

OPERATION
SANTA
CLAUS

愛心聖誕大行動



Annual Report 2023



Organisers:



South China Morning Post



Independent Charity Advisor:



Amount raised in 2023 (as of June 2024)

\$15,512,461



Major Donors 2023

Thank You



Learn more at oschk.org

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What is Operation Santa Claus?

Operation Santa Claus (OSC) is an annual Hong Kong Christmas charity campaign co-organised by two of the city's most respected news organisations, South China Morning Post (the Post) and Radio Television Hong Kong (RTHK). Its mission is to encourage the spirit of giving with love and care by leading – and also driving – real change within the community and beyond by supporting people in need.

Since 1988, the combined fundraising power of the Post and RTHK has helped OSC to inspire joy and goodwill across the city and raise over HK\$383 million for 353 different charitable projects.

OSC unites everyone in Hong Kong in fundraising efforts for a good cause in the run-up to Christmas, and connects corporations, schools, and members of the public with charities serving meaningful initiatives to enhance the lives of people within the community.

Every Christmas, OSC celebrates a message of benevolence within the community to remind everyone in Hong Kong that it is the season of goodwill to others. We wish to thank all of our amazingly generous donors and supporters over the past campaigns and look forward to making our Christmas 2024 campaign – and all those in the years that follow – special for those people most in need.

Campaign organisers

- South China Morning Post
- Radio Television Hong Kong

Independent advisory body

- Hong Kong Council of Social Service

Beneficiary selection committee (comprising representatives of):

- South China Morning Post
- RTHK Radio 3
- OSC Secretariat
- OSC major donors
- Hong Kong Council of Social Service



Impact at a glance

Since 1988



HK\$383 million

Funds raised



353

Charitable projects supported

In 2023



HK\$15.5 million

Funds raised



15

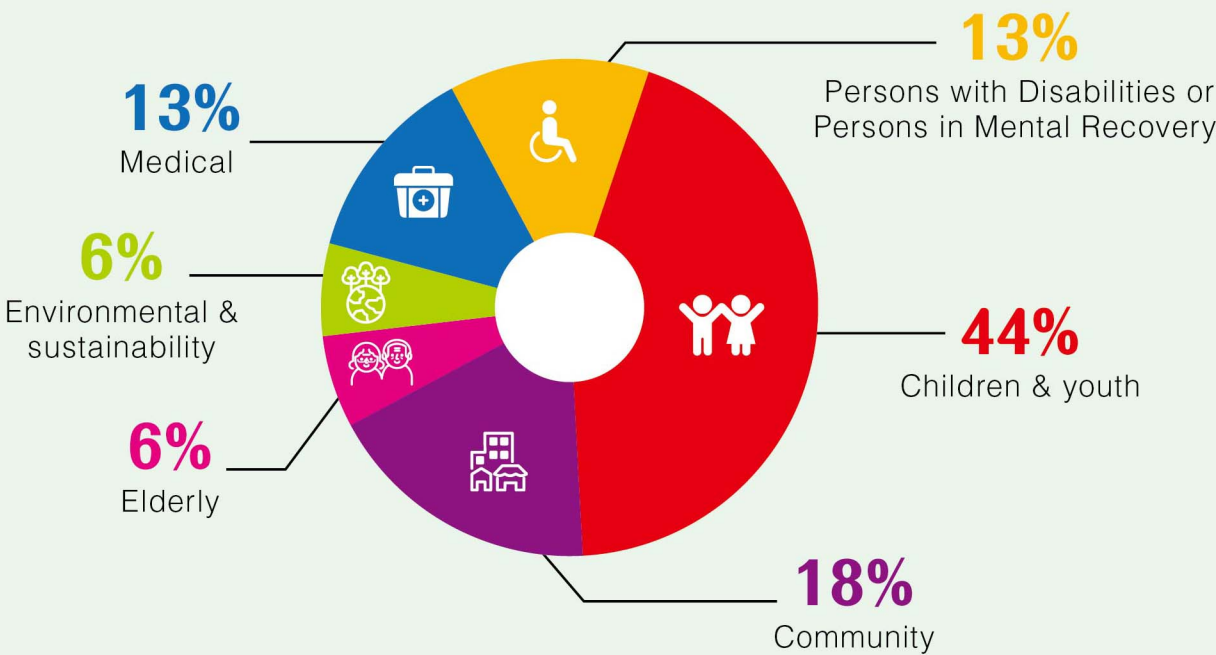
Charitable projects supported



141

Volunteers

Percentage of funds allocated per category:



Total media coverage:



68

Stories published by the Post in print and online on SCMP.com, and in Young Post



18

RTHK Radio 3 interviews



101

Social media posts (40 Instagram posts + 61 Facebook posts)



Opening ceremony



The 2023 campaign – which was themed “magic moments” – was launched on November 2 in support of 15 charitable projects focused on the categories of children and youth, community, environmental, people with physical or mental disabilities, medical treatments and the elderly.

Hong Kong Financial Secretary Paul Chan Mo-po praised the generosity of corporate donors and the wider community who have backed the fundraising drive by the Post and public broadcaster RTHK. “I applaud [all of] you for your love and support to the community, for your tireless efforts, despite your heavy respective workloads, to contribute to this good cause,” he said.

Also attending the event were Eddie Cheung Kwok-choi, RTHK's director of broadcasting, and Paul Wong, the Post's general counsel and company secretary. Cheung reiterated that the campaign's mission was unique because it sought to promote change in the community by offering a helping hand to those in need, while Wong thanked donors for helping to make the campaign possible and for making a difference that would change lives. “By making all these donations, you are planting seeds of love, which is no doubt the key ingredient to magic moments ... Just like magic, love is a funny thing, the more you give, the more you receive.” Wong said.



(Read the SCMP article on the launch by scanning the QR code)



Closing ceremony



As a grand finale, OSC celebrated its fundraising success by hosting its Closing ceremony at Crown Wine Cellars, in Shouson Hill, on January 31, 2024. It was the first physical celebration in the past five years, owing to the Covid-19 pandemic, and the gathering of more than 100 passionate supporters of a great cause was truly remarkable.

“We’re grateful that OSC made a strong comeback in 2023 after the pandemic,” Vincent Lee Hin-wah, acting deputy director of broadcasting at RTHK, said. “With two media organisations joining forces, it provides a great platform for the generous spirit of Hong Kong to shine through.”

Tammy Tam, editor-in-chief of the Post, said: “For the past 36 years, Operation Santa Claus has been spreading love and care, supporting the needy community and creating remarkable social impact. We would like to extend our profound gratitude to all our donors this year who generously contributed to the success of the 36th OSC, including corporations, organisations, schools and individuals.

Six organisations were honoured for their fundraising efforts.

Morgan Stanley was named the Top Corporate Fundraiser for the eighth consecutive year, while DSC International School was the Top School Fundraiser.

Hong Kong Disneyland Resort was named the Most Creative Corporate Fundraiser, and the Korean International School earned the title of Most Creative School Fundraiser.

Swire Properties received the Best Santa Helper Award, in recognition of its dedication to organising its signature White Christmas Street Fair since 2013.

HKT, in its first collaboration with OSC, joined forces with Swire Properties at the White Christmas Street Fair to offer gifts through a game booth with two giant claw machines. The initiative earned it the New Santa Helper Award.

(Read the SCMP article on the Closing ceremony by scanning the QR code)



OSC 2023 selection committee

The Operation Santa Claus selection committee is composed of professionals from diverse backgrounds across different sectors in Hong Kong with extensive experience and expertise in various disciplines. The committee serves an advisory role to establish, assign and monitor the annual objectives for OSC, beginning with the selection of each year's charity beneficiaries.

From a governance perspective, the Hong Kong Council of Social Service was appointed as the independent charity adviser in 2011 to carry out due diligence checks on all shortlisted charities. The varied backgrounds of committee members reinforces the credibility and neutrality of the selection process. In 2023, the committee comprised 11 distinguished members.



Alex Jenkins
Director of Communications
The Hong Kong Golf Club

Alex works for the Hong Kong Golf Club, which has raised funds for Operation Santa Claus annually through its Cup of Kindness charity event since 2019. Born and raised in Hong Kong, Alex was a journalist for over 10 years,

contributing to publications globally including the Post. Before taking up his current role, Alex was corporate affairs editor at Cathay Pacific Airways.



Niral Maru
Segantii Capital Management

Niral, who joined the firm in 2012, is part of the senior management team. He previously spent 25 years working in regulatory and compliance leadership roles in Asia. Niral holds a master's

degree in economics from the London School of Economics and a bachelor of arts degree in economics from the University of Delhi.



Carol Mai
(Former) Manager, Corporate Social Responsibility
KPMG China

Carol joined KPMG in 2022, where she was responsible for the project development, event coordination and strategic planning of the firm's corporate social responsibility team.

Kong Jockey Club Charities Trust, specialising in rehabilitation, medical and health, and poverty alleviation.

She has spent nearly a decade working in the grant making and philanthropic sector, including manager of charities at The Hong

Carol gained her master of philosophy degree in sociology (gender studies) at the Chinese University of Hong Kong (CUHK).



