











Caring Community Caring Christmas

實踐愛心 融入社區

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 19 selected local charities. The projects were mainly focused on children and youth, the community, and those with physical, mental, and emotional challenges.

2020 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 to spread 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19間本地慈善團體,為他們的慈善項目籌集資金。項目主要 支援兒童、社區以及有生理或心理疾病人士,改善他們的生活。

2020年對「大行動」而言是個充滿高低起伏的里程碑,或多或少都與影響全港的新冠肺炎疫症 有關。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 Operating 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\$333 million to 312 charities.

OSC's mission statement is to drive and lead the Spirit of Giving to bring people together to brighten Hong Kong's community. OSC amplifies charitable good work to inspire others to do the same. It is a platform for cooperation and collaboration and builds a close-knit support network to work with corporates, donors and charitable projects to create real change to support those in need in HK by driving fundraising initiatives.

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 smash through the year's initial target of HK\$150,000 in just seven days. Having raised more than HK\$17.3 million in 2020 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。

「大行動」致力集結捐助者的力量,為本地慈善組織與善心人士提供協助,促進社會凝聚力,實現受益者的夢想。社區互助精神一直為「大行動」的標誌。故此,「大行動」每年均會在聖誕期間集結商界、學校、善長與公僕的力量,為成千上萬有需要的人士燃點希望,改善其生活。

「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2020年已籌得逾1730萬港元。

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 Brand New Logo

This year OSC received a fresh, new logo to signify OSC's purpose – to champion the spirit of giving. The illustration of a hand placing a heart into a Christmas stocking embodies all that OSC is about, bringing people together to celebrate hope and the generosity that benefits Hong Kong. It shows that OSC is a platform for collaboration between citizens, corporate organisations and NGOs to help the community. It reinforces the message that everyone and anyone can make an impact by spreading love and care.





OSC 2020 AT A GLANCE 2020 回顧

TOTAL FUNDS RAISED IN 33 YEARS:

三十三年來共籌得善款:

нк\$333,000,000

Use of Fund 善款用途

Supported 305 charitable projects



38% Children & Youth 兒童及青少年服務



17% Community 社區關懷



8% The Elderly 長者服務



2% Environmental 環境保護



25%Medical
醫療服務



10%Physical & Mental Disabilities 殘障人士服務

TOTAL DONATION IN 2020: 2020年籌得善款:



50Stories in SCMP print and online
50 篇受惠與贊助機構的報告,刊載於《南華早報》



RTHK Radio 3 interviews and outside broadcast 21 個香港電台訪問報導及戶外採訪



19 RTHK featured stories 19 篇香港電台精選故事



115Social media posts 115 個社交媒體貼文



Videos telling beneficiaries' stories
4 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

нк\$17,433,000

Supported 19 charitable projects



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Caring Community Caring Christmas

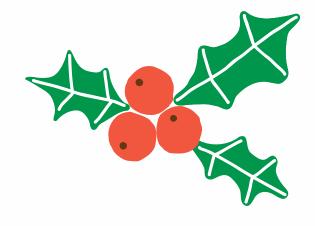
實踐愛心 融入社區



With schools forced into distance learning, work-from-home becoming the norm and events cancelled due to social distancing, prospects seemed bleak for Operation Santa Claus. We even had to cancel the launch ceremony and pivot to online instead. No sooner had we done that than Hong Kong was struck by the fourth wave of COVID-19. 2020 was determined to challenge the city, our beneficiaries, and our donors. Yet in all that darkness, we lit a candle, held our collective breath, and refused to be stopped.

We also debuted our first-ever theme song and a brand-new logo to keep OSC clean and bright. Many events were off the cards; our 5-a-side football series managed to hold a few matches before it too succumbed to the times. And our finale also moved online to finish with a flourish.

With painstaking endeavour from all parties, OSC 2020 outperformed the fundraising efforts in 2018, despite the relentless economic pressure, with HK\$ 16.7 million raised for 19 selected beneficiaries. Funds were dispersed in late April 2021.











Officially launched on Nov 3 2020, a video kicked off the 33rd OSC.

The official launch of the 33rd OSC also fell victim to the pandemic. Instead of our usual cheerful gathering for all donors, beneficiaries, luminaries, committee members, and ambassadors, we released a special video on November 3, 2020.

OSC ambassadors artiste Pakho Chau and Olympic swimmer Alex Fong explained why they had signed up to help Hong Kong's needy. Long-time donor Swire Properties had Chief Executive Guy Bradley explain the company's unwavering support. Catherine Dannaoui from volunteer giant HandsOn Hong Kong expressed her gratitude to donors and explained that this year was even more crucial than ever. Radio Television Hong Kong's Director of Broadcasting Leung Ka-wing and the South China Morning Post's CEO Gary Liu shared their aspirations for the year's campaign.



33RD OSC 2020 FINALE

The 33rd OSC campaign wrapped up, much as it had begun, with a video released on February 4, 2021, due to social distancing restrictions. Still, there was cause to celebrate the campaign's success and everyone's philanthropic efforts to show their love and care to those around them.

During the video, the top four fundraisers received their awards:

- Top Corporate Fundraiser Morgan Stanley
- Most Creative Corporate Fundraiser Swire Properties Limited
- Top School Fundraiser Discovery Mind Educational Organisation
- Most Creative School Fundraiser Singapore International School (Hong Kong)

RTHK's Director of Broadcasting, Leung Ka-wing, said this was his fifth and final OSC and praised all those who had contributed to the campaign. SCMP's Editor in Chief noted that this year's OSC was more crucial than ever before. She thanked corporate, school and private donors for all they had done.



WATCH NOW



4-A-SIDE FOOTBALL TOURNAMENT

One of our usual flagship events, the five-a-side football tournament, did go ahead, with some tweaks. It became a four-a-side tournament, with the U12 Junior and the Adult Corporate Tournament held on November 29. A second part was initially planned for December 6 but unfortunately succumbed to the pandemic too. The junior tournament, though, was rescheduled and held on April 18.

Jamie Price, the U12 coach from Hong Kong Football Club, said the four-a-side line-up was exhausting. Usually, there would be one more player on the pitch. Mistakes could possibly be covered by other players. But with only four players, the goalie had to at times leave the posts open and help their teammates on the pitch.

The HKFC is one of the organisers of the tournament, and club members also make donations that are handed on to OSC.

Insurance giant AIA was the sponsor. The HKFC won both cup and plate finals in the U12 tournament, while Heng Wah Decoration Company won the cup final in the adult tournament, and Savills Property Management took home the plate final.

*Special thanks to the following associations for their involvement and support,

- Hong Kong Football Association
- Hong Kong Football Club
- Hong Kong St. John Ambulance



READ MORE





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

OSC'S CATCHY LITTLE CAROL

The first-ever OSC theme song was released this year. Written and produced by Harry Ng, *Caring Christmas* also lit up Times Square's plasma video screen. And who better to sing it than our hard-working ambassadors.

















OSC Selection Committee

The OSC Selection Committee is formed by inviting a group of credible and accountable professionals from diversified backgrounds across different sectors in Hong Kong, with extensive experience and expertise in various disciplines. The Committee serves an advisory role to establish, assign and monitor the annual objectives for the OSC operating team through the annual general meeting in the 3rd quarter of every year.

From a governance perspective, in particular, the Hong Kong Council of Social Services was appointed as the Independent Charity Advisor in 2011 to conduct due diligence checking of the short-listed charities. The diversified backgrounds of the committee members have reinforced the credibility and neutrality of the selection process. This year, 11 distinguished members are on board.





