

# with Love 2019

# ANNUAL REPORT 2019







# OPERATION SANTA CLAUS

South China Morning Post | STATES



愛心聖誕大行動

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

Last year, Operation Santa Claus raised funds for 13 selected local charities. The funded projects have a particular focus on the area of children and youth, community, and physical and mental disabilities. 2019 marked a milestone for Operation Santa Claus with many new initiatives. We are delighted to look back at our journey to spread the spirit of "From Hong Kong, With Love".

「愛心聖誕大行動」致力為社區帶來改變,積極推動社區慈善工作。 「大行動」自1988年一直不忘初心,

每年聖誕為企業及組織提供平台分享愛心,燃點希望。 受益人的夢想得以實現,實在有賴捐助者慷慨解囊。

去年,「愛心聖誕大行動」挑選了13間本地慈善團體, 為他們的慈善項目籌集資金。項目主要支援兒童、 社區以及有生理或心理疾病人士,改善他們的生活。 大行動透過注入創新元素,傳揚「點點愛心成就香江」的精神。 現在讓我們一起回顧這趟旅程!





# What is Eperation Claus? Santa Claus?

Operation Santa Claus (OSC) is an annual charity campaign jointly run by the South China Morning Post (SCMP) and Radio Television Hong Kong (RTHK). Its aim is to make a difference to the community and beyond by combining the fundraising power of two of the most respected news organisations in the city.

OSC strives to provide a platform by connecting charity organisations and donors in the city. It marshals donors' philanthropic efforts to open up a world of possibilities for its beneficiaries and a strong community spirit has long been an OSC hallmark. Throughout December every year, corporations, clubs, schools and individual donors demonstrate their compassion by organising creative fundraising initiatives for specially selected deserving causes.

The first campaign set out to raise HK\$100,000 in 1988. The following year, SCMP began covering beneficiaries' stories every day throughout December. The stories helped smash through the year's initial target of HK\$150,000 in just seven days. Having raised more than HK\$16.2 million in 2019 alone, OSC is now one of the city's most recognised and beloved charity initiatives.

#### **CAMPAIGN ORGANISERS**

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

#### INDEPENDENT ADVISORY BODY

Hong Kong Council of Social Service

## BENEFICIARY SELECTION COMMITTEE

Comprising representatives of:

- SCMP
- RTHK Radio 3
- OSC Secretariat
- OSC major donors
- Hong Kong Council of Social Service





# 關於愛心聖誕大行動

「愛心聖誕大行動」由南華早報及香港電台合辦,旨在結合本港兩大傳媒力量,扶助香港弱勢社群,為有需要人士締造更好的生活。

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

「愛心聖誕大行動」首年活動的籌款目標為十萬港元。 1989年,南華早報開始在12月的每一天都刊登受惠者的報 導,令活動首周的籌款總額衝破15萬港元。時至今天, 「愛心聖誕大行動」已成為香港最受歡迎的慈善活動之一, 單是2019年已籌得逾1620萬港元。

#### 理念願景

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

#### 活動主辦機構

- 南華早報 (SCMP)
- 香港電台 (RTHK)

#### 獨立慈善顧問

• 香港社會服務聯會

#### 受惠機構甄選委員會

由以下機構的代表組成:

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



## OSC 2019 AT A GLANCE 2019 回顧

TOTAL FUNDS RAISED IN 32 YEARS:

三十二年來共籌得善款:

нк\$316,000,000

Use of Fund 善款用途

Supported 267 charitable projects













**38%**Children & Youth
兒童及青少年服務

17% Community 社區關懷 **8%** The Elderly 長者服務

**270**Environmental 環境保護

25% Medical 醫療服務

**10%** Physical & Mental Disabilities 殘障人士服務

TOTAL DONATION IN 2019: 2019年籌得善款:



55 Stories in SCMP print and online 55 篇受惠與贊助機構的報告, 刊載於《南華早報》



THK Radio 3 interviews and outside broadcast

11 個香港電台訪問報導及
戶外採訪



13 RTHK featured stories 13 篇香港電台精選故事



155 Social media posts 155 個社交媒體貼文



**5** Videos on beneficiary stories **5** 段受惠者感動短片



120 Corporate volunteers **120** 位來自商界的義工



31 Fundraising events\* 31 個籌款活動



OSC did everything possible to keep admin cost to a minimum 「 愛心聖誕大行動 」 盡量將行政費降至最低

 ${}^{\star}\text{multiple events are cancelled due to societal circumstances and the COVID19 pandemic}$ 

нк\$16,183,858

Supported 13 charitable projects





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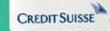
Morgan Stanley























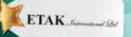






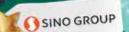












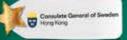






















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Operation Santa Claus 2019 Opening Ceremony

2019 marked two OSC groundbreaking initiatives with the introduction of Ambassadors to spread the word and sport events to engage people of all ages and from all walks of life. When a first-ever sport-themed edition of OSC was introduced at the Launch Ceremony, few would have guessed the challenges Hong Kong and the campaign would go on to face. Multiple events, including the Closing Ceremony, had to be postponed or cancelled. That said, OSC has stayed committed to spreading the spirit of "From Hong Kong, With Love" throughout the extended campaign period.

With painstaking efforts from all parties, OSC 2019 outperformed the fundraising efforts in 2018 despite the steep economic downturn, with **HK\$16,183,858** raised for 13 selected beneficiary NGOs.

去年「大行動」加入創新元素,包括邀請愛心大使協助宣傳, 又以「運動」作為主題,鼓勵大眾一同參與慈善活動。去年 開幕典禮時,未有預期香港與「大行動」所面對的困難,部分 活動最終難逃延遲或取消的命運。即時面對困境,我們仍堅 守崗位,重新編排「大行動」的活動時間表,堅持傳揚「點點 愛心 成就香江」的精神。

在各方的不懈努力下,儘管經濟變差,善款數字仍超過2018年。截至2020年5月「大行動」正式結束,「大行動」為13個慈善項目一共籌得**\$16,183,858港元**。

#### OSC 2019 OPENING CEREMONY

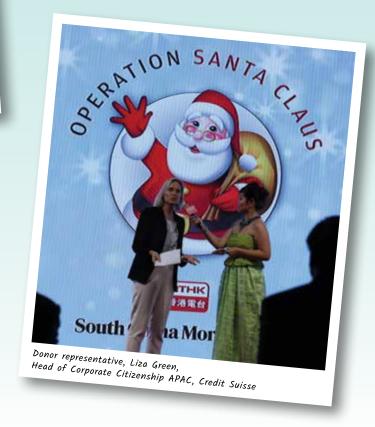
Held on 7 Nov 2019 at the Hong Kong stock exchange's Connect Hall, the ceremony kicked off the 32nd OSC. Executive Council Convenor Bernard Chan and Hong Kong Exchanges and Clearing CEO Charles Li were Guests of Honour at the event which was held on a Thursday night. They were joined by Leung Ka-Wing, Director of Broadcasting at RTHK, Tammy Tam, Editor-in-Chief of SCMP, and Pakho Chau and Stephanie Au, OSC Ambassadors. Donors and beneficiaries got together to indulge in a 360-degree light show on what turned out to be a very heartwarming night.





#### **OSC 2019 FINALE**

The Closing Ceremony was first postponed in accordance with the social distancing advice from the government because of the Covid-19 pandemic. The ceremony which was designed to be a celebration of OSC's achievements and recognition of our philanthropic efforts, was eventually cancelled and replaced by a Prize Presentation Ceremony in May, during which four awards, Top Corporate Fundraiser, Most Creative Corporate Fundraiser, Top School Fundraiser, and Most Creative School Fundraiser, were presented to awardees.







Performance, RTHK Radio 4 Young Music Makers duo "25"

#### OSC AIA HK 5-A-SIDE FOOTBALL **TOURNAMENT 2019**

2019 also saw OSC's first-ever theme-based events. With the vision of "Sport is for everyone", OSC ran a series of sport events to go the extra mile in our fundraising goals. The annual dose of football fever OSC 5-a-side Football Tournament has put a big smile on the face of both donors and beneficiaries for years. OSC takes pride in AIA's continuous support and generous sponsorship for the event given these uncertain times.

However, it was with deep regret that AIA OSC's 5-a-side Football Tournament 2019, originally scheduled in November, was cancelled due to the social unrest in the city. It wasn't an easy decision to make as OSC had been working closely with different parties to ensure it could happen. Corporate and school teams were provided with the option for refund/re-entry.

We hope that OSC 2020's 5-a-side Football Tournament scheduled for November this year remains unaffected. It is hoped that the community can return to grass pitches and bring everyone a fantastic day of football fun before the festive season.