South China Morning Post

Cliff Buddle

Special Projects Editor
South China Morning Post

Cliff has been a journalist for almost 40 years. He began his career as a court reporter in London and moved to Hong Kong in 1994 to join the Post. He returned to the United Kingdom in 2022.

He has held a variety of editorial positions at the Post, including news editor, deputy editor and acting editor-in-chief. He writes a weekly column and has legal qualifications. Cliff has been associated with OSC for more than a decade.



South China Morning Post

Paul Wong

Head of Legal and Corporate Secretarial Department
South China Morning Post

Paul is a seasoned lawyer with an international background. He is qualified in both Australia and Hong Kong. In addition to his legal qualifications, Paul also holds a bachelor's degree in commerce.

Besides his career in the legal and business fields, Paul has volunteered for more than

10 years with the children's ministry at an English-language church in Hong Kong. He has also provided voluntary services in Australia and Hong Kong for refugees and the underprivileged. Paul is passionate about creating impact and empowering others to find their true purpose in life.



South China Morning Post

Mabel Sieh

(Former) Director of Corporate Social Responsibility
South China Morning Post

Mabel is a former journalist with over a decade of experience with the Post and Television Broadcast Limited (TVB). After time as the executive director of a local charity which helped empower children and youth in Hong Kong, she re-joined the Post in 2022 to lead company-wide CSR initiatives.

Before she was a journalist, she worked as an educator at both the University of Hong Kong (HKU) and the Chinese University of Hong Kong (CUHK). A former corporate

director and communications specialist, she also brings extensive experience in crisis management, communications and public consultation.

Mabel is passionate about creating impact and empowering others to find purpose in what they do. She is a professional coach, accredited by the International Coaching Federation (ICF) and, outside work, coaches people – especially young women – at university and early in their careers.



James Gould

(Former) Head of English Programme Service
RTHK

James Gould – or Jim as he is usually known – has held senior positions at Radio Television Hong Kong (RTHK) since 1995. For several years until January 2024 he was head of the English Programme Service, which comprises the public broadcaster's main English-language radio channel, Radio 3, and the bilingual fine

music, arts and culture channel, Radio 4. Jim's previous roles included executive producer of the station's English current affairs and arts programmes on television, and senior editor in the radio newsroom. His current title is Advisor (English Programme Service).



Phil Whelan

Senior Producer
RTHK

Phil Whelan is a senior producer at RTHK Radio 3 and also presents the popular daily radio talk and music show *The Brew*. Formerly a professional clarinet player, he graduated from London's Trinity College of Music in 1989.

He has performed with groups such as the London Swing Orchestra, the Hong Kong Philharmonic, The Sadlers Wells Royal Ballet Orchestra, and the orchestras of London productions of *Phantom of the Opera*, and *The Sound of Music*.



Angie Man

Multimedia Editor, Senior Programme Officer
RTHK

Angie has worked in the media industry for more than 25 years. Previously, she worked in Chinese media including Mingpao Weekly and Mingpao.com, mainly writing about travel and health.

She joined RTHK in 2008 as a multimedia editor, managing webpage content and social media. Additionally, Angie works closely with presenters producing radio shows, podcasts

and managing special projects for Radio 3. She coordinates the annual English writing competition, "*Hong Kong's Top Story*", and produces the weekly shows *Hashtag Hong Kong* and *Book Club*.

Angie graduated from CUHK with a bachelor's degree in history, and HKU with a master's degree in journalism.



Christine Kwan

Head of Impact Giving
The Hong Kong Council of Social Service

Christine plays an active role in enhancing charity accountability and transparency, including due diligence on recipient charities involved with overseas and cross-border giving. She facilitates effective partnerships between donors and NGOs and manages grant programmes for foundations, private donors and companies.

Christine is a former head of communications and fundraising of an NGO serving people with disabilities. She holds a bachelor's degree in social science and a master of arts degree from CUHK. She serves as an independent charity adviser to OSC.



Irene Kwan

Senior Manager
Operation Santa Claus

Irene is a passionate and committed social worker. She has more than 15 years of experience driving service innovation and excellence in the social services and health care industry, across children and youth, elderly, mental health and oncology settings.

She graduated from HKU with a bachelor's degree in social work and a master of social sciences degree in social service management, and has a postgraduate diploma in health services management from HKU Space.

OSC ambassador 2023



Robynn Yip
Singer

I would like to thank the Post, RTHK and OSC for organising this meaningful initiative for its 36th year.

As the theme of this year is “magic moment”, I would also like to share my personal magical moment, which was when I realised that I was

pregnant with my first child. And it was during the Covid-19 pandemic in 2020. It was a major surprise and the biggest blessing.

I feel more connected to children and youth, and Hong Kong, as a place, can further groom and support them in whichever way we can.



Messages from the OSC team



“ It’s always a great pleasure for us at RTHK Radio 3 to work closely with our partners at the South China Morning Post to help make Operation Santa Claus such a valuable part of every Christmas festive season.

Over the years since 1988, Operation Santa has become firmly established as a major annual charity campaign. We are able to use our status as two of Hong Kong’s leading English-language media organisations to share the good stories about the great work being done by the dedicated charities, as well as the generosity of our corporate donors, and the many schools, community groups and individuals who all contribute, in the spirit of Christmas. ”

Tse Hung-fei
Acting Head of English Programme Service
RTHK





“ OSC 2023 was a gratifying yet challenging fundraising campaign. We witnessed the power of unity in Hong Kong as we brought together the people of Hong Kong for a meaningful cause during Christmas. The beauty of the campaign is to spread love and care to the needy and bring a lasting impact in the society.

We are immensely grateful for the generous support of our donors, our partners and NGOs, as well as the unwavering support from RTHK and the dedicated OSC team, all of whom played a crucial role in making the OSC 2023 campaign a great success.

A special “thank you” goes to our current and former team members, including Mabel Sieh, Ariel Lo, Lucy Lau, interns from CityU and HKU, and the volunteers at SCMP Serve, Time Auction and Mandarin Oriental Hong Kong for their invaluable contributions. We cherish their support and commend their selflessness in uplifting our community. ”

Irene Kwan

Senior Manager, Operation Santa Claus
SCMP Charities Limited





The selected beneficiaries* for OSC 2023 and their projects are listed below:

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
CHILDREN AND YOUTH		
亞太區青年發展基金 Asia Pacific Youth Development Foundation Established in 2017, Asia Pacific Youth Development Foundation (AYF) aims to advance youth's future by narrowing down the gaps in opportunities of young people from different social ladders. ICE INTERCULTURAL EDUCATION A social enterprise that aims to nurture global citizens by providing a learning platform for cross-cultural dialogue, 21st century skills development and global learning.	D-Generation: Impact Career Programme (DGen) is a community education initiative to help local youth by bridging the gap between education and employment. The project works with organisations, schools and students to curate a range of future-ready social impact youth programmes, which offer targeted, sustainable solutions to help people improve themselves. The Impact Career Programme builds a platform offering all-in-one social impact solutions to empower underprivileged yet motivated youths aged 18 to 24, who are not at university (e.g. associate degree programmes or vocational training). It helps them gain access to intensive career development through training, network building and practical work experience, to prepare skills and mindset for an impactful career in the future.	60 students to receive training

“ **Asia Pacific Youth Development Foundation (AYF) (in collaboration with Inter Cultural Education) (ICE)**

OSC funding was important to strengthen our current programmes and create more opportunities for young people ... We want to unlock the potential of the youth and narrow down the opportunity gap ... This is for the betterment of Hong Kong.

Dan Cheung Lok-kan
Co-founder, Asia Pacific Youth Development Foundation

Till Kraemer
Director, Inter Cultural Education



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
Inspiringgirls Inspiring Girls Hong Kong empowers girls in their career development, particularly those from disadvantaged backgrounds and marginalised communities.	EmpowerHer Future: Girls Social Mobility is an innovative career and financial literacy programme that supports disadvantaged girl students aged 14-18. It is focused on helping them to build self-confidence and a positive attitude towards money. The programme integrates role model insights, immersive career and money-management workshops, activity-driven learning and practical work experiences. The content will be co-curated in collaboration with leading financial corporations. Every girl who joins the programme will receive a lifetime access to an online portal, offering continuous learning content, the chance to monitor their progress through gamified assessments, and various incentives such as additional courses, cash coupons, mentors, and work-placement opportunities. This comprehensive approach empowers girls to navigate career paths and financial choices knowledgeably, ensuring a fairer start in life.	1,500 girls, aged 14 to 18, across 10 schools



“ **Inspiring Girls Hong Kong**

Many girls with low socio-economic backgrounds are also pushing them to try to find a job sooner rather than later because they want to support their family financially ... The project offers financial literacy that helps girls to find jobs, earn a higher income and become better at managing issues such as debt.

