



Independent Charity Advisor





CHANGING LIVES FOR GOOD

For the past 30 years, Operation Santa Claus has received heartwarming support from hundreds of thousands of supporters. We are grateful that their help enabled us to financially support many not-for-profit organisations that serve the less fortunate in Hong Kong.

Last year, Operation Santa Claus helped 14 local charities with projects that will improve the quality of life for children, youth, elderly, and those in need.



「愛心聖誕大行動」推動大眾參與善舉,傳揚愛和 分享,扶助弱勢人士,讓他們的希望成真。過去 三十年,「愛心聖誕大行動」一直與大眾攜手分享 愛心,燃點希望,為貧困者創造非凡聖誕。

去年, 我們挑選了14間本地慈善團體, 改善兒童、 青年、長者及有需要人士的生活。

WHAT IS OPERATION SANTA CLAUS?

Operation Santa Claus (OSC) is an annual charity campaign jointly organised by South China Morning Post (SCMP) and Radio Television Hong Kong (RTHK). It aims to support the Hong Kong community and beyond, through the combined charitable fundraising power of two of Hong Kong's most respected news organisations. From a modest beginning of raising HK\$101,000 in 1988, Operation Santa Claus reached HK\$16 million in 2016, and has become one of the most recognised and beloved charity efforts in the city. A strong community spirit has long been an OSC hallmark. All through December, corporations, clubs, schools and individual donors demonstrate their compassion by busily organising highly creative fundraising initiatives for each year's specially selected deserving causes.

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)

BENEFICIARY SELECTION COMMITTEE

Comprising representatives of:

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

INDEPENDENT ADVISORY BODY

WiseGiving of the Hong Kong Council of Social Service



關於 愛心聖誕 大行動

「愛心聖誕大行動」可追溯到1960年代,當年香港電台第三台的節目主持為慈善籌款,公眾表演特技,如跳進維多利亞港、爬上旗桿及吟誦詩詞。1970年代,同樣籌募善款的慈善機構一公益金在港正式成立,聖誕節的慈善籌款活動自始告一段落。

1980年代,香港彌漫著對前景的憂慮,令港 人重新燃起慈善籌款的興趣,希望將樂觀正 面的能量傳播至社會每個角落。因此,「愛心 聖誕大行動」於1988年正式誕生。

「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十五萬港元。時至今日,「愛心聖誕大行動」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,改善生活。

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

- o 南華早報
- 香港電台

受惠機構甄選委員會

由以下機構的代表組成

- 南華早報
- o 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「惠施網」

獨立慈善顧問

○ 香港社會服務聯會「惠施網」

CELEBRATING 30 YEARS OF GIVING

傳遞愛心三十年

Established in 1988, Operation Santa Claus has now been bringing Hong Kong's most compassionate individuals and civic-minded companies and organisations together in a sense of sharing for fully three decades.

Over the years, the generous support of donors like yourself has enabled us to brighten the lives of the needy at Christmas by raising HK\$275,000,000 for 260 worthy causes across different sectors of the community.

自1988年開始,愛心聖誕大行動得到各善長慷慨支持,為生活在困苦的人帶來希望。過去三十年,愛心聖誕大行動一共籌得港幣二億七千萬,資助260個社區項目,覆蓋社會不同範籌。













Total funds raised in 30 years: 三十年來共籌得善款:

HK\$275,000,000

Use of Fund 善款用途



36%

Children & Youth 兒童及青少年服務



13%

Community 社區關懷



10%

Elderly 長者服務



3%

Environmental 環境保護



21%

Medical 醫療服務



17%

OSC 2017 AT A GLANCE 2017回顧



45 Stories in SCMP print and online 45 篇受惠與贊助 機構的報告, 刊載於 《南華早報》



RTHK Radio 3 interviews 20 個香港電台 訪問報導



Social media posts 140 個社交 媒體貼文



Videos on beneficiary stories 15 段受惠者 感動短片



Corporate volunteers 130 位來自 商界的義工



80 Fundraising events 80個 籌款活動



And OSC did everything possible to keep admin costs to a minimum of about 4% 「愛心聖誕 大行動」維持 行政費於4%

TOTAL DONATION IN 2017:

2017年籌得善款:

HK\$ 16,277,000

HK\$12,701,200

Corporate donations 企業捐款







нк\$668,142

Schools & Clubs 學校及俱樂部

нк\$1,646,017

Street and events donations 街頭及活動籌款



HK\$1,261,641

Individuals, online donations and others

個人網上善款及其他

CONTENTS

	What is Operation Santa Claus?	
	Celebrating 30 Years of Giving	
	OSC 2017 At a Glance	
01	About OSC 2017 • The Campaign • 2017 Beneficiaries	P.8
02	 Fundraising Events 2017 Major Donors Key Fundraising Events Special 30th Anniversary Events Award Winners Publicity and Marketing 	P.14
03	Financial Highlights	P.24
04	Past Projects Achievements • 2016 Funding Projects • OSC/UBS NGO Leadership Programme • Where Are Our Beneficiaries Now?	P.26
05	OSC Acknowledgement	P.35
06	2017 News Clippings	P.40







- 1. Kowloon Shangri-La Christmas celebration
- 2. OSC Friends of Asia 5-a-side Football Tournament
- 3. Credit Suisse volunteer visit
- 4. Christmas cards designed by SCMP cartoonist Harry Harrison



01 ABOUT OSC 2017



No one fights alone





Attends relaxtion and stress management workshop at Maggie's Cancer Caring Centre







- 1. Fundraising party at UBS
- 2. Gin Lee, OSC ambassador
- 3. OSC opening ceremony

THE CAMPAIGN: CHANGING LIVES FOR GOOD

CELEBRATING 30 YEARS OF SHARED KINDNESS AND COMPASSION

2017 marked the 30th anniversary of Operation Santa Claus (OSC). Rather than simply celebrate ourselves and our donors' positive impact on needy Hongkongers, OSC 2017 focused on further increasing public awareness and organising still more fundraising events for deserving causes.

Established in 1988 with the aim of connecting local communities to charities via the city's most respected media organisations, OSC remains one of Hong Kong's most-loved annual charity initiatives.

"Changing Lives for Good" was chosen as the core theme for this, OSC's 30th anniversary campaign. Since starting life in 1988, OSC and its supporters have raised fully HK\$275,000,000 in funding and enabled 264 Hong Kong-based charitable causes to benefit the Territory's neediest people. In 2017, OSC has thus far raised a further HK\$15,154,186 for the year's 14 beneficiary NGOs. With donations continuing to flood in after the Tuesday 16 January 2018 closing ceremony, this figure ultimately reached HK\$16,277,000.



- 1. OSC beneficiaries, donors, and guests at the opening ceremony
- 2. Top Corporate Fundraiser Morgan Stanley



OSC 2107 officially kicked off on Monday 13 November 2017 at the Maritime Museum in Central.

Joining Guest of Honour, HKSAR's Chief Secretary Mr. Matthew Cheung Kinchung, on the night were OSC 2017 Event Ambassador and award-winning popular singer, Ms Gin Lee. Other VIP guests included *South China Morning Post* (SCMP) CEO, Mr Gary Liu, and RTHK Director of Broadcasting, Mr Leung Ka-wing. On hand to provide a splendid evening's entertainment were live performers from The Hong Kong Rope Skipping Club, DJ JUNK! and the combined OSC corporate donors' "Giving Voices" choir.

THE CAMPAIGN

OSC 2017's 65-day duration was studded with roughly 80 innovative community fundraising events.

Key beneficiaries of the 2018 campaign included 14 worthy local causes across four distinct categories:

- O Children & Youth
- Community
- Elderly
- Medical



CLOSING CEREMONY

Held on Tuesday 16 January 2018 at Grappa's Cellar in Central, OSC 2017's Closing Ceremony rounded off an excellent campaign with performances from a chorus of Singing Waiters led by tenor Tomos Griffiths. Those volunteering their time to serenade the 150 attendees at the event included OSC 2017 Event Ambassador, Ms Gin Lee.

In addition to SCMP CEO, Mr Gary Liu, officiating guests at the event included RTHK Director of Broadcasting, Mr Leung Ka-wing. Joining them were senior management representatives of various major corporate and school donors and OSC 2017 beneficiaries.

2017 BENEFICIARIES

OSC 2017's Call for Proposals ran from June to July 2017 and featured inspiring 'call to action' messages from not only OSC itself, but also the SCMP and The Hong Kong Council of Social Service.

As in previous years, the response from local worthy causes was heartening, with the 129 proposals received representing a 40% increase on OSC 2016. This year's core beneficiary categories and projects were as shown in the table below:





- 1. Operation Dawn
- 2. CODA Hong Kong

CHILDREN AND YOUTH

HOME CARE FOR GIRLS

About the project:

Provision of residential and counselling services for teenage girls

The project provides shortterm residential services for teenage school girls aged between 14 and 18, who, for various reasons, find it hard to live with their families.

Target no. of beneficiaries: 50 girls

CHANGING YOUNG LIVES FOUNDATION

About the project:

Art to Heart Expressive Arts Therapy Program

The program provides a series of expressive arts workshops to help nurture the emotional competence and resilience of at-risk students

Target no. of beneficiaries:

160 at-risk secondary students, 30 school social workers and teachers; and 20 secondary schools

CODA HONG KONG

About the project:

SHALL WE "TALK"? -Speech & Language Enhancement Project for Children of Deaf Adults (CODAs)

The project provides speech and language training to Children of Deaf Adults and provides support to their parents through parenting workshops and counselling & consultation services.

Target no. of beneficiaries:

Around 100 CODAs aged 2 to 12, more than 300 deaf parents and teachers and over 90 volunteers

KELY SUPPORT GROUP

About the project:

ExCEL!

This three-year studentled project, which has been delivered for two consecutive years, aims to increase protective factors that prevent problematic drug and alcohol use among vulnerable youths, especially those from ethnic minorities.

Target no. of beneficiaries: 80 youth aged 14-18,

mainly from ethnic minority background



PO LEUNG KUK -SOCIAL SERVICES DEPARTMENT

About the project:

Care Angels Project

The Attachment Program provides developmental opportunities in positive personalities and attributes to PLK's 24-hour residential children, aged 0 - 6. The Joy To Learn Program provides classes and educational activities to PLK residential children who suspend schooling due to various reasons.

Target no. of beneficiaries: 230 children



HONG KONG ASSOCIATION FOR SPECIFIC LEARNING DISABILITIES

About the project:

SLD-PSP (Parent Support Program) "Alongside"

This project provides emotional support and networking programs for parents under stress. A hotline service will be set up to respond to general enquiries about Specific Learning Disabilities (SLD); and an education program promotes public awareness and concern of SLD.

Target no. of beneficiaries: 1,180 parents and concerned public



INTEGRATED BRILLIANT EDUCATION TRUST

About the project:

Integrated Brilliant Education Center – Sham Shui Po

IBET sets up its second EDBapproved Centre in Sham Shui Po, to provide critically needed educational support, with special emphasis on Chinese language learning, to Hong Kong's underprivileged ethnic minority students.

Target no. of beneficiaries: 100 - 120 kindergarten, primary, and secondary students

COMMUNITY

REMAR ASSOCIATION (HONG KONG)

About the project:

New Horizons

This project involves buying a new van and maintaining its operation for one year to reach out to street sleepers and drug addicts in different districts and transport them to their rehab center in Yuen Long.

Target no. of beneficiaries:

60 drug addicts and street sleepers

OPERATION DAWN

About the project:

Solar water heating system in Dawn Island Drug Treatment and Rehab Centre

A solar energy system will be installed on Dawn Island to provide hot water heating system. This will improve the personal hygiene of the drug rehabilitees, and reduce the likelihood of getting sick during cold winter months.