# Oscommittee ...

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

This year, 11 distinguished members were on board for our selection committee. From a governance perspective, the Hong Kong Council of Social Services was appointed as OSC's Independent Charity Advisor in 2011 to conduct due diligence checking of the short-listed charities. In addition, the diverse backgrounds of the committee members helped reinforce the credibility and neutrality of the selection process.



#### **MESSAGE FROM COMMITTEE MEMBERS**



#### **ELSIE CHEUNG**

Chief Operating Officer, SCMP

As a Committee member from SCMP, I am proud of our team's ability to raise awareness of worthy causes and generate public support. Last year, we saw probably one of the most remarkable Operational Santa Claus campaigns in a year plagued with both the Covid-19 pandemic and social unrest in the city. Despite facing unforeseen and unprecedented challenges, the OSC community still collaborated to host 30 events, gathered over 120 volunteers and published 55 articles that promoted the spirit of giving during the festive season. I am deeply heartened and encouraged by everyone's commitment to take the OSC to new heights.

OSC's success over the last three decades comes down to important shared values that we, as a news organization, hold dear - authenticity, transparency and the importance of collaboration. Giving back is an integral part of SCMP's DNA, and we will continue to invest in the community and be focused on those we serve. This would not have been possible without the generosity of corporates, organisations, associations and schools who dedicated their valuable time and effort.

Looking ahead, we will face uncertainties stemming from the global pandemic and its impact on the economy. This year will offer even greater challenges and OSC will need greater support more than ever. I know the team is determined to work closely with our partners to find creative ways to drive fundraising and volunteerism to the difficulties in our local community. I sincerely hope that everyone can continue to respond with generosity to serve our community through Operation Santa Claus. Together with your support, we will elevate this city and make a lasting difference.



#### **SYLVIA WANG**

Group Director, Finance & Integration, SCMP

The total fund raised of HK\$16.18M is recorded last year- we take pride in achieving such outstanding success despite the challenges we've faced in our economy especially in the Q4 of 2019.

In my view, I admired the team for upholding the principle of " use the least to get the most" in running the OSC campaign. All expenditures were kept to its minimum and every dollar is used for a good cause.

The upcoming OSC fundraising campaigns in the next few years will be even more challenging to everyone. I believe that the team will put their best efforts to solicit the donations. I am confident that our generous donors and partners will continue to allocate more resources to our meaningful work. Our accomplishments would not be possible without all of your support.



#### **CLIFF BUDDLE**

Editor, Special Projects, SCMP

Operation Santa Claus has held a special place in the hearts of South China Morning Post staff and readers since its inception more than 30 years ago. I am proud, as an editor with the SCMP, to have served on the OSC Selection Committee many times.

The campaign is a team effort, involving working closely with our partners RTHK as well as deeply committed donors and deserving beneficiaries. One of the highlights of the year is learning how the money raised through the generosity of Hong Kong people has been put to good use. It changes lives for the better. Operation Santa Claus brings the Hong Kong community together.

As a journalist, I appreciate the wonderful stories we are able to tell during the campaign. They are often inspirational and have led so many people to make donations, even in difficult economic times, to help raise millions of dollars for our beneficiaries. It has been so rewarding to see Operation Santa Claus grow over the years. I thank all who have contributed. Christmas would not be the same without Operation Santa Claus!



#### **LAWRENCE WONG**

Project Director, Operation Santa Claus of SCMP

I am honoured to serve as the project director of this meaningful initiative. This role gives me an opportunity to gather generous efforts from donors, partners from different sectors. OSC is now a collaborative platform gathering resources to support the underprivileged of the society, and I would like to extend my gratitude to all our donors and partners, which the campaign could not have been successful without their unfailing support.

I look forward to continuing the impact of OSC with you all in the coming year.



#### MESSAGE FROM REPRESENTATIVES FROM RTHK



JAMES GOULD Head, Radio 3, RTHK

I've had the privilege and satisfaction of being directly involved in Operation Santa Claus for the past six years, since moving to RTHK Radio 3. It's our most important annual project in terms of charity fund-raising and public engagement, and our great partnership with the South China Morning Post enables both of our organisations to keep our many thousands of listeners and readers up to date with the fantastic efforts of corporate donors, community groups, schools and individuals in support of OSC.

Being on the beneficiary selection committee gives me an insight into the dedication and foresight of the many NGOs who are keen to work with us, some of them less well known but providing services in important areas and very worthy of our support.



**HUGH CHIVERTON** 

Head, English Programme Services, RTHK

One of the things I like most about selecting beneficiaries is the opportunity to fund some worthwhile, but less spectacular charities. There are so many people working out of the limelight, in great, but unspectacular ways for the community, and Operation Santa Claus is the best way I know to support them. Over many years, it has really opened my eyes to a side of Hong Kong that is profoundly generous and caring.



**PHIL WHELAN**Senior Producer, RTHK

Tough times can really reflect people's true nature. There has been so much uncertainty and conflict in Hong Kong this last year, so it was absolutely amazing, despite this, to see that those in real need in the community have not been left wanting, due in no small part to Operation Santa Claus. Nor will they be in the future. I'm confident of that. I'm extremely proud to be able to help in a small way each year with the running of this Hong Kong "gem".

#### **MESSAGE FROM DONOR REPRESENTATIVES**



#### **ALEX JENKINS**

Director of PR and Communications, Hong Kong Golf Club

The Club has long recognised the wonderful effort that the Operation Santa Claus campaign puts in each and every year, supporting extremely worthy causes and making a real difference to the lives of families across Hong Kong. Through our annual Cup of Kindness charity event and the Hong Kong Open golf tournament, we were very pleased to have been able to raise a record amount for OSC in 2019/20, knowing that the funds contributed will go to those in real need. From a personal perspective, it has been a genuine privilege to be part of the OSC Selection Committee and gain a greater understanding of the amazing work that the many charity organisations in our city do week in, week out.



#### NIRAL MARU

Head of Legal and Compliance, Segantii Capital Management Limited

This was Segantii's ninth year supporting Operation Santa Claus and we were honoured to have been invited to join the OSC Selection Committee.

OSC performs a very vital role in the Hong Kong community, providing not only financial support but also publicity for less established charities and Segantii is proud to be one of its partners.

All of us at Segantii would like to commend the OSC team for their excellent work in 2019/20 and wish them all the very best for OSC 2020/21.



#### **PAT WOO**

Partner, Business Reporting and Sustainability, Hong Kong, KPMG

It has been a pleasure participating in the Operation Santa Claus (OSC) Selection Committee this year. KPMG has been part of OSC for the past several years and our fundraiser, the city treasure hunt event, has always been one of our colleagues' favourite events every year. OSC has every year introduced us to different NGOs that we did not know before, and some of them have now become long term community partners of KPMG in Hong Kong.

I think this year, even more than other years, the fundraising efforts of OSC is even more important to the beneficiaries. The ongoing challenges faced by our city have caused donations to drop significantly and many NGOs are in survival mode. As such, it really has been a privilege to be a blessing to them in their time of need. May OSC continue to go from strength to strength and keep the city's generosity going.

#### MESSAGE FROM OSC INDEPENDENT CHARITY ADVISOR



#### **CHRISTINE KWAN**

Senior Manager, Wisegiving Council of Social Service

In the 10+ years that the Hong Kong Council of Social Service has been associated with Operation Santa Claus, I have always been impressed by its passion to reach out to the heart of the community, spreading hope and joy to those who are less fortunate. Charities supported by OSC not only benefit from the funds raised but they also become better connected with the wider community through stories well told by SCMP and RTHK. This creates an even bigger impact that goes beyond monetary terms. With increasing social needs arising from COVID-19 pandemic, OSC and its charity beneficiaries will have an even more significant role to play, spreading positivity and making a real difference in the Hong Kong community. I feel truly blessed to be a part of this meaningful initiative.

# Osc Ambassador

#### MESSAGE FROM OSC AMBASSADORS



#### STEPHANIE AU

Olympic Swimmer

I'm both honoured and excited to be one of the Ambassadors for this year's OSC. While a lot of the events were cancelled because of the pandemic, I'm delighted that OSC 2019 managed to come to a successful end. As I vividly remember the Opening Ceremony last November at Connect Hall, HKEX, I was impressed by its sense of occasion as many beneficiaries and donors came together to celebrate this memorable occasion. Now that we've seen the final episode of this year's campaign, everyone has done a really great job in pulling this off, especially during such a difficult time.

