

OPERATION SANTA CLAUS



South China Morning Post

Operation Santa Claus 2012 Report

Show you care this Christmas

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this Christmas”

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“Show you care this Christmas”



Left to right: Bryan Curtis, RTHK's Head of English Programme Service; Hervé Mazella, Executive Assistant Manager, Grand Hyatt Hong Kong; Robin Hu, Chief Executive Officer, SCMP Group; Cardinal Joseph Zen; Regina Leung, wife of the Chief Executive; Roy Tang Yun-kwong, Director of Broadcasting; and Phil Whelan, RTHK presenter at the Operation Santa Claus closing ceremony at the Grand Hyatt Hotel, Wan Chai.

The year 2012 marked the 25th anniversary of Operation Santa Claus (OSC). With a 63 day campaign that took place between 20th November 2012 and 22nd January 2013, OSC 2012 succeeded in breaking many records to celebrate its anniversary.

Supported by a record 28 major donors and raising a record-breaking HK\$18,780,236 for its 18 beneficiaries, the 2012 campaign took OSC to new heights. In the quarter of a century since its launch in 1988, OSC has now raised some HK\$188,000,000, benefiting 176 charities on behalf of the neediest segments of the community in Hong Kong, as well as a small number of causes in the mainland.

The 2012 campaign was officially kicked off at the 20th November opening ceremony. Our “Show you care this Christmas” campaign launch was attended by Cantopop star Ms. Ivana Wong as Ambassador and Mrs. Regina Leung (wife of Hong Kong's Chief Executive) as Honorary Patron. The campaign closed on 22nd January 2013 with a closing ceremony at the Grand Hyatt, our traditional food, beverage and venue sponsor for this event.

“Operation Santa Claus is a successful initiative of displaying love. It is our duty to care for others, donate what we can, and even sacrifice what we would have wanted for ourselves.”

-Cardinal Joseph Zen Ze-kiun

Our Mission

To connect the local community to charities by leveraging the voices of two of the city's most respected media organisations, and to share the gift of hope to those who lack the means to improve their lives.

Campaign organisers

South China Morning Post
Radio Television Hong Kong

Honorary Patron

Mrs. Regina Leung

Beneficiary Selection Committee

(Comprising representatives of :)

South China Morning Post
Radio Television Hong Kong
OSC Secretariat
OSC major donors
WiseGiving of Hong Kong Council of Social Service

Independent advisory body

WiseGiving of Hong Kong Council of Social Service



Our 25th Anniversary





Cathay Pacific's Philippe de Gentile-Williams dresses up as Santa Claus for a Christmas carol at the Cathay City

Special OSC 25th Anniversary Events



Top models and artists pose with Santa on the Beach

Santa on the Beach

On Saturday, 8th December 2012, seven 10-person corporate teams including Li & Fung Trading, Trinity Ltd., Toys "R" Us, Rothschild, Sino Group, Wing Hang Bank and one celebrity team competed against each other in a series of creative games. Taking part were models Lisa Selesner, Ana Rivera, Nissa Marion, Jocelyn Luko, Anthony Sandstrom and Rosemary Vandenbroucke, plus actors Michael Wong Man-tak and Terence Yin Chi-wai. Also on hand to enjoy the fun were children from 2012 campaign beneficiaries including the Hans Andersen Club and Little Life Warrior Society.

The games succeeded in raising HK\$240,000, with each of the corporate teams donating HK\$30,000 to OSC.

OPERATION
SANTA CLAUS
25th
Anniversary

Amount raised by Operation
Santa Claus over the years (HK\$m)

Number of beneficiaries



Special OSC 25th Anniversary Events



Santa's Silver Auction at Grappa's Cellar

Santa's Silver Auction

Santa's Silver Auction took place between 21st November and 17th December 2012 and succeeded in raising HK\$168,669. 25 big-ticket items included lunch with legendary actor Jackie Chan at Shang Palace restaurant at Kowloon Shangri-La; a unique chair specially custom-designed by GOD founder Douglas Young; and a private recital by the concertmaster and principal cellist from the Hong Kong Philharmonic Orchestra were offered.

The silver anniversary auction took emailed bids until the evening of 17th December when we wrapped up with a special live broadcast at the Grappa's Cellar in Central. Bids are posted on a dedicated webpage (rthk.hk/osc2012) and were mentioned on air throughout the period.



