



Independent Charity Advisor





SMALL CHANGE BIG CHANGE 小改變 大不同





The biggest total in OSC's • 28-year history:

The HK\$21,302,162 Operation Santa Claus (OSC) raised in 2015 was the largest in its 28-year history with 29 major donors each pledging to donate over HK\$150,000. The campaign also involved 18 major school donors and 22 beneficiaries.

A record-breaking number of beneficiaries

This year, OSC received 97 funding proposals, finally selecting 23 deserving projects from 22 very worthy beneficiary organisations. This was the highest number of beneficiaries since OSC began in 1988.

Another year of putting the 'fun' into fundraising

In 2015, over 40 innovative fundraising events were initiated either by OSC or its donors. New events such as OSC Flat Out Sleigh Ride and Money Talk Charity Breakfast were just one of the many fun ways OSC continued to attract new donors.

The pioneering of an innovative NGO Leadership Programme

OSC 2015 also persuaded 25 top executives from leading local NGOs to hone their leadership skills by attending classes and participating in the new OSC UBS NGO Leadership Programme's mentorship scheme.

Keeping administrative costs to the bare minimum

Thanks to the tireless efforts of the South China Morning Post (SCMP) and Radio Television Hong Kong (RTHK), administration expenses for OSC 2015 were once again kept to a minimum of roughly 3%. This ensures the lion's share of any money raised will directly benefit those who need it most.



What is Operation Santa Claus?

All good stories about gift-giving begin at Christmas, and Operation Santa Claus is no different.

Its roots stretch back to the 1960s when RTHK Radio 3 presenters performed public stunts to raise money for charity, such as jumping into Victoria Harbour, climbing flagpoles and giving rooftop poetry recitals. In the 1970s, the government gave Hongkongers the Community Chest — an official body for receiving charitable donations — which all but put an end to charity fundraising at Christmas.

By the 1980s, worries about Hong Kong's future sparked a renewed interest in charity fundraising as a way of spreading optimism and positivity throughout society. And so, in 1988, Operation Santa Claus was born.

The first campaign set out to raise HK\$100,000. In 1989, the SCMP began covering beneficiaries' stories every day throughout December which helped smash the campaign's total target of HK\$150,000 in the first week. Today, Operation Santa Claus (OSC) has raised over HK\$250,000,000 for charitable causes since 1988, and has benefited some 237 worth projects. Now that is a tradition of gift-giving that the people Hong Kong can be proud of.

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 (SCMP)
- Radio Television Hong Kong (RTHK)

Honourary Patron:

Mrs. Regina LEUNG

Independent Advisory Body:

• WiseGiving of Hong Kong Council of Social Service

Beneficiary Selection Committee:

(Comprising representatives of):

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



Photo: Lamma-Gung of Lamma.com.hk

Operation Santa Claus is a charity project of SCMP Charities Limited — a registered charity under Section 88 of the Inland Revenue Ordinance. (Inland Revenue File No.: 91/7320)



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0\$C 2015 OVERVIEW



THE CAMPAIGN

2015's two-month OSC campaign was themed 'Small Change, Big Change' and underlined the public's continuing remarkable warmth and concern for the all-too-often forgotten members of Hong Kong's society.

- The OSC 2015 campaign ran between 4 November 2015 - 19 January 2016.
- Opening ceremony took place on 4 November 2015 at the premises of launch event venue sponsor, the Hong Kong Observation Wheel. This year's other key sponsors included the US Federation of Meat (F&B) while the evening's Guest of Honour was Mrs. Regina LEUNG, wife of Chief Executive of HKSAR. Assisting her as Special Guests was Ms. Ada PONG, first runner-up in the 2015 Miss Hong Kong Pageant.
- OSC 2015's closing ceremony was held on 19 January 2016 and took the form of an evening cocktail reception at venue sponsor The AIA Great European Carnival.
- A record-breaking HK\$21,302,162 the biggest total in OSC's 28-year history - was announced to huge cheers

from a large crowd of very impressed VIPs. Amongst them were Mr. LAM Woon-kwong, Convenor of the Non-Official Members of the Executive Council, and Mr. Clifford HART, Consul General of the United States of America to Hong Kong and Macau. Also in attendance were officiating guests, Mr. LEUNG Ka-wing, Director of Broadcasting, and Mr. Robin HU, Chief Executive Officer, SCMP Publishers, plus various representatives of OSC 2015's key donors and major beneficiaries.

- Having started life in 1988, OSC and its donors' compassion have now helped to raise some HK\$250,000,000 and fund around 237 socially meaningful projects.
- Key beneficiaries of OSC 2015 were able to enjoy complimentary rides on The Hong Kong Observation Wheel during the two-month campaign period. They were later invited to test their skills in free games on The AIA Great European Carnival's charity day.



FUNDRAISING

- OSC's heart and soul has always been the uniting of thousands of compassionate donors in a shared community event. Leveraging the huge reservoirs of goodwill it has built up over the years, OSC has forged unbreakable links with many large corporate donors and across the local business world. The organisers of OSC 2015 remain grateful that despite the prevailing tough economic environment, many companies went out of their way to pledge their donations as early as October 2015. Ultimately, 29 major donors each donated over HK\$150,000.
- OSC 2015 also inspired over 40 donor organisations to arrange events that involved their staff, students and the community at large.
- This year, 18 schools raised a total of HK\$387,061.7 by hosting fundraisers in the run up to Christmas. Of special note here was Top School Fundraiser, Discovery Mind Kindergarten, who organised their 10th annual walkathon at Discovery Bay on the sunny morning of 21 November 2015.
- Equally deserving of mention were Yuen Long Public Secondary School who won this year's Most Creative School Award for a fun 17 December 2015 food fest where teachers, students, and PTA members cooked up a feast in the school playground. The school also hosted a 18 December 2015 English singing marathon.

PUBLICITY

- The SCMP and RTHK have always enthusiastically promoted each year's OSC beneficiaries and been quick to tell supporters exactly how and where their donations were to be spent. This year's campaign kept readers and listeners fully informed with over 60 printed articles in the SCMP and 30 broadcast interviews on RTHK.
- To further swell public awareness of OSC 2015, approximately 40 print and 90 outdoor advertisements were produced and shared across all four corners of Hong Kong.
- One of the year's most notable successes was a unique video tie-in between the SCMP and Hong Kong Baptist University's journalism department and its publication, The Young Reporter. Some 50 journalism students

- subsequently videoed roughly 20 stories about OSC 2015 beneficiaries and fundraising events. Each short film was eventually broadcast on SCMP.tv, with highlights published in the SCMP and the *Young Post*.
- Students from Bachelor of Arts in English Studies of the City University of Hong Kong (CITYU) helped increase publicity via social media, frequently updating OSC 2015's Facebook and Instagram pages. CITYU and its students also offered vital logistical support to OSC events and set up booths to promote the appeal in other local universities.







FUNDRAISING EVENTS



THIS YEAR.

29 major donors each donated HK\$150,000 or over, while 18 school donors raised a total of around HK\$387,000, and 16 clubs and associations collectively raised roughly HK\$280,000. Joining them in helping disadvantaged Hongkongers were hundreds of individuals and other groups. As in previous years, OSC 2015 marked the unveiling of several new events hoping to put the 'fun' into fundraising and boost public awareness for many years to come.

SPECIAL OSC EVENTS



OSC Flat Out Sleigh Ride

Held on the morning of Sat, 21 November 2015 at Hong Kong Disney's Hollywood Hotel, this first time event inspired 15 corporate and beneficiary teams to build and race cardboard Santa Sleighs against each other. This event proved hugely popular, attracting around 150 OSC participants and attendees and raising HK\$228,000.



Christmas Meal Campaign 'Eat, Drink, and Donate'

Another debut event, the Christmas Meal Campaign saw 22 leading restaurants such as the King Parrot Group, Al Dente, FRITES Belgium on Tap, Jojo Indian Cuisine and El Grande to create special Christmas menus and generously donated 15% of all proceeds raised to OSC.



MBA Challenge

This initiative challenged six teams of MBA students from four top local business schools (The University of Hong Kong, The Chinese University of Hong Kong, The Hong Kong University of Science and Technology and City University of Hong Kong) to raise funds by putting business plans into practice for fully 50 days. All six teams successfully overcame all barriers, raising a total of HK\$341,799 and effectively spreading OSC's message.



Money Talk Charity Breakfast

On 15 December 2015, around 100 iconic business gurus and listeners came along to Grappa's Cellar and joined RTHK's special Money Talk Breakfast in aid of OSC. Mr. Charles LI, CEO of Hong Kong Exchanges & Clearing, served as the morning broadcast's special guest. The event was a great success, earning a total of around HK\$100,500 from the sale of entry tickets and various live auctions.





SPORTS EVENTS

Involving competitors' family members and friends, sports fundraisers have long been a much-loved OSC mainstay. The two sports events carried out on behalf of OSC 2015 between November and December 2015 proved every bit as popular as always, raising roughly HK\$1,456,000 for this year's deserving causes. OSC 2015 highlights included more than 140 colourfully-dressed squash players who battled it out in the Wing Ding Squash Tournament, plus 12 junior and 15 adult teams in the CBRE Five-A-Side football tournament.

