

OPERATION
**SANTA
CLAUS**



Jointly presented by



South China Morning Post



The spirit of giving

Operation Santa Claus 2026

Independent Charity Advisor

HKCSS 社聯



Collaborative partnership



CSR & employee engagement



Responsible leadership



Community engagement



Social inclusion & well-being



Exclusive merchandise partnerships



Connecting like-minded professionals

About Operation Santa Claus

A homegrown charity initiative between **South China Morning Post (SCMP)** and **Radio Television Hong Kong (RTHK)**

Amplify life-changing stories and shed light on hidden social issues

Designed to **facilitate communication and raise fund for small, local charities** that often lack major institutional support

Over 38 years of charitable campaigns



A living legacy of collaborative giving

01

Fundraiser impact

A total of HK\$415 million has been allocated for 380 projects with 108,000 people benefitted

02

Media feature impact

Elevate your charitable impact by reaching 35 million global citizens with over 50 features, valued annually at HK\$599,000 or more

03

Vetting impact

Thorough due diligence by the OSC team in collaboration with RTHK and the independent charity advisor, HKCSS

04

Community build impact

Forge annual corporate, academic, and philanthropic partnerships to nurture the next generation of giving through internships

SINCE
1988

OPERATION
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香港電台

Your trusted
platform to
unlock the
city's spirit of
giving



How OSC amplifies spirit of giving



#1

Affluent audiences international print news brand and the most trusted newspaper in Hong Kong

5.5

Average articles read in each session

35m

Global readers reach

SCMP editorial powerhouse



85%

Public appreciation rating

3.3m

Total network listeners from corporate decision-makers, expatriate networks, to C-suite philanthropists

52,560

Dedicated hours of live interviews and broadcast for OSC events

RTHK broadcast resonance

Catalyst in action together



Our focus in 2026



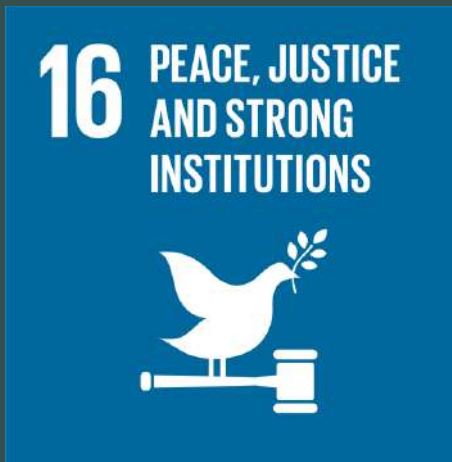
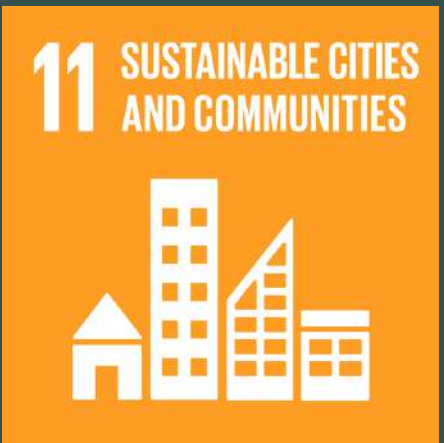
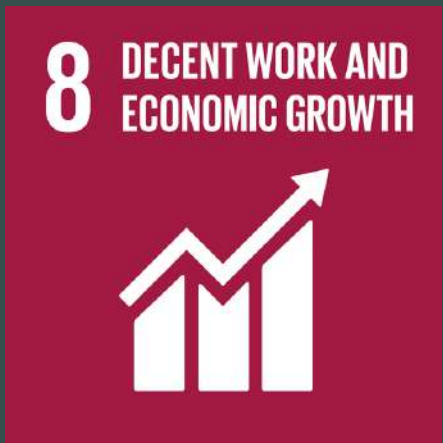
Poverty



Health & Well-being



Inclusivity



Past supported charity partners

2023

2024

2025



Logos of charity partners supported in 2023, including: 語橋社資 (SLCO COMMUNITY RESOURCES), Integrated Brilliant EDUCATION LTD, The Zubin Foundation, Inspiringgirls, 亞太區青年發展基金 (Asia Pacific Youth Development Foundation), 青躍 (Teen's Key), 聖巴拿巴會之家, Yama foundation, CENTRE FOR REFUGEES, 同路舍 IMPACT HK, Foodlink, 兒童脊科基金, and Home of Loving Faithfulness.



