



企業傳訊  
**CORPORATE  
AFFAIRS**



籌款  
Fundraising



本會衷心感謝各社區人士、企業、機構及團體在過去一年對本會的支持！本會於2013/2014 年度共籌得三百九十二萬元，讓我們拓展切合殘疾人士需要的優質服務。去年舉辦及參與的籌款活動包括：

第十屆「甜蜜心連心」步行籌款

是次步行籌款有超過一千二百名傷健人士參與，更獲影視紅星鄧萃雯小姐蒞臨主禮。她表示：「我喜歡與智障人士相處，因為他們很真，只是有時不懂得與人溝通。我每年都會抽空做慈善，為社會帶出更多正面氣氛和訊息，希望大家也能這樣做。」



The Society sincerely thanks all members of the community, corporations, organisations and groups who have rendered their support to the Society in the past year. A total of \$3.92 million has been raised in 2013/2014 enabling the Society to develop quality services to meet the needs of persons with disabilities. Fundraising activities held and participated in the past year include:

The 10<sup>th</sup> FHS Charity Walkathon

More than 1,200 participants, including persons with disabilities and members of the community, participated in the Walkathon. Ms Sheren Tang, a renowned artist, was the officiating guest. “I enjoy interacting with persons with intellectual disabilities. They are so true although sometimes they don’t know how to express their thoughts. I’ll find time every year to attend charity events to build up a sense of positivity in the community. I hope everyone will do the same.” noted Ms Tang.

愛心傳送十三周年「扶康戲曲慈善夜」

是次粵曲晚會很榮幸邀得本港及內地粵劇名伶及名唱家蒞臨演出，吸引超過一千名聽眾觀賞，扣除開支後，約有十六萬元的善款捐助本會服務。

The 13<sup>th</sup> Anniversary of Serving Love and Care “FHS Chinese Opera Charity Night”

We had the honour of the presence of famed Chinese opera singers from Hong Kong and the Mainland. Over 1,000 spectators enjoyed the performance and after deducting the expenses, about \$160,000, was raised for the services of the Society.

伙伴合作  
Partnership

「商界展關懷」計劃  
Caring Company Scheme

本年度，本會成功提名一百零九間企業及專業團體，獲得由香港社會服務聯會頒發的「商界展關懷」及「同心展關懷」標誌，其中十四間為新合作的企業。

This year, 109 companies and professional bodies were nominated by the Society and successfully awarded the logo of “Caring Company” and “Caring Organisation” from the Hong Kong Council of Social Service, 14 of which are new corporate partners.





## 協作計劃 Partnership Projects

本會積極與不同的企業及專業團體建立伙伴合作關係，透過開展多元化的協作計劃，推動社區共融及企業社會責任。2013/2014 年度協作計劃如下：

The Society actively establishes partnership with corporations and professional bodies to promote social inclusion and corporate social responsibility through various partnership projects. Partnership projects in 2013/2014 are as follows:

### 中華電力有限公司 CLP Power Hong Kong Ltd

- 連續十年支持本會舉辦「香港最佳老友」運動電能烹飪比賽，協辦及贊助此活動，推動傷健共融的精神。

For ten consecutive years, CLP has supported the “Best Buddies Hong Kong” Movement Electric Cooking Competition, by sponsoring and co-organising the activity, to promote the spirit of social inclusion.

- 連續四年揀選本會成為其「安全獎勵計劃」捐款部分的受惠機構之一。

The Society was selected to be one of the beneficiaries of its “Safety Incentive Scheme” donation for four consecutive years.

- 揀選本會成為其「你+我·燃點生活力量」短片計劃受惠機構之一。

The Society was selected to be one of the beneficiaries of its “You & I – Energy for Life” Short Film Scheme.



### 香港廚師協會 Hong Kong Chefs Association

- 連續七年為本會舉辦「國際廚師日」慈善自助午餐，讓本會服務使用者及其家屬享用多款佳餚美食，藉此傳遞他們對殘疾人士的愛與關懷。

The International Chefs Day Charity Buffet Lunch was held for the Society for seven consecutive years. Service users and their family members are able to enjoy various delicious dishes and feel the love and care of the chefs.



