

OPERATION
SANTA
CLAUS
愛心聖誕大行動



Annual Report

2024



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Collaborative Giving

We continue to build upon a network of thousands of community partners, to encourage the development of collaborative giving across Hong Kong.



Messages from Operation Santa Claus (OSC)

Another year has gracefully passed, and we at RTHK Radio 3 reflect with deep gratitude on the resounding success of the Operation Santa Claus (OSC) 2024-25 cycle. It has been a privilege to witness the tangible impact of this cherished annual campaign, which is a testament to the collective heart of Hong Kong. At RTHK, our commitment extends beyond the festive season; we see it as our responsibility to keep the public informed about the real, everyday heroes who dedicate their lives to making a significant difference in the lives of those in need.

Through our continuing partnership with the South China Morning Post, we have strived to bring their stories to the forefront, highlighting their challenges, their triumphs and the profound hope they cultivate. From insightful interviews to featured stories and impactful outside broadcasts, our aim is to paint a vivid picture of the dedication that fuels these organisations. It is this powerful collaboration, this shared commitment to sustaining the legacy of OSC, that allows us to illuminate the spirit of giving, fostering a community that cares deeply for its own, throughout the Christmas season and the entire year. We are honoured to play our part in this vital endeavour.

Tse Hung Fei

Acting Head of English Programme Service, Radio Television Hong Kong (RTHK)

Reading through this year's annual report, I have the utmost respect for the unwavering spirit and tireless dedication of our Operation Santa Claus beneficiaries. These remarkable people and organizations have stood bravely in the face of adversity, and continued to serve the most vulnerable of our community faithfully. Their work, which often goes unnoticed in this busy city, shows the compassionate side of Hong Kong. "Everyday Superhero" is in fact a very apt theme - it resonates with the stories we encountered at Operation Santa Claus: frontline workers and NGOs caring for those with special needs, those who face adversity not giving up hope in everyday life, people sacrificing their time and resources to help others in the society, organizations rallying around Operation Santa Claus in various events providing funding and support, and the list goes on. To each and every one of them, "Thank you"!

It is these Everyday Heroes who make Hong Kong a better place. As you read through the content of this report, may I invite you to recognize, appreciate and celebrate these champions of our community.

Paul Wong

General Counsel and Company Secretary, South China Morning Post (the Post)

On behalf of the OSC team, I would like to thank all those who have been involved in this year's campaign. Over the years, OSC has grown into an important charity platform for the community of Hong Kong and it is deeply meaningful to a lot of people. Through OSC, we have witnessed first-hand the plight of the underprivileged in Hong Kong, the significant impact of the OSC donors, and the unwavering efforts of the OSC beneficiaries. It is heartening to see that our fantastic fundraisers have unlocked the spirit of giving in people from all walks of life. As a result, this year's campaign has truly honored and celebrated the "Everyday heroes" of Hong Kong, which is our theme for OSC 2024.

We are grateful for the solid support we received from our co-founders, RTHK and the Post, our resourceful volunteers and all our friendly communities which have stood by us throughout the 2024 campaign. Through creative collaboration with dedicated local charities, schools, clubs, associations, corporate partners and charitable foundations, we have empowered individuals to contribute meaningfully to charitable causes and fostered the growth of an ecosystem of charities. The donations collected have now successfully disbursed - your support will enable the OSC beneficiaries to thrive and make an impact - a clear demonstration of the power of collaborative philanthropy. We are pleased to share with you in this report the impactful outcomes that we have achieved collectively and we look forward to creating even greater success together with you in the next campaign.

Rachel Chow

Senior Manager, SCMP Charities Limited

Embrace city's resilience

OSC has grown from its modest beginnings to become one of Hong Kong's most recognised charity campaigns to embrace the community's resilience.



About Operation Santa Claus (OSC)

OSC is an annual charity campaign established jointly by the Post and RTHK in 1988. It is dedicated to cultivating a spirit of giving, love and care throughout Hong Kong. SCMP Charities Limited – an independent charity registered under Section 88 of the Inland Revenue Ordinance – was set up in 2004 to ensure OSC's continuing success. We manage all donations with transparency and accountability and adhere to good corporate governance practices.

The campaign has grown from its modest beginnings to become one of Hong Kong's most recognised charity events. We continue to build upon a network of thousands of corporate, school and supporter resource channels, as well as over 300 active local charitable community partners, to encourage the development of collaborative philanthropic communities across Hong Kong. OSC reports to the Post's general counsel and company secretary.

So far, we have raised over HK\$396 million and supported 364 charitable projects that have had an impact on the lives of more than 100,000 people. By connecting compassionate organisations and individuals with impactful charitable projects, OSC unlocks the city's spirit of giving and builds upon its legacy to create a brighter future for all.

Our unique position allows us to forge autonomous, niche partnerships with the city's small, underserved local registered charities. We are uniquely positioned to streamline support to – and empower – these vital community organisations. We also serve as a vital bridge and platform, pooling financial resources, volunteer support, in-kind donations, and media exposure from thousands of supporters and diverse resource channels to sustainably empower these communities.

We engage individuals, corporations, clubs, associations, and schools across Hong Kong through OSC and various creative fundraising activities, such as charity runs and galas. Participation helps spread joy throughout 2025 and beyond – continuing to bring hope to those most in need.

Why OSC

A legacy of trusted collaborative philanthropy

OSC's roots in two of Hong Kong's most respected news organisations provide a powerful platform for driving social change and fostering a strong community spirit – which are both hallmarks of the annual charity campaign. We leverage our trusted voice and extensive reach to highlight critical social issues, foster collaboration and connect individuals and organisations with impactful projects.

By building trust and engaging with corporate partners, schools, clubs, associations and local beneficiaries, we emphasise that everyone can contribute, and that beneficiaries can also be champions of change. We strive to unlock this spirit of giving in everyone, driving positive social outcomes in our city and beyond. Join us in building a more caring and inclusive Hong Kong.



Vision

To create a more caring and inclusive Hong Kong, where the spirit of giving empowers communities and drives lasting social change.

Mission

To mobilise the spirit of giving through trusted media platforms, collaborative partnerships and diverse engagement opportunities, channelling vital resources to underserved communities across Hong Kong.

Values



Trust

We build unwavering trust through transparency, integrity and responsible stewardship, ensuring every contribution makes a meaningful difference. We are committed to enabling direct and efficient assistance to those in need.



Resilience

We foster resilience in local underserved communities by championing programmes that strengthen their ability to adapt to challenges and build a foundation for sustained well-being.



Collaboration

We champion collaboration, forging powerful partnerships to amplify impact and create lasting solutions for Hong Kong's most pressing social challenges. We actively foster connections between individuals, organisations and communities to address complex social challenges.



What OSC does

Drawing from our observations of the philanthropic landscape, OSC employs a multifaceted approach to address key challenges and foster impactful giving:



Addressing funding disparities

- We actively diversify funding sources by engaging individuals, small and medium-sized enterprises (SMEs) and corporations through various campaigns and initiatives, moving beyond the reliance on single streams
- We champion the value of all contributions, highlighting the significant collective impact of individual and SME donations alongside corporate philanthropy.
- We foster collaborative philanthropy by building best practices in pooled funding grant-making, enabling more strategic and impactful allocation of resources across multiple donors.



Mitigating communication inequities

- We leverage our media platform to uncover and amplify the stories of impactful but less visible NGOs, ensuring their critical work reaches a wider audience and potential supporters.
- Through strategic communication initiatives, we aim to level the playing field, providing resources and opportunities for all deserving charities to effectively communicate their mission and impact.



Empowering increased community efforts

- We actively seek out and partner with emerging community-driven initiatives, such as running groups, youth academies and self-initiated campaigns, recognising their inherent community connection and potential for sustainable impact.
- Our approach focuses on empowering these citizen-led efforts through strategic support and resources, fostering local ownership and long-term engagement.

Legacy milestones

1998

Operation Santa Claus is born!



OSC, a home-grown flagship annual fundraising drive, is established jointly by the Post and RTHK in 1988, and from modest beginnings is continuing to develop.

2004

Officially incorporated:
SCMP Charities Limited

SCMP Charities Limited is officially incorporated (IR File No. 91/7320) to manage the operation of OSC.

2008

City-wide fundraisers celebrate
20th anniversary



Leading Hong Kong businesses, sports clubs and schools spread the spirit of giving during OSC's annual charity drive in support of local people in need as it celebrates its 20th consecutive year of fundraising.

2028

OSC's
40th anniversary ...
is coming soon!

We are continuing to build up our Hong Kong network of thousands of corporate, school and supporter resource channels, in addition to over 300 active local charitable communities, and countless supporters fostering collaborative philanthropic communities across the city. Our 40th anniversary is only three years away!

Our seasonal roadmap for sustainable impact

Our year-round activities are strategically organised to cultivate a continuous spirit of giving and maximise impact beyond the annual OSC drive:

Feb

May

Jun

Sep

Oct

Jan



Nurturing growth
Project support and impact evaluation (grant-making)

We provide dedicated support to selected projects and rigorously evaluate their impact, ensuring effective resource usage and fostering long-term growth for our beneficiaries.