Ines Gafsi
Director and Chair,
Inspiring Girls Hong Kong



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*Children's Cancer Fund received non-project-based donation

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
 Since 2015, IBEL has been committed to educating and empowering students from underserved Non-Chinese-speaking (NCS) communities.	IBELieve Kindergarten provides frontline support services to empower Hong Kong underprivileged and educationally marginalised non-Chinese-speaking children, by providing them with an inclusive and equal-learning opportunities based environment at kindergarten age – and alongside Chinese children. It offers a platform to nurture their social integration and upward mobility. IBEL offers a free Chinese medium-of-instruction kindergarten in Yau Tsim Mong District. The kindergarten was granted a licence by the Education Bureau (operating as the IBEL Rusy and Purviz Shroff Charitable Foundation Kindergarten) in April 2024.	81 kindergarten children
 SLCO Community Resources promotes the effective use of sign language and other visual aids in educational settings to enhance learning abilities.	Effective Signed Intervention for Special Educational Needs (SEN) Children The project aims to promote sign language as an alternative strategy to support SEN children's language and communication development, and to encourage caretakers and trainers to use sign language to complement spoken instructions in daily learning activities and training, enhancing intervention effectiveness with better communication. It also provides sign language learning and experiential activities, teaching materials and training to SEN children, their families, teachers and related professionals.	1,600 SEN children and 3,200 family members 650 professionals and teachers 32 special schools and service units that serve SEN children



Integrated Brilliant Education

It was crucial to help the marginalised ethnic minority “daughters and sons of Hong Kong” assimilate and excel ... If the children are not being educated, or are not skilled enough, there’s going to be intergenerational poverty.

Manoj Dhar
Co-founder & CEO,
Integrated Brilliant Education



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SLCO Community Resources

It was gratifying to once again receive funding from banking giant Morgan Stanley, through OSC. We want kids who can’t even say they want to eat an apple or go to the bathroom in sign language to learn the basics.

Chan Fung-mei
Senior Project Coordinator,
SLCO Community Resources



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
 Established in 2011, Teen's Key Hong Kong is a nonprofit organisation committed to helping young women – no matter their situation or circumstance – gain access to the information, services, and support they need.	Key to Healthy Consent Project aims to promote healthy communication and consent in relationships between young people, with an emphasis on preventing sexual violence and harassment. It empowers individuals with the knowledge and skills needed to navigate complex social situations and encourage healthy relationships. The programme creates a youth-friendly curriculum aimed at young people aged 13 to 25 which promotes respectful and consensual behaviour. It comprises in-school workshops and bootcamps, online integrated resources, youth ambassador training as well as crisis intervention for at-risk cases.	200 youth aged between 13-25 who are at risk of facing sexual violence and harassment



Teen's Key Hong Kong

Many Hong Kong teenagers were not well informed about how to practise safe sex or tell their partner what they were comfortable with ... We hope the curriculum and knowledge will help them make healthy informed choices.

Rachel Chow Chiu-yan
Head of Resource Development,
Teen's Key Hong Kong



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
 Established in 2013, The Hub focuses on providing underprivileged children and youth with equal opportunities to reach their full potential and become future change-makers.	Teens Mental Health Club Project aims to help establish a healthy community with better mental care and support among less privileged teenagers. It uses the PERMA model – which stands for “Positive emotions”, “Engagement”, “Relationships”, “Meaning”, “Achievement” – to conduct three programmes: Mindfulness (mindfulness programme, activity and community education workshop); Psychosocial (individual assessment and counselling, support group, and overnight camps); Information & Communication Technology (create a mental health mobile app).	1,826 adolescents, aged 10-16, from low-income families in Sham Shui Po



“ The Hub Children and Youth Centre Limited (The Hub)

Our team came up with the idea for the project after noticing an increase in stress levels during the pandemic among teenagers and parents living in Sham Shui Po. We want to raise awareness about mental health among underprivileged children because they have no resources.

Josephine Leung Wai-lin
(Former) Executive Director,
The Hub Children and Youth Centre Limited



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
 The foundation, set up in 2013, aims to improve the lives of Hong Kong's ethnic minorities by reducing suffering and providing opportunities by outreach in the community and driving systemic change.	Special Educational Needs (SEN) Centre for Ethnic Minority Children The project works to improve the lives of Hong Kong's ethnic minorities by reducing suffering and providing opportunities. Its project is a holistic programme helping ethnic-minority children who are thought to have – or have been diagnosed with – SEN at primary school, and their families with individualised guidance and 10 therapy sessions for free. It will be run by qualified professionals who speak Hindi/Urdu/ Nepali/English, the native language of many of the parents, and understand their cultures.	34 ethnic minority children with diagnosed or suspected special educational needs and their families



“ The Zubin Mahtani Gidumal Foundation

There was no way they could run the three-year project without the support from OSC and Morgan Stanley, and [it was] hoped there would be more financial help in the future so it could assist more families in need.

Sandy Chan Wai-shan
Operations Director,
The Zubin Mahtani Gidumal Foundation



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
COMMUNITY		
 CENTRE FOR REFUGEES Established in 1985, Christian Action's mission is to serve those who are disadvantaged, marginalised, displaced or abandoned. The Centre for Refugees, set up in 2003, is Hong Kong's first and only self-financed drop-in community centre for asylum seekers and refugees.	The Employability Programme The project – the continuation of the Employability Programme launched in 2017 – provides training and capacity building (such as workplace culture training, a baking class and hospitality training) with international certifications, as well as covering psycho-social assessment fees and continuing support for the employment for refugees in Hong Kong.	100 existing Employability Programme clients (refugees with status approved) Another 20-25 asylum-seekers who are anticipating approval of status in near future



“ Christian Action – Centre for Refugees

The main aim is to provide proper training to a group of people who are in a position to work, to give dignity and life back to them.

The funds from OSC will support the centre's computer training efforts, cover medical check-ups required by immigration authorities and fees for internationally recognised courses, with a curriculum spanning baking, barista skills and cosmetics.

Chandni Puri
Programme Coordinator,
Christian Action – Centre for Refugees



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
 ImpactHK provides holistic support for people experiencing homelessness and empowers them to transform their lives. It was founded in 2017.	Centre 29 Community Centre is a community-based centre which addresses social problems associated with homelessness. OSC's funds will support the centre's daily operation, such as providing employment opportunities for people with prior experience of homelessness, offering training and development opportunities for those experiencing homelessness – becoming the logistic centre for their community outreach programmes. It will also serve a place where the local community can gather to build a more inclusive community. The centre provides users with a place offering immediate relief from weather, while helping them to attain food security and access essential goods and services. It also facilitates and cultivates a sense of community, provides employment for four individuals as assistants with previous experience of homelessness, as well as early identification and prevention of re-homelessness through staff observations.	480 homeless individuals 1,120 volunteers, local community members and guests



“ ImpactHK

The funding was much needed to tackle the significant surge in homelessness since the coronavirus struck the city ... Many homeless people lived below the poverty line and were isolated from society.

Jeff Rotmeyer
CEO and Founder,
ImpactHK



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
 RainLily, set up in 2000, is the first sexual violence crisis centre in Hong Kong providing a one-stop support service.	An ecosystem of support for victims of sexual violence - Legal Support Project The project aims to establish a sustainable network with law firms to provide legal consultation services and legal representation services to women who are the victims of sexual violence. It will also empower victims of sexual violence to make well-informed legal decisions with sufficient legal information, build public awareness about sexual violence and encourage victims to actively seek help.	140 victims of sexual violence who need legal support 45 caretakers who join the workshop on handling sexual violence 8 legal partners, public audience of 10,000, through online promotion



“ RainLily

Funding for the programme will help RainLily staff to provide resources for victims, including finding a lawyer who will work pro bono, and give gender and trauma sensitivity training to lawyers or law firms willing to help.

Rebecca Lam Wai-men
Senior Project Officer,
RainLily



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
ELDERLY		
 Saint Barnabas' Society and Home has been serving the poor and the homeless in Hong Kong since 1987.	Prevention of fall and fragility fractures for underprivileged elderly people The project invites 100 at-risk elderly people to have an assessment of their risk of fall injury, followed by providing a DEXA bone-density scan that can diagnose osteoporosis for those in need. Follow-up consultations, medications for interim management with walking aid and fall prevention shoes to be provided to those in need. Coach/ therapist-guided training programmes will also be provided to diagnosed participants. The project aims to provide preventive management and reduce the possibility of severe morbidity and mortality.	100 elderly people



“ Saint Barnabas' Society and Home

It's very important for Hong Kong society to pay attention to elderly fall prevention ... They are always underdiagnosed and do not receive proper preventive management.

Dr Lui Wai-hee
Chairman and Specialist in Orthopaedics and Traumatology,
Saint Barnabas' Society and Home



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
ENVIRONMENTAL AND SUSTAINABILITY		
 Founded in 2001, Foodlink Foundation is dedicated to fighting hunger, building self-sufficiency and fostering nutritional wellness among those in need.	We Love Green Foodstore – Project Extension (aka Foodlink Mart Phase 2) The project is an extension phase of Foodlink Mart, a store at the centre of the charity's community-based green food distribution programme, which opened in Kwun Tong in April 2023 thanks to OSC funding in 2022. The programme involves safe-to-eat surplus fresh produce and packaged food from supermarkets, hotels and restaurant chains being collected and delivered to the store, where it is sorted and distributed to underprivileged people in the community as food assistance. Phase 2 aims to expand the food collection network, improve logistical management, increase the number of NGO partners and to accumulate enough impact statistics to help ensure it becomes a sustainable operation in the future.	3,600+ underprivileged individuals



Foodlink Foundation

Because it's a shop for them [elderly beneficiaries], it gives dignity back to them ... They enjoy working there very much because they can regain self-esteem, contribute to society and help those less fortunate than them.

