

5

Corporate Communication

企業傳訊

●○○

籌款 Fundraising

在2016/17年度，本會得到各企業、團體及社區人士的鼎力支持，共籌得三百二十四萬港元。各界的善款讓本會能夠繼續拓展配合殘疾人士需要的服務，並且支持本會自負盈虧服務的運作。本會於2016/17年度舉辦及參與的籌款活動包括：

In 2016/17, a total of HK\$ 3,240,000 was raised by the Society through receiving staunch support from different corporations, organisations and community members. Such donations enabled the Society to continuously develop services pertaining to the needs of persons with disabilities, and financially supported the operation of our self-financed services. Fundraising activities organised and participated by the Society in 2016/17 included:

「全心傳心」步行籌款 2016 'Fu-Heart' Walkathon 2016

西九龍中心於2016年7月17日（星期日）舉辦步行籌款，為本會的智障人士、精神康復者及自閉症人士服務籌募經費。數百位參加者及本會服務使用者由西九龍中心出發，沿荔枝角道、東京街及長沙灣道步行回西九龍中心。本會衷心感謝西九龍中心一直以來的支持。

The walkathon was held by Dragon Centre on Sunday, 17 July 2016 with a view to raising funds for the Society's services for persons with intellectual disabilities, persons with psychiatric disabilities and persons with autism spectrum disorders. Hundreds of participants and service users of the Society set off from the Dragon Centre, followed Lai Chi Kok Road, Tonkin Street, Cheung Sha Wan Road and then walked back to the Dragon Centre. The Society sincerely thanks the Dragon Centre for its continuous support.



第十三屆「甜蜜心連心」步行籌款 The 13th FHS Charity Walkathon

步行籌款於2016年12月10日(星期六)假大埔海濱公園舉行,有接近一千位傷健人士參與,共籌得超過三十八萬港元。參加者包括商業機構、團體、學校、社區人士、義工、本會服務使用者及其家長,反應熱烈。

The walkathon held by the Society on Saturday, 10 December 2016 at Tai Po Waterfront Park was supported by the public overwhelmingly and over HK\$380,000 was raised at the event. More than 1,000 persons with and without disabilities, including representatives from corporations, organisations, schools, community members, volunteers, service users and their parents, participated in the walkathon.



共融同行四十載「綠·藝展才嘉年華」慈善義賣 FHS 40th Anniversary 'Go Green·Art Carnival' Charity Sale

為慶祝本會成立四十周年及宣揚傷健共融和環保等正面信息,本會於2017年3月4日(星期六)假尖東百周年紀念公園舉辦「綠·藝展才嘉年華」,場內更設有慈善二手賣物攤位。慈善義賣得到數十個大型屋苑及知名企業支持,回收及獲捐贈的物品合共多達三百箱;當中有超過五萬件物品用作慈善二手賣物用途,所得收益將全數用作發展本會的社會企業服務,以協助更多殘疾人士就業。

The Society held the 'Go Green·Art Carnival' on Saturday, 4 March 2017 at The Urban Council Centenary Garden to celebrate its 40th anniversary of establishment and promote positive messages of social inclusion, environmental promotion, etc. Charity sale was also held at the event with support from several dozens of large housing estates and renowned enterprises. Over 300 cartons, providing more than 50,000 new and secondhand goods, were collected and donated for the charity sale. All proceeds will be used for the development of social enterprise services to further facilitate the employment of persons with disabilities.



「全因有李慈善折子戲獻扶康」粵曲晚會 Cantonese Opera Charity Concert

愛心傳送於2017年3月26日(星期日)晚上假高山劇場舉行粵曲晚會,為本會服務籌募經費。扣除活動開支後,本會共獲捐款七萬一千八百港元。本會非常感謝愛心傳送及各捐款人士的熱心支持。

The charity concert was held by Serving Love and Care on Sunday, 26 March 2017 at Ko Shan Theatre. After deducting all expenses, a total of HK\$71,800 was raised for services of the Society. The Society is very grateful to Serving Love and Care and all donors for their enthusiastic support.



