



OPERATION
SANTA
CLAUS
愛心聖誕大行動



Support
Local
Charities

Annual Report 2021



Organisers:



South China Morning Post



Independent Charity Advisor:



Operation Santa Claus: Caring Community, Caring Christmas

Operation Santa Claus takes great pride in making a difference to the lives of people in Hong Kong. Since its debut in 1988, OSC has proven its commitment and determination to the betterment of our community. It offers countless organisations and corporates a platform to deliver care and love to every corner of society during Christmas. We remain grateful for the generosity of our donors, who have made thousands of dreams come true for our beneficiaries.

Last year, OSC raised funds for the worthy causes of 18 selected local charities. The projects were mainly focused on children and youth, the community, the elderly, the environment, and those with physical and mental disabilities.

2021 marked a milestone for Operation Santa Claus, with plenty of new twists and turns, not least of which was the Covid-19 pandemic which put enormous strain on our beloved city. Yet Hong Kong persevered. So now, it is with great pleasure that we invite you to join us as we reminisce about our journey last year, which took the theme of spreading the spirit of: "Caring Community, Caring Christmas".

「愛心聖誕大行動」：實踐愛心、融入社區

「愛心聖誕大行動」致力為社區帶來改變，積極推動社區慈善工作。「大行動」自1988年一直不忘初心，每年聖誕為企業及組織提供平台分享愛心，燃點希望。受益人的夢想得以實現，實在有賴捐助者慷慨解囊。

去年，「愛心聖誕大行動」挑選了18間本地慈善團體，為他們的慈善項目籌集資金，以支援兒童、社區、老人服務、環境方面，以及有生理或心理疾病人士。

2021年，新冠肺炎疫情影響全港，「大行動」在起伏跌宕中立下里程碑。現在歡迎大家一起回顧這趟傳揚「關心社區，關懷聖誕」的旅程！

What is Operation Santa Claus?

Operation Santa Claus (OSC) is an annual charity campaign jointly run by the South China Morning Post (SCMP) and Radio Television Hong Kong (RTHK). Its aim is to make a difference to the community and beyond by combining the fundraising power of two of the most respected news organisations in the city. Since 1988, OSC has brought joy, goodwill and over HK\$353 million to 323 charities.

OSC works with corporates, donors and charity projects to create real change and to champion the spirit of giving during the Christmas season. The mission is "to drive and lead the spirit of giving and brighten the community in Hong Kong" by helping to support those in need in Hong Kong by promoting fundraising initiatives. OSC amplifies positive charity work and champions the spirit of giving by mobilising people to channel their goodwill, thereby uplifting Hong Kong's community.

The first campaign set out to raise HK\$100,000 in 1988. The following year, SCMP began covering beneficiaries' stories every day throughout December. Those stories helped break through the year's initial target of HK\$150,000 in just seven days. Having raised more than HK\$20.1 million in 2021 alone, OSC is now one of the city's most recognised and beloved charity initiatives.

CAMPAIGN ORGANISERS

- South China Morning Post (SCMP)
- Radio Television Hong Kong (RTHK)

INDEPENDENT ADVISORY BODY

- Hong Kong Council of Social Service

BENEFICIARY SELECTION COMMITTEE

Comprising representatives from:

- SCMP
- RTHK Radio 3
- OSC Secretariat
- OSC Major Donors
- Hong Kong Council of Social Service

關於愛心聖誕大行動

「愛心聖誕大行動」由南華早報及香港電台合辦，旨在結合本港兩大傳媒力量，扶助香港弱勢社群，為有需要人士締造更好的生活。自1988年以來，「大行動」已為323間慈善組織籌得逾3億5300萬港元。

「大行動」旨在推動社會各界共襄善舉，傳揚施予精神，照亮社區。「大行動」與企業、捐贈者和慈善項目通力合作，策劃籌款，幫助有需要的人，亦期望能啟發他人，集腋成裘。總而言之，「大行動」搭建平台，讓各界攜手協力。

「愛心聖誕大行動」首年活動的籌款目標為十萬港元。1989年，南華早報開始在12月的每一天都刊登受惠者的報導，令活動首周的籌款總額衝破15萬港元。時至今天，「愛心聖誕大行動」已成為香港最受歡迎的慈善活動之一，單是2021年已籌得逾2010萬港元。

理念願景

借助本港兩大傳媒的力量，推動社會各界共襄善舉，傳揚聖誕真義，扶助貧困及弱勢人士。

活動主辦機構

- 南華早報 (SCMP)
- 香港電台 (RTHK)

獨立慈善顧問

- 香港社會服務聯會

受惠機構甄選委員會

由以下機構的代表組成：

- 南華早報
- 香港電台第三台
- 愛心聖誕大行動秘書處
- 愛心聖誕大行動主要捐款者
- 香港社會服務聯會

Our OSC Logo



OSC's friendly logo incorporates Santa Claus' hand – this symbolises the heartfelt support of the giver. A heart and a christmas stocking also appear in the logo, representing money that is warmly raised and donated for recipients by beneficiary organisations and by the generous public.

OSC的商標包括運用聖誕老人的手來表達施贈者的關懷與支持，意味着各方持份者抱持着一份捐贈精神，而聖誕老人把愛心放進襪子裏代表着將籌得的款項給予受贈者，當中亦包括受惠的慈善機構和市民大眾。

Santa Claus is leveraged as the brand mascot and embodies the following personalities and values:

- Joyful • Caring • Hopeful • Encouraging • Trustworthy • Collaborative

OSC 2021 at a glance

2021 回顧

TOTAL FUNDS RAISED IN 34 YEARS:
三十四年來共籌得善款:

HK\$353 million

Use of fund 善款用途 Supported 323 charitable projects



46%

Children & Youth
兒童及青少年服務



37%

Community
社區關懷



11%

The Elderly
長者服務



1%

Environmental
環境保護



2%

Medical
醫療服務



3%

Physical & Mental
Disabilities
殘障人士服務

Total media coverage in 2021:
2021年媒體報導:



93

Stories in SCMP print, online
and Young Post

93 篇受惠與贊助機構的
報告，刊載於
《南華早報》及 Young Post



27

RTHK Radio 3 interviews and
outside broadcasts

27 個香港電台訪問報導及
戶外採訪



18

RTHK featured stories
18 篇香港電台精選故事



349

Social media posts
349 個社交媒體貼文



8

Video stories by beneficiaries
8 段受惠者感動短片



OSC does everything possible
to keep admin costs to a
minimum

「愛心聖誕大行動」
盡量將行政費降至最低

*Multiple events were cancelled due to the Covid-19 pandemic.

OSC 2021 total donations to support 18 charitable projects: HK\$17.6 million
The Social Innovation and Entrepreneurship Development (SIE) Fund: HK\$2.5 million

Total raised in 2021: HK\$20.1 million

Contents

	What is Operation Santa Claus?	3
	OSC 2021 At A Glance	5
01	About OSC 2021	7
	• Caring Community, Caring Christmas • 2021 OSC Opening Ceremony • 2021 OSC Closing Ceremony • Five-A-Side Football Tournament • OSC Theme Song • OSC Selection Committee • OSC Ambassadors	
02	2021 Beneficiaries	24
03	Fundraising Efforts	32
	• 2021 Major Donors • Fundraising Achievements • Corporate Events with OSC Beneficiary Engagement • Other Fundraising Events • Award Winners	
04	Publicity & Marketing	52
05	Financial Highlights	56
06	Past Projects	58
07	Multimedia Gallery	64
08	Acknowledgements	70

01. About OSC 2021

Amount raised: **HK\$20.1 million**



Caring Community, Caring Christmas

實踐愛心 融入社區



It was a relief for OSC 2021 to be able to hold an in-person launch ceremony, after the previous two years were restricted to live video launches. The venue was Broadcasting House, RTHK's headquarters in Kowloon Tong. Guests of honour officiating the 34th annual campaign launch were Financial Secretary Paul Chan, RTHK's Director of Broadcasting Patrick Li and South China Morning Post CEO Gary Liu.

Once again, OSC 2021 saw the pandemic and associated restrictions bring challenges to the fundraising work, so it helped that in 2021, OSC received some HK\$2.5 million from the Social Innovation and Entrepreneurship Development (SIE) Fund through the Hong Kong Council of Social Service.

Eighteen charities and NGOs benefited from the 2021 campaign, which raised HK\$17.6 million in total.

The year's achievements included a five-a-side football tournament held in November, and an OSC closing finale that was screened with live video, due to social distancing priorities.

OSC 2021 had a performing-arts theme, partnering with seven organisations in this field, each of whom held one workshop, that ranged from traditional Chinese performance to magic, with seven of the year's beneficiaries. These workshops engaged with more than 100 individuals in total through the selected beneficiaries and more than 50 volunteers participated in the events.

2021 OSC Opening Ceremony



The 34th OSC Opening Ceremony officially launched on Nov 3, 2021 at RTHK.

At the launch event for OSC 2021, glam factor came in the form of popular locally-based entertainment figures. OSC ambassadors actress Crisel Consunji and singers Kandy Wong and Pakho Chau explained that they had signed up to help the cause as they wanted to give back to Hong Kong's needy.

RTHK's Director of Broadcasting Patrick Li and South China Morning Post CEO Gary Liu both mentioned the important role of performing arts, which was the theme of the year, in rejuvenating Hong Kong after many citizens had lost contact with the city's creative organisations during the pandemic. "We're glad that this year we'll bring performances to the city that will connect people from all backgrounds and serve the elderly, disabled and disadvantaged families in Hong Kong," Liu said.

Guest of honour Financial Secretary Paul Chan said the spirit of giving was "alive and well" at the ceremony. "We don't see the need to have Santa here tonight, not when the spirit of giving is so visible everywhere I look and in everyone I see," he added.

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2021 OSC Closing Ceremony



During the Closing Ceremony – in which live-streamed video took the place of an in-person event, due to Hong Kong’s fifth wave of Covid-19 affecting social distancing restrictions, limiting the form and scale of the proceedings – the campaign’s success and everyone’s philanthropic efforts were still duly celebrated. As part of the ceremony a special short video was filled with supporters’ love and care.

“Throughout this year of OSC, we have seen precious moments of generosity and gratitude from all walks of life,” said Amy Kwong, Radio Controller at RTHK. “Real changes have been created to support those in need in Hong Kong.”

Ambassadors for OSC expressed their pleasure at what they had seen happen during the 2021 campaign. “Despite social distancing, OSC endeavoured to launch different events that helped people living in hardship,” said Pakho Chau, 2019-2021 OSC Ambassador. “I am very honoured to have been a part of this journey, and I have witnessed the gap between humans being narrowed. I imagined the smiles of beneficiaries under their masks,” he added.

“As an ambassador for Operation Santa Claus, I am able to get to know more organisations that make a difference in Hong Kong,” enthused 2021 OSC Ambassador Crisel Consunji.

Representative of 2021 OSC’s Donors, Donald Choi, Executive Director & CEO, Chinachem Group said “Chinachem wants to make Hong Kong a better place for our future generations. By sponsoring a series of performing arts workshops, we are happy to see how the underprivileged children were able to open their minds to new possibilities and embrace the future with hope and faith.

Also at the Closing Ceremony, the top fundraisers for OSC 2021 received their awards. The top five fundraising categories and winners were: Top Corporate Fundraiser – Morgan Stanley; Most Creative Corporate Fundraiser – KPMG China; Top School Fundraiser – DSC International School; Most Creative School Fundraiser – Tai Kwong Hilary College; OSC’s Santa Helper Award – Swire Properties.



"Thanks to the White Christmas Street Fair, Swire Properties are delighted to have taken part in this amazing journey," said Tim Blackburn, Chief Executive of Swire Properties.

As a long-time 25-year partner, and a top donor for the past seven years, we look forward to continuing our partnership with OSC, and supporting good causes that create lasting impact on our local community," said Gokul Laroia, Co-CEO, Morgan Stanley, Asia Pacific.