The Hong Kong Rugby Union and local rugby clubs also did their bit for this year's beneficiaries, raising much-needed funds from spectators at the Asia Rugby Sevens Olympic Qualifier and various important year-end matches. Other notable sports attractions included the annual Santa Hash Fun Run and the Bank of America Merrill Lynch Charity Golf Day at Clearwater Bay Golf Club. A family hike along Dragon's Back, Dah Sing Bank's OSC youth basketball match in Southorn Stadium and HKU's MBA Class's 8km Santa Fun Run from Kennedy Town to Cyberport were other key sporting highlights.

COMMUNITY GROUPS

Across Hong Kong, different community groups enthusiastically supported OSC 2015, raising around HK\$280,000 by organising events for their members and their families, friends and local communities.

About 250 members of Hong Kong's Indian community joined together at Laguna City in Lam Tin and sang Christmas carols as part of the fun fair and online auction the society had organised on behalf of OSC 2015. Throughout December 2015 and January 2016, the Lamma Island community also did their bit by hosting activities such as a Christmas Music Quiz at the Island Bar and the 17th annual Yung Shue Wan Treasure Hunt.

In Sai Kung, Outdoor Fitness teamed up with leading local restaurants and hosted numerous OSC 2015 fundraising parties with a 'flash mob' dance, raffles, and F&B as their highlights. Sai Kung residents also gathered at the Hebe Heaven Yacht Club to compete in their annual OSC Charity Quiz. HKUST's Winter Garage Sale also raised over

HK\$22,000 for OSC as university staff, students, alumni and family members welcomed bargain hunters to a jamboree selling new and preloved items including books, toys and organic food.

OSC 2015's largest community group donation came from the Police Tactical Unit which collected over HK\$100,000 during its annual OSC team building day.



SCHOOLS

As ever, the annual OSC fundraising drive motivated hundreds of students, teachers, and parents at local schools. In 2015, 18 schools helped raise around HK\$387,000. The biggest donation came from Discovery Mind Kindergarten which generated a fantastic HK\$135,000 during its 10th annual sponsored hike.

Other schools came up with equally innovative ways to help out, e.g. hot dog lunches, mini fun-fairs, singing competition, charity sales and games.



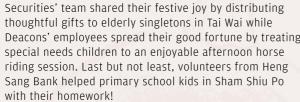


VOLUNTEER VISITS

Aside from donating money, this year's generous corporate volunteers visited roughly 200 disadvantaged youngsters and elderly over the holiday season sharing happy chatter and laugher everywhere they went.

Volunteers from the Maxim's Restaurant Group brought smiles to needy seniors' faces by throwing a delicious roast duck lunch at their Michelin-starred restaurant while their Sino Hotel counterparts pitched in by treating 50 deserving local pupils from Hong Chi Morning Hill School to a tasty lunch buffet. Staff at American Express played their part by hosting an Old Folks' Christmas party at Chung Hok Elderly Center. Senior citizens from Tuen Mun came along to entertainment and property firm Melco's Christmas party at a top seafood restaurant. The Hai Tong

thoughtful gifts to elderly singletons in Tai Wai while Deacons' employees spread their good fortune by treating special needs children to an enjoyable afternoon horse riding session. Last but not least, volunteers from Heng Sang Bank helped primary school kids in Sham Shiu Po with their homework!



DONATION BOXES **ACROSS THE CITY**

OSC has always valued contributions of all sizes. Gratifyingly, an amazingly large amount of HK\$822,000 in small change was harvested from 120 OSC 2015 collection boxes at street stalls, shopping malls, hotels, and retail outlets. One box at Toys'R'Us was found to hold a staggering HK\$70,000 while others were so stuffed full of cash that they broke!



THE 'MILLION' EVENTS

The organisers of OSC 2015 would like to extend their very special thanks to the hosts of the megaevents that invariably brought massive cash influxes to each year's beneficiaries. In 2015. specific examples included a UBS Fancy Dress Party (HK\$4,200,000), the Morgan Stanley's Directors Choir (HK\$3,000,000) plus various Bank of America Merrill Lynch golf, family hike activities and individual donations (HK\$2,900,000). Other large donations were raised by Swire's three-day street fair and the Wing Ding squash tournament at the Hong Kong Football Club.





OSC AWARDS



UBS

2015's Top Donor, UBS organised a week-long fundraising drive that succeeded in generating over HK\$4,200,000 in a wide array of exciting staff activities and donations of commissions from its trading floors.





Kowloon Shangri-la Hotel, Hong Kong

The hotel commissioned legendary footwear designer, Jimmy CHOO, to sketch the outline of a lady's shoe. Donors were then invited to add patterns to Mr. CHOO's draft and design their own shoes. With around 2,000 sketches eventually displayed at the hotel's lobby over Christmas, this innovative event succeeded in raising a whopping HK\$100,000.





TOP FUNDRAISING SCHOOL

Discovery Mind Kindergarten

About 500 youngsters and their families brought Christmas to Discovery Bay early on the morning of 21 November 2015 during the 10th annual Discovery Mind Charity Walk. The ever-popular outing helped raise HK\$100,000 for OSC 2015.





MOST CREATIVE SCHOOL FUNDRAISER

Yuen Long Public Secondary School

This year, the school organised two fundraising activities which contributed a total of HK\$134,000 to OSC 2015's coffers. The first was a food fest on 17 December 2015 where teachers, students and PTA members cooked up a feast in the school playground. The next day saw a singing marathon where students sang English songs.



Fundraising Events Fundraising Events

MAJOR DONORS







Morgan Stanley













Zeshan













- The 'Balloon Debate' festive fundraising event hosted by international law firm Clifford Chance.
- **2.** Credit Suisse staff supporting The Women's Foundation's Girls Go Tech programme.
- 3. Sino Group organises play sessions for youngsters with diabetes at its shopping malls.
- Doctors and nurses of HK Sanatorium and Hospital at their fundraising party.
- 5. Senior citizens from Chung Hok Elderly Center enjoying a roast duck lunch sponsored by the Maxime's Group.
- 6. Bank of America Merrill Lynch Chief Operating Officer Richard Yacenda is pictured before the start of the company's charity hike for OSC in Shek O.









更大新銀行







DEACONS 的矩律師行















2015 Annual Charity Golf Day In support of Operation Santa Claus



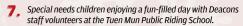












- Senior citizens from Tuen Mun joining the Melco Group's Christmas party at Jumbo Kingdom.
- Officiating guests and participants at the Bank of America Merrill Lynch Charity Golf Day in Clearwater Bay Golf and
- 1). Toys'R'Us Regional General Manager Jo Hall introduces the gift wrapping fundraiser for OSC.

PUBLICITY AND MARKETING



AS ALWAYS.

The SCMP and RTHK's unstinting efforts on behalf of OSC helped significantly increase publicity of each beneficiary organisation and its key projects. In all, this year's OSC campaign generated over 60 newspaper stories and 30 radio interviews in the SCMP, RTHK and other media outlets, OSC website and Facebook page also got a significant increase in "likes".

PRINT, RADIO, **SOCIAL MEDIA** MARKETING

- Over 60 newspaper stories appeared in the SCMP and 30 voice interviews were broadcast on RTHK Radio 3.
- 20 video features were posted online on the SCMP and RTHK's websites.
- Measurable increase in penetration, 'likes' and followers achieved as a result of activities on leading social media channels such as Facebook, Instagram and YouTube.
- · Awareness was further enhanced by broadcasts of fundraising events and interviews on RTHK Radio 3.
- Widely read Young Post's coverage of school activities.
- Influential MBA Challenge feature stories in *Education* Post online.
- · High-profile print and online ads in Cosmopolitan, HK Magazine and Apple Daily.

15,271,661

MERCHANDISING

- Specially designed OSC-branded party glasses for children and adults helped maximise awareness and attracted many young supporters.
- · Well-received by all, the glasses made some HK\$52,000 in extra profit for OSC 2015.





2014 PROJECT ACHIEVEMENTS THE DIFFERENCE YOU'VE MADE



OSC 2014 FUNDED 20 charitable projects across six areas:

Children & Youth, Community, Elderly, Medical, Environmental, Physical & Mental Disabilities. Granted extra funds in May 2015, all 20 deserving causes were subsequently able to extend their projects for a longer period and so benefit many more needy people. Gratifyingly, all 20 selected projects have created a significant impact across Hong Kong.



PROJECT ACHIEVEMENTS



Rainbow Project

To provide subsidy for Therapy Treatment for Children with Autism in Low-income Families



30 Autism Spectrum Disorder (ASD) children from low-income families received occupational and speech therapies.

Benji's Centre

Professional Speech Therapy Service for Children from Low-Income Families



70 speech delay children from low-income families received over 1200 speech therapy sessions.

Project Space

Project Space for Squatter Kids



31 families living in substandard home environment (including pigsty farm, subdivided flats and container flats) were cleaned and renovated. 16 volunteers were recruited and trained.

Children's Medical Foundation

Saving China's Youngest and Poorest



13 poor families in Zhaotong, Yunnan received financial assistance for their newborn babies to undergo treatement needed to survive. A Neonatal Care Unit (NCU) with proper equipment has been established in Dali, allowing four doctors and nurses to receive six months of intensive training in the latest neonatal clinical knowledge.

