



6

企業傳訊

CORPORATE
Communication

籌款 FUNDRAISING

在2015/16年度，本會得到社區人士、企業及團體的鼎力支持，共籌得四百五十五萬港元，讓本會繼續拓展殘疾人士需要的服務，並支持本會自負盈虧服務的運作。本會於2015/16年度舉辦及參與多個籌款活動，其中包括：

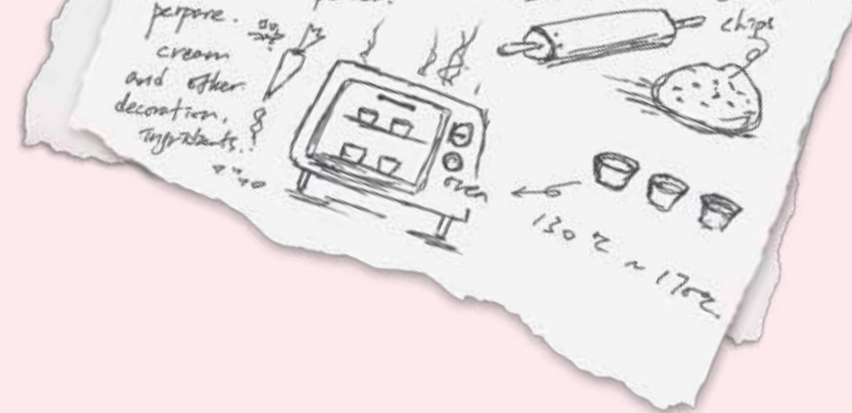
In 2015/16, with concerted support from community members, corporations and organisations, a total of HK\$4,550,000 was raised. Such donations enabled the Society to continuously develop appropriate services for persons with disabilities, and supported the operation of our self-financed services. In 2015/16, the Society organised and participated in various fundraising activities, including:

全港賣旗日

2015年10月24日（星期六）舉辦的全港賣旗日成功吸引超過四千名義工參與，其中包括五百多位服務使用者及家屬，合力籌得一百五十多萬港元善款。

Territory-wide Flag Day

Over 4,000 volunteers, including more than 500 service users and their family members, participated in the Territory-wide Flag Day held on 24 October 2015 (Saturday). With joint efforts of all participants, the Flag Day raised over HK\$1,500,000.



第十二屆「甜蜜心連心」 步行籌款

本年度步行籌款移師白石角海濱長廊舉行，以容納更多市民一同共襄善舉。是次活動有接近一千位傷健人士參與，共籌得款項超過三十四萬港元。參加者包括商業機構、團體、學校、社區義工、本會服務使用者及其家屬。

The 12th FHS Charity Walkathon

The Charity Walkathon was held at Pak Shek Kok Promenade this year, allowing more citizens to participate. With support from close to 1,000 non-disabled and disabled participants, including corporations, organisations, schools, community volunteers, service users and their family members, the event raised over HK\$340,000.



伙伴合作 PARTNERSHIP



「商界展關懷」計劃 'Caring Company' Scheme

本會的服務理念得到商界支持，並透過合辦不同的義工和社區項目，一起實踐共融社會。在2015/16年度，本會成功提名一百一十三個企業及專業團體，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。

The Society's service vision is well supported by the commercial sector. Through co-organising different volunteer and community programmes, the Society and its corporate partners make joint efforts in building an inclusive society. In 2015/16, the Society successfully nominated 113 corporations and professional bodies to receive the logo of 'Caring Company' and 'Caring Organisation' awarded by the Hong Kong Council of Social Service.