Logos of charity partners supported in 2024, including: BE PRICELESS, PARKS & TRAILS, 龍耳 Silence, Grassroots Future, 脊肌萎縮症基金會 (FAMILIES OF SMA), 循道愛華村服務中心 (Methodist Epworth Village Community Centre Social Welfare), Kids 4 kids 童協基金會, mindhk 香港心聆, and LOVE.



Logos of charity partners supported in 2025, including: 自然教育有限公司, 少青風協會 (Hong Kong Paediatric Rheumatism Association), Uplifters, FARM THE CITY, 香港工人健康中心 (Hong Kong Workers' Health Centre), 親切 TREATS, TALENTS FOUNDATION 塔冷通基金, splash foundation 樂泳基金會, 橄欖成長基金 (RUGBY FOR GOOD), 浸信會欣悅社會服務處 (Baptist Charis Social Service), 大埔浸信會社會服務處 (Tai Po Baptist Church Social Service), 仁人家園 (Habitat for Humanity Hong Kong), and MFMW MISSION FOR MIGRANT WORKERS.

Operation Santa Claus has raised more than HK\$415,000,000, for over 380 charity projects.

Bridging social captial to deliver collective community impact



Strategic partnership

Public recognition across period from 2 months before the Opening Ceremony to 2 months after the Closing Ceremony		Visionary HK\$1m or above	Champion HK\$400k or above	Strategic HK\$200k or above	Impact HK\$50k or above
Logo presence & branding (visual exposure)	• SCMP signatures: Logo placement on the iconic OSC Christmas Tree Plaque Graphic and Year-End Thank-You Ad (printed and scmp.com)	✓	✓	✓	
	• SCMP signatures: Name feature at OSC Year-End Thank-You Ad (printed and scmp.com)				✓
	• Digital reach: OSC Banner Ads across high-traffic sections on scmp.com	✓	✓	✓	
	• On-site exposure: Logo presence on physical/LED backdrops, photo walls and promotional inserts at the Opening and Closing ceremonies	✓	✓		
	• OSC Ecosystem: Logo on the official OSC website and campaign email blasts (eDMs)	✓	✓	✓	
Features & spotlight (narrative exposure)	• Opening and/or Closing speech	✓			
	• Verbal recognition: Direct name shout-outs by the emcee during the opening and closing remarks	✓			
	• SCMP feature profiles: Dedicated quotes or write-ups featuring donor's community contribution in SCMP article	✓	✓		
	• Textual mentions: Written acknowledgments on OSC social media platforms	✓	✓	✓	
	• OSC networking: Guaranteed spots in OSC networking events to meet like-minded partners	✓	✓	✓	✓
Named awards & grants (legacy & impact ownership)	• Named impact ceremony awards: Culminating in corporate-named award presented at OSC fundraiser event	✓	✓		
	• Co-create campaign merchandise: Partner directly with OSC to design campaign products	✓	✓	✓	
	• Platform co-branding: Permanent co-branding on a dedicated segment of the new digital Impact Stories tab	✓			
	• Nomination for recognised community contribution awards	✓	✓	✓	✓

Spin-off event sponsorship tiers

Presenting Sponsor HK\$100k or above

- Primary title sponsor contribution of HK\$300k or more
- Exclusive logo present in event collaterals (On-site and off-site)
- Keynote speaker
- 2 guaranteed team participation
- SCMP.com & OSC feature mention related to events (including advertising banner on scmp.com)

OSC Booth Sponsor HK\$80k or above

- Exclusive logo banner present in OSC booth
- Exclusive logo present in event collaterals (On-site and off-site)
- OSC feature mention related to events

Gold Partner HK\$50k or above

- Exclusive logo present in event collaterals (Off-site only)
- OSC feature mention related to events

Silver Partner HK\$20k or above

- Guaranteed participation in events
- Company name mention for event participation (Off-site)

Supporting Partner HK\$8k or above

- Company name mention for event participation on OSC website

In-kind Sponsor

- Product value worth for HK\$15k as entry
- Company name mention for event participation on OSC website
- Company logo on in-kind materials

**Remarks: any donation above HK\$50k will be entitled for nomination of community contribution awards*

<https://oschk.org/corporate-sponsorship/>

Join to give



Participate in OSC Sports Tournaments!