As an athlete, I'm really enthusiastic about the theme of sport throughout the campaign, particularly as this is the first time OSC has its own theme. Sport is an integral part of our everyday lives and is for all ages and individuals from all walks of life. It brings people closer as a group and develops a sense of belonging and solidarity among them. I particularly like the idea how the synergy of sport and charity engages the community to step up philanthropic efforts. The sport-related events this year have gathered both youngsters and grown-ups to contribute collectively while having fun.

My role as an OSC Ambassador was as much meaningful as a magical journey. It came to my realisation that every little thing that you do to people around you can make a difference to the community. Towards the end of my stint, I'd like to send my blessings to everyone in society and my successor for next year's campaign. If I have the chance, I'll definitely take part in OSC again.



OSC Ambassadors sent their blessings to beneficiaries



#### **PAKHO CHAU**

Singer and Actor

It's my honour and pleasure to be part of this annual fundraiser. What makes this year's campaign special is that we have to manage the many uncertainties under the impact of the pandemic. I really appreciate how we turn the tables and bring the campaign to a successful close. It wouldn't have been such a success without the collective efforts of different parties. I hereby would like to express my heartfelt thanks to them for their unfailing dedication as my contribution is so little compared to theirs.

The theme of sport has spiced the campaign up. Both charity and sport share some similar characteristics. They're not outcome-oriented. Sport is not just about winning competitions just like charity is not just about donation figures. We earn more pursuing rather than accomplishing a goal. If we share the same vision, we can achieve a lot working towards it. Charity and sport are also about perseverance. We fight till the end in a basketball game just as we stay dedicated to charity efforts throughout.

There shouldn't be any reason holding us back from helping each other in society. I sincerely hope that lending a hand to people around us, like sport, will become an integral part of our lives. Driven by my belief that charity will put a smile on everybody's face, I value my participation in every charity opportunity. If I've got the chance, I'll definitely participate in OSC again. When there is a way, there is a will. The visit to hospitals has made me more aware of the significance of a positive attitude. Positivity can get us through any challenges. Finally, I wish everyone good health and happiness.







Coolminds project hopes to give a platform to young people for them to talk about their experiences.

#### **CINDY NG TSZ-MAN**

Programme Manager | KELY

## **OSC 2019 BENEFICIARIES**

- Call for proposals period: 1 June 2018 19 July 2018
- Promotion channels used: RTHK, SCMP, OSC 2019 and the Hong Kong Council of Social Services
- A total of 89 proposals were received
- 13 worthy projects were selected to be supported by OSC 2019, with specialist areas focusing on: Children & Youth | Community | Mental & Physical Disabilities

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES			
CHILDREN AND YOUTH					
Hong Kong	Fledgling for Rheumatic Children' project	· 168 children with rheumatic diseases			
Paediatric Rheumatism Association	A Medical Assistance Programme will be offered to sustain members' medications and treatment needs and maintain quality of life.				
	Under the Patient Enrichment Programme, it offers workshops to improve patients' self-esteem. By organising physiotherapy and hydrotherapy courses, patients can also improve their resilience by learning ways to help heal their pain, and maintain a positive attitude despite their illness. The programme also offers overseas exchange opportunities for members to broaden their horizons.				
InspiringHK Sports Foundation	<b>ZoomIN Sports! Photo Empowerment Contest</b> targets marginalised youths, and strives to provide channels for them to express themselves and build their characters with photography and sports. By getting involved in sports, the young achieve personal and community goals such as team skills, leadership skills, social inclusion and gender equality.	· 320 youths			
Junior Achievement Hong Kong	JA Be My Own Boss Family Program is designed for Primary 4 to 6 students and their parents, upholding the spirit of enterprise as the theme. Through a series of hands-on learning activities, including board games, company visits and the launch of social innovation, participants can equip themselves with financial and enterprise skills, strengthen their self-confidence, and capitalise on opportunities for income generation and social change.	600 beneficiaries (500 Primary 4 to 6 students and 100 of their parents)			
PathFinders	<b>A Child's Journey with PathFinders</b> is a 1-year project which aims to extend their service provision to children aged 1-3 years, creating lifelong differences to their health and education.				
	<b>PathFinders</b> is the only NGO in Hong Kong that offers help to children and migrant mothers, who are often neglected in the local social welfare safety net. The organisation provides healthcare, education, humanitarian and legal services to this unique group of beneficiaries with complex needs. Their existing projects have helped children overcome challenges stemmed from systemic failings.	<ul> <li>Indirect Beneficiaries: 10,500 (500 mothers/family members of children and 10,000 FDWs/ community members reached through outreach</li> </ul>			
The HUB Hong Kong	<b>Project T</b> , supported by OSC funding, is an all-round development rewarding project. By providing career exposure, arts, tutorial classes and voluntary services, it aims to help teenagers build self-confidence, develop empathy, identify potential and talents and encourage creativity.	· 60 disadvantaged children			



Our project opens up an alternative path for our clients to receive early intervention, while waiting for long-term government services.

#### **VINCENT CHAN WING-HONG**

General Manager | The Charles K Kao Foundation for Alzheimer's Disease



We want to give them this message: darkness must pass.

#### **STEPHEN WONG**

Vice-chairman | Mental Health Foundation

ORGANISATION	PROJECT SUMMARY	TARGET NO. OF BENEFICIARIES			
COMMUNITY					
Charles K.Kao Foundation for Alzhemier Diseases	<b>The Foundation</b> collaborates with the Christian Family Service Centre – Mind Delight Memory and Cognitive Training Centre - to offer financial support on cognitive training and daycare service. Dementia-specific services in Hong Kong are limited, depriving many dementia patients and their caregivers of adequate support. This programme turns OSC funds into sharing sessions, which provide tips on caregiving. It also provides early intervention for people with dementia to maintain cognitive function. To provide holistic support, the Foundation will also work towards releasing the stress of the caregivers and alleviate their financial burden.	· 60 cases of CSSA recipients/ low-income families			
ChickenSoup Foundation	<b>Project Super Senior</b> , funded by OSC, aims to address two layers of needs: (i) the challenges of solitary elders and elderly couples and (ii) the service gap stemming from insufficient attention and ineffective social welfare services. The Project mitigates the most burning needs of elderly families living in poor conditions and cultivates selfmanaging habits. It will also provide proactive services and hand-holding experiences by directly engaging corporate volunteers.	· 50 elderly families			
Hong Kong Women Workers' Association	<b>Triple UP: upcycling, upgrade, upholding</b> , with support from OSC, is an upcoming project which takes women carers and low-income families to seminars during which participants learn how to turn unused items into useful products. Introducing the idea of upcycling, this programme not only provides sustainable strategies for an environmentally-sustainable economy, but also improves the living environments for grassroots families.	· 2,350 people			
Project Space	Home Improvement 2019, funded by OSC, is going to help 60-120 underprivileged families who live in subdivided units, container flats, and public housing through renovation and maintenance. Project Space will recruit volunteers to help ensure families live in a safe and hygienic environment. The types of home improvement services include reorganising home space, repairing home appliances, and installing new furniture. It is hoped that the project will alleviate mental pressure, enhance their family relationships, and cultivate their children by enhancing and creating a sound environment.	· 120 families			



We want to build trust in our relationship with young members, allowing them to develop their talents in a carefree way here.

#### **JOSEPHINE LEUNG WAI-LIN**

Executive Director | HUB Hong Kong



We may be unable to help many people, with limited manpower, but we have been trying to help underprivileged families in different ways.

#### **EDWARD MAN HO-WAI**

Founder and CEO | ChickenSoup

#### ORGANISATION PROJECT SUMMARY TARGET NO. OF BENEFICIARIES

#### PHYSICAL AND MENTAL DISABILITIES

Home of Loving Faithfulness

The founders of **Home of Loving Faithfulness** created a home to provide life-long residential care for handicapped children and adults in a family setting. This home has been welcoming the handicapped with open arms for half a century. The home aims to empower young disabled people in Hong Kong to achieve their fullest potential.

With support from OSC, it provides life-long special care and attention to those who need constant monitoring. The less physically challenged family members are encouraged to develop skills appropriate to their level of understanding, to develop their capability.

Mental Health Foundation **Night to Light** Programme that targets young adults has been developed to tackle the stereotypes surrounding mental health issues and promote social connections. Supported by OSC, activities such as hiking, therapy support and sharing sessions will be offered to young adults that are battling mental illnesses. The programme provides a non-judgmental and safe environment for youngsters to share their journey and facilitate support in hopes of building a mental health community of friendship.

- Total no. of beneficiaries: 190 beneficiaries
- Direct beneficiaries: 25 young adults aged between 18-24 years
- Indirect beneficiaries: 15 volunteers and 150 youth audiences

Mind Mental Health Hong Kong **Coolminds** campaign that focuses on youngsters has been launched. In cooperation with KELY Support Group and the Weez Project, Coolminds hopes to improve the mental health of young people through an extensive programme of sharing and destigmatisation. Through mental health literacy training, community outreach campaigns and provision of online resources, over 1000 youngsters and adults will benefit from such a OSC-funded programme.