01
UPS

02
香港會議展覽中心(管理)有限公司
Hong Kong Convention and Exhibition Centre (Management) Limited

03
中銀信用卡(國際)有限公司
BOC Credit Card (International) Limited

04
大同機械企業有限公司
Cosmos Machinery Enterprises Limited

05
東亞銀行
Bank of East Asia

06
港基物業管理有限公司
Citybase Property Management Limited



協作計劃 Partnership 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，並與他們建立良好的夥伴關係，攜手推動社區共融及實踐企業社會責任。2015/16年度協作計劃如下：

The Society actively establishes partnership with corporations and professional bodies for promoting social inclusion and putting corporate social responsibility into practice by launching diversified partnership projects. Examples in 2015/16 include:

「香港最佳老友」運動電能烹飪比賽

中華電力有限公司連續十二年支持本會舉辦「香港最佳老友」運動電能烹飪比賽，透過協辦及贊助此活動，推動傷健共融的精神。

'Best Buddies Hong Kong' Movement Electric Cooking Competition

CLP Power Hong Kong Limited supported the 'Best Buddies Hong Kong' Movement Electric Cooking Competition for twelve consecutive years by sponsoring and co-organising the contest to promote the spirit of social inclusion.



國際廚師日

香港廚師協會邀請本會參與其舉辦的「國際廚師日」慈善自助午餐，讓本會四百多位服務使用者及其家屬享用多款美食佳餚，藉此傳遞他們對殘疾人士的愛與關懷。

International Chefs Day

Hong Kong Chefs Association invited the Society to participate in 'International Chefs Day' Charity Buffet Lunch. Over 400 service users and their family members enjoyed different tasty dishes, feeling the love and care from the chefs.





康姨餅房擴展計劃

UPS FOUNDATION於2016年3月再次撥款，支持毅誠工場的康姨餅房添置新設備及用具，擴展業務發展。

Expansion Project of Madam Hong's Bakery

In March 2016, Madam Hong's Bakery of Ngai Shing Workshop once again received the sponsorship from UPS Foundation for purchasing new equipment and tools for business expansion.

「幸福的黃色小票」活動

永旺(香港)百貨有限公司舉辦「幸福的黃色小票」活動，並連續八期邀請本會成為活動受惠機構之一，捐贈電器等物品予本會多個服務單位。

Yellow Receipt Campaign

The Society has been one of the beneficiaries of the 'Yellow Receipt Campaign' launched by AEON Stores (Hong Kong) Co., Limited for eight consecutive phases. AEON also donated electrical appliances to the Society's service units.



擺放扶康會捐款箱

於永旺(香港)百貨有限公司的門市、中國石油化工股份有限公司的油站、一粥麵及米線陣的分店放置本會捐款箱收集善款，以支持本會的服務發展。

Placing Fu Hong Society's Donation Boxes

To support the service development of the Society, AEON Stores (Hong Kong) Co., Limited, China Petroleum & Chemical Corporation, Super Super Congee & Noodles and Mixian Sense placed the Society's donation boxes at their stores, petrol stations and branches respectively for collecting donations.



愛心賣物會

港基物業管理有限公司於2015年7月舉辦「港基30周年暨義工10載愛心賣物會」，邀請本會成為受惠機構之一，並派義工為本會設置義賣攤位。

Charity Sale

At the 'Citybase 30th Anniversary cum Volunteer Team 10th Anniversary Charity Sale' held in July 2016, Citybase Property Management Limited invited the Society to be one of the beneficiaries and sent volunteers to help us set up the charity sale booth.



企業展銷

康姨餅房獲邀於多個企業進行曲奇展銷，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、禰氏律師行、AUTOBEAUTY、港基物業管理有限公司、高華集團、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。

Corporate Trade Fair

Madam Hong's Bakery was invited to trade fairs in a number of corporations, including Hong Kong Convention and Exhibition Centre (Management) Ltd., Royal Plaza Hotel, Kowloon Development Company Limited, Huen & Partners Solicitors, AutoBeauty, Citybase Property Management Limited, 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

2015/16年度共有三十六隊企業義工隊參與本會活動，企業義工人次超過八百人，較去年上升14%。藉著不同的義工活動，服務使用者有機會與社區人士合作及交流，有助擴闊眼界，亦可感受社區人士對他們的關懷，為他們的生活帶來豐富的體驗。義工活動撮要如下：

