heart to heart

https://actip.com.vn/pro-bono-programs/heart-to-heart-t72.html

Every year more than 10,000 poor Vietnamese children under 16 years of age are in need of life saving surgeries and congenital heart interventions. ACTIP Corporation’s “Heart to Heart” program pledges a percentage of the firm’s annual profit to Vietnam Television’s "Healthy Hearts for Children", a national charity which helps bring poor children healthy hearts.