MESSAGE FROM COMMITTEE MEMBERS

ELSIE CHEUNG

Chief Operating Officer, SCMP

Our city endured a challenging pandemic outbreak in the past year. The CSR community was concerned as fundraising events were cancelled because of social distancing rules. However, I'm immensely encouraged by the remarkable resilience shown by the Operation Santa Claus (OSC) team.

Last year's experience has demonstrated the spirit of giving during difficult times. Corporates and high-profile individuals stepped forward to contribute generously and helped to raise awareness for those in need. We responded with perseverance and resilience.

Giving back is an integral part of SCMP's DNA. Having established a platform for cooperation, we acted as a bridge between corporates and charities while championing the spirit of giving.

The campaign underlined the importance of supporting our city's less fortunate through corporate citizenry. I'm glad the three-decade-long partnership between the Post and RTHK continues to inspire and motivate corporate donors and the public to do their part for our city.

This year marks my last year as a Committee Member with OSC. I would like to sincerely thank each and every donor, sponsor, community member and partner. Your support has made a difference to NGOs, families and individuals in need.

I sincerely hope you will continue to support OSC to uplift our city and reinforce our shared vision of a better tomorrow.

Thank you.



LUISA TAM

Senior Editor, SCMP

It has been a great honour to serve, for the first time, on the Operation Santa Claus (OSC) Selection Committee. Since 1988, the OSC has been an active force for good in Hong Kong, benefitting the lives of countless children, youths, the elderly and those with physical and mental disabilities. As a member it makes me very proud to have had the opportunity to do something for the Hong Kong community in such a direct and meaningful way.

OSC means a lot to me. I've spent a large part of my career at the South China Morning Post and feel I've grown up alongside the charity, watching from the sidelines as it made its mark on Hong Kong society. Through involvement in a wide range of well-considered and timely campaigns, the OSC has, over the course of more than three decades, gathered impressive momentum and matured into the phenomenon it is today.

For more than 30 years OSC – along with the help of generous and enthusiastic donors across the corporate and cultural sectors – has proven a successful and indefatigable fundraiser (raising HK\$17.3 million in last year alone!). As a result of these efforts, countless beneficiaries have seen their lives and outlooks dramatically improved. Furthermore, OSC has showcased the natural compassion and altruism of the Hong Kong people and of the corporations who took part. In many cases they have become passionate advocates for the charity and its works.

OSC is now well established as part of the Hong Kong spirit. It is my hope and belief the organisation will continue to develop, thrive, and to touch the lives of many, many more people in the decades to come. On a personal level, I would relish the chance to be included in the OSC Selection Committee again next year, and to help contribute my energies to these ends.



SYLVIA WANG

Group Director, Finance & Integration, SCMP

At OSC, four key criteria are applied when reviewing a funding application: impact, creativity, sustainability and economic feasibility. Through this approach the OSC can provide adequate funding to a variety of charities that share our love and caring in our community. I am very confident that our generous donors will continue to put more resources into our meaningful work. I wish all the best for OSC 2021/22.



LAWRENCE WONG

Project Director, Operation Santa Claus, SCMP

Over the last three decades, OSC has forged strong relationships with many local charities, corporates, schools, individuals and unsung heroes that are serving communities in need. 2020 is probably one of the most challenging years to everyone, but we were still able to make a great achievement together with the support of our generous donors. As a project director, I have been fortunate enough to meet with people who gave their time and support unreservedly. It has been my honor to support their tireless efforts to help people.

MESSAGE FROM REPRESENTATIVES FROM RTHK





JAMES RICHARD (JIM) GOULD

Head of Radio 3, RTHK

What a challenging year we had in 2020! I'm sure our experiences at RTHK Radio 3 mirrored many organisations and companies across the territory – and much of the world. While we were busy formulating contingency plans to ensure we could stay on air amid the uncertainties of the pandemic, we had to postpone or go online with many of our regular public engagement events. The same was true, of course, for our number one annual focus – Operation Santa Claus. Yet – although we missed a lot of face-to-face contact – thanks to the generosity and ingenuity of our corporate donors, readers, listeners, community groups, schools and individuals, and our great partnership with the South China Morning Post, OSC 2020 turned out to be a big success. We raised a very respectable amount for the NGOs and their unique projects that we were supporting. As always, it was a great privilege to be involved.



HUGH CHIVERTON

Head of English Programme Services, RTHK

2020 was a year of so many uncertainties. Situations and plans changed so quickly, so often, it was hard to know how a Christmas charity campaign like ours would fare.

With numerous social events up in the air, we took the opportunity to refresh the look and sound of the campaign; and while some things changed, many of the essential parts didn't. We used video and radio, and online resources to tell the stories we still thought were significant – from the charities that had to keep going because there were always people still in need – and from the donors who found new ways to help them.

And then, amazingly, Hong Kong came through with rock-solid support. Among all the doubts and worries, it was a great relief to find that the fundamental things about our city still applied.



PHIL WHELAN

Senior Producer, RTHK

In 2020 we had to approach Operation Santa Claus differently. Very differently. For a while, we genuinely thought that with everything going on here, both natural and man-made, that the people of Hong Kong would be somewhat charity fatigued and preoccupied. This would have been a real shame, as it was precisely because of what was happening that others in society needed our help more. How wrong we were. What a pleasant surprise it was to find out that society was more prepared to help those in need than ever. Once again, proof absolute of the commitment to doing the right thing by the "good people of Hong Kong".

MESSAGE FROM DONOR REPRESENTATIVES













ANITA LAI

Vice President Communications and Public Affairs Hong Kong Disneyland

Hong Kong Disneyland Resort is proud to have a long-standing and successful relationship with Operation Santa Claus, with whom we've enjoyed several successful collaborations over the years including our Christmas Charity Postcard initiative over the past two years. We've taken great pride in how we remain committed to bringing the magic of Disney to the local community during our 15 years in the city. We're extremely thankful to have been part of OSC's Selection Committee to help us further strengthen our local ties alongside such a meaningful and impactful organization.

Now more than ever does the Hong Kong community need support and motivation from these important collaborations. With our continued transformation against the backdrop of the new Castle of Magical Dreams, we're humbled to play the role as a new tourism icon for the city. We're looking forward to maintaining our close connection with OSC and continuing our efforts to making a positive impact in Hong Kong.

PAUL CHOI

Group Head of Human Resources, Hong Kong Exchanges and Clearing Limited (HKEX)

It has been a great pleasure for HKEX to support Operation Santa Claus (OSC) for the past three consecutive years and I am honoured to be invited to join the Selection Committee last year – a memorable experience.

The global pandemic over the past year has disrupted our lives and our economies, but it was also the challenging times that bring people together. Thanks to OSC, we were able to extend HKEX Foundation's support to many more local charitable organisations and meaningful projects that need resources and support during these difficult times, helping those most in need in Hong Kong and beyond. This campaign enabled us to spread the spirit of giving and bring our mission to life: supporting the prosperity of all. We are delighted to witness the impact the campaign brings to people from all walks of life across the city.

Again, we would like to express our heartfelt gratitude to the OSC team and we hope that more people will benefit from the campaign in the coming years.

SYLVIA CHUNG WAI-MAN

Deputy Managing Director, Nina Hotel Chief Business Impact Officer, Chinachem Group

The achievements of OSC over the past 33 years have been remarkable. As a Selection Committee Member, it's awe-inspiring to witness these dedicated individuals marking a real difference in our community during the pandemic in 2020. Chinachem Group and I are glad to be part of the campaign with SCMP and RTHK, paying homage to all the unsung heroes who work relentlessly for the community. As a purpose-led business, we value people as much as our profit as we believe that it is the individual stories that would make our city so special and unique.