Sowers Action

Shuifu Sowers Children's Home, Living Expenses of 50 Children (July 2014-June, 2015)



66 abandoned and eight disabled children in Shuifu County received ample support (education, recreation, couselling, medication) in a family-like environment in Shuifu Sowers Children's Home.

Morning Tears Hong Kong

Strengthening psychological care for traumatised children



45 caregivers (who take care of children of prionsers) received child development, psychological and caregiving training which help traumatised children to become resilient.

Diabetes Hong Kong

"Care for You" Diabetes Support Program



847 people with diabetes and their caretakers were educated and counselled on managing diabetes for life.

BENEFICIARIES

PROJECT ACHIEVEMENTS

V MEDICAL V

Maggie's Cancer Caring Centre

Maggie's Mind-Body Relaxation Programme



662 cancer patients, survivors, and their families learnt to cope with stress and their illness through relaxation practices of Maggie's Mind-Body Relaxation and Yoga programmes.

2124 patients and 296 family members were provided

occupational therapy, self-management programme,

exercise class, hydrotherapy and physiotherapy

Hong Kong Arthritis & Rheumatism Foundation

Rheumatic Disease Self-Management and Exercise (Hydrotherapy and Physiotherapy) Programme for Arthritis Patients



programmes.

Centre for Community Cultural Development

'We Can't Speak But We Can Sing!': Neurologic Music Therapy for Stroke survivors



24 stroke survivors with difficulties in speech, their caretakers and family members, joined the weekly choir practice and experienced music therapy to improve the quality of life.

Hong Kong Paediatric Rheumatism Association

Care for Children with Rheumatic Diseases



33 young rheumatic patients received financial support to procure medication, rehabilitation equipment, home care support and other emergency needs. Over 80 patients were provided rehabilitation workshops to reduce their emotional and psychological distress inflicted by the diseases.

Lions Kidney Educational Centre & Research Foundation

Installation of New Reverse Osmosis Central Water Treatment System for Hemodialysis at CWSW-RDC1



With the provision of a Reverse Osmosis Central Water Treatment System and a body composition monitor, the healthcare facilities of the haemodialysis centre has greatly improved, benefitting 70-80 kidney patients per year.

V COMMUNITY V

Remar Association

Recycle for Charity



A new truck was purchased to collect old furniture and unwanted goods for re-sale after restoration, over 60 drug-and alcohol-rehabilitators were benefited from it.

RainLily - Association Concerning Sexual Violence Against Women

Legal Empowerment Project for Victims of Sexual Violence



Free legal advice and legal education were given to 52 female victims. Public awareness on sexual violence prevention was raised as 400 person in need benefited through talks, exhibitions and legal research.

PathFinders

Migrants' Health Matters



12,139 foreign domestic workers were reached through 66 outreach events, preventive workshops and information sessions on employee rights, maternity rights, family planning, pregnancy and health in a total of 223 hours. 181 volunteers participated in the programme.

BENEFICIARIES

PROJECT ACHIEVEMENTS

▼ PHYSICAL AND MENTAL DISABILITIES ▼

HandsOn Hong Kong

Fruit For Good



A one-month pilot was carried out with 12 participating companies. Fruits were delivered by people with disabilities to offices once a week and sold to staff. The programme will be extended with more companies, volunteers, and people with disabilities to take part.

Hong Kong Red Cross Margaret Trench School

Procurement of 4 sets of electrical feeding device



Four severely handicapped students are able to take meals independently with the new sets of electrical feeding device.

Art in Hospital

My Photo Diary - Photo Workshop and Exhibition



24 art workshops were carried out in three hospitals. 20 patients, medical staff and carers learnt art skills to express feelings and created their personal journals through photography and contemporary mixed media.

V ELDERLY V

Charles K. Kao Foundation for Alzheimer's Disease

Intergeneration Workshops for the Demented Elderly, Children and Youth



56 elderly with dementia and 35 children and youth participated in play workshops. Play has been known to be beneficial for stimulation for people with dementia.

▼ ENVIRONMENTAL ▼

Foodlink Foundation

Foodlink School Van



153 tonnes of surplus edible food were collected from school cafeterias, 90,000 meals were provided to the needy. Educational talks were conducted in over 30 sponsoring schools on food waste and poverty.



Funding Projects: 2014 Project Achievements

PERSONAL STORIES

TONY LAI, STROKE CHOIR MEMBER

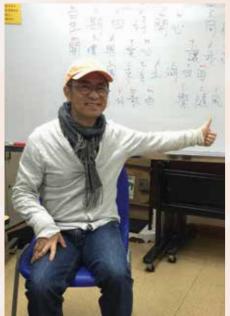
CENTRE FOR COMMUNITY CULTURAL DEVELOPMENT

Tony Lai was a promising fashion designer before having a stroke six years ago. With a sudden loss of physical ability and speech, he had to face changes in life. In his journey of rehabilitation, Tony stopped worrying about his career and treasured his family and friends.

With the support of Operation Santa Claus, CCCD Creative Arts Therapy Service Centre (CATSC) continues its mission by offering "Music Therapy Service" for "Art Empowerment" for both Stroke Patients and their family to discover their inner resources for recovery. Tony's story is part of this magic.

"I appreciated the choir for helping me to recover as a whole, improvement in speech, mood, confidence and sense of achievement" says Tony. "I didn't expect that I could sing but now I am happy to join in the choir, and meet more friends who can understand, support and encourage each other".

Tony Lai (left) and The Stroke Choir (right).





AMY, USER OF LEGAL CLINIC

RAINLILY - ASSOCIATION CONCERNING SEXUAL VIOLENCE AGAINST WOMEN

Amy has worked for a commercial firm for years. She was sexually harassed by a male colleague over a period of months. The harasser displayed unwelcome attention to her and even molested her. She was seriously disturbed, she felt isolated and distressed. She resigned from the job and sought support from a psychiatrist to manage the emotional pain.

With funds from Operation Santa Claus, RainLily empowers victims of sexual harassment to ensure legal rights and to develop resilience. RainLily collaborates with lawyers who share a belief in gender equality and human rights who help with legal consultations on a pro bono basis.

Amy received free legal advice service from RainLily. "Now I know my rights and how to make formal complaints or to take legal action against sexual harassment" says Amy. "I felt empowered, and I have decided to reclaim my rights and dignity". Amy's journey is supported by the couselors and the survivor support network of RainLily.

Amy (left) and Nany Yu (right), volunteer lawyer of Legal Empowerment Project for victims of sexual violence.



Funding Projects: 2014 Project Achievements

MS LI, HEART TO HEART CLUB COMMITTEE MEMBER

RICHMOND FELLOWSHIP OF HONG KONG

Ms Li's son has been suffering from schizophrenia for several years. It was very difficult for her and other family members to communicate with him. Ms Li could not understand her son's annoying and aggressive behaviour, resulting in unnecessary conflicts between them. She felt very stressed as she did not know where to seek help.

Thanks to the funding from Operation Santa Claus, Ms Li reached out to the Richmond Fellowship of Hong Kong and joined Project I-PROUD. After taking the courses and training workshops, she learnt more about mental illness and related community resources. With enhanced caregiving skills, it was easier to get along with her

"I am glad that my family members and I become more positive. I have made progress after receiving services from the Fellowship and thank Operation Santa Claus for their support," says Li.

Now, Ms Li is one of the committee members of Heart to Heart Club (a family mutual help group) where she is eager to help others with experience.

Ms Li (middle) shares her experience in a family mutual help group.



MRS. AU

MAGGIE'S CANCER CARING CENTRE

Mrs. Au, now 59 years old, is a housewife and mother of two youngsters. Her husband was diagnosed with laryngeal cancer in 2011 and recovered after a year of various medical treatment. However, his cancer came back in 2014. Due to her husband's difficulties swallowing and speaking, the daily care of and communication with her husband were made challenging. Nontheless, Mrs. Au still had to take up part-time jobs to support the family financially.

In the midst of cumulative stress and ongoing uncertainty, Mrs. Au was not only physically but emotionally drained. She developed insomnia, experiencing palpitation. This condition persisted even after her husband passed away in 2015.

With her daughter's encouragement, Mrs. Au began to attend regular relaxation programme at Maggie's, funded by Operation Santa Claus, following her husband's death. Through mastering relaxation techniques, Mrs. Au was able to relax herself and her symptoms of anxiety were alleviated gradually.

Mrs. Au said "I am very grateful that I could get more sleep now. Just walking into Maggie's Centre already made me feel relaxed. I look forward to the relaxation sessions at Maggie's each week." With the sense of safety and comfort experienced at Maggie's and the support of Maggie's staff and other users, Mrs. Au began to rebuild her faith in life.

Mrs Au (left) and members of Maggie's Centre (right) join the relaxation programme.