### 永旺(香港)百貨有限公司 AEON Stores (Hong Kong) Co., Limited

- 舉行「幸福的黃色小票活動」，安排本會連續四期成為活動受惠機構之一，並捐贈電器等物品予本會多個服務單位。

The Society was one of the beneficiaries of “Blessing Yellow Tickets Activity” for four consecutive times. AEON also donated electrical appliances to many service units of the Society.



### UPS

- 由UPS贊助的毅誠工場智能貨倉計劃於2013年8月啟用。

The Smart Warehouse Project in Ngai Shing Workshop is sponsored by UPS and has been launched since August 2013.



- 與本會合辦年度企業義工日，探訪及帶領智障人士參與不同的義工活動。

UPS and the Society co-organised the Annual Corporate Volunteer Day to arrange visits and activities for persons with intellectual disabilities.

### 大家樂集團 Café de Coral

- 於旗下二十多間分店擺放本會捐款箱。

The Society's donation boxes are placed in over 20 branches of Café de Coral.

### 中石化(香港)油站有限公司 Sinopec (Hong Kong) Limited

- 舉行「電腦洗車慈善月」，並安排本會成為活動受惠機構。

The Society is the beneficiary of its “Computer Car Wash Charity Month”.



## 天上天有限公司 Top & Top Limited

- 於旗下的品牌 iroiro 分店義賣多用途袋及本會康娛曲奇。
- 捐贈手袋予本會作內部義賣籌款。

Charity sale of multi-purpose bags and Madam Hong's cookies at "iroiro" shops.

Donation of handbags to the Society for internal charity sale.



## 香港迪士尼樂園 Hong Kong Disneyland

- 舉辦「點點樂事·打打氣」慈善活動，並安排本會成為活動受惠機構之一，送贈樂園門票予本會服務使用者。
- 透過「迪士尼賞義工行動」，送贈樂園門票予本會義工。

The Society is one of the beneficiaries of the "Pump up Little Moments of Happiness" charity campaign. Tickets to the Hong Kong Disneyland are given to service users of the Society.

Through "Give a Day, Get a Disney Day", volunteers of the Society get free tickets to the Hong Kong Disneyland.



## 香港保險中介人商會 Hong Kong Chamber of Insurance Intermediaries

- 與思諾及怡諾成人訓練中心於 2013 年 9 月成立「香港最佳老友」運動第二個企業老友分社。

Setting up the second corporate chapter of "Best Buddies Hong Kong" Movement in Si Lok and Yi Lok Adult Training Centres in September 2013.

## 企業義工活動 Corporate Volunteer Activities

2013/2014 年度共有二十二隊企業義工隊參與本會活動，企業義工人次多達五百二十。義工活動撮要如下：

In 2013/2014, a total of 22 teams of corporate volunteer participates in the Society's activities involving 520 volunteer participants. Volunteer activities are summarised as follows:



1. 雅詩蘭黛集團義工與服務使用者一起製作小食  
Estee Lauder volunteers prepare snacks with service users
2. 永旺（香港）百貨有限公司義工到訪本會服務單位，並送贈禮物予服務使用者  
Volunteers of AEON Stores (Hong Kong) Co., Limited visit the Society's service unit and give presents to service users
3. 中原地產義工隊與服務使用者暢遊生態農莊  
Volunteers of Centaline Property Agency Limited tour eco-farm with service users
4. 俊和建築有限公司義工與服務使用者一同遊玩及享用社區康樂設施  
Volunteers of Chun Wo Building Construction Ltd. enjoy outing and community recreational facilities with service users
5. 港鐵義工隊與服務使用者外出閒逛及午膳  
Volunteers of MTR and service users go out and have lunch together
6. 本會的服務使用者參與「鼠戰中環」活動，為參加者打氣  
The Society's service users join the CENTRAL Rat Race by cheering participants
7. 萬福珠寶有限公司義工與服務使用者攜手製作小食  
Volunteers of Man Fook Jewellery Holdings Ltd and service users prepare snack together