Principal of Tai Kwong Hilary College, John Cheung said their award was "a pleasant surprise to our school. It has strengthened our determination to continually inspire our students to keep contributing to people in need."

From KPMG China, Corporate Social Responsibility Director Chi Zhang also spoke highly of OSC, saying that it has "continued to make a difference in Hong Kong by providing hope to those facing challenges in their lives. It has inspired corporations and organisations to join hands through new and innovative charitable initiatives."

"While we were unable to celebrate in person this year, we are grateful to have enjoyed a window with safe and joyful holiday cheer during which to run our donation campaigns," said Gary Liu, CEO, SCMP. "Most importantly our charity initiatives translate into real change in our community. And every dollar raised helps to build a better future for those in need. This year we are proud to have inspired and engaged our community through the performing arts."

"My deepest gratitude to our donors, partners and ambassadors, whose contributions have helped us exceed last year's [2020] fundraising result ... but also helped to create countless memorable moments throughout the festive season."

Five-A-Side Football Tournament



The Five-A-Side Football Tournament has been a longstanding annual OSC flagship fundraising event. In 2021, a total of around 500 participants and spectators and more than 20 volunteers and SCMP staff helpers took part in the event.

The Junior Under-12 (U12) Boys and Adult Corporate Tournaments, followed by Junior Under-10 (U10) Boys and U12 Girls matches held a week later were held in November.

While Hong Kong Football Club (HKFC) junior soccer team number one won both the U10 and U12 Boys Cups, Major League Football Academy (MLFA) were the U12 Girls Cup winners.

Nam Nguyen, chairman of HKFC Junior Soccer Programme was especially happy about the young players being able to have fun on the pitch. "I've seen very good sportsmanship today, it's a great spirit out there,"

The list of participating corporate teams were as follows:

Chubb Insurance Hong Kong Limited
Hogan Lovells
HKEX Foundation
Savills
Soci t  G n rale
South China Morning Post
The Hong Kong Football Club
UBS

he said. "We've had some difficult times in the last few years, so when there are times that the kids can get out there and play, I think they're appreciative."

As for the Adult Corporate Tournament, eight teams from Hogan Lovells, Soci t  G n rale, UBS, Savills and more also took to the field. Savills raised the trophy after winning in the cup final.

Despite the hot weather, participating footballers were still energetic and showed their sportsmanship and perseverance in the competition. As OSC wants to be as green-minded as possible, organisers encouraged people to bring their own bottle, providing drinking water at playing grounds.

Thanks to the generosity of the participating corporates and junior teams, a total of HK\$136,000 was raised through the event.

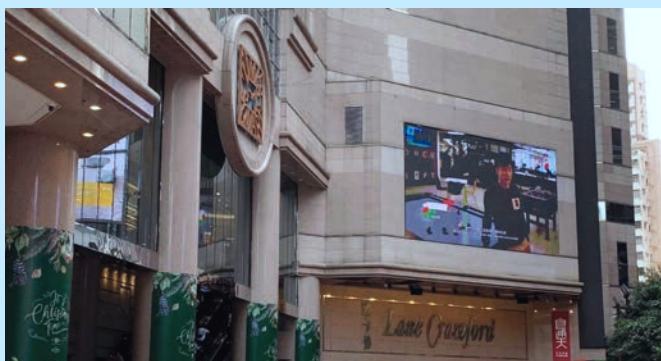
OSC expressed thanks to the following associations for their involvement and support:

- Hong Kong Baptist University
- Hong Kong Football Association
- Hong Kong Football Club
- Hong Kong St. John Ambulance
- Maxim's Group
- Vitasoy International Holding Limited

READ NOW



OSC Theme Song



For the 2021 campaign, Hong Kong singer Kandy Wong interpreted OSC's theme song Caring Christmas written and produced by Harry Ng, a renowned Hong Kong composer, music arranger and producer. A video performance by the 2021 OSC ambassador lit up the giant plasma screen outside Times Square mall in Causeway Bay.

愛心聖誕 (Caring Christmas)

唱：周柏豪 方力申

曲：伍仲衡

詞：林寶

編：褚鎮東

監：伍仲衡

在某冷冬 有艷陽
隨著晚風 的方向
沿路看 燈飾統統已著
讓你眼光 漸擴張

共我細想 聖誕漂亮
羅曼蒂克的詩歌 正在唱
心內那寂寥風霜 放入了箱
溫度計 在融雪
願你可好好的抽一個獎

Wish you "Merry Merry Christmas" from my heart
Wish you "Merry Merry Christmas" from my heart
生命裏 最熾熱那點心跳
場面氣氛都不渺小
Wish you "Merry Merry Christmas" from my heart
Wish you "Merry Merry Christmas" from my heart
紀念照 又重新 回復了 那淺笑

若你慶祝 我在場
同為創傷 須休養
誰料你 都可顛倒氣象
令我兩手 未凍僵

沒有禮品 似你那樣
年度恆溫的心思 會奉上
街外那動人鐘聲 已在暗響
魔術棒 下場雪
願每位指揮家一起去賞
Wish you "Merry Merry Christmas" from my heart
Wish you "Merry Merry Christmas" from my heart
生命裏最熾熱那點心跳
場面氣氛都不渺小
Wish you "Merry Merry Christmas" from my heart
Wish you "Merry Merry Christmas" from my heart
紀念照 又重新 回復了 那淺笑

人情熱暖 存在世上

Wish you "Merry Merry Christmas" from my heart
Wish you "Merry Merry Christmas" from my heart

生活裏 最熾熱那點需要

融掉了冰川多與少
Wish you "Merry Merry Christmas" from my heart
Wish you "Merry Merry Christmas" from my heart

紀念照 逐年的 留住了 太緊要

All keyboard programming : Anthony Chue
Guitar : Tommy Chan
Bass : Ho Chun Kit
Chorus : Patrick Lui, Jackie Cho
Mixed by ray@ray.com.hk at NH5 Music
OP : NH5 Music Ltd.
(admin by Sony/ATV Music Publishing HK Ltd.)
OP: Five Rocks Limited
SP: Warner Chappell Music, Hong Kong Limited

WATCH NOW



OSC Selection Committee

The OSC Selection Committee comprises an invited group of professionals from diverse backgrounds with extensive experiences and expertise in their fields. The Committee serves an advisory role to establish, assign and monitor the annual objectives for the OSC team through an annual general meeting.

From a governance perspective, the Hong Kong Council of Social Services was appointed as the Independent Charity Advisor in 2011 to conduct due diligence checks of all short-listed charities. The varied backgrounds of committee members reinforce the credibility and neutrality of the selection process. In 2021, there were 11 distinguished members in the committee.



South China Morning Post



ADRIAN LEE

Senior Vice President, Audience Growth, SCMP

Adrian Lee is the Senior Vice President of Audience Growth at the South China Morning Post, which he joined in December 2019. He leads marketing and events for SCMP and also oversees digital subscription.

With a passion for combining data, technology and consumer and cultural insights, Lee has worked with some of the most influential brands around the world.

Prior to joining SCMP, he worked in executive leadership roles at some of the world's leading media agencies in London, Jakarta and Hong Kong.

Lee also sits on the board for the Society of Publishers in Asia (SOPA).



CLIFF BUDDLE

Editor, Special Projects, SCMP

Cliff Buddle is the South China Morning Post's Special Projects Editor. A journalist for over 40 years, Buddle began his career as a court reporter in London and moved to Hong Kong in 1994 to join the newspaper.

He has held a variety of editorial positions, including News Editor, Deputy Editor and Acting Editor-in-Chief. He writes a weekly column and has legal qualifications. Buddle has been associated with Operation Santa Claus for more than a decade.



LAWRENCE WONG

Project Director, Operation Santa Claus, SCMP

Lawrence Wong joined SCMP in 2018, and serves two roles, namely CSR Senior Manager of the SCMP Ltd. and OSC Project Director of the SCMP Charities Ltd.

Wong is a go-getter who has the "know-how" to build synergy while sparking innovation. Over the past three years, he has led the OSC team to advance the charity work around fundraising and community support. His past experience includes working in the marketing field at Tai Kwun, Hong Kong Institute of Chartered Secretaries, PCCW and other MNCs. Wong obtained his Bachelor's degree in Information Management at Ryerson University in 2000, completing his postgraduate program at Humber in 2001, both in Canada.



SYLVIA WANG

Group Director, Finance & Integration, SCMP

Sylvia Wang has been playing the key role at SCMP as the Group Director of the Finance & Integration Department since 2016. She also worked at Alibaba from 2006 to 2016 and her last position was the Senior Director of Finance.

Wang has an extensive portfolio of businesses focusing on accounting and finance sectors. She worked at Arthur Andersen, PriceWaterhouseCoopers and Pacific Century Premium Developments at a managerial level before joining Alibaba. Sylvia obtained a Bachelor's degree in Professional Accountancy from the Chinese University of Hong Kong in 1997 and her professionalism and competence are well recognised by holding multiple chartered professions from different professional institutes, including the Association of Chartered Certified Accountants, Hong Kong Institute of Certified Public Accountants and Hong Kong Institute of Chartered Secretaries.





HUGH CHIVERTON

Former Head of English Programme Service
RTHK

Head of English Programme Services at RTHK at the time of 2021 OSC, and previously Head of Radio 3. He hosted the daily current affairs discussion programme Backchat on Radio 3. He worked as a producer and presenter at RTHK since the early nineties.



JAMES GOULD

Head of English Programme Service, RTHK

James oversees the public broadcaster's main English-language channel, Radio 3, and the bi-lingual fine music, arts and culture channel, Radio 4. He has spent a total of 23 years at RTHK, in two spells, having previously been Executive Producer of the station's English current affairs and arts programmes on television, and a Senior Editor in the radio newsroom.

Originally from the United Kingdom, James has also worked as a reporter, producer and editor for the BBC's national network in London, in both radio and TV, and as a newspaper reporter and sub-editor in the UK. Currently, in addition to his management functions at RTHK, James is also a regular host of the current affairs discussion programme, "Backchat".



PHIL WHELAN

Head of Radio 3, RTHK

As Head of Radio 3 at RTHK, Phil also presents the popular daily radio talk and music show "The Brew". Formerly a professional clarinet player, he graduated from Trinity College of music (London) in 1989. He has performed with such groups as the London Swing Orchestra, the Hong Kong Philharmonic, The Sadler's Wells Royal Ballet Orchestra, the orchestras of London productions of "Phantom of the Opera", and "The Sound of Music".



LILIAN CHIANG

Senior Partner, Deacons

DEACONS
的近律師行

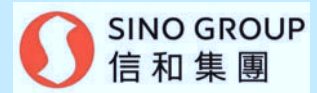
Lilian Chiang is the Senior Partner and Head of the Property Department at Deacons. Chiang has spent her entire professional life at Deacons, which is celebrating its 170th anniversary and is now Hong Kong's largest law firm. Lilian is a doyenne of the real estate world in Hong Kong with over 30 years of experience in handling and advising on major and complex real estate transactions. She is also a China-Appointed Attesting Officer and a Notary Public.

Chiang has been an active supporter of Operation Santa Claus in the past 10 years and was nominated as the Donor Representative in 2020. She holds a number of public roles including the Chair of the Property Committee of the Law Society of Hong Kong, Deputy Chairman of the Council of City University of Hong Kong, and is a member of the Committee on Real Estate Investment Trusts at the Securities and Futures Commission.



IVAN YAU

General Manager,
Community Affairs Department, Sino Group



Ivan Yau has over 30 years of experience in public affairs, community engagement, media and education sectors. He joined Sino Group in 2010 as Head of Corporate Communications Department and is currently Head of Community Affairs Department. His portfolio includes leading charity and corporate social responsibilities initiatives, and community engagement.