Funding Projects: 2014 Project Achievements

Funding Projects: 2014 Project Achievements



NGO LEADERSHIP PROGRAMME

(SPONSORED BY UBS AND IN COLLABORATION WITH THE CHINESE UNIVERSITY OF HONG KONG)

- 25 NGO executives were able to sharpen their leadership skills by attending classes and participating in the mentorship scheme under OSC 2015's UBS NGO Leadership Training Programme.
- The NGO Leadership Training programme is designed to support leaders of local small and mid-size NGOs in successfully developing their commercial and financial skills as they go about building peer networks to help maximise their project's resources and impact.
- 18 leading local academics and experts in the fields of social services, media, marketing, legal and management delivered inspirational seminars during this year's programme.
- Crossroad Foundation's groundbreaking 'GoodCity.HK' project won
 the programme's climactic best project pitch competition and was
 awarded a HK\$1,000,000 implementation grant by OSC and UBS.
 The 'GoodCity.HK' project utilises the internet and mobile phones
 via a unique system that instantly connects and enables hundreds of
 donors, social workers and 'micro-volunteers' to distribute donated
 goods to disadvantaged Hongkongers. Over 15,000 people per year
 will benefit as a result.
- The NGO Leadership Programme has been widely acclaimed and is sure to benefit many first-time NGO executives in 2016.



PARTICIPANTS' TESTIMONIALS



2015 FUNDING PROJECTS



EACH YEAR'S

OSC campaign kicks off with a call for beneficiary proposals in June with the placing of recruitment ads in both the SCMP and the Hong Kong Council of Social Service (HKCSS).

By the closing date 10 July 2015, OSC 2015 received 97 applications from potential beneficiaries. A shortlist of 22 funding proposals across five areas (Children & Youth, Community, Elderly, Medical, and Physical & Mental Disabilities) was then drawn up.

This year's OSC Selection Committee comprised of eight members from: SCMP, RTHK, donors representatives, OSC secretariat and Hong Kong Council of Social Service.

Key selection criteria for OSC include:

- Project theme(s)
- Project sustainability
- Economic feasibility
- No. of beneficiaries
- Convincing material plan (with tangible goals)
- Small organisations with lesser fundraising ability
- Past history of being granted/applying for OSC funding
- Well-managed organisational structure
- Transparency

ORGANISATION

PROJECT CONTENT

NUMBER OF BENEFICIARIES

▼ CHILDREN AND YOUTH ▼

KELY Support Group

ExCEL! (Express, Connect, Educate, Lead) To increase peer support and life skills and develop culturally appropriate drug prevention resources for young people from ethnic minorities.

To support a group to work with a school in a deprived district to empower young people to produce drug prevention resources and develop peer education.

120 young people

Youth Diabetes Action

Total-care Program for Children with Diabetes

To provide emotional care and diabetes management skills that empower child patients and their families.

1496 children, youth and adults with diabetes and their families



2015 Funding Projects 2015 Funding Projects

ORGANISATION

PROJECT CONTENT

NUMBER OF BENEFICIARIES

▼ CHILDREN AND YOUTH ▼

The Women's Foundation

AdoptAGirls'School Technology and Coding Programme

To empower junior secondary girls from underpriviledged backgrounds by providing them with foundational skills in coding and technology that will lead to increased confidence around technology-related subjects and develop their critical thinking and problem solving skills.

240 girls aged 12-15

Sowers Action

Nanning Sowers Action Huaguang Girls' Senior Secondary School -Study Expenses for 154 Students

To support the operation of the Nanning Sowers Action Huaguang Girls' Senior High School in China, to keep taking care of financially disadvantaged >>> girls, mostly from ethnic minorities from mountainous regions, and to secure their right to education, providing education opportunities for these girls up to senior secondary level.

222 students from underprivileged families

Chi Heng Foundation

Discover Over Distance

To provide education support for AIDS-impacted children in rural China by developing curriculum and class material, holding classes via the internet, establishing a physical setup and mobilising volunteers in cities, to help them be prepared and compete for higher education opportunities.

510 AIDS-impacted children

InspiringHK Sports Foundation

InspiringHK x Les Escrimeurs (Hong Kong) Fencing Inspires

To provide a 2-year, free-of-charge fencing training and learning experience activities to underprivileged youths. To empower them with sporting qualities such as teamwork and perseverance to increase their social mobility, as well as a sense of charity.

33 underprivileged youths

Hong Chi Morninghill School. Tsui Lam

Happy X'mas Gathering 2015

To help students with mental disabilities learn gratitude and buffet table manners in school. To help them integrate into the society successfully and live happily.

226 students with mental disabilities

Silence

The Speech Therapy and Parenting Programs for Hearing Impaired Family

To provide integrated social service support including speech therapy and parenting programmes to hearing-impaired people, as well as their families, and to help patients overcome communication barriers, thus establishing an inclusive society.

16 hearing-impaired patients

ORGANISATION

PROJECT CONTENT

NUMBER OF BENEFICIARIES

V MEDICAL V

Children's Thalassaemia Foundation

Medical funds to support allogeneic unrelated hematopoietic stem cell transplantation for child patients

Thalassaemia Major is a fatal form of hereditary anaemia. Patients require monthly blood transfusions, nightly injections and other medical treatment to survive. With the funding, a high resolution typing loci can be applied to find best matched unrelated donor or cord blood unit for transplantation with a higher success rate in curing the disease.

25 thalassaemia major patients with HLAmatched

Maggie's Cancer Caring Centre

"Mind-Body-Spirit" Programme

To regain physical health and a more positive and peaceful state of mind for patients through the "Mind-Body-Spirit" Programme, which > includes mindful, therapeutic and laughing yoga, meditation, tai chi/qigong, sound healing, aromatherapy relaxation and massage

About 850 beneficiaries per year

▼ COMMUNITY **▼**

Crossroads Foundation

Greening our trucking

To help Crossroads to use its trucks to collect and deliver second-hand goods to the most underpriviledged people in Hong Kong. These items are given a second life, rather than being discarded and added to landfill. It aims to ensure residents are being environmentally sustainable while we serve Hong Kong's poor. 350,000 people

Crossroads Foundation (Champion Project of **UBS OSC Leadership** Programme 2015)

GoodCity.HK

To create a mobile charitable good donation service, linking good donors, social workers and > micro-volunteers in real time to meet the needs of those living in poverty in Hong Kong.

Around 5.300 households annually

Justice Centre Hong Kong

Access to Justice: essential legal and psychological support to Hong Kong's most vulnerable refugees

To protect the rights of Hong Kong's immigrants providing refugees with access to life-saving legal information about applying for protection and their rights in Hong Kong, and tailored individual legal and psychological support for the most traumatised refugees.

Over 1,000 refugee men, women and children

2015 Funding Projects 2015 Funding Projects



PROJECT CONTENT

NUMBER OF BENEFICIARIES

▼ PHYSICAL AND MENTAL DISABILITIES ▼

Families of SMA Charitable Trust

Make Life Easier for Disabled SMA patients To provide a comprehesive home-based rehabilitation programme for disabled Spinal Muscular Atrophy (SMA) patients. The services

>>> include physiotherapy, occupational therapy and speech therapy, and also financing SMA patients and their families for employing caretakers.

RDA Academy

Preparing for the Paralympic: FEI Qualifying Competitions

To support disabled athletes with talent and determination to perform in para-equestrian >>> competitions held overseas. They are competing for the opportunity to represent Hong Kong in the 2016 Paralympic Games in Rio, Brazil.

The Intellectually **Disabled Education and** Advocacy League (IDEAL)

To provide a series of brain health activities for the families of people with intellectual disabilities who are facing double-aging situation. Also Six Arts Brain Health Project to provide training for patients, carers and volunteers, which will help carry out brain health programmes at other centres in the community.

Sailability Sailability Outreach

A two-year programme designed to reach out to schools and other charities who have children or adults with any form of physical or intellectual disability. To increase awareness of the programme in public and the potential benefits of building self-esteem and confidence for participants.

Art in Hospital

Shine our lives - train the trainers' workshops in hospital

To strengthen capacity and enhance interpersonal skills of patients through art creation. Series of art workshop called "Shine our lives - train the trainers" will be carried out in hospitals.

13 disabled SMA patients

4 disabled athletes

300 people with intellectual disabilities

340 participants

M

330 mental health patients

ORGANISATION

PROJECT CONTENT

NUMBER OF BENEFICIARIES

V ELDERLY V

Fu Hong Society

'Dialogue between Life and Death' Education Project

To provide people with intellectual disability a good opportunity to realise > what death really means and to walk through the last stage of their life peacefully.

2,360 people with intellectual disability

Int'l Church of the Foursquare Gospel -H.K. District Ltd.

Pain Control Program for the Elderly Fencing Inspires

To adopt an interdisciplinary pain management approach and provide assessment of pain, palliative care, and group cognitive behavior therapy to patients.

760 People with chronic pain

WWCWDHK, Chung **Hok Elderly Centre**

i.M.Smart

To help elderly to enjoy and make good use of their retirement time to achieve active aging, and to encourage the elderly to learn about smart devices.

1010 Elderly

Senior Citizen Home Safety Association

On My Way Home

To provide elderly dementia sufferers with a 24-hour emergency assistance and care service through the outdoor emergency device.

100 elderly and their caregivers

Hong Kong Alzheimer's Disease Association

3 Es Program for people with Dementia (Pwd)

To offer free early detection service to deprived family living with elderlies suffering from early symptoms of dementia or obvious memory problems. 900 general public members

PROJECT MONITORING

All OSC beneficiaries must submit both detailed mid-term and final reports for their funded projects. Each beneficiary organisation will also be asked to make a presentation outlining the project achievements they have made to OSC's Steering Committee. Following commencement of individual projects in September 2016, OSC staff will visit each beneficiary periodically to request information and arrange meetings to monitor the progress of their projects.