Engage your colleagues through OSC's corporate sports tournaments. With an accessible minimum registration fee, your team can network with like-minded professionals while driving meaningful social impact.



School Fun4Funds Challenge

Empower young professionals and younger generation to give back to our community via setting up innovative fundraising ideas.



City-wide fundraising events

Invite your colleagues and their family members to celebrate festive moments while creating good cause to our community.



Personalised fundraiser page

To allow partners design their own events while keeping administration simple, while OSC offers user-friendly tracking platform to keep track fundraising status of partners' event.

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Co-organizer

OSC HKFC 5-A Side Football Tournament 2025

KICKS OFF!

Lace up for a great cause! OSC's charity 5-a-side football tournament unites corporate and junior teams for a day of sportsmanship and community spirit. It's an opportunity to experience the benefits of physical activity, strengthen teamwork, and engage with the community. Every goal scored and pass made helps raise vital funds, contributing to a powerful collective effort that transforms lives. Join us to compete, connect, and contribute.

Date: 9 Nov 2025 (Sunday)
Venue: Happy Valley Sportsground

Learn more

Register before
OCT 20

Personalise your fundraiser

Discover our tailored platform solutions that allow you to customise your fundraising initiatives and amplify your influence.

How it works

- STEP 01**
Submit your details
Complete our form to start.
- STEP 02**
We review your fundraiser
OSC team will review your fundraiser and provide feedback.
- STEP 03**
Go live & share
Promote your customised and ready-to-launch fundraiser.

Get Inspired

Explore creative fundraisers and get inspired by customers supporting critical causes.

Night Run: Jing All the Way for OSC!
Join us for a 5K runners night this November and for good cause!
Raising HK\$25,000 on 11/18/2025