Santa's Last Stand at Ned Kelly's raises cash for Operation Santa Claus



Auction winners dine with superstar Jackie Chan

Santa's Last Stand at Ned Kelly's

In celebration of both 25 years of OSC and 40 years of the city's live music venue — Ned Kelly's Last Stand, a fundraiser was held on 6th December evening with Dixieland jazz. Cash was raised in the pub all through the Christmas period.

“Operation Santa Claus annual drive is indeed a very good reminder to us all—Christmas is the perfect time of the year to give donations to show care and support to those in need.”

—Mrs. Regina Leung,
Wife of Chief Executive and OSC Honorary Patron



Donors and Fundraising Events



Game Day at the Police Tactical Unit in Fanling

A Big Vote of Thanks For OSC 2012's 28 Major Donors



Players with special needs show their team spirit in the Five-a-side Football Tournament



Bank of America Merrill Lynch's mini-golf tournament at their Central office



Neighbourhood carols singing by Indian children

OSC's 2012 "Show you care this Christmas" campaign was supported by 28 major donors, each of which donated at least HK\$150,000. In return for their generosity, the *South China Morning Post* placed major donor logos on the "OSC Xmas tree", which appeared daily in the Operation Santa Claus feature in the SCMP throughout December 2012.

Morgan Stanley was the year's top fundraiser—having raised an incredible HK\$2,500,000 from a staff baking auction and its 10th annual Director's Choir event at ELEMENTS.

Not far behind was UBS with HK\$2,400,000 – a figure made up of generous commissions from the trading floor, the USB HK Open golf tournament, plus sales of raffle tickets and collectible arts.

Credit must also go to JP Morgan who accumulated HK\$1,000,000 – much of it raised by clients and staff who hosted a dumpling eating contest in support of OSC.

The 14th annual Wing Ding Squash Tournament was another great success with players in fancy dress raising some HK\$1,800,000 for the needy.

A further HK\$800,000 was raised by the teams who took part in OSC's ever popular Five-a-side Football Tournament.



JP Morgan hosts a fantastic Christmas party for Po Leung Kuk children



The 14th Wing Ding Squash Tournament

“OSC is not just about beneficiaries receiving money, it's also about donors giving their love to the community.”

—Robin Hu, CEO, SCMP Group Ltd.

A Big Vote of Thanks For OSC 2012's 28 Major Donors



Korean International School students having a great Christmas party



UBS staff dress up for a day of fun



Hong Kong Sanatorium and Hospital's medical superintendent Dr Walton Li sings at the staff party

Clubs and Associations:

This year saw eight local clubs and associations raise HK\$222,917. Extra special thanks must go to The Police Tactical Unit who contributed an annual team building programme in what was their 21st year of support for OSC. The Santa Hash fun run was another generous contributor to OSC 2012.

School Donors:

Of the 23 schools who joined OSC 2012, some 18 were sizeable donors who collectively raised more than HK\$600,000.

Individual/Online donors:

Online donations: HK\$640,000

A personal donor also made his fifth anonymous donation of HK\$1,000,000 to OSC.

Other fundraising events:

Highly effective fundraising events here included Charity Sales such as Sino Hotel's Christmas ornament sale, Kowloon Shangri-la's ginger bread sale, Swire's Street Party, a grocery sale at the Great Food Hall and the SCMP Staff sale.

Christmas Carol performances such as a neighbourhood carol singing session by a group of Indian children at Laguna City in Lam Tin and the Linklaters' solicitors' annual carol service also proved very popular. 2012's many other meaningful initiatives included Santa's Scuba Dive, the Sai Kung Christmas Quiz and a Great American Barbecue auction-off of the best beef cuts by Italian master butcher, Dario Cecchini.

OSC Awards:



Top Corporate Fundraiser Award

Morgan Stanley for raising a phenomenal HK\$2,500,000 via its 10th annual Director's Choir event at ELEMENTS and a staff baking auction.



Top School Fundraiser Award

Discovery Mind Kindergarten raised some HK\$150,000 at its 7th annual walkathon.



Most Creative Fundraiser Award

Cathay Pacific, for creating a 115-staff strong flash mob dance at Cathay City, garnering over 80,000 clicks on YouTube and raising a very creditable HK\$44,056.60.