- Total no. of beneficiaries: 1,280 beneficiaries
- Direct beneficiaries: 400 teachers and school staff, 50 teachers, 400 parents, 400 high school students, 30 university aged youngsters

Rolling Books & Audio Description Association Hong Kong **Multi-sensory Reading Experience through Image, Sound and Touch** supported by OSC, targets children with special educational needs (SEN), especially the visually-impaired.

This project intends to develop the reading accessibility of picture books, by providing audio description clips online for a locally-published picture book with audio description, braille, tactile and paper sculpture. These multi-sensory picture books are designed to be a social inclusion tool to be communicated to the visually-impaired, as well as their sighted peers. The sighted children can enjoy the same multi-sensory books and build empathy with SEN children, while strengthening their visual literacy through the products.

- Total no. of beneficiaries: 2,290 beneficiaries
- Direct beneficiaries: 200 visually-impaired children, 80 SEN children, 50 Teachers and social workers (SEN), 600 sighted counterparts)
- Indirect beneficiaries: 400 family members of visually-impaired children, 160 family members of SEN children, 500 students (SEN), 300 students to have free copies of the picturebooks)





A mother looks after her son who has paediatric rheumatic disease, with support from the Hong Kong Paediatric Rheumatism Association.



Children try out yoga moves at the InspiringHK

Sports Foundation event.



**Junior Achievement Hong Kong** launched Be My Own Boss Family Program for primary school students.



**PathFinders** hosts workshops for female domestic workers and their children in Tai Kok Tsui centre.



**Home of Loving Faithfulness** provides lifelong care for people with special needs.





Home Improvement project for underprivileged living in subdivided flats, launched by **Project Space**.

Hong Kong Women Workers' Association holds a knitting workshop as part of the project Triple UP: upcycling, upgrade, upholding at Tsui Ping Estate.



Rolling Books & Audio Description Association Hong Kong create books for visually impaired children.





### **2019 MAJOR DONORS**

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

Over 15 years





















Over 10 years



















Over 5 years















PACIFIC PLACE

Over 2 years









2019 New donors









Sports is a universal language that brings people together across cultures, and we wanted to involve as many people as possible in our efforts.\*

#### **MAY LAM-KOBAYASHI**

General Manager of Public Affairs | Swire Properties

SWIRE PROPERTIES



OSC has been a great partner to help to achieve our CSR goals.

#### **HL WAT**

Head of Data Privacy Programme and Compliance Operations | AIA Company Limited



quotations are taken from articles published on SCMP\*



**KABEETA GURUNG** Head of School | Discovery Mind







We believe that working together we can continue to make a major impact for the benefit of our society as a whole. We are very happy to further explore possibilities for collaboration with the OSC and its beneficiaries.\*

#### **CHARLES LI XIAOJIA**

Chief Executive Officer | Hong Kong Exchanges and Clearing

HKEX 香港交易所



quotations are taken from articles published on SCMP\*





I hope everyone will get into the holiday spirit and feel warm.\*

#### **ANITA LAI PUI-SHAN**

Vice-president of Communications and Public Affairs | Hong Kong Disneyland



## **FUNDRAISING ACHIEVEMENTS**

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

26 Major donors 企業捐款

нк\$12,662,257.40

12 Schools 學校

нк\$224,575.95

5 Clubs & Associations 俱樂部與協會

нк\$2,522,278.00

General public (Online)

нк\$565,596.74

32 Donation boxes\* 捐款箱

нк\$87,712.50

General public (Offline)

нк\$125,438.00



Total: **HK\$16,183,858.59** 



#### **UBS**

Staff in fancy dress filled the office of UBS in Central with cheers and applause as joyful Christmas carols and dance moves took the stage. The event raised **HK\$1,773,556.40**.

#### HONG KONG SANATORIUM AND HOSPITALS

Doctors, nurses, and support staff from the hospital raised HK\$1,161,284.40 with charity initiatives such as the "Super Chef with Love" contest, "Hip Hop Marathon", and game booths.



# TOP 5 FUNDRAISER



#### **MORGAN STANLEY**

Hong Kong's tallest building played host to more than 100 bankers and dozens of pupils as they belted out festive songs for Morgan Stanley's annual charity drive, which raised a record of HK\$4 million.







#### HONG KONG GOLF CLUB

Hundreds of local golfers raised HK\$2 million at a variety of events – including the annual Charity Cup "Cup of Kindness" and the "Beat the Pro" contest at Hong Kong Open, where 12 amateurs paid to compete with world-class players.

#### **SEGANTII CAPITAL MANAGEMENT**

The group provided a feast and gifts for the festive celebration with children and raised **HK\$1** million for the programme.





## OTHER MAJOR DONORS AND THEIR EVENTS



#### **CREDIT SUISSE**

The firm hosted a high-energy session where children from OSC beneficiary InspiringHK Sports Foundation met Santa and played sports game in Hong Kong's highest building. The firm raised \$389,748.00.

#### **KPMG**

Staff from KPMG raised HK\$311,112.00 with their carol singalong and festive cheer.



#### **HONG KONG** DISNEYLAND RESORT

The resort sold exquisitely designed postcards to raise HK\$403,170.00.

#### HONG KONG EXCHANGE AND CLEARING

Hong Kong stock exchange kindly sponsored their venue for OSC to host our opening ceremony. A **HK\$500,000** donation was also made.



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





# CORPORATES EVENTS WITH OSC BENEFICIARIES ENGAGEMENT

#### **DAH SING BANK**

The "Dah Sing Charity Score Challenge" was hosted, where bank employees engaged with young beneficiaries from OSC beneficiary The Hub Hong Kong in a friendly basketball match and a series of challenge games.



#### **DEACONS**

Dozens of legal practitioners practised laughter yoga on Kind Mind Day to promote the pursuit of mental well being. The event was also joined by OSC beneficiary Mental Health Foundation.

CHRISTMAS PARTY

#### L' HOTEL

Children from Junior Achievement Hong Kong and the Hub Hong Kong, beneficiaries of Operation Santa Claus, were led by the staff of L' Hotel Group to craft creative decoration pieces using plastic straws for a Christmas party. They were treated to a Christmas buffet after the workshop.



#### SWIRE PROPERTIES

A group of Swire Properties employees have taken to the ice to teach Hong Kong youngsters from ChickenSoup Foundation, an OSC beneficiary, the art of curling – a good way to strengthen their body and train up team spirit!





# CORPORATES EVENTS WITH OSC BENEFICIARIES ENGAGEMENT

#### SINO GROUP

20 children from OSC beneficiary ChickenSoup Foundation embarked on a green and sustainable journey to have a taste of hands-on growing in the Hong Kong Gold Coast Hotel, a member of the Sino Group.



#### SINO HOTEL

Dozens of pupils, most of whom are from public housing estates or subdivided flats in Sham Shui Po, were joined by executives and staff from the Hong Kong Gold Coast Hotel in their gingerbread-making workshop.

#### **MAXIM'S CATERER**

A group of pupils from Pat Heung Primary School got an opportunity to learn how to make burgers with imitation meat at Urban Cafe. The workshop was hosted along with Junior Achievement Hong Kong, the OSC beneficiary to inspire young people and prepare them for employment and entrepreneurship.



#### HANG SENG BANK

Youngsters from InspiringHK Sports Foundation, an OSC beneficiary, took up paddles and balls for a fun-filled ping-pong coaching session with bankers from Hang Seng Bank. They also paid a visit to the office of the model bank.





# OTHER FUNDRAISING EVENTS

#### **CORPORATES**



#### CLIFFORD CHANCE

The law firm hosted a charity quiz competition – legal and business professionals racked their brains to answer challenging questions while laughing off punishments imposed by the event "inspectors".

#### **KOWLOON SHANGRI-LA** HOTEL

The hotel sold raffle tickets a day out with the renowned shoe designer Jimmy Choo in Kuala Lumpur was among the prizes in the lucky draw.

#### PACIFIC PLACE

Shoppers visited the Santa Grotto in the mall, took photos with Ssanta and the proceeds were given to OSC.

#### **CONSULATE GENERAL OF SWEDEN IN HONG KONG**

The Swedish Consulate brought Father Christmas for the first time to the city as part of "Swedish Winter".



#### **CLUBS & ASSOCIATIONS**





#### **ITALIAN WOMEN'S ASSOCIATION**

The Association organised a charity bazaar in the yard of the Duchess of Kent Children's Hospital.