Aurea Yung Yee-wah
Head of Operations,
Foodlink Foundation



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
MEDICAL		
 Established in 2007, Children Chiropractic Foundation Limited (CCF) is a charitable organisation that focuses on children's spinal health.	Children Complimentary Chiropractic Care Programme The project aims to improve deprived children's spinal health by correcting their vertebral subluxation – a misalignment or minor dislocation of the bones of the spinal column which can put pressure on a spinal nerve – through spinal adjustment and rehabilitation exercises, enhance their spinal nervous system function, prevent spine health problems and to unleash their body's potential. It will also raise public awareness of the importance of children's spinal nervous system health.	150 children aged 16 or below who are receiving Comprehensive Social Security Assistance Scheme and The School Textbook Assistance Scheme/ Tuition Fee Allowance/living in subdivided flat



Children Chiropractic Foundation Limited

We believe every child should have this opportunity. The spine has nerves linking it to many parts of the body. If spinal problems are not dealt with, it can affect the child's overall health, development, and [academic] performance. The parents of a child with cerebral palsy, who cannot sit, stand or turn unassisted, saw a big difference in his overall health in the six months since he began receiving spinal adjustments. It didn't help only one person, it helped the whole family.

Cindy Tsang Sin-ting
Chief Executive,
Children Chiropractic Foundation Limited



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ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
PERSONS WITH DISABILITIES OR PERSONS IN MENTAL RECOVERY		
 Since 1965, the Home of Loving Faithfulness (HOLF) has been providing lifelong love and full time residential care for children and adults from Hong Kong, all who have mild to severe intellectual and physical disabilities	The organisation aims to provide a gold standard of lifelong care for those with mild to severe intellectual and physical disabilities in a Christian family setting. They seek to engage, empower, and potentially to employ higher functioning adults with special needs in various parts of home life, such as in their kitchens, laundries, gardens and in housekeeping and administration and other homecare tasks.	15 residents



“ Home of Loving Faithfulness

We care for our residents in a family setting. It's comforting for their families to know this is the place for them to live till the end of their life because it provides care from cradle to grave ... We are grateful for the OSC fundraising campaign for not only its donation, but also highlighting the services it provided to draw in a new generation of donors and volunteers.

Gretchen Ryan
Acting coordinating Superintendent,
Home of Loving Faithfulness



SCMP



RTHK

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
 YAMA Foundation, established in 2016, aims to provide equitable access to yoga, arts and meditation services to Hong Kong's most vulnerable communities.	Yoga & Expressive Arts Therapy for Disadvantaged Communities The project provides physically and financially accessible care for people with special needs and in poverty through Yoga and Expressive Arts Therapy. It has teamed up with 10 NGO partners to improve students' body awareness and well-being via a 1:1 Adaptive Yoga Therapy Scholarship for children, as well as Group Expressive Arts Therapy.	120 SEN children/ young adults 120 families & 10 community NGO partners



“ YAMA Foundation

The OSC funding was very important ... This project wouldn't have been able to run to the extent it has without the support of OSC ... No one is left behind. It's making well-being accessible to all.

Hersha Chellaram
Founder and Executive Director,
YAMA Foundation



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Five-a-side football tournament 2023



About 250 players, including school children and corporate executives, took part in a five-a-side football tournament co-organised by Hong Kong Football Club (HKFC) and OSC at Happy Valley Recreation Ground on November 19.

In celebration of its 36th anniversary, HKFC and OSC once again combined their efforts to provide young players with a meaningful opportunity to support children and families from underprivileged backgrounds. This collaboration not only offered valuable support to those in need, but also helped to instil in the participants the importance of taking part in community projects from a young age.

Three groups, comprising 17 players, aged 10 or under, were coached by Laurent Laporte, head coach of HKFC's under 10 team.

"Playing football together while supporting charitable causes is truly worthwhile," Mark Grainger, chairman of the HKFC soccer section, said. "The tournament was very meaningful for the young players, as it gave them the opportunity to support children and families from underprivileged backgrounds and helped instil the importance of contributing to one's community at an early age."

He said he strongly believes in football's unique ability to bring people together and create a sense of unity, which has led to HKFC's long-standing involvement in the tournament.

The participating **Corporate Teams** were:

- Chubb Insurance Hong Kong
- Hong Kong Football Club
- Hogan Lovells
- UBS

Junior Teams:

- Asia Pacific Soccer School
- Chinese International School
- Heng Wah
- Kowloon Cricket Club Football
- Major League Football Academy
- Tai Tam Tigers

OSC also expresses thanks to the following associations for their involvement and support:

- The Football Association of Hong Kong, China Limited
- St John Ambulance

(Read the SCMP article by scanning the QR code)



2023 major donors

Christmas is made all the more special by the continuous support from our major donors:

25+ years	Morgan Stanley  SWIRE PACIFIC
20+ years	 UBS  WING DING SQUASH
15+ years	 SINO GROUP 信和集團  Maxim's
10+ years	 大新銀行 DAH SING BANK  DEACONS 的近律師行  ETAK 50 th Since 1969  養和醫療 HKSH Medical Group PACIFIC PLACE  SEGANTII  SWIRE PROPERTIES
5+ years	 香港哥爾夫球會 HONG KONG GOLF CLUB  KOWLOON SHANGRI-LA HONG KONG  KPMG  NINA HOSPITALITY  THE ITALIAN WOMEN'S ASSOCIATION
2+ years	 CHINACHEM GROUP 華懋集團  HONG KONG DISNEYLAND 香港迪士尼樂園  HKEX Foundation 香港交易所慈善基金
Recent Donors	The Shaw Foundation 邵氏基金會  HKT

Citywide fundraising events

Every year, OSC launches its public fundraising campaign before Christmas to celebrate the season of caring, sharing and giving to those who may be less fortunate. Here are a series of fundraising events organised by our donors.

Fundraising achievements (as of June 2024)

21 companies	7 clubs and associations
HK\$11,779,063	HK\$2,252,361
16 schools	General public
HK\$391,867	HK\$1,089,170
Total: HK\$15,512,461	

Top 5 fundraisers

(2023: Morgan Stanley, Hong Kong Golf Club, Segantii, Hong Kong Sanatorium and Hospital, Hong Kong Disneyland Resort)



Morgan Stanley

Morgan Stanley, a long-standing OSC donor, has once again broken its own fundraising record, this time collecting **HK\$5.5 million** for OSC. This year's fundraising efforts consisted of three parts: the traditional Bake Auction, the Director's Choir, and a new element called the Managing Director's Charity Auction. The two-day campaign allowed senior leaders to donate more than 50 unique experiences and items for staff to bid for.

Morgan Stanley

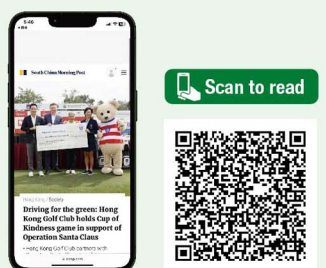


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"At Morgan Stanley, giving back is deeply ingrained in our core values," Gokul Laroia, Morgan Stanley's CEO of Asia, said. "Every year, our Hong Kong employees come together, combining their creativity, talent and generosity to raise funds for charity. And they have fun doing it."





Hong Kong Golf Club

Hong Kong Golf Club held the annual Cup of Kindness Tournament to support local charities. **HK\$1.5 million** was raised for OSC. After a nearly four-year hiatus, the club teamed up with the Asian Tour's International Series to bring back the highly anticipated Hong Kong Open. Interactive family-friendly activities and a designated game were designed to raise additional funds for OSC.

"The collaboration with OSC is a great way to raise awareness about the sport, as well as the community," Andy Kwok Wing-leung, the club captain, said. "It also brings many of our members together as our common cause to help others further unites us."



Segantii Capital Management

Segantii Capital Management has been a generous and long-standing backer of OSC. This year, Segantii, based in Central, teamed up with the Foodlink Foundation, one of this year's beneficiaries, to organise a party for children from ethnic-minority backgrounds. The atmosphere at the Segantii office buzzed with excitement as the youngsters, many who live in subdivided flats, enjoyed a mouthwatering feast, as well as games, a lucky draw and learning how to upcycle old wine corks. Segantii donated **HK\$1 million**.

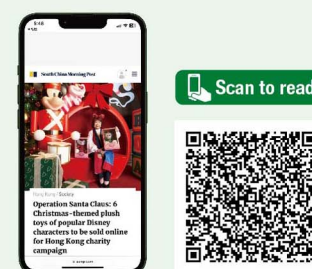
"We have consistently supported OSC for the past 13 years, Kurt Ersoy, CEO of the company, said. "As a firm that was established just 16 years ago, with Hong Kong as our headquarters, it has been a privilege to contribute to such a meaningful cause."



Hong Kong Sanatorium and Hospital

The Hong Kong Sanatorium and Hospital held its HKSH OSC Month 2023, comprising two major events, "Let's Shake It Out for Charity" and "HKSH Christmas Party", on December 16. The outdoor Christmas party featured festively decorated booths serving home-made food and drinks, as well as culinary competitions, including "Super Chef with Love", where teams of medical professionals squared off to make the tallest and most creative Christmas tree. The activities helped the hospital raise **HK\$880,804**.