Target no. of beneficiaries:

96 Chinese and Nepalese drug rehabilitees per year

ASSOCIATION CONCERNING SEXUAL VIOLENCE AGAINST WOMEN

About the project:

Legal clinic for victims of gender based violence

This project sets up a special legal clinic run by experienced social workers and work with pro-bono lawyers and gendersensitive volunteers, to provide hotline and pro-bono legal support service for victims of gender-based violence.

Target no. of beneficiaries:

18,743 women, LGBT and male victims of sexual violence, and stakeholders



"I moved into the shelter because I had troubles living with my elder brother after our mother passed away. We easily argued and he was violent. Home Care for Girls gave me a second home. It helped me through a lot of tough times, and has shown me what my future could be."

Man, former resident of Home Care for Girls





ELDERLY

REHABAID SOCIETY

About the project:

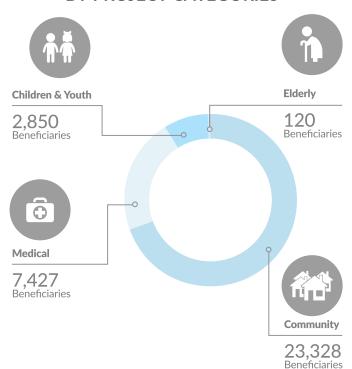
Healthy aging In place

This project aims to achieve early detection and treatment of potential physical and mental health problems common to elderly people, through conducting centre-based and home-based physical and functional assessments for frail elderly and young-olds, and providing customised consultation on health improvement.

Target no. of beneficiaries:

120 elderly people

NO. OF BENEFICIARIES BY PROJECT CATEGORIES



MEDICAL

CHILDREN'S CANCER FOUNDATION

About the project:

Child life services

Child Life Specialists will introduce fear and anxiety reduction techniques to young cancer patients to prepare them for medical procedure, and engage the children in medical play to allow them to express their feelings and address their psychosocial needs.

Target no. of beneficiaries:

Around 600 child cancer patients, their family members and caregivers

MAGGIE'S CANCER CARING CENTRE

About the project:

Maggie's Centre "Eating Well" Programme

The project provides professional advice to cancer patients of all stages, through a series of programmes and activities in the purpose-designed centre, including one-on-one individual nutrition recommendation, "Drop-in Q&A" open sessions with dietitian, workshops and talks, and a Healthy Cookbook for free at the centre.

Target no. of beneficiaries:

3,050 direct service beneficiaries and 4,000 families who receive the cookbooks

PLAYRIGHT CHILDREN'S PLAY ASSOCIATION

About the project:

Child-centred play service for hospitalised children

This project provides hospital play Services to hospitalised children residing in Paediatric General and Isolation Wards, and Children Surgical and Orthopaedic Wards at Prince of Wales Hospital. It is designed to help children to prepare psychologically for upcoming medical procedures and operations through play and leisure activities.

Target no. of beneficiaries:

3,000 hospitalised children



"I lost interest in eating the moment I knew I had cancer. I become a lot more health-conscious after attending Maggie's programmes on nutrition. The team has helped us get through the dark and difficult times."

Bella, a recovering kidney cancer patient at Maggie's Cancer Caring Centre



1 FUNDRAISING EFFORTS



Silence is not always golden

Ho-yan O Receives speech therapy and sign language interpretation from Silence to enjoy a normal school life



2017 MAJOR DONORS

Over 15 years



Morgan Stanley





Over 10 years











Over 5 years















Over 2 years







HANG SENG BANK







PACIFIC PLACE



Most recent





KEY FUNDRAISING EVENTS

Despite ongoing economic uncertainty throughout 2017, OSC's many loyal donors and supporters remained passionately committed and did their utmost to keep funding levels as high as in previous years.







- 1. KPMG Run for a Claus
- 2. Santa Hash
- 3. X'mas party held at L'hotel with children from Po Leung Kuk

As the bullet points below show their efforts proved successful on every level:

- 26 major donors raised a combined total of HK\$12,157,855
- With 7 more schools participating than during OSC 2016, an even larger number of local students were inspired to learn about disadvantaged Hongkongers and how they could ease their plight
- 26 schools raised a total of HK\$412,560.7
- 7 clubs and 33 corporations did their bit to ensure OSC 2017's success
- Some HK\$304,237 was collected from a territorywide network of 150 donation boxes
- Around HK\$500,000 in funding flooded in from online donors

MAJOR DONORS



OSC 2017's top fundraiser was Morgan Stanley

 Raised HK\$3,500,000 through its ever-popular Morgan Stanley Directors' Choir performance and charity bake auction

Other long-term supporters included:

- UBS Raised HK\$2,200,000 via a Christmas fair at its office and a fancy dress party
- Hong Kong Sanatorium and Hospital Contributed HK\$860,000 by hosting a month-long yoga marathon at the hospital plus a cooking competition and a Christmas fair
- Swire Raised HK\$790,000 through its White Christmas Fair and Santa House photo-taking at Pacific Place



Of the 26 schools who raised a total of HK\$408,392 during OSC 2017

- 17 schools hosted fundraising events such as crazy hat and hair days, mini funfairs and candygrams
- Around 70 students from nine secondary schools joined a special 30th anniversary 'Fun4Funds Challenge', where participants learned essential communications, teamwork and problem-solving skills while raising funds for OSC



COMMUNITY GROUPS



OSC 2017 also saw nine clubs and associations raise a total of HK\$253,582 for this year's 14 designated worthy causes:

- Hong Kong Police Force Police Tactical Unit (PTU)
 Now in its 23rd year as a valued OSC donor, the PTU succeeded in raising over HK\$120,000 by hosting six contests, including its much-loved 'Unimog Pull' and 'Redman Rumble'
- O Santa Hash

Over 170 runners wearing Santa hats and X'mas costumes ran from Cyberport for 8.5km on the hash's 20^{th} annual OSC run

O Laguna City Club

This year residents of Laguna City in Lam Tin organised multiple events including food and drinks stalls, game booths, raffle and merchandise sale, and a 'Go the Extra Mile' walk from Laguna City to Kai Tak Cruise Terminal and back. Often meeting late to thrash out ideas for their upcoming charity events, the Club's committee members also generously surrendered large amounts of their free time to give back to society and unite their residents

O HK Football Club (HKFC)

A long-term venue supporter for the Wing Ding Squash tournament, HKFC also co-organised the 20th OSC 5-a-side junior football tournament with Hong Kong Football Association and Friends of Asia Hong Kong, and eventually won the adult 5-a-side adult tourney.

 Other key club and association-initiated events included choirs and carol services, children's sports days, charity sales, a football challenge, and a 'Santa's Helpers' Charity Fun Run'

"It's one of the most important traditions that we all look forward to every year, especially since it's close to Christmas and we get to play games and have fun with colleagues from different units. We get along well with each other and it's good because staff can come together to have some sort of team building."

Alex Tang Chi-siu, SDU chief inspector, PTU



DONATION BOXES AND OTHER INITIATIVES





Each successive year's OSC initiative receives an invaluable influx of funds from donation boxes and other events. 2017 was no exception:

- Some HK\$304,237 was collected via a Territory-wide network of 150 donation boxes
- A further HK\$498,553 was generated by the charity gift wrapping service Toy"R"Us offered at its 16 local stores
- An additional HK\$258,114 in cash was contributed by funlovers at Swire Properties' 5th annual 'White Christmas Street Fairs' at Star Street and Tong Chong Street
- Film buffs visiting the donation booths at four Broadway Circuit and AMC Cinemas pitched in an extra HK\$10,000 in donations
- O Visitors also gave generously at several other public fundraising activities. They included: a 'Best of British Festival', a Christmas fair at Lan Kwai Fong, a 'Take a Photo with Santa' promo at Pacific Place, a children's 'Mega Building Block Charity Challenge' at Gold Coast Piazza and a Christmas ornament-making workshop at Olympian City

VOLUNTARY EVENTS





Many major OSC donors' staff members are determined to do way more than simply provide financial support and will happily sacrifice their time to serve as volunteers. In addition to visiting and learning more about beneficiaries, such staff also share gifts with disadvantaged children, hospital patients and old folks. In 2017 such activities included:

- Deacons: A team of volunteers visited and redecorated the Dawn Island facility for rehabilitating drug addicts
- L'hotel: Hosted a Christmas buffet and magic performances for disadvantaged children from an OSC 2017 beneficiary
- Credit Suisse: Threw a Christmas party for young patients and their families at a local cancer recovery centre
- Other donors who organised visits or were a source of enthusiastic volunteers included Manulife, Sino, Hang Seng Bank and Maxim's.



"I think it's very meaningful, you get to see the people, you know that they have changed from taking drugs and now they are like a new person, they share with you their experience, they tell you how God has done work in them. So I'm very impressed. I thought they would have tattoos and may not be very nice, but now after I've joined this session with them and I actually talked to them, I realise that I was wrong before."

Michelle Chan Tsz-wai, staff of Deacons



SPECIAL 30TH ANNIVERSARY EVENTS

This year, many donors went the extra mile and hosted events that not only raised funds for, and awareness of this year's 14 beneficiary organisations, but also celebrated OSC's 30th anniversary. Examples of initiatives that brought joy and laughter to all included sports activities, raffles, in-school competitions and more.







OSC Friends of Asia Hong Kong 20th Annual Five-a-side Football Tournament

Co-organised by the Hong Kong Football Association, the Hong Kong Football Club and Friends of Asia Hong Kong's 20th anniversary five-aside tournament at HKU Stanley Ho Sports Ground on 10 December proved to be a great success. In addition to attracting 32 junior and 10 corporate teams – the biggest field of entrants in its history – the event raised a record-breaking HK\$1,000,000 for the needy. Friends of Asia HK and its Asian Foundation affiliates helped further boost the day's proceeds by matching teams' contributions on a dollar-for-dollar basis. The exciting afternoon was blessed with wonderful weather and both players and spectators were able to unwind over delicious food while having fun at several game booths.





CHARITY RAFFLE



MBA CHARITY CHALLENGE





MBA Charity Challenge

The year just ended also saw local and overseas student and alumni team members from HKU, CityU, HKUST and Manchester Business School raise some HK\$266,020 as they battled it out for the fifth Inter-school MBA Charity Challenge. Held every year since 2013, the competition encourages the Territory's future business leaders to give back to society by utilising their business acumen to innovate creative fundraising activities. Contributing greatly to the 2017 Challenge's success were event sponsors, Swire Properties (provided seed money for each team), Fringebacker (who set up a free online fundraising platform), LinkedIn (hosted the challenge's kick off and final presentation) and CPJobs (media sponsor). 2017's Top Fundraiser Award went to Team Ginger HEART from Manchester Business School.



30th Anniversary Charity Raffle

OSC celebrated its 30th anniversary by mounting its first ever raffle ticket sale and raising HK\$150,000 for this year's deserving causes. The mouthwatering prizes on offer included air trips with Cathay Pacific (two return business class tickets between Hong Kong and any direct destination in Europe), a once-in-a-lifetime world cruise from Genting Hong Kong, a free hotel stay in Cambodia with Lightfoot. Adding further lustre to the list were various other enticing hotel stay and dining offers from Kowloon Shangri-La and Sino Hotels, plus skincare products from John Masters Organics. Thanks must also go to acclaimed SCMP political cartoonist and Harry's View column author, Harry Harrison, for illustrating the raffle tickets.

FUN4FUNDS CHALLENGE





Fun4Funds Challenge

In celebrating its 30th anniversary, OSC also joined forces with Support! International Foundation (SIF) and mounted a Fun4Funds Challenge. The aim was to urge secondary school students to become more socially active and begin raising funds and awareness for various charitable causes. Inspiring 70 students from nine secondary schools to plan and implement their own Christmas fundraisers, the event succeeded on every level and raised a total of HK\$114,178. In addition to encouragement from SIF youth mentors and coverage from both the SCMP *Young Post* and Radio 3, participants were invited to tour RTHK's Broadcasting House.