#### **SANTA HASH**

Runners in Santa hats raced through a cross-country run to contribute to worthy causes.

#### WING DING SQUASH

Players in fancy dresses participated in a fun squash tournament held in the Hong Kong Football Club.

#### SCHOOLS

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



# OTHERS - IN-KIND **SPONSOR**

#### **IKEA**

Donated furniture worth HK10,000 market price for OSC beneficiary Project Space to send to needy families living in subdivided units.





#### TOP CORPORATE FUNDRAISER MOST CREATIVE FUNDRAISER



Prize received by KC Wong, Head of Asia Pacific Community Affairs, Morgan Stanley



#### **MORGAN STANLEY**

- HK\$4 million raised
- Singing bankers, who were joined by 30 pupils in red gowns, assembled on stage for the 17th annual Directors' Choir performance at the atrium of the iconic International Commerce Centre. Part of the donation was raised through a charity bake auction, and holiday tradition of the banking giant in which staff put their home-made cakes up for bids.

# HONG KONG SANATORIUM & HOSPITAL

- HK\$1.16 million raised
- The annual charity drive in the hospital encompassed creative activities, ranging from "Hop Hop Marathon" to "Super Chef With Love" contest, to raise funds for OSC. Four teams sponsored by colleagues and friends in the hospital showcase their culinary skills to impress judges with their unusual "hospital meals".

#### TOP SCHOOL FUNDRAISER



Prize received by Kabeeta Gurung, Head of School (Tung Chung), Discovery Mind International Play Centre, Discovery Mind Kindergarten

# MOST CREATIVE SCHOOL FUNDRAISER



Prize received by Angela YIP, Executive, Parent Teacher Association

# DISCOVERY MIND EDUCATIONAL ORGANISATION

- HK\$75,000 raised
- The organisation organised a series of fundraising events to support OSC, including a Colour Run, Dress-up Day and Bake Sale in November last year. With lots of colours thrown in, it offered a great learning opportunity for students to understand how they can contribute for a worthy cause.
- Last year for the ninth consecutive year, it was one of the top fundraisers in the category of schools.

## SHUNG TAK CATHOLIC ENGLISH COLLEGE

Teachers and students played carnival games for charity in which the final big prize was to pour a bucket of water over a member of the Student Union or the teaching staff. Many teachers and students got soaked for worthy causes. There were also stalls to sell treats on campus and a flagship food booth run by members from the school's parent-teacher association. All proceeds from the fair went to OSC.



Publicity Marketing



# **PUBLICITY AND MARKETING**

To promote the spirit of giving across the city and to raise the general public's awareness for supporting the needy, OSC works tirelessly to amplify the messages on various platforms.

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



In total, 55 stories (including beneficiaries and donors) published in SCMP print, digital and Young Post (See chapter 09 for details.)



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



18 radio interviews broadcast on RTHK Radio 3

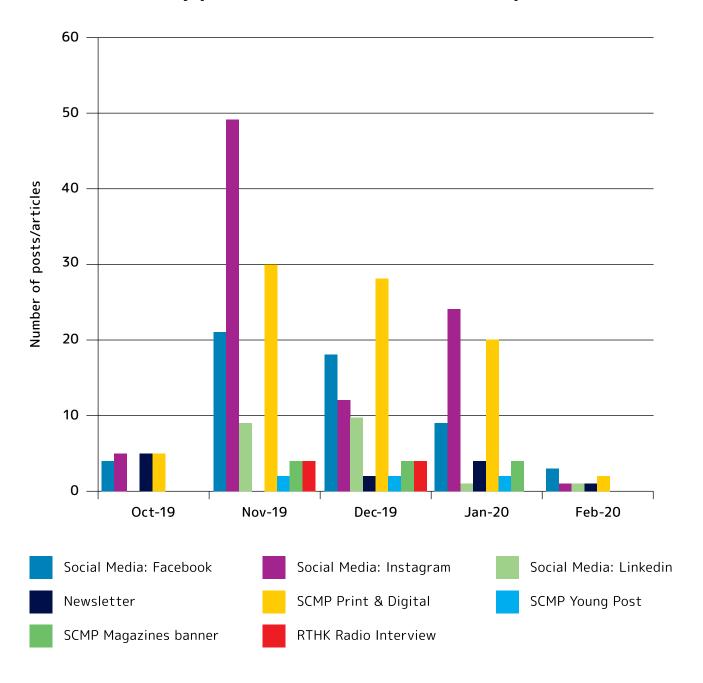


37

Following the market trend, OSC has strengthened its reach on **digital platforms**:

- 155 social media posts published on Facebook, Linkedin and Instagram during the campaign period, attracting a total of 234,885 views
- 10 newsletters sent to subscribers (bi-weekly during peak campaign period) with an average open rate of 32%

#### Publicity posts distribution across multiple channels



#### **COMPARISONS**

Facebook				
	2018-2019	2019-2020	Shift	
No. of Followers/Likes	3,507	3,658	+4.3%	
Total Organic Reach	173	201	+16.18%	

Instagram				
	2018-2019	2019-2020	Shift	
No. of Followers	381	536	+41%	
Average Likes	22.3	40.2	+80%	



#### **AMBASSADORS' INVOLVEMENT**

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













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

- 1. They attended the Opening Ceremony
- 2. They appeared on media coverages in local news platforms (news excerpt from Ming Pao, Sing Tao Daily, Apple Daily and TVB Entertainment News)
- 3. They are featured in three of our donor's fundraising events (RTHK Charity Auction, Hong Kong Sanatorium & Hospital, Hong Kong Disneyland)
- 4. They acted as prize presenters to our corporate fundraisers
- 5. They wrote exquisitely designed postcards to our beneficiaries to spread positivity



Financial Hights



# **FINANCIAL HIGHLIGHTS**

OSC 2019 raised a total of **HK\$16.183 million**, a big portion of which came from corporate, clubs and associations and individuals, with the remaining generated by OSC-organised events.

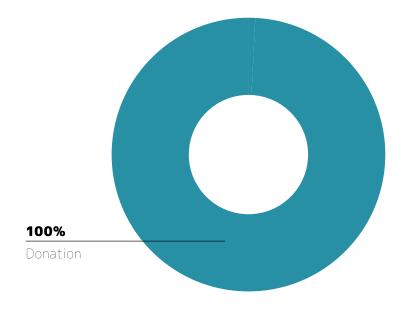
As it has every year since 1988, OSC did everything possible to minimize administrative expenses. To ensure every penny raised was used transparently, a full audit will be published online in December 2020.

#### **TOTAL INCOME:**

нк\$16,183,000

#### **INCOME:**

ITEMS	HK\$('000)	%
Donation	16,183	100.0
Deficit c/f	-	-
TOTAL	16,183	100



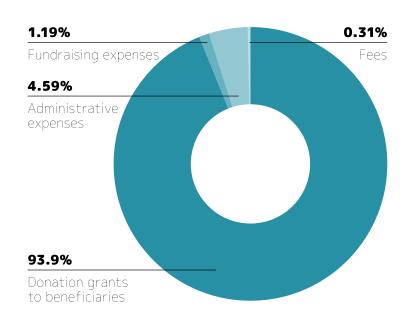
#### **TOTAL EXPENDITURE:**

нк\$12,150,000

#### **EXPENDITURE:**

ITEMS	HK\$('000)	%
Donation	11,409	93.9
Fundraising expenses	145	1.19
Administrative expenses	558	4.59
Fees	38	0.31
TOTAL	12,150	100

Disclaimer: These figures are unaudited



# Past pojects



# **PAST FUNDING PROJECTS**

13 projects were supported by OSC in 2018, aiming to make a positive impact in the lives of Hong Kong society's most vulnerable groups. The projects spanned from one to three years, and while some of them have been successfully completed, others are still on-going.

OSC continues to keep tabs on some of the projects which have been hit hard and affected by the COVID-19 pandemic this year. Beneficiary organisations are given much flexibility and support in terms of the timeline and delivery format of their projects throughout.

#### OSC 2018 BENEFICIARIES

\* Progress last updated in Jan 2020 according to reports submitted by beneficiaries. 100% means the project has been completed.