MESSAGE FROM OSC INDEPENDENT CHARITY ADVISOR



CHRISTINE KWAN

Senior Manager, Wisegiving Council of Social Service

2020 is a year we will not forget. The pandemic has had a profound impact on lives and livelihoods. Yet, it is heartening to see many generous efforts across different sectors in helping the disadvantaged navigate through the crisis. It is a great pleasure for the Council to play a part in this every year. May OSC continue to bring hope and warmth to many more in the coming years! Applause for OSC's success in nurturing kindness and raising money to benefit the vulnerable in our community amidst uncertainties.

OSC Ambassadors

MESSAGE FROM OSC AMBASSADORS



ALEX FONG

Olympic Swimmer

I am fortunate to be part of such a massive effort to bring kindness and care to Hongkongers over the festive season. There is no getting away from the fact that the city was still under the pandemic's dark shadow. And yet, we united to ignite the flame of hope and bring warmth and joy to those in need. Restrictions might have prevented some of our favourite events from taking place. But there was no denying the powerful spirit of determination from all involved in OSC this year to make a difference to those deeply affected by the virus.

OSC is just like the Olympics. It would never be able to happen without teamwork. From the organisers, SCMP and RTHK, to the beneficiaries, to the donors, to the volunteers, everyone must have one goal in mind – to show we care. And it would never amount to anything if there was no determination and perseverance, just like athletes in training. And, just like being part of a competition, it is a long-term commitment. It pushes everyone involved to be a better person. And to succeed, it takes resilience, the ability to bounce back in times of hardship.

Being involved in this campaign brought me many new experiences and helped me to understand what it means to give selflessly to others. When I was young, and I had opportunities like this, I thought they were just a lot of work. This year has taught me that when you give, you get so much in return. As you become more mature, you become more grateful. That gratitude helps you to share your love. It allows you to find meaning and happiness in doing for others.



OSC Ambassadors sent their blessings to beneficiaries



PAKHO CHAU

Singer and Actor

This is my second year as an ambassador for OSC. I was thrilled to be part of the annual charitable campaign again because it always reminds me of my goal to be a "human being". This year's OSC was extra special because it was evident that Hongkongers would need all the cheer and joy we could muster. By using the magical power of Christmas, this year's efforts encouraged all donors to dig even deeper to ensure those in need will feel cared for this festive season.

This year's theme of "Caring Hong Kong, Caring Christmas" told me that people don't have to make grand gestures to bring happiness to others. As an entertainer, my job is to make other people happy, so I went to several events because I feel it is essential to show people that you care. People yearn for human interaction as much as they need more practical help. I could see it on their faces. Their smiles were so big they transcended masks; the joy shone in their eyes.

No doubt this year was challenging, but as the saying goes - where there's a will, there's a way. It was inspiring to see how Hong Kong united and stood resilient against the virus. It shows that you're never too old, too young, too strong, too weak, too big or too small to care about those in need. You have to do what you can with what you have at the time. Never forget that we are all human beings, you, me and everyone else. We all have the same needs - to know that someone cares.

Beneficiaries





99

We have joined forces to provide Covid-19 relief. We're stronger together and we really believe the pandemic showed us all that we still have a spirit of togetherness.

CATHERINE DANNAOUI

Associate Director, HandsOn Hong Kong

OSC 2020 BENEFICIARIES

- Call for proposals period: 17 June 2019 26 July 2019
- A total of 119 proposals were received
- 19 worthy projects were selected to be supported by OSC 2020, with specialist areas focusing on: Children & Youth | Community | The elderly | The disabled

	ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
	CHILDREN	AND YOUTH	
	Bring Me A Book™ Hong Kong	Lifelong Love of Reading is a school-based reading programme funded by OSC which promotes the idea of reading for pleasure among local Primary school children and their parents. The programme will curate a library of 100 new books for six primary schools. When a library launches, students can attend fascinating workshops to whet their appetite for reading. Throughout the year, the organisation will also run workshops for parents to teach them storytelling.	 • 5, 640 pupils and parents • Direct beneficiaries: 5,520 Primary students and 120 of their parents from six schools
	Hong Kong Children in Need Foundation Limited	STEM Maker in School is a three-year collaborative project with three Primary schools that equips teachers and students with STEM resources and knowledge. Supported by OSC, HKCIN adopts the 'train-the-trainer' approach, furnishing teachers with STEM skills, which they then use to integrate STEM content into their classes. After trial lessons and continuous support by HKCIN, these Primary schools will have a tailored STEM curriculum that reaches students in two Forms each year.	 582 Teachers and students Direct beneficiaries: 30 teachers and 120 students for three years combined Indirect beneficiaries: 432 students of two Forms post-project 582 pupils and teachers (Direct beneficiaries: 30 teachers and 120 students for three years combined.
	Hong Kong Red Cross	Red Cross Little Buddies is a programme that builds Hong Kong youngsters' leadership skills, health awareness and discipline. The free-of-charge initiative offers students from low-income families a shot at learning and developing skills that they otherwise may not have. Primary 1-2 pupils will gain essential grounding for personal development and growth from engaging in social activities and service opportunities.	• 145 Primary 1-2 pupils from low- income families
	InspiringHK Sports Foundation	Co-ADDventure: Co-Sporting Programme for Underprivileged ADHD Youth and Caretaker from InspiringHK is one of the winners of UBS OSC NGO Leadership Programme. This project aims to fill the gap of the lack of organized sports programme for ADHD youth, addressing caretakers' need at the same time. This strength-based innovative approach includes co-learning of group and individual sports with various intensity, helps beneficiaries to explore a broad range of sports, provides bonding time and encourages behavioral and emotional changes through sports.	· 160 direct beneficiaries





We want to encourage students to not be afraid to make mistakes but rather to learn from them.

WONG PUI-NAN

Coordinator of "Simple Technical Self-Development", Tsang Pik Shan Secondary School





We want to help parents raise empathetic, inquiring and engaged leaders.

PIA WONG CHIU-SEN

Executive Director, Bring Me A Book Hong Kong

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
CHILDREN AND YOUTH		
Mind Mental Health Hong Kong	Coolminds campaign, sponsored by OSC, sees Mind HK extending its collaboration with KELY Support Group and the Weez Project to promote mental wellbeing among youth. The campaign will reach young people through a series of workshops to boost their psychological well being. Coolminds will publish a bilingual website with resources, health guides, and interactive games. They will also hold the 2020 Youth Summit to encourage young people to care for each other in times of adversity. The campaign will also provide training to parents and teachers to help them understand more of what young people are going through.	 1,880+/- youths and adults Direct beneficiaries: 400+ youths, 200 adults, 400 teachers and school staff, 50 teachers, 400 parents, 400 high school students, 30 university- aged youths
PathFinders	A Child's Journey with PathFinders envisions a city where every migrant child enjoys a sense of physical and mental wellbeing. PathFinders spares no effort in creating an inclusive and sustainable world for all by investing in children's earliest years, realising the right of every child to survive and thrive.	 11,200 children and adults Direct beneficiaries: 700+ children annually Indirect beneficiaries: 500 of the children's family members, 10,000 foreign domestic workers/community members reached through outreach
Sowers Action	After-school Tutoring Programme by Sowers Action offers tutorials and extra-curricular learning activities to children from low-income families. It plays a significant role in these children's lives, particularly when their parents juggle work and family obligations. Parents and family members can also benefit from this programme by participating in its parent-child events in a motivational learning environment.	• 80 students and families
The Zubin Foundation	EM Child Trauma Counselling Service is a programme organised by The Zubin Foundation to assist traumatised ethnic minority children build resilience to cope with their pain. The scheme offers private counselling services in Hindi, Urdu and English for children in need and, in addition, will arrange appropriate consultations to resolve any day-to-day issues they might face. The Foundation also encourages parents to appreciate and support their children. Parents will be kept abreast of any progress their children make.	50 traumatised ethnic minority children and their immediate families





We hope this can also empower them to be more independent in their studies, giving them more confidence to do their homework on their own.