AWARD WINNERS



TOP CORPORATE FUNDRAISERMORGAN STANLEY



o Raised HK\$3,548,000

O More than 100 of the bank's senior executives and managers sang their hearts out at the 15th annual Morgan Stanley Directors' Choir performance. Sponsored by their colleagues, the various participants came from 10 departments and were split into five groups of 20 to battle it out during a Christmas song contest. In marking the 30th anniversary of not only OSC but also their bank's own arrival in Hong Kong, employees raised additional funds by baking and then auctioning 30 cakes online. Success was sweet indeed with the most elaborate creations attracting winning bids of between HK\$50,000 and HK\$250,000.



TOP SCHOOL FUNDRAISER DISCOVERY MIND SCHOOL



o Raised HK\$110,000

O 2017 was the 12th year Discovery Mind School has organised a charity walk on behalf of OSC. On the day, some 500 kids were joined by their parents and teachers on a 4km walk across Discovery Bay. Everyone later chillaxed at a bake sale followed by a display of juggling. Although some attendees were too young to understand the concept of charity, teachers and parents demonstrated the importance of learning to help others from an early age.



MOST CREATIVE FUNDRAISER CLIFFORD CHANCE



o Raised HK\$159,600

O This was the ninth year Clifford Chance's lawyers have hosted an annual staff charity quiz. Much of the funding raised by their 1920s Jazz Age evening came from fining attendees for tiny "offences" such as drinking beer from a can, turning up late or having two mobile phones. Ultimately, even fines on the impeccably behaved helped swell the total amount funds raised for OSC to HK\$159,600.



Raised HK\$5,150

O Activities held included a HK\$5 candygram service which let students write a message and have it delivered to friends with a candy cane attached. Other activities on the day included a bake sale offering tasty cupcakes, gingerbread men, and festive biscuits, plus a Christmas fair with fun games such as guess which teacher, ring toss, Naughty or Santa. Rounding out a most enjoyable day were a DJ Santa, a face painting booth, a candy floss stall and a raffle.

PUBLICITY AND MARKETING



In addition to raising much-needed funds, OSC also works tirelessly to raise awareness of both society's most disadvantaged individuals and the NGOs who are doing so much to help them. To this end, engaging videos and photos that highlight beneficiary organisations' aims and efforts have always been a key element in each year's OSC campaign.



2017 was no exception, with new partnerships ensuring greater exposure across the following media channels...

- Outdoor advertisements Broadway Circuit and AMC Cinemas joined OSC as media partners.
- Digital advertisements Google kindly offered monthly Google Ad Grants worth of HK\$10,000 per month. Free digital ads were ran on magazine websites throughout the campaign.
- Social media channels Greater promotional efforts helped OSC 2017 to surge past the 6,000 reach barrier and attract over 3,000 Facebook followers.



CHANNELS

- 45 stories appeared in the SCMP's print and online and editions
- o 20 radio interviews were broadcast on RTHK Radio 3
- 15 beneficiary videos were shot and shown on SCMP and OSC's Facebook, and Broadway Circuit and AMC Cinemas
- 140 social media posts appeared on Facebook and Instagram
- Traditional print and online digital ads ran in the SCMP and on magazine websites including ELLE, ELLE MEN, Cosmopolitan, Harper's Bazaar and Esquire
- Tram body ads crisscrossed the Territory for fully four weeks of the campaign
- Cinema screen and in-lift TV ads were broadcast at Lan Kwai Fong's California Tower
- Complementary ads including cinema screen ads, eboards and booths appeared at AMC and Broadway cinemas during November and December 2017

LIMITED EDITION MERCHANDISE

O Giving gifts to loved ones is a very special way of sharing festive joy with the world each Christmas. To mark OSC's first 30 years, popular local illustrator Harry Harrison designed a set of special "Spread the Gift of Christmas" greeting cartoons. Emblazoned on T-shirts and tote bags (supported by MakeTshirtTogether.com), Christmas cards and Moleskine notebooks (sponsored by Moleskine), Harry's designs simply flew off the shelves. The HK\$100,000 raised in net proceeds is now being used to benefit this year's 14 designated worthy causes.

FINANCIAL HIGHLIGHTS

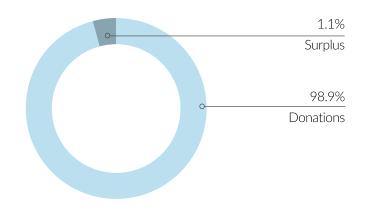


Old age is a gift, not a disease Wong Wai O Receives comprehensive home safety assessment and walking aids from Rehabaid Society

FINANCIAL HIGHLIGHTS

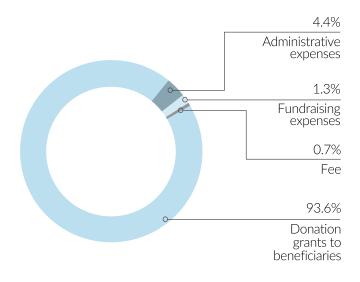
In OSC 2017, a total of HK\$16,277,000 was raised with the majority of donations coming from major donors, corporate, clubs and associations and individuals. The remaining was raised by OSC-organised events. OSC continued to do everything possible to make each and every donation count by keeping administration and fundraising expenses to a minimum of around 4%. After expenses have been deducted, every penny raised will go to projects selected by OSC 2017.

A full audit report for OSC 2017 will be published online at osc.scmp.com/report in October 2018.



TOTAL INCOME: HK\$ 16,461,000

INCOME: ITEMS HK\$ ('000) % Donations 16,277 98.9 Surplus 184 1.1 TOTAL 16,461 100



TOTAL EXPENDITURE: HK\$ 16,595,000

EXPENDITURE:		
ITEMS	HK\$ ('000)	%
Donation grants to beneficiaries	15,534	93.6
Fundraising expenses	207	1.3
Administrative expenses	735	4.4
Fee	119	0.7
TOTAL	16,595	100

Disclaimer: These figures are unaudited

PAST PROJECTS ACHIEVEMENTS



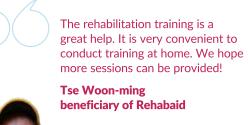
Life can take them higher than drugs Som & Zac O Peer supporters at KELY Support Group to educate other ethnic minorities about drug awareness

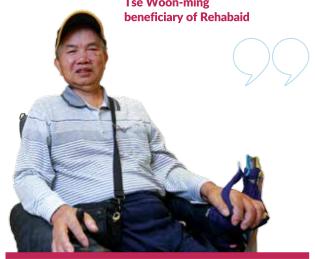


- 1. Hans Andersen Club Storyland
- 2. The Hong Kong University of Science and Technology Underwater Robot for All
- 3. Hong Kong Arthritis & Rheumatism Foundation Floor curling

2016 FUNDING PROJECTS

23 projects were supported by OSC in 2016, aiming to make a positive impact in the lives of Hong Kong society's most genuinely deserving people. Areas covered include children and youth, community, the elderly, medical, environmental issues, and physical disabilities.





Organisation	Project	Progress	Achievement
--------------	---------	----------	-------------

CHILDREN AND YOUTH

SILENCE	Speech Therapy and Parenting Programs for Hearing Impaired Family Provides speech therapy, parenting and relationship building workshops, sign language interpretation service and academic subsidies for hearing impaired family, to facilitate the children's long term development.	90%	 25 children of hearing impaired family 6 family relationship building activities
RAINBOW PROJECT	Therapy Subsidy for Low Income Families Provides subsidies to CSSA and low-income families to allow their children diagnosed with Autism Spectrum Disorder to start receiving therapy without missing the golden years of early intervention.	100%	- 31 families
YES WE DO FOUNDATION	Yes We Do Summer Camp 2017 Trains and organises university student volunteers from Hong Kong, Macau, China and overseas to conduct summer camp activities for deprived children in underdeveloped areas in China.	100%	401 underprivileged students in rural China54 university volunteers
ONESKY	Model for Children in Villages: Early Learning in Rural China Delivers early learning programs that provide nurturing responsive care to transform the lives of at-risk left-behind children in rural villages.	100%	181 children117 community engagement activities
BENJI'S CENTRE	Speech Therapy Service for Children from Low-Income Families Provides professional one-on-one speech therapy to children with communication problems from low-income families in Hong Kong.	100%	120 children1,800 speech therapy sessions

Organisation	Project	Progress	Achievement
FHL ADVENTURE EDUCATION CENTRE	A Step Towards your New Life Enhances the confidence and self-discovery process of out-of-school adolescents through adventure training, lifelong planning and English training. The trained adolescents then utilise their skills to teach underprivileged children English.	100%	88 out-of-school and unemployed adolescents1,000 economically-deprived children
ART IN HOSPITAL	Art is my Buddy-Art workshop for children and adolescent Uses art as a therapeutic mean to build up hospitalised young patients' self-confidence, improve their social skills and their abilities to develop a positive relationship with their emotions.	100%	 30 patients workshops 80% patients felt relaxed during the workshops
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY	Underwater Robot for All Organises the Underwater Robot Challenge to inspire and nurture the creativity of P.4 to S.3 students from diverse backgrounds, including those with physical disabilities, special educational needs (SEN) and ethnic minority groups. The project contains elements of STEM and social inclusion.	100%	- 300 students - 42 primary and secondary schools

MEDICAL

HONG KONG ARTHRITIS & RHEUMATISM FOUNDATION	Arthritis Buddy, Energetic Life Equips patients of chronic arthritis and rheumatism with disease-management skills through different exercises, including hydrotherapy, floor curling and laughter yoga.	100%	- 40 patients joined Laughter yoga - 59 patients joined Floor curling
MAGGIE'S CANCER CARING CENTRE	Maggie's Centre Drop-in Service Offers immediate, informational, and practical support to cancer patients and equips them with effective ways to cope with the diagnoses, treatments and other physical and emotional impacts of cancer, thereby building up their confidence in facing cancer.	100%	 1,500 cancer patients and caregivers 2,604 consultation sessions
FAMILIES OF SMA CHARITABLE TRUST	Home-based rehabilitation scheme and medical equipment and wheelchairs for disabled SMA patients Provides home-based physiotherapy services, caring skills education, lifesustaining medical equipments and wheelchairs to SMA Type I and II patients, severely-disabled children, and their caregivers.	100%	- 24 SMA patients and caregivers
AIDS CONCERN FOUNDATION	Love Love Ride Provides travelling assistance to ensure People living with HIV (PLHIV), in particular elderly and disabled people, can continue their HIV checkups and medical treatment; and provides HIV prevention and screening to hidden populations.	70%	- 50 elderly PLHIV - 750 van rides



Project

Organisation



Achievement

Progress

COMMUNITY			
ENRICH	Economic empowerment for migrant domestic workers Conducts outreach events, welcome sessions and workshops for migrant domestic workers to improve their financial literacy.	70%	1,133 migrant workers26 Financial and education workshops held
THE BETHUNE HOUSE MIGRANT WOMEN'S REFUGE	Shelter for Women Migrants in Crisis Provides shelter services, meals, case support and other financial and medical assistance to 21 to 45-year-old, unemployed Asian migrant women, especially South Asian foreign domestic helpers in crisis situations.	70%	595 South Asian migrant workersHK\$1,100,000 recovered
PROJECT SPACE	Project Space for Squatter Kids - Home Improvement Project 2016 -2017 Trains volunteers to deliver repair work for underprivileged families living in subdivided flats, public housing or container flats, thus improving their living environment.	70%	- 45 underprivileged families - 32 volunteers
PATHFINDERS	Community Education Programme Provides Education and Community Outreach to raise awareness on maternity rights, women's health, and reproductive knowledge for migrant workers.	100%	2,733 migrant workers352 migrant mothers served
HEALTH IN ACTION	Ethnic Minority Healthy Living Project Training community health volunteers to deliver training and educational workshops to ethnic minority groups, and provides health screening services to ethnic minority individuals.	67%	1,200 ethnic minority individuals served52 health volunteers trained activities
ANIMALS ASIA FOUNDATION	Animals Asia - Dr Dog OSC Programme Provides animal therapy to elderly, people with special needs disabled, and youth; provides education to the public on the benefits of animal therapy, compassion and respect for each other; and raises the awareness of animal welfare.	100%	Over 7,000 beneficiaries21 dogs trained
GOODS CO-SHARE WITH THE WOMEN'S FOUNDATION (CHAMPION OF OSC/UBS NGO LEADERSHIP PROGRAMME 2016)	Save & Earn @ VM Reduces the cost of living of low-income families by developing a vending machine that sells household necessities in factory price. Women in the local community will be employed to repack the products purchased in bulk, so that they can generate an income, and receive financial literacy workshops provided by The Women's Foundation.	60%	- 1,446 deprived shoppers reached - 14 unemployed women hired

Organisation	Project	Progress	Achievement

PHYSICAL AND MENTAL DISABILITIES

REHABAID SOCIETY

"Ready-for-Home" Rehabilitation Program for Stroke Victims

Provides home-based assessment, training, and wheelchair maintenance services to stroke patients so that they could develop compensatory strategies and practical skills in their own living environment and transit smoothly from hospital to home.