Yau is also active in public services. He is the Chairman of Tsim Sha Tsui East Property Developers Association, a member of Public Relations Committee of The Community Chest, Board of Examiners of Hong Kong Sustainability Award of The Hong Kong Management Association and Sub-Committee on Promotion of Corporate Volunteering of the Social Welfare Department.



AMY LO

Co-Head Wealth Management Asia Pacific,
UBS Global Wealth Management



Head and Chief Executive, UBS Hong Kong,
Group Managing Director

Amy Lo is Co-Head of Wealth Management Asia Pacific, Head and Chief Executive of UBS Hong Kong, and a Group Managing Director at UBS. Lo has over 30 years of experience in the banking industry. Since joining UBS in 1995, she has held a number of senior management positions including Regional Head of Ultra High Net Worth in Asia.

Actively involved in the development of the private banking industry in Hong Kong, Lo chairs the Executive Committee of the Hong Kong Private Wealth Management Association (PWMA), and is a Board Member of the Hong Kong Financial Services Development Council (FSDC). She is also a member of the Banking Industry Training Advisory Committee of the Hong Kong Education Bureau, and a member of the Exchange Fund Advisory Committee Financial Infrastructure Sub-Committee of Hong Kong Monetary Authority.

A passionate supporter of youth education and technological innovation in Greater China, Lo is a member of The Court and the MBA Advisory Board at The University of Hong Kong, and a member of the Advisory Committee of the Department of Social Work at The Chinese University of Hong Kong. She is also a Board Member of the UBS Optimus Foundation, the independent grant-making foundation that helps UBS clients improve the education and welfare of children globally.

In recognition of her contribution to the wealth management industry, Lo was named Private Banker of the Year in the Asian Private Banker Awards for Distinction 2020. She also received the Executive Award at the DHL/SCMP Business Awards 2018 for her efforts in building UBS as a corporate citizen in Hong Kong. She was also named by a top-tier Chinese media, *China Business News*, as one of the "Hong Kong Top 20 in the next 20 years" for her contribution to innovation developments in 2017.



CHRISTINE KWAN

Senior Manager, WiseGiving
The Hong Kong Council of Social Service



Christine Kwan 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. Kwan is a former Head of Communications & Fundraising of an NGO serving people with disabilities. She holds a Bachelor's degree of Social Science and a Master's Degree of Arts (The Chinese University of Hong Kong).

She serves as an independent charity advisor for Operation Santa Claus.

OSC Ambassadors

Messages from OSC Ambassadors



CRISEL CONSUNJI

Actress, Singer and Early Childhood Educator

I have always believed that real change happens when we connect and empower our community. One of the things I truly valued in OSC was participating in activities that bring together people from all walks of life, to celebrate our shared experiences and universal values, regardless of where we come from or how we grew up. There was so much inclusivity— which is vital to social cohesion in Hong Kong, particularly for underrepresented groups and ethnic minorities.

OSC stands for empowerment in a way that enriches the lives of those who are underserved in the community, as well as those who volunteered to help. In particular, I enjoyed the outreaches by the Disney VoluntEARS and being part of Swire's White Christmas campaign.

These events not only celebrated the theme of connecting people with the performing arts, but truly brought the community together in active participation.

I hope that OSC continues to grow — may it have more decades of bringing a positive impact to Hong Kong, and empowering more organisations and individuals.



KANDY WONG

Singer, Actress and TV host

As noted in previous pages, the energetic Hong Kong singer Kandy Wong – nicknamed Tong Mui – contributed her beautiful singing voice to the 2021 OSC theme song. She performed this at the official 2021 OSC Opening Ceremony and a professionally-produced video of the song which was posted online was shared wherever possible during the year’s campaign.

In recent times, Wong has devoted herself to several philanthropic works, including speaking up for special education needs (SEN) children, as well as raising public awareness on environmental issues.

The singer is known to make use of her musical talents to generally bring positivity and care to society through her compositions, especially those produced with the Hong Kong band Sugar Club, in which she is the lead vocalist.

Upbeat, positive and known by the younger generation in Hong Kong, Wong aligned well with the OSC image.



PAKHO CHAU

Singer and Actor

Pakho Chau, a well-known Hong Kong singer and actor, has got what it takes to be a positive role model with a care for his community. As such, these qualities explain why he has been a perfect OSC ambassador for three years.

In the 2021 campaign, the celebrity participated in a lion dance workshop that was part of the year’s performing-art workshop roster.

Chau also took part in a beneficiary video shoot with NGO Les Beattitudes in the heritage building Haw Par Mansion.

“I am honoured to be the OSC ambassador for the third year,” he says. “The past two years were affected by the Covid-19 pandemic, which made it hard for the fundraiser to organise different activities. It was great to chat with children in the workshops, which I seldom have the chance to due to my work. I hope that my participation can motivate them and cheer them up.”



Messages From OSC Team

Farewell speech from Hugh Chiverton



Why Operation Santa Claus? How did a tiny Christmas campaign get to be so successful and so long lasting among the ever changing landscape of Hong Kong? With the benefit of some 30 years of hindsight I've come to the conclusion there are a few key ingredients and one big secret.

For a start there's the fact that it's run by media organisations - well trusted and well established institutions covering English language print and electronic media, that are in the business of telling stories. And so the charities that we have supported, and the donors that we've worked with, get to have their tale told.

This means that people know exactly where their money is going, and why the causes we choose are actually good ones. Some charities might ask for a relatively small amount of money but join because they can benefit enormously from spreading awareness of medical conditions or the plight of a small group of people who might otherwise be overlooked.

And donors want different things too - some appreciate the chance to maximise publicity, while others prefer a low profile, or even choose to give anonymously. We try to keep them all happy.

Operating primarily in English has its advantages too - we can minimise competition with other major campaigns around town, and we have a built in advantage for many multinational companies that operate primarily in English.

Another bonus for OSC is the way we have tried to work bottom up. The big corporate donations are not just cheques from head office, they're actually often from individual staff members raising funds through activities like bake sales, Christmas choirs, fancy dress competitions, treasure hunts, sponsored skipping, five-a-side and office golf.

At RTHK we always made a point of getting all the Radio 3 staff to make features on each year's beneficiaries- going to the charities to see how they work; to talk first hand with organisers and as far as possible, their clients the reason why OSC exists at all.

And I know for many of us it brought to light a side of Hong Kong that is not always obvious a world of care and selflessness seemingly at odds with our materialistic reputation. Too often missed by the media is a whole welfare infrastructure where thousands work to help their fellow disadvantaged Hong Kongers whether that's because of medical, social, financial or other needs.

The same bottom up principle applied to the way we chose those charities, so that it wasn't just the big names and well established NGOs that got funded - we would try to get a good mixture of smaller and newer ones too, to encourage fresh growth in the voluntary sector. While some good causes have an obvious immediate benefit that might tug at the heartstrings, we also took time to fund less obvious and eye catching services.

Then we had the Christmas gift we operate at a time of the year associated with giving, and with having fun. We tried to capture some of this advantage each year in the launch and closing events that I helped organise. Originally we were always at Government House, and after 1997 we went for distinctive locations like Disneyland, Tai Kwun, Ocean Park, PMQ, Crown Wine Cellars, Grappa's Cellar, HSBC HQ, Central Plaza, Cyberport and even the lamented Jumbo floating restaurant. There was always tremendous support from the venues, from each year's celebrity ambassadors and performers and the events kicked off and closed each year in the best seasonal spirit.

And the secret, 'special sauce'? It is that OSC is fundamentally a network, connecting donors and beneficiaries, giving chances to share knowledge and experience through the very successful Leadership programme, as well as synchronising fundraising from hundreds of smaller clubs and associations for a common aim. Thanks are naturally due to the people who held it all together especially coordinators Ellen Yeung and Lawrence Wong, as well as all the VIPs, artists, bankers and bakers, lawyers and legislators, social workers and sales managers that come together and make a little Christmas magic every year.

Goodbye from Lawrence Wong



After many years of celebrating and contributing to OSC's successes, I recently decided to pursue other opportunities and as a result will be departing from my role soon. Let me mention three people, especially here. Thank you to Hugh Chiverton, Elsie Cheung and Adrian Lee for giving me an opportunity to join the OSC team, it's been a once-in-a-lifetime experience to co-create the values and bring positive differences to our community by working with those amazing stakeholders in my past five-year journey. I would like to express my sincere thank you to all those who have supported me wholeheartedly in my SCMP Charities/OSC journey, who made me feel so proud of our achievements.

By the time I'm reviewing my works in 2021, two of our media's finest people are also leaving, Hugh Chiverton announced his plan to retire early this year (2022) and Elsie Cheung stepped down after a decade of leading the digital transformation of SCMP. I want to add the chorus of people recognizing their incredible contribution behind the scenes. Both of them have made me a better leader, always giving valuable advice and experience, so I could guide the OSC team to achieve great success. Our achievements over the past five years at SCMP is also remarkable, as we were, in 2021, able to continue our upward trend of the total value of donations for the fifth year in a row, and notably so from HK\$16M to HK\$18M during the period of 2018 - 2021 as it coincided with society's most tumultuous period, one where the social unrest and the outbreak of Covid-19 combined to upend our decades-old philanthropy groundwork. It's been a privilege to call these individuals my mentors, my colleagues and friends.

Also, I have enjoyed partnering with everyone at Swire Properties, Disney, HKEX, HK Golf Club, Deacons, Morgan Stanley, Credit Suisse, Chinachem Group, Jardine's Group, KPMG, Segantii Capital, IKEA, Dah Sing Bank, WooFo Foundation, Shangri-La, SINO Group, Maxims, ETak, UBS, HKSH, AIA, Clifford Chance, CLSA, SIEF, HKCSS, HKBU, CityU, HKU, CUHK and...more... and my ambassador friends, Pakho, Kandy Wong, Crisel Consunji, Stephanie Au, Alex Fung, Harry Ng my partners from the RTHK - the Radio 3 team, Hong Kong Football Club, who have helped make the past many years' campaigns so successful. Thanks to the generosity and commitment of all.

While looking forward to the next phase of my career, I will deeply miss the unique culture and energy that has been the essence of my experience with the OSC family.

I am ready to press the "refresh" button after my five years' non-stop journey at SCMP. I will continue my mission of bringing more positive impact to the community. I wish all my OSC friends and family the best and continued success. I'd love to stay connected with you all and hear great things from you in the future.



The Five-a-side Football Tournament's organisers take a group photo

Thank you OSC team members for being so helpful and supportive to the organisation's operation. It has been a truly huge success with all of our effort. We will continue to spread love and joy to the community and those in need.

Looking back on the 2021 journey, we successfully organised the committee pitching sessions, the launch ceremony at RTHK's headquarters, the five-a-side football tournament, an NFT Exhibition, the UBS Leadership programme, a series of performing arts workshops and corporate events, and coordinated the beneficiaries video shoots and a lot more charity events.

I am grateful for being part of the OSC team and participating in all the volunteer events. All of us demonstrated a high quality of team spirit. Thank you again to our teammates for all the frontline and backend support.

Eunice Sze

Marketing Executive, Corporate Social Responsibility
I'm thankful to be a member of the OSC team, and words cannot express how fantastic it is to witness how the work we have done is genuinely benefiting the neighbourhood and those in need.

Yoyo Hue

I'm delighted to become part of OSC, and it gives me great pleasure to provide services and bring the idea of community care to Hong Kong's underprivileged.

Meris Ho

I am so glad to be a part of the OSC team over the past two years, supporting the needy and spreading love to society. During my days here, I saw how OSC cares for our community by providing financial aid to the needy and organising various activities for them to enjoy. The smiley faces of the beneficiaries are definitely the biggest reward I've earned, and I look forward to what OSC will do for our neighbourhood in the future!

Jessie Lee

Kindness makes the community stronger! I'm grateful to be part of the OSC team, and we will continue to spread the spirit of philanthropy in the neighbourhood!