Seeding change
Project planning and selection (strategy-making for social impact)

We proactively identify critical social needs and strategically plan for the forthcoming year, carefully selecting impactful projects that align with our mission and have the potential for significant community benefit.



Cultivating the spirit of giving
City-wide charitable events (fundraising)

We unlock the spirit of giving through a series of unforgettable fundraising events that engage the entire community in support of OSC and our broader mission.

Impact highlights

In 37 years

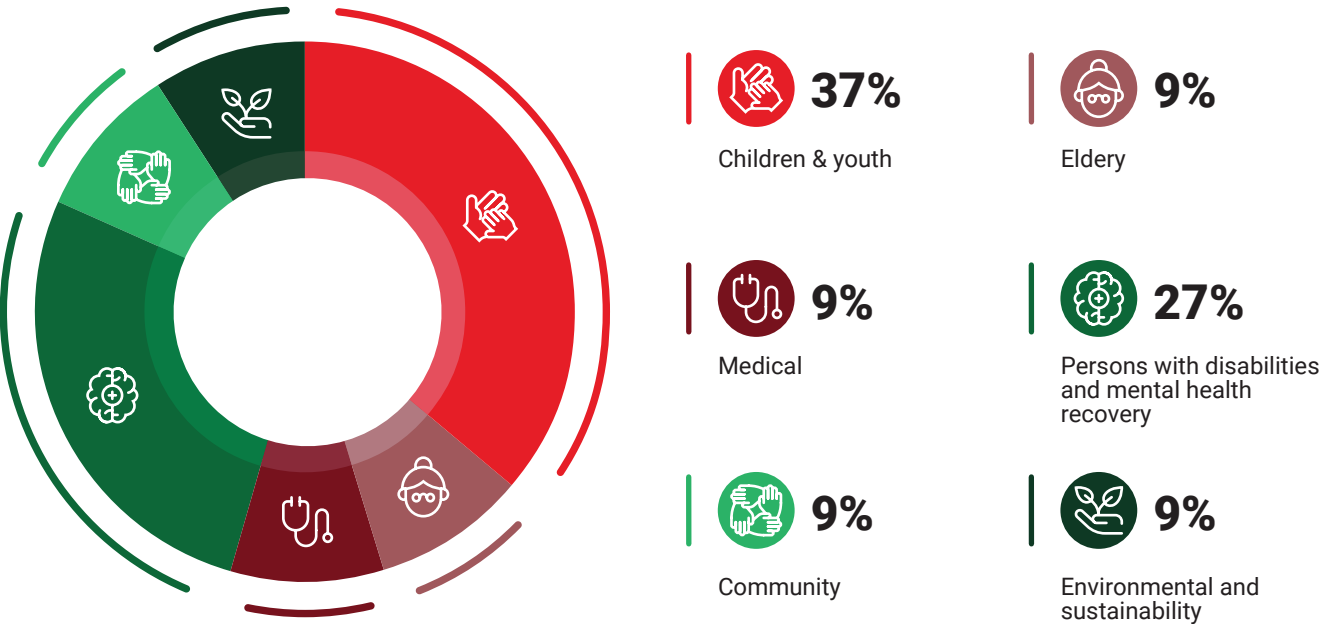


In 2024



Use of funds

Percentage breakdown across our 6 service pillars



City-wide impact

our reach extends across all 18 districts of Hong Kong, delivering vital services through both localised initiatives and broader hybrid care approaches.



Administrative efficiency

OSC maintained minimal administrative costs.



14 Print + 33 Online

impact featured stories published by SCMP



12 Radio Interview

broadcasted by RTHK Radio 3



39
fundraising events



HK\$ 500,000
in-kind support valued



520
hours contributed by 260 volunteers



City-wide spirit of giving

The powerful synergy of the OSC community in spreading the spirit of giving throughout every corner of Hong Kong. Without your support, we can't carry on our city-wide effort!

We hope this inspires you to support OSC in 2025 and beyond, right within your own community. Imagine the impact we can create together with your neighbourhood's collective support, around your living place, your workplace, your favourite districts, and even expanding our reach in the online world that OSC hasn't yet been able to fully connect with!

Read more about the OSC community's fundraising initiatives and be inspired!

Overview of city-wide spirit of giving

Uniting the city:
a platform for
generosity



Kindness in action:
community engagement
at city fairs



Game on
for giving:
the power
of sports



Hands-on hearts:
donors in
direct action



Generation
give:
empowering
students for
change



Uniting the city: a platform for generosity

OSC serves as a powerful platform to unite Hong Kong in a shared celebration of giving. Through dynamic festive events, we amplify the collective spirit of generosity, empowering individuals and organisations to contribute to a brighter future for all through annual donations.

② OSC Everyday Heroes Celebration Nights



To mark the official start of the city-wide fundraising campaign, an inspiring opening ceremony, dedicated to celebrating the spirit of giving, was held at ArtisTree, in Taikoo Place, on November 12. The distinguished guests included Christine Wai Yee-yan, acting director of broadcasting of RTHK, and Paul Wong, general counsel and company secretary of the Post, who officiated at the ceremony. The OSC ambassadors, singer Jay Fung Wan-him and Paralympian Daniel Chan shared their inspiring stories of perseverance and generosity.



As a grand finale, OSC celebrated its fundraising success by hosting its closing ceremony at the social enterprise Museum Cafe 8, at Central Pier 8, on February 5. Over 80 beneficiaries, donors and supporters gathered for this special occasion. Officiating guests included Angel Cheng, acting assistant director of broadcasting (radio and corporate programming) of RTHK, and Kevin Huang, chief operating officer of the Post. The celebratory atmosphere was heightened by the proud announcement that **HK\$13.2 million** was raised during the 2024 fundraising campaign.

Solicitors' Carol Service

Continuing the tradition of spreading blessings and holiday cheer through carol singing, Linklaters organised the Solicitors' Carol Service at St John's Cathedral on December 9, bringing together 12 other legal firms in celebration of the season of giving.



② Managing Director's Charity Choir & Corporate Giving in Action

The Managing Director's Choir from Morgan Stanley shared the joy of music and the spirit of giving by performing at its ICC Office, demonstrating how corporations can engage in meaningful community outreach. A series of employee-fundraising activities were held, including an auction and sales of baked goods.



Operation Santa Claus is an excellent platform and does a fantastic job, and Morgan Stanley is proud to have supported it for the last 28 years. Supporting OSC each December has become a tradition for us. It provides much-needed funds for people and communities in need, and the campaign allows us to come together to give back.

Gokul Laroia
CEO, Morgan Stanley Asia



② OSC Month in Hospital



The Hong Kong Sanatorium Hospital medical group held a month-long series of fundraising activities in support of OSC, culminating in a Christmas party on December 16. The campaign featured a cooking competition, a pineapple bun eating contest, carol singing, and festive stalls selling wine, chocolates and clothes to raise funds for OSC. Staff also took part in a charity-through-fitness drive, where they submitted exercise records to trigger HK\$200 donations per participant from the group and other supporters.

The programme also helped encourage staff to exercise and promote a healthy lifestyle. Through these engaging activities, HKSH Medical Group successfully combined festive celebrations, fitness and charity to support those in need through OSC.

Joseph Chan Woon-tong
Chief Medical Officer, HKSH Medical Group

② Enchanted Wonders Christmas Tree Lighting Ceremony with Edward Panda

The Kowloon Shangri-La hotel embraced the theme of "Enchanted Wonders" to promote family joy and togetherness during the holiday season. As part of its charity efforts, it sold limited-edition Edward Panda mascots, with all proceeds going directly to OSC. These cuddly toys, adorned in festive attire, symbolise the spirit of giving and community connection.

The holiday season is a wonderful opportunity to spread joy and give back to the community. We are proud to support OSC and contribute to the meaningful work it does for local charities.

Christopher Chia
General Manager, Kowloon Shangri-La



Kindness in action: community engagement at city fairs

OSC extends its reach into the heart of Hong Kong, partnering with local businesses to integrate charitable giving into vibrant city fairs. These festive events provide a public-facing opportunity for residents to engage in acts of kindness and directly support those in need.

② Operation Santa Claus Charity Auction at RTHK Radio 3

Presented by RTHK, the 24-hour charity auction featured enticing prizes such as meals, toys, wellness products and sailing experiences, donated by more than 10 generous groups and individuals. The online auction was held in conjunction with Radio 3's morning business programme *Money Talk*.

RTHK 香港電台
18 December 2024
【倒數 #聖誕慈善拍賣】
Operation Santa Claus HK 愛心聖誕大行動 今年度慈善拍賣日開始喇！拍賣禮品包羅萬有，包括酒店住宿、餐飲禮券、簽名球衣、精選玩具、水上活動體驗等等……想揀份心水禮物送畀家人朋友，記得mark實時間參與競投，過一個別具意義嘅聖誕節！
● 拍賣時間：12月19日（四）8:55am 至 12月20日（五）8:55am
（由港台第三台財經節目《Money Talk》節目中開始接受競投。）
● 詳情：hk.givergy.com/operationsantaclaus2024auction
所有收益將會用作支持「#愛心聖誕大行動2024」籌款活動，以支援多個本地慈善組織擴展社會服務。
#聖誕禮物 #愛心聖誕大行動 #OSC2024 #香港電台 #RTHK



② Magical ChristmasVille Campaign in Pacific Place

As part of the Christmas season, Swire Properties' Pacific Place transformed the mall into ChristmasVille, a monster village featuring larger-than-life furry monsters and Santa Houses. To help spread the spirit of giving, proceeds from handicraft workshops and Santa's Grotto were donated to OSC. Pacific Place also offered free workshops to people in need from two of OSC's beneficiaries.