"We have been supporting OSC since 2009," Joseph Chan Woon-tong, the hospital's deputy medical superintendent, said. "OSC supports charities which look after the mental and physical health of members of our society... the OSC activities allowed staff to enjoy themselves and encouraged them to look after their health."



Hong Kong Disneyland Resort

The fifth edition of the "Holiday Wishes Charity Postcards" fundraiser saw guests at Hong Kong Disneyland Resort help to support OSC by donating HK\$10 to send Christmas wishes on a postcard to their family and friends. Two new festive Disney-themed cards were introduced for the first time – one with characters from Mickey Mouse and Friends and the other featuring Duffy and Friends. The initiative raised more than **HK\$500,000**.

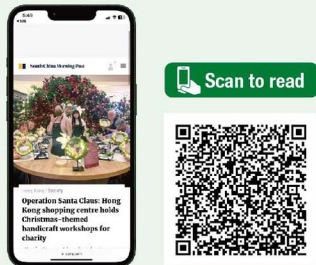
Another new addition saw the Disneyland resort donate the proceeds of an auction of six limited-edition Christmas plushies – handmade by skilled artisans, featuring the popular characters of Duffy and LinaBell. Keen bidding raised over **HK\$300,000** for OSC.

"Through these initiatives, Hong Kong Disneyland brings joy and positivity to the community," Mary Lam, director of merchandise at Hong Kong Disneyland Resort, said. "Each year, tens of thousands of Christmas cards filled with wishes and dreams are delivered from our guests to their loved ones."

Major donors



PACIFIC PLACE



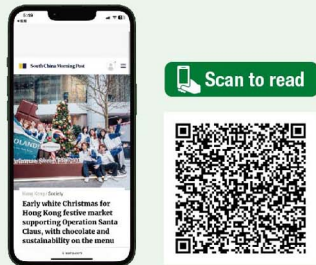
Pacific Place

Pacific Place shopping centre in Admiralty, on Hong Kong Island, launched Christmas-themed craft workshops as part of its “Fairytale Christmas” events raising funds for OSC. Adults could create snowdrop lamps and fairy wreaths, while children were able to make mushroom terrariums – sealable glass containers that typically hold miniature plants. Pacific Place generously donated more than **HK\$600,000**.

“Christmas is a season of love and giving, and our collaboration with OSC allows us to connect stakeholders for a shared cause and make a positive impact.” Wing Chiu, general manager of Pacific Place at Swire Properties, said.



SWIRE PROPERTIES



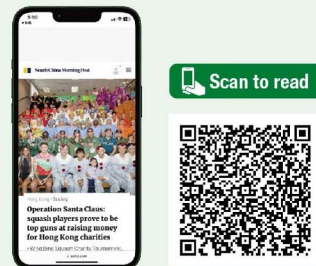
Swire Properties

With the theme of “Chocoland”, Swire Properties’ White Christmas Street Fair made its regular return to Taikoo Place, Quarry Bay, in early December to celebrate Christmas in Hong Kong. For the first time since 2013, the street fair, offering specially created chocolate-themed food and drinks and 28 stalls, was held over two weekends. Supported by F&B caterers and 28 stalls, the fair raised more than **HK\$470,000** for OSC.

“This year’s edition is no exception, as all proceeds will be donated to Operation Santa Claus 2023, which supports various charitable organisations aimed at helping the community,” Guy Bradley, chairman, Swire Properties, said.



WING DING SQUASH



Wing Ding Squash

The 25th Wing Ding Squash Charity Tournament in Hong Kong raised more than **HK\$448,000** for OSC. This event, featuring 182 players aged 8 to 81, combined fun and charity, with participants dressing up in themed costumes. The funds were raised through participation fees, donations and corporate sponsorship.

“One hundred per cent of what we raise goes to Operation Santa Claus and we know the 15 charities [projects] they fund are worthy causes,” Stephen Gollop, chairman of Hong Kong Football Club’s squash section charity subcommittee, said. “It’s just to put something back into the community.”



DEACONS 的 近 律 師 行



Deacons

Thirty-five volunteers helped to warm the hearts of a group of about 50 underprivileged elderly Hongkongers with a “Meals for Seniors Day” held at Saint Barnabas’ Society and Home in December, which formed part of law firm Deacons’ 13-year-long support for OSC. The volunteers hung up Christmas decorations at the venue in Western District, prepared and served food, performed a music show, chatted and sang songs with the guests and gave them gifts, before helping with the clean-up. Deacons also donated **HK\$300,000** to OSC.

“I strongly believe in actively taking part in projects and directly interacting with the beneficiaries, rather than solely donating money,” Lilian Chiang Sui-fook, senior partner at Deacons, said. “OSC provides us with the opportunity to do just that.”



Scan to read



Chinachem Group

As part of Chinachem Group's commitment to promote inclusivity and youth development, the Hong Kong property developer hosted an educational bus tour for a group of ethnic-minority children from IBEL, one of the OSC beneficiaries.

The youngsters were treated to a guided tour of Central Market, one of the city's first wet markets, which delved into the long history and revitalisation of the four-storey landmark. The group also engaged various volunteers – recruited from CCG Hearts, its rewards programme – to encourage volunteerism, and made a **HK\$200,000** donation to support OSC.

"Volunteering with OSC stems from a deep-seated belief in spreading love – a gift that everyone deserves," June Ng, corporate communications manager at Chinachem Group, said.



THE ITALIAN WOMEN'S ASSOCIATION



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Italian Women's Association

The "Il Mercatino di Iwa" charity fair, organised by the Italian Women's Association in Hong Kong, successfully raised **HK\$200,000** for OSC. Held at the Duchess of Kent Children's Hospital, this event featured over 100 volunteers and attracted a diverse crowd to shop for goodies during Christmas. The fair offered a wide range of products and an Italian-themed food court, making a return after its pandemic hiatus.

"Working with OSC is a source of inspiration for our association, given the similar nature of our work," Federica Betteto, president of the association, said. "Cooperation with OSC enables us to get to know a greater variety of charities registered in Hong Kong."



Scan to read



Dah Sing Bank

Dah Sing Bank organised a basketball tournament on November 25 at Southern Stadium, in Wan Chai to support OSC. The "Dah Sing Charity Score Challenge" featured the bank's staff, young basketball enthusiasts, including those from The Hub Children and Youth Centre (The Hub), and students from the bank-sponsored Tsing Yi Wolf-Warriors team. The event, which saw a donation made for every basket scored, raised **HK\$200,000** for the charity initiative.

"This year we got a chance to share the passion of basketball and promote the positivity of playing sports to the children from The Hub, while also raising awareness about different charitable work in the community," said Jacky Cheung Man-ming, a senior manager in the bank's IT department, and captain of one of the basketball teams.



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KPMG China

KPMG, a major accounting firm in Hong Kong, hosted a number of activities such as bingo lucky draws to promote generosity and donations among its staff, which successfully raised **HK\$200,000** for OSC.

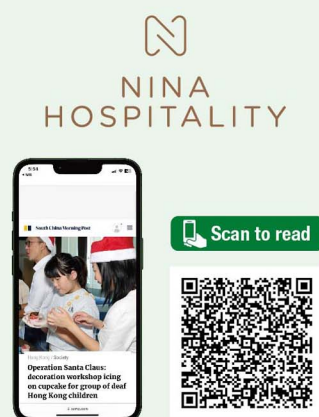
"This collaborative approach fosters healthy competition and camaraderie, motivating team members to contribute more towards our charitable initiatives, resulting in amplified fundraising efforts and greater overall impact," Kristen Mundy, director of KPMG's government and infrastructure department, said.



Nina Hospitality Group

Sixteen deaf children participated in a Christmas cupcake workshop at Nina Hotel Tsuen Wan West, organised by Nina Hospitality in collaboration with OSC. The event, featuring sign-language interpretation, 18 volunteers, and festive activities, benefited youngsters from SLCO Community Resources. Each child received a box of palmiers – sweet, palm-leaf-shaped French pastries – from the hotel's patisserie. The group also donated **HK\$200,000** to OSC.

"We look at Operation Santa Claus as an essential part of us giving back to the community," said Simon Manning, Nina Hospitality's managing director and one of the volunteers. "It's very good for our employees to know that their job is not just about working, but also giving back to the community at the same time."



Sino Group

Sino Group hosted a green Christmas party at the Fullerton Ocean Park Hotel Hong Kong on December 17 for children with special educational needs from ethnic-minority groups in Hong Kong. The event featured a Christmas buffet and workshops for upcycling Christmas ornaments.

Children and families from the Zubin Foundation took part in creating decorations and enjoyed festive activities, including meeting the hotel's mascot Panda Fufu. The event aimed to foster inclusiveness and environmental awareness. The group donated **HK\$200,000** to OSC.

"We're delighted to partner with OSC once again for the 19th year," said Vivian Lee, group general manager for corporate marketing, communications and sustainability at Sino Group, adding that the Christmas party helped to create a memorable and inclusive experience for ethnic-minority children.



Swire Pacific

This year, Swire Pacific donated **HK\$200,000** to OSC. On top of its efforts in raising money for the annual charity campaign, the Swire Pacific programme, TrustTomorrow, also organises over 70 projects, which since 2020 have benefited more than two million people through the connection with different NGOs.

