

Crown Worldwide celebrates global impact through “Giving Back Together” initiative

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[Crown Worldwide Group](#) is proud to report the remarkable global impact of its *Giving Back Together* initiative, a cornerstone of the company’s 60th anniversary celebrations. Rooted in the legacy of Founder and Chairman Jim Thompson, the initiative reflects Crown’s enduring commitment to the communities in which it operates, championing the values of compassion, sustainability, and social responsibility.

Since its inception, Crown has credited much of its success to the communities it serves. Jim Thompson’s philosophy of giving back has inspired generations of Crown employees to engage meaningfully with local causes. In 2024, employees contributed thousands of hours of volunteer work, supported by the company’s policy of providing 16 hours of paid volunteer time annually. In total, the Giving Back Together initiative has generated nearly 4500 volunteer hours worldwide, with teams and individuals across the company participating in over 50 local community volunteering activities.

To mark its 60th year, Crown launched the *Giving Back Together* initiative, a global volunteering campaign aligned with two of the United Nations Sustainable Development Goals: Quality Education and Climate Action. The initiative took the form of a “Diamond Relay,” with each Crown office around the world dedicating a week to dedicate their fundraising and volunteering efforts before passing the baton on.

Global highlights of Giving Back

- Vietnam: Country Manager Jamie Rossall cycled over 340km in three days to raise funds for the *Saigon Children’s Charity*, supporting school construction, vocational training, and special needs education. The Vietnam team also hosted a fundraising auction to support local education initiatives.
- Malaysia: Crown Malaysia raised funds for *Buku Jalan Chow Kit*, an NGO supporting stateless and underprivileged children. The funds will help refurbish shelters and improve access to education and

healthcare.

- India: In Kolkata, the Information Management team donated school supplies, clothing, and refreshments to students at *Seoraphuli Netaji Vidya Mandir Primary School*, fostering joy and learning.
- Middle East: The team partnered with *Thrift for Good* to promote circular economy practices, collecting preloved items to fund global education projects through *Gulf for Good*. They also supported *Dubai Cares* through fundraising events that benefit education programs in developing countries.
- United Kingdom: The Enfield office hosted a “Wear Your PJs to Work” fundraiser for the *Waverley Association for Special People*, supporting inclusive education. Team members also volunteered with *RedSTART*, delivering financial literacy education to primary school students.

A lasting legacy of impact

The Giving Back Together initiative stands as a practical expression of Crown’s values, underlining its commitment to acting responsibly on a global scale. From Asia Pacific to the Middle East to Europe, and the USA, Crown teams are united by a shared purpose: to uplift communities, empower future generations, and protect the planet. While the social impact has been extensive, the deeper impact has been internal. The initiative fostered a sense of unity across borders, connecting employees not just to their communities, but to each other. It became a shared experience that reinforced Crown’s values and strengthened its culture. The impact is felt not only in communities, but internally, strengthening culture, a sense of purpose, learning and performance.

“As we celebrate 60 years of Crown, we celebrate not just our business achievements, but the positive change we’ve helped create,” said Jennifer Harvey, Crown WORLDWIDE, Group CEO. “Giving back has shaped who we are, and it continues to guide where we’re headed.”