BRIANNA HUI BUN-BUN

CEO, Sowers Action



99

We have seen poverty in the ethnic minority community reach disastrously high levels this year.

SHALINI MAHTANI

Founder and CEO, The Zubin Foundation

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
CHILDREN AND YOUTH		
TREATS	Sports Play Out! is Treats' programme for ethnic minority youth in Hong Kong that targets Secondary 4 or above EM students with sports training and career opportunities. TREATS will collaborate with schools and local communities to build students' communication skills through teamwork, confidence-building, and gamified sports. Those in the programme may facilitate sports classes led by top Hong Kong sports professionals. Members of the public will be encouraged to recognise participants' achievements. The programme plans to introduce internships and work shadowing sessions to create boundless career opportunities and increase social mobility for EM youth.	8,920 ethnic minority youth and members of the public
Tsang Pik Shan Secondary School	Simple Technical Self-Development is an anti-discrimination project run by Tsang Pik Shan Secondary School, an affiliate of The Lotus Association of Hong Kong. It assists newly immigrated students with their studies and personal	 4,233+/- teachers, tutors, students, senior citizens Direct beneficiaries: 67 TPSSS

Tsang Pik Shan Secondary School, an affiliate of The Lotus Association of Hong Kong. It assists newly immigrated students with their studies and personal growth. It offers them one-on-one, bi-weekly sessions with University of Hong Kong English tutors to practise writing and speaking English. It also takes the students on trips to attractions in the Greater Bay Area, including Zhuhai and Macau. In return, students will spend time helping others, such as singing with the elderly and teaching Primary students engineering.

- Direct beneficiaries: 67 TPSSS teachers, 10 HKU English Tutors, 20 teachers from more than 20 Primary schools, 16 senior citizens in the cooking competition, more than 200 senior citizens in "A Song Just for You" event, 200 TPSSS students, 2,500 Primary school students from 20 Primary schools
- Indirect beneficiaries: 220 TPSSS students and students from other schools who will indirectly participate in the activities, 1,000 online users



Children In Need Foundation has partnered with ELCHK Kwai Shing Lutheran Primary School to push STEM learning in classrooms.



PathFinders wants every migrant child to enjoy a sense of physical and mental wellbeing.

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
COMMUNITY		
EnrichHK	Debt Recovery Programme for Migrant Domestic Workers is a pilot programme from EnrichHK and another of the UBS OSC NGO Leadership Programme winners. It will assist 200 domestic helpers who need financial literacy to build a better life for themselves and their families. The helpers can attend group workshops and one-on-one sessions, which the Programme can deliver in English, Tagalog and Bahasa Indonesian. This will equip helpers with essential knowledge on how to set goals and how to avoid debt traps. Once they have completed the course, domestic helpers will have the confidence and determination to become debt-free and the skills to draw up personal debt repayment plans.	- 200 domestic workers with wealth management problems
HandsOn HK	Care Delivered is a programme from HandsOn HK in collaboration with seven food-related charities to help them deliver care packages to the city's most vulnerable groups. HandsOn HK will mobilise its army of volunteers to provide the needy with meal packages for a year, allowing under-resourced charities to pass the burden of staffing and resources to them.	 2,140 units Direct beneficiaries: 335 households, five under-resourced charities, 1,800 HK volunteers
J Life Foundation Limited	J Life @ Fighting COVID-19 from the J Life Foundation Limited will offer day-to-day household support to 200 low-income families by delivering pood packs and subsidising their electricity bills for three months. The families selected will have four members each and be residing in subdivided flats. The Foundation will also hire a staff member from that community to monitor wholesale prices of food from suppliers and organise bulk purchases.	 800 underprivileged people Presuming 200 four-member families, including one part-time staff
Playright	Community Engagement and Empowerment for Play Space Transformation Project run by Playright creates a child-friendly environment that also empowers adults. Activitie s such as training workshops, overseas field trips, and pop-up events will build a "Playful City".	 275 units Direct beneficiaries: 75 community members, 100 families, 100 professionals, government officials, NGOs, and the general public
Wofoo Social Enterprises	Simple Living is a programme to raise awareness about compulsive hoarding behaviour through public education activities. Hoarding is an anxiety disorder that does not only affect the elderly but can affect younger people too. Through this programme, hoarders will receive self-help advice, and those who need assistance will get in-house tidying assistance.	• 970 adults aged 18-40



The **Senior Citizen Home Safety Association** provides a range of home care services for the elderly, including medical care, house cleaning services, and daily help with personal hygiene.



Enrich HK focuses on helping foreign domestic workers through their financial literacy programme.

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES
THE ELDER	RLY	
Senior Citizen Home Safety Association	Easyhome Services for Elderly and their Carers is an initiative to improve the living standards of deprived seniors, ease the burden of their caregivers and strengthen family cohesion. This campaign will also open up job opportunities for carers who may be recruited to perform services for seniors ranging from domestic care and support to rehabilitation training.	• 720+ elderly and their caregivers
St. Barnabas' Society and Home	Healing the Vision of the Underprivileged Elderly will give 13 people stricken by eye diseases access to eye examinations and treatment. It will also improve the quality of their lives and assist them to re-establish connections with their family and friends.	13 underprivileged elderly or street sleepers
THE DISABLED		
Caritas Rehabilitation Service	Hope is a project from Caritas Rehabilitation Services which intends to maximise the coping abilities of pre-school children with special educational needs (SEN) and their parents. Providing treatment, training, peer support and adequate equipment, the charitable organisation will direct its undivided attention to this particular group of children and ease the emotional toll on their parents.	· 200 SEN children and their parents
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.	



Simple Living, one of the Wofoo Social Enterprises' affiliates, launched an initiative to raise awareness about unhealthy hoarding behaviour and promote a more minimalist, sustainable lifestyle.



InspiringHK Sports Foundation has created a programme to help youths who have Attention Deficit Hyperactivity Disorder.



Mind HK and KELY Support Group collaborated and launched "Coolminds" for local youngsters.



The **Playright** project aims to produce change-makers who can make decisions from a child's point of view of fun and not just create "easy to maintain" parks.





Sports Play Out!, under the auspices of **TREATS**, trains ethnic minority students to become sports instructors.









St Barnabas' Society and Home provides free eye treatment to elderly underprivileged patients who have eye diseases.



Caritas Rehabilitation Centre's project "Hope" focuses on SEN children up to the age of four and their parents.



The **Red Cross** Little Buddies programme aims to provide Primary 1 and 2 students with an opportunity to build leadership skills, gain health awareness and discipline, which they would not typically have.



The underprivileged elderly receive provisions from a Sham Shui Po food bank coordinated by **J Life Foundation Limited.**





Fundraising Sforts



2020 MAJOR DONORS

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

Over 20 years

Morgan Stanley



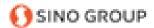


Over 15 years













Over 10 years







Over 5 years

















Over 2 years





























We have a long history with Operation Santa Claus, and we hope for many, many more.

GOKUL LAROIA

Co-Chief Executive Officer of Asia Pacific | Morgan Stanley

Morgan Stanley







OSC carefully vets its charity applicants every year, and the bank has the confidence its donations are being put to good use.