## 媒體報導 Media Reports

在 2013/2014 年度，由不同傳媒報道本會的消息超過四十則，主題涵蓋「香港最佳老友」運動、「社會企業」、「扶康家庭」、成人日間訓練及職業康復服務等，有助加深社會大眾對本會多元及創新服務的了解。

由本會全力推動、全港獨有的「香港最佳老友」運動獲電視台訪問，分享成為「老友」的經歷及得著，鼓勵更多社區人士與智障人士建立一對一友誼；第十屆「香港最佳老友」運動電能烹飪比賽繼續得立法會議員參與其中，備受傳媒關注。此外，本會於 2014 年在海防博物館開設的「康姨咖啡室」，幸得各界報道，吸引食客聞名而至，令殘疾員工有更多機會接觸外界，為公開就業提供最佳的鍛煉。

為進一步與傳媒建立良好關係，本會自 2013 年起每年舉辦「傳媒午宴」，約見各大媒體介紹本會服務及分享個案。2014 年 5 月的傳媒午宴共獲十四份中英文報章報道，宣傳效果理想。

In 2013/2014, there are over 40 news articles on the Society covering the “Best Buddies Hong Kong” Movement, social enterprise, Casa Familia, adult day training and vocational rehabilitation services, etc. Through media coverage, the community gain better knowledge of the Society’s multi-faceted and innovative services.

Promoted by the Society, the unique “Best Buddies Hong Kong” Movement was interviewed by TV to share the experience and gains of being a “buddy.” More members of the community would be encouraged to join and establish one-to-one friendships with persons with intellectual disabilities. In the 10<sup>th</sup> “Best Buddies Hong Kong” Movement Electric Cooking Competition, members of the Legislative Council continued to participate in the event which was well covered by the media. In addition, it was fortunate that in 2014, the opening of “Madam Hong Cafe” in the Hong Kong Museum of Coastal Defence was widely reported by the media. Customers attracted to the Cafe provide good opportunities for staff members with disabilities to have direct contact with the outside world, giving them valuable working experience.

To forge better relationship with the media, the “Media Lunch” has been organised annually since 2013 for disseminating news of the Society’s services to the media and for case sharing. The media lunch held in May 2014 ended with satisfying result involving a total of 14 Chinese / English news reports.



- 傳媒午宴吸引多間媒體報道，令大眾有更多機會了解本會服務  
Media coverage on the “Media Lunch” allows the public to have better understanding of the Society
- 「康姨咖啡室」在 2014 年 3 月開幕，傳媒報道令餐廳的知名度提升  
Media coverage of the opening of “Madam Hong Cafe” in March 2014 brings fame to the Cafe
- 2014 年度第十屆「香港最佳老友」運動電能烹飪比賽獲得多名立法會議員與本會服務使用者組隊參賽，實踐傳健共融的精神  
In 2014, many members of the Legislative Council team up with the Society’s service users to participate in the 10<sup>th</sup> “Best Buddies Hong Kong” Movement Electric Cooking Competition, putting social inclusion in practice
- 本會面對服務使用者老齡化的挑戰，開展硬地滾球運動作復康活動，獲經濟日報詳細報道  
To face the challenge of ageing of service users, bocchia is introduced as rehabilitation activity, as reported in detail by the Hong Kong Economic Times
- 傳媒主動報道本會的洗車服務，帶出殘疾人士可自力更新的訊息，獲廣泛好評，並獲電台邀請訪問  
The Society’s car-washing service is reported by media with positive message that persons with disabilities can live a life of independence. The service was well received and was interviewed on radio
- 志峰 (左) 和明仔 (右) 在亞洲電視新聞節目《社區人和事》中受訪，分享參與「香港最佳老友」運動的得著  
Chi Fung (left) and Ming Chi (right) interviewed by ATV at its “People and Events in the Community” programme to share what they have gained through participating in the “Best Buddies Hong Kong” Movement