Most Creative School Fundraiser Award

Korean International School's fun day raised around HK\$22,323.00 for OSC to share with Hong Kong's less fortunate.

Publicity and Marketing

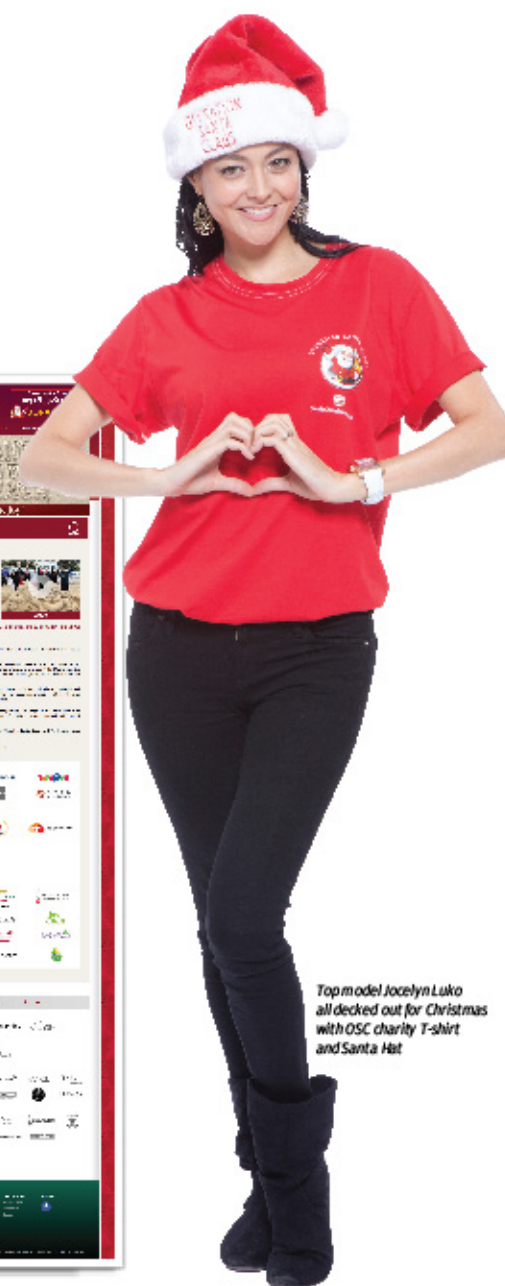
OSC's 25th Anniversary campaign leveraged every possible media resource to increase publicity for its beneficiary organisations and other worthy causes. The year also saw the introduction of a new OSC logo, new osc.scmp.com campaign website and an OSC Facebook page. Other key activities included the SCMP (in a series of daily City section feature articles) and RTHK's interviewing of beneficiary organisations and broadcasts throughout the campaign period.

School activities were also widely covered in Young Post.

Outdoor media such as bus shelter ads in high-traffic locations were also used to highlight OSC's 25th Anniversary message.

Chinese readers have always dug deep and given generously to OSC. To this end, publicity included the running of detailed Chinese language beneficiary stories at the Yi! Charity+ page at hk.charity.yahoo.com

Rounding out the campaign was a series of attractively designed and affordably priced OSC merchandise such as HK\$30 Santa Hats, HK\$99 T-shirts and HK\$199 donor kits. The kit was created to provide participating charities and donor organisations to have more official association with OSC, as well as to help raise money.



Top model Jocelyn Luko all decked out for Christmas with OSC charity T-shirt and Santa Hat