Our mission is to not only create a joyful atmosphere for visitors, but also to make a meaningful impact in our community. As we celebrate this festive season with our ChristmasVille initiative, we are thrilled to continue our collaboration with OSC.

Wing Chiu
General Manager, Pacific Place



② Holiday Wishes Charity Postcard Sale at Disney

Hong Kong Disneyland Resort continued its tradition of supporting OSC by donating all proceeds from the sale of its "Holiday Wishes Charity Postcards" to the annual Christmas fundraising campaign. The initiative enabled visitors to send festive greetings to loved ones while simultaneously contributing to charity.

At Hong Kong Disneyland, giving is part of who we are – and during the holidays we give even more. Through this long-term project [with OSC], Disneyland continues to blend holiday magic with meaningful charitable impact, helping underprivileged communities in Hong Kong.

Mary Lam
Director of Merchandise,
Hong Kong Disneyland Resort



White Christmas Street Fair at Taikoo Place

Swire Properties' five-day, "CampUnity"-themed White Christmas Street Fair, spanning Tong Chong Street, Taikoo Square and Taikoo Park, transformed Taikoo Place into an outdoor camping site with festive performances and more than 40 booths selling food, drink, snacks and Christmas products. Stallholders pledged a percentage of their sales to OSC.

The collaborative effort, designed and run by 10 university students from the Swire Properties Placemaking Academy, also saw visitors make donations to pose for photographs with Santa Claus, play games and take part in interactive handicraft workshops.

Through our partnership with OSC, we have been able to support many beneficiaries across Hong Kong in various ways. It is a fantastic platform that unites different organisations and sectors to help numerous very worthy causes.

Tim Blackburn
Chief Executive, Swire Properties



② Maxim's Gives Back with Green Products

Maxim's Group reinforced its commitment to community support by integrating its charitable efforts with sustainable practices. From last December to February, it donated HK\$10 to OSC for each bottle of BOB craft beer and each cup of WeGen tomatoes sold at selected venues. The initiative not only promoted festive cheer but also aligned with the company's sustainability goals, as BOB beer is crafted from upcycled surplus bread, and WeGen tomatoes are grown using eco-friendly farming techniques.

We are excited to blend community care with sustainability in our OSC efforts this year. Our aim is to spread festive cheer while promoting the message of 'food wise, waste less' within the community.

Keith Siu Tak-wai
Chief Operating Officer for Hong Kong and Macau,
Maxim's Group



Game on for giving: the power of sports

Recognising the unifying power of sports, OSC harnessed its energy to drive positive change. From friendly matches to large-scale tournaments, these events showcased the incredible spirit of teamwork and competition – all in support of our city's most vulnerable.

② 5-A-Side Football Tournament

The 26th edition of our beloved 5-A-Side Football Tournament, co-organised by Hong Kong Football Club, saw a vibrant display of sportsmanship on November 17, at Happy Valley Recreation Ground. Under a bright sun, more than 260 players from Junior U10, U11, and U12 boys teams, and adult teams, showed their skills in a series of spirited matches. With all team enrolment fees going directly to OSC, the event was a resounding success.

A special "thank you" to the Football Association of Hong Kong, China Limited for its generous referee sponsorship, and to St John Ambulance for its vital first aid services, which ensured a smooth and safe event!



ADULT TEAMS

- **Cup winner**
Hong Kong Football Club
- **Cup runner-up**
Chubb Insurance Hong Kong
- **Plate winner**
TOPPAN Nexus
- **Plate runner-up**
South China Morning Post

JUNIOR TEAMS

- Asia Pacific Soccer School
- Chinese International School
- Kowloon Cricket Club Football
- Major League Football Academy
- Hong Kong International School – Tai Tam Tiger

PARTICIPATING

- FIL Investment Management (Hong Kong) Limited (Fidelity)
- Hogan Lovells

② Hong Kong Open and Cup of Kindness

Hong Kong Golf Club swung into action in support of OSC to prove its vibrant commitment to charity and community. Its traditional Cup of Kindness on October 20 led members to generously sponsor OSC.

The excitement continued from November 21 to 24, as OSC energised the Hong Kong Open's Fanling Fan Village with an interactive game booth, sparking the spirit of giving through family-friendly golf fun!

OSC is our trusted partner. By integrating charity into these major sporting events, Hong Kong Golf Club continues to use sports as a platform to raise awareness and support those in need.

Andy Kwok
Captain, Hong Kong Golf Club



② Wing Ding Squash Tournament

Squash players dressed up in team costumes, including the Cookie Monster, Barbie's Ken and tomato ketchup bottles, to help raise money for OSC during the 26th edition of the Wing Ding Squash Tournament. The 154 participants, formed into 12 teams, played in 13 friendly matches during the annual charity event on November 23, organised by Hong Kong Football Club's squash section charity subcommittee. The tournament is named in honour of Yuen Kam-wing, a physically impaired and much-loved staff member of Hong Kong Squash Centre, who died in 1998.



② Dah Sing Charity Score Challenge

Dah Sing Bank continued its support of OSC with its signature "Dah Sing Charity Score Challenge". This year's event saw bank staff team up with youths from an OSC-supported Kids4Kids programme to play in friendly basketball matches – a dynamic way to not only build team spirit but also raise funds for charity.



Even if we do not win, we will still bring about a lot of good through this activity because we can help raise funds to help people in society who need help.

Sammi Chan Sum-mei
Youth Participant of Kids4kids' Programme

② Signature Santa Hash Charity Run

The annual Santa Hash Hong Kong, organised by Hash House Harrier clubs, brought together more than 120 dedicated runners dressed in full Christmas regalia for a run to support OSC. Setting off from Lockhart Road Playground, the event offered a fun and active way to explore iconic Hong Kong locations while raising funds for a worthy cause.

We love to support these events. It's not just about running, it's about having fun and giving back to the community.

Marietta Janeo Mahandog
Leader, Wan Chai Hash



② Tennis Open Charity Aces Donations

Tennis players served up a storm by hitting 183 aces to support local charity at the 76th annual CRC Open, organised by Hong Kong's Chinese Recreation Club. Once again, the organisers of the six-week event, which attracted over 1,800 participants, promised to donate HK\$250 for every ace served during main-draw matches officiated by a chair umpire to OSC and other charities that support the city's underprivileged communities.



② Table Tennis Charity Tournament

The inaugural charity table tennis tournament, co-organised by OSC and Hong Kong Table Tennis Forum, helped to bring the city's community together through the fun of "exercising for charity" during a joyful celebration of healthy living and giving back. Nearly 400 players – young and young at heart, beginners and pros – took part while raising funds for OSC during the event, sponsored by the Vita Green Charitable Foundation, held at Cornwall Street Squash and Table Tennis Centre. They competed in eight different categories: men's and women's open singles, novice singles for talented youngsters born before 2011, energetic mixed team games for under-P6 and under-P5, heartwarming family doubles, and spirited corporate teams, with the exciting finals played on December 22.



CORPORATE TEAMS

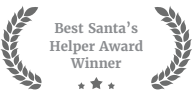
- **Winner**
Hong Kong Dental Association
- **1st runner-up**
The Law Society of Hong Kong
- **2nd runner-up**
South China Morning Post Publishers
- **3rd runner-up**
Fidelity International

② Check here for the full list of winners!

Hands-on hearts: donors in direct action

Beyond financial contributions, OSC helps donors to show extraordinary dedication by directly serving our beneficiaries. Their hands-on involvement, from volunteering time to sharing skills, exemplifies the true meaning of compassion and has created profound connections within our community.

Curling & Gardening Fun with OSC Seniors with Deacons



Deacons was awarded the **Best Santa's Helper Award** for its exceptional dedication to community service.

The law firm demonstrated its commitment to age-friendliness and social inclusion for local seniors and ethnic minorities, by organising a meaningful volunteer day at the Epworth Neighbourhood Elderly Centre, which is an OSC beneficiary. Staff engaged in floor curling and gardening, to showcase the impact of corporate volunteering.



A key goal of this event is to connect elderly individuals from ethnic minorities to the wider local community, promoting age-friendliness and social inclusion. We hope all participants had a heart-warming day of connection, creativity and celebration.

Chiang Sui-fook
Senior Partner, Deacons

The volunteers showed appreciation of what I was able to do, and helped me when I was unable to do something myself. I am also happy doing things together with the locals.

Ethnic-Minority Elder
Methodist Epworth Village Community Centre, Social Welfare

OSC brings us and different sectors of society together to serve the underprivileged in our community. The strong belief that 'everyone can be a Santa Claus' encourages more people to take the time and put their hearts into caring for those around them... This is the best gift we can give to others.