「復康券」慈善籌款運動 Rehab Charity Ticket

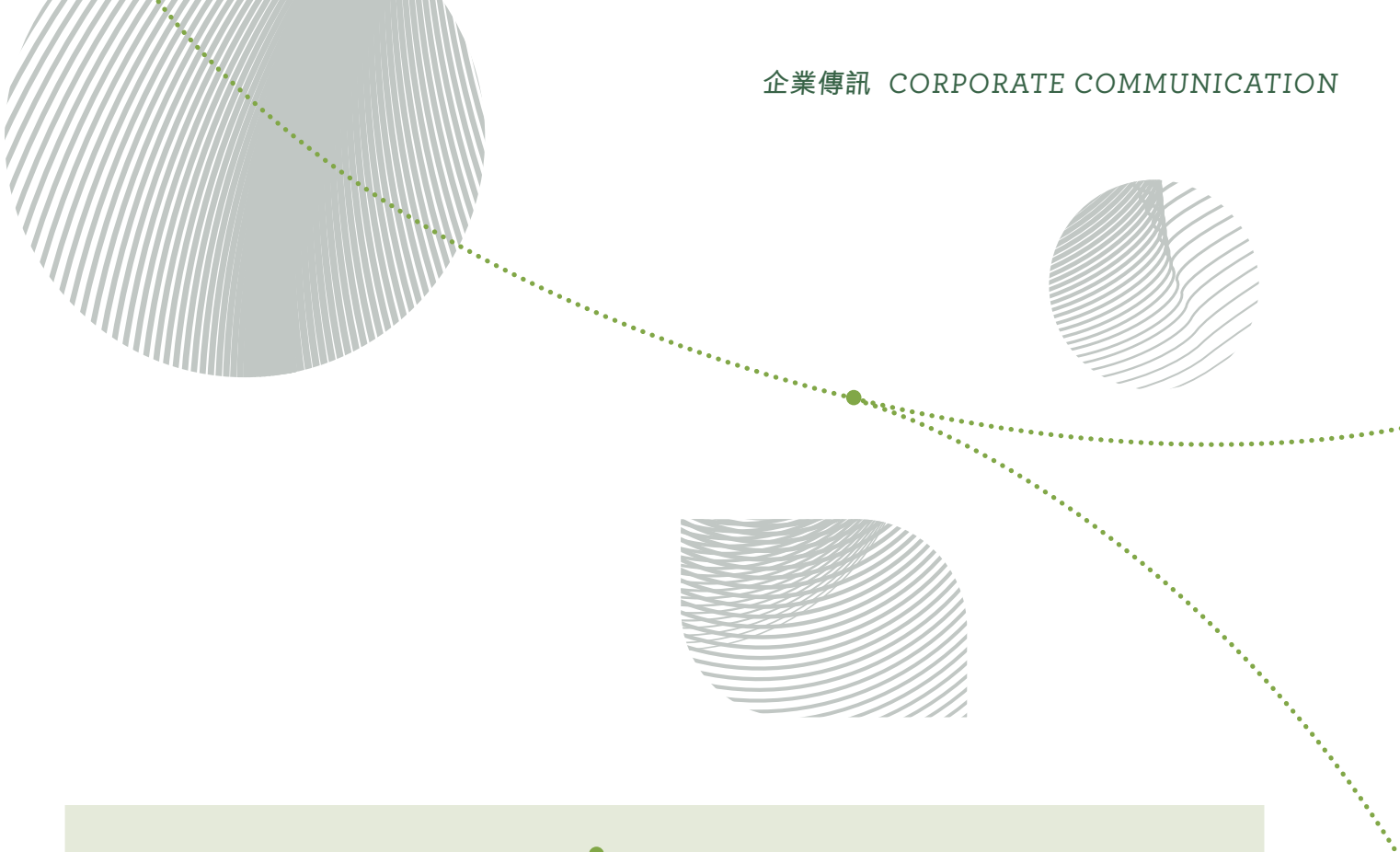
本會首次參與「愛心復康會」舉辦之「復康券」慈善籌款運動,為本會籌募發展經費。

It was the first time that the Society participated in the selling of Rehab Charity Ticket organised by the Care for People with Disabilities Association to raise funds for service development of the Society.

●●●
伙伴合作
Partnership

本會的服務理念得到商界支持，並與我們合作舉辦不同的義工及社區項目，攜手實踐共融的精神。在2016/17年度，本會成功提名117間企業及專業團體，獲香港社會服務聯會頒發「商界展關懷」及「同心展關懷」的標誌。

The service vision of the Society is well supported by the commercial sector and concerted efforts with corporate partners have been made to put the spirit of social inclusion into practice. In 2016/17, a total of 117 corporations and professional bodies were successfully nominated by the Society to receive the 'Caring Company Logo' and 'Caring Organisation Logo' given by The Hong Kong Council of Social Service.