SWIRE PROPERTIES
TAIKOO
SPRINT

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FUN4FUNDS 2025 CHALLENGE

LEARNING TO GIVE:
CULTIVATING COMPASSION THROUGH ACTION

Register before
nov 15

REGISTER NOW

Upcoming OSC Fundraiser Footprints

**OSC Opening
Ceremony**

10 Nov 2026



**HKGC Cup of
Kindness & LINK
Hong Kong Open**

**11 & 22-25
Oct 2026**



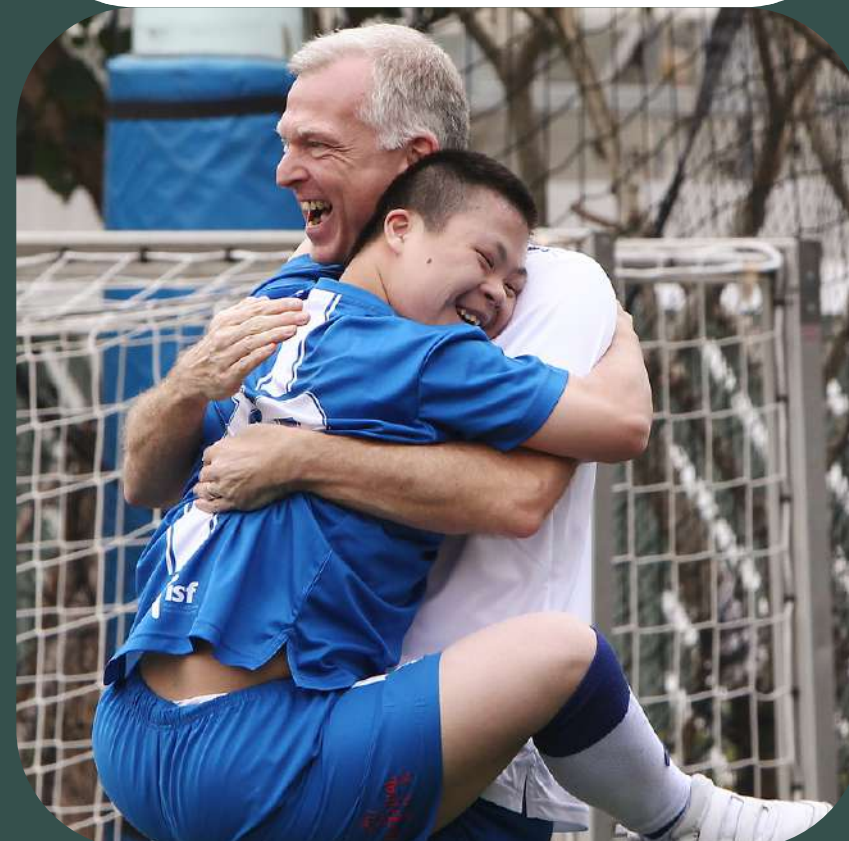
**Solicitors' Carol
Service**

14 Dec 2026



**OSC Closing
Ceremony**

26 Jan 2027



**OSC x HKFC 5-a-
side Football
Tournament**

15 Nov 2026



**Swire Properties'
White Christmas
Street Fair**

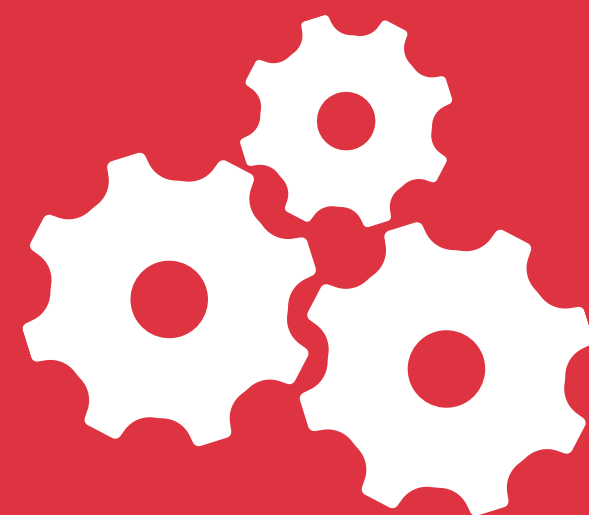
3-6 Dec 2026



NEW

TBC

24 Dec 2026



OSC MONTHS | 1 Oct - 31 Dec 2026

#1 School Fun4Funds challenge #2 Inter-MBA challenge #3 OSC Run

Logo placement on the iconic OSC Christmas Tree plaque graphic and year-end Thank-You Ad (printed and scmp.com)

OPERATION SANTA CLAUS

Small text: 11 South & Eastern Swimming Pool 11

Morgan Stanley

Wing Ding Squash Tournament

養和醫療 HKSH Medical Group

DEACONS 的 近 律 師 行

SWIRE PROPERTIES

SEGANTII

PACIFIC PLACE

香港賽馬會 HONG KONG GOLF CLUB

LAURENCE SPORT FOR GOOD HONG KONG, CHINA

Chains

大新銀行 DAH SIN BANK

Disneyland 20th Anniversary

The Shaw Foundation 邵氏基金會

Chellaram Foundation

KPMG

CHINACHEM GROUP 益世集團

NINA HOSPITALITY

SOWDON SHANGRI-LA HONG KONG

中國醫藥集團 中國醫藥集團 105

ETAK 55

San Tai Hong Kong

pickle &

Thank You! 2025 MAJOR DONORS

Learn more at: <https://oscorg.hk>

- Note: The layout is based on a number of factors, including years of support, the size of donation pledges, the donation categories, etc. OSC reserves the right to set the final design and layout of this page.
- OSC has received donations pledged arranged by the above companies as at the date hereof. Logos will be