Doris Chan Pui-wah
Supervisor, Methodist Epworth Village Community Centre, Social Welfare



The group was commended as the **most creative fundraiser**, after showcasing its commitment to empowering underprivileged communities while promoting volunteerism.

Chinachem Group and its CCG Hearts volunteers hosted a joyful and inclusive event at Nina Park for children with autism and learning disabilities from Love 21 Foundation – an OSC beneficiary. The event, which included nutritious meals, a dance workshop and DIY crafts, highlighted the spirit of volunteerism and fostered connection.

OSC Inclusive Bakery Classes by Nina Hospitality

This year, Nina Hospitality sponsored festive workshops for underprivileged students from Kids4Kids – one of the OSC beneficiaries – including those from ethnic-minority backgrounds. They were able to enjoy a great festive experience while decorating cupcakes and pastries at events held at Nina Hotel Tsuen Wan West and Island South.

Our partnership with OSC allows us to engage directly with the community and create meaningful experiences for children in need. Through its ongoing support, Nina Hospitality continues to empower local charities and foster a spirit of giving during the festive season.

Simon Manning
Managing Director, Nina Hospitality

I found this event very festive and happy. This was my first time joining an event like this.

Orson Cua
Participant, Kids4Kids



Chinachem Group's Edutainment workshops for OSC children with Special Learning Needs

The partnership with OSC enables Chinachem to support smaller, lesser-known NGOs whose important work we hadn't previously connected with. It helps us collaborate with organisations that align with our supported social causes, such as social inclusion, allowing us to join forces as a community to amplify our social impact.

Avis Li
Corporate Communications Manager, Chinachem Group

Thank you to the volunteers for proactively participating in our activity. We'd like to do more activities of a similar nature in future so that there are more opportunities for members of our community to be recognised for their ability to bring the best out of everyone.

Kenneth Chan Lok-yan
Programme Manager, Love21 Foundation



Operation Santa Race by KPMG

KPMG’s commitment to corporate social responsibility has led to employee-engagement and community initiatives such as the Operation Santa Race – a fun and engaging internal “mini treasure hunt” event held on December 16. Representatives from one of OSC’s beneficiaries, the charity Silence Limited – which promotes the social inclusion and integration of deaf and hard-of-hearing people (DHHs) into mainstream society and addresses their mental health needs – took part by providing interactive games to provide a better understanding of the experiences and challenges they face.



Post’s Charity Bazaar Raises Funds for OSC

Members of the SCMP Serve team have consistently shown their dedication to our OSC events by providing invaluable support, ranging from on-site volunteering assistance to enthusiastically participating in our charity tournament. They increased their commitment beyond the direct OSC initiatives when we integrated the OSC charity bazaar into the Post’s internal Christmas party on December 13. This festive occasion featured an engaging Christmas market where staff could celebrate the festive season by buying gifts for loved ones, with a portion of the proceeds donated to OSC. The bazaar showcased purpose-driven goods, including handicrafts and treats created by local businesses and social enterprises. One noteworthy feature was the inclusion of handicrafts made by refugees and asylum seekers supported by Grassroots Future, an OSC beneficiary. This successful bazaar marked the second event in a series, building upon a similar initiative previously organised by the Magazine team.



Generation give: empowering students for change

Operation Santa Claus empowers the next generation by integrating fundraising with valuable educational experiences. Through initiatives such as the relaunch of the Fun4Funds Challenge, students develop essential skills in teamwork, leadership and community engagement, while cultivating a lifelong commitment to compassion and social responsibility.

A heartfelt thank you to the following schools for their incredible support of OSC! We’re thrilled to highlight a few of their inspiring initiatives below:

DSC International School



DSC International School earned the title of **Top School Fundraiser** for its remarkable fundraising success.

The school in Taikoo Shing, Hong Kong Island, showed its strong commitment to community service, multiculturalism and student involvement, with children from both its elementary and secondary sections taking part in a series of creative fundraisers in support of OSC. These included its International Food Fair, DSC Opportunity Shop – which was student-run, and sold second-hand clothes – and the “Crazy Hat & Hair Day”. These innovative initiatives brought together students, parents, teachers and representatives from the city’s international consulates to showcase their dedication to fostering a spirit of giving within their diverse school community.

Being a part of OSC helps make sure that our students are exposed to different ways that they can make an impact on the community around them.

Adrianna Mahoney
Principal (Elementary), DSC International





Shung Tak Catholic English College

Fundraising for charity is a deep-rooted tradition and core value at this local secondary school. This year's "everyday heroes" theme saw students and teachers celebrating the city's essential workers. The student-led "OSC@STC" pre-Christmas fair, alongside casual dress days, teacher costume "voting", and card sales, furthered this commitment. The school reached out to Kids4Kids, one of OSC's beneficiaries, to help serve its "Buddy Reading Programme", as an example of the school's dedication to community support.

Impressed by my senior's examples of combining charity work with school carnivals, from a former participant, I stepped up to become part of the organising committee. Through OSC, we connected our schoolmates for this meaningful collaboration.

Crystal Poon
Organising Committee Joint-
Head & Student Union Chairperson



② Korean International School

Primary and secondary school students from Hong Kong's Korean International School (KIS) in Sai Wan Ho, Hong Kong Island, organised an Entrepreneurial Cultural Fair, during which they raised funds for OSC while gaining entrepreneurial and organisational skills through hands-on experiences. Children ran country-themed game booths, while special education students created and sold postcards.

Getting involved with something that distributes things that will improve people's lives is action. That action is meant to make a difference to the betterment of humanity.

Daniel Hilton
Principal, KIS International School Section



American International School

The American International School of Hong Kong, based in Kowloon Tong, supported OSC through its annual charity Casual Wear Day – a tradition that has evolved into a school-wide event promoting care and generosity. The initiative not only raised funds for worthy local causes, but also reinforced the values of empathy and social responsibility within the school community.



Discovery Mind Educational Organisation

Children joined teachers and parents on Discovery Mind Educational Organisation's fun, festive sponsored walk in Tung Chung in support of OSC. More than 150 families took part in the cross-campus charity walkathon, which passed through two kindergartens, a primary school and play centres. Kabeeta Gurung, head of school at Discovery Mind Kindergarten, in Tung Chung, said the children's participation in community service and charity events helped them to gain a deeper understanding of those in need and learn to appreciate diverse perspectives.

The partnership between Discovery Mind and OSC enriches our students' education by reinforcing the core values of respect, empathy, kindness and social responsibility.

Kabeeta Gurung
Head of School, Discovery Mind Kindergarten



Cumberland Presbyterian Church Yao Dao Secondary School



The local secondary school transforms its semi-annual English Speaking Week into a vibrant charity fun fair, dedicated to raising funds for the cause. Students

organised a charity sale, which highlighted their entrepreneurial skills. They made and sold handicrafts, baked goods, and organised interactive games, all while practicing and using their English communication skills to engage with customers and promote their products. Through their efforts, the school showed its commitment both to supporting OSC and empowering students to become active, engaged citizens with enhanced English proficiency.



Community voices

Q: *If you could give OSC a "report card" for its work, what grades would it get and for what subjects?*

A: *A-, because there's always room for improvement! The subject is called "T&M" which is Think & Make – encompassing both the creative thinking behind fundraising ideas and the practical execution to make them happen. This approach enhances students' creativity and brings out the potential within different groups that T&M engages.*

International College Hong Kong

A popular Christmas tradition at International College Hong Kong unites the students and teachers in laughter – and significant fundraising for OSC. Money is raised each year from a Christmas Fair, heartfelt "Candy Grams", where children express their appreciation to classmates or teachers by writing messages on HK\$5 Christmas cards adorned with candy canes, a delicious "Bake Sale", offering delicious home-made contributions from students and staff, and the wildly popular "Pie the Teachers" activity, where highest bidders get to playfully throw custard pies at willing teachers.



Journey of your donations: from fundraising to impact

Building on the incredible support from our city-wide fundraising efforts, this chapter outlines the allocation and impact of those funds. Discover the newly funded charitable projects as they embark on their missions and witness the inspiring outcomes of our continuing projects, showcasing how the impact of your generosity fills the unmet needs in the underserved communities.

Each year, from June to August, we conduct an open call for proposals to select beneficiaries for OSC's fundraisers. Hong Kong-based non-profit charitable organisations are invited to apply, with priority to supporting smaller charities operating without much funding support from the government or other large patrons. Following a rigorous process – including standardised eligibility criteria, a review by our Selection Committee, and due diligence by the Hong Kong Council of Social Service – 11 projects that support underserved communities are being selected.

The OSC team remains committed to supporting these projects via funding disbursement and regular project monitoring and visits.



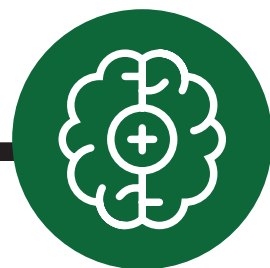
Six Focus Areas



Children & youth



Elderly



Persons with
disabilities or persons
in mental recovery



Community



Medical



Environment &
sustainability



Children & youth

Grassroots Future



TE(A)CH at the Grassroots: Education Fund and STEM (science, technology, engineering, and mathematics) Learning for refugee and asylum-seeker children and their caregivers

Supporting refugee and asylum-seeker children and their caregivers to learn STEM to improve self-sufficiency and future educational prospects while also supporting refugee and asylum-seeker families with their annual education expenses.