ORGANISATION	PROJECT CONTENT	PROGRESS*	ACHIEVEMENT
Project Space	Home Improvement Project This project aims at tackling safety and health-threatening issues for families living in subdivided flats, tin houses, container flats and public housing. It provides tangible support by repairing and replacing home appliances and reorganizing beneficiaries' living spaces, etc. Intangible support takes the form of home visits, community resource education workshops and referrals that link clients with appropriate social services.	147%	<ul> <li>96 families</li> <li>60 volunteers with &lt;1000 no. of volunteering hours</li> </ul>
FHL Adventure Education Centre	Rainbow Project 2 - Painting colorful life together This project is structured to help non-engaged youths start developing their potential in areas other than academic performance. Its three main areas of activity are: 1) adventure-based counseling; 2) strength-based approaches and positive psychology; and 3) life and career planning.	100%	<ul> <li>30 direct beneficiaries of youths, between the age of 18-28, who are relatively lack of confidence and with academic challenges.</li> <li>300 indirect beneficiaries (i.e. elders, physically-disabled and specially-abled students) who participated the "Adventure-based Fun Day".</li> </ul>
Rainbow Project	Subsidy for Therapy Treatment in Low Income Families affected by Autism  This initiative provides the following services for children, families and professionals affected by autism:  - Special education facilities  - Occupational and speech therapy  - Care, support and training for both patients' families and professionals  - Subsidised therapy treatment for low income families  - Boost awareness of Autism all over Hong Kong	70%	27 CSSA and low-income families whose children are suffering from Autism Spectrum Disorder
ChickenSoup Foundation	Project Family Cupid This project is designed to enhance harmony among families at risk of serious disputes. It is staffed by two corporate volunteers (who serve as mentors), a social worker, plus a CSF official, who provide at-risk families comprehensive supports including both relief services (e.g. medical treatments) and empowerment assistance (such as career development).	50%	· 20 at-risk families (~75 individuals)
Po Leung Kuk - Social Services Department	Care Angels Project (consists of "Attachment" Program & "Joy To Learn" Program) The project integrates both "Attachment" and "Joy to Learn" programs. The former is designed to enhance attachment relationship between children and their carers while the latter nurtures children's willingness to learn.	100%	<ul> <li>Attachment Program</li> <li>175 children; 319 parents;</li> <li>180 volunteers; 60 child care workers;</li> <li>11 social workers</li> <li>Joy To Learn Program</li> <li>137 children for studying classes;</li> <li>108 children for educational activities;</li> <li>128 volunteers</li> </ul>

ORGANISATION	PROJECT CONTENT	PROGRESS*	ACHIEVEMENT
KELY Support Group (in partnership with Mind HK)	Coolminds This project's key aim is to improve youth mental health and wellbeing. As preludes to normal classroom lessons, "bitesize" five-minute classroom activities (such as mindfulness, and discussions around mental health, sleep and stress management strategies) are outlined to educators. These measures are also intended to reduce suicide rate among youths.	30%	<ul> <li>67 teachers and educators trained in how to approach pupil mental health</li> <li>33 teachers: utilising bitesize mental health materials with their classes of circa 30 students</li> <li>47 parents</li> <li>95 students</li> </ul>
Everbright Concern Action	Frozen Food Production Line This project involves a specially created frozen food production line at which the charity has been employing needy senior citizens since 2003. As a result of physical or mental reasons, seniors chosen for this project are no longer able to perform their previous duties. In doing so, Everbright considers issues such as its beneficiaries potential future contributions to the community, their need to maintain their income and job/life satisfaction levels. Such factors are then balanced against the project's need to minimise waste of its farm's organic produce while operating a frozen food production line that provides job opportunities for old folk.	80%	<ul> <li>10 senior jobs created (8 fulltime, 2 part-time)</li> <li>High production capacity as fulfilled, at the peak, 160 orders per day, which represent over1,500 packages of food, packaged and delivered.</li> </ul>
The Bethune House Migrant Women's Refuge	"Sustaining the Body, Strengthening the Mind" Enabling Access to Justice and Redress of Women Foreign Domestic Workers This project is committed to the setting of optimum conditions that will make it easier for foreign domestic workers to access Hong Kong's justice and redress system. Its first approach involves a Comprehensive Wellbeing Program that offers educational sessions on local laws and the rights of distressed women migrants embroiled in ongoing legal cases. The project's second element involves Case Support and Assistance and is designed to help female foreign domestic helpers navigate complex local legal procedures.	100%	· 681 women
Caritas Jockey Club Lok Yan School	The Care for the Carer Program: CMC* Food Lab  This project is designed to create and offer balanced diets for students afflicted with severe intellectual disabilities and special medical care needs. The special school's dedicated multidisciplinary professional team will also collaborate with external interdisciplinary consultant teams to establish a special CMC Food Lab. The new facility will include a fully equipped inclusive teaching kitchen for tailoring inexpensive, simple, healthy and delicious recipes that are ideal for students' specific dietary requirements.	60%	· 46 SEN student and their carers
Hong Kong Children's Skin Foundation	<b>Team Butterfly</b> Team Butterfly sets out to ease the suffering of children suffering epidermolysis bullosa (also called EB or butterfly skin). The project is staffed by a team of volunteers made up of nurses, doctors and patients' family members who look after children with EB. In addition to expensive special non-adhesive dressings and gentle teats that are proven to reduce patients' pain, volunteers will also train parents and neonatal nurses to take better care of patients.	50%	<ul> <li>A Training symposium held in Jan 2019 included 8 attendants from EB families and 46 medical/ nursing staff</li> <li>Direct financial support for 4 severe EB patients and their families, including genetic testing, dressings and specialized clothing</li> </ul>

ORGANISATION	PROJECT CONTENT	PROGRESS*	ACHIEVEMENT
Hope Worldwide	"Smile Again" Dental Care Program for People with Special Needs This project provides (i) sustainable, affordable quality dental care to patients with either physical and/or intellectual disabilities. It will achieve its goals via special care dentistry training and the upgrading of Hope Worldwide clinics with essential equipment; and, (ii) the provision of free treatments to poor patients with special needs.	25%	· 294 patients with an physical and/or intellectual disability
Art in Hospital	Art without Boundary Based at Siu Lam Hospital, this three-year project focuses on adult patients with severe intellectual disabilities or afflicted with other mental/physical challenges. Artists or art therapists lead workshops covering different kinds of art media. Special tools will also be designed and created to make it easier for patients to express themselves by creating artworks. A special exhibition and online gallery will be set up after completion of the various workshops.	35%	· 240 hospitalized adult patients in Siu Lam Hospital and Medical staff in Siu Lam Hospital
Hong Kong Federation of the Blind	New and safe home for living alone elderly with blind Provides safe and barrier-free living environments for blind old folk by offering them free-of-charge home maintenance services across three levels:  1. Large-scale home renovations 2. Essential interior repair work 3. The quickly carrying out of minor repair or replacement jobs	62%	· 149 home alone blind elderly



Caritas Jockey Club Lok Yan School's principal, Chrysan Mok Oi-ling, said the CMC (Complex Medical Case) food lab had formally launched its operation in September 2019.



Art in Hospital at the Hong Kong Arts Centre



Project Space's Christmas Party with representatives from Credit Suisse

# OSC/UBS NGO LEADERSHIP PROGRAMME





UBS NGO Leadership Programme 2019

The Leadership Programme has trained over 120 participants from more than 100 organisations, including NGOs, social enterprises, charitable foundations, corporations and the Government, since 2015. The past five years has seen three million beneficiaries benefitting from the programme.

The programme targets passionate leaders-to-be who are in managerial positions in NGOs, social enterprises and charitable foundations. Corporate participants and Government officers in the city are also welcomed to share their enthusiasm about serving the community. Consisting of three training modules and a mentoring module, the nine-month programme equips participants with the essential skills through interactive training, group mentoring and coaching, project management lectures, peer networking and knowledge exchange, after which they create their project proposals and pitch them to the adjudicating committee on the Project Pitching Day at the final stage of the programme.

This year's winning project, "Multi-sensory Reading Experience through Image, Sound and Touch", which was initiated by Rolling Books, beat off keen competition from other highly worthy competitors. Collaborating with the Audio Description Association Hong Kong, Rolling Books receives a one-off funding of HK\$800,000 from OSC to carry out its winning project.

Their project aims to increase the accessibility of picture books for children with special educational needs (SEN), especially the visually-impaired, through providing Audio Description sound clips and publishing multi-sensory picture books with Audio Descriptions, braille, and tactile paper sculpture. These multi-sensory picture books will become a social inclusion tool to be communicated to the visually-impaired and their sighted counterparts. The sighted children can enjoy the same multi-sensory books and build empathy towards SEN children, while strengthening their visual literacy through the products.





We want to show them that these multifeatured picture books can work well and help many people in need. We share our goal with Operation Santa Claus in community work and want our work to benefit more people.

#### MR JAMES CHONG KWOK-TUNG

Founder | Rolling Books Winner of 2019 UBS OSC NGO Leadership Programme









Heartwarming moments of OSC were amplified via a range of channels to create heartening echoes in society. From videos to sound clips, we have witnessed moments of joy and sympathy in the fabulous events. Check out the QR codes and links below to recap them!