SANTA CLAUS

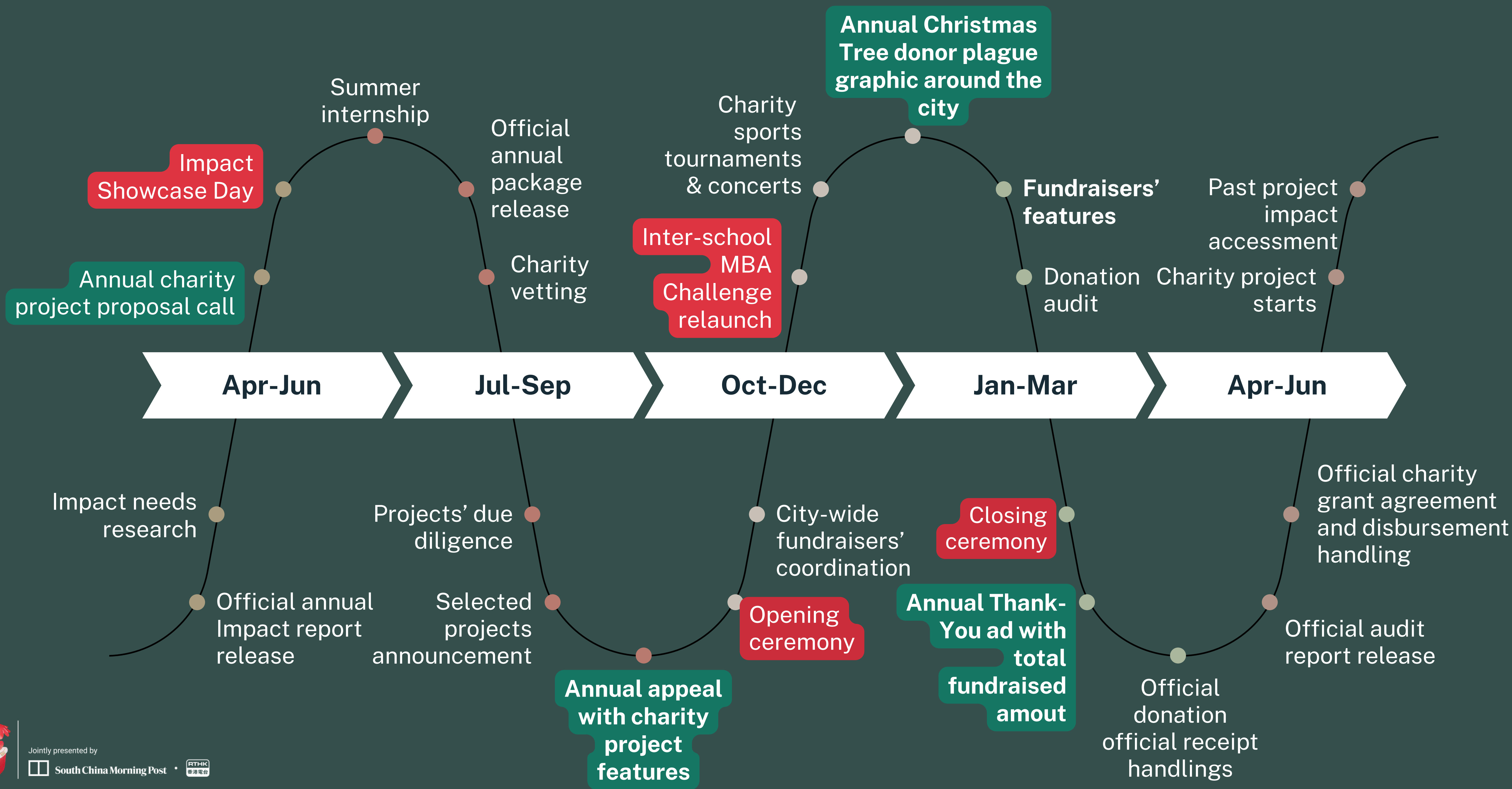
Thank you for Building Bridges Together in 2025!

CapeHorn Santa Claus (CHSC) extends its gratitude to our donors and supporters who helped our CHSC campaign's fundraising success.

Together, we have raised over HK\$19.8 million to support 17 local charity projects that benefit children and youths, the elderly, community initiatives with disabilities and those in income health recovery, as well as those affected in the Tai Po fire. Our sincere thanks go to our corporate partners, churches, associations and individual donors for their unswerving generosity.

MAJOR DONORS > \$5 YEARS OR MORE Morgan Stanley * 	< 5 YEARS OR MORE 	> \$5 YEARS OR MORE
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Appendix - OSC seasonal roadmap



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香港電台

2026

Together, we give!

Donate now



For enquiries, please contact
SCMP Charity Giving

osc@scmp.com
Tel: (852) 2680 8159
@oschkorg