Read impact feature story at:



Target no. of beneficiaries

 **40** refugee and asylum-seeker children

 **36** caregivers



Kids4Kids Youth Impact Journey

Kids4Kids Youth Impact Journey is a cognitive development and transformative empowerment journey for secondary school students to participate in our supportive platform, based on the Kids4Kids' vision to inspire creativity, develop character, and increase community engagement. The journey also shapes positive identity, social and emotional development with adult mentoring and engagement.

Read impact feature story at:



Target no. of beneficiaries

 **2,640** young individuals aged between 12 and 18 from low-resourced background including ethnic minorities



Follow-up Nutrition and Sport Programme

The programme provides Love 21 families who have been on our nutrition programme previously to revisit and revise their dietary and health goals through quarterly one-on-one consultations. In addition, participants will also take part in weekly functional fitness classes with the aim of building their habit of exercising.

Read impact feature story at:



Target no. of beneficiaries

 **280** families who are Love 21 members with Down's syndrome, autism, or other neurodiverse conditions. Most of the members are aged from 15 to 30.



Improving Access to Community Therapies (iACT®)

Mind HK trains iACT Wellbeing Practitioners over an 11-month period and equips them to deliver evidence-based, short-term psychological interventions. Wellbeing Practitioners are placed in local secondary schools and non-profits to provide psychological support for youth experiencing anxiety and depression. By intervening early, mental health problems can be prevented from worsening.

Read impact feature story at:



Target no. of beneficiaries

 **1,500** secondary school students receive mental health training

 **300** students receive psychological support

 **800** attendees in Mental Health Conference



Persons with disabilities or persons in mental recovery



Health education to improve children or youth with special educational needs (SEN), and caregivers' well-being, safety and connections

Empower 125 vulnerable children or youth and 195 caregivers' in SEED Courses and Family Workshops that are expected to improve their health, well-being, safety (including from violence) and relationships by 10% to 30% that sustains over 3 months.

Read impact feature story at:



Target no. of beneficiaries



125

children (aged 4-17) and youth (aged 18-25) with SEN



195

caregivers of children



Home of Loving Faithfulness aims to provide a gold standard of lifelong care for those with mild to severe intellectual and physical disabilities in a Christian family setting. They seek to engage, empower and potentially to employ higher-functioning adults with special needs in various parts of their home life, such as in their kitchens, laundries, gardens and in housekeeping and administration and other homecare tasks.

Read impact feature story at:



Target no. of beneficiaries



17

residents with mild to severe intellectual and physical disabilities



Finding A Way To My Heart

Under the double stigma, the deaf and hard-of-hearing (DHHs) community refuses to seek medical treatment for fear of social discrimination. The project focuses mainly on prevention and treatment aspects, and provides diversified services based on the current situation and needs of the DHHs group on mental health issues.

Read impact feature story at:



Target no. of beneficiaries



1,020

deaf and hard-of-hearing people and carers



430

hearing people and the public



Community voices

Regen Chui

Community Development Services Officer, Silence Limited

Q: How did #OperationSantaClaus support you?

A: OSC significantly helps in expanding services to address the mental health needs of the DHHs community. Beneficiaries receive personalised and appropriate assistance in various areas, including physical, cognitive and spiritual development, mental health education and counselling, and sign language interpretation during medical treatments. This comprehensive support greatly reduces the occurrence of tragedies from a lack of assistance for individuals facing these challenges.

Q: What does #EveryoneCanBeASantaClaus mean to you?

A: Through these activities, DHHs participants can increase their opportunities to interact with other people and they often greatly enjoy these events... which foster the public's empathy and help to establish an inclusive society.



Elderly

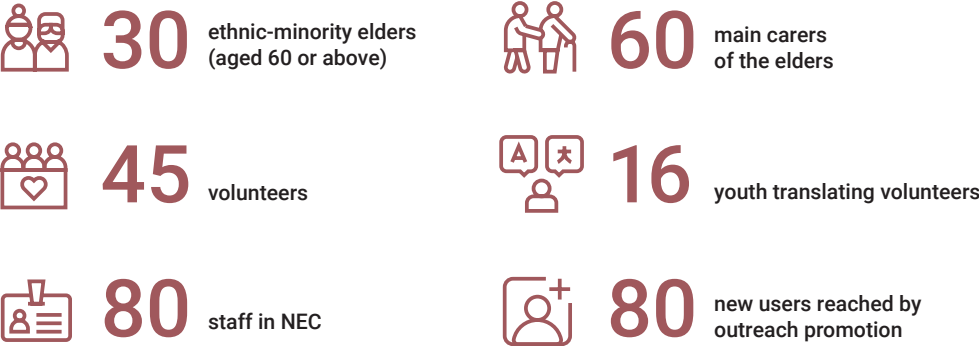


循道愛華村服務中心
社會福利部
Methodist Epworth Village Community Centre
Social Welfare

Narrating Life Stories – Supportive Project for Ethnic-Minority Elders
Storytelling can sustain the dignity of the narrators and break through gaps among people. The project will train volunteers to listen to stories of elders; cultivate ethnic-minority (EM) youths as translators to inherit wisdom; prepare staff of Neighbourhood Elderly Centres (NEC) to connect EM elders with appropriate service and promote community inclusion.

Read impact feature story at:

Target no. of beneficiaries



Community



“Free Running” Peer Exercise Reform Plan – Join Together to Save Calories for the Warmth Campaign
Peer-running programmes train inmates and rehabilitated individuals as ambassadors, to build confidence and cultivate positive attitudes. The running-miles are exchanged for food and Christmas meals to be donated to the homeless, showcasing their community contributions. Ambassadors visit schools to share experiences, inspiring youth to avoid drugs and crime, fostering healthy values, and preventing delinquency.

Read impact feature story at:

Target no. of beneficiaries



Medical



BREATHE WELL
Spinal Muscular Atrophy is a serious motor neurone disease that affects children and eventually strips all voluntary functions. Many will fatally succumb to pneumonia owing to an inability to breathe properly, exposing them to nasty respiratory infections. Our project helps them to live safely at home with mechanical ventilators.

 Read impact feature story at:



Target no. of beneficiaries

 **35** SMA and rare disease patients

Environment & sustainability



PARKS & TRAILS

Enhancing wellness of the disabled and elderly communities through nature and technology
Through information, technology and training, enabling disabled and elderly communities to better experience the benefits of nature and enhancing their well-being, and play a meaningful role in nature conservation as ambassadors.

 Read impact feature story at:



Target no. of beneficiaries

 **50** wheelchair users

 **100** carers and volunteers

 **150** elderly

Continuing charitable projects' outcome

This section refers to ongoing charitable projects as initiatives that were active and in progress at any point during the 2024 reporting period and continued into 2025. The support provided by the previous OSC campaign is now enabling beneficiaries to give back to the community. The continuing impact of their 15 charitable projects, which are currently mid-way through implementation, is detailed below:

List of 15 charitable projects funded in 2024:

Organisation	Project Name
 Children and youth	
Asia Pacific Youth Development Foundation (in collaboration with Inter Cultural Education)	D-Generation: Impact Career Programme (DGen)
Inspiring Girls Hong Kong	EmpowerHer Future: Girls Social Mobility
Integrated Brilliant Education	IBELieve Kindergarten
SLCO Community Resources	Effective Signed Intervention for Special Educational Needs (SEN) Children
Teen's Key Hong Kong	Key to Healthy Consent Project
The Hub Children and Youth Centre Limited	Teens Mental Health Club Project
The Zubin Mahtani Gidumal Foundation	Special Educational Needs (SEN) Centre for Ethnic-Minority Children
 Community	
Christian Action – Centre for Refugees	The Employability Programme
ImpactHK	Centre 29 Community Centre
RainLily	Legal Support Project
 Elderly	
Saint Barnabas' Society and Home	Prevention of fall and fragility fractures for underprivileged elderly people
 Environmental and sustainability	
Foodlink Foundation	We Love Green Foodstore – Project Extension (aka Foodlink Mart Phase 2)
 Medical	
Children Chiropractic Foundation Limited	Children Complimentary Chiropractic Care Programme
Children's Cancer Foundation	
 Persons with disabilities and mental health recovery	
Home of Loving Faithfulness	Lifelong love and full time residential care for children and adults who have mild to severe intellectual and physical disabilities.
YAMA Foundation	Yoga & Expressive Arts Therapy for Disadvantaged Communities

Number of persons served:

Project Period Apr 2024 – Sep 2027 (data collected from Apr 1, 2024 to Nov 31, 2024)

 1,831	183 ethnic-minority children received subsidised Chinese language education , empowering them with essential language skills to enhance their academic success and integration .	111 received essential medical assessment and treatment , resulting in tangible improvements to their physical health .
Total no. of children & youth served	411 individuals received crucial therapeutic interventions , fostering improved mental health .	1,126 SEN children received signed intervention training to enhance their communication effectiveness.
 55	55 elderly received vital fall prevention education, bone fracture consultation and necessary medical attention , aiming to reduce the incidence and severity of falls within this vulnerable population.	
Total no. of elderly served		
 2,750	25 tertiary students from underprivileged backgrounds received career development training for a smoother bridge between education and employment.	435 homeless individuals received vital shelter and food support, offering immediate safety and stability , addressing their most fundamental needs and providing a foundation for potential future recovery.
Total no. of adults served	80 vulnerable victims of sexual violence received comprehensive legal support .	92 refugees/asylum seekers received employment with upskilled vocational capacity building and career support for future job market integration.
	2,118 underprivileged individuals under the CSSA scheme received food assistance via a pilot community-based green food distribution programme.	
 70	17 individuals with moderate to severe physical disabilities in residential care were empowered through training in homecare tasks.	
Total no. of persons with disabilities & mental health recovery served	53 children with special physical needs received 1:1 therapy with proven improvement in self-regulation and attention span.	

