contribute by providing language translation for humanitarian efforts through platforms like **Tarjimly**.

While we continually strive to expand and improve these initiatives, each step forward strengthens our commitment to integrating purpose into our business model and creates meaningful opportunities for personal and professional growth within our team.

Driving long-term impact through purpose

The holiday season often inspires acts of generosity, but sustainable change requires a long-term commitment. At BMC, we focus on scalable innovations that create lasting ripple effects, such as:

- Empowering nonprofits to develop apps that connect underserved communities to healthcare resources.
- Supporting tools that bridge educational gaps in remote areas, ensuring access to quality learning opportunities.
- Encouraging open-source solutions that address environmental challenges like climate monitoring and sustainable farming.

For those looking to make a meaningful impact, I recommend exploring **Fast Forward's directory of tech nonprofits** to find organizations that align with your mission. Platforms like **GlobalGiving** host thousands of grassroots projects worldwide, from building computer labs for children to funding STEM coding camps. These opportunities allow businesses to contribute to systemic change while advancing their values.

The holiday season reminds us of the power of connection and collaboration. As members of the private sector, we have the opportunity to shape the world—not just through the products and services we create, but also through the purpose we embrace.

From all of us at BMC, we wish you a joyful holiday season and encourage you to make this year a turning point for **purpose-driven impact**.

#CSR