100% - 100 stroke patients served

- 100% satisfaction

THE OUTWARD BOUND TRUST OF HONG KONG

Adaptive Journeys

Provides valuable developmental opportunities for young people aged 16 to 30 who have a physical disability, thereby strengthening their resilience, resourcefulness, courage and confidence. Two 7-day courses are held each year.

70%

- 17 youth with physical disabilities

ELDERLY

HANS ANDERSEN CLUB

Story Wonderland

Provides training in storytelling and puppetmaking to elderly aged 50 or above, and tell stories to children, promoting crossgeneration communion and cultivating an interest in reading.

65%

- 92 elders trained
- 1,899 children served

ENVIRONMENT

THE NATURE CONSERVANCY

Nature Works Hong Kong

Empowers students to channel their passion for environmental issues while learning new skills in project management, stakeholders engagement, impact assessment and data analysis, as well as presentation.

100%

- 39 secondary schools served
- 26 student-led projects created





Our Dr Dogs give patients the feeling that they are special. Patients know their loyal furry friends won't judge them for the way they look or their illness, and will accept them regardless of class, race, age or disability... Through demonstrating the contribution dogs make to human society, we are changing attitudes towards dogs, and animals in general!

Animal Asia







OSC/UBS NGO LEADERSHIP PROGRAMME

This initiative was established in 2015 and continues to be co-organised with UBS and The Department of Social Work of The Chinese University of Hong Kong. To date, the Programme has trained 75 staff from 65 NGOs, social enterprises, charitable foundations and other for-profit bodies wishing to demonstrate their good corporate citizenship.

In 2017 the collaborative effort entered its third year with the holding of a ninemonth series of multidisciplinary training and mentoring workshops. The primary objective was the creation of an environment where participants could further develop their management skills while gaining useful new perspectives on how to mount community-focused activities.

The year's winning project was the Integrated Brilliant Education Trust's recently opened second ethnic minority education support centre. The new Sham Shui Po facility's role will be to empower kindergarten, primary and secondary students with the educational life-skills they need to blossom in the local schooling system. In doing so, it will ensure trainees can become productive members of local society.



We learned from our fellow classmates from different charities, and know more about how others are making an effort to help the society.

Manoj Dhar - Co-founder & Chief Executive Officer, Integrated Brilliant Education Trust



My mentors gave me a great deal of professional and practical feedback which has helped boost both my efficiency and confidence.

Kary Lau - Assistant Project Manager, Food Angel by Bo Charity Foundation



WHERE ARE OUR BENEFICIARIES





Scan this QR

CHOW PUI-SHAN Families of SMA code to watch the video charitable Trust

Doctors used to say that Josy would only live to two years old. She was diagnosed with spinal muscular atrophy (SMA) and is almost completely paralysed. When Josy was 3 years old, her mother, Hung Mui, was disheartened by Josy's condition. While she was looking for hospice care for Josy, she came across Families of SMA Charitable Trust, where she received support for over 20 years.

Josy is now 24, and is studying at the University of Hong Kong, With only 2 fingers, Josy typed out a 22-page long proposal to Chief Executive Carrie Lam, successfully lobbied the government to import a US-approved medication for the rare disease. Josy wants to be a writer, and dreams to give a voice to the voiceless through her poems.

With OSC grant, Families of SMA Charitable Trust provided essential assistance, including therapies, life supporting medical equipment, and hired trained domestic helpers for patients and their families.





the video

Foundation Scan this QR code to watch

Shun-yin has great passion in fencing ever since he started learning the sport. At home, he practices with chopsticks as an alternative to sword. Shun-yin's coach, Horace Ma, believes that fencing helped Shun-yin to become more independent and decisive. Shun-

yin also found his goals and passion through the sport. At just the age of 11, Shun-yin has a big dream to fulfill. "As an athlete, I want to compete for Hong Kong and win glory for the city." InspiringHK Sports Foundation was a beneficiary of OSC 2015 grant. The funding allowed Inspiring HK to provide 2-year fencing training to underprivileged children, a sport that is otherwise difficult for them to experience. The project helped broaden the underprivileged youths' horizon, nurture their sportsmanship through sports, and instill a sense of social responsibility into the youths.



WU TAK-MING



Maggie's Cancer **Caring Center**

Scan this QR code to watch the video

Tak-ming found out he had stage IV nasopharyngeal cancer when he was 55. He isolated himself from his loved ones as he feared for his life. Suffering from a lot of side-effects during treatment, Tak-ming was introduced to Maggie's Cancer Centre by fellow patients.

With the help of Maggie's Cancer Caring Center, Tak-ming learnt the importance of using dietary supplements during therapy. He also joined group relaxation and meditation sessions, which gave him a whole new outlook on life. Tak-ming's sister. Rebecca, was impressed by the change of the once reserved Tak-ming, "He is more optimistic now. He pays more attention to people around him, probably as a result of the meditation classes. Now he's sharing a closer bond with his family."

OSC grant supported Maggie's Cancer Caring Centre to provide emotional and psychosocial support for patients and their families in need, giving them assistance and confidence along the road to recovery.





Scan this QR code to watch the video

MATTHEW HO (HEI-HEI) Children's

Thalassaemia Foundation

Five-and-a-half-year-old Hei-hei has been suffering from Thalassaemia Major since he was born. His father, Samuel, was very anxious when he knew that Hei-hei had to receive lifelong blood transfusions treatment. Luckily, Samuel found Children's Thalasasemia Foundation.

With the help from Children's Thalasasemia Foundation, Hei-hei got enough money to research and sift through blood marrow donations, which helped him underwent bone marrow transplant surgery successfully. Samuel said, "It is inspiring to see a child like him brave enough to receive treatments with optimism. It reminds me that we all need to face adversities optimistically in order to conquer them."

In 2015, OSC provided Children's Thalasasemia Foundation with medical funds to support child patients with transfusion-dependent thalassaemia to undergo medical tests and allogeneic unrelated hematopoietic stem cell transplantation.





国版回 LEE SIU-LUEN Foodlink **Foundation**

Scan this QR code to watch the video

"In early-2015, I lost my job. I was not a CSSA recipient, so a Christian social worker referred me to this organisation. He said I could have free dinners here." Siu-luen recalled his first encounter with St. Barnabas's Society Home, a long term partner of Foodlink Foundation.

Foodlink collected surplus unprocessed food, and delivered them to organisations such as St. Barnabas's. "Sometimes we get vermicelli and spaghetti. They could be mixed with cream sauce to enhance their taste while making good use of both ingredients." Siu-luen thinks that food recycling is very meaningful, "We turn surplus foods into edible dishes, so that everyone could be fed."

In 2012, OSC grant allowed Foodlink to operate two vans, collecting and delivering surplus food from hotels and beverages' outlets to needy recipients such as street-sleepers, asylum seekers and elderly. In 2014, Foodlink received OSC's funding to expand its collection service to schools, as well as educating students on food waste and poverty.

OSC 2017 ACKNOWLEDGEMENT



Disability is not inability

Kwan-yee O Long-term beneficiary of trained caregiver and transportation assistance from Families of SMA Charitable Trust

LOOKING AHEAD TO THE NEXT 30 YEARS

In closing our 30th anniversary report, we would like to extend our heartfelt thanks to our many supporters for their unstinting compassion these past three decades.

Your kindness, donations and encouragement are what ensure we can carry on benefitting needy people all over Hong Kong and China. We look forward to continuing to work with yourself and the many new donors, sponsors or volunteers who are sure to join OSC in the coming years.

CORPORATE DONORS

A Group of Civil Engineers

Advance Specialist Treatment Engineering Ltd.

Alexander Turner & Associates Ltd.

Anisha A. Hotwani Memorial Fund Ltd.

Bentley Reid & Co Ltd.

Caravel Resources Ltd.

Chameleon Press Ltd.

Che San Group

Electromax (HK) Ltd.

Enkay Ltd.

Ever Spirit Ltd.

Fork & Mess Guild

IBI Limited

Image Marketing & Solutions Ltd.

Kowloon Shangri-la Hotel

Lo's Family Charity Fund Ltd.

Metta Capital Ltd.

Ocean Investments Ltd.

Orican Asia Ltd.

Price Bloodstock Management Ltd.

Prosimex Company Ltd.

Rowland Budge Ltd.

SCMP Hearst Hong Kong Ltd.

Seanergy Ltd.

Sino Administration Services Ltd

Sino Group of Hotels

Sir Hudson International Ltd.

Starlit Way Ltd.

Super Bloom Development Ltd.

The Wang Family Foundation

Wilson House Property Management Co., Ltd.

SCHOOL DONORS

American International School

Beacon Hill School

Brandon Learning Centre

Clearwater Bay School

Delia School of Canada

Diocesan Girls' School

Discovery Mind Educational Organisation

International College Hong Kong

Korean International School

Methodist College

South Island School

St. Stephen's College Students' Association

St. Mark's School

Tak Nga Secondary School

Think International School

Yuen Long Public Secondary School

FUN4FUNDS CHALLENGE SCHOOL DONORS

Island School
Kowloon True Light School
Madam Lau Kam Lung Secondary School
Pui Tak Canossian College
Shung Tak Catholic English College
St. Clare's Girls' School
STFA Tam Pak Yu College
Tin Ka Ping Secondary School
Tsuen Wan Public Ho Chuen Yiu Memorial College

CLUBS AND ASSOCIATIONS

HKUST Summer Garage Sale
Hong Kong Football Club
Hong Kong Police Force Police Tactical Unit (PTU)
Kowloon Cricket Club
Laguna Indian Choir
Santa Hash
Solicitors' Carol Service
The Yoga House
Life Management Yoga Centre

MBA CHALLENGE DONORS

City University of Hong Kong The University of Hong Kong Hong Kong University of Science and Technology The University of Manchester, Manchester Business School, East Asia Centre

FIVE-A-SIDE FOOTBALL TOURNAMENT

ADULT TEAMS
HKEX
Hogan Lovells
Hong Kong Football Club
Linklaters
Manulife
Savills
Societe Generale
South China Morning Post
Toy"R"us
UBS AG

FIVE-A-SIDE FOOTBALL TOURNAMENT

JUNIOR TEAMS (U9)
Asia Pacific Soccer School
Chrome Hearts
Hong Kong Football Club
HKIS
Hong Kong City Boys FC
Kellett School
Kowloon Cricket Club
Major League Football (MLFA)
Quarry Bay School
Sun Dream
The Hong Kong Football Academy