PROJECT GOVERNANCE

When applying for OSC funding, potential beneficiaries must outline their organisation's background and core objectives, they must also provide details of their patrons and management structure. In addition to their number of staff and committee members, each potential beneficiary must also provide a list of present and possible future donors. Other mandatory documentary submissions include:

- (a) The organisation's Certificate of Incorporation;
- (b) Proof of charitable status in Hong Kong;
- (c) Organisation's most recent audited financial statement

Each time a beneficiary is selected, WiseGiving of the Hong Kong Council of Social Service (HKCSS) will carry out a thorough due diligence on OSC's behalf. During this process, HKCSS will ask individual beneficiaries about their organisation, board structure, financial accountability and transparency to the public. Potential beneficiaries must also outline what steps they are taking to minimise the likelihood of possible conflicts of interest.

Donors often ask OSC why governance matters so much. The simple answer is that as trusted local media organisations, both the SCMP and RTHK have very high profiles in Hong Kong. As a result, each body remains very aware that all projects involving the raising of either awareness or funds must not only be - but also be seen to be - 100% honest and above board. Ultimately, it is not only the SCMP and RTHK's reputations that are at stake, it is also those of each year's beneficiaries.

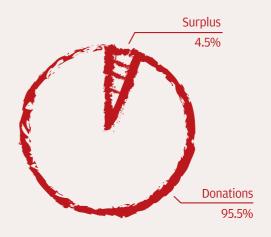






A RECORD-BREAKING YEAR!

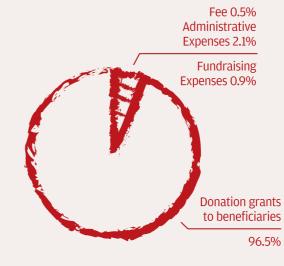
- The HK\$21,173,000 income raised in 2015 was the highest OSC had raised in its 28-year history. The majority (95.5%) of donations came from private citizens and businesses, the remainder came from surpluses rolled over from previous years. The total income in OSC 2015 is HK\$22,170,000.
- As always, OSC's Steering Committee was scrupulous in keeping administration and fundraising expenses to minimum of around 3%. As a result, well over 96% of contributors' donations will be used to directly benefit those who need it most.
- For further details, please see OSC's full audit report to be published online in October 2016.



Total Income: 22,170,000

Income:

Items	HK\$ ('000)	%
Donations	21,173	95.5
Surplus	997	4.5
Total	22,170	100



Total Expenditure: 21,535,000

Expenditure:

Items	HK\$ ('000)	%
Donation grants to beneficiaries	20,781	96.5
Fundraising Expenses	200	0.9
Administrative Expenses	459	2.1
Fee	95	0.5
Total	21,535	100

Note: These figures are unaudited.



2015 LIST DE DONORS



THANK YOU!

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- · American Express International, Inc.
- · Bank of America Merrill Lynch
- CBRE
- Clifford Chance
- · Credit Sussie
- · Dah Sing Bank, Ltd.
- Deacons
- ETAK International Ltd.
- · Fantastic Natural Cosmetics Ltd.
- Fung (1906) Foundation Ltd.
- · Haitong Securities Charitable Foundation Ltd.
- · Hang Seng Bank Limited
- · Hong Kong Sanatorium & Hospital Ltd.
- KPMG
- Lafayette Wedding
- · Manulife Charitable Foundation Ltd.
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- · American International School
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- Brandon Learning Centre
- Clearwater Bay School
- Diocesan Boys' School Secondary Division
- · Diocesan Girls's School Discovery Mind Kindergarten
- · Kellett School Association Ltd.

Island School

- · Kiangsu & Chekiang Primary School, International Section
- · Korean International School
- · Shung Tak Catholic Englisth College
- · South Island School

- St Mark's School
- · St. Clare's Girls' School
- Tak Nga Secondary School
- Think International School
- Yuen Long Public Secondary School

CLUBS & ASSOCIATIONS

- Aberdeen Boat Club
- · Community of HKUST Winter Fair & Garage Sale
- · Gold Coast Yacht and Country Club
- · Hebe Haven Yacht Club Ltd. (Sai Kung Christmas Quiz)
- · Laguna Indians Choir
- · Lamma Island Island Bar
- Outdoor Fitness
- Police Tactical Unit, HQ Santa Hash 2015
- . The HK Indian Women's Club

2015 MBA CHALLENGE

- · CUHK MBA Programs/ The Chinese University of Hong Kong
- · HKUST Business School/ The Hong Kong University of Science and Technology
- Master of Business Administration (MBA)/ City University of Hong Kong
- MBA Challenge Donors
- The Master of Science in Business Management / Hong Kong Baptist University
- . The University of Hong Kong

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Education Post

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Junior Teams

- Asia Pacific Soccer School
- Dragon Shooters
- · Hong Kong Football Club
- . KCC
- Kellett Reds
- Kellett Whites
- SC Dragons Tai Tam Tigers

OSC Flat Out Sleigh Ride

- · area+
- Bonaqua
- Fung (1906) Foundation Limited
- Fung Scholars & Fellows
- · Hong Kong Disneyland
- Jelly Belly Candy Company

- · Li & Fung
- now TV
- · Sino Group
- · Toys"R"Us · Venchi Chocolate Hong Kong

Acknowledgement

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HKU vote planned on reasons for

job refusal

Campus-wide poll to be held on whether council should reveal why it rejected scholar

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C2 Friday, November 6, 2015

ON SECOND THOUGHT PAUL YIP

Don't target dish washers; improve their opportunities

HELPING GIRLS CRACK THE WORLD OF CODING

LONGCHAMP

OPERATION SANTA CLAUS

A QUEEN'S ROAD CENTRAL - SE CANTON BOAD - KIS - FEETWAL WALK HEW TOWN PLAZA - EDGO CWB - EDGO TET - MACAU GALAXY - 2828 2778

OPERATION SANTA CLAUS

Burglars ransack Sai Kung home











BENEFICIARIES

C2 Monday, November 9, 2015

CITY OPERATION SANTA CLAUS



DISADVANTAGED YOUTHS SEEK SALVATION THROUGH FENCING

arts education

Funding Scheme

HK man over palace

The candidate hoping fourth time's the charm

DISTRICT COUNCIL ELECTIONS

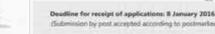


SUMMER AND Arts Capacity Development

BOARDING SCHOOL Expo







detained for flying drone

An independent inquiry to find out why 87 rounds of tear

C2 Toesday, November 10, 2015

Policing and asylum

complaints

to go to UN

CITY

OPERATION SANTA CLAUS

藝術在醫院 ART IN HOSPITAL

Jailed for killing, but she could be out in days

Outline plans within six months, new bureau urged

Asking for help

LETTER OF THE LAW STEVEN GALLAGHER In common law,

the bloody hand

does not inherit Like Dr Crippen, parent killer Henry Chau

A CREATIVE WAY TO HELP BEDRIDDEN IN HOSPITAL

Councillors' offices defaced by red paint, debt notices







Two jailed over 'brutal' gang fight death

BENEFICIARIES

© Wednesday, November B, 2015 CITY

PUBLIC EYE MICHAEL CHUGANI

Lahore Knowledge Park

Request for Expressions of Interest (EOI) for Transaction Advisory Services

OPERATION SANTA CLAUS

FRIENDS WHO TAKE THE FEAR OUT OF ILLNESS

HOOPS

Police look into app which says it pays bills

Four utility companies deny authorising TNG Wallet to handle any transactions for them



Elderly man survives 18-storey jump

C2 Thursday, November 12, 2015

ALL ABOUND TOWN

Coordination failure by HKU 'opposition'

Time for a namecheck, or at least a spelicheck



00 The results should give us an indication of

teacher

CY's Facebook revelations bear fruit

DEVICE HELPS DEMENTIA PATIENTS WHO GET LOST

OPERATION SANTA CLAUS





BENEFICIARIES

Via OTT will bring fresh foreign content to audiences in Hong Kong and beyond

PCCW goes

over the top with Korean

TV platform

Keeping the device is like having a soldier ready to fight at any time





BENEFICIARIES

JESUS HEALS THE SIDK



OICA



Griboben Cathebral of St Cube

C2 Saturday, November 14, 2015

SEC 10 CO SEC

COUNTY South China No.

Flong Kong Come Expecting a Miracle!

Revival comments

TURNING TROUBLED TEENS OFF DRUGS

+ GOSPEL day worship service @ 10:30an

Man's neck

slashed in

knife attack

in Central

ON SECOND THOUGHT PERRY LAM

C2 Friday, November 13, 2015

A societal calling to check youth

miners will appreciate Home Experitals 2016, the quintessential guide redern living and home discor. Featuring the latest trends in home decoration, sees, furniture, accessories, building materials and so much more, from indoors to eutdoors - you won't want to leave home without it.

TOTO

Get your FREE copy of Home Essentials 2016.

Milele

HOME

OPERATION SANTA CLAUS

in all its daring

Biology dictates students thrive on thrills, so it

LOVE CONQUERS ALL FOR A DEVOTED MOTHER

Most cannot

Designer 'wounds ex-partner in row'

Elderly shy away from undergoing body checks

Just lpc use vouchers for preventive care, preferring to use them



operation Santa Claus 2015 Annual Report

KOHLER.