"Both TrustTomorrow and OSC share a common goal of serving and providing support to the local community and those in need through community, education and sustainability projects," James Tong Wai-pong, director of public affairs at John Swire & Sons (Hong Kong), said. "It showcases our ongoing commitment to giving back and our unwavering confidence in the future of Hong Kong."



The Shaw Foundation

The Shaw Foundation, established by the late entertainment mogul Run Run Shaw, has become a major donor to OSC by contributing **HK\$200,000**. The foundation aims to influence more people to collaborate for greater impact, focusing on areas such as education, healthcare, scientific advancement, arts, culture, and community development. This aligns with OSC's goals of aiding smaller and less-established charities.

"After the Covid-19 pandemic, Hong Kong's economy is facing big challenges, and charities are having difficulties raising funds," Raymond Chan Wai-man, chairman of the foundation, said. "Through the OSC network, we hope to better understand the needs of the community and share our philanthropic philosophies and ideas with more people. We want to influence more people to give back to society."





Maxim's Group

Maxim's Group donated proceeds from sales of a limited-edition commemorative tumbler to OSC. The food, drink and restaurant chain made a contribution of HK\$10 to the charity initiative for every tumbler sold. The launch of this merchandise also marked the opening of its 2,000th restaurant. Maxim's various brands, including Maxim's Cakes and Café Landmark, have consistently supported OSC in previous years. The company is committed to aiding NGOs and vulnerable communities through these efforts. This year, it raised **HK\$150,000** for OSC.

"Donating to OSC is meaningful to us, as it helps diverse NGOs support disadvantaged communities," Keith Siu Tak-wai, Maxim's Group's chief operating officer for Hong Kong and Macau, said. "From empowering individuals with disabilities to providing education resources for underprivileged children, OSC's impact is far-reaching."



Kowloon Shangri-La, Hong Kong

Kowloon Shangri-La, Hong Kong created special Christmas fruit cake trains, designed with green-and-white-icing livery, which were sold during its annual Christmas tree lighting ceremony in support of OSC. These cakes formed part of the hotel's "Enchanted Wonders" themed festive celebrations. Proceeds from the sale of the cakes, totalling **more than HK\$20,000**, were donated to OSC.

"While it has been a wonderful year for us here at Kowloon Shangri-La, we do not forget those who are less fortunate than us." Christopher Chia, hotel general manager, said.



HKT

For the first time, HKT took part in the annual White Christmas Street Fair at Taikoo Place in Quarry Bay, by designing a game booth with two giant claws, where visitors could play for prizes by donating HK\$20 to OSC. The game featured more than 5,000 prizes worth **over HK\$700,000**. All proceeds from the game booth went to supporting various Hong Kong charities.

"This year's collaboration with Swire Properties to support Operation Santa Claus has received much positive feedback, and we are already looking forward to supporting the campaign again next year," Susanna Hui Hon-hing, HKT's executive director and group managing director, said.



OSC Charity Auction RTHK Radio 3

The 24-hour charity auction, presented by RTHK Radio 3, featured enticing prizes such as holidays, luxurious meals, artisan toys and learning experiences, donated by more than 20 generous groups and individuals. The event, held online from December 12 to 13, raised a record-breaking **HK\$419,000**.



LKF 蘭桂坊



LKF Group

Lan Kwai Fong Group, the entertainment, travel and hospitality group, donated a range of special prizes to OSC's online charity auction. These items, which included tasting dinners, weekend brunch for four, and a stay for four people at Andara Resort & Villas, in Phuket, Thailand, raised **more than HK\$10,000**.

"OSC holds a special meaning for us: Christmas should be a time of joy and togetherness, regardless of nationality or culture," Allan Zeman, chairman of the Lan Kwai Fong Group, said. "Through its efforts, OSC has made a significant impact in addressing these pressing social challenges, ultimately improving the lives of those in need."

PRE-LOVED [♥]mas DESIGNER pop-up

FOR ONE WEEKEND ONLY!
1200 - 6:00 PM

9-10 DECEMBER

FREE BUBBLES
X'MAS BITES
GREAT TUNES
GOOD CAUSE

Donation goes to "Operation Santa Claus", a charity by SCMP & RTHK.

From luxury designer labels to high street brands: Alexander Wang/ Aritzia/ Bottega Veneta/ Celine/ Chanel/ Christian Louboutin/ Cult Gaia/ Louis Vuitton/ Lululemon/ Jacquemus/ Reformation/ Sandro/ Self Portrait/ Valentino/ and more!

6-10 SHIN HING ST, CENTRAL
Located right above COA.

Follow us on @PRELOVED_POPUPHK for updates and sneak peeks.

Pre-Loved Designer Pop-up @Prelovedhk_

Part of the proceeds of the Pre-Loved Designer Pop-up sale of second-hand clothing, held above the Coa cocktail bar, in Central, on December 9 and 10 were donated to OSC. The event, promoting circular fashion, saw people able to donate and exchange old clothing, help save the environment and support local charities, and donated around **HK\$7,000** to OSC.

SPREAD A LITTLE JOY THIS FESTIVE SEASON

Subscribe now with the promo code **"OSC"** and we'll donate 50% of your subscription fee to local charities.

SUBSCRIBE NOW

South China Morning Post

South China Morning Post x OSC Donation Campaign The Post

For the first time, the Post donated 50 per cent of the subscription fee of selected subscribers within a specific campaign period to OSC, in support of worthy causes in Hong Kong. The campaign generated a donation of **HK\$6,000**.



South China Morning Post

Post Staff Christmas Party The Post

The annual Christmas Party held for staff at the Post comprises a market selling handicrafts, stationery and snacks from a variety of stalls, with 5 per cent of the sales donated to OSC. A corner of the office was also transformed into a charity bazaar where colleagues offered second-hand items for sale in aid of OSC. These raised **over HK\$5,000** for OSC. Teen's Key, one of the year's OSC beneficiaries, which provides support for vulnerable girls and young women in Hong Kong, was invited to set up a stall to sell goods that were handmade by its service users.

XYZ

DECEMBER Charity Class

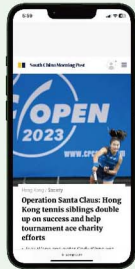
6th WED 8:30AM Morgan	10th MON 10AM Edith	12th TUE 10:30PM Gigi	14th THU 10:30PM Nat
14th WED 6PM Steph	16th SAT 1:30PM Bhumika	17th SUN 8:45AM Ros	
18th MON 10AM Jenny	19th TUE 10AM Lila	22nd FRI 10AM Bridge	24th MON 10AM Yonix

XYZ

Charity Sports Class at XYZ XYZ by the Art of XYZ

XYZ, a wellness studio in Central, made a donation of **HK\$10,000** to OSC from the proceeds of 11 of its wellness, yoga and spinning classes in December.

Clubs and associations



CRC Open Chinese Recreation Club

Hong Kong professional tennis players helped to raise funds for local charities at the tournament thanks to the club's promise to make a donation of HK\$250 for every ace served during the main-draw matches. A total of 150 aces resulted in a total contribution of **HK\$18,750** going to OSC. The annual event not only showcases the club's support for local people, but also promotes tennis development.

"The CRC Open is more than just a tournament – it's also a platform for us to show the club's support for the community," Edmund Ho, tournament committee chairman, said.



**SANTA HASH
HONG KONG**



Santa Hash

About 140 runners, dressed in Christmas outfits, took part in the annual "Santa Hash" cross-country run held at Lai Chi Kok Park, Kowloon, to raise funds for OSC. The fun event, inspired by the old English game of hare and hounds – where a "hare" leaves a trail to be followed by the other participants, known as "hashers" – raised about **HK\$60,000** in donations.

"Over the years, the event has evolved into a cherished tradition that combines the joy of running with the spirit of giving," Mark Hope, the event organiser, said. "It's all in support of OSC's mission to help not only children, but also many others in need."

Schools



American International School

Students from American International School each donated HK\$20 for the chance to attend classes dressed in casual wear of their own choice. The "free dress day – just one of the school's monthly charitable activities – raised **over HK\$13,000** for OSC.



Discovery Mind

The Discovery Mind Educational Organization – featuring a small community formed of 358 students at two kindergartens, a primary school and play centres in Discovery Bay and Tung Chung, has been supporting OSC for 18 years. In November, children, teachers and parents wore festive costumes at a "Dress in Red & Green with Crazy Hair Day", which featured games and Christmas inspired food, including fair bread and gingerbread cookies. The event raised **HK\$40,000** for the annual charity campaign.



DSC International School

DSC International School in Quarry Bay, on Hong Kong Island hosted six special events in 2023 in support of OSC. Its “Crazy Hat & Hair Day”, a second-hand clothes sale, international food fair, a two-week Dunk Tank challenge, dodgeball tournament and Candy Gram sale not only brought joy and entertainment to the school community, but also achieved an impressive milestone by raising **over HK\$136,000** for worthy local causes.