JUNIOR TEAMS (U12)
Asia Pacific Soccer Schools
Caves
Dreams Football Stars Training Centre
Eastern Sports Club soccer team
Hong Kong Football Club
Island School
Kellett School
Kowloon Cricket Club
Major League Football (MLFA)
Progressive Sports Asia Limited
V-United Sports Club

WING DING SQUASH TOURNAMENT DONORS

Ajay Hazari American Club Anglo Eastern Ship Management Ltd. Barry McAlinden Blade Revolution Team Bob Wasylw Charles Li Chew Fook Aun **CWB ALLSORTS Team HK Football Club Team HK Swingers Team HKFC Squash Section** Hong Kong Cricket Club ISRC Team Jonathan Barton Julian Tanner Ladies Recreation Club Mark Sutcliffe Melissa Tan Mike Tsang Nigel Steffensen Once You Go Black Team Paul Denham Philomena Samuel Rajesh Mulchand Royal HK Yacht Club St. James's Place Foundation Spankers Team Taumira Ltd. (Bernard Fleming) **Timothy Harrison** United Services Recreation Club

ACKNOWLEDGEMENT

AMC Cinemas

Broadway Circuit Department of English, City University of Hong Kong Cosmopolitan cpjobs.com **ELLE** Esquire **ELLE Men** FringeBacker Gildan Grappa's Cellar Harper's BAZAAR Hong Kong Disneyland Hong Kong Maritime Museum Hong Kong Rugby Union Hong Kong St. John Ambulance JTT Technology Jelly Belly LinkedIn Moleskine Ned Kelly's Last Stand Santa School Hong Kong T-shirt.com.hk Limited The Young Reporter Magazine Tibet 5100 Social Innovation Internship Faculty of Social Sciences, The University of Hong Kong

PRIZE SPONSORS

AJ Hackett Macau Tower Caskells Cathay Pacific Conrad Hong Kong Consulate General of Ireland | Hong Kong Crown Wine Cellars Drinks Business Hong Kong Edrington Hong Kong Escapade Float On Hong Kong Four Seasons Hong Kong Genting Hong Kong **HABITŪ** Hong Kong Airlines Island Shangri-La Hong Kong John Masters Organics Kalo Make Art

Kerry Wines Lightfoot Travel Mandarin Oriental Hong Kong Operetta Hong Kong PublicSpeaking.hk TailChasers The BonBonist The Peninsula Hong Kong The Ritz-Carlton, Hong Kong Venchi

INDIVIDUAL DONORS

Adrian Townson Alfredo Arranz Escobar Alison Wong Allan & Aggie Hay Andrew Macintosh Andrew Milliken Anirban Datta Ann Couglan Ann M. Davy-hou Annie Fonda Asha Sabnani Barry Adcock Bob Michael Wasylim Candy Leung Carlo Dilibero Carol Tang Chan Pui Mun Chan Sok Chong Vivian Chi Sam Li Chieh Ming Pang Ching Han Hu Ching Yee Julie Lim Choi Suk Ling Chow Charn Ki Chow Chi Ching Chris Funnell Christine Cappio Christopher Heywood Cindy Chow Claire Guest Claire T Clifford Mak Colin & Wendy Tubby Dave Sabnani David Cope **David Hewitt**

David John Dufton
Deanie Chiu
Dennis Chen
Diane Kit Yuen Lam
Dipa Burkhardt
Doris Lee

Douglas Van, Caroline Van and Family

Dr. Johnny Hon. Mh Eddie Booth Edward Yeung Elaine Butterfield Elena Beskhmelnitskaya

Ellen T
Emily Wong Lee
Euan Barty
Fabien Marpaux
Fook Aun Chew
Fung Ming Chung
Ghung Ming Liu
Grace Ng

Haresh Gordon Daswaney Hassomal Bulchand Mohinani

Hei Man Lai
Helmut Schwarting
Hiroko Morishita Wilson
Hsiao Ching Huang
Jackie Lam Pui Yin
James Creedon
Jana Schebera
Jane Chan
Jannie Tsuei
John Chu

John Meldrum John Reading Jolyn Le Thliy Dang Jonathan Lam Jonathan Timms

John Gebhardt

John Medeiros

Julie Wong

Justin Dolling
Kai Einheuser
Kathy Leung
Keith Shinohara
Khozema Gabuji
King Yin Chan
King Yuk Lu
Ko Sai Chi Gerard

Kwan Wing Siu Lai Han Chan Lai Yung Wang Lam Sin Tat Lena Woo Leung Sau Ying Leung Wai Yee

Lisa Lobo

Liang Cheung Biu, Thomas

Lorraine Letcher Lui Wai Chung Man Ho Ng Marie-claire Slama Mark Lister Marlene Lam Matt Rock Matthew Johnson Matthew Saul Maxmillian Mak May Tung Michael Dasilva Michael Grimsdick Michael Rowse Michelle Liang Miggie Shum Mike Kennedy

Mok Wai Kun Barbara

Mr A N C & Mrs Griffiths Sheila

Margaret

Mo Kit Tam

Mr Le Cossec Robert

Mr David Charles Roger Webster & Mrs Paik Myung Ja Peggy

Wenster
Mr Ho Ping Sun
Mr Martin Matsui And
Mrs Christine Van And Family

Mr Seto Man Kit Mr Winston Van And Mrs Vikki Wong

Mrs Lalchandani Bhavna G Mrs Sunantha Chatjaval Ms Barbara Rogers Ms Dargent Myriam Mun Yin Liu

Ng Fung Lin Nga Ling Lam Oi Mae Chin Olga Schiffers P.M.Moorjani Pauline Tong Peter Duigan Philomena Samuel

Pinky Tam Polly Mok Pui Lam Ray Siu Radhika Byrn Rajiv Bharwani Ram A. Jagtiani Ramya Bhattacharya Raymond Moore Renee Choi

Renu Harish Mohinani Robert Mckercher S.P.Moorjani San Hei Alan Chan Sangeeta Khatri Schoefer Bernd Juergen Sebastian Leotta Serina Tang

Sharon & Ferris Bye Sheu King Lum

Shiu Him Stephanie Chan

Shung Y Tong Simon Murray Simon Powell

Siobhan Taylor Winter

Siu Chu Chan Soon Bee Khoo Stephanie Ho Sui Hsien Sun Tak Lim Lee Tak Shun Wan

Tay Bing Terrence M Alford Tim Harrison **Todd Wong** Tsang Fu Ming V-united Sports Club Venkitaraman Krishnan Wai Man Iris Kwan Wan Yeung Ian Chung Wing Cheung Lai Wing Han Hui Wing Wah Yeung Wing Yin So Wong Ka Ching Yan Wong Yee Man Wah

Yiu Man Fung

Yiu Pan Wong

Yuen Fai Woo Yuk Shan Chau

OSC 2017 NEWS CLIPPINGS



Changing lives for good

NEWS COVERAGE

BENEFICIARIES

- P.42 Art in Hospital
- P.43 The Hong Kong University of Science and Technology
- P.44 KELY Support Group
- P.45 Remar Association (Hong Kong)
- P.46 Operation Dawn
- P.47 CODA Hong Kong
- P.48 Association Concerning Sexual Violence Against Women
- P.49 Home Care for Girls
- P.50 Rehabaid Society
- P.51 Po Leung Kuk Social Services Department
- P.52 Maggie's Cancer Caring Centre
- P.53 Hong Kong Association for Specific Learning Disabilities
- P.54 Children's Cancer Foundation
- P.55 Changing Young Lives Foundation

EVENTS

- P.56 OSC 30th Anniversary
- P.57 OSC 30th Anniversary
- P.58 OSC 2017 Opening Ceremony
- P.59 OSC Five-A-Side Football Tournament
- P.60 OSC 2017 Closing Ceremony

CORPORATE DONORS

- P.61 Swire Properties
- P.62 Sino Group
- P.63 Wing Ding Squash Tournament
- P.64 L'hotel
- P.65 Credit Suisse
- P.66 Audi Hong Kong
- P.67 Hong Kong Gold Coast Hotel
- P.68 KPMG
- P.69 Kowloon Shangri-La
- P.70 Hang Seng Bank
- P.71 Clifford Chance

- P.72 Deacons
- P.73 AIA
- P.74 Manulife
- P.75 Morgan Stanley
- P.76 Toy"R"Us
- P.77 UBS
- P.78 Dah Sing Bank
- P.79 Maxim's
- P.80 Hong Kong Sanatorium and Hospital
- P.81 Friends of Asia

SCHOOL DONORS

- P.82 Discovery Mind
- P.83 St. Clare's Girls' School
- P.84 Fun4Funds Challenge
- P.85 Shung Tak Catholic English College

CLUBS & ASSOCIATIONS

- P.86 Police Tactical Unit
- P.87 Santa Hash
- P.88 Laguna City

THANK YOU

- P.89 Photo back page
- P.90 Thank you ad

ADVERTORIALS

- P.91 OSC 30th Anniversary Special Report I
- P.92 OSC 30th Anniversary Special Report II



C2 Friday, November 10, 2017

South China Morning Post







Pupils get lessons in working together on robotics

Eddie Lee

What does it take to build a jobin that can walk underwater and

"STEAM" Yang Chi-chenny, 12, and four schoolmates declared in unison, their faces

ISTIAM is an accompts for science, technology, engineering and mathematics (STEM), arts (4) and inclusion (6)—which was the locus of the Underwater Robot Comperition, 2017, as were betal it. April and hosted by the Unive

Operation Seats Class, an armost chartry campaign princip seignment by the South Clobs Kaloreing Par and public broad-Kaloreing Par and public broad-Kaloreing Part and public broad-Kaloreing Part and public broad-Kaloreing Part and Part According National Control of the Part According Natio

The challenge aimed to having together pupils from different office backgrounds, studying in mateuroram and special noval schools, to find their creative areal. Nameds hands on expert.

A total of 300 pupils from 42 primary and secondary schools signed up for the even.

assembling robots from loose components and later manoruured them to normepish a series of tasks in a mineral greet.

purts, one of which sate each school plot their own robot to carry out take, such as collecting, anothing and building items, to some points. The wording part regained three schools to make their robots work logerithm. Schools that showed the best temprory worse awarded the first loan School and stoken broad.

Yang's trans from SAHK B M Kestered! Memorial School in Kwai Cheng unapped up the Achievement Level Brogge, Best Younwork Yourd and Best binst School has buisen Neuel.

The Futts One pupil and his peers at the special education needs institution were guided be mechan likely Cheng Max-fa and Oning Ching yan.



Yang, the team leader, said: "I sould will team intensions to Somerings is one-rittled moments." Lak Ching yan, the 11 yearsid 'chief of staff', said: "I worked

together, "Cheung Tra-kiven, 15, chanced its.

Bobot designer Ties Tra-cheus.

Robot designer Tin Tur-chan, E1, said: "I piloted the robot (by remote control,"

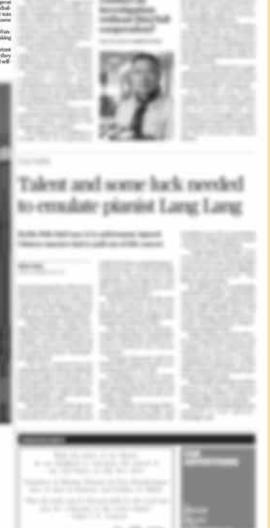
Lum Hoi-khu, the only gid in the tunin, pussed before detailing ber various responsibilities. "I choored my team on, I was tasked with ensuring our robut got a stable power mapply." The 15-year-old added that is competition held special energy for her as the fast day of a covern conscided with her sedmother's hirthday.