PATRICK CHAN SIU-HONG

Manager at Card Business and Business Development Section | Dah Sing Bank









At Christmas, where it's so much about 'I want, I want, I want', we want our young learners to understand that giving back is very important.

KABEETA GURUNG

Head of school | Discovery Mind Kindergarten Tung Chung













Operation Santa Claus does a lot of fantastic work around Hong Kong, and it is important to us that it is well-funded.

ROBERT BACON

Chairman of Soccer Section | Hong Kong Football Club









The pandemic started early in Hong Kong, and people have been suffering for a long time. We need to take care of each other, and Christmas is a good time to do that.

PER AUGUSTSSON

Sweden's Consul General to Hong Kong











Operation Santa Claus is an excellent medium for us to reach more lesser-known charities. [Swire and OSC] have very similar visions and missions to bring our community positivity through supporting charitable projects.

TINA CHAN TEING-TEING Group Head of Philanthropy | John Swire & Sons (HK) Ltd.







These are challenging times, but we are confident the NGO leaders will rise to the occasion and find meaningful solutions for a range of problems affecting the city.

ROB STEWART

Chief Communications Officer of Asia Pacific |





















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

ADRIAN WORTH

Managing director of North Asia | Ikea

IKEA





I think it is wonderful that our staff are eager to help those who are underprivileged. It is a good attitude to see within the hospital.

DR JOSEPH CHAN WOON-TONG

Deputy Medical Superintendent | Hong Kong Sanatorium and Hospital











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:

26 Major donors 企業捐款

нк\$14,794,176.00

10 Schools 學校

нк\$101,754.40

General public - Online & Offline (include 4-A Side Football Tournament)

нк\$2,433,821.90

Total: **HK\$17,329,752.30**



TOP 5 FUNDRAISERS



UBS

The bank's employees put their best home recipes up for auction; and intern graduates from the Banking Talent Program were invited to design and produce T-shirts with a Hong Kong theme. In total, the bank raised **HK\$1.6 Million** for OSC.







HONG KONG SANATORIUM AND HOSPITALS

The hospital hosted charity initiatives such as the stress-free "Handclap Dance", where colleagues from various departments raised funds by taking videos of themselves dancing and clapping. Total donations raised amounted to **HK\$786,436**.









MORGAN STANLEY

The banking giant hosted two major fundraising events - Charity Bake Auction and Morgan Stanley Director's Choir - online. It set a record by raising **HK\$5 million**.

Morgan Stanley





HONG KONG GOLF CLUB

Golfers raised **HK\$4 million** at the annual Charity Cup "Cup of Kindness".





SEGANTII CAPITAL MANAGEMENT

The group donated **HK\$1 Million** to serve the needies supported by Operation Santa Claus.





OTHER MAJOR DONORS



HONG KONG EXCHANGE AND CLEARING

HKEX donated HK\$250,000 to OSC to set a charity precedent in this tumultuous year.



Having a connection with customers and a sense of responsibility for the community is also incredibly important for good business.

TORI COWLEY

Group Chief Communications Officer | HKEX





CREDIT SUISSE

The firm launched a global donation initiative, where every dollar employees raise would be matched. The amount raised exceeded that of the previous two years.



We wanted to continue supporting Operation Santa Claus, especially this year, when fundraising has become more difficult, but the need is actually greater than ever.

LIZA GREEN

Head of Corporate Citizenship Programmes in the Asia-Pacific | Credit Suisse





KPMG HONG KONG

Accounting giant KPMG hosted a virtual fundraising event and donated HK\$305,000.



Fundraisting has been very hard; that is why it's even more vital for us to give beyond what we previously did and continue to support these charities.

Woo Pat-nie

Head of Sustainable Finance | KPMG Hong Kong





HONG KONG DISNEYLAND RESORT

For the second year in a row, the park sold Christmas-themed postcards of Mickey & Minnie Mouse, Daisy Duck and Goofy. All proceeds went to OSC.



OTHER MAJOR DONORS



SWIRE PROPERTIES

Swire pivoted from its usual White Christmas Street Fair to The White Christmas Express, an online show, and committed up HK\$10 for each like it earned





DEACONS

Lilian Chiang

Senior Partner | Deacons

Deacons has supported Operation Santa Claus for many years. Once again, Deacons is delighted to join other donors to support a number of worthy causes to bring a sense of hope, comfort and joy to less fortunate members of our community.





PACIFIC COFFEE

Pacific Coffee sold 2,000 calendars and donated HK\$10 for each. The company also set up donation boxes in more than 100 of its coffee houses during November and December





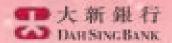
We are blessed to receive unfailing support by some donors who never ask for anything in way of acknowledgement or publicity. Our sincere gratitude also goes to other modest donors such as **Zeshan Foundation, ETAK International.**

CORPORATES EVENTS WITH OSC BENEFICIARIES ENGAGEMENT



DAH SING BANK

Dah Sing Bank had planned to hold a bowling competition with underprivileged youngsters. When that idea was scuppered, they decided not to let the kids from Hong Kong Children in Need Foundation off the hook that easily. They took their energy digital and held some friendly exercise competitions against the youngsters over Zoom instead.





L'HOTEL

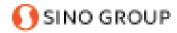
Hotel chain L'Hotel Group gave charity J Life Foundation a hand when many of the charity's regular food sources closed down. L'Hotel sponsored food packages for the elderly in Sham Shui Po. Staff went along to give them out on the day and added a Christmassy touch with a box of L'Hotel's famous biscuits.





SINO GROUP

Real estate giant Sino Group partnered with the Zubin foundation to spread some joy and community spirit among women from ethnic minorities. They held a tiedyeing workshop on the rooftop of Sino-owned Skyline Towers, in Kowloon Bay, which had been magically transformed into a lush garden.





SINO HOTELS

Gold Coast Hotel teamed up with the Hong Kong Children in Need Foundation, for a socially distanced event for kids and their families. Everyone had a ball, picking flowers and visiting the organic farm. There was time for a photo-op with Santa, and buffet vouchers for all – to be used when the coast was clear.







MAXIM'S CATERER

Maxim Group sells its baked goods on the same day they are made. What is left over when shops close is given to the needy through the company's "Surplus Bread Donation Programme". This year, Maxims included OSC beneficiaries, HandsOn Hong Kong, and Feeding Hong Kong in the charities they helped.





IKEA

Swedish furniture giant Ikea played Santa Claus to 16 of OSC's 19 beneficiaries this year. It knew the pandemic had forced underprivileged children to spend their days studying at home in cramped quarters. So, it donated furniture to help make their lives a little easier.

IKEA



SWEDISH CONSULATE

New Swedish consul-general Per Augustsson kept up the consulate's spirit of giving this year by donating money to OSC beneficiaries this year. The consulate also showed its care for Hong Kong by sending out 500 hampers which contained fun art projects for children to do with their parents.







OTHER FUNDRAISING EVENTS

CLUBS & ASSOCIATIONS





WING DING SQUASH

The annual Wing Ding Charity Tournament is usually a lively event, with players in costumes and lots of fun for guests. There could be no margin for foot faults this year though. The tournament went ahead in November under strict social-distancing guidelines and raised HK\$229,220 for the OSC beneficiaries.

CHINESE RECREATION CLUB

The Chinese Recreation Club offered to pay HK\$250 to charity for any aces scored during its Tennis Open in November. The ploy saw a total of HK\$46,000 raised, and the funds were split equally between Lok Sin Tong – one of Hong Kong's oldest charitable organisations – and OSC.