高華集團國際有限公司
Clover Group International Limited



東亞銀行有限公司
The Bank of East Asia Limited



葵涌扶輪社
Rotary Club of Kwai Chung



港基物業管理有限公司
Citybase Property Management Limited



荃灣扶輪社
Rotary Club of Tsuen Wan



中銀信用卡(國際)有限公司
BOC Credit (International) Limited



香港會議展覽中心(管理)有限公司
Hong Kong Convention and Exhibition Centre
(Management) Limited

協作計劃 Collaboration Projects

本會積極與不同的企業及專業團體開展多元化的協作計劃，並建立良好的夥伴關係，共同推動社會共融及實踐企業社會責任。2016/17年度推行的協作計劃如下：

The Society has been taking an active role in establishing partnership with corporations and professional bodies, and implementing diversified partnership projects to promote social inclusion and fulfil corporate social responsibility. Partnership projects in 2016/17 included:

「香港最佳老友」運動電能烹飪比賽 'Best Buddies Hong Kong' Movement Electric Cooking Competition

中華電力有限公司連續十三年支持本會舉辦「香港最佳老友」運動電能烹飪比賽，透過協辦及贊助此活動，宣揚傷健共融的精神。

CLP Power Hong Kong Limited has supported the 'Best Buddies Hong Kong' Movement Electric Cooking Competition as a sponsor and a co-organiser for thirteen consecutive years to promote the spirit of social inclusion.



國際廚師日 International Chefs Day

香港廚師協會連續九年邀請本會參與「國際廚師日」的慈善自助午餐，讓本會四百多位服務使用者及其家屬可以一同享用美食佳餚，藉此傳遞對殘疾人士的愛與關懷。

Hong Kong Chefs Association has invited the Society to participate in 'International Chefs Day' Charity Buffet Lunch for nine consecutive years. More than 400 service users and their family members enjoyed delicious food through the event where the love and care to persons with disabilities were expressed.



「幸福的黃色小票」活動 Yellow Receipt Campaign

永旺(香港)百貨有限公司連續第九期邀請本會成為活動的受惠機構之一，並捐贈電器等物品予本會多個服務單位。

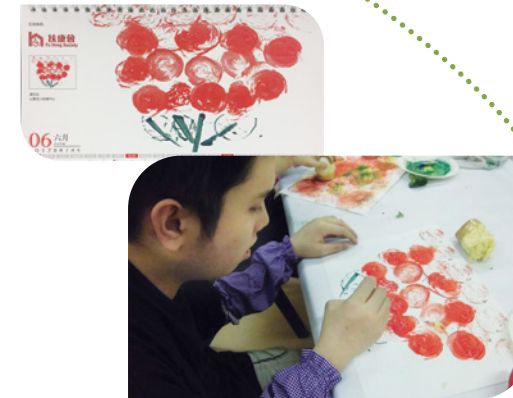
Apart from donating electrical appliances to the Society's service units, AEON Stores (Hong Kong) Co. Limited has invited the Society to be one of the beneficiaries of the Campaign for nine consecutive phases.



藝術培訓班 Art Training Courses

泰邦集團國際控股有限公司贊助本會服務使用者參與藝術培訓班，並挑選他們的畫作製成為公司2017年度的座枱月曆，讓更多社區人士認識殘疾人士的藝術潛能。

Top Dynamic International Holdings Limited sponsored service users of the Society to join art training courses and selected pictures painted by our service users to be printed on its 2017 desk calendar, making more community members aware of the artistic potential of persons with disabilities.



康姨曲奇慈善義賣 Charity Sale of Madam Hong's Cookies

載思(Joyce Boutique)支持本會於2017年1月13至27日期間在旗下店舖進行康姨曲奇慈善義賣，向顧客宣傳由本會服務使用者製作的曲奇。

To help promote the cookies made by our service users, Joyce Boutique Holdings Limited supported the Society to conduct charity sale of Madam Hong's cookies at its stores during the period between 13 January and 27 January 2017.