OSC team members sell souvenirs at the charity event of the Hong Kong Golf Club: The 34th Cup of Kindness



Theme song recording day with Kandy Wong, Harry Ng and OSC team members



OSC members and Crisel Consunji at the Launch Ceremony



02. 2021 Beneficiaries

This year, the call for proposals was set between June and July 2021. Among the 94 received proposals, 18 worthy projects were selected by the 2021 OSC committee, with specialist areas focusing on: children and youth; community; the elderly; physical and mental disabilities; sustainability or environment; and medical needs.

Thanks to the funding support of HK\$2.5 million from the Social Innovation and Entrepreneurship Development Fund through the Hong Kong Council of Social Service, beneficiaries were able to have more resources with which to execute their projects.

The selected beneficiaries for 2021 OSC are listed below:

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
CHILDREN AND YOUTH		
SLCO Community Resources Limited	Effective Signed Interventions (ESI) for Children with Special Education Needs hosts classes and storytelling sessions conducted in both spoken and signed languages to enhance communication skills among them, particularly those who communicate non-verbally.	Direct beneficiaries: 32 service units, 650 professionals, 1,600 parents and 1,600 SEN children
Teach For Hong Kong	Teach For Hong Kong Social Emotional Learning Fellowship sees an insufficiency of resources on social-emotional learning (SEL) and support in the local education system. It aims to serve as an extension of our existing program, Save The Children Hong Kong, and create a favourable and sustainable environment for children.	1,760 pupils, teachers and parents - Direct beneficiaries: 60 underprivileged primary students, 500 students and 100 teachers - Indirect beneficiaries: 200 parents will be mobilised to participate in 5 workshops, each targeting 40 parents
The Hub Children & Youth Centre Limited	STEMSpark Kids - Building a STEM Academy aims to provide self-sustaining, well-structured and free STEM programs to underprivileged children who otherwise have no access to such education. It helped them to build digital literacy and future skills like coding, app-writing from a young age, and a pathway to long-term STEM training to meet 21st century challenges. Social skills acquired prepare them for future employment and help break the poverty cycle. A unique, progressive and reusable STEM curriculum was developed. A Hub STEM Academy university students to become tutors and teach the programmes. STEM workshops will promote awareness to the community, schools and NGOs.	1,200 students, volunteers and members of the public - Direct beneficiaries: 560 underprivileged primary and junior secondary school students in Sham Shui Po, 360 children from schools and NGOs in Hong Kong, 40 university students in disadvantage, 40 corporate volunteers and 40 members of the public



CHICKEN SOUP FOUNDATION

Thanks to the full support from Chicken Soup Foundation, - a charity that assists impoverished families in crisis - 10-year-old Hubert learnt fencing and was coached by Vincent Tsui Man-sum, a former coach of the Hong Kong fencing team.



CHILDREN'S HEART FOUNDATION

Children's Heart Foundation, a charity that has supported children with congenital heart diseases since 1994, planned to launch a project that provides free genetic testing services using whole genome sequencing. The OSC-funded project expects to benefit 30 children and another 60 relatives.

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
COMMUNITY		
ChickenSoup Foundation Limited	Project Family Cupid 3.0 mitigates the extent of each burning financial, medical and social issues to a more manageable level so that the families no longer feel they are in crisis. The project provided holistic and tailored services for the family as a beneficiary unit in a partnership-relationship	16 families facing simultaneous medical, financial, and social crises, which included approximately 50 individuals
Impact HK	Dreamswork helped 48 homeless job seekers discover their professional hopes and dreams, improve their knowledge of jobs in the market and equipped them with adequate resources to seek employment. The project aimed to empower 5% of the homeless population of Hong Kong to transform their lives.	115,520+ job seekers, residents, attendees, visitors, subscribers and followers - Direct beneficiaries: 120+ residents currently housed in temporary accommodation, 400 attendees each month at the organisation's community centre - Indirect beneficiaries: 6,000 platform visitors, 9,000 newsletter subscribers, 100,000 social media followers
Integrated Brilliant Education Limited	IBEL Kindergarten dedicated to set up a kindergarten to provide education services in Cantonese to EM children (aged three to five) in order to enable social inclusion and prevent mental health issues	250+ students
Les Beatitudes Foundation	Tie2Art is a programme to build lasting relationships via arts and craft. The mission is to connect different groups to positively address social issues and support the underprivileged, women and environment through arts and craft. Products are designed to support women who want and need to work in a home environment under a more flexible and work-life balanced arrangement.	2,750 sewers, families and exhibition visitors - Direct beneficiaries: 146 beginner class students, 80 advanced class students, 24 master class students and potential trainer joining the Foundation's "Neighbourhood Support Group" classes, and 300 families - Indirect beneficiaries: 2,000 exhibition visitors and events participants



CODA HONG KONG

In 2013, local charity of CODA Hong Kong was founded to unite and empower the children of deaf adults who had lived through the same experience. "We wish to build up a network for deaf parents so they can support each other as companions," explained Founder Cindy Chan Kai-ye.



DIALOGUE IN THE DARK (HK) FOUNDATION

Dialogue in the Dark (HK) Foundation is a social enterprise that organises activities that give the sighted a taste of the daily lives of the blind, since 2010. Its "We Care" project provided thousands of the elderly with accurate information on the pandemic and positive messages to help them understand the situation.

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
COMMUNITY		
Mighty Oaks Foundation	Project Sparkle is designed to foster relationships between the old and young through: art and games with a therapy dog (frailer elders); music and movement with golden Hong Kong hits (able-bodied elders); youths completing personalised life books created by Mighty Oaks, as gifts for elders; intergenerational activities inside elder facilities; elders paired 1:1 with their young buddies. This improves hand-eye coordination and slows down cognitive and mobility decline for elders. Youths are encouraged to better understand and value elders for their contributions to Hong Kong, their experience and wisdom.	· 960 elders, primary school students and families · Direct beneficiaries: 480 elders and 480 primary school students from grassroot families · Indirect beneficiaries: families members of direct beneficiaries and elder facility staff attending mini exhibition / performances at graduation
Pathfinders Limited	A Fair Start for Hong Kong's Most Vulnerable Children's objectives will be collectively achieved through the running of their crisis hotline, provision of one-on-one case management (through which numerous services are provided) and our community centre & shelter services. Its crisis intervention services are provided to beneficiaries one-on-one and as needed - there is no set schedule or timeline as crises happen every day and it responds accordingly.	· 1,150 project beneficiaries · 580 children and 570 women
The Zubin Mahtani Gidumal Foundation Limited	SEN Centre for EM Children is a programme dedicated to improving the lives of Hong Kong's marginalised ethnic minorities by reducing their suffering and providing them with opportunities. Assessment of SEN issues: Child and Parent +Home visit. External therapists support: Occupational, speech, ABA, physiotherapists etc. 10 sessions over one year. Intervention plan development, execution and follow up: Developed by clinical psychologist, teaching and engaging parents and school, regular follow ups with school and parents.	· 100 primary school children with special education needs



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HOME OF LOVING FAITHFULNESS

With the help of OSC, Home of Loving Faithfulness continues to create a home to provide life-long residential care for handicapped children and adults in a family setting. “We are so blessed by our residents despite their challenges and the challenges of the season. We hope and pray that we could be some small blessing to them,” says Trustees of HOLF.

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HONG KONG WOMEN WORKERS' ASSOCIATION

Waste pickers pushing metal carts as they scour the streets for scraps of cardboard is a familiar sight in Hong Kong.

With a 2021 OSC project to foster a mutual support network for elderly cleaners, waste pickers and the community. Wu Mei-lin, Executive Director of Hong Kong Women Workers' Association says, “We want them to know that their job also contributes to society, that they are recycling unwanted materials and contributing to environmental sustainability for the community.

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
THE ELDERLY		
Dialogue in the Dark Foundation Limited	We Care campaign aims to inject positive energy, care and love to vulnerable groups in the community with material and emotional support through the We Care team which comprises talented volunteers. It injects positive energy to this vulnerable group and strengthens their resilience level to get through critical moments. It made caring calls and provided individual counselling services for those in need.	· 1,800 elders
Hong Kong Women Workers' Association	Mutual Support Network for elderly cleaning workers and waste-pickers aims to address their specific needs and problems, and to initiate community dialog among workers and with people in the community.	· 150+/- subcontracting cleaning workers: 100+/- waste-pickers and 50 unemployed elders

PHYSICAL AND MENTAL DISABILITIES

Coda Hong Kong Limited	Deaf Parents' Mutual Support Project: Psychosocial and Emotional Support for Deaf Parents aims to provide the deaf parents with group and individual counselling services and training workshops and help them identify and overcome various challenges related to parenting, thus improving their psychological well-being. Also to initiate self-sustained mutual aid groups to enable deaf parents to develop a positive attitude.	· 100+ local deaf parents and their children
Home of Loving Faithfulness	Home of Loving Faithfulness takes care of some of the most marginalised people in society – those with special needs. This home has been a haven for the disabled for half a century. Seeing the disabled deprived of education, employment and decent healthcare, Home of Loving Faithfulness founders created a home to provide life-long residential care for disabled children and adults in a family setting. The home empowers young disabled people to achieve their fullest potential. With support from OSC, the Home can provide life-long special care and attention to those who need constant monitoring. Less physically challenged residents are encouraged to develop skills appropriate to their capabilities.	



IMPACTHK

"There's a misconception that people who are homeless maybe don't want to work, or avoid work, or are lazy. But people who are experiencing homelessness really want to work," says Charlotte Tottenham, Head of Partnerships and Development of ImpactHK. Its 2021 OSC project saw ImpactHK help 48 homeless people recruited from their temporary shelters to find gainful employment.



INTEGRATED BRILLIANT EDUCATION LIMITED

A new multi-ethnic kindergarten in Yau Tsim Mong district for over 180 children was helped by OSC 2021. "We are trying to create an inclusive environment. When a five-year-old Sri Lankan, Nepali, Indian or Pakistani kid is having a sandwich with a Chinese kid, they don't care where each other comes from, so they will learn from each other," Manoj Dhar, Co-founder of Integrated Brilliant Education commented.

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
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PHYSICAL AND MENTAL DISABILITIES

Love 21 Foundation Limited	Love 21 Employment Training and Development Programme aims to provide both training and working opportunities to Love 21 families every quarter, with a view to preparing participants for formal employment. Up to six members will attend four training experiences that support three-month work placements at Love 21 Space. These placements will build transferable skills for the trainees future employment.	· 24 members
YAMA Foundation	Yoga & Expressive Arts Therapy for Disadvantaged Communities is a one-year continuation of core programming, directly addressing the wellbeing needs of persons with disabilities (PWD)/SEN and low income communities – offered at no cost to students. -Yoga therapy targets PWD/SEN who cannot participate in group activities. This individually-tailored 1:1 programme integrates support for families and carers, and is proven to yield immediate impact while providing long-term relief. Graduates are generally able to move to small group classes. -Expressive arts therapy group classes for PWD/SEN and low-income participants provide safe avenues for self-expression and development of emotional resilience to overcome trauma.	· 186 units · Direct beneficiaries: 88 children / young adults with varying needs, including PWD / SEM and those living in poverty; 88+ families in need of wellbeing support, 10+ NGO community partners

SUSTAINABILITY OR ENVIRONMENT

J Life Foundation	Cycling Tomorrow is dedicated to supporting their social enterprise J Life Mart's mission of training and empowering the underprivileged. There are three parts in J Life Mart's mission: training youths and women to be shopkeepers, maintenance of recycled bicycles and selling women's handmade products. J Life Mart provides job opportunities to underprivileged women and youth which train them in different skills. It collects used bicycles and other second hand goods from donors to sell in J Life Mart. Through our handicraft courses, underprivileged women can learn to make different products at home and sell them at J Life Mart.	· 36+/- underprivileged women and youths
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LES BEATITUDES FOUNDATION

A women's empowerment project for 2021 OSC taught migrant and impoverished mothers how to make textiles and other sellable handicrafts. "When participating mothers take these gorgeous materials and patterns home, their children become interested in what they're doing. They feel respected and proud to be something greater than a wife or mother at home," says Margaret Leung, Founder of Les Beatitudes Foundation.