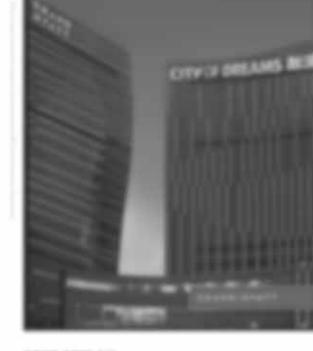
science subjects and seasted to participate in more competition. "I like reason muck. We may be unable to see each other veroften, but we got to know more

Teacher Cheung said the five wascuntered more difficulties than mainstraum school pupils ski in the competition, riting the lack of accombiling the lack of accombined to the competition of the proper for handlesseed panels.

"Yet the trans showed great perseverator in the face of challenges," she said, adding it was important for the pugils to know

"Whatleg is not an importor gral. It's important that the develop self-confidence and self











CZ Monday, November 20, 2017

South China Morning Post



OPERATION SANTA CLAUS



Children of deaf parents learn life skills

Diddle Lee

Two-year-old lowe Wing Walhang's absorbe of energy apping around with assorber child of the narre age is a play ame at a centur. Through genes and pictures, the children are living taught to recognise facial expressions in

When solved if he sine happy. Wong broke into a hig grin before

The boy to a participant in a speech and language enhancement owner for children of deal adults (CODS).

The pureots of the children in this workshop are hearing inspatind. They hope their finisotes, who can here but are being beought up in a household with and speech, will be able to communicate with people effectively



Control China Manager Pro-

when they get older. Project regmisses at CODA Hung Kong, an NGO established in 2003, and they arought to support deal parents and dielecthikates by empowering them to lice challenges

Instructors address the children's enorioust, social are language development, as well as their identity and landly issues. Clindy Chan Ear yee, burster of the organization, said they planned to branch a "Shall We Tab" pengramane to help soon

The period provides speech and hargogen institution to Ochildren of deaf adults with funding time. Operation serva Claus, a juint clausity campaign organised by the South Claus, Manuag Four and ETIM.

Through serall group games, storywising and meding, the children, aged between two and 12, learn to communicate with other poople. The programme shot prevides support for their hearingimpoined parents through workshops and consuelling.

Bob Wong Ching-boi, Jesse's father, said he worried about his sen's social directopations the assisyot the boy was born.

"My wife and I don't speak the and lamburer well. How one to

track from to sprak! We also want to work to work to will through with others," he said through

Wing said he hermon some new communication skills a CODA long King, which care is knally when he was holping loss with homework.

Chan, also a child of draft purents, said transy of her peers could sprak both as sval und a sign language, but they also decod challenges helping their parents strengte absorbing world.

it was difficult for the parents to look after them because they could not bear what their young

"I hope the community can learn more about the unique meets of children of dout adults in our scrainurs and other activities," Churt said. "I hope these children will-be able to get the care





CZ Tuesday, November 21, 2017 South China Morning Post

> Hong Kong urged to follow Taiwan lead on rare diseases

Mandarin is in, but here's city

OPERATION SANTA CLAUS



THE WOMEN HELPING SEX **ABUSE VICTIMS FIGHT BACK**

By offering legal advice and a sensitive approach, a charity supports those who have suffered gender-based violence or harassment in the workplace



The local community has yet to manifest a proper concern for the issues

atheur.
Eva Leung Yoe-wah, a pro-officer at the organization, re-the sensitive notage of case sensal riskense and sensel her

know lettle about their "Wong said. still a taken in Heng sty. The local commu-





C2 Thursday, November 23, 2017

South China Morning Post



OPERATION SANTA CLAUS



Care services help elderly and disabled feel at home









HONG KONG

South China Morning Post



'Care Angels' make abandoned children feel loved

ddieLee

Bables and young children are best morel for by their passers, but if these matural guardians carnot perform their duties, "Care largels' from one of Hong Kong's sident charity groups will bend werbackwards to help.

Debini Viong/Vio kwar, who runs the Care Angels Project under the Bables Section of charrie Po Leung Eek, wild her team looked after infants and young children abandoned by their generals, or separated from their families her different res-

Apart from porviding for three basic needs such as food, shelter and warmth, weekers as the chartly, established mearly 100 years ago, also aim to foster bealthy emotional development in these children, above they lack the paternature that mad dramarally make there field towed.



South China Horning Proc attachment building programs in 2006 for young children, said:

"They exposes wishes to be faugged and to get instant respursies. They need a let of tweching, and a let of lose," she said of the newborn babies and

to differ whether the change has been plane to expand the attachment building programmer, which is part of the Care Angels Project, for stoce inflammand children aged up to the years. It interestly servers about 100: full-less. The proport receives lainling from investment bank Morgan Stanley, through Oyention Sanis Closs, on arread dourties drive jointly organised by the South Chine Moraing Part and BTHS.

The Care Ample town will also you so there are more charley students to interact with children. This said Wong, would allow the children in speculy roose quality time with their designated carees, who can give them undivided

attention in "cosy time" sessions.

"las doing so, we hope to help
the children grow up happily.
Water sald.

Rong Li eduna, noissus principal social services sucretary of Fix Langshid, said the young-chidren new steping at the charley's Country Bay house over sately refurnd by the Integrated Fundly Service Corross, openined by the Social Weiflare Department and NGDs, as they needed the house's 24 Monte produced shall the beauty 24 Monte produced shall house.

According to Kong, most of these children are relate Chines



From left: Debtile Wong, Kong Lai-chun, and Law Ka-sis of Po Lawing K at the charity group's Causeway Buy home, Protos societies made

grounds. They were either or phans or from families with a history of child alune or other problems, she said.

"They came to Po Leung Kiskecasie their families do sur notion," Kong said.

changed his behavious after she had spent recently interacting with him one on one.

he begin sharing his toos with me..... I intally he grow attached to me," Lawraid. C2 Monday, November 27, 2017

South China Morning Post

Cochdows ne retailers

as hedeless



OPERATION SANTA CLAUS

DIET TIPS TO NURTURE CANCER PATIENTS

-



---- BENERAL TO

Mr. satesy me. She as a before a lot of the sates of the













www.yp.scmp.com youngpost 3

OSC

Three decades of generosity

The truly kind nature of Hongkongers comes alive at Christmas, as Operation Santa Claus proves, writes **Sebastien Raybaud**. But did you know that the charity drive began, not in 1988, but in 1960?

OPERATION SANTA CLAUS



RTHK BAER

South China Morning Post

peration Santa Claus (OSC) has, for nearly three decades, committed itself to changing lives for the better - but the roots of the Hong Kong-based charity drive lie a lot further back in time than its first campaign in 1988.

In 1960, Radio Television Hong Kong (RTHK) ran a music marathon of their listeners' favourite songs, in return, RTHK salked their listeners to donate money to them. Radio Dis wearing Christmas costumes hiked up The Peak in the name of charlity. They even jumped into the freezing cold waters of Victoria Harbour to raise money. RTHK's deputy director of broadcasting. Thi RTHK's deputy director of broadcasting. Thi

RTHIR's deputy director of broadcasting, Ti Keen-man, can recall past sturts they performed as if they happened yesterday. "Our Dis and presenters fall had to gather

"Our Dis and presenters fall had to] gather at Queen's Pier Ia public pier in front of City Hall, demolished in 2007), When the donations reached a certain amount, they would jump into the water." he said with a bush.

These stunts-ended in the 1970s, after the Community Chest of Hong Kong was launched



to raise money for charity, Photos: SCMP

in 1968. The Community Chest gave Hongkorgers an official charity to donate their money to - which might have seemed like a better thing to do.

"Maybe people wondered why [they had to donate to see] these crazy gwellos doing these things, when they could donate to the Community Chest," said Alastair Monteith-Hodge, who was a RTHK presenter and producer in the 80s, and helped organise the first official campaign.

In 1988, the South China Morning Past offered RTHK free advertising space in their paper to promote OSC. As the campaign grew, it began to attract more companies, schools, and organisations. As we mark the 30th OSC. campaign, it is now one of Mong Kong's biggest charing where.

charity drives.

OSC, which is organised by the SCMP and
RTHK, looks at the community's needs, explains
them to the public, and helps direct assistance
to where it is most wanted at Christmas.
Donations are collected from schools, clubs,
comparies and citizers, and fundraising events
are held during the festive period.

"Christmas is a time for giving, It's when people feel generous," said Monteith-Hodge, now the chief executive of the Children's Cancer Foundation.

Christmas is a time for giving. It's when people feel generous One of those who hugely benefited from OSC is Gloria Cheng Rui-yan, who was just 13 when she was diagnosed with a rare form of feedwarms. Thanks to the charly campaign, she was Hong Kong's first-ever child to receive a bone-marrow transfusion.

People from all walks of life in Hong Kong

People from all walks of life in Hong Kong have made donations to OSC. Students have also played their part, organising a range of creative activities to raise funds for the charity carmovies.

Lad year, schools across Hong Kong raised more than HK\$380,000 for OSC. The money went towards supporting 23 beneficiaries, most of which are Hong Kong-based charities that serve local communities.

Tammy Tam, the teacher in charge of OSC fundicasing at St Clare's Girl's School, said they like to take part in the campaign every single year because they know that the donations go to good causes all over the City. No doubt 51 Clare's is jake one of many schools sure so be coming up with imaginative ways to prove

Hongkongers care. Additional reporting by Edmund Ho



Last year, schools like the Korean International School raised more than HK\$380,000 for OSC



Operation Santa Claus has gone from strength to strength, and is now one of the city's biggest charity drives



It's not just schools and companies that can get involved



Stepping down makes way for obsidiories



Stronger together Thanks to Brexit, European Union moves a step closer to forming a unified military

- WORLD AR



Nature's fury Hundreds killed after powerful earthquake rocks fran and fraq WORLD AT



- SPORT BIZ



South China Mornin



Sunday Morning Post

OPERATION SANTA CLAUS



Goals galore and victory for the needy

They not only want to play football but also to contribute to the charity

\$4,044,656 2017

HOW YOU CAN GIVE



Investors go big on bitcoin.



Clearing the air An experimental tower, dubbed world's biggest air parifler, is reducing smog



City reborn Once a centre of nunfacturing, Dongguan has reinvented itself as a tech hub

- FOCUS A4



Tragic star Death of singer for Irish band The Cranberries not being treated as suspicious

Father confident daughter will be Hong Kong's only representative at Winter Olympics

Family pride



- SPORT BIZ

South China Morning

南華早報 TOBLISHID SECTION VOLUME TO SOFT

CHARITY



Operation Santa Claus celebrates HK\$15m success

of opens singerclearly
of Griffiths,
propries Sarph Claus 2017
mouder Gin Lee completed
accuration with a warm
land four Gent Friend.

"The season's of lives have been improved on a routh."

Goy Lius Cisto die Puts, said:
"I'm inspiered by the city, by the passion that you general have to were the needy."

Doesn's consensualed list their generous contributions included Morgan Stataley, which downated IRSAS attillien to be come their appropriet fandeleiter, and URS. passion that you guys all have to serve the needy



OPERATION SANTA CLAUS



FUN AND GAMES EASE PAIN FOR CHILDREN IN HOSPITAL

Play specialists who help young patients cope with the psychological stress of operations look to extend the work of the 'big sisters' to other wards

hith but I secondary here to be received by the cold services and the finglishment by its cold services. He was seen in the cold of them the resuggestic received from the received

Grab a taste of the action as gingerbread men run wild

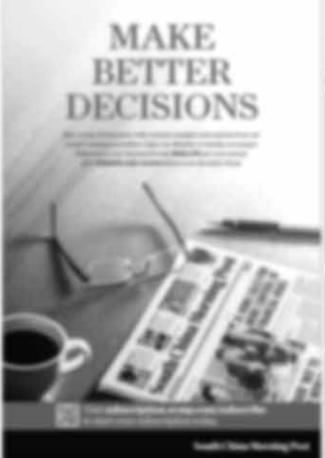
very good idea

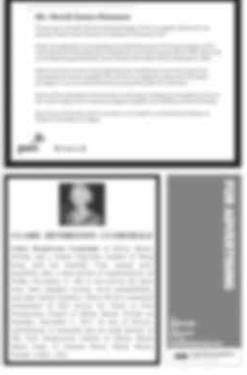
yummy product

baking the festive treats during annual street fair

The baking workshop is a because you can have fun and bring home the







C2 Friday, December 1, 2017

South China Morning Post

CITY

OPERATION SANTA CLAUS



Young Sino Group relustners join senior citizens, including Peter Chin Joentral, at the community centre in Tax Wan Shan in Kordson, Photo-Rooms Com

YOUNGSTERS BRING CHEER TO ELDERLY AT FUN EVENT

Children put gadgets down and join residents of Kowloon seniors centre in balloon twisting fun at event organised by the Sino Group

Edva Ter

melica fractionment

Christman artirol early be the elderly residents of Bio Chai District Community Centre for Senior Citizens in Tor Won Shan, as issue than a desen young Sarrias affiliated with the Tung Walk Group of Hospitals brightened up the skey with funand longitude.