OSC 2012 Fundraising Events

Date	Corporate donors' fundraising events		
10/10/2012	Credit Suisse 'Calello Global Challenge 2012'	19/12/2012	JP Morgan 'Charity Christmas Party'
20/11/2012	OSC 2012 Opening Ceremony at Asia Society	19/12/2012	Youth Square 'Charity Band Show'
12/11/2012 - 01/01/2013	Sino Art x John Ho 'Charity Sale of Meatie Postcards at tmtplaza'	21/12/2012	Community of Laguna City
14/11/2012 - 18/11/2012	UBS Hong Kong Open 2012 'Charity Hole-in-One'	01/01/2013	'Friendly Neighbourhood Santa'
16/11/2012 - 31/12/2012	GREAT Food Hall 'Charity Sale'	22/01/2013	Kowloon Cricket Club 'Children's Sports Day'
21/11/2012 - 17/12/2012	RTHK 'Santa's Silver Auction'		OSC 2012 Closing Ceremony
23/11/2012	Hong Kong Sanatorium & Hospital 'Charity Karaoke & Dance Night'	Date	School donors' fundraising events
24/11/2012	Wing Ding Squash Tournament 2012	17/11/2012	Discovery Mind Kindergarten 'Charity Walk 2012'
27/11/2012	US Meat Export Federation 'The Great American BBQ 2012'	24/11/2012	Clearwater Bay School 'School Fair Day'
28/11/2012 - 23/12/2012	Sino Group of Hotels - Royal Pacific Hotel & Towers 'Charity sale of Santa Claus Ornaments'	03/12/2012	Diocesan Boys' School 'Christmas Wishes Fundraising Campaign'
29/11/2013	Clifford Chance 'Annual charity quiz night'	10/12/2012	Yuen Long Public Secondary School 'Charity sale of cookies & 2nd hand items'
30/11/2012 - 30/12/2012	Kowloon Shangri-La 'Charity sales of gingerbread angels & handmade glass ornaments'	07/12/2012	American International School 'Red and Green Free Dress Day & Special bake sale'
01/12/2012 - 26/12/2012	Sino Group of Hotels - Hong Kong Gold Coast Hotel 'Charity sale of OSC Ornaments'	07/12/2012	German Swiss International School
02/12/2012	Five-A-Side Football Tournament 2012	07/12/2012	'Christmas Concert at the Vine Church'
03/12/2012 - 09/12/2012	Morgan Stanley 'Charity Auction of Homemade Cake'	07/12/2012	Hong Kong International School
05/12/2012	Linklaters 'Solicitors' Carol Service 2012'	07/12/2012	'Dress Red & Green Day'
06/12/2012	Ned Kelly 'Santa's Last Stand'	07/12/2012	Korean International School 'Santa Fun Day'
07/12/2012	Bank of America Merrill Lynch 'OSC Golf Day'	08/12/2012	HKUST Community 'Winter Garage Sale'
08/12/2012	OSC 2012 Santa on the Beach	10/12/2012 - 21/12/2012	Victoria (Homantin) International Nursery
08/12/2012 - 26/12/2012	Sino Group of Hotels - Island Pacific Hotel 'Charity Sale of Christmas Cookies'	12/12/2013 - 13/12/2013	'Caring Christmas'
08/12/2012	Swire Properties 'Happy 40th Street Party'	13/12/2012	Kellett School 'Charity bake sale'
09/12/2012	Island Bar 'Lamma Island Treasure Hunt 2012'	14/12/2012	Yuen Long Public Secondary School
09/12/2012	Mandarin Divers 'Charity Scuba Santa Dive'	14/12/2012	'Charity English Songs Concert'
09/12/2012	Santa Hash 2012	14/12/2012	German Swiss International School
10/12/2012 - 01/01/2013	Sino Group of Hotels - City Garden Hotel 'Charity Sale of Santa Claus Ornaments'	14/12/2012	'Christmas Concert'
12/12/2012	Police Tactical Unit 'Team Building Programme Fundraiser'	14/12/2012	Hong Kong International School
13/12/2012	Barclays Capital 'Annual Christmas Party Fundraiser 2012'	14/12/2012	'Santa Hat Day'
13/12/2012	Cathay Pacific 'Flash Mob Dance for Charity'	14/12/2012	Shung Tak Catholic English College
13/12/2012	JP Morgan 'Dumpling Eating Contest'	14/12/2012	'Fund-raising Mini-fair & Un-uniform Day'
14/12/2012	Bank of America Merrill Lynch 'OSC Mini Golf Day'	14/12/2012	Think International School 'Santa Photo'
14/12/2012	Morgan Stanley 'Directors' Choir' and 'Charity Sale of Cookies'	19/12/2012	Hong Kong International School
14/12/2012	Rothschild 'Charity Christmas Party'	19/12/2012	'Dress like a Christmas Tree Day'
14/12/2012	UBS 'Fancy Dress Fundraiser'	19/12/2012	Beacon Hill School 'PTA Christmas Carol Concert'
17/12/2012	Hong Kong Sanatorium & Hospital 'Charity Lunch'	21/12/2012	Clearwater Bay School 'Christmas Carol'
18/12/2012	RTHK 'Santa's Silver Auction at Grappa's Cellar'	21/12/2012	South Island School 'Dress Differently Day - Christmas Theme'
		23/12/2012	St. Mark's School 'Talent Show 2012'



Our Funding Projects



Children's Medical Foundation

OSC 2011 Project Achievements

Where did the money raised by OSC go?