A HELPING HAND BEFORE DEMENTIA TAKES ITS TOLI

How did we learn of this royal romance?

Leung is believed still to back Li, and the

CTIV BEAT TAMMY TAM

OPERATION SANTA CLAUS

C2 Monday, November 16, 2015

SUMMER AND

BOARDING SCHOOL Expo

100% Human Hair Hair Piece

Confidence Rebound * Beauty Reborn

MTR bosses 'lack creativity' over cellos

BENEFICIARIES

watch polling stations



6 Sunday, November 15, 2015 Woman held after knife attack on husband

ANGER AS HK BUYER SNAPS UP MANSION





Transgender treatment 'needs rebuke'



First HK-built plane set for take-off



Distance learning serves

youth affected by Aids

58 Operation Santa Claus 2015 Annual Report

C2 Friday, November 20, 2015

Music HOLIDAY SALE

MUSIC GIFT

新鴻基金融基團 SUN HUNG KAI FINANCIAL

CATHAY PACIFIC

HONG KONG SQUASH OPEN 2015

Main Draw Round One to Quarter Ficulty 6 1 - 4/12 Hong Kong Squash Ce

CITY

OFFERING HOPE AMID A LIFE OF CHRONIC PAIN

ON SECOND THOUGHT LAM WOON-KWONG

Bruce Lee, a global hero who epitomised HK's strengths

BENEFICIARIES

LETTER OF THE LAW ANDREW RAFFELL

Breaking down the case against Donald Tsang

This offence is

OPERATION SANTA CLAUS



STUDENTS WITH SPECIAL NEEDS LEARN LIFE SKILLS

to settle in firing case

Troubled school fails



St. Paul's College 聖保護書筷 2016-2017

MARKET PLAN STATE A STATE WARRENGE STATE OF THE PARTY OF

Businessman freed after constable fails to testify

Sirla Naraindas Sakraney

Operation Santa Claus 2015 Annual Report

OM SHANTI

BENEFICIARIES



C2 Thursday, November 19, 2015

CITY

OPERATION SANTA CLAUS



CHARITY ENSURES DISCARDED GOODS GET TO DISADVANTAGED

OPERATION SANTA CLAUS

Owners 'must pay' Hung Hom demolition bill



Unhappiness among PMQ tenants

DISTRICT COUNCIL ELECTIONS

'Independent' candidates hide their true colours

A total of SI cert of 97 smafffliated condi-

ALL AROUND TOWN

C2 Saturday, November 2L 2015 CITY

OLD FOLKS KEEN TO MASTER NEW TRICKS

OPERATION

+ GOSPEL

Revival chanchers



tests (Sal Noveloc) (Sector de Rass

PETERS TO SE PRODUCT TO SE PRODUCT TO SERVICE STATE TO SERVICE STATE TO SERVICE STATE THE SERVICE STAT

Section Stand Proceeders (A Charter See Mills)

Special Street Street

FOR ADVERTISING

Hong Kong
Come Expecting
a Miracle!

Operation Santa Claus 2015 Annual Report

BENEFICIARIES

CITY

PARALYMPIC STAR

HOW YOU CAN GIVE

LETTER OF THE LAW BRYANE MICHAEL

C2 Monday, November 23, 205 CITY

EDUCATION

It's one small step for spoken English at US university

We also want them [Chinese students]

PLENARY

Beijing's comments, soccer

OPERATION SANTA CLAUS

ACCOMPLISHED ATHLETE'S FEAR OF THE SEA SAILS AWAY

BUSINESS OF DESIGN WEEK 2015

future.

design, cities.

CITY BEAT TAMMY TAM

and Carrie Lam's attitude

AT THE HEIGHT OF TASTE SETS HER SIGHTS ON RIO OLYMPICS



on living and home discor. Featuring the latest trends in home deco . furniture, accessories, building materials and so much more, from indoors:



Get your FREE copy of Home Essentials 2016.



TOTO

1

OBITUARY

Dr. WONG CHONG PING VIVIENNE (胡黃藏平醫生), aged 90 years, devoted mother of Alex, Oswald and Calvin, loving grandmother of Justin, Samuel, Monique and Gillian, grandmother-in-law of Constance and Stephen, passed away peacefully or

Vigil will start at 5 pm on Saturday, December 5, 2015 at Hong Kong Funeral Home, 679 King's Road, Hong Kong. Funeral service will be held at 10 am on Sunday

In lieu of flowers, please make donations to Medecia

November 14, 2015.

FESTIVE HOPE STEMS FEAR FOR BLOOD DISORDER KIDS

greatest hope

BENEFICIARIES

Everybody lost and nobody won because the stalemate means we cannot

C2 Wednesday, November 25, 2015

CITY



CULTURE & THE CITY

REYNOTE SPEAKERS AT

hk c Business of Design Week 2015

OPERATION SANTA CLAUS

battles 'such a pity', says ex-minister

Political

solving city's problen

Many firms 'unprepared' for new competition law

CANCER PATIENT GAINS FROM MEDITATION, YOGA

future.

design. cities.



BENEFICIARIES

CITY

C2 Friday, November 27, 2015

HOME HELP FOR GIRL AS SHE FIGHTS CRIPPLING DISEASE



Speech therapy plan will deliver aid to 40 families





HOME HELP FOR GIRL AS SHE

C2 Friday, November 27, 2015

Speech therapy plan will deliver aid to 40 families



BENEFICIARIES

C2 Saturday, November 28, 2015

PAPER TALK

CITY

OPERATION SANTA CLAUS

Eat, Drink & Donate

OPENING THE GATES FOR GIRLS FROM MINORITIES TO EXCEL

Extra cars to be added to West Rail MTR trains

Game's afoot in Chinese

WIDOW QUESTIONS SUICIDE PROBE

An ideal solution for a healthy life

Sketch a shoe for Choo and benefit our charity drive

URA rethinks criteria for single home buyers

Midnight Star Wars

6 Sunday, November 29, 2015

Eight crewmen or after ship sinks

30,000



BENEFICIARIES

62 Monday, November 30, 2005



RESTORING DIGNITY THE FIRST STEP TO HELP PERSECUTED

Cinderella

Suu Kyi can teach our young 'Davids' value of compromise

Campaign builds acceptance of breastfeeding

Cash in on baby boom,











South China Morning Post 南華早報

It's the season for giving with Operation Santa Claus





Stock connect scheme 'news' sparks market rally



Ladies'

night sex

Children's toys recalled over choke risk

"The Stars danced when you were b

January 1961 - 15 January 2012

Runaway success



WING DING PLAYERS KEEP RUNNING TO RAISE CASH

EVENTS

It's great you get players from different levels -

Staff 'could help curb binge drinking'



Sunday, November 22, 2015 7

Suicide-like statues 'causing distress in Hongkongers'

artist's suggestion for people to take a



EXHIBITION

21st & 22nd Nov 2015 (Sat & Sun) 11am - 7pm Victoria Room, 2/F, Mandarin Oriental, Central, Hong Kong www.colliersresidential.com/west-grove

ELEPHANT PARK	Colliers		Rusoline Lom (MS) 2822 0630	Goreth Host (862) 2822 0670
		II.	Audy Lorn (952) 2822 CF83	Kenny Low (852) 2822 0748
	i vosti i s			

C2 Friday, January 15, 2016.

ON SECOND THOUGHT MIKE BOWSE

A nightmare arrival on a late night flight that should be better

00 Remember guys, this is a competition for business, and right now we're

March 1, 2016

Information Sessions

7, Wednesday W.Soprig at CIS, 1 Has Yuen Path, Bracmar Hill or 15, Monday (N.Sipri) at Charese YMCA, 3.F. 23 Wetonso Road.

STUDENTS PUT BUSINESS PLANS INTO ACTION

ALTVIELD

CAPTURING SERENITY FINE NUDOHIST SCLIFTURE

Robert Hotung 何級

trying to mak

VOLUNTEERS HELP BRIDGE GROWING WEALTH DIVIDE

1,981,364

HEALTH

Plumber who fitted pipes denies lying about solder



South China Morning Post

CHINA TURNS IN LOWEST GROWTH

Without

Bookseller mystery deepens as no record Gui left Thailand



HKU SMBA

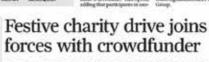
A record take



Swede's HK group endangered state security: Beijing

EVENTS

We want to give people a taste of volunteering,



C2 Saturday, December 5, 2015

Lawmaker fails in bid

to oust PLA

government for failing to explain rejection of

for flats

00

The government did not ask how many soldiers are stationed at





RIES

EVENTS

C2 Saturday, December 5, 2015

Lawmaker fails in bid to oust PLA for flats

government for failing to explain rejection of

00

The government did not ask how many soldiers are stationed at



Plumber who fitted pipes denies lying about solder

HEALTH

VOLUNTEERS HELP BRIDGE GROWING WEALTH DIVIDE

I did not know. I did not hide [the solder strips]. We did not use them in secret

We want to give people a taste of

Festive charity drive joins forces with crowdfunder

HONG KONG

Runaway success



受心张麗大行動

WING DING PLAYERS KEEP RUNNING TO RAISE CASH

SERVICE INDUSTRY

Staff 'could help curb binge drinking'

Suicide-like statues 'causing distress in Hongkongers'

artist's suggestion for people to take a different route home

Sunday, November 22, 2015 7



EXHIBITION

21st & 22nd Nov 2015 (Sat & Sun) 11am - 7pm Victoria Room, 2/F, Mandarin Oriental, Central, Hong Kong www.colliersresidential.com/west-grove



CORPORATE DONORS

C2 Saturday, November 7, 2015

RUGBY UNION GETS INTO THE GAME OF GIVING

OPERATION SANTA CLAUS

Application for Admission to **Undergraduate Degree Programmes**

Knowledge Hub for Professionals

2016-2017 Academic Year Direct (Non-JUPAS) Application

Airlines pressed on lounge choking incident

6 Sunday, Drownber 13, 2015

HONG KONG

DESIGNERS





Swift shoppers rewarded with HK\$1 bargains





Shops sweat on Christmas as warm weather hits sales









C2 Tuesday, December 1, 2015

LETTER OF THE LAW GRENVILLE CROSS

Prosecutorial delays must be eradicated for justice's sake

unicef @

CORPORATE DONORS

Send A Truly Special Gift. Send UNICEF Inspired Gifts!