#### VIDEOS AVAILABLE ON YOUTUBE

Scan the QR codes to watch the videos.



OSC 2019 LAUNCH CEREMONY



**EDWARD MAN HO-WAI**ChickenSoup Foundation





STEPHANIE AU OSC Ambassador 2019



Pakho Chau
OSC Ambassador 201

Hello I'm Pakho Chau. I'm delighted to be one of the Ambassadors for Operation Santa Claus 2019.

PAKHO CHAU

OSC Ambassador 2019

CHRISTMAS HARVESTING AT HONG KONG GOLD COAST HOTEL IN SUPPORT OF OSC



#### SOUNDCLIPS AVAILABLE ON RTHK RADIO 3

Scan the QR codes to listen the soundclips.



### **OPERATION SANTA CLAUS LAUNCH CEREMONY 2019**



#### BENEFICIARIES INTERVIEW: CHILDREN & YOUTH



#### MARGARET KAN

Hong Kong Paediatric Rheumatism Association

One of the beneficiaries of this year's Operation Santa Claus campaign is the Hong Kong Paediatric Rheumatism Association. Margaret Kan is the chair of the group.



#### **JOSEPHINE LEUNG**

The HUB Hong Kong

Radio 3's Jim Gould spoke to Executive Director Josephine Leung about the work of the centre, and it's new programme, Project T.



#### BENEFICIARIES INTERVIEW: CHILDREN & YOUTH



#### **VIVIAN CHOI**

Junior Achievement HK

It's time now to take another look at this year's Operation Santa Claus campaign, which is jointly organised by RTHK and the South China Morning Post. Junior Achievement Hong Kong is one of the beneficiaries. Its Chief Operating Officer, Vivian Choi, describes the work of the organisation.



#### **CATHERINE GURTIN**

PathFinders

Saadia Usmani talks to Catherine Gurtin, CEO of PathFinders, a charity that helps pregnant migrant workers, foreign domestic workers and their Hong Kong- born children.





#### **JUDY KONG**

InspiringHK Sports Foundation

Jimmy Lam talks to Judy Kong, who is the Chief Executive of InspiringHK Sports Foundation, about their charity project.





#### BENEFICIARIES INTERVIEW: COMMUNITY



**WU MEI LIN** 

Hong Kong Women Workers Association

The co-ordinator of the Hong Kong Women Workers Association, Wu Mei Lin, talks to Annemarie Evans about how the funds raised will be for their Triple Up Programme.



**FRANK YAU** 

Project Space

Radio 3's Angie Man went to visit one of their beneficiary families and talked to the project director Frank Yau.



**VINCENT CHAN & CLAIRE LAI** 

Charles K.Kao Foundation for Alzheimer's Disease

Michelle Chan talks to Vincent Chan, General Manager and Claire Lai, Project Officer with the Charles K. Kao Foundation for Alzheimer's Disease.



**EDWARD MAN** 

ChickenSoup Foundation

Hugh Chiverton talks to Edward Man, Founder of the ChickenSoup Foundation, whose 'Project Super Senior' will be supported this year.



#### BENEFICIARIES INTERVIEW: PHYSICAL & MENTAL DISABILITIES



STEPHEN WONG

Mental Health Foundation

Radio 3's Steve James talks to Stephen Wong of the Mental Health Foundation and a special project called the Night To Light programme.



#### **HANNA REIDY**

Mind Mental Health Hong Kong

Thomas Latter talks to Hanna Reidy from Mind Mental Health about how they are helping the youth of Hong Kong.





#### **GRETCHEN RYAN**

Home of Loving Faithfulness

lan Pooler talks to Gretchen Ryan from the Home of Loving Faithfulness about their organisation in the northern New Territories.



### JAMES CHONG & DAWNING LEUNG

Rolling Books & Audio Description Association (Hong Kong)



Rolling Books is one of the 13 beneficiaries of this year's Operation Santa Claus charity campaign, which is jointly organised by RTHK and the South China Morning Post. Joseph Li talked to its founder, James Chong, and Dawning Leung, who is the founder of Audio Description Association Hong Kong.



# Acknowledgements



## **LOOKING AHEAD**

Operation Santa Claus would like to thank the many loyal individuals and companies who have played their part in supporting the Territory's neediest people these last three decades. By continuing to donate to OSC in the coming years, you will ensure we can still provide more support to disadvantaged individuals and families across Hong Kong and China.

#### **CORPORATE DONORS**

A group of civil engineers Advance Specialist Treatment Engineering LTD Alexander Turner & Associates Limited Anisha A Hotwani Memorial Fund Limited Babe Limited Bentley Reid & Co.Ltd Chellarm Foundation Limited Complyport (HK) Limited **Enkay Limited Ever Spirit Limited Ever Spirit Limited** First State Investments (Hong Kong) LTD HKUST Autumn Garage Sale Kiducation Children Services Limited Kiducation Children Services Limited Linklaters Markant Trading Organization (Far East) LTD Orican Asia Ltd. **Prosimex Company Limited** Rowland Budget Limited Seanergy Ltd SJP Foundation Starlit Way Limited Starlit Way Limited Tang Lung Premium Management Limited The Shamdasani Foundation Wheelspro Company

#### **SCHOOL DONORS**

American International School
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- 116 Fundraising Achievement
- 117 Award Presentation

#### **ACKNOWLEDGEMENT**

118 Thank You Advertisement



<sup>\*</sup> Featured on Young Post as well

















# Setting positive goals with sport

This year's Operation Santa Claus fundraiser will help Hong Kong's teenagers find their own voice through photography

any teenage
Hongkongers
struggle to express
themselves - but,
what if they had a
career a that they cond use to help
convey the way they feel about
things through images?

ZoomiN Sporss is one of the youth empowerment programmes being funded this year by Operation Sarta Claus, the charity drive run by South China Moming Pest and public broadcaster RTHK. It has been chosen to run a two-year project to help some of Hong Kong's most atrisk teens find ways to express themselves, and also give them the confidence to step up in life.

Christine Fung Hu-tung, senior marketing and communications manager for the Inspiring-NC Sports Foundation, which will manage the ZoomiN Sports!

programme, says the project will teach around 320 teens how to tell their stories through sport photography.

The programme is open to young people with disabilities and students from ethnic minorities, as well as those living with behavioural or learning difficulties.

Participants will be recruited through schools and community networks. Those taking part will learn about photography and camera techniques, and will be

techniques, and well be able to hone their storytelling skills in training sessions with experts in this field.

advertising professionals and fiction writers to teach programme participants how to tell a story.\* took part in the ZoomiN Spo

TATION SANTA CIE

participants how to tell a story," Fung explained.

Apart from learning to use a camera, participants will also get to find out about different sports.

At the end of the programme, the participants' images will be displayed at a public art exhibition that highlights the value of sports photography, raises awareness about the programme, and recognises the young people who took part in the ZoomIN Sports! project.

Established in 2012, the InspiringHK Sports Foundation run sports training and learning programmes. It is made up of a staff of 13 and a team of volunteers.

Edited by Ingrid Piper

or 13 and a ream or volunteers. It isn't the first time Operation Santa Claus has worked with the foundation; it was also chosen to launch a fencing project in 2015. Staff writer



C2 Thursday, November 14, 2019

South China Morning Post

## CITY

### **OPERATION SANTA CLAUS**

## GIVING KIDS WITH CHRONIC DISEASES WINGS

'Fledgling' project offers medical help, enrichment so children with rheumatic illnesses can fly high

Entire Law

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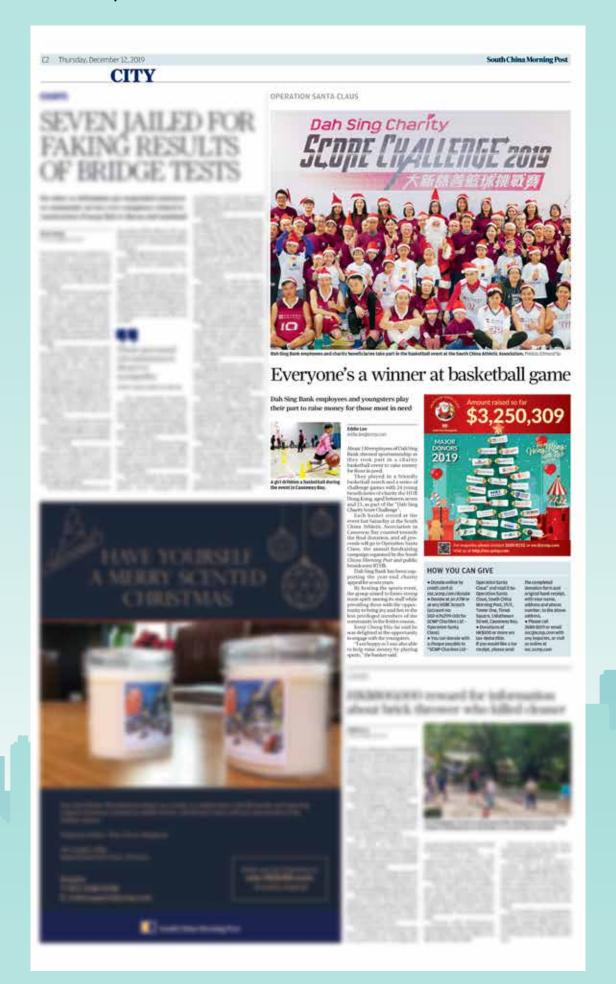






