OSC supports charitable projects that effect positive change to the lives of disadvantaged people in Hong Kong and mainland China. In 2011, OSC donors helped fund 16 key projects in the area of Children and Youth, Elderly, Medical, Physical and Mental Disabilities.

Here are the up-to-date project achievements:-



The Boys' Brigade, Hong Kong



Hong Kong Arthritis & Rheumatism Foundation



Chi Heng Foundation

Children and Youth

Organisation	Project Name	Key Achievements
The Boys' Brigade, Hong Kong	Sharity 2012	-751 youth joined as Sharity volunteers -503 singleton elders were visited 6 times in 6 months.
Children's Heart Foundation	Heart Valve Replacement Programme	-15 children are able to receive the treatment of Hancock / Contegra valves conduit in 2012 -About 17 heart disease children will undergo heart valves surgeries this year.
Chi Heng Foundation	A future through vocational training	-318 AIDS-impacted students completed a year of vocational studies -Over 560 graduating junior high students were provided with career advice.
Operation Smile - China Medical Mission	Southern Smiles 2012	-421 cleft lip and/or cleft palate patients (aged 6 months to 18 years old) in Zhejiang, Yunnan, Jiangxi, Guangdong, Sichuan, received free surgeries.
Hong Kong Christian Kun Sun Association	Angel Tree 2011	-Volunteers brought gifts and conducted home visits to 359 children of inmates and 64 parents of young offenders in 2011 and 2012 Christmas. -The Christmas presents were chosen by the parents who were behind bars and unable to celebrate the festive season with their families. -Volunteers continued to connect with 80 inmates' families after the Christmas visit.

Medical

Organisation	Project Name	Key Achievements
Enlighten - Action for Epilepsy	Helping Other People with Epilepsy (H.O.P.E.) Campaign	-25 people with epilepsy joined the campaign and 18 of them shared their personal stories on the HOPE website. -A public promotion campaign on Epilepsy awareness, promoting equal rights and combating epilepsy discrimination was conducted in 2012.
Children's Medical Foundation	Establishment of a Neonatal Care Unit and a Save-A-Baby Program in Guizhou	-Established a neonatal care unit in Qianxinan People's Hospital in Guizhou with essential equipment needed to treat 700-1000 critically ill newborn babies every year. -Two doctors and two nurses stationed at the Children's Hospital of Fudan University in Shanghai for a six-month comprehensive training programme.
Diabetes Hongkong	Living Well with Diabetes	-622 newly diagnosed diabetes patients received personal counseling and advice. -Public awareness of diabetes increased as 12,130 people attended public talks and community education activities.
Hong Kong Arthritis & Rheumatism Foundation	Physiotherapy and Occupational Therapy for Arthritis Patients & Health Assessment	-96 arthritis and rheumatism patients joined physiotherapy classes to release joint stiffness and found the ways to protect their joints through consulting occupational therapists. -516 patients with serious joint problems tried hydrotherapy exercises to relieve pain.



Hong Kong Red Cross Princess Alexandra School

OSC 2011 Project Achievements

Project monitoring

Aside from the careful selection procedures, project authentication and progress monitoring are also important areas of governance required of the OSC Steering Committee. At the outset, all OSC beneficiaries are required to submit detailed proposals with clear financial and project objectives. Subsequently, half-yearly presentations and progress reports and end of year closing reports summarising achievements and financial status are presented to the Committee for approval. OSC staff will periodically visit the project site, request information about the project or set up meetings with the beneficiaries to monitor project progress.