The children hample holiday share in the event staged by developer Sico George's infunctors trans, Sico Caring Petrodo, which also gave out Operation Souta Claus hats to boost the Seative

Sinn Group is a staurett suppoerre of Operation Santa Class. the account charity susrepaign intently organised by the South Othus Morning Poorand IITH.

After a quick, chait for young and old to get more familiar with raths either, the highlight of the flay was a hidloon revising said decoration competities, with participants spill into three towns. They had so coits a flower out of a halloon, them decorate a believe to the control of the c

follows up summan.
Not everyone was getting the hang of it, and the sound of

bulleway popping picted up pure.
Bulloon restating uses a first formines of the children and senior
citizens taking part, including
Chu Ng. 87, who failed several
time his transferred sizes as

"I don't know how to do it, but it's kin," she said, laughing. "We said, laughing. "We riderly people doo't as it has awart. When we have a chance in how come fue, we go allow to enjoy it. We out while we can eliferat, and we don't then't about a captaleting more fluid that."

Also joining the forwars Peter Chin Kal-tal, 75, who perced most enthusiantic in cheering on others.

"I'm very happy today," he said. "It's so rice to spend time with the yearsy children. It makes no feel young ton. I've turned into a kild small!"

The chartly revolved and live bad extract a lot from the children extract them; yearspites network levs were "productionals," where it must in playing a left gadgets unit ording the internet. D-year-old Lenny Hing-wan, all she had humed a new skill in sufficier revisiting east was able to have a fun moment with the producernt generation.

"Used very backy and happy to see so many eldesty people turning to machdan," the girlmid. "Dispohety enjoyed the games as much as I did."

A spokerweamen for Sitter Caring Fulench until the group hoped the fun and games would leave the ekkedy participants with happy, increases.

Our philosophy inhat we can walk alongside the remaining journey of an olderly person's libuids care and companion-ship in the care and companion-ship in the care and companion of the party can remain and party in mark for each to.

OPERATION SANTA CLAUS



South China Morning Post

Alexander Ng Wissows, executive assistant to the figur's group chairmon, was delighted to see the stallow all around his as he tried his hund at belicon twining and helping the little ones.

"It's always very men to see people, especially the elderly, who may not get the charact to spend time with young children, having so much han," he said. "Even this just a few bours, I think spending

Ngnotodition vasible Litty or that have forcephal collaborated with Operation Sunta Class, adding that the charity compaign

"This is just a reminder that a lost of good things bupper in the city and I'm very happy to have this collaboration with the Post to being just a lattle list of looppiness trothe city. Towaid.

The day easied with more isoghter and applicate as all participants were declared without many prized Chrismus prizes, Sakowed by Irre flowing detals ambless.



HOW YOU CAN GIVE

erwite card at sociongucieni/ donate * Docativ at an ATM or any transh of relation box - 676299 - 665 Ac SCH- Chartiers Ltd -Operation Santa Claudi
* Non can desare with

Clean* and entil it is Operation Sortial Operati

ili to: Illoration original fix foul for the add or "Please or 1560 607". Tall oncipion fee. any inguis on original or original origina







OPERATION SANTA CLAUS

Father Christmas brings cheer to cancer caring centre

Edes Tve

Senta made un surly apprurancethis year to surprine aboot 30 rhildren audifieri families chating a Christmas puery at Maggie's Cancer Caring Cesten, a support facilit in Tuen Mus.

"He he lo." chanted Victor Chao, managing director of financial services firm Could Soine which organised thereams as he proved to be a convincing latter?

Chao was greeted by plenty of smiling faces as excited children quined up for a long and photo with Source

He said he had been moninated by callengues for the role because between Sea shine; "does on workers who had do mad the one workers who had do mad the highred as take on the job despise worder also white the habelt mould bold up as children tried in grabble logs.

"It's my first time being Sazza, and it timb good," be-said. "I find a little warn, a little inchy in my contains, but offerwise fine, but a little-worded that my trouvers will half off."

Chao said he tirek great pleasure in sering the children or neited, sithough one expensed scripticism after specting Sania's to pecking out from the V-neck ser biscontage.

for me to be Santa, as opposed to trying to get something from Senta, "Chao said.

This is the minth year that Cardit Suisse has raised funds for Operation Suisse Claus, a cheefly campaign jointly organised by the South China Morning Fast and print.

This year the financial services provides choose Maggie is Cannon Caring Centre as its broadfictory. It is a facility of Turn Man Floopida that provides support for those offers the the de-

The children and their families were tranged how to make Chelia mus commons use of ribbons by Orch! Source industries, toba due to the youngeten play with face point below handing our persons and serving a Christman feed. party with her five-year-old gention, said a warthe frattiene she had leb such before sarmit, and she thanked the cognitives.

"Hot very natureed that there is an exact the here at the centre," Mak said. "I didn't know Sarna would be here along with presents.

Mak weight connecting from the centre several pours up after her herband was diagreesed with

Yong Ching, aged nine, used it was fun masking the ornamers and he looped Sente would bring be more two the own.

board chairman and head of financing by /pin Parifit, said it sais his finitivist to the center and had found it a very special, positive and selectoring place.

"In a small may we can make a difference in people's lives by helping people through Maggir's and other institutions," Scotter said, "I think it's very counting, and personally it's a very positive emotion to see, and the Kids are seen contact."

Liza Goern, Gredit Saison corporate citizenship vicepresident, sold it use great to see the shildness and their families with with hoppy faves, and the recent was a real highlight of the arrese's chaffe week.

"No spend a lot of lime planning our adulties, a lot of elfort handwisting, communicating with our staff, but actually coming have, succeing the children, moving the besuficiaries, that's really the highlight, "she said." That brings everything together and really espones meaning in what we are repringed on.

The first plays to raise more funds through several other events before the end of the new.

"We are very impressed with the reed. Maggie is indusing and we have able chosen them has the beneficiary for a run we have in long Kong that's in memory of long Kong that's in memory of the first fair had all the control of paramid away from cancer," Green with.

She expressed hope that a coming holiday party lenoleing must 2000 cull studd also bring in more hands for Marcin's



Caroten Stoeler (centre) of Credit Suisse and vehinteens visit children at









CZ Wednesday, December 6, 2017

South China Morning Post



OPERATION SANTA CLAUS



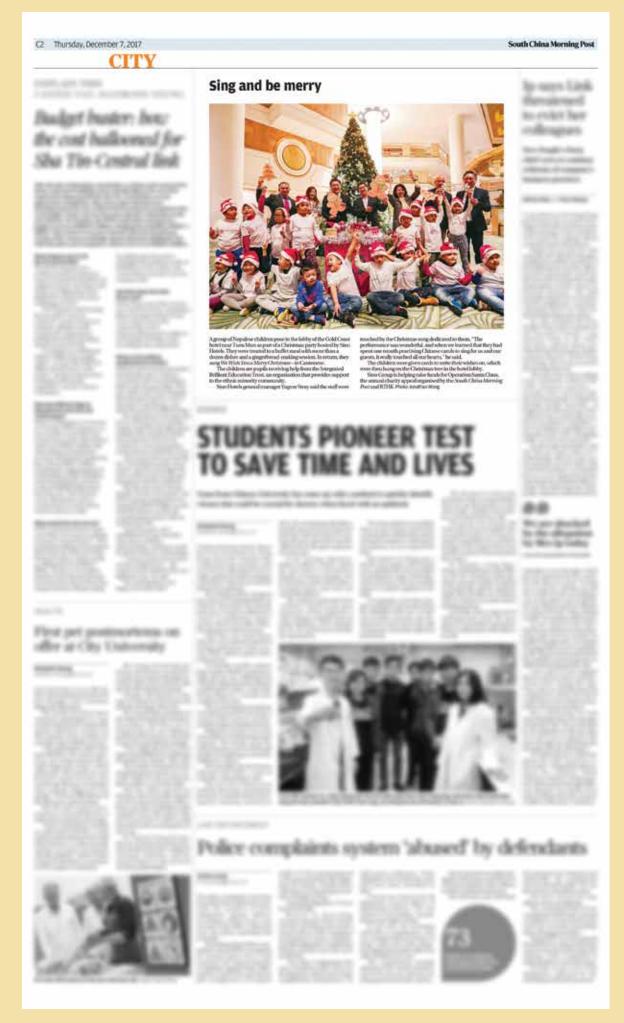
Carmaker launches charity drive with rental service











C4 Friday, December 8, 2017 South China Morning Post

OPERATION SANTA CLAUS

KPMG ACCOUNTANTS EXPLORE KOWLOON FOR A GOOD 'CLAUS'

dressed as elves, Super Mario and even Borat to find out more about various charity beneficiaries

Seeins (June beneficiaries, "Woo said, "And see, with the many citicages having so much far, and no whenty file mental to whenty file mental to whenty file mental to whenty file mental to whenty file for the said as no benines to deck languis. And the word foll here showed, fasted the record foll here showed, fasted the mental foll here showed for here and so the money file to the said to the mental foll here is the faste of the file of the said for the said of the mental following the to the said to the said following the to the said to the said to the said to the said following the said for the



went to Kowloon,



Amount raised so far









Here to serve - bank staff win hearts

on division and the production of the latest points of the latest points of the production of the latest points of







C4 Wednesday, December 13, 2017

South China Morning Post



OPERATION SANTA CLAUS



Visit to Dawn Island helps break addiction stereotypes









OPERATION SANTA CLAUS



Morgan Stanley hits a festive high note

Edna Toe



It's very festive, people are happy ... I think there's a real desire to give back

\$6,544,908



HOW YOU CAN GIVE









South China Morning Post Wednesday, December 27, 2017 A5



OPERATION SANTA CLAUS

Coffee grounds to dye for at Maxim's charity gig

op, or course Rehabial to control with the control was a control with the control was a control with the control with a contro



street in this - 100 quality fields.

String, 't stiffer- colorated clock shark than the color is other in regional around in the colorate process in







OPERATION SANTA CLAUS





Charity scores as soccer event raises HK\$1m for youth

Whatever is good for health promotion, we would like to support

















South China Morning Post



Santa Hash runners raise HK\$60,000 for charity



HOW YOU CAN GIVE







A10 Tuesday, January 16, 2018

South China Morning Post



THE GIFT OF •







Charity workers, corporate representatives and celebrities will head to Groppus Cellar in Central today for the finale of Operation Santa Claus 2017, where the total tally will be announced.

The top donor this year was Morgan Stanley, raising about HKS1.5 million, followed by URS (HKS2.1 million) and Hoog Korg Sanutorium and

UBS (HKS2,1 million) and Hoog Kong Sauntoclum and Hoog Kong Sauntoclum and Hospital (HKS800,000). The top school fundraliser was Discovery Mind, which raised HSS110,000.

Operation Santa Claus is a donation drive Jointly organised by the South China Morning Post and RTHK. Post photographers captured scenes around the city as the aumual charity drive marked its 30th anniversary.