LOVE 21 FOUNDATION

This charity aims to prolong the lives of young adults with Down's syndrome or autism by providing sports and wellness support programmes free of charge. It has also been increasing the awareness of the general public through volunteer activities and corporate social responsibility programmes. "Our members love people, they love being with people, they love interacting with people, so why can't they find work that allows them to do that?" says Carmel Armstrong, Chief Operating Officer Love 21 Foundation.

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
MEDICAL		
Children's Heart Foundation	Inherited Cardiovascular Disease and Prevention of Sudden Cardiac Death in Hong Kong Children and Adolescent - Genomic testing and Family Screening is a programme to apply the latest whole genome sequencing (WGS) to repeat the genetic test for all children who were previously diagnosed with cardiac channelopathy, cardiomyopathy with negative traditional genetic tests. The scheme provides WGS testing for newly diagnosed children with cardiac channelopathy and cardiomyopathy. All eligible children and their parents were invited to participate in this programme, and received genetic testing counselling at the hospital outpatient clinic. With parental consent, blood samples from affected children and parents were collected and sent to the laboratory of the University of Hong Kong for genetic testing and analysis.	· 90 patients, core family members and the public





MIGHTY OAKS FOUNDATION

Project Sparkle teaches children soft skills such as communication and the art of persuasion. Kids will have to collaborate with elders one day, so the earlier they learn to work with and respect them, the sooner they can understand the concept of 'old is gold', says Tan Poh Lee, Founder of Mighty Oaks Founder. "The elderly have contributed to our world too, so we'd hate to leave them feeling lonely after retirement. We want to give them purpose and hope, she adds."



Pathfinders Limited

"The objective of this project is to ensure the child a safe and loving home, that they have access to central services and supplies and ... meet health and development milestones, and that their mums are empowered to have long-term plans," says Catherine Gurtin, CEO of Pathfinders charity which offers support for domestic helpers, ranging from case management to shelter services.



SLCO Community Resources

"We are happy to be funded by Morgan Stanley [an OSC donor] to run the project this year, and we also hope to promote sign bilingualism to more mainstream schools and schools for children with other special needs in the year to come," says Chris Yiu Kun-man,

Founder and Director of SLCO Community Resources, of the NGO that aims to bridge deaf and hearing communities through sign bilingualism to different communities in need.



Teach For Hong Kong

The Teach For Hong Kong project helps students better manage their emotions, interpersonal relationships through a series of activities. The group will use a HK\$400,000 grant from NGO Leadership Programme, sponsored by UBS and Post's Operation Santa Claus. "We choose fellows who exhibit compassion as well as leadership, entrepreneurial and interpersonal skills," says Henry Lee Cheuk-hei, CEO of Teach for Hong Kong.



The Hub Children and Youth Centre

This NGO's 2021 OSC project provides free STEM programmes such as coding, app-writing, programming, and 3D printing. "Digital development has accelerated during the coronavirus pandemic. If we do not provide these digital resources when the needy students are young, the digital gap will only become bigger when they enter secondary school," says Executive Director Josephine Leung Wai-lin.



The J Life Foundation

This Sham Shui Po charity is equipping dozens of mothers struggling to make ends meet with bike maintenance and business-related skills, with funds from 2021 OSC. "We are actually providing hands-on learning experience as they really need to operate a real business, while making a living," says Elli Fu Nga-nei, Founder and CEO of J Life Foundation.



The Zubin Mahtani Gidumal Foundation

"The Morgan Stanley [OSC donor] grant will change the lives of special needs children from the poorest communities in Hong Kong," says Shalini Mahtani.

Founder and CEO of The Zubin Mahtani Gidumal Foundation - also known as The Zubin Foundation, a charity committed to improving the lives of Hong Kong's marginalised ethnic minorities. "A hundred children will receive the therapies that they would never ever be able to afford."



YAMA Foundation

"Funding from 2021 OCS brings free yoga sessions for people from underprivileged families with disabilities, through the YAMA Foundation. I think, especially for kids that don't speak in words, they have a different form of communication, expressive art is one way for them to get there," says Founder and Executive Director Hersha Chellaram.

03. Fundraising Efforts



2021 MAJOR DONORS

CHRISTMAS IS MADE ALL THE MORE SPECIAL BY THE CONTINUOUS SUPPORT FROM:

Over
20 years

Morgan Stanley

SWIRE PACIFIC



Over
15 years



CREDIT SUISSE



SINO GROUP

SINO HOTELS

Over
10 years

DEACONS
的近律師行

DISCOVERY MIND
EDUCATIONAL ORGANISATION

養和醫療
HKSH Medical Group



SEGANTII

SWIRE PROPERTIES

Over
5 years

大新銀行
DAH SING BANK

ETAK International Ltd

Kowloon Shangri-La
HONG KONG



NINA
HOSPITALITY

PACIFIC PLACE

Over
2 years

Consulate General of Sweden
Hong Kong



DSC International School
德意志国际学校

香港哥爾夫球會
HONG KONG GOLF CLUB

HKEX
Foundation
香港交易所慈善基金



紅十字會
WORLD FOUNDATION

2021
New donors

CAFE DECO
咖啡館

CHINACHEM
GROUP
華懋集團

香港中華游樂會
CHINESE RECREATION CLUB (HONG KONG)

新加坡國際學校(香港)
SINGAPORE INTERNATIONAL SCHOOL (HONG KONG)



FUNDRAISING ACHIEVEMENTS

Despite the economic uncertainties we have faced, OSC donors remained committed to doing all they could to ensure funding levels remained as high as in previous years. Our donations come from multiple sources:

23 Major donors

HK\$13,988,000

17 Schools

HK\$375,000

6 Clubs & Associations

HK\$2,099,000

General public - Online & Offline
(including 5-A Side Football Tournament)

HK\$1,132,000

Total: **HK\$17,594,000**

TOP 5 FUNDRAISERS



Morgan Stanley

Multinational investment bank Morgan Stanley has broken its own fundraising records for an annual charity, with 2021 OSC. Within all efforts, Morgan Stanley raised more than HK\$5 million (\$5,387,531.00) including auctioning the cakes made by its senior management. It broke its own fundraising record set in 2020.

Morgan Stanley



UBS

Festive fundraising held by UBS including a charity auction that saw a steak dinner go for HK\$65,000, workshops and karaoke dares that in total raised HK\$1.7 million. In addition to the live auction, 15 pieces from the UBS Art Collection's Hong Kong archives were also sold online from December 13 to December 15.





Hong Kong Golf Club

Hong Kong Golf Club raised HK\$1.5 million for OSC this year through Cup of Kindness, an annual charity tournament. On its Fanling course 256 members competed against one another, an increase from the average of 200 in previous tournaments.



香港哥爾夫球會
HONG KONG
GOLF CLUB



Hong Kong Sanatorium and Hospitals

The selling of festive breads, cakes and pastries made by HKSH staff and a series of fundraising activities around the theme of "100 second challenge" raised over HK\$1 million. The hospital celebrates its centenary this year, so organisers tied its OSC activities to the anniversary by asking participants to complete a "100-second challenge" to raise HK\$100 which the hospital then matched.



養和醫療
HKSH Medical Group



Segantii Capital Management Limited

Segantti donated HK\$1 million to OSC to support those in need.



Others Major Donors



Cafe Deco Group

The food and beverage group donated HK\$5 to charity every time a customer ordered selected dishes in a bid to promote the idea of sharing through food.



Café Deco wanted to do good without customers having to pay extra. And we want to instil the idea of gifting, sharing and love through food.

Catherine Yuen Wai-lin

Director of Sales and Marketing, Café Deco Group



IKEA

IKEA Hong Kong allowed 18 beneficiaries to make HK\$10,000 wish lists of Ikea goodies - with requested items including light bulbs, crayons and shelving units.



The bigger the brand, the bigger its presence, so it's even more important that we are engaged in the community.

Adrian Worth

Managing Director, IKEA North Asia



Dah Sing Bank

Dah Sing Bank's charity basketball match brought in HK\$200,000 for OSC.



Aside from sharing the joys of basketball, our mini-game with the children also highlighted the importance of helping others, sportsmanship and teamwork. The teams at Dah Sing are very proud to be a part of this project.

Jacky Cheung Man-ming

Dah Sing employee and a basketball team captain



Kowloon Shangri-La Hotel

Families from The Hub Hong Kong were invited by Kowloon Shangri-La Hotel for a taste of holiday cheer, in partnership with OSC.



I wanted people to forget about everything that's been going on with the pandemic and just be in a festive mood.

Ghislaine Lê

Manager of Kowloon Shangri-La Hotel





KPMG International Limited

KPMG Hong Kong's Christmas party raised more than HK\$400,000 for 2021 OSC. Its staff sang Christmas carols, took part in a raffle and bought products at booths set up by OSC beneficiaries.

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Christmas is traditionally a season for giving so I think it's an opportunity for us to really get people engaged.

Chi Zhang

Corporate Social Responsibility Director at KPMG



Maxim's Group

Maxim's Group partnered with Breer, a Hong Kong start-up, to turn bread into beer while HK\$10 was donated to 2021 OSC for every bottle sold.

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Combining elements of sustainability, food waste upcycling and entrepreneurship, 'Bottle of Bread' is a showcase of how collaborations help students visualise their business plans and commercialise their innovative products.

Michael Shung Yu-hin

Senior Manager of Food Procurement and Supply Chain at Maxim's Group





Sino Group

Sino Group and The Hub Hong Kong organised meaningful activities, including harvesting vegetables and decorating a Christmas tree with used plastics, for 20 children from underprivileged families as part of fundraising drive for 2021 OSC.



We hope to create a total sustainability experience for the children. The key message is about nurturing awareness of waste reduction and management, because everyone plays a role in the decarbonisation journey.

Melanie Kwok Hoi-yi

Senior Sustainability Manager of Sino Group



Swire Pacific

Swire's "Believe in Hong Kong" exhibition, which showcased the success stories of local businesses, offered inspiration for the representatives of eight Hong Kong NGO 2021 OSC beneficiaries dedicated to helping the city's underprivileged.



Hong Kong has seen quite a few challenges in the past few years. We would like to take this chance to send encouragement.

James Tong Wai-pong

Director of Public Affairs at John Swire & Sons (HK) Ltd.



Sino Hotels

Fifteen children from underprivileged Hong Kong families enjoyed an early Christmas last November when they crafted gingerbread men for the first time at a hotel in Tuen Mun. For more than a decade, the Sino Hotels Group has invited dozens of children to the Hong Kong Gold Coast Hotel for parties and events as part of its collaboration with OSC.



We are glad to have the opportunity to create family engagement between parents and the kids, and showcase love and care to all in the community.

Robert Hon Pang-ching

Gold Coast Hotel General Manager



Swire Properties

University students took part in the Swire Properties Placemaking Academy organised as one of the many components at the corporate donor's annual White Christmas Street Fair. This was the first year that the company has worked towards creating a zero-waste event.



We're glad to be able to give our younger generation of future talent hands-on experience in placemaking so that they can contribute to the sustainability and vibrancy of our communities in years to come.

Tim Blackburn

Chief Executive, Swire Properties





WoFoo Foundation

Wofoo was one of the two donors of the annual NGO Leadership Programme in 2021, a leadership training programme organised by Chinese University of Hong Kong's Social Work Department and UBS bank. For 2021 OSC, Wofoo provided half of the HK\$800,000 in funding to programme winners. The nine-month programme offers training in management, communications and technology.

”

We hope to connect with social purposes that our city needs rather than just establishing business partnerships.