環物布施 Inspired Gifts (C.)



YOUNG AND OLD MIX IN SOAP-MAKING ENTERPRISE



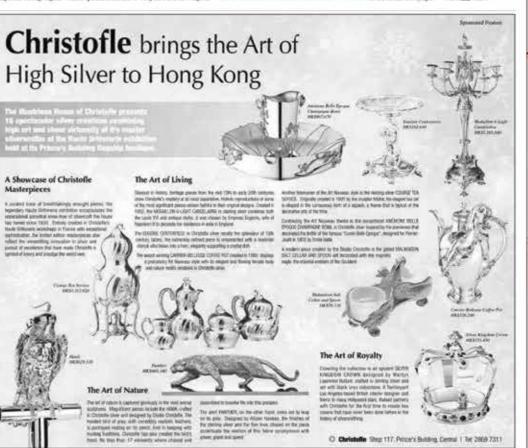
GOLFING BANKERS

C2 Wednesday, December 2, 2015

OPERATION SANTA CLAUS

1.382.09I







RIES

BENEFIG

CORPORATE DONORS

C2 Friday, December 4, 2015

OPERATION SANTA CLAUS

CITY

CULTURE & THE CIT

KEYNOTE SPEAKERS AT

BUSINESS OF DESIGN WEEK 2015

POSH NOSH TREAT FOR SOCIABLE

爱心里置大行助

It's important to keep active and make lots of friends after

HKS 1.904.002

JORDI FAULÍ

Troubled broadcaster ATV hit with HK\$9m government lawsuit

EXPERT'S

The chill awakens

Health scare over

6 Sunday, December 6, 2015

Many HK reefs health

annual survey finds

death of cabbie

War of words over rail link fiasco

OPERATION SANTA CLAUS

Swire serves up family Christmas fun and games for a good cause

00 The MTR could have done better

84 Operation Santa Claus 2015 Annual Report

It shows football can be played by anyone - doesn't

Yung Kee dispute prompts bout of judicial activism

PROUD YOUNGSTERS GO FOR GOAL IN FUNDRAISER

C2 Toesday, December 8, 2015

HK\$5b loan

seen as a

boost for

3rd runway

This facility represents the banking faith in HK

LETTER OF THE LAW BRYANE MICHAEL



Google declines

to remove video

police request

Construction company says lead-free drinking

DONORS It can help to find out who is "blacklisted" by CORPORATE

86 Operation Santa Claus 2015 Annual Report

CITY

HK companies adopt Shenzhen interview tactic

C2 Monday, December 7, 2015

CTTY BEAT TAMMY TAM

It may be to check if a job applicant is on

OPERATION SANTA CLAUS

BRINGING CHEER TO VULNERABLE CHILDREN

HOW YOU CAN GIVE				
• Soom willie is	with a chemic			
areditravitat	payable in "50			
esciona ram/	Chartles std -			
glecomity.	Consisting fun			
◆ Doortest so-A/M	Can' and me			
or any hyanth of	Operation tax			
Wat broad	Claim, Marking			
tumber 362-674250-	Carston, 22'0 of			
GOLDW SCHEP	Sincer, Sai Po.			
Charges sod-	industrial files			

Medical aid chief's despair at air strike



'Swift food

testing vital

to protect

thering of global

The technology can only be achieved with

public'

C. F. TAO (阿哲甫) aged 94 years, beloved bush of NANCY, devoted father of MIRIAM, RICHARD and PAUL, father-in-law of TERRANCE CHUA, WENDY and PATRICIA, loving grandfather of CHRISTOPHER, VALERIE, HAMPTON, MATTHEW and AMY, page

Vigil will start from 5 - 10 pm on (Tuesday) December 2

December 9, 2015 at St. John's Cathedral, Garden Road

OBITUARY

In lieu of flowers, please make donations to HONG KONG LING LIANG CHURCH or ST. JOHN'S CATHEDRAL.

RIES

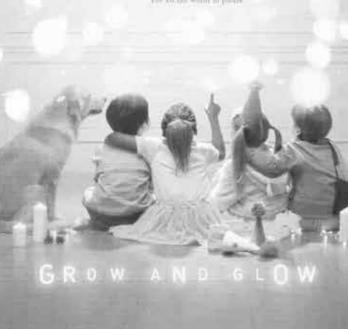
DONORS

CORPORATE

C2 Wednesday, December 9, 2015 CITY



for all, do would to please



CHRISTMAN IS BEAUTIFUL

HK employment outlook stable amid uncertainty

Poll finds that while 18 per cent of employers plan to increase staff, just 3pc aim to make cut

A boom in residential

C2 Thursday, December 10, 2015

CITY

ALL AROUND TOWN

Make mine a French

Get your FREE copy with the SCMP tomorrow

VISITORS TO EXHIBIT LEARN HOW TO SEE IN THE DARK



OPERATION SANTA CLAUS

MONTH

The International Women's Forum Hong Kong (IWF-HK sor, Ms Elsie Tu, GBS, CBE. Ms Tu was a the Global Board of the IWF in 2005 with the IWF Wome

Her loss is deeply felt but her legacy remains with a

R. L.P.



RIES

DONORS

CORPORATE

C2 Friday, December 11, 2015

Convicted ex-ATV boss rues 'greatest stain' on his life

CITY

I like to help people and I think that's what training and

OPERATION SANTA CLAUS



awarded top French

* 2,703,199

BACK TO THE CLASSROOM FOR BANK VOLUNTEERS

R. 1. P. REV. Stephen Tam Kwan

SIMON BRUCE JACKSON

We must develop abilities of less gifted youngsters

ALTFIELD



Conductor honour

00 I hope it conveys a positive message to the government and public in HK

2,803,223

C2 Saturday, December 12, 2015

OPERATION SANTA CLAUS

PAPER TALK

Bag a bargain - HK\$I sofas and washing machines

water than the resigned URA guns for 2020 market opening

I want to expedite

would boost mm willing to donate



'Make donor pledge when applying for

HK ID card'







ONORS

CORPORATE

after ship sinks

Competition law starts in Hong Kong today

Review system to avoid

WIDOW

QUESTIONS SUICIDE

Midnight Star Wars

An ideal solution for a healthy life

Sketch a shoe for Choo and benefit our charity drive

Game's afoot in Chinese

URA rethinks criteria for single home buyers

C2 Monday, December 14, 2015

Naturally as Chief Executive Officer of the Competition Commission I am very proud and excited that this long awaited day has finally arrived. However it is a significant change for everyone in the Hong Kong SAR. We are all the beneficiaries of this important law.

BRINGING JOY AND COMPANY TO ELDERS WHO HAVE NO ONE





LETTER OF THE LAW SIMON YOUNG

C2 Tuesday, December 15, 2085

Confusion surrounds police records of criminal convictions

DONORS

CORPORATE

Lawmaker recalls fear during protest



100% Harman Hole Hair Piece Confidence Rebound . Beauty Reborn







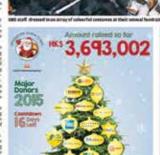
POWERFUL MESSAGE ON VIRTUE OF TOLERANCE

Blue berets fight balloon battle at annual fundraiser



C2 Wednesday, December 16, 2015

PARTY TIME AS BANK STAFF DRESS UP FOR A GOOD CAUSE









C2 Thursday, December 17, 2015

ALL AROUND TOWN

for young Lo as boss

No thanks from party

DONORS

CORPORATE



SWIRE

OPERATION SANTA CLASS



ELDERLY ENJOY A RARE OUTING IN ABERDEEN





ct to satisfactory academic peogress et scholarship value is £17,100 per annum plus hall cost of scholar's university and

Swire/Cathay Pacific Scholarships Tenable At St. Antony's College, Oxford University

Permanent residents of Hong Kong
Completed majority of education in Hong Kong
Final year undergraduates sitting for their degree

University deathine:
There are two, either by 8th or 22nd lanuary 2016 depends on which course you are applying to. For information, see www.m.cc.uk/graduate

Please entil scholarships@joblc.com for enquires aedior an application form.

