

# Philanthropy

## Highlights

1999 created Sasi Foundation  
 1999 became a Executive Chairman of the Foundation  
 Up to 2004 instrumental in reopening UNACTO office  
 Mentored the President and board members of UNACTO  
 2005 elected as Chairman of UNACTO Pro Team Committee to revive the branch which was suspended the same year  
 2006 President of United Nations Association of Canada Toronto until 2006  
 2006 Director of the Board of UNACTO

Philanthropy is very important to The Shroff family and to Firoz personally under his own social road map. It consists of combining philanthropy and commerce with time, experience and management. He created Sasi Foundation in 1999 to support non profit and philanthropic initiatives with commitment to disseminate social entrepreneurship globally. He is the Executive Chairman of the Foundation and is actively involved in the management and operation of it activities. He is also involved professionally, culturally and social with various non profits and charitable organizations. Mr. Shroff dedicates part of his time and talent to promote the Social Entrepreneurship cause through the foundation and is board member of several non profits. He is instrument in reopening UNACTO office as Chairman of pro team and than elected President of United Nations Association of Canada-Toronto United Nations Association of Canada-Toronto

Mr. Firoz Shroff was President of United Nations Association of Canada Toronto UNACTO until 2006 and now Director of the Board. He was elected as Chairman of UNACTO Pro Team Committee to revive the branch which was suspended in 2005. Prior to that in 2004 he was mentor to the President and board members to improve the function of Toronto branch. Mr Shroff continues to provide his resources including financial support, contributions and donations to UNACTO. He was also Sponsor and Founding member of UNAP United Nations Association in Pakistan that he helped to re established after 40 years of absence. Mr. Shroff is active in assisting to establish new country based UNA chapters as part of his philanthropic endeavors. He has also established a consulting firm that serves public listed companies and non profit organization to raise funds through his social entrepreneurship Consortium Inc.

Mr. Shroff as social entrepreneur through Homeland and Social Entrepreneurship Consortium Inc, Social Entrepreneurship Fund and Social Entrepreneurship Resource Bank plc supported by Sasi Foundation has endowed an internship program for MBA students at Tulane University through Professor Peter Ricchuiti, Dr. John B.Elstrott JR and Ms. Lina Alfieri Stern, Associate Director at Levy-Rosenblum Institute for Entrepreneurship, A. B. Freeman School of Business #7 McAlister Drive, Suite 401, Tulane University, New Orleans, LA 70118. The Social Entrepreneurship Program is virtually managed by Mr. Shroff who has committed to coach MBA graduates to diagnose intrinsic assets in public listed companies and than develop corporate structure taking into account both commercial and philanthropic needs of the stakeholders applying his Social entrepreneurship processes, methods and applications to create values for all stake holders.

To gain information and knowledge on his vision of Social EntrepreneurSHIP and the activities he proposes to carryout.

LRI website: <http://freeman.tulane.edu/lri>

TBPC website: <http://www.tulane.edu/~tea/>