Phoebe Wan Tak-yan

Senior Project Manager of Wofoo Social Enterprises



Additional Thanks

We are blessed to receive unfailing support by some donors who never ask for anything in way of acknowledgement or publicity. Our sincere gratitude also goes to other humble donors such as Etak International, Pacific Place, Segantii Capital, and HKEX Foundation, whose contributions are noted below.

Raised HK\$200,000

ETAK *International Ltd*



Raised HK\$423,239.57

PACIFIC PLACE





Raised HK\$265,000



Donated HK\$1 million



CORPORATE EVENTS WITH OSC BENEFICIARY ENGAGEMENT

Performing Arts Workshops

This year, we partnered with seven performing arts partners and held 7 workshops with more than 100 beneficiaries and 50 volunteers.

Though participating in these workshops, organised by the OSC beneficiaries, disadvantaged local families enjoyed opportunities to experience and learn about various elements of performing arts forms.

The OSC fundraising themes began in 2019 through a series of sports events, then changed to "F&B" in 2020. Many events and workshops were cancelled in the past few years due to social unrest and the outbreak of Covid-19. In 2021, our donors were determined to raise the spirits of youngsters and families and delivered workshops under the theme of "Performing Arts" with our partners in 2021.

We believe that the face-to-face interaction and engagement would bring enormous benefits for the local community.



Sponsored by Chinachem Group & Nina Hospitality

With sponsorship from OSC, Starwave Dancing Academy hosted special dance workshops for underprivileged children and students with Down's syndrome or autism — together with their parents — as part of a collaboration with different charities, including Mighty Oaks Foundation, Chicken soup Foundation and Love 21 Foundation. Four Chinese dance sessions were held in November 2021 for children and families from our charity partners.

"非常感謝星榆學校邀請我的女兒免費體驗中國舞蹈，讓她感受中國舞蹈的樂趣。女兒一向非常喜歡跳舞，可是沒有機會學習。她十分喜歡在星榆學校上的四節中國舞課堂。感謝你們。"

"Thank you Starwave Dancing Academy for inviting my daughter to experience Chinese dance for free which allowed her to have a taste of Chinese dance. My daughter likes dancing very much but she never had the chance to learn it. She experienced four Chinese dance lessons and she likes it very much. Thank you all of you."

Wong Sau-nog

Mother of Wong Man-pei, who enjoyed classes at the Mighty Oaks Foundation



Starwave Dancing Academy



**Sponsored by
Li Fei Piu Chinese Martial Arts Association**

Children were taught how to move the lion's head and operate its mouth, eyes and ears within traditional Lion-dance heads. They also performed a dance with the mythical beast costumes at a workshop organised by Li Fei Piu Chinese Martial Arts Association.

"活動十分健康有意義，二十多個小朋友一同參與，學習獅藝運動之餘，又可認識到舞獅流源和文化含意，工作坊值得推廣。"

"This activity was very meaningful with more than 20 children participating together. Apart from the lion-dance movements, they also learnt about the origin and cultural background of lion dancing. Such workshops should be promoted more widely to the public."

Li Fei Piu

Chairman of Li Fei Piu Chinese Martial Arts Association



Li Fei Piu Chinese Martial Arts Association



Sponsored by Credit Suisse

Magician and mentalist Zenneth Kok taught children tricks using everyday household items and upcycled objects.

"有機會與孩子們分享魔術真是太好了。像這樣的工作坊不僅可以激發他們對魔術的興趣，而且讓他們知道完美的表演需要表演技巧和良好的呈示與溝通技能，這些技巧肯定適用於他們的日常生活。"

"Having the opportunity to share magic with children is amazing," he said. "Not only can workshops like these trigger their interest in the subject, but putting on a perfect performance requires showmanship as well as good presentation and communication skills that will surely also apply to their daily lives."

CREDIT SUISSE

**HONG KONG
MAGICIAN.com**

Hong Kong Magician



Sponsored by UBS

The Nonsensemakers, a Hong Kong theatre group, gave a group of underprivileged children a lesson on using masks to express themselves.

"小朋友的創作力很強大，令我大開眼界。我一向有參與話劇演出，但這是第一次戴著面具演出，我亦從中學到很多新知識，而且對話劇更感興趣。這次活動有小朋友參與，真的很有趣。"

"My biggest eye-opener is that children have a strong sense of creativity. I have tried drama, but this is the first time I have acted wearing a mask. I have learned so many new things and I am now even more interested in drama. Watching the children's participation, the workshop was became even more fun and interesting."

Tammy Woo

Volunteer from UBS



The Nonsensemakers





Sponsored by Deacons

Instructors from the Hong Kong Young Talent Cantonese Opera Troupe taught volunteers and participants, some of whom have hearing disabilities, how to perform Cantonese opera without making a sound.



The Hong Kong Young Talent Cantonese Opera Troupe

“人們通常以為有了聽障便不能享受戲劇，但我們希望能夠為(聽障)家長創造機會，讓他們和子女享受粵劇。”

“We often think that being deaf and enjoying opera are not compatible, but we wanted to create the opportunity for deaf parents to experience Cantonese opera with their children.”

Lilian Chiang Sui-fook

Deacons Senior Partner

“我很高興能夠參與粵劇工作坊，感覺好新鮮，讓我學習到不少粵劇術語，了解更多背後意義，包括幕後、手勢、裝扮和形象化的動作。義工團隊合作無間，讓我們有一個放鬆和舒適的活動。感謝每一位的付出。”

“I was so happy to participate in this Cantonese Opera workshop. It was so refreshing. It allowed me to learn so many Cantonese opera professional terms and understand more meanings behind the art form, including behind the scenes, gestures, costumes, and visual movements. The cooperation with the volunteer team was seamless. Thanks to everyone who contributed.”

Phil Lam 林子聰

Vice President, CODA Hong Kong Limited

DEACONS
的近律師行



Sponsored by Hong Kong Disneyland

Children of marginalised ethnic minorities, deaf adults, and disadvantaged families were all invited to a session hosted by Hong Kong Disneyland Resort, where they learned how to illustrate Mickey Mouse with the help of an artist and a sign language teacher. The 45 children were supported by three local charities listed among the 18 beneficiaries of 2021 OSC.

“The workshop was something that we thought could be very special,” said Tim Sypko, the resort's senior vice-president of operations. “Engaging with children and families, including those in need, is a priority for us.”



Baumhaus



“OSC is a very important initiative to us as there are many people in need, and it's great to be part of an effort like this,” said Consul General Per Augustsson. “The consulate general of Sweden is not a profit-making company, but still there are ways for us to do something here.”



Sponsored by Consulate General of Sweden

The Swedish consulate held a series of Nordic festivities, including a Christmas market, curling and hockey challenges, meet-and-greet with Santa Claus and craft workshops. The consulate also hosted two tours for underprivileged children and families from three beneficiaries of OSC.



Juggling Home of Hong Kong



OTHER FUNDRAISING EVENTS

Clubs and Associations



Wing Ding Squash Tournament

Monks, pizza slices, supersized coronavirus cells and Goku from *Dragon Ball Z* – complete with the flaming wig – were just a few of the unlikely players going head to head in a Hong Kong squash tournament fundraiser last November.

The 2021 annual Wing Ding Charity Tournament at the Hong Kong Football Club in Happy Valley saw 13 teams comprising 169 costumed players, one of them just eight years old, swinging their rackets. Wing Ding raised HK\$390,000 for the OSC beneficiaries.



Chinese Recreation Club

After six weeks of fierce competition, the Chinese Recreation Club Tennis Open 2021 came to an end. Along with other donations this raised nearly HK\$40,000 for charity partners Lok Sin Tong and OSC.

"We hope our partnership with OSC will continue for many years; we are very committed," says Open Tournament Committee chairman, Edmund Ho, adding the club was planning tennis workshops for underprivileged children in Hong Kong together with OSC.



Italian Women Association

After the pandemic led to cancellation the previous year, the annual charitable market held by the Italian Women Association which sold discounted clothing, sunglasses, accessories, shoes, home appliances, make-up and stationery raised HK\$800,000 for OSC. Called Il Mercatino di Iwa in Italian, the market took place in the courtyard of the historic PMQ building in Central on November 14.



Hong Kong Football Club

Sportsmanship was on display as more than 200 people turned out for a good cause at the flagship charity five-a-side football tournament. This event plus other donations saw the Hong Kong Football Club raise HK\$180,000 for 2021 OSC.

Nam Nguyen, Chairman of the Club and its Junior Soccer Programme said, "We've had some difficult times in the last few years, so the times that the kids can get out there and play, I think they're appreciative."



OTHER FUNDRAISING EVENTS

Schools

17 international and local schools brought together students, teachers and parents to raise money for OSC's charitable causes.

Creative fun-filled and educational events such as singing concerts, Christmas fairs and dress-up days were held.



American International School

The American International School encourages a culture of giving by incorporating a fundraising theme into its monthly "free dress days" for a fee. In 2021, this allowed students to donate to various charity causes, such as OSC, while getting the chance to dress casually.



CNEC Lau Wing Sang Secondary School

The school turned a fundraising campaign into a chance to practise English while doing something meaningful for charity by putting on a lunchtime English concert for OSC.



Discovery Mind

Discovery Mind kindergarten campuses in Tung Chung and Discovery Bay saw kids – and parents – decked out in festive attire such as elf outfits for Dress in Red & Green with Crazy Hair Day.



DSC International School

DSC International School's week-long charity event raised a record-breaking HK\$125,621. The school's parent organisation, CTF Education Group's pupils and their families contributed to the amount raised through initiatives such as the sale of 'candygrams' – greetings cards with sweets.



International College Hong Kong

The school organised a charity event that sold 'candy cane-grams' and Christmas ornaments to raise funds for OSC. A total of 2,000 candy cane-grams, which included messages of kindness, were sold.



Korean International School

Santa was played by the school principal and other faculty members. He then visited every classroom to spread Christmas cheer.



Norwegian International School

The school in Tai Po hosted its first-ever on-campus Christmas party, with Santa Claus showing up to bring festive cheer to all the children. Mulled wine, snacks and photos with Santa all contributed to funds raised for 2021 OSC.



Shung Tak Catholic English College

At Shung Tak Catholic English College in Yuen Long eight teaching staff, including principal Cecilia Tang Sui-sim, dressed up as students to raise record-high funds for OSC. Its fun fair raised HK\$67,888 in support of OSC.



Singapore International School

Students from Singapore International School dressed up for Christmas activities to raise money for OSC. One of its fund-raisers was that a portion of the revenue from sales of the school's just-published cookbook called Joyful Recipes of Love was donated to OSC.



Tai Kwong Hilary College

Featuring choir performances, dance recitals, piano solos, and an assistant principal dressed in a rotund Santa suit, Tai Kwong Hilary College in Tai Po offered up a variety of talents to raise money for OSC through music and dance as part of a performing arts show that celebrated Christmas.



Think International School

The school held an online musical production and a day of festive-themed games at the first-ever on-campus Christmas party at Think International School, in Kowloon Tong featured Santa Claus showing up to bring festive cheer to all the children.



Wycombe Abbey School

Students and teachers donated money to 2021 OSC to switch out their uniforms for casual, festive wear, with almost everybody at the school getting involved.

A Special Thanks to the following schools for their support:

Japanese International School

Sha Tin Junior School

St Mark's School

Tak Nga Secondary School

Tin Ka Ping Secondary School



AWARD WINNERS

Top Corporate Fundraiser



Morgan Stanley

Morgan Stanley alone was responsible for more than HK \$5 million of the 2021 OSC grand total. This came from in-house auctions – within which HK\$537,718 was a winning bid for a single cake made by a senior bank employee, among other fundraising projects, and donations. The company took the Top Corporate Fundraiser prize for the sixth year in a row.

Morgan Stanley

Most Creative Corporate Fundraiser



KPMG China

KKPMG China won the award for Most Creative Corporate Fundraiser.