Families of SMA Charitable Trust



Riding For The Disabled Association



Art in Hospital

Physical and Mental Disabilities

Organisation	Project Name	Key Achievements
Families of SMA Charitable Trust	Special wheelchair transport service for severely disabled patients	-A new car with wheelchair lift and life-saving machine was purchased. -Severely disabled SMA patients benefited from free transportation to hospitals for medical appointments and to other places for community activities.
Hong Kong Federation of the Blind	VI Channel Web Broadcast Project	-Have nurtured the talent of visually impaired and the disabled in TV production and produced 67 online TV programmes featuring parenting, cookery and lifestyle shows. -Have raised public awareness on people with disability as the online TV has attracted wide media coverage.
Richmond Fellowship of Hong Kong	Project I-PROUD	-498 attendees for a mental health education course, 393 attendees for a mutual support programme, and 270 care givers of mental patients benefited from individually counselling sessions.
Hong Kong Red Cross Princess Alexandra School	Encouragement of Physical Education 2011-2012	-240 wheelchair bound and mentally disabled students played Boccia game at schools. -Have received 2 gold and 7 bronze medals in open competitions of Hong Kong Annual Wheelchair Fencing Championships for the Disabled and Chelsea FC Soccer School (HK) Care Football Championships for the Disabled
Riding For The Disabled Association	New Horse Purchase Scheme	-3 ponies were purchased and imported from overseas to replace the stable's retired ponies. -Have provided regular riding sessions every week for mental and physical disabled students from 53 schools in Hong Kong.

The Elderly

Organisation	Project Name	Key Achievements
Art in Hospital	Art Cherish - Holistic Art Workshops for Elderly Patients	-391 elderly patients with dementia, depression, and terminal illness in Grantham Hospital and Pamela Youde Nethersole Eastern Hospital participated in 48 art workshops and 2 art exhibitions to help relieve stress.
Rehabaid Society	Salute to the elderly	-8,714 elders attended free health services including physical and fitness assessment, balance training and bone mineral density enhancement programmes. -397 elderly were personally instructed on postural awareness, fall prevention, and physical fitness assessments.



OSC 2012 Funding Projects



Teach Unlimited Foundation



Lions Kidney Educational Centre & Research Foundation



Hans Andersen Club

OSC 2012 kicked off with a recruitment ad for funding proposals on the 11th June issue of the *South China Morning Post* and through the Hong Kong Council of Social Service (HKCSS). By the 13th July closing date, a total of 82 worthy causes – including 35 first time applicants – had requested OSC and its donors' help.

A Selection Committee comprised of eight members including representatives from the SCMP, RTHK, OSC secretariat, OSC donor representatives and the Hong Kong Council of Social Service subsequently judged potential beneficiaries on the following criteria:

- Project themes
- Project sustainability
- Economic feasibility
- Project impact
- Program creativity
- Organisation's capability
- Small organisations with less fundraising clout

18 charities across six fields (Children & Youth, Community, Environmental, Elderly, Medical Issues, and Physical Disabilities) were subsequently selected to benefit from OSC and its donors' compassion and assistance.

“Over the years, people of Hong Kong have raised millions at Christmas-time for the people around us who need a helping hand.”