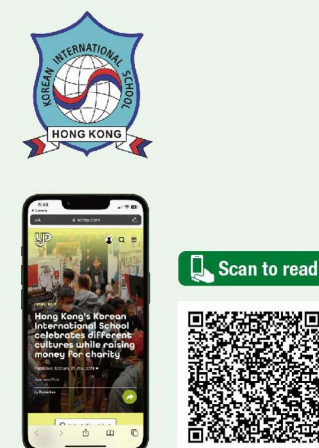
International College Hong Kong

The Student Representative Council at the school in Sha Tau Kok, in the New Territories, organised a very popular two-week-long Candy Gram campaign. It saw students able to buy Christmas cards for HK\$5 each to express their appreciation of their schoolmates and teachers. The campaign, which also included music performances, games booths and lucky draws, raised **HK\$7,500** for OSC.



Korean International School

Pupils of primary school age at Korean International School in Sai Wan Ho, Hong Kong collaborated to stage a fundraising Cultural Fair featuring 12 different booths representing different cities or countries. Each of the booths offered information about these places as well as providing a range of traditional food and games that are found there. Children also enjoyed a variety of cultural performances including Indian dance, Korean hip-hop dance, African drumming and Chinese fashion shows.



In the secondary school section, children helped raise funds by organising a Christmas Market, offering an enticing selection of food stalls, games, and photo booths. The school donated **more than HK\$37,000** to OSC – half of the total proceeds from both events.



Shung Tak Catholic English College

This school, located in Yuen Long, in the New Territories, has been raising funds for OSC for the past 29 years. For 2023, it took a new approach to organising its events, including having voting stalls where students could donate money to nominate or vote for songs to replace the school bell. Various stalls were also designed and created by students and the Parent-Teacher Association, which raised money by offering people the chance to buy a range of food, souvenirs, trinkets and play games.



Two students demonstrated their entrepreneurial skills by designing two “signature characters”, which were printed and sold on merchandise, such as stickers and bookmarks. The activities raised **HK\$75,000** for OSC.



Scan to read



Tai Kwong Hilary College

The school in Tai Po, New Territories, collected **over HK\$6,000** in support of OSC after organising two different fundraisers. One of the events was an expressive musical performance, where students came together to appreciate the power of music and dance as forms of artistic expression. Voluntary donations were collected at the performance, with the turnout exceeding expectations, demonstrating students' willingness to support this annual campaign.



Scan to read



Mulberry International School

For the first time, a family sports day was held in support of OSC by the kindergarten, which has campuses in Tai Po and Southside. More than 200 parents and their children, aged two to six, attended the fun event, which included a range of games such as "Catching Stars" and "Dodging Sharks", which raised **about HK\$3,000** for worthy local causes.

Award winners

Top Corporate Fundraiser



Morgan Stanley

Once again, Morgan Stanley set a record – exceeding its 2022 total by raising HK\$5.5 million for OSC in 2023.

Morgan Stanley

Top School Fundraiser



DSC International School

DSC International School's six events in December set a new record by raising more than HK\$139,000.



Most Creative Corporate Fundraiser



Hong Kong Disneyland Resort

Hong Kong Disneyland Resort was named the Most Creative Corporate Fundraiser, thanks to its support for OSC in 2023. It donated all of the proceeds not only from its online sale of six exclusive handcrafted Christmas-themed Duffy and LinaBell plush toys, but also from sales of its Holiday Wishes Charity Postcards.

Most Creative School Fundraiser



Korean International School

The primary and secondary school sections at the school both organised meaningful fundraising Christmas events. The primary section held a Cultural Fair featuring 12 booths with traditional food, games or information about a different city or a country, as well as cultural performances, including dancing, drumming and fashion shows. Children from the secondary school section held a Christmas Market. These two events helped to enhance the students' interpersonal development and foster a sense of community within the school.

Best Santa Helper Award



Swire Properties

Swire Properties received the esteemed Best Santa Helper Award in recognition of its dedication to organising its signature White Christmas Street Fair – and in going that extra mile to promote the spirit of love and care in the community since 2013.

New Santa Helper Award



HKT

HKT, in its first collaboration with OSC, was presented with the New Santa Helper Award after joining forces with Swire Properties at the White Christmas Street Fair to offer gifts to people making a HK\$20 donation to play at a game booth with two giant claw machines.

Media coverage on SCMP and RTHK

To promote the spirit of giving across Hong Kong's community, and to raise public awareness of OSC as a worthy cause, we worked tirelessly to spread the message across a variety of platforms, including leveraging the strength of both the Post and RTHK, which were able to provide coverage across numerous channels.

In total, **68 stories** – including those focused on the beneficiaries and donors – were published in print and online by the Post and Young Post, while **18 radio interviews** were broadcast on RTHK Radio 3.



68 stories



18 interviews

Instagram and Facebook outreach

Throughout 2023, OSC published 40 posts on Instagram and 61 posts on Facebook. The number of Instagram followers rose to 858, while our Facebook posts achieved a reach of 15,100.

Facebook

	2020-2021	2021-2022	2022-2023	2023-2024	Increase from past year
Number of followers	3,803	3,910	4,075	4,115	+0.98%

Instagram

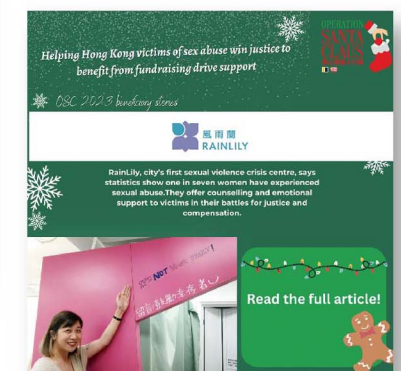
	2020-2021	2021-2022	2022-2023	2023-2024	Increase from past year
Number of followers	536	687	762	861	+13%

Check out some of our social media posts in 2023!

Social Media Posts Samples

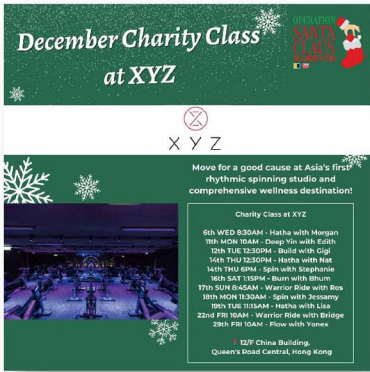


Beneficiaries





Donors' Fundraising Events

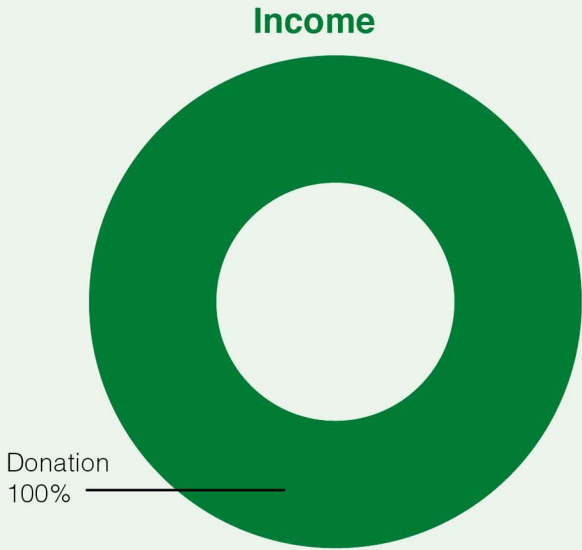


OSC 2023 raised a total of **HK\$15.5 million**, a big portion of which came from corporate, clubs and associations and individuals, with the remaining generated by OSC-organised events. As it has every year since 1988, OSC did everything possible to minimise administrative expenses. To ensure every cent raised was used transparently, a full audit will be published online in December 2024.

Total Income
HK\$15,512,461

INCOME:

ITEMS	HK\$'000	%
Donation	15,512	100.00
Deficit c/f	--	--
TOTAL	15,512	100.00

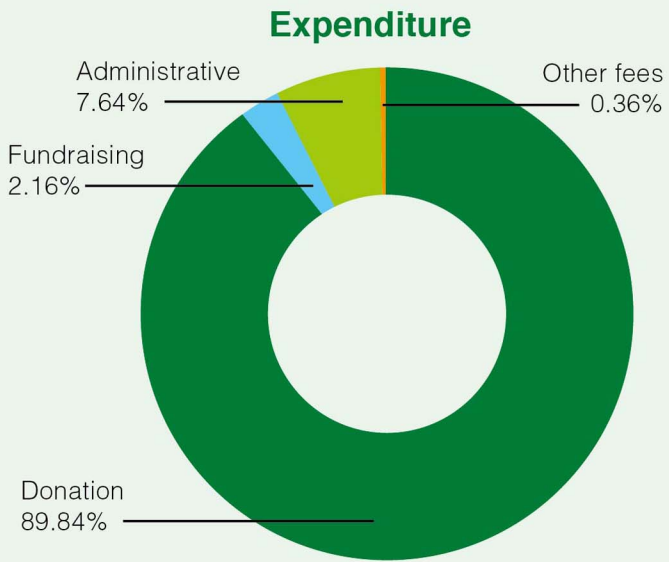


Total Expenditure:
HK\$15,453,356

EXPENDITURE:

ITEMS	HK\$'000	%
Donation	13,883	89.84
Fundraising expenses	334	2.16
Administrative expenses	1,181	7.64
Other fees	55	0.36
TOTAL	15,453	100.00

Disclaimer: These figures are unaudited



In the OSC 2022 campaign, we supported 15 projects which all aimed to empower those in need in our society. As the span of the projects varied, some are still continuing, while some have been completed.

