

# 7

企業傳訊

*Corporate Communications*





## 企業傳訊 Corporate Communications

在2020/21年度，受到新型冠狀病毒病疫情影響，本會未能舉辦大型實體的社會共融活動，同時亦改變傳統的大型籌款活動策略，幸得各界善心人士、企業伙伴及熱心團體繼續全力支持本會抗疫，除捐贈抗疫物資外，更透過支持本會兩項特別設計之「撐共融」募捐計劃支持本會。

此外，各界人士及團體購買本會職業復康服務單位的產品及支持本會社會企業「康融服務有限公司」的GERMAGIC長效殺菌塗層服務，提供更多工作培訓領域及就業機會予殘疾人士。另外，企業義工雖然未能親身探望本會服務使用者，但仍透過參與線上伙伴協作活動及計劃和義務工作等，出錢出力，推動社會共融。

In 2020/21, the Society was unable to organise large-scale in-person social inclusion activities as the COVID-19 pandemic raged and traditional fundraising events had to be suspended. Fortunately, corporate partners and organisations continued to join hands with the Society in our fight against the virus. These corporate partners and enthusiastic organisations, along with kind-hearted individuals, donated epidemic-related resources and supported our social inclusion work by donating to two of the Society's fundraising programmes.

The community and organisations also purchased products made by service units under our Vocational Rehabilitation and Development Services, and supported our GERMAGIC long lasting anti-viral coating service provided by Hong Yung Services Limited, one of our social enterprises set up to diversify training and employment opportunities for persons with disabilities. Even though visits had been suspended, members from our corporate partners and organisations contributed in cash, in kind and through efforts to promote social inclusion by participating in online collaborative activities and voluntary work.

## 捐贈 Donations

雖然新型冠狀病毒病疫情反覆，本會有幸獲得不少熱心團體及善心人士捐贈抗疫物資，或贊助本會服務單位噴灑抗菌塗層，不但為本會殘疾人士及其家屬緩解燃眉之急，更為各服務單位提供一個無菌空間，讓服務使用者安心住宿或接受訓練。

扶康會於2020年4月至2021年3月期間，合共向超過四千一百位殘疾人士及其家屬派發防疫物資，其中UPS、「社聯－頌慈基金」聯同「理財啟苗」以及東亞銀行分別捐款一萬五千美元（折合約十一萬六千港元）、捐贈及贊助十一萬港元及十萬港元抗疫物資。

The COVID-19 situation remains very volatile. While dealing with the impact of the epidemic, the Society is grateful that many enthusiastic organisations and kind-hearted individuals have donated resources and sponsored our service units so that they can benefit from the GERMAGIC long-lasting anti-viral coating service. Their generosity helped to take some pressure off persons with disabilities and their families, and most importantly, it created a virus-free environment for our service users.

Between April 2020 and March 2021, the Society received a lot of epidemic-related resources and distributed them to over 4,100 persons with disabilities and their family members. UPS, WiseGiving Charitable Trust together with Child and Adolescent Financial Education Fund Limited, and The Bank of East Asia, Limited respectively donated US\$15,000 (equivalent to HK\$116,000), HK\$110,000 and HK\$100,000 either in cash or in kind for anti-epidemic purposes.

### 贊助噴灑抗菌塗層 Funding for GERMAGIC Long-Lasting Anti-Viral Coating Service

感激多間企業及基金撥款，採購本會社會企業「康融服務有限公司」GERMAGIC塗層專業服務，為不同的弱勢社群噴灑GERMAGIC多層次殺菌塗層，既能協助有需要人士抗疫，並同時促進殘疾人士就業，為社會創造雙贏。

The Society is grateful for the donations from the corporations and foundations that funded our social enterprise Hong Yung Services Limited, which made it possible for the GERMAGIC long-lasting anti-viral coating service to benefit disadvantaged groups. It effectively helped to provide comprehensive protection as well as job opportunities for persons with disabilities. This is a perfect example of win-win cooperation between the commercial sector and our social enterprise.



同心助抗疫  
Fighting the pandemic in solidarity





支持企業及基金包括「華懋集團」撥款逾二十二萬港元為葵青區二十所殘疾人士服務單位噴灑 GERMAGIC 多層次殺菌塗層兩次，合共逾十一萬平方尺。「社聯 - 頌慈基金」聯同「理財啟苗」撥款為本會八所服務單位噴灑 GERMAGIC 多層次殺菌塗層，當中包括有特殊需要兒童服務中心、殘疾人士地區支援中心、精神健康綜合社區中心及庇護工場，合共超過四萬呎。新鴻基地產亦贊助社會福利機構過渡性房屋噴灑 GERMAGIC 多層次殺菌塗層。

The corporations and foundations that supported this effort included: Chinachem Group, which donated a sum of HK\$220,000 to fund GERMAGIC long-lasting anti-viral coating for 20 service units with a surface area of 110,000 sq. ft. in Kwai Tsing District twice in six months; WiseGiving Charitable Trust and Child together with Adolescent Financial Education Fund Limited, which generously funded the coating service for eight service units with a surface area of 40,000 sq. ft. in total, including a service centre for children with special needs, a district support centre for persons with disabilities, an integrated community centre for mental wellness and workshops; Sun Hung Kai Properties funded transitional social housing run by other social welfare organisations to receive the GERMAGIC long-lasting anti-viral coating service.