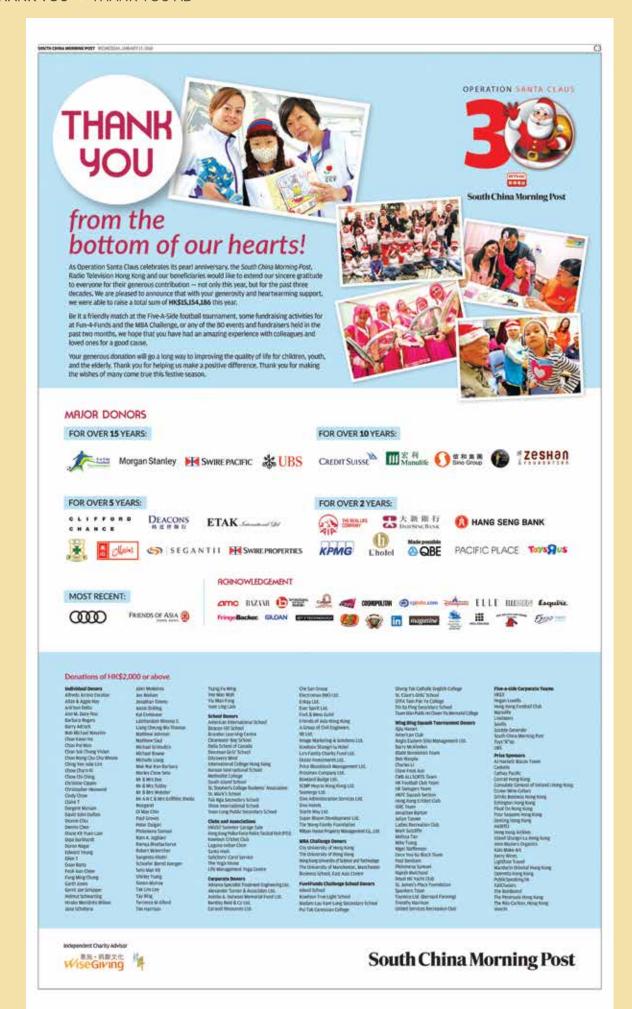












Come Celebrate Operation Santa Claus' 30th Anniversary



South China Morning Post

John Cremer

爱心聖誕大行動

of the Elementa volume, and a character. To register, adult tearm are asked to pay an every fee of HKSSI0000 by November 24 and control to raining an additional varied of the sam HKSSI0000 in general and donations, and space will go to the 14 rhankless selection as benefiticates of this year Operation Senta Claim (DSC). "Towards are registery online."

Squash enthusiasts turn racquet



Kicking off a season of giving with football tournament fundraiser

And is it way for us to give something back to the optenuoity? Dr Caleb Chen, Founder and Chairman of Friends of Asia

Children & youth - Changing Young Li Roundation

+ COOK HONG FORG

Paraung Kuk Social Senton Department

Stating Association Horse Rong

Elderly · Remarkant Society

Medical - Charmer Carner Foundation - Maggiera Carnori Carros Carstie



Pay to play for Operation Santa Claus on December 2 at the Hong Kong Football Club (HKFC)



action into funds

X'mas has a new tradition with OSC raffle draw

Kalthyn Cheung

Kattye Cheung
Teinank Gereation Sietz
Cleur 30th areniversaris a raffle
of ser has been introduced for
the first littles ever to help those
venerable, All proceeds will go operate GSCs. In the well-care
community. All proceeds will go operate GSCs. In the well-care
regimentation in exapporting the disabled, skik children, youth in need, seek anderpt willinged.

UPCOMING OSC EVENTS

OSC Friends of Asia 5-a-Side Football Tournament 2017

Raffle ticket sales period

ov 13 - Dec 28 | Please visit osc.scmp.com/raffles for more information

Fundraising booths

HOW CAN YOU GIVE?

Nov 24 - 26, 12:00 - 19:00 I sele Properties Christina Market, Star Screet, Raschal
Nov 30 - Dec 2, 12:00 - 19:00 I sele Properties Christinas Market, Takah Rasc, Tong Cheng Street, Danny Sele 0ec 2, 12:00 - 00:00 I Dec 3, 12:00 - 22:00 I has restaulte Sansin at cit, Can Bear Ring Cheng

OSC merchandise popup store

- Nov 25, 26; Dec 36, 17 | AMC Pacific Place Level I, Rock/ Macr. Mi (Anomowiny Haad, Adversarle)
 Dec 2, 31 Broadway Hollywood 24, Place Andywood, Liump thou Server, Districted Hill, Evaluation
 Dec 9, 101 Broadway Circumsthequile Projection, Galletin, J Poblic Susper Store, Cassimus, America.
 Or shop cinitine At shop.osc.scmp.com

osc.scmp.com/donate

Donate now to help make a real difference to those in need.

Be our major donor, event sponsor, or volunteer, please call 2680 8159 or email osc@scmp.com.

South China Morning Post

Come Celebrate Operation Santa Claus 30th Anniversary





John Cremer

The five high-powered teams taking part in this year's MSA. Challenge for Operation Santa Claus (OSC) are now moving into the most crucial phase of

into the mode crucials those of composition.

Sanish on their initial business plant, they have been suunched varying amounts of read capital to get their lased raising eithers for the amount charloy carticology of the ground. What less should be a head to have a series of compositing amounts, selling gifth and month admiss, currents, either decirations in process or compositing amounts, selling gifth and month admiss. Currents and series of visual to cold models, all month a view to additional to process and conditions in processing the enorth view to cold models, all most in view to addition the process and conditions in processing the enorth view to cold and conditions in processing the enorth view to addition the process of the cold of the conditions of the cold of the co

artisining the heat possibilities tools. In doing that, though each learn can rely on the support. In the heat can be rely on the support of Fringstbacker, which is providing a secure on online fundaming plantons and add in one payment solutions. What's more, it changes no processing her, nearing 100 per cent of divoct online detactions will go to OSC. "We are passionate about advancing and clauses and eadlerning appositive impact," says

exceptive director Manyamin Hence. 'I simply can't trinks of a better partner than OSC.'
Knowing the importance of early rengament with the fearns to show here integrating unline elements assists. Assistance elements assiste hashing the elements assiste hashing the elements assiste hashing the elements assiste hashing the elements assiste his other successful projects and give actives on executing business place. "All the students are digitally savey, but we are erequired to the elements of the elements o



MBA teams work their magic to raise funds for OSC

"It works perfectly," says stam-spriespectors Jacob Zhau, who is currently taking the MILA for professionals programme at HAUST Susiness School: "So we ended up whiming FringeBother links through our Facebook page and other marketing channels For us, the best ports of the platform; are the front onger HTMS, contents edited and message locard for visitors, One has should reaching out, while the other in a perfect place for insensingly with doors." He notes that discours resturally went the assurance that their contributions are:

being efficiently managed and put to good use. The branch fundrating efforts are controll on two like yearses. Their "MakeDocomberf-Matter" campaign is about making dreams once those with the help of valunteers. And they

help of valunteers. And they are organizing a not-to-be-missed charity nanepairade gala hasturing performances, fan genes avid an auction in support of OSA. "We are working very hard towards our fundraising target? Zheo says." It is unbelievable love must unbelievable love must in

schools arrans has also helped us get corporate sponsorahip more easily. It is still too early to articipace the results, but we will keep

- Bahanast Tocort Medical

Damor Associationg Kong Kong

- Operation Dwyst

Association Consuming Sessual Victorica Against

- Children's Can Foundation
- Maggir's Cancel
 Carrig Centre

Children & youth A Horne Care for Girls

· Crunging mung Lis Feundation

- CODA Hong Kong

HELY Support Co Po Leung Kuk - Sociel Services Department

Hong Forey Associate for Specific Learning Doubtliese Integrated Britain Education Treat

Playight Childre Rev Association

Support OSC as you wine and dine at Best of British

Good food, live music, outdoor screenings and much more



How well do you know the Britis, really? Take the classic British pain childregs at the Crown & Archive Pub today at the Best of British between and help raise for Operation Switz Class - you? It have the chance to show off your intelligence and raise sweep for a good cause! The pub quit entiry the includes one gipt for it will not be a good cause! The pub quit entiry the includes one gipt for the CSL 2007 per team of six. All entry proceeds will go towards OSC 2017 benefitiery organisations.

CSC 247.7 beamersary or paintsyltons.
At the third Best of British feetball, apart from gournet tool and drinks, many would have the chance to support Operation Santa Class,

Operation Santa Class, amongst a series of initiatives. OSC will be giving away tickets to beneficiaries to the spen-air movie scrienings to that they can experience some of the classic, Dittish movies: Nothing Hill, Bridger Jones Diany, James Bond: Spectre. Love Actually, Harry Potter

and the Philosopher's Scom, and Marienta Mila.
The Insugarya Sancis's Helipers Charrity Fun Runr co-organisated by Wolstein in Financy Asia was secretary for the Helipers Charrity Fun Runr co-organisated by Wolstein in Financy Asia was saccessful hands for Operation Santa San year is to raise HACDS 300.00 for local current, says Brazer duke. As Beet of British II. growing we look forward to creating a long-lasting, installationally with Operation Searce Class and others."

Hong Kong's largent amous British theread festival rules from Docorder 12th throug Docorder 12th throug Docorder 12th throug Docorder II This Banar Par

UPCOMING OSC EVENTS

Raffle ticket sales period

Until Dec 28. Please visit osc.scmp.com/raffles for more information

Oec 15, 22, 17-30 - 18:30 | Assat Pacific Motel & Powers Nov 23 - Dec 22, 12:00 - 34:00, 17-30 - 19:00 | Assat Pacific must Dec 20 - 28, 14:00 - 18:00 | Hosp Geng Code Cost Must Dec 24 - 25, 17:00 - 19:00 | Uny Garden Hotel

n Shangri-La Personalised Chocolate Gilt Set Chistmas Shop IS I www.bishop.com/i fore-chocolate

Chotol Adopt a Small Plant Charity Sale

Dec 1 - 33 I may have a small plant to object to the province will be described to the
Best of British 2017 Tamar Park, Admirally

Dec 12 - 17 (Tue - Sun), 11:00 - 23:00

Dec 22 (Fri), 13:00 - 14:30, 15:00 - 16:00, 17:00 - 18:30 Dec 23 - 25 (Sat - Moro), 18:30 - 14:30, 15:00 - 16:00, 16:30 - 17:30 Gold Cost Piazza a Mega Blids Build the Mega Christmas Feet

Dec 23 - 26 (Sat - Tue), Dec 30 - Jan 1 (Sat - Mon), 13:00 - 17:00

HOW CAN YOU GIVE?



Donate online: osc.scmp.com/donate Donate by direct transfer. HSBC account no. 502-676299-001 SCMP Charities Ltd - Operation Santa Claus

Donate with a cheque payable to "SCMP Charities Ltd - Operation Santa Claus" all it to Operation Santa Claus, Morning Post Centre, 22 Dai Fat Street, Tal Po industrial Estate, N.T.

Donate now to help make a real difference to those in need.

Be our major donor, event sponsor, or volunteer, please call 2680 8159 or email osc@scmp

South China Morning Post





Eager to do your bit in making OSC 2018 an even bigger success? Here's how you can help:

MAKE A DONATION!

[List Donation method details]

BECOME A MAJOR DONOR!

OSC warmly welcomes donations and support from corporate partners, schools, clubs, and associations

BECOME AN EVENT DONOR!

Make our fundraising events even more effective by serving as a sponsor! We always love to hear from those donating gifts-in-kind such as venues, food, drinks, facilities, prizes and gifts, etc.

Interested in becoming a major donor or event sponsor for OSC 2018?

Then please do not hesitate to contact us on 2680 8152

or email osc@scmp.com.