放置扶康會捐款箱 Placing Fu Hong Society's Donation Boxes

永旺(香港)百貨有限公司的門市及中國石油化工股份有限公司的油站內放置本會捐款箱，以支持本會的服務發展。

With support from AEON Stores (Hong Kong) Co., Limited and China Petroleum & Chemical Corporation, donation boxes of the Society were placed at their stores / petrol stations to collect funds for service development of the Society.



企業展銷 Corporate Trade Fair

康姨餅房獲邀於多間企業進行曲奇展銷。當中包括香港會議展覽中心(管理)有限公司、帝京酒店、九龍建業有限公司、DHL、禰氏律師行、富豪香港酒店、富豪九龍酒店、麗豪酒店、華華集團、香港保險中介人商會、一般保險代理協會及香港保險中介行業協會。

Madam Hong's Bakery was invited to conduct trade fairs in a number of corporations, including Hong Kong Convention and Exhibition Centre (Management) Ltd., Kowloon Development Company Limited, Royal Plaza Hotel, DHL, Huen & Partners Solicitor, Regal Hongkong Hotel, Regal Kowloon Hotel, Regal Riverside Hotel, Clover Group International Limited, Hong Kong Chamber of Insurance Intermediaries, The Hong Kong General Insurance Agents Association Ltd and Hong Kong Insurance Intermediaries Association.



企業義工活動
Corporate Volunteer Activities

2016/17年度共有四十隊企業義工隊參與本會的活動，企業義工人次超過六百人。透過不同的義工活動，服務使用者不但有機會與社區人士合作和交流，而且可以擴闊眼界，為他們的生活帶來豐富的體驗。義工活動撮要如下：

In 2016/17, a total of 40 corporate volunteer teams took part in activities organised by the Society and over 600 corporate volunteers participated in the activities. Through joining various volunteer activities, service users were given the opportunities to cooperate and communicate with community members, widen their horizons and enrich their life experience. Volunteer activities held in 2016/17 are summarised below:



雅詩蘭黛集團義工隊與服務使用者一起乘坐昂平360登山纜車
Volunteers of Estee Lauder and service users take Ngong Ping 360 cable car together



摩根士丹利義工隊與服務使用者一起乘坐天星小輪到中環碼頭，其後乘坐摩天輪欣賞維港景色
Volunteers of Morgan Stanley and service users go to the Central Pier by Star Ferry and then take a ride on ferries wheel to enjoy picturesque scenery



中國銀行義工探訪本會服務單位，並與服務使用者進行共融活動
Volunteers of Bank of China visit a service unit and join inclusive activities with service users



DHL義工與服務使用者一同遊覽挪亞方舟
Volunteers of DHL and service users jointly visit the Noah's Ark



博藝體運有限公司義工與服務使用者一同參加中西區古蹟導賞團
Volunteers of Spotlight Enterprises Limited and service users participated in the guided tour of the Central and Western Heritage Trail



香港四季酒店義工與服務使用者一起參觀香港歷史博物館，並到本會的社企餐廳「香城茶室」午膳
Volunteers of Four Seasons Hotel Hong Kong and service users visit Hong Kong Museum of History and have lunch at City Cafe, the Society's social enterprise cafe



理光(香港)有限公司義工參與康姨餅房曲奇製作班
Volunteers of Ricoh Hong Kong Limited participated in cookies making class organised by Madam Hong's Bakery



萬興行義工探訪本會服務單位
Man Hing Hong visit a service unit



海利公館義工探訪本會服務單位
Volunteers of Hullett House visit a service unit

媒體報導
Media Reports

2016 26/05

TVB無線新聞
TVB News

2016 13/06

東方日報
Oriental Daily

2016 26/05

新城電台新聞
Metro Radio

2016 11/11

香港01
HK01

2016 26/10

商業電台節目
「在晴朗的一天出發」
Commercial Radio
Programme

2016 04/11

香港01
HK01

2016 12/09

大公報
Ta Kung Pao

2016 18/10

AM730

2016 31/10

i-Cable 節目「新聞刺針」
i-Cable Programme

2016 26/05

香港電台節目
「有你同行」
RTHK Programme

2016 12/12

香港電台節目
「有你同行」
RTHK Programme

2016 18/12

東方日報
Oriental Daily

2017 08/01

TVB「星期日檔案」
TVB Sunday Report

2017 24/02

明報
Ming Pao

2017 23/02

蘋果日報新聞
Apple Daily

2017 24/02

AM730

為了讓更多社區人士認識本會的服務及了解殘疾人士的需要，本會積極透過不同的媒體向大眾傳遞服務及活動資訊。在2016/17年度，本會在各個媒體共錄得近一百則報道，顯示媒體及社會關注本會的殘疾人士服務。