SPECIAL MENTIONS





The World's Most Durable DJ, "Uncle Ray" Cordeiro, has been a staunch supporter of OSC. Sadly, this year he decided to take a break from his long career – at the age of 96 – heeding his doctor's advice not to be out and about during the pandemic. On May 15, 2021, Uncle Ray retired. Hong Kong's beloved showman would no longer be keeping residents smiling as he spun their favourite tunes. Despite all he was going through, Uncle Ray did not let his friends at OSC down.

RTHK and SCMP have been co-organisers of OSC since 1988. Before that, RTHK had been on its own. Uncle Ray was always looking for ways to help Hong Kong's needy, and according to the SCMP, in 1965 he and another DJ had to plunge from the deck of a boat and into the chilly sea to swim to the pier. The two men had been relying on Hongkongers to save them by donating HK\$50 to OSC. But they were out of luck, and a crowd had gathered to watch the spectacle, so there was no way for them to cancel. The irony was that there was indeed a sponsor in the form of the general manager of Electra Instruments Limited, but he had waited a little too long to save the DJs.

Knowing that charities were struggling to raise funds as the economy turned downwards, Uncle Ray hatched a bold plan. He used the occasion of this 95th birthday in 2019 to put it into action. His autobiography was due to be released, and he presold 100 signed copies for HK\$1,000 each. This way, he was able to boost OSC's coffers by HK\$100,000. What a way to end a remarkable career.

SCHOOLS

12 international and local Schools bring together students, teachers and parents to raise money for OSC charitable causes. Creative fun-filled and educational events such as colour run, Christmas fair and ice bucket challenges were held.



Discovery Mind Educational Organisation's virtual christmas day



Singapore International School's Family Fair



American International School's virtual dress green & red day

AWARD WINNERS

TOP CORPORATE FUNDRAISER



MORGAN STANLEY

Morgan Stanley alone was responsible for HK\$5 million of the 2020 total. The banking giant smashed its own OSC record of HK\$4 million from 2019, and took home the Top Corporate Fundraiser prize for the fifth year in a row.

Morgan Stanley



TOP SCHOOL FUNDRAISER



DISCOVERY MIND EDUCATIONAL ORGANISATION

Discovery Mind Educational Organisation was named Top School Fundraiser, with a total of HK\$43,000 donated by parents and staff. The school group has been supporting OSC for over a decade.



MOST CREATIVE CORPORATE FUNDRAISER



SWIRE PROPERTIES

Swire Properties won the award for Most Creative Corporate Fundraiser. The company had to pivot from its usual Christmas market fundraising strategy due to Covid-19 social-distancing rules, and instead, allowed its student apprentices to take the lead.

The young employees came up with the idea of transforming the fair into a "White Christmas Express", a combination of virtual music shows and a video series telling the stories of Hongkongers amid the pandemic.





MOST CREATIVE SCHOOL **FUNDRAISER**



SINGAPORE INTERNATIONAL **SCHOOL**

First-time participant Singapore International School won the Most Creative School Fundraiser award for raising money through a fair organised by students.



Publicity & Marketing



PUBLICITY AND MARKETING

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

Leveraging the strength of media organisations, SCMP and RTHK offer multiple channels:



In total, 50 stories (including beneficiaries and donors) published in SCMP print, digital and Young Post (see chapter 09 for details)



Print Ads and digital banners published on SCMP magazines Elle, Harper's Bazaar, Cosmopolitan and Esquire



21 radio interviews broadcasted on RTHK Radio 3

1 TV show on RTHK 31 (日常8點半)

COMPARISONS

Facebook			
	2019-2020	2020-2021	Shift
No. of Followers/Likes	3,658	3,803	+3.96%
Total Organic Reach	201	282	+40.3%







Sponsored by BannerCentralHK, an outdoor banner was placed on 40 Elgin Street, Central.

AMBASSADORS' INVOLVEMENT

Singer & actor Pak Ho Chau and Olympic swimmer Alex Fong as OSC ambassadors, have amplified the OSC mission and helped attract wider attention









5 医大心性性 医皮肤病 [数心室使人行题] 全部工程

Singer & actor Pak Ho Chau and Olympic swimmer Alex Fong as OSC ambassadors, boosted the OSC mission with their tireless work, and helped attract wider attention to the cause.

- 1. They performed in the first-ever OSC theme song
- 2. They lent their voices in the OSC launch video
- 3. Pakho Chau attended donor's community giving events
 - Helped to give out furnitures donated by IKEA
 - Helped to distribute food packages with donor
 L'Hotel Group in Sham Shui Po through the work of JLife Foundation, a OSC beneficiary
 - Performed in the "White Christmas Express", an initiative by Swire Properties. Live Streamed at KKBOX, Swire donated HK\$10 for every like earned.
- 4. They attended media interview at Esquire magazine and RTHK TV show
- 5. Music producer Mr Harry Ng, shared his vision in spreading cheer and joy to everyone in Hong Kong through producing the OSC theme song "Caring Christmas" at Harper's Bazaar

Read full article here



Tinancial Highlights



FINANCIAL HIGHLIGHTS

OSC 2020 raised a total of HK\$17 million, a big portion of which came from corporate, clubs and associations and individuals. with the remaining generated by OSC-organised events. As it has every year since 1988, OSC did everything possible to minimize administrative expenses. To ensure every penny raised was used transparently, a full audit will be published online in December 2021.

TOTAL INCOME:

HK\$17,433,000

ITOMS	18S000	
Dorution	17,433	100.0
No. of the last of		
TOTAL	17,433	200.0



TOTAL EXPENDITURE:

HK\$14,944,000

EXPENDITURE:

FIENS .	H45000	arean 2
Donation	13,797	92.32
Fundraising expenses	615	4,12
Administrative expenses	494	3,31
Fee	38	0.25
TOTAL	14,944	100.00

Distalinar These figures are unaudited



We have managed to keep our operating ingrediture below 10% of the fundaming amount for mini than 10 years.

We have registered a parplica for three years.



06 Past Projects



PAST FUNDING PROJECTS

In the 2019 campaign, OSC supported 13 projects, all seeking to impact our city's people in need in a positive way. The projects span from one to three years, so while some have been completed, others are still ongoing.

OSC continues to keep tabs on the projects, which have not managed to escape the effects of the pandemic. Beneficiaries of the OSC campaign were given significant leeway and support regarding their timelines and their project delivery formats throughout the year.

OSC 2019 BENEFICIARIES

* Progress last updated in Jan 2021 according to reports submitted by beneficiaries. 100% means the project has been completed.