to boss' daughter

Maid jailed over injury

scratching girl's private



Scientists find way to grow cartilage

C2 Friday, December 18, 2015

ON SECOND THOUGHT PERRY LAM

Political problems that are simply too hot to handle

With Lagor paralywed the Lessig administration to backs the will to push through vital reforms

SPECIALISING IN INK

BANKERS TRADE SUITS FOR SANTA HATS IN CHARITY SHOW



INKIASIA

OPERATION



₩°4,III,02I



Pangolin meat worth HK\$1.46m seized

C2 Saturday, December 19, 2015

DAPER TALK

DONORS

CORPORATE

We're your Best Accessory



OPERATION SANTA CLAUS

'LEAVE YOUR COMFORT ZONE AND LEND A HELPING HAND'

just to companies but to society as a whole



¥ 4,688,032

The fans awaken: HKers queue for Star Wars toys

6 Sanday, December 20, 2015

2.7 million cigarettes seized at border

Taxi driver arrested in

HK\$5,46b extra bridge funding approved

Club for children that costs HK\$38,000 to join

'SHE WAS A GIANT': LAST TRIBUTES TO ELSIE TU

Bank staff take the Dragon's Back test in their stride

5,168,557 (***

Full treatment



New Post owner dismisses media fears





CORPORATE

DONORS

C2 Monday, December 21, 2015



Traditional or simplified, don't let language become political

Hours Madness 2015/12/21-23





MOP 688 up

MOP 788 HP

THESE PONIES AREN'T JUST HORSING AROUND



Former activist to run in by-election

When shoplifting

seems more taboo than tax evasion

(2 Tuesday, December 22, 2015

TETTER OF THE LAW DR KAREN LEE

SPORTY GIRLS HAVE A BALL IN CHARITY FOOTBALL FRIENDLY



WE'LL BE

REOPENING

ON SUNDAY

27 DECEMBER

Merry Christmas!

South China

Bookstore expands as rental prices fall



HXH Haserman Street C2 Wednesday, December 23, 2015

Record 62kg haul of liquid cocaine found at airport

Drugs were concealed in an industrial machine



DONORS

CORPORATE

Operation Santa Claus 2015 Annual Report

IN LOVING MEMORY Dr. The Hon. Hari N. Harilela, GBM GBS OBE Sri Akhand Path Sahib

The Harilela family

ICING ON THE CAKE: HOSPITAL RISES TO PARTY CHALLENGE

Dried fish Hello Kitty fans put at risk from hackers illegal maws

C2 Thursday, December 24, 2015

River found to be 1,300 times over safe limit for E coli

HEALTH

RADHA SOAMI

BUXANI POONAM UDHAV

"What A Wonderful World" In loving momory of John M da Cruz

Cruz Family

OPERATION SANTA CLAUS

Special needs children





and my wife doesn't have

to worry where

get buffet treat at hotel







DONORS

CORPORATE

C2 Monday, December 28, 2015



HK must reflect on its role in the face of growing competition

It's high time to reflect on ... how to keep Hong

OPERATION SANTA CLAUS





Brownfield sites should be prioritised'

DEVICE PUTS HELP AT ELDERLY'S FINGERTIPS **11,901,825**







WiseGiving

South China Morning Pos

CITY **ENTER STAGE LEFT:**

Think tank proposes \$50b research boost

IN LOVING MEMORY OF TECKCHAND HOONDAMAL VASWANI

BENEFICIARIES greatest hope **CORPORATE DONORS**

WiseGiving

South China Morning Post





TECHNOLOGY DOESN'T SCARE THESE SENIORS

(2 Thursday, December 31, 2015

ALL AROUND TOWN Pan-dems reach out to District politicians are Liberals on key vote quick off the mark

DAB rally on song and all above board

greatest hop

16/30-58-30g

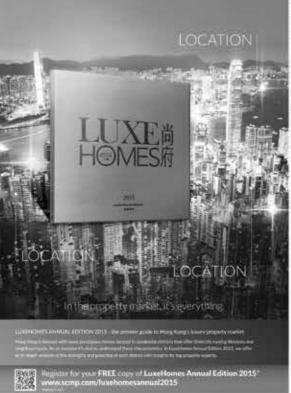
RACE TRACK CHALLENGE NO SWEAT FOR AIA INSURERS



OPERATION SANTA CLAUS

HKS 15,271,661

South China Morning Po





HOW YOU CAN GIVE

SCHOOL DONORS

C2 Thursday, December 3, 2005

PUPILS MARCH





OPERATION

(八) 超症基金會 CANCERFUND

Real men protect their assets Be on guard against prostate cancer

Learn more and get to know if you need a check-up

Have you been touched by cancer?

faces cancer alone. We welcome everyone including caregivers family and friends to join our support programmes

(3667 3000

Mak Chun-fung didn't have any professional coaching to help with his running, until he found RUN

outh China Morning Post 🐇

have coaches who can push them. But what if that runner comes from a housing estate in Sham Shui Po and can't afford an expensive

coach or training facilities?
That was exactly the situation Mak Chunfung found himself in. The to-year-old runner trained in the playground and ran in the streets without any professional coaching, But he wanted something that

ould push him to compete in competition. The answer came in the form of a free nunning programme - RUN Inspires -offered by InspiringHK Sports Foundation

The training also gives me a good opportunity to learn from one of the top runners in HK

running skills and stamina. The training also gives me a good opportunity to learn from one of the top runners in Hong Kong - Chan Ka-ho," he said.

Chun-fung describes himself as a bird when he runs. "Running eases my stress. I feet like if I can fly when I run," he said. But as a very shy and passive student, he could have been a caged bird if he hadn't been prompted by his teacher at SKH Saint Mary's Church Mok Hing Ylu College to join the RUN Inspires programme,

Chan, and 21 other students. Chun-fung said he has learned so much from the training.

confidence as well as my running skills. I'm motivated to give my best performance at every training session to express my gratitude to the organisers and my coach," said Chun-lung. Chan has also noticed a change in Chun

fun. "When he first started, he didn't have much self-esteem. But now he's more proactive and determined to win. He always takes the lead and trains bard," said Chan.

fung to enter competitions by paying the entrance fee, Thanks to regular training sessions and coaching, Chun-fung won a silver medal and broke the 1,500m record with a time of 4:44.89 at the Sham Shui Po District Age Group Athletic Meet Competition (Division C) at Sham Shui Po Sports Ground on wember 8. He also won a bronze in the

Chung-fung might not have been as successful without the running programme.

"Local schools only have one or two PE

lessons of two hours per week, so students have limited chances to play sports," said Judy Kong, Executive Director for InspiringHK. "Some families can't afford sports classes for their children, so it's really hard for them to try out, enjoy, or master a sport."

Founded in 2012, InspiringHK instils sportsmanship and charity in students. This year, Operation Santa Claus, co-organised by None every Tuesday from 6,30pm to
8,30pm, he takes part in training sessions at
Sham Shui Po Sports Ground with his coach,
years of fencing coaching from Inspiring#K. South China Morning Post and RTHK, will raise money to pay for 33 students to receive two



The annual Red and Grees Day, where students and teachers are encouraged and green clothes and

On the right track

Inspires, a programme that helps local students achieve their sporting dreams, writes Ben Pang

6 Sunday, December 27, 2015

Ivory traders 'may

have to be paid to eradicate market'

HONG KONG

Lam Tin choir in fine voice for fundraising drive

HKS 11,001,782

Hotels and caterers deck out against food waste

Debate over MPF protection rages on

HOVERING



LETTER OF THE LAW SIMON YOUNG

Confusion surrounds police records of criminal convictions

(2 Tuesday, December 15, 2015

A scheme set in law would address the feat

Lawmaker recalls fear during protest

100% Haman Hair Piece Confidence Rebound . Beauty Reborn











Blue berets fight balloon battle at annual fundraiser

ASSOCIATION CLUB & A

ASSOCIATION

CLUB

Operation Santa Claus 2015 Annual Report

We believe the industry has had over 25 years to get rid of all the ivory

POWERFUL MESSAGE ON VIRTUE OF TOLERANCE

C2. Thursday, December 24, 2015

River found to be 1,300 times over safe limit for E coli

RADHA SOAMI

BUXANI POONAM UDHAV 1937-2015

nezowez wife of Udhev Buxani, loving osother of Mahesh-Naina, Ilaresh-Reema, Savita, Vinita-Vijay Varwani, doting grandpother of Michelle-Varun Penjwani, Vithal-Karina, Sheryl-Dhiraj Wadhwani, Kavin, Vinay, Virian, Kasheen, Sham, Vikiti & Roshan, sherishod great grandmuther of Nivana, loving store of Kishoce-Monitod Melwani, Chandra-Girdhinri Hotchandani, Nimma-(Iste/Smidor Hotchandani, Duru-Dayat Chugani, passed away peacefully on Monday 21st December, 2015.

of Services will be held at the Hong Kong Fuseral Parbour, Nort on Thursday 24th December 2015, followed by cremation a





'HASHERS' DASH TO RAISE CASH, THEN IT'S ONE FOR THE ROAD

their Santa bals and raising over BIGSSO,000 below stiding a low beers

It's really fun ... and my wife doesn't have to worry where I go to hang out

Special needs children get buffet treat at hotel



South China Morning Post



HOW YOU CAN GIVE



"What A Wonderful World"

memias 25th December 2007

Cape Collinson at 2:30pm.