Our charity work focuses on youngsters



### HOW YOU CAN GIVE



## Hong Kong bankers and youngsters pick up their paddles for charity

Eight young students joined employees from Hang Seng Bank for a workout in the company's Mong Kok office for Operation Santa Claus fundraising campaign

group of Hong Kone suits and took up table ennis paddles and balls last month for

a coaching session with youngsters. The Hang Seng Bank employees hosted eight children at the company's Mong Kok office on December 8. There was plenty of laughter in the multipurpose room, where the coaching session was held. The young sports fans - aged six to 12 - learned to serve and

return with their banker instructors. Instructor Edmond Fok Man-chun said he was delighted to have the chance to engage with the

"Lam happy as Lam able to help them learn

something," he said. Before they took up their paddles, the children, brought together by the charity InspiringHK Sports Foundation, first visited a model tank inside the office to get an idea and happy as I am of work life in the financial able to be in them.

institution. InspiringHK organises events to



help young Hongkongers develop beneficiary of Operation Santa Claus. the annual fundraising project run by the South China Morning Post and public broadcaster RTHK, while Hang Seng Bank is a supporter of the year-end campaign.

Alison Ho Cheok-wai, head of corporate responsibility at Hang Seng Bank, said the company had long reached out to young people in Hong Kong,

"Our charity work focuses on youngsters," she said. She said her volunteer team, formed by staff from multiple departments at the bank, had worked with different community organisations in the city.

Together with St James' Settlement, Hang Seng aiso launched an online platform that provides personalised career and study advice for young people aged between 15 and 29.

Ho said the bank encouraged staff participation in community service by giving employees paid

Staff writer



able to help them

learn something









## Hong Kong youngsters taught art of curling by Swire Properties staff

A group of Swire Properties employees are teaching youngsters the art of curling, as part of the company's mission to bring people together through sport.

Participants were at the ice rink in Cityplaza, Taikoo Shing, taking part in the Winter Olympics sport, which tests agility and accuracy as players slide granite stones towards a target on the ice.

The children came

from the Hong Kong Playground Association 0HKPA3, and ChickenSoup

Volunteers from HKPA had previously shared their dodgebee skills, a sport similar to dodgeball,

with Swire staff, ChickenSoup Foundation is one of the 13 beneficiaries of this year Operation Santa Claus, an annual fundraising campaign jointly organised by the South China Morning Post and the public broadcaster RTHK.

Over the past six years, Over the past six years.
Swire Properties has raised more than HK\$5 million through events and activities for Operation Santa Claus.



Children and Swire staff were put through their paces on the ice, learning this Winter Olympic sport. Photo: Jonathan Wong

"Sports is a universal language that brings people together across efforts," said May Lam-Kobayoshi, outures, and we wanned to involve as the general manager of public affairs

of Swire Properties. She noted the importance of empowering children to discover their talents and explore

the unknown.
"The children of today are our future leaders. Our goal was to inspire and empower children and youth," she said.

"A vibrant community is only possible through interaction, conversation and collaboration," Lam-Kobayashi said. "Our goal is to build vibrant sustainable communities, ideal places where people can live, work and play." Staff writer





# C2 Friday, January 17, 2020 South China Morning Post CITY OPERATION SANTA CLAUS Golfers take swing scho traded Tomb were to at pros as they raise over HK\$2m Amateurs pay to take on some of world's best, while rising stars show their class at Open







## HONG KONG TEACHERS AND STUDENTS BRAVE BUCKET CHALLENGE IN WINTER FOR CHARITY

- Eddie Lee, eddie.lee@scmp.com
- Photo: Dickson Lee
- Shung Tak Catholic English College holds carnival to raise money for Operation Santa Claus
- · Teachers and students chip in for funfair, putting organisational skills to good use

It may be winter in Hong Kong, but students, teachers and the principal of a Yuen Long school braved a bucket challenge to get soaking wet for a good cause at a funfair earlier this month.

The event was held on December 13 at Shung Tak Catholic English College as students and educators played carnival games for charity in which the prize was the chance to douse a member of the teaching staff or a schoolmate from the student union with a pail of water.

English teacher John Guest was the first to get splashed.

"I feel a bit wet," he said after water was dumped over his head, adding that he had volunteered for the challenge.

Teacher Graham Manchester, who came up with the idea, and principal Cecilia Tang Sui-sim also got soaked.

Their colleague, Brian Bittner, who welcomed the act with open arms, said teachers wanted to bring Christmas cheer to the campus.

The fair was held by the school to raise money for Operation Santa Claus, an annual charity drive by the South China Morning Post and public broadcaster RTHK.

Apart from the games, there were also stalls on campus to sell snacks such as Thai fish cakes and coconut pudding. The proceeds from the fair, after deduction of expenses, will go to the year-end campaign.

While a flagship food booth was run by members from the school's parent-teacher association, students were also tasked with certain responsibilities, including manning smaller stands.

Student Sarah Ho Tsz-hei said she helped ensure the event ran smoothly.

"We spoke with the association to find out how we could gather resources for them," she said.

Teammate Cassie Lok Wai-yiu said she learned about organisation and considering multiple aspects of a situation from helping out at the fair.

"The entire event is like a lot of things put together," Lok said. "If one thing falls apart, it may affect a lot of other things."

Principal Tang said she wanted her students to put their knowledge and skills to good use for the event.

"Basically we would like them to open their minds to acquire competencies for the 21st century," she added.



Vice-principal Chan Wai-wa (left) and principal Cecilia Tang get drenched.



Teacher John Guest says he volunteered to get wet.



Teacher Brian Bittner welcoming the challenge.





# STUDENTS AT HONG KONG SCHOOL PUT THEIR TALENT FOR FUNDRAISING TO GOOD USE IN SUPPORT OF OPERATION SANTA CLAUS

Eddie Lee, eddie.lee@scmp.com

Photo: Nora Tam

· St Clare's Girls' School pupils sell baked goods and home-made arts and crafts at fair

Students at a Hong Kong school displayed their talent for campaigning and marketing at a fundraising event last week.

At a charity fair at St Clare's Girls' School on Mount Davis Road, dozens of young vendors eagerly showed their wares, which ranged from homemade snacks to do-it-yourself crafts.

A student broadcaster hammered away at the sales pitch via the school radio system, as the fun-filled carnival, which was held in the afternoon, neared its close.

The fair was organised to raise money for Operation Santa Claus, the annual charity project run by the South China Morning Post and public broadcaster RTHK. Sale proceeds after deduction of expenses will go to the year-end campaign.

Besides creating an opportunity for students to support the donation drive and have some fun, the school wanted to help the youngsters make good use of their leadership skills and creative ideas.

Out of about 700 students at the school, more than 120 helped with preparing and running the one-day fête, on December 16.

Paula Wong, the vice-principal was delighted with her students' active participation.

One of the participants was Natalie Chan Yee-yui, who is from the school's student union.

"I served as a bridge between multiple houses at the school and other parties involved, such as the school's parent-teacher association," the Form Five student said. "We also evaluated the houses' proposals to set up stalls at the fair."

Her teammate, Kelly Lam Ka-ying, said the student body had helped ensure the event ran smoothly.

"We provided logistics support to the stall vendors," she said. "We helped them reheat the home-made food to be sold at the fair, for example."

Cody Chu Pui-kiu, who also helped organise the fair, attached importance to promotion to make the fundraising effort a success.

"We needed to see to it that the promotional materials used in the broadcast were in the right format," she said.

Teacher Martin Ma Tin-chun said many other activities at the school, such as talent shows, had also been based on student leadership.



Students at St Clare's Girls' School, Natalie Chan, Kelly Lam, and Cody Chu, alongside student activity and leadership coordinator Martin Ma Tinchun, and vice-principal Paula Wong, display some of the items sold at the fun fair.



Students at St Clare's Girls' School with some of the food they made to seel at the fair.









Saturday, February 22, 2020 A9



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