In 2015/16, a total of 36 corporate volunteer teams participated in the Society's activities. Over 800 corporate volunteers participated, which was an increase of 14% over the previous year. Through participating in a variety of volunteer activities, service users were provided with the chances to interact with community members and to feel their care. Life experience of service user was also enriched. Volunteer activities held in 2015/16 are summarised below:

01

雅詩蘭黛集團義工與服務使用者一起遊覽山頂香港杜莎夫人蠟像館

Volunteers of Estee Lauder and service users visited Madame Tussauds Hong Kong

02

艾睿電子亞太有限公司義工與服務使用者一同參觀有機農場

Volunteers of Arrow Asia Pac Limited and service users visited an organic farm

03

中國銀行及中銀信用卡義工與服務使用者一同參加堆沙比賽

Volunteers of Bank of China and BOC Credit Card joined the sand sculpture competition with service users together

04

港鐵義工與服務使用者結伴遊覽香港文化博物館

Volunteers of MTR Corporation Limited and service users visited Hong Kong Heritage Museum

01



01



02



02



03



04



03



05 06



07



07 08



07 08



05

Otto International (Hong Kong) Ltd.義工與服務使用者籌備時裝表演活動

Volunteers of Otto International (Hong Kong) Ltd. and service users prepared for the Fashion Show together

06

高華集團國際有限公司義工探訪本會服務單位

Volunteers of Clover Group International Ltd. visited our service units

07

NEC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 NEC and service users visited Hong Kong Museum of History and had lunch at City Cafe, the Society's social enterprise cafe

08

永旺(香港)百貨有限公司義工與服務使用者一起製作曲奇

Volunteers of AEON Stores (Hong Kong) Co., Limited and service users made cookies together

傳媒是宣傳本會服務的密切伙伴。媒體報道既可增加本會的知名度，亦可讓大眾從多角度理解殘疾人士的能力，消除偏見，為構建共融社會向前邁進一步。為此，本會於2015年9月舉辦第三次「傳媒午宴」，席間公布了「自閉症成人表現行為與父母的態度、應對策略及壓力之間的關係」的調查結果，並獲九份中英文報章報道，引起社會廣泛關注。不少照顧者及後更加入本會成立的「同行智者支援小組」，交流照顧心得和分擔彼此的壓力。

Media is always a close partner helping the Society to promote its services. Media reports not only enhance the Society's reputation, but also enable the public to learn more about the abilities of persons with disabilities from various perspectives, thereby removing prejudice and moving one step forward towards the building of an inclusive society. To this end, in September 2015, the Society organised the third Media Lunch and announced the results on the study of 'Relationship between the behaviours of adults with autism spectrum disorders and their parents' attitude, coping strategies and stress. They were then reported in nine Chinese and English newspapers and drew wide attention in the community. Consequently, a number of carers joined the 'Support Group for Parents/Carers of Persons with Autism Spectrum Disorders and Intellectual Disabilities', through which they could exchange experience and relieve their pressure.

本會同時十分關注智障服務使用者老齡化的趨勢，亦明白他們有接受生死教育的需要。為此，本會將於2016年4月開始推行為期兩年的生死教育計劃，讓智障服務使用者能夠以正面的態度面對死亡。上述服務計劃既彰顯了本會「以求為導」的精神，亦成功吸引多個媒體報導，其中包括新城電台、文匯報、香港01及亞洲電視。本會將繼續與傳媒伙伴保持緊密聯繫，合力把更多有關智障人士、精神康復者及自閉症人士的正面訊息傳遞給社會大眾，感染更多社區人士支持，共建和諧、平等的關愛社會。

Concerning about the situation of ageing service users and understanding their needs to receive life and death education, the Society has been launching a two-year project on this topic to help service users develop a positive attitude towards death. The said service project has embodied the 'Meet the Need, Take the Lead' spirit of the Society, and successfully attracted different media reports, including Metro Radio, Wen Wei Po, HK01 and ATV. The Society will continue to maintain a close partnership with the media and jointly deliver positive messages on persons with intellectual disabilities, psychiatric disabilities and Autism Spectrum Disorders to the public, in order to enlist more community support and create a harmonious, equal and caring society together.