-Ivana Wong, Cantopop singer, OSC 2012 Ambassador

OSC 2012 Funding Projects



Playright Children's Play Association



Foodlink Foundation

Children and Youth		
Children's Heart Foundation	<i>House of the Heart</i> To provide temporary hostel service with counseling support for parents of hospitalised children	1,800 parents
Hans Andersen Club	<i>Reading Freshmen Project</i> To carry out a storytelling programme for children from lower-income families	1,248 parents, 192 teachers, and 2,560 school children
Kids4Kids	<i>Buddy Reading for Small Group Homes Project</i> To support a buddy reading programme for children living in small group homes	400 children
Playright Children's Play Association	<i>Hospital Play for Children</i> To conduct play workshops to children who are under medical treatment in hospitals	2,000 children
Teach Unlimited Foundation	<i>Teach Unlimited Programme</i> To deliver educational support to disadvantaged students in an under-resourced school	1,000 secondary school students; 2 university graduates
Community		
Christian Action	<i>Renovate temporary shelter for migrant workers</i> To renovate the current worn-out temporary shelter for the exploited or unfairly treated foreign domestic workers	The shelter can house 26 migrant workers at one time
Christian Family Service Centre	<i>Cook with Hope</i> To hold cooking therapy groups for victims of domestic violence	256 women
Operation Dawn	<i>Strengthen Family Connections Programme</i> To provide counseling service to drug rehabilitators and family members to rebuild trust and family bonds	50 families and 50 staff members
Elderly		
Helping Hand	<i>Helping Hand Link Point</i> To purchase a new van with wheelchair lift and safety features for transporting frail elders	212 elders
Environmental		
Foodlink Foundation	<i>Foodlink Expansion Project 4</i> To support operation of a van collecting and delivering surplus food from hotels and beverages' outlets to needy recipients	150 meals per day
World Wide Fund for Nature Hong Kong	<i>Education for Sustainable Development Programme for Underprivileged Students (NEED)</i> To provide quality nature education to students from lower income families	1,200 students and 30 teachers
Medical		
Hong Kong Red Cross Hospital Schools	<i>iLearn in Hospital</i> To equip notebook computers and iPads for patient-students to continue schooling in hospitals	500 student patients per day
The Joshua Hellmann Foundation for Orphan Disease	<i>Diagnostic Testing and Rare Arts Programme for Children with Orphan Disease</i> To sponsor diagnostic testing of suspected orphan disease patients and provide art therapy workshops to patients and families	30 children and 60 family members
Lions Kidney Educational Centre & Research Foundation	<i>Purchase of Haemodialysis Machines</i> To provide two new haemodialysis machines for the renal dialysis centre in Sham Shui Po	60 renal disease patients
Little Life Warrior Society	<i>The 3rd Hong Kong - Mainland China Childhood Cancer Patients Exchange Camp</i> To promote mutual support between childhood cancer patients and families through an exchange camp	Over 700 patients, survivors, and families
Operation Smile - China Medical Mission	<i>Rural Smiles 2013</i> To provide 300 free surgeries for children with cleft lips in rural areas in China.	300 children
The Society for AIDS Care	<i>Community Counseling Service for Carers and Individuals Living with HIV/AIDS</i> To support counseling service for people living with HIV/AIDS	380 cases
Physical Disabilities		
Families of SMA Charitable Trust	<i>Medical Equipment and Wheelchair Bank</i> To purchase life-saving medical equipment and wheelchairs for severely disabled SMA patients	Over 70 very disabled SMA patients

OSC 2012 Financial Highlights

The financial highlights below summarised the income and expenditure of OSC 2012. The full financial statements for the period June 2012 to June 2013 will be published in our audited annual accounts (osc.scmp.com).

The total income of OSC 2012 was HK\$19,594,000, of which HK\$18 million were from donations (corporations, clubs, organisations, schools and individuals), and HK\$955,000 surplus funds rolled over from previous years. The total income was a record high for the past 25 years. A list of fundraising events is set out on page 12.

96.2% of the fund (HK\$18,780,000) was disbursed to 18 charities across 6 different areas. Details of the projects and beneficiary organisations are shown on page 20.

Administration and fundraising expenses were kept minimal as we leveraged media power from SCMP and RTHK, and collaborated with volunteers to implement the campaign.

Total Income: HK\$19,594,000

Donations

95.1%

Surplus

4.9%

Income

Items	HK\$ ('000)	%
Donations	\$18,639	95.1
Surplus	\$955	4.9
Total	\$19,594	100

Total Expenditure: HK\$19,519,000

Donations

96.2%

Fees

0.4%

Administrative Expenses

2.1%

Fundraising Expenses

1.3%

Expenditure

Items	HK\$ ('000)	%
Donations (included 1st and 2nd disbursement)	\$18,780	96.2
Fundraising Expenses	\$247	1.3
Administrative Expenses	\$415	2.1
Fees	\$77	0.4
Total	\$19,519	100

Supporting Organisations

OSC Major Donor for
15 YEARS

Bank of America
Merrill Lynch



Morgan Stanley



OSC Major Donor for over
10 YEARS

J.P.Morgan



OSC Major Donor for over
5 YEARS



OSC Major Donor for over
2 YEARS



OSC Major Donor
Most Recent



OSC Santa on the Beach

Sponsors

Bubba Gump
Courtyard Marriott Hong Kong
Hamilton

Havaianas

jax coco
JW Marriott Hong Kong
Kowloon Shangri-La

Marriott Hong Kong Skycity

Nature's Village
Renaissance Harbour View Hotel
Hong Kong

scmp.com

Watsons Water

Supporting organizations

Design By sand sculpture team
FHL Power Adventure Training Centre
Trinity International Limited