ORGANISATION	PROJECT CONTENT	PROGRESS*	ACHIEVEMENT
Hong Kong Paediatric Rheumatism Association	Fledgling for Rheumatic Children' project Two programmes under this project offer help to children suffering from the excruciating affliction of rheumatoid arthritis. The disorder affects bones, muscles, and joints and touches the lives of more than 7 million people globally. More severe cases can destroy organs and joints and even end in death. Children and teens with this disorder can experience damage to their hearts, lungs, eyes, and nervous system. Luckily with the proper treatment, some children can outgrow the condition. Others may have their growth and bones affected. The Medical Assistance Programme helps patients with medication and treatment to maintain the patients' quality of life. The Patient Enrichment Programme offers patients a range of options to encourage a positive attitude, improve their self-esteem, organising physio and hydrotherapy courses, and even overseas exchanges to open up their world.	198%	619 rheumatic children and their family members
InspiringHK Sports Foundation	ZoomIN Sports! Photo Empowerment Contest InspringHK's competition targets marginalised youths to provide channels for them to express themselves and build their characters with photography and sports. By becoming involved in sports, the young achieve personal and community goals such as team skills, leadership skills, social inclusion, and gender equality.	21%	· 67 youths
Junior Achievement Hong Kong	JA Be My Own Boss Family Program Junior Achievement's initiative is for Primary 4 to 6 students and their parents. Its theme is "upholding the spirit of enterprise". Participants will go through a series of hands-on learning activities, including board games, company visits, and social media innovation. The experience can equip them with financial and enterprise smarts, strengthen their self-confidence, and capitalize on income generation and social change opportunities.	180%	 1,708 parents and children Primary beneficiaries: 1,442 Primary 4 to 6 students and 266 of their parents Note: The blended-learning model with online learning resources allowed the programme to reach and benefit more students and families
PathFinders	A Child's Journey with PathFinders This project runs for a year and aims to extend PathFinders' services to children aged 1-3 years, making life-long differences to their health and education. PathFinders is the only NGO in Hong Kong that offers help to children and migrant mothers, often neglected in the local social welfare safety net. The organisation provides healthcare, education, humanitarian and legal services to this unique group of beneficiaries with complex needs.	395%	 44,223 children, their mothers, and other women Direct beneficiaries: 581 children Indirect beneficiaries: 43,642 572 mothers of children and 43,070 migrant women reached through community outreach Lower direct reach due to the changing needs of the beneficiaries. Growth of our online community outreach work drove indirect reach.

ORGANISATION	PROJECT CONTENT	PROGRESS*	ACHIEVEMENT
The HUB Hong Kong	Project T Project T is a rewarding, all-round development project for teens that provides career exposure, arts, tutorial classes and volunteering opportunities. It aims to help teenagers build self-confidence, develop empathy, identify potential and talents.	23%	181 secondary school students from underprivileged environment
Charles K.Kao Foundation for Alzheimer Diseases	Charles K.Kao Foundation Dementia-specific services in Hong Kong are limited, depriving many patients and their caregivers of adequate support. The Charles K.Kao Foundation collaborates with the Mind Delight Memory and Cognitive Training Centre – run by the Christian Family Service Centre – to offer financial support for cognitive training and day-care services for people with dementia. This programme turns OSC funds into sharing sessions, which provide caregiving tips. It also offers early intervention for people with dementia to maintain cognitive function. The Foundation will also work towards easing caregivers' stress and alleviating their financial burden.	100%	60 cases of CSSA recipients/ low-income families
ChickenSoup Foundation	Due to COVID, the Project Super Senior was suspended. As a contingency plan and for better utilization of resources, ChickenSoup Foundation redeploy the funding of HK\$500,000 from Super Senior (OSC 2019 project) to Project Family Cupid (OSC 2018 project) Project Family Cupid 2020 This project is designed to enhance harmony among families at risk of serious disputes. It is staffed by two corporate volunteers (who serve as mentors), a social worker, plus a CSF official, who provide at-risk families comprehensive supports including both relief services (e.g. medical treatments) and empowerment assistance (such as career development).	100%	• 20 at-risk families
Hong Kong Women Workers' Association	Triple UP: upcycling, upgrade, upholding With OSC's support, Triple UP takes women carers and low- income families to seminars to learn how to turn unused items into valuable products. This programme Introduces the idea of upcycling, provides strategies for an environmentally sustainable economy and improves the living environment for grassroots families.	16.7%	93 participants in upcycling training workshops 300 families benefited from sharing upcycling handwash and detergent
Project Space	Home Improvement 2019 Project Space aims to help 60-120 underprivileged families living in subdivided units, container flats, and public housing through renovation and maintenance. They will recruit volunteers to ensure a safe and hygienic living environment. The home improvement services include reorganising space, repairing appliances, and installing new furniture.	93.8%	61 families











ORGANISATION	PROJECT CONTENT	PROGRESS*	ACHIEVEMENT
Home of Loving Faithfulness	Home of Loving Faithfulness Caring for a loved one who has a disability can be financially and emotionally crippling, and for some marginalised people, it's impossible. The Home of Loving Faithfulness is not a one-year effort. It has been welcoming disabled children and adults into a family setting for half a century. The Home aims to empower young disabled people to reach their fullest potential and a haven for those who need to be watched over to keep them from harm. OSC's support allows the Home to provide life-long special care and attention to those who need it.	100%	· 16 residents
Mental Health Foundation	The Night to Light Program Mental Health is a topic few people feel comfortable discussing. So, the Foundation has created a programme to target young adults and tackle the stereotypes surrounding mental health issues. The programme provides a non-judgmental and safe environment for youngsters to share their journey and facilitates support to build a psychologically healthy friendship community.	22.2%	 34 volunteers trained in the Volunteer Training Program Eight young adults experienced in living with mental health issues, 16 trained volunteers and two Persons In Recovery participated in the Night to Light Program
Mind Mental Health Hong Kong	Coolminds In cooperation with KELY Support Group and the Weez Project, Coolminds hopes to improve young people's emotional wellbeing through an extensive programme of sharing and destigmatisation. Through mental health literacy training, community outreach campaigns, and online resources, the programme will benefit more than 1000 youngsters and adults.	198%	 2,536 teachers, parents, and students Direct beneficiaries: 199 educators, 616 parents, 1,721 students
Rolling Books & Audio Description Association Hong Kong	Multi-sensory Reading Experience through Image, Sound and Touch This project intends to develop multi-sensory picture books that are accessible to Special Educational Needs (SEN) children. The locally published books will carry audio descriptions online and include braille, tactile elements and paper sculptures. Visually impaired children and their sighted friends can enjoy the books, which will help sighted children build empathy with SEN children while strengthening their visual literacy.	70%	• 1,603 beneficiaries



OSC/UBS/CUHK NGO LEADERSHIP PROGRAMME





Since 2015, the OSC, UBS, 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 nurtures potential leaders' management skills. It provides new perspectives on advancing and developing community initiatives through intensive training, group coaching, peer networking, and idea exchanges. The pandemic in 2020 did not disrupt the Programme. Instead, it fostered a new, hybrid learning experience for participants blending Zoom, in-person training and mentoring sessions. The participants showcased their learning outcomes by incubating project ideas and presenting them to the adjudicating committee at the Final Pitching Event.

This year, there were two winning projects, and each received one-off funding of HK\$400,000 from OSC to implement their ideas. Ms Christine Fung from InspiringHK Sports Foundation outperformed strong peers with her project, "Co-ADDventure: Co-Sporting

Programme for Underprivileged ADHD Youth and Caretakers". The project aims to fill the need for organised sports programmes for ADHD youths while also addressing caretakers' needs. The innovative approach concentrates on strength training, group learning, and individual sports. It helps beneficiaries explore a broad range of sports and provides bonding time to encourage behavioural and emotional changes.

Equally competitive, Ms Zamira Monteiro from Enrich HK won the other Champion title with her "Debt-Free Helper" initiative. It is "Hong Kong's first debt-management programme for migrant domestic workers". The Programme helps domestic workers avoid debt traps by providing them with specialised guidance in English, Tagalog and Bahasa Indonesian through group workshops and one-to-one support. Her outstanding presentation also saw her win the Best Performance Award, a new recognition this year co-selected by NGOLP trainers, mentors and peers.







There are a lot of ways sports can benefit youth. It's not just about selling shoes or pushing commercial stuff. So, for that, I was happy to share my personal story for this project.

CHRISTINE FUNG

Senior Marketing and Communications Manager | InspiringHK Sports Foundation





The city's domestic workers are more vulnerable to pressures and we hope to empower more of them to achieve greater financial security.