It raised more than HK\$400,000 for OSC with the proceeds from its the raffle and from individual donations.

The funds will go to a series of initiatives run by the 18 beneficiaries of 2021 OSC.



Top School Fundraiser



DSC International School

DSC International School was named Top School Fundraiser, raising a record-breaking total of HK\$125,621. The school topped fundraising records – by three times its intended target. Its Crazy Hat & Hair Day on December 3, raised HK\$125,621.



AWARD WINNERS

Most Creative School Fundraiser



Tai Kwong Hilary College

Tai Kwong Hilary College won the Most Creative School Fundraiser award for raising money through a performing arts show organised by secondary school students. The show featured choir performances, dance recitals and piano solos.



OSC Santa Helper Award



Swire Properties

The award for OSC's Santa Helper was won by Swire Properties.

This is a brand-new award for this year. Special thanks to Swire Properties, which organised the annual "White Christmas Street Fair" – which had a sustainable theme – and donated to the OSC fundraising drive for more than HK\$6.3 million.



04. *Publicity & Marketing*

Numbers of print SCMP articles, online articles and Young Post coverage

To promote the spirit of giving across the city, and to raise public awareness of OSC as a worthy cause, we worked tirelessly to amplify the message across a variety of platforms.

This included leveraging the strength of both OSC media organisations, SCMP and RTHK to offer multiple channels of coverage:



In total, 93 stories (including spotlights on beneficiaries and donors) published in SCMP print, digital and Young Post.



19 radio interviews broadcasted on RTHK Radio 3; live radio coverage of some 2021 OSC events.

Six TV show on RTHK 31(日常8點半)



OSC Facebook and Instagram



Facebook

	2019-2020	2020-2021	2021-2022	Increase (past two years)
No. of Followers	3,658	3,803	3,910	+2.8%

Instagram

	2019-2020	2020-2021	2021-2022	Increase (past two years)
No. of Followers	381	536	687	+28.2%

AMBASSADORS' INVOLVEMENT





SHOWBIZ / LATEST 即時娛樂

10

周柏豪返內地拍劇3個月：離開子女最長時間一次 (18:00)

文章日期：2021年11月04日

Share



周柏豪和糖妹昨晚出席迎聖誕活動。(劉永銳攝)



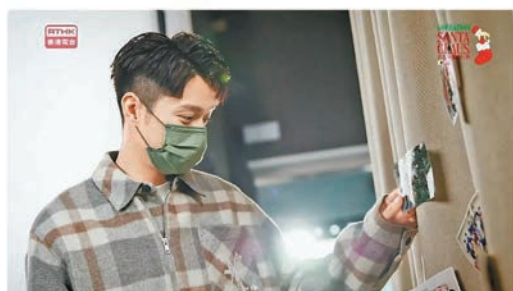
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11

慶幸能助弱勢社群 口罩下展歡顏 周柏豪參與籌款再創佳績

2022年2月26日 - 1分鐘文章



圖為日報攝片

- 1) Singer Crisel Consunji was one of the star performers at the White Christmas Street Fair 2021, at Tong Chong Street in Quarry Bay. Local residents, workers and visitors were glad to see this OSC fundraising event back in action, after its two-year break.
- 2) Hong Kong Disneyland Managing Director Michael Moriarty, OSC ambassador Crisel Consunji, Hong Kong Disneyland Vice President (Operations) Tim Sypko, and Vice President of communications and public affairs Anita Lai Pui-shan, photographed at Disneyland. The theme park hosted a group of 45 underprivileged children – arranged by three of 2021 OSC's beneficiaries – for a fun day that included some creative postcard-making.
- 3) Consunji posted the Disneyland postcard event day on her Instagram.
- 4) Crisel Consunji performed at the Launch Ceremony of 2021 OSC held at Broadcasting House, the RTHK headquarters in Kowloon Tong. The launch was broadcast live over video link and on RTHK Radio 3, as pandemic restrictions on crowd numbers were observed.
- 5) Kandy Wong was invited to sing the 2021 OSC theme song, which she performed for an official OSC video on Youtube.
- 6) Kandy Wong posted screenshots and a link to the 2021 OSC theme song on her Instagram page.
- 7) The official 2021 OSC Instagram account posted an Instagram story featuring a photo of Harry Ng and Kandy Wong, the main contributors to the theme song recording.
- 8) Kids from The Hub and ChickenSoup Foundation learning lion dance moves with Chairman of the China Hong Kong Traditional Wushu, Dragon and Lion Dance Association Li Feipiu (centre, left), and singer Pakho Chau (centre, right), at the Li Fei Piu Lion Dance Workshop for 2021 OSC, held in Chai Wan.
- 9) Ambassador Pakho Chau participated in the beneficiary Les Beatitudes' video shoot in Haw Par Mansion.
- 10) Pakho Chau has been an OSC ambassador for three years in a row. He participated in the 2021 Launch Ceremony with other ambassadors, Crisel Consunji and Kandy Wong.
- 11) Pakho Chau featured in 2021 OSC's closing video and shared his thoughts on the campaign. Don't miss it!

Read full article here



Read full article here



05. *Financial Highlights*



FINANCIAL HIGHLIGHTS

OSC 2021 raised a total of HK\$17.6 million, a big portion of which came from corporate, clubs and associations, school and individuals, with the remaining generated by OSC-organised events. As it has every year since 1988, OSC did everything possible to minimize administrative expenses. To ensure every penny raised was used transparently, a full audit will be published online in December 2022

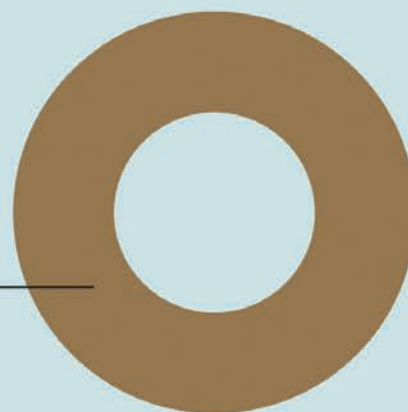
TOTAL INCOME:

HK\$17,594,000

INCOME:

ITEMS	HK\$'000	%
Donation	17,594	100
TOTAL		

Donation 100.0%



TOTAL EXPENDITURE:

HK\$19,329,000

EXPENDITURE:

ITEMS	HK\$'000	%
Donation	16,920	87.5
Fundraising expenses	1,554	8.0
Administrative expenses	786	4.1
Fee	69	0.4
TOTAL	19,329	100

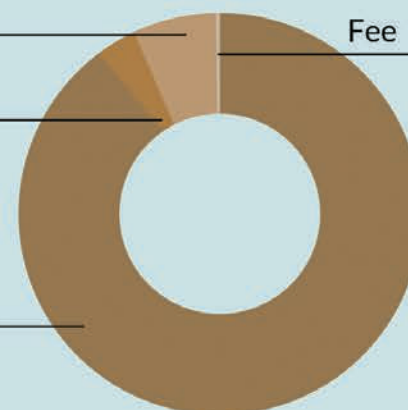
Disclaimer: These figures are unaudited

Administrative
4.1%

Fundraising
8.0%

Fee 0.4%

Donation 87.5%



06. *Past Projects*



In the 2020 campaign, OSC supported 18 projects which all aim to empower those in need in our city. As the span of the projects varies, some are still ongoing while some have been completed.

OSC continues to monitor these projects carefully, especially as some are still being impacted by the pandemic.

The 2020 OSC beneficiaries were given significant leeway and support, regarding timelines and project delivery formats throughout the year.

2020 BENEFICIARIES

Progress last updated in Jan 2022 according to reports submitted by beneficiaries.

ORGANISATION	PROJECT CONTENT	BENEFICIARIES
Bring Me A Book Hong Kong	School-based Reading Programme: Lifelong Love of Reading Bring Me A Book Hong Kong collaborates with six local primary schools to launch the school-based reading programme for low-income families to help develop a life-long love of reading. Every participating teacher and parent plays a significant role in fostering children's reading habit.	· 1,700 parents and children
Caritas Rehabilitation Service	Project Hope In response to the needs of preschool children with special education needs and their parents, Project Hope aims to enhance the functional ability of the children and stress coping ability of their parents.	· 78 preschool children with SEN and 78 parents
Hong Kong Children In Need Foundation Limited	STEM Maker in School The two-year-long train-the-trainer project emphasises real-life applications and post-programme support. It provides cross-subject and project-based learning experience for the students. Trained teachers are expected to implement the curriculum for at least two years.	· 66 students and 17 teachers
Mind Mental Health Hong Kong	Coolminds Campaign The campaign aims to improve the mental health of young people in Hong Kong through training, information sharing, online resources, destigmatisation and support for the adults around them.	· 800 students, 800 teachers and 800 educators
EnrichHK	Debt-Free Helper: Hong Kong's first debt management programme for migrant domestic workers This is a debt-management programme for migrant domestic workers empowering them to escape debt and achieve greater financial security. It combines group workshops and one-to-one support tailored to domestic workers' needs during this challenging time.	· 27 migrant domestic helpers
HandsOn HK	Care Delivered The initiative unites non-profit organisations and volunteers to provide one year of food assistance to the city's most critically vulnerable groups. It also sets in motion a programme that can continue to support the local community.	· 335 people with mental illness or disabilities, people from low-income families, elders with chronic diseases, refugees and asylum seekers
Home of Loving Faithfulness	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. It seeks to engage, empower, and potentially to employ higher functioning adults with special needs in various parts of home life, such as in its kitchens, laundries, gardens and in housekeeping administration and other homecare tasks.	· 16 residents

ORGANISATION	PROJECT CONTENT	ACHIEVEMENT
J Life Foundation Limited	J Life @ Fighting COVID-19 The project consists of the following: 1) A community resource platform: to liaise with supermarkets and stores to negotiate discounted bulk purchasing prices for food items. A part-time employee is hired to shop research prices. b) Food packs delivery: these packs are distributed biweekly to underprivileged families to relieve their financial burden due to the pandemic. c) Electricity charges subsidy: a three-month subsidy is given to the low-income families living in subdivided units. Each eligible family receives a maximum of HK\$300 per month.	· 200 underprivileged families and a part-time employee
PathFinders	A Child's Journey with PathFinders PathFinders provides healthcare, education, humanitarian and legal services to ethnic minority children, a unique group of beneficiaries with complex needs. The initiative specifically targets 1- to 3-year-olds.	· 327 children, 272 mothers and 63,555 migrant domestic workers and community members
Playright Children's Play Association	The Community Engagement and Empowerment for Play Space Transformation Project The project aims at creating a child-friendly environment that also empowers adults. Activities such as training workshops, overseas field trips, and pop-up events help promote a play-friendly community.	· 20 participants in facilitator training
Hong Kong Red Cross	Red Cross Little Buddies This project aims to broaden the global vision and civic responsibility among Primary 1 to 2 students from low-income families through cultivating humanitarian value, leadership skills, healthy awareness, discipline and volunteerism.	· 90 primary students from low-income families
InspiringHK Sports Foundation	Co-ADDventure: Co-Sporting Programme for Underprivileged ADHD Youth and Caretaker This project aims to provide organised sports programmes for the ADHD youth and address their caretakers' needs. Through co-learning of group and individual sports with various intensity, beneficiaries can explore a broad range of sports, enjoy bonding time, and get behavioural and emotional changes.	· 79 caretakers and 90 students with special educational needs
Saint Barnabas' Society and Home	Healing the Vision of the Underprivileged Elderly This offers people stricken by eye diseases access to eye examinations and treatment. It improves the quality of their lives and assists them to re-establish connections with their family and friends.	· 20 service users received eye check-ups. Five of them received surgery to cure cataracts.
Senior Citizen Home Safety Association	Easyhome Services for the Elderly and their Carers This provides different types of home care support by matching the right home care service teammates to the elderly in need based on their health and living conditions. It provides different types of home care support by matching the right home care service.	· 251 elderly