OSC Santa's Silver Auction

Sponsors

Aberdeen Boat Club
Banyan Tree, Macau
Burnt Oringe
Crown Wine Cellars

Domani Restaurant

Douglas Young of GOD lifestyle stores
Eighth Estate Winery
Evie Consulting
Four Seasons Hotel, Hong Kong

Gentlemen's Tonic

Gold by Harlan Goldstein
HeliAids
Hong Kong Philharmonic
Island Shangri-La

Kowloon Shangri-La

Langham Place
Mandarin Oriental, Hong Kong
Mandarin Oriental, Macau
Ocean Park

Opera Gallery, Hong Kong

Tai O Heritage Hotel
The Grand Hyatt, Hong Kong
The Peninsula Hotel
The Ritz-Carlton

Wing Ding Squash Tournament

Ace Freight Ltd.

Adrian John Peirse

Adrian Ng

Alex Fur Co. Ltd.

Alex Yang

Alexander Dennis (Asia Pacific) Ltd.

Alphatrans

American Legend Cooperative

Amit Mahtani

Andrew MacGeoch

Andrew Paul Moore

Andy Neils

Anil Tourani

Anita Lam

Anne Rossinen

Anthony So

Arun Kirpalani

Arun Mahbubani

Au Kam Wah

Barry Jordan

Beacon International Despatch Ltd.

Bendix Transport Denmark A/S

Benjamin Buckler Lloyd

Bhavish Lachmandas

Billy Ho

Bleistein & Co (Hong Kong) Ltd.

Blue Angel Fur Company Ltd.

Bob Michael Wasyliv

Brad Resnick

Brilliant Bees & Co. (HK) Ltd.

Brilliant Harvest Co.

Broadway Fur & Fashion Ltd.

Bruno Porte

Cadano Group Ltd.

Carl Kalarus

Catherine Ho

Chan Chau Wai

Chan Tak Shing

Chan Yiu Cheong Gordon

Charles Kendall Richard

Charley International Holdings Ltd.

Chau Ka Lai

Cheer Fortune Enterprises Ltd.

Chen William Jr.

Cheryl Law

Cheung Han Chu, Diana

Cheung Kit Ting Kitty

Cheung Kong Fur FTY Co. Ltd.

Chinabest Enterprises Ltd.

Chiu Chi Yuen

Chiu's Fur Trading Co.

Cho Albert Soo Chang

Choi Siu Lai

Choi Wai Kwan, Angela

Chris Soukas

Cici Ho Design Studio Ltd.

Clear Trading Company Co.

Collins David Jeremy

Cyril Murkin (HK) Ltd.

Dai-Ichi Madam Fur Ltd.

Danny Tuen Mo

Dav Nainani

David Dumigan

David Gregory Adams

David Mallinson

David Nichols

David Patrick Eich

Dean Young

Deep Winter Fur Company

Dhiraj Kundamal

Diane Benedetti

Diletta Pagin

Doobie Lee

Dragon Fur Co Ltd.

Dubois F.L.

Dunn Roger Turner

East Link Fur Ltd.

Eight Partnership Ltd.

Eleanor Sackett

Europe Fur Company Ltd

Federic Beringer

Fiona Joy Cumming

Fong Yuet Sim Moe

Francis Commisaris

Frank Zilberkweit

Fung Miu Wai

Garland Keith Roy

Gavon Cheong

Geoffrey Chan

Geoffrey Master

Gideon Bartfelt

Gino Miao

Grace Lumaban

Green Carrier Denmark A/S

Gregg & Bailey HK Ltd.

Guangzhou Rusen Fur & Fashion Co. Ltd.

Guyatri Bery

Halina Hazeldine

Hans Ekkehard Meister

Happy Part Trading Co. Ltd.

Hareesh Mirpuri

Harjit Ahluwalia

Hazari Ajaykumar Keshao

Heikki Veijola

Hisons Ltd.

Ho Oi Wai

Hong Kong Fur Factory Ltd.

Hoogendijk Mark Cornelis

Hsu Wai Ming

In Wo Development Co.

Irin Calagui

Izzet Ers

J.C. Fur Company Ltd.

Jackson Pau

Jean Philippe Gry

Jeetinder Bahrunani

Jeevan Majani

Jenayn Palattao

Jens Scharff-Hansen

John Chan

Julian Tanner

K C J K Li

Kaye Christopher Colin Vernon

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Discovery Mind Kindergarten

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International Section
Korean International School
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School activities
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