OSC continues to monitor these projects carefully. The OSC 2022 beneficiaries were given significant leeway and support, regarding timelines and project delivery formats, throughout the year.

2022 beneficiaries

Progress is based on the latest updates submitted by the beneficiaries.
(Period of data coverage unless specified: April 1, 2023 - March 31, 2024)

ORGANISATION	PROJECT CONTENT	BENEFICIARIES
CHILDREN AND YOUTH		
Hong Kong Children In Need Foundation	INVENToo - STEM inventors in School Project is based on the previous school-based train-the-trainer model. It aims to provide a 1.5-year-long invention project. This project will engage and motivate parents to be part of the change in accelerating science, technology, engineering and mathematics (STEM) education for our children. The trained teachers are expected to replicate their training and help more students for at least two years.	- 182 students - 14 teachers - 74 parents
Integrated Brilliant Education	IBELieve Kindergarten and IBEL's daily frontline support services have always remained concertedly resolute in encouraging language as the critical unifying factor to facilitate cultural immersion. Empowering Hong Kong's underserved and educationally marginalised children, by providing them with an inclusive, equity and equal-learning opportunities based environment at kindergarten age and alongside Chinese children, is the best platform to nurture their social integration and ensure their upward mobility. The kindergarten was granted a licence by the Education Bureau (operating as the IBEL Rusy and Purviz Shroff Charitable Foundation Kindergarten) in April 2024.	- 81 kindergarten children (From January 2024 onwards)
SLCO Community Resources	The project "Effective Signed Intervention for SEN Children" aims to promote sign language as an alternative to support SEN children's language and communication development, and to encourage caretakers and trainers to use sign language to complement spoken instructions in daily learning activities and training, enhancing intervention effectiveness with better communication.The project provides sign language learning and experiential activities, teaching materials and training to SEN children, their families, teachers and related professionals.	- 495 SEN children taught sign language and took part in experiential activities - 326 parents and caretakers trained - 285 teachers and professionals trained - 19 service units serving SEN Children involved

ORGANISATION	PROJECT CONTENT	BENEFICIARIES
The Pathways Foundation	Short Intervention Courses for Students with Dyslexia from Low-Income Families is a three-year pilot project to provide fully subsidised short specialised intervention courses in English, Chinese and mathematics for primary-aged students with reading and writing disabilities from low-income families. The short courses were conducted in small groups of three to four children, a group size which is most effective in addressing the youngsters' learning difficulties, reducing their frustrations and fostering their self-esteem. These courses are being held twice a year during Easter and summer holidays between July 2023 and April 2026.	- 39 students from 6 schools with reading and writing difficulties from low income families received 290 hours fully subsidised professional interventions.
The Zubin Mahtani Gidumal Foundation	Special Educational Needs (SEN) Centre for Ethnic Minority Children is a holistic programme helping ethnic minority children who are suspected or diagnosed with special educational needs at primary schools and their families with individualised guidance and 10 therapy sessions for free. It will be run by qualified professionals who speak Hindi/Urdu/Nepali/English, the native language of many parents, and understand their cultures.	- 34 ethnic minority children with diagnosed or suspected special educational needs and their families
Women In Sports Empowered Hong Kong	Yeah! Girls Stand Up! combines sports with education on emotional regulation and anti-bullying. We aim to support girls to get active for well-being, develop positive mindsets and coping mechanisms for negative emotions and understand personal space and rights. Ultimately, we aim to enhance girls' self-esteem while fostering positive relationships.	- 539 Form 1-3 students in 10 secondary schools
COMMUNITY		
Justice Without Borders	Lifelines to Aid: Raising Caseworkers among Hong Kong's Migrant Worker Unions is a two-year capacity-building programme for migrant domestic worker union leaders of the Hong Kong Federation of Asian Domestic Workers Unions. It focuses on developing legal knowledge, case-handling skills, and other leadership skills through an intensive mentorship programme. The project will help to create a solid core of trained caseworkers within the migrant domestic worker community, who can provide greater service to women in need. Ultimately, the ripple effect of training, and training of trainers, will scale up service delivery and help more workers get the help they need, so that fewer victims of exploitation or abuse fall through the cracks.	- 27 migrant domestic worker union leaders representing 4 major nationalities (Filipino, Indonesian, Thai, Nepalese) receiving training as programme mentees
The Bethune House Migrant Women's Refuge	Caring for our Carers provides shelter, food and other necessities to migrant domestic workers in distress, some with babies. Unable to work, Bethune House supports them until they get back on their feet. Bethune House even sheltered Covid-19 positive migrant workers. Through OSC's support, they are able to continue and expand their shelter and medical provision, case and welfare assistance, mental health and wellness activities, life and work skills training.	- 408 migrant domestic workers with shelters and welfare assistance (Project start date: July 2023)

ORGANISATION	PROJECT CONTENT	BENEFICIARIES
Voice for Prisoners	Education Fund for Those in Custody - Financially supporting educational courses for inmates to help with their rehabilitation. The fund enables inmates to enrol in courses that are not covered by the Hong Kong Correctional Services Department (HKCSD) Education Trust Fund. Education in prison aims to reduce the recidivism rate and enable integration into the society.	- 105 inmates enrolled in distance learning courses offered by 4 major institutions in Hong Kong (Project start date: May 2023)
ENVIRONMENTAL AND SUSTAINABILITY		
Foodlink Foundation	We Love Green Food Store - A community-based green food store has been set up in Kwun Tong to provide food assistance to the underprivileged who are suffering from food insecurity. Foodlink collects surplus fresh produce from its supermarket partners and supplies to the foodstore for distribution to the beneficiaries living nearby. The store serves as a direct distribution outlet to increase Foodlink's collection and distribution capacity.	- 1,172 households, or 2,812 individuals
MEDICAL AND ELDERLY		
Saint Barnabas' Society and Home	Regain Crystal Clear Vision - This initiative aims to provide free eye examinations and treatment to the poor and homeless so that they can regain clear eyesight and cope with daily living. Some will receive referrals to the public sector for more care and assistance.	- 30 service users received eye check-ups at the eye clinic - 7 of them were selected for in-depth examination to ensure the need of eye surgery and completed eye surgery - 1 user is getting a referral letter to a public hospital for further treatment and intervention
PERSONS WITH DISABILITIES OR PERSONS IN MENTAL RECOVERY		
Direction Association for the Handicapped	Home Decluttering for People Living with Severe Physical Disabilities - This initiative will employ 20 low-income local domestic workers, who have lost their jobs or had reduced working hours because of the Covid-19 pandemic. They will declutter and deep-clean 200 homes of people living with severe physical disabilities to provide relief for both the users and their caretakers, eliminate safety hazards and prevent pest problems.	- 312 people with severe physical disabilities and their family members - 72 low-income female domestic workers and their families
Home of Loving Faithfulness	To provide a gold standard of lifelong care for those with moderate to severe intellectual and physical disabilities in a Christian family setting. We seek to engage, empower, and potentially to employ higher functioning adults with special needs in various parts of home life, such as in our kitchens, laundries, gardens and in housekeeping administration and other homecare tasks.	- 15 residents

ORGANISATION	PROJECT CONTENT	BENEFICIARIES
Rhenish Church Grace School	Let's Go Build Together is a project about play as learning and social inclusion, funded by OSC. The use of interlocking plastic Lego bricks is a solution in this project to train SEN students and assemble people from society for inclusive activities. In the process of building Lego, SEN students' capacity and acceptability could also be built.	- 130 SEN students from Primary 1 to Secondary 6 - 110 SEN adult alumni and their parents/caretakers - 40 student volunteers from sister schools - 90 child and adult visitors from the community
Riding for the Disabled Association	Dressage Simulator for Therapeutic Horse-Riding Programme - Since the current dressage simulator was second hand and has been used for almost 20 years, some of the functions are not working and we would like to buy a new dressage simulator to replace the current model. The dressage simulator is used as an introduction for the riders, prior to them riding on a real horse, and enables them to get used to the size of a horse and feel the movement. Riders can also feel more relaxed, especially those who have not been around horses before. It also allows the association to continue the lessons during adverse weather.	- 351 disabled riders



Wing Ding Squash Teams

Blade Revolution
HKCC Premier
HKFC Ladies
ISRC
Ladies Recreation Club
Royal HK Yacht Club
United Service Recreation Club

Hill Dickinson
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We would like to thank volunteers from the following organisations, who dedicated their valuable time and efforts:

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Other donations (HK\$2,000 or above)

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Acknowledgement

Crown Wine Cellars



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Operation Santa Claus is grateful to all our incredible donors for the heartfelt support we received in 2023, our 36th anniversary year! Through your efforts, we raised HK\$14.9 million, enabling us to fund 16 charitable causes serving the Hong Kong community.

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Corporate Teams: Chubb Insurance Hong Kong, Hong Kong Football Club, Hogan Lovells, UBS. Co-organiser: HONG KONG FOOTBALL CLUB. Supporters: The Hong Kong Football Association, China Limited, St. John Ambulance.

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ACKNOWLEDGEMENT

Learn more at oschk.org

Independent Charity Advisor

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Feel free to reach out to our team to learn more!



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