ORGANISATION	PROJECT CONTENT	ACHIEVEMENT
Sowers Action	After-School Tutoring Program It aims to help underprivileged children who are left unattended after school by providing them tutorial and extracurricular learning experiences. At the end of the school year, a series of events will be hosted to promote parent-child relations.	· 30 students of Shamshuipo Kaifong Welfare Association Primary School
TREATS	Sports Play Out! The Train-the-Trainer Gamified Sports Project for Ethnic Minorities Youth in Hong Kong The project combines sports training, skills empowerment and career opportunities for the ethnic minority youth population. Through an intensive train-the-trainer programme, participants can develop skills, confidence and be empowered to be the trainers of gamified sports (sports that combined elements of games and sports) programmes.	· 5,778 ethnic minority young people and the public
Tsang Pik Shan Secondary School	Simple Technical Self-Development Tutors from the Faculty of Education of HKU conduct tutorial lessons via Zoom for the school's students. The students also participate in cooking activities with the elderly and engineering science workshops and competitions.	· 420 students
WoFoo Social Enterprises	Simple Living A high percentage of the population possesses compulsive hoarding behaviour in Hong Kong. In view of this, through public educational activities and house tidying services, the project aims to encourage people to adopt a more sustainable lifestyle.	· 2127 participants in public activities and 39 volunteers trained in decluttering skills
The Zubin Foundation	EM Child Trauma Counselling Service The service aims to provide counselling service for ethnic minority children who have experienced trauma or abuse. The project firstly starts with offering services in Hindi or Urdu and English for ethnic minority children aged from five to 15.	· 25 ethnic- minority children

OSC, UBS AND CUHK NGO LEADERSHIP PROGRAMME



Henry Lee from Teach for Hong Kong, Nancy Wong from Karen Leung Foundation, Charlotte Tottenham from ImpactHK, Joey Wong from Direction Association of the Handicapped, Maggie Wong from Kaifong Tour and Esther Cheng from Keswick Foundation, with Tammy Tam SCMP Editor-in-Chief, at the OSC, UBS and CUHK NGO Leadership Programme 2021 award ceremony, at the UBS offices in Central.

Since 2015, the OSC, UBS and CUHK NGO Leadership Programme has offered professional training to more than 150 emerging leaders from more than 120 organisations, namely non-profits, social enterprises, charitable foundations, corporates and the Government. The Programme has affected about 5.5 million beneficiaries directly and indirectly.

The nine-month programme, which offers training in management, communications and technology, is sponsored by UBS and OSC.

Organised by Chinese University's social work department and Swiss investment bank UBS, the programme in 2021 saw 28 projects pitched at a day-long session on September 17. Two projects – one aimed at helping the city's homeless enter the workforce and another at promoting "social-emotional" learning in schools – claimed the two top prizes in 2021's NGO Leadership Programme and was awarded a grant of HK\$400,000 each.

ImpactHK's Dreamwork project hopes to help 48 homeless people enter the workforce by helping them personalise their career plans, then placing them in short-term jobs matched up with their goals. A crowdfunding page will also be launched to invite the public to support the jobseekers.

The other winner, Teach for Hongkong, will be offered a one-year-fellowship to incorporate emotional management and compassionate communication in school assemblies and events.



”

The progress of all the participants is very impressive - whether in their presentation skills, or their ability to leverage on the digital world and cross-industry collaborations. I am happy to see the energy and passion in all of them.

Amy Lo

Head and Chief Executive of UBS Hong Kong



”

I especially appreciate UBS, as it doesn't just offer money, but also manpower and a mentorship programme that facilitates synergy within our community: that's what we need to truly move forward.

Joseph Lee Chung-tak

Founder of the Wofoo Foundation

The NGO Leadership Programme, co-sponsored by OSC, multinational investment bank UBS and Chinese University of Hong Kong has trained 158 participants from 128 organisations since 2015. In 2020, WoFoo Foundation joined as a partner with the programme organisers to fund a new award that allows another deserving NGO participant to launch its meaningful project.

Wofoo Group executive chairman Joseph Lee Chung-tak, who has taken part in public welfare and social affairs in various ways since the late 1970s, wants to bring the entrepreneurial spirit into the NGO sector.

Sponsored by:



香港中文大學
The Chinese University of Hong Kong

Strategic Partner:



07. Multimedia Gallery



There are so many heartwarming moments and important messages from beneficiaries that deserve revisiting. Through videos and sound clips, moments of joy and sympathy are documented. Scan the QR codes below to understand how meaningful the giving spirit can be!

Videos available on YouTube

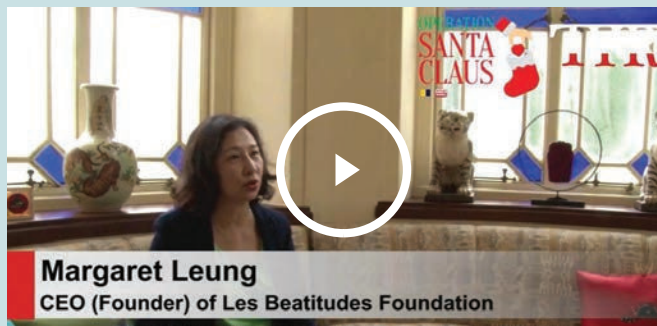
Scan the QR codes to watch the videos.



Operation Santa Claus 2021 Beneficiaries - CODA Hong Kong



Over 100 deaf families are supported by CODA with the funding from OSC to identify and overcome various parenting and psychological challenges



Operation Santa Claus 2021 Beneficiaries - Les Beatitudes Foundation



OSC supports the Les Beatitudes Foundation to offer housewives from low-income families workshops that teach sewing, handcrafting, business and communications skills.



Operation Santa Claus 2021 Beneficiaries - Mighty Oaks Foundation



Mighty Oaks launched a new project named 'Project Sparkle', partnering up hundreds of primary school students with the elderly to have fun in different interactive and entertaining workshops.



Operation Santa Claus 2021 Beneficiaries - J Life Foundation



J Life Foundation's start-up project, "Cycling Tomorrow", coaches stay-at-home mothers to run a business in bicycle cleaning, repair, maintenance, and to grasp upselling techniques.



Operation Santa Claus 2021 Closing Video



With the generous and ceaseless support of donors, partners and volunteers, OSC raised more than 17 million to support the Hong Kong community. A short video was produced to share with everyone the enthusiasm of different supporters of OSC.



Operation Santa Claus 2021 Donors - Chinachem Group and Nina Hospitality



Sponsored by Chinachem Group and Nina Hospitality, OSC and Starwave Academy held a series of Chinese folk dance workshops for children.



Operation Santa Claus 2021 Major Donors - Hong Kong Golf Club



Hong Kong Golf Club raised funds through its 34th edition of the Cup of Kindness and donated HK\$1 million to the Home of Loving Faithfulness (HOLF) through 2021 OSC to help people with special needs.



Operation Santa Claus 2021 Major Donors - Deacons



Sponsored by Deacons, OSC, The Hong Kong Young Talent Cantonese Opera Troupe, and CODA Hong Kong held a Cantonese opera workshop for deaf families, engaging people with impairments in the enjoyment and appreciation of art.

Sound clips available on RTHK Radio 3

Beneficiary Interviews: Children & Youth



Henry Lee Teach For Hong Kong



Henry Lee, CEO of Teach for Hong Kong, explains how they nurture promising young leaders to bring about education equity.



Josephine Leung The Hub Children and Youth Centre Limited



Josephine Leung, Executive Director of The Hub Children and Youth Centre Limited, talks about how the organisations enriches, embraces and empowers the underprivileged children and youth.



Joanna Chan and Raymond Wong SLCO Community Resources



Joanna Chan, service user, and Raymond Wong, General Manager of SLCO Community Resources, share how the organisation provides services for the hearing-impaired and helps create a diversified community without communication barriers.

Beneficiary Interviews: Community



Carmen Lam
Pathfinders Limited



Pathfinders' Deputy CEO Carmen Lam introduces the organisation that empowers migrant mothers to find a path to a bright future and protects their vulnerable children.



Manoj & Geetanjali Dhar
Integrated Brilliant Education Limited



Integrated Brilliant Education Limited's co-founders Manoj and Geetanjali Dhar introduce their new project IBEL Kindergarten, a kindergarten providing services in Cantonese to ethnicity minority children.



Inis Yang
ChickenSoup Foundation



Inis Yang, Advisor of ChickenSoup Foundation Community, talks about the charity's initiative "Project Family Cupid 3.0" which aims to mitigate financial, medical and other social problems through tailored services for families.



Cora Chu
Dialogue in the Dark Foundation



Cora Chu, CEO of Dialogue in the Dark (HK) Foundation, explains how their project We Care simultaneously helps the elderly and visually impaired.



Poh Lee Tan
Mighty Oaks Foundation



Founder and Director of Mighty Oaks, Poh Lee Tan, illustrates how their programme brings children and the elderly together to learn from each other.



Shalini Mahtani
The Zubin Mahtani Foundation



Shalini Mahtani, Founder and CEO of the ZMG Foundation, talks about their project, which provides support and opportunities for Hong Kong's ethnic minorities.



Charlotte Tottenham
ImpactHK

Charlotte Tottenham, Head of Partnerships & Development at ImpactHK, explains how the organisation provides support to people experiencing homelessness and empowers them to transform their lives.



Margaret Leung
Les Beatitudes Foundation

Founder of Les Beatitudes Foundation, Margaret Leung, tells us the Foundation is building a closer relationship between artists and grassroots mothers through exhibitions and activities.



Beneficiary Interviews: Physical or Mental Disabilities



Cassia Cheng and Cindy Chan
CODA Hong Kong

Cassia Cheng and Cindy Chan from CODA Hong Kong talk about their project called Deaf Parents' Mutual Support Project: Psychosocial and Emotional Support for Deaf Parents, which is for children of deaf and their parents.



Hersha Chellaram and Mirna Salgado
YAMA Foundation

YAMA Foundation's Co-founder Hersha Chellaram and yoga instructor Mirna Salgado talk about their yoga therapy programme for people with disabilities and special needs.



Home of Loving Faithfulness

With support from OSC, Home of Loving Faithfulness provides life-long residential care for handicapped children and adults in a family setting.



Love 21 Foundation

Chief Operating Officer of Love 21 Foundation, Carmel Armstrong, explains how the project "Love 21 Employment Training and Development Programme" empowers the Down syndrome and autistic community in Hong Kong through free sport, nutrition and holistic support programmes.



Beneficiary Interviews: Elderly



Wu Mei-lin
Hong Kong Women Workers' Association



Wu Mei-lin from the Hong Kong Women Workers' Association shares how they develop a mutual network for elderly cleaning workers, waste-pickers and people living in the community.

Beneficiary Interviews: Medical



Ivan Chau
Children's Heart Foundation



Ivan Chau, the Fundraising Officer of the Children's Heart Foundation, talks about its charity project that helps children who were previously diagnosed with cardiac channelopathy and cardiomyopathy.

Beneficiary Interviews: Sustainability or Environment



Elli Fu
J Life Foundation Limited



The founder and CEO of J Life Foundation, Elli Fu, introduces their mentoring project called Cycling Tomorrow, which supports both environmental sustainability and workforce sustainability.

08. *Acknowledgements*



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The South China Morning Post, Radio Television Hong Kong and our 18 selected charities extend our heartfelt gratitude to all individuals, communities and organisations that contributed to Operation Santa Claus in 2021.

In line with our Performing Arts theme and your generous contributions, we raised HK\$ 19.8 million in a 2-month period of 2021, continuing the upward trend of the total value of donations for the 5th year in a row.

Thank you for making the impossible possible. Your efforts will uplift children, youths, elderly, disabilities, and the other needy in our community.

We sincerely look forward to working with you again, soon.

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