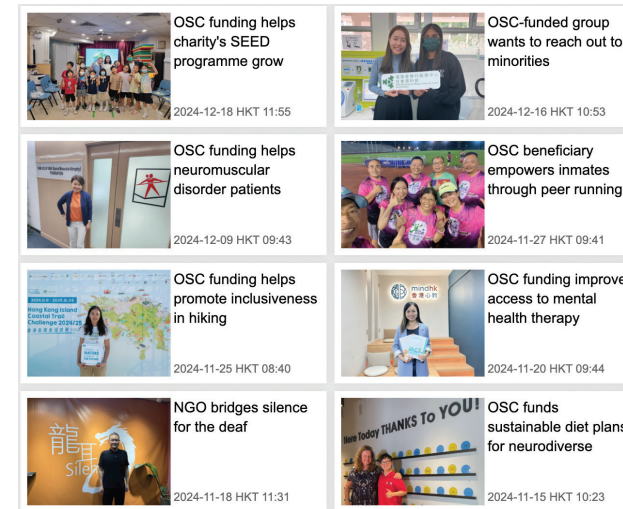


Impact powered by the Post's and RTHK's media platforms

Two of Hong Kong's most respected media organisations, RTHK and the Post, played a crucial role in fuelling the city's giving spirit and amplifying our fundraising efforts. Through their powerful network, the Post and Young Post published an impressive 47 stories, while RTHK Radio 3 broadcast 11 compelling features highlighting beneficiary stories and city-wide fundraising events, ensuring these impactful narratives reached a wide audience. Furthermore, we deeply appreciate the additional visibility gained through SCMP Live's DEI Summit & International School Festival.

 **43K+** impact articles page view on SCMP

Explore the stories



 Radio Feature on beneficiaries stories as seen on RTHK Radio 3

 Latest Hong Kong China Business Economy Asia Tech Lifestyle People & Culture World Opinion Sport

TOPIC

OPERATION SANTA CLAUS



HONG KONG SOCIETY

Operation Santa Claus: HK\$13.2 million raised in last 2 months of 2024

Funds will benefit over 11,000 needy Hongkongers through 11 charities, with total raised since 1988 inception exceeding HK\$396 million.
5 Feb 2025 - 9:34PM

HONG KONG SOCIETY

Operation Santa Claus: Hong Kong-based investment firm keeps cash flowing for charity

7 Jan 2025 - 11:58AM

HONG KONG SOCIETY

Sino Group marks 20 years of partnership with Operation Santa Claus in Hong Kong

6 Jan 2025 - 1:38PM



HONG KONG SOCIETY

Operation Santa Claus: Hong Kong children with autism go on picnic in Nina Park

"Our members and their families thoroughly enjoyed the day out with the volunteers," programme manager Kenneth Chan says.
2 Jan 2025 - 2:27PM

HONG KONG SOCIETY

Hong Kong table tennis lovers go to bat for charity

About 400 players of different ages, skill levels and backgrounds compete in the inaugural Operation Santa Claus HKITF Charity Table Tennis Tournament.
30 Dec 2024 - 11:34AM

HONG KONG SOCIETY

Hong Kong's Shaw Foundation strengthens support for youth development

The foundation is contributing to Operation Santa Claus for the second year in a row.
27 Dec 2024 - 10:15AM

GreenTech Hub driving new technologies in Hong Kong

Based at HKSTP's InnoCentre, the hub is a dedicated space for start-ups pioneering green technologies and driving innovation in the city.

In partnership with:
HKSTP



 Impact features on both beneficiaries and city-wide fundraising, as seen on SCMP.com



SCMP Live's "Diversity, Equity and Inclusion (DEI) Summit" last January addressed key issues in equity, inclusive education, climate resilience and diversity leadership. As the charity partner, OSC received a portion of the ticket sales. Additionally, OSC hosted a booth at the SCMP LEARN International School Festival held last March to showcase school initiatives and connect with potential supporters.

OSC selection committee

Its role is to implement a transparent and rigorous process for vetting, endorsing, and approving grantee proposals, with due diligence, fairness and alignment with OSC’s mission. The establishment of the annual selection committee comprises representatives from OSC’s key stakeholders:

☼ RTHK representatives



Tse Hung Fei is currently the acting head of the English Programme Service, supervising both RTHK’s Radio 3 and Radio 4 operations.

Fei first joined the station in late 1989 and started his career with Radio 4 – the only fine music channel in Hong Kong. After years as the producer for many important classical music events and programmes, he was made head of Radio 4 in 2022.

“I may look like a rocker in appearance but I actually lead a classical music channel” is often how Fei would introduce himself.

In June 2024, Fei accepted the additional challenge of running Radio 3, which he believes is an amazing opportunity to express his passion and interest in a great variety of music through professional programming and production. It offers the added bonus of working on Operation Santa Claus, a project which means so much to RTHK, the Post and the community we serve.

Tse Hung Fei
Acting Head of English Programme Service, Radio Television Hong Kong



James Gould — or Jim as he is usually known — has held senior positions at RTHK since 1995. For several years until January last year he was head of the English Programme Service, which comprises the public broadcaster’s main English-language radio channel, Radio 3, and the bilingual fine music, arts and culture channel, Radio 4. Jim’s previous roles include executive producer of the station’s English current affairs and arts programmes on television, and senior editor in the radio newsroom.

Jim Gould
Former Advisor, English Programme Service, Radio Television Hong Kong



Noreen Mir is a broadcast journalist and a familiar voice to listeners in Hong Kong. Her background is in radio, and she is currently the presenter and producer of *Brunch with Noreen*, RTHK’s Radio 3 weekday magazine-style programme. With over 15 years of broadcast experience, Noreen is passionate about using her platform to share stories of those who are underserved and promote awareness and education about important social issues. She frequently moderates and serves as MC at both corporate and charity events. In her spare time, she likes to read in the sun, people watch and explore local cha chaan teng (Hong Kong-style tea restaurants).

Noreen Mir
Producer and presenter, Radio Television Hong Kong

☼ SCMP representatives



Paul Wong is the general counsel and company secretary at the Post. Paul is a seasoned lawyer with an international background. He is qualified in both Australia and Hong Kong. In addition to his legal qualifications, Paul also holds a bachelor of commerce degree. Besides his career in the legal and business fields, Paul has volunteered for over 10 years for the children ministry of an English-language church in Hong Kong. He has also provided voluntary services in Australia and Hong Kong for refugees and the underprivileged. Paul is passionate about creating impact and empowering others to find their purposes in life.

Paul Wong
General Counsel and Company Secretary, South China Morning Post



Cliff Buddle is the Post’s special projects editor. A journalist for more than 40 years, Cliff began his career as a court reporter in London and moved to Hong Kong in 1994 to join the Post. He returned to the United Kingdom in 2022.

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

Cliff Buddle
Special Projects Editor, South China Morning Post



Jimmy Ng is a seasoned finance professional with over 20 years of experience, currently serving as a senior finance manager at the Post. Prior to this, Jimmy held managerial level roles at the regional office of the largest conglomerate in South Korea, Samsung Electronics HK Co Ltd. Jimmy is adept at financial management, budgeting, process improvement, and team leadership. He holds a bachelor of arts degree in accounting and is a member of both the Hong Kong Institute of Certified Public Accountants and Association of Chartered Certified Accountants professional bodies.

Jimmy Ng
Senior Finance Manager, South China Morning Post

Donor representatives



Ivan Chan is general manager of group public affairs at Swire Pacific. He oversees the group’s communications strategy, corporate branding, public affairs and stakeholder engagement. Ivan has extensive experience in government and media relations, policy analysis, issues management, corporate branding and crisis communications. He is adept at assessing operational and reputational risk, as well as the impact of regulatory shifts and geopolitical events. Prior to joining Swire, he held communications roles at Brunswick Group, the Office of the Privacy Commissioner for Personal Data, Hong Kong, Cathay Pacific, Dragonair, Link REIT and Towngas.