ZAMIRA MONTEIRO

Communications Manager | Enrich HK





These are challenging times, but we are confident the NGO leaders will rise to the occasion with the help of the course and find meaningful solutions for a range of problems affecting the city.

Joseph Lee Chung-tak,

Executive Chairman I WoFoo Foundation

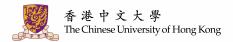
The NGO Leadership Programme, co-sponsored by Operation Santa Claus (OSC), multi-national investment bank UBS and Chinese University, has trained 158 participants from 128 organisations since 2015. In 2020, WoFoo Foundation has joined the partnership with the programme organizers to fund a new award 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 to the NGO sector.

Sponsored by:







Strategic Parther:



07 Multimedia Gallery



OSC amplified heartwarming moments from this year's campaign via various channels to create heartening echoes in society. From videos to sound clips, we have witnessed moments of joy and sympathy in these fabulous events. Check out the QR codes and links below for a recap!

VIDEOS AVAILABLE ON YOUTUBE

Scan the QR codes to watch the videos.



OPERATION SANTA CLAUS 2020 LAUNCH VIDEO



OPERATION SANTA CLAUS 2020 BENEFICIARIES - TREATS





OPERATION SANTA CLAUS 2020 BENEFICIARIES - SENIOR CITIZEN HOME SAFETY ASSOCIATION



OPERATION SANTA CLAUS 2020 BENEFICIARIES – HANDSON HONG KONG







OPERATION SANTA CLAUS 2020 BENEFICIARIES - CARITAS REHABILITATION SERVICE



OSC 2020 CLOSING VIDEO



SOUND CLIPS AVAILABLE ON RTHK RADIO 3

Scan the QR codes to listen the sound clips.

BENEFICIARIES INTERVIEW: CHILDREN & YOUTH



PIA WONG

Bring Me A Book™ Hong Kong

Steve James speaks to Pia Wong, Executive Director of Bring Me a Book Hong Kong about their initiative.



CHRISTY CHAN

Hong Kong Children in Need Foundation Limited



Andrew Dembina speaks to HKCIN Director Christy Chan about the Foundation's programme to bring opportunities for a well-rounded education to underprivileged pupils.



SANDY WONG

Red Cross

Phil Whelan visits Hong Kong Red Cross headquarters in West Kowloon to learn about their mentoring programme "Little Buddies". He speaks to project manager Sandy Wong.



CHRISTINE FUNG

InspiringHK Sports Foundation



Karen Koh speaks to Christine Fung, Senior Marketing and Communications Manager of the Inspiring HK Sports Foundation to find out more about their award-winning project.



CECILIA YIU

Mind HK

Annalie Chow speaks to Cecilia Yiu, who manages the Mind HK youth mental health project Coolminds.





BENEFICIARIES INTERVIEW: CHILDREN & YOUTH



CATHERINE GURTIN

PathFinders

Raphael Blet speaks to Catherine Gurtin about the PathFinders project, which serves vulnerable ethnic-minority children.



RITA LAM

Sowers Action

Noreen Mir speaks to Rita Lam, the chairperson of the executive committee of Sower's Action, about their after-school programme for underprivileged pupils.





CLIFF YEUNG

Tsang Pik Shan Secondary School

Hugh Chiverton chats to teacher Cliff Yeung about Tsang Pik Shan Secondary School's participation in the Simple Technical Self Development scheme.



SHALINI MAHTANI

The Zubin Foundation

Peter King speaks to two people whose lives have changed for the better thanks to the Zubin Foundation, but first a chat with their Founder and CEO, Shalini Mahtani.





KRIS TONG & TINA WONG TREATS

Noreen Mir speaks to Kris Tong, from TREATS and Tina Wong, the Co-Founder of the social venture Social S about their programme to assist ethnic minority youths with sports training and career opportunities.





BENEFICIARIES INTERVIEW: COMMUNITY



ZAMIRA MONTEIRO

EnrichHK

Peter Lewis speaks to Zamira Monteiro, communications manager at Enrich Hong Kong, about how their debt recovery programme for domestic helpers.



CATHERINE DANNAOUI & GABRIELLE KIRSTEIN

HandsOn HK

HandsOn Hong Kong, and Gabrielle Kirstein, of Feeding Hong Kong, who have joined forces for the Care Delivered programme to distribute food to Hong Kong's most vulnerable.





ELLI FU

J Life Foundation Limited

Janice Wong hears from the founder of the J Life Foundation, Elli Fu, about their new project to supply food and basic pandemic supplies to 500 families living in subdivided flats. These families will also receive subsidies for their electricity bills.



KATHY WONG KIN-HO

Playright

Playright CEO Kathy Wong Kin-ho tells listeners about the charity's initiative to create a child-friendly and adult-empowering environment.







MICHAEL MA

Wofoo Social Enterprises

Janice Wong hears from Michael Ma, the chairman of the Simple Living project at Wofoo Enterprises, that – contrary to popular belief – compulsive hoarding disorder affects both young and old.







BENEFICIARIES INTERVIEW: ELDERLY



MAURA WONG

Senior Citizen Home Safety Association

Annemarie Evans speaks to Maura Wong, the Senior Citizen Home Safety Association's chief executive, about supporting seniors.





St. Barnabas' Society and Home

Jim Gould goes to St Barnabas' day centre and meets two service users, Mandarin speaker Mr Xia and Cantonese speaker Ms Wu. He also speaks to the charity's interim executive.



BENEFICIARIES INTERVIEW: PHYSICAL & MENTAL DISABILITIES



CHRIS YIP

Caritas Rehabilitation Service

Angie Man talks to Caritas project organiser Chris Yip and service beneficiary "Alicia's mother" about how the Service eases her burden.



GRETCHEN RYAN

Home of Loving Faithfulness

Cruz Macalligan speaks to superintendent Gretchen Ryan about the Home's important work of offering sanctuary to the disabled.











08 Acknowledgements



LOOKING AHEAD

Operation Santa Claus would like to thank the many loyal individuals and companies who have played their part in supporting Hong Kong's neediest people:

CORPORATE DONORS

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Adrian Pearce

Andrew Levy

Arun Kirpalani

Bob Waisyliw

Chung Chun

Damien Laracy

Jonno Barton

Julian Ragless

Michael Zimmermann

Olivier Weisberg

Peter Wat

Rahesh Mulchand

Ruby Wong Lai Sheung

Tom Tang

4-A-Side Football Tournament Players

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South China Morning Post

The Tai Tam Tigers Soccer Academy





ACKNOWLEDGEMENTS

Benjamin Yuen Wai-ho

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Williamson Andrew Masters





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BENEFICIARIES

2020

HandsOn Hong Kong

Tsang Pik Shan Secondary School

Hong Kong Children in Need Foundation

Bring Me A Book Hong Kong

J Life Foundation

Sowers Action

St. Barnabas' Society and Home

PathFinders

Senior Citizen Home Safety Association

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OSC EVENTS

Opening*

 $\hbox{4-A-Side Football Tournament}$

Closing

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"Spoiled child" HK must revice 'can do' spirit

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PERSONAL DARKS PLANT

Group hopes to help children love books

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A Hong Kong charity that helps young people with special educational needs take part in sports will receive money from the annual charity fundraises, Operation Santa Claus

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Top prize for teenager who helps disadvantaged children

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Special needs programme getting boost



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Getting early help is key

Hong Kong charity Caritas to get funding from Operation Santa Claus for SEN children's training and rehabilitation programme

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T Smith China Morning Prof.

moment to be proud of

One South Island School student found the spark she needed to get out of a rut - and help Hong Kong youngsters in need, writes Amalissa Half

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Businessman brings innovation to city's charities





























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