傳媒不但是傳遞社會資訊的重要渠道，而且更是本會宣傳服務及推廣「傷健共融」文化的密切伙伴。媒體報道可讓大眾從多角度理解殘疾人士的能力，從而消除由誤解而引起的偏見和歧視。為此，本會於2017年2月23日在社企餐廳「香城茶室」舉辦第四次「傳媒午宴」，席間發布由本會言語治療師於2016年8月至10月進行的「嚴重殘疾人士吞嚥情況」研究摘要，並率先介紹本會為回應需求而開展的「殘疾人士入職後續支援」先導計劃及新出版的機構刊物。

To let more community members know about the services of the Society and understand the needs of persons with disabilities, the Society frequently disseminates its information on services and events through different media reports. In 2016/17, around 100 pieces of news articles of the Society were recorded, which revealed the concern of the community and local media about services for persons with disabilities provided by the Society.

Media is not only an important channel for disseminating information to the public, but also a close partner of the Society in promoting services and the spirit of social inclusion. Media reports can allow the public to be aware of the capability of persons with disabilities from different perspectives, through which prejudice and discrimination arising from misunderstanding can be eliminated. To this end, the Society organised the fourth Media Lunch on 23 February 2017. Results of the Survey on Swallowing Profile of Service Users in Care and Attention Homes and Adult Training Centres conducted by Speech Therapists of the Society during the period between August and October 2016 were released, and the Pilot Project on Post-Employment Support Services responsive to the needs of persons with disabilities as well as new publications of the Society were introduced at the media lunch.

「香港最佳老友」運動電能烹飪比賽是本會的年度盛事。一如既往，於2017年4月舉行的電能烹飪比賽成功吸引不同學校/機構、社區團體及企業伙伴組隊參與，更得到勞工及福利局局長蕭偉強先生JP、多名立法會議員及社會賢達出席支持及/或參與決賽當天的名人匯演環節。是次比賽獲報章於不同的版面報導，而立法會議員們身體力行地宣揚及實踐「傷健共融」的精神，亦感染社會大眾關懷及接納殘疾人士。

此外，本會於2015/16年度增設的「牽蝶康兒中心」亦獲傳媒廣泛報導。中心提供專為有特殊需要兒童而設的服務，自開業至今已服務超過二千人。傳媒的報導成功令社會大眾了解有特殊需要兒童的需要，以及明白及早識別和接受適切治療的重要。

本會將繼續與傳媒伙伴保持緊密聯繫，協力把更多有關智障人士、自閉症人士、精神康復者及有特殊需要兒童的正面訊息傳遞給社區人士，共建和諧、平等的關愛社區。

'Best Buddies Hong Kong' Movement Electric Cooking Competition is always an annual signature event of the Society. Similar to past years, the Cooking Competition held in April 2017 attracted contestants coming from different schools/organisations, community groups and corporations. Mr Stephen SUI JP, the then Secretary for Labour and Welfare, several Legislative Council members and distinguished community leaders attended and/or participated in the 'Star Cooking Performance' held during the final cum award presentation ceremony to promote the spirit of social inclusion and put it into practice. Their concrete action helped foster greater acceptance of persons with disabilities and encourage the public to show care for them. Local media had a lot of coverage of the Competition.

In addition to 'Best Buddies Hong Kong' Movement, the newly set up 'Hin Dip Hong Yee Centre' in 2015/16 received extensive media coverage. The Centre provides services specifically for children with special needs and has served more than 2,000 clients since its opening. Media reports enabled the public to understand the needs of children with special needs and to realise the importance of early identification and provision of timely and appropriate treatment.

The Society will continue to maintain a close contact with media partners, and make collaborative efforts with the media to convey to the general public positive messages of persons with intellectual disabilities, persons with autism spectrum disorders, persons with psychiatric disabilities and children with special needs, engaging them in building a caring society with harmony and equality.

116

117