Ivan Chan
General Manager, Group Public Affairs, Swire Pacific Limited



Barbara Tong is head of group communications & public relations at Dah Sing Bank. She joined the bank in 2019 to lead the marketing and communications efforts for its retail bank, as well as to provide brand management and corporate communications support for Dah Sing Financial Group and Dah Sing Banking Group. As part of her role coordinating the group’s environmental, social and governance efforts, she is responsible for driving its corporate social responsibility programmes. Barbara has over 25 years of experience in marketing and PR, having worked in agencies as well as local and multinational financial institutions.

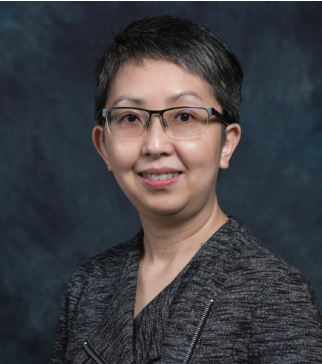
Barbara Tong
Head of Group Communications & Public Relations, Dah Sing Bank



Stephen Gollop has over 30 years of experience in investment and financial planning with the goal of “making finance fun”. He has been based in Hong Kong since 1996, and joined St James’s Place (SJP) in 2015. He has served on the committee of the SJP Charitable Foundation and has been involved with the Wing Ding Charity squash event for more than 10 years – firstly as a player and fundraiser, and then in 2016 he helped to establish the squash charity subcommittee and became chairman. This committee oversees the Wing Ding, which has been proudly supporting OSC for about 20 years.

Stephen Gollop
Chairman of Hong Kong Football Club’s Squash Charity Subcommittee & Partner at St James’s Place

Independent charity adviser



Christine Kwan is the head of Impact Giving at the Hong Kong Council of Social Service. Christine, who has over 20 years of experience in philanthropy, led WiseGiving from its inception, and its work dedicated to promoting effective partnership between funders and charities. As the team grew and expanded its scope, it then became Impact Giving, enabling collaboration between funders, charities

and social enterprises, to foster co-creation and sustainable solutions for social good. Christine serves as an independent charity adviser for OSC.

Christine Kwan
Head of Impact Giving, The Hong Kong Council of Social Service

Representatives of OSC

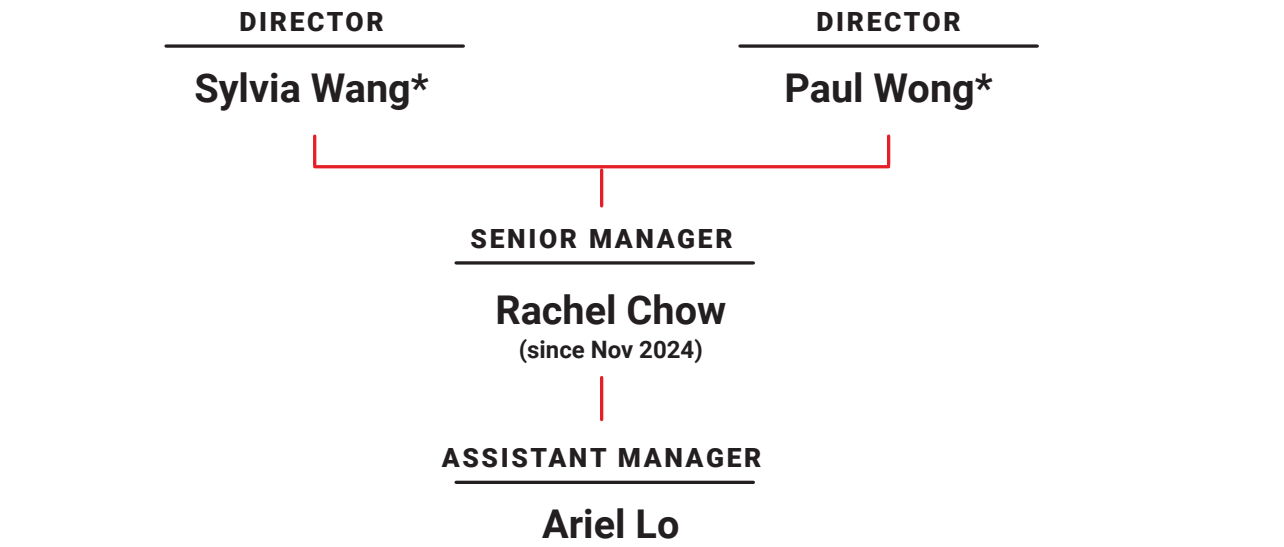


Irene Kwan is a passionate and committed social worker. She has more than 15 years of experience driving service innovation and excellence in the social services and healthcare industry, across children and youth, elderly, mental health and oncology settings.

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

Irene Kwan
(Former) Senior Manager, SCMP Charities Limited – Operation Santa Claus

Our team at SCMP Charities Limited
(as of 30 June 2025)



The success of this campaign is attributed to the invaluable contributions of team members and dedicated interns. The team includes Lucy Lau, supported by the JC PROcruit C programme, alongside interns from the University of Hong Kong and City University of Hong Kong.



Rachel Chow has led the OSC campaign since joining the SCMP Charities team last November. Guided by a deep respect for OSC’s heritage, her focus is on ensuring the annual charity campaign’s enduring impact. She has strengthened its foundations – by enhancing pool-funding processes and streamlining due diligence, which have deepened the trust and accountability that are at the core of its mission – and made certain that resources effectively reach local charities. Her approach has been honed during a decade of working in corporate development and, more recently, with a grassroots charity. This background gives her an expert understanding of how to foster collaboration across sectors and navigate diverse environments, from boardrooms to community frontlines. Looking ahead, Rachel aims to build on OSC’s legacy by forging impactful partnerships that cultivate citywide inclusion. Her goal is to connect vital resources with critical community needs and foster a more caring and resilient Hong Kong.

Rachel Chow
Senior Manager, SCMP Charities Limited



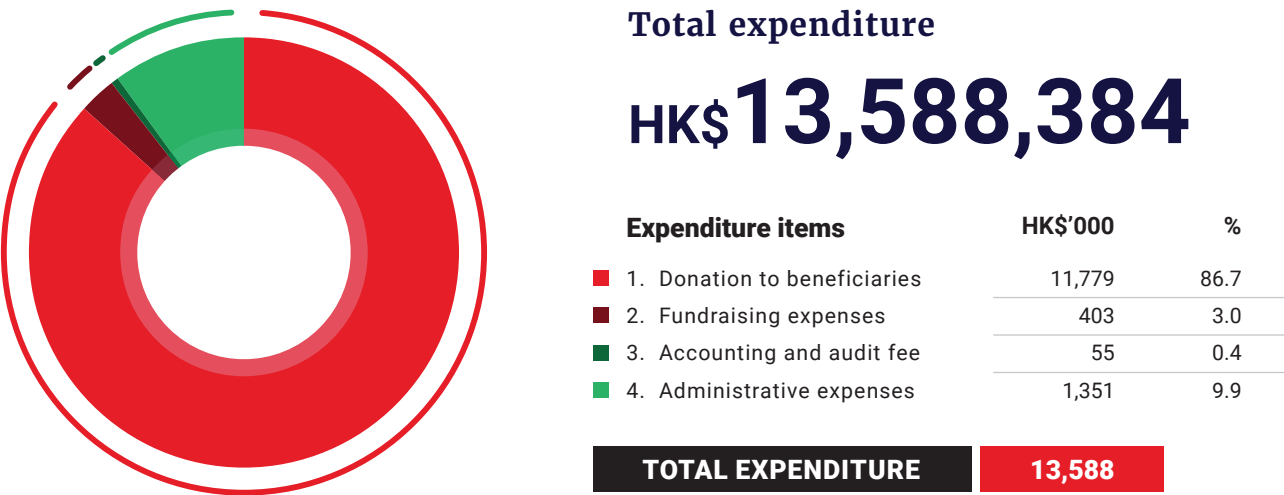
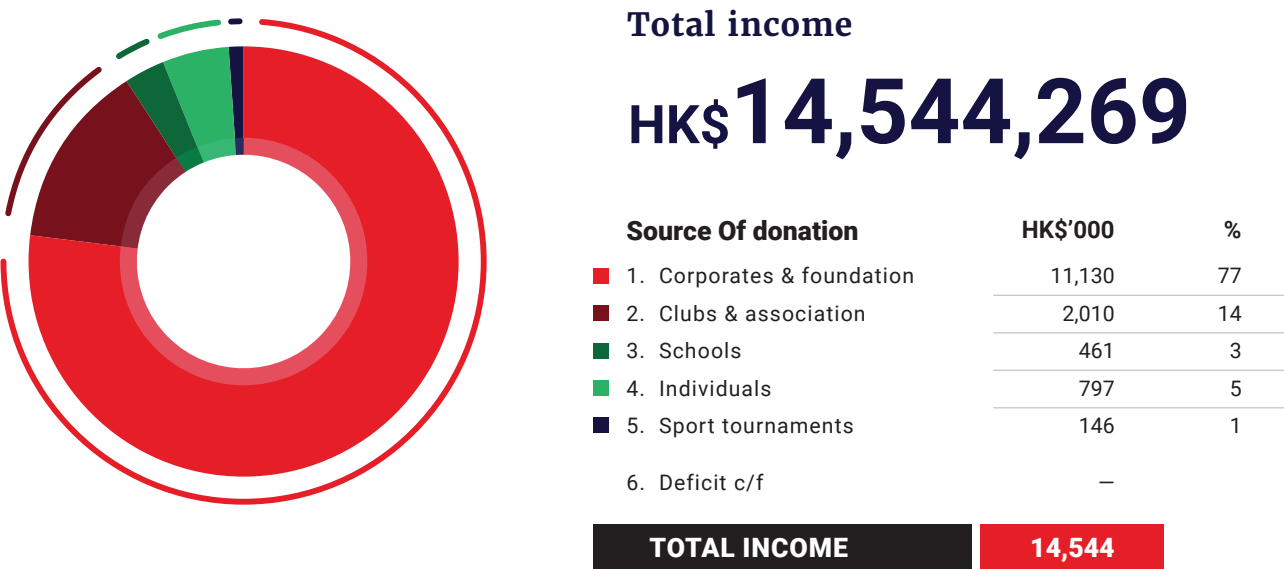
Ariel Lo is a collaborative professional focused on corporate social responsibility and philanthropy, with years of experience working in project management, stakeholder engagement and communications. She has contributed to numerous initiatives in charity fundraising, education and community programmes in the corporate, NGO and public foundation sectors, which have shared a commitment to achieving meaningful collective outcomes. Ariel has spent almost four years with SCMP Charities Limited and OSC, where she has been closely involved in nurturing the city’s continuing generosity through this meaningful charitable platform.