「社聯 - 頌慈基金」聯同「理財啟苗」捐款協助殘疾人士抗疫  
The WiseGiving Charitable Trust, and Child and Adolescent Financial Education Fund Limited have generously donated to help persons with disabilities fight against the virus

由於疫情關係，本年度的傳統籌款活動均要延期或/及取消，有見及此，本會推出不同的線上籌款計劃。人間有情，各界善心人士、企業伙伴及熱心團體對本會推動傷健共融的支持不因疫情而隔斷，各界仍然透過不同方式捐款，總結而言，本會於2020/21年度共籌得近三百萬港元。

Owing to the pandemic outbreak, all physical fundraising activities were postponed or cancelled this year. However, the Society launched several online fundraising programmes to show that love lives on in this world. The pandemic did not deter kind-hearted individuals, corporate partners and enthusiastic organisations from promoting the services of the Society and making various donations. In summary, the Society raised a total of around HK\$ 3,000,000 in 2020/21.

## 「撐共融 捐二千」計劃 2020 Donation Scheme 2020

扶康會服務殘疾人士及推動傷健共融逾四十載，並積極發展多元化的非資助項目，包括有特殊需要兒童服務、社會企業、社會共融房屋計劃、殘疾人士藝術共融活動及關愛家庭，本會特別推出此捐款計劃鼓勵社會人士捐出二千港元，支持上述本會非資助服務。

Fu Hong Society has been providing services for persons with disabilities and promoting social inclusion for more than 40 years. In order to fill the service gaps, the Society has developed diversified non-subsided services, such as services for children with special needs, social enterprises, inclusive housing pilot project, inclusive art projects for persons with disabilities and Family Care Homes. Donation Scheme 2020 was specially launched by the Society to encourage the community to donate HK\$2,000 in support of the above non-subsided services.

釋放殘疾人士潛能，活出精彩人生  
Unleash the potential of persons with disabilities and live a fruitful life





## 「撐共融 捐利是」計劃 2021 Donate Red Packets 2021

農曆新年期間，本會推出「撐共融 捐利是」計劃 2021，鼓勵社會人士及企業員工捐出利是，把長輩及親友的祝福，加上善心人士的愛心，延伸至支持本會非資助項目－「愛·共行」家庭支援先導計劃，以協助殘疾人士的生活規劃，並舒緩其家庭成員的照顧壓力，一同以愛共行，促進社會共融。

In celebration of the Chinese New Year, the Society launched 'Donate Red Packets 2021' to encourage the community and corporate employees to donate their red packets, an act that would extend the blessings of their elders and relatives, and the love of benevolent individuals in support of our non-subsidized service - 'By-Your-Side' Family Support Pilot Project. This project assists with the life planning for persons with disabilities and takes some pressure off caregivers. Let us walk together with LOVE and promote social inclusion!



## 捐款支持「樂誼居」共融房屋先導計劃 Support 'Joyful Place' Inclusive Housing Pilot Project

「樂誼居」是全港首個推動傷健一家的共融房屋先導計劃，為單身殘疾人士及一般人士提供合理的租金及居住環境，提升他們的生活質素。計劃有幸獲得深灣遊艇俱樂部支持並捐出二十萬港元為合共十四個房間及共享空間添置家具，讓租客享有共同生活及相處的機會，藉此促進社會共融。

The 'Joyful Place' Inclusive Housing Pilot Project is a non-profit inclusive housing scheme pioneered by Fu Hong Society, the first of its kind in Hong Kong. This project aims to cultivate social inclusion through the creation of a co-living environment in the community for singletons with and without disabilities. We are grateful to have received the donation of HK\$200,000 from the Aberdeen Marina Club to purchase furniture for 14 sub-divided flats and co-living spaces, which provide opportunities for the residents to share their lives and interact.

獨立套房、新淨裝修、  
乾濕分離、企理舒適！  
A well-furnished suite  
with the bathroom and  
toilet partitioned  
from each other, all  
comfortable and tidy!



## 伙伴合作 Partnership

企業、專業團體及商會對本會的長期支持，為我們推動傷健共融不可或缺的力量。

The support of the Society's corporate partners is an indispensable force in promoting social inclusion.

## 商界展關懷 Caring Company Scheme

2020/21年度本會成功提名九十五間企業、專業團體及商會，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。本會感謝各伙伴與我們建立長期的伙伴合作關係，縱然疫情期間無法一同舉辦實體的社區共融項目，但仍堅持以不同形式參與本會義工服務，搭建共融的橋樑。

In 2020/21, the Society successfully nominated a total of 95 companies, professional bodies and chambers of commerce to receive the 'Caring Company' and 'Caring Organisation' logos. The Society thanks them for their efforts in maintaining a long-term partnership with the Society and continuing participation in our voluntary services in different forms even when we could not work together to organise inclusion projects during the pandemic.