Ariel Lo
Assistant Manager, SCMP Charities Limited

* As registered in Company Registry’s Local Company Limited by Guarantee.

Financial highlights

In the fiscal year of 2024, the total donation income of OSC is HK\$14.5 million. Most of the funds raised are used as donations to the selected beneficiaries.



Remarks: The financial highlight covers figures of fiscal year (July 1, 2024 to June 30, 2025). The financial highlights presented are unaudited.

The surplus of income over expenditures for the current financial year will be designated and carried forward to the next annual campaign, providing financial resources for the 2025 cohort of selected beneficiaries.

Acknowledgements

OSC extends its deepest gratitude to our generous donors and steadfast supporters, whose names are proudly listed below:

25+ Years

Morgan Stanley

 SWIRE PACIFIC

 WING DING SQUASH

15+ Years

 養和醫療
HKSH Medical Group



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10+ Years

 大新銀行
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 ETAK 55th
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 KOWLOON SHANGRI-LA
HONG KONG

 SWIRE PROPERTIES

5+ Years

 HONG KONG
Disneyland

 1889 香港哥爾夫球會
HONG KONG GOLF CLUB

 NINA HOSPITALITY

2+ Years

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 The Shaw Foundation
邵氏基金會

Recent donors

 Chellaram Foundation
www.chellaramfoundation.com

 VITA GREEN
CHARITABLE FOUNDATION
健靈慈善基金

* In alphabetical order

Acknowledgements

ORGANISATIONS

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- Bentley Reid & Company Limited
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- Catch.
- Chaky
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- Chubb Insurance Hong Kong
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- MinterEllison LLP
- MOFO
- Momo's x My Dessert Corner
- OMJ Pet Food
- On The List
- Pici
- Radio Television Hong Kong
- Sage & Salt
- Shop At Years
- Simmons & Simmons
- Slaughter and May
- South China Morning Post Publishers
- The Forest Bakery
- The Scentist HK
- TinyBitz
- TOPPAN Nexus
- UN1SABI
- Zagin Soba

SCHOOLS

- American International School
- Cumberland Presbyterian Church Yao Dao Secondary School
- Discovery Mind
- DSC International School
- Hong Kong International School
- International College Hong Kong
- Kiangsu & Chekiang Primary School
- Korean International School
- Shung Tak Catholic English College
- St. Mark's School
- Tin Ka Ping Secondary School
- Victoria Ho Man Tin International Nursery and Kindergarten

CLUBS, ASSOCIATIONS & SPORTS TEAMS

- Blade Revolution
- Chinese Recreation Club
- Dental Association
- HelpBnk ISRC
- HKCC Smash Squad
- HKSPC HKFC Monsters
- HK Squash Gear
- Hong Kong China Lacrosse Association
- Hong Kong Cricket Club
- Hong Kong Football Club
- KCC – Burke & Co
- Ladies Recreation Club
- Law Society of HK
- Pelican Abundo HKFC
- Ren HKFC
- SJP Spankers
- The Hong Kong India Women Club
- United Services Recreation Club

INDIVIDUALS

- Alex Lam
- ALLAN&AGGIE
- Anirban
- Barbara and Anthony Rogers
- CHO KWUN
- Chung Ho Ming Matthew
- Colin
- Dan Bing Kin Albert
- Don Yan
- Edward Yeung
- He Jie
- Huang Xiong Wei
- James Tu
- Joseph Fok
- Karen Tsi Kwan
- King Yuk
- Lai Sum Yee
- Lam Ka Yee
- Lam Wai Yan Gabriella
- Lau Cheung Kwai Ling Judy
- Lau Ho Sze
- Lau Ka Yee
- Liang Cheung Biu, Thomas
- Li Hei Yin Hailey
- Li Ming Hui
- Linda Mei-Sau Lam
- Lin Zhao Lan
- Lin Zheng
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- Michael Gee Yet
- Mo Kit
- Mo Yin, Eva
- Ng Tak Wah
- Noshir Shroff
- Opportunities in HK
- Orican Asia Limited
- P.M. Moorjani
- Rajiv Bharwani
- RAM A Jagtiani
- Renu Harish
- S.P. Moorjani
- Sabnani Asha
- Sabnani Rajan
- Sai To Edward
- Sangeeta Rajesh
- Sau Han Betty
- Shen Lo Yuk Yin Lucille
- Shui Bing Jane
- Sunantha Chatjaval
- Tak Lim
- Ting Yin
- Tong Song Zhen
- Tze Ying
- Victoria C Davies
- Wai Ching
- Wang Lai Yung
- Wing yin
- Xiao Guo Liang
- Yan Xie
- Yee Man Wah
- Yiu Man Fung
- Yu Wai Ting Rita

VOLUNTEER HEROES

- City University of Hong Kong, Department of English
- Mandarin Oriental Hong Kong
- SCMP Serve
- The University of Hong Kong, Faculty of Social Sciences
- Time Auction

IN-KIND SUPPORTERS

- Crown Wine Cellars
- Elite Personal Training
- Givergy
- Hebe Haven Yacht Club
- HIIVE by Fusion Hotel
- Krafti Kids
- Le Petite Maison
- LKF Concepts
- LKF Group
- NOZO Hotel
- Pacsafe
- Ruby Tuesday

* In alphabetical order

Looking ahead in 2025 & beyond

Partnering for a deeper impact



Invest in positive change

Explore opportunities for collaborative philanthropy and social-impact investing through OSC's network, maximising the social return on your contributions and philanthropic investments.



Build responsible stewardship

Support OSC's unwavering commitment to ethical practices, thorough due diligence, and the protection of donor privacy. We are dedicated to ensuring every contribution is used with transparency and accountability.



Shape a lasting legacy

Explore how partnering with OSC can help structure your contribution to create enduring change, building upon our 37-year foundation of impactful philanthropy that actively works to embrace community resilience and unlock Hong Kong's spirit of giving.



Facilitate collective impact

Join our integrated platform, designed to promote effective giving and collective action, empowering us to build stronger and more resilient communities together.



Grow impact-engage community

Partner with us to explore innovative ways digital tools can amplify our impact and deepen community engagement. We're on a journey to leverage technology more effectively, making collaborative giving more accessible.

How can you help?



Make a donation

Match your people/ your funding with impactful projects! Connect your budget with our S\$88 local charities that address various social issues, including support for children, individuals with disabilities, the elderly, medical needs, sustainability and community services. On average, we support 10 - 15 charitable projects each year.

Direct transfer

Bank Name: HSBC
Account Name: SCMP CHARITIES LTD - OPERATION SANTA CLAUS
Account Number: 502-676299-001

Cheque

Please make your cheque payable to "SCMP Charities Ltd - Operation Santa Claus"

Credit card

Please visit osc.scmp.com/donate



PAYME

Please scan the QR code



FPS

Please input ID: 108797408 or scan the QR code



Alipay

Please scan the QR code

Official receipts will be issued upon request, for donations of HK\$100 or above.



Become OSC's valued donor!

Support OSC's mission and play a critical part in the citywide fundraising initiative by co-organizing impactful FUNdraisers! Whether it is charity sports tournament sponsorships, school Fun4Funds Challenge, charity fairs or galas, your participation is always welcome!



In-kind sponsorships

We are always looking for additional support from partners wishing to help out by donating venues, food, drinks, facilities, prizes and gifts. You can contribute venue/ advertising/ pop-up space, service or F&B vouchers, or products to support our charitable events and initiatives, helping us meet the needs of our beneficiaries.



Volunteer with us

Encourage your staff, friends, and family to join the OSC volunteer pool for our upcoming events, especially starting in June. We offer both weekend and weekday options for volunteering.

Interested in playing your part? Then please call us on **2680 8159** or email **osc@scmp.com**



Annual Report 2024