荃灣扶輪社  
Rotary Club of Tsuen Wan





## 贊助「樂誼居」共融房屋先導計劃添置小型家電 Donation of Small Home Appliances for 'Joyful Place' Inclusive Housing Pilot Project

威馬電器有限公司贊助小型家電予「樂誼居」共融房屋先導計劃，包括電熨斗、風筒、電飯煲、微波爐、電磁爐、電子湯煲、攪拌機、直立式吸塵機及咖啡機，為社會共融出一分力。

Goodway Electrical Enterprise Limited donated small home appliances, including irons, hair dryers, rice cookers, microwave ovens, induction cookers, soup makers, blenders, upright vacuum cleaners and coffee machines, to the 'Joyful Place' Inclusive Housing Pilot Project to support social inclusion.



## 購買「扶康·良品」支持殘疾人士就業 Purchasing Fu Hong's Products to Support the Employment of Persons with Disabilities

多間企業伙伴支持本會服務使用者親手製作之「扶康·良品」，包括：康姨餅房製作之康姨曲奇、升級再造產品、皮革產品及Germagic防疫殺菌產品，支持本會殘疾人士職業培訓及創造就業機會。

Many corporate partners have purchased the products handmade by our service users, including Madam Hong's cookies, upcycled products, handmade leather products, and GERMAGIC anti-viral and sterilisation products to support vocational training and create employment opportunities for persons with disabilities.



## 捐贈聖誕禮物予有特殊需要兒童 Christmas Gifts for Children with Special Needs

深灣遊艇俱樂部送贈聖誕禮物予牽蝶康兒中心和牽蝶中心每位服務使用者，為他們獻上聖誕心意，度過一個歡樂聖誕。

The Aberdeen Marina Club gave Christmas gifts to each of the service users at Hin Dip Hong Yee Centre and Hin Dip Centre, wishing them a joyful Christmas.



## 贊助舉辦藝術培訓班 Art Training Courses

本會連續第五年獲泰邦集團國際控股有限公司贊助服務使用者參與藝術培訓班，並使用他們的作品製作2021年度的公司座枱月曆，讓更多人認識及欣賞殘疾人士的藝術潛能。

For the fifth year in a row, Top Dynamic International Holdings Limited sponsored service users to attend art training courses and selected some of their paintings for publication in the company's 2021 Desk Calendar, making it possible for more people to know about the artistic potential of persons with disabilities.





## 「幸福的黃色小票」活動 ‘Yellow Receipt Campaign’

本會獲永旺(香港)百貨有限公司邀請成為活動的受惠機構之一，並獲贈電器等物品，提升服務使用者生活質素。

The Society was invited to be one of the beneficiaries of the ‘Yellow Receipt Campaign’ launched by AEON Stores (H.K.) Co., Limited. In addition, AEON also donated electrical appliances to the Society’s service units to improve our service users’ quality of life.



## 企業義工活動 Corporate Volunteer Activities

2020/2021年度受疫情影響，本會服務單位須暫停對外開放，但各企業均以不同形式關懷本會服務使用者，包括：線上共融活動、協助搜羅及運送抗疫物資，為殘疾人士打氣及表達關心。

Owing to the epidemic situation in 2020/21, all visiting arrangements were suspended for our service units. Different corporates cared for our service users in different ways, including online inclusive activities, collecting and delivering epidemic-related supplies, cheering persons with disabilities up and showing them care.



## 愛心熊慈善義賣活動 Citybase Charity Sale

港基愛心義工隊舉行「愛心熊慈善義賣」活動，並邀請本會成為活動的受惠機構之一，部分所得收益捐贈支持本會的殘疾人士服務。

The Citybase Volunteer Team organised the ‘Love Bear Charity Sale’ and invited the Society to be one of the beneficiaries. Some of the funds raised would be donated to support our services for persons with disabilities.





# 媒體報導 Media Reports

本會致力透過不同的傳統及社交媒體，發放共融訊息，推廣本會服務，以接觸社會各階層，加強社會大眾對本會服務的了解、提升他們對殘疾人士的關注及支持。

The Society uses a variety of media platforms to put out messages of social inclusion and to promote our services to different sectors of society. The sharing of such information helps the community understand our services further, and raises awareness and support for persons with disabilities.

「康融成為GERMAGIC塗層專業服務團隊」發佈會  
Report of the press conference of Hong Yung Service Limited appointed as the GERMAGIC Coating Specialist by HKUST

「探討支援殘疾人士照顧者」訪問  
Report of support services for persons with disabilities' carers



2020/21年度共有超過六十則報導

內容包括：關愛家庭、殘疾人士就業、社企餐飲服務、職業康復及發展服務、展能藝術、抗疫物資捐贈等。

In 2020/21, more than 60 news articles reported on the Society's services on various media platforms

These included: Family Care Homes, employment of persons with disabilities, catering services of social enterprises, Vocational Rehabilitation and Development Services, arts for persons with disabilities, and donations of epidemic-related resources, among others.



香城茶室報導 Report of City Cafe

