

籌募委員會報告

CAMPAIGN COMMITTEE REPORT

有賴廣大善長的慷慨支持，本年度公益金籌款成績優秀，共籌得港幣二億七千八百萬元善款，惠澤全港有需要人士。

公益金一直不斷努力，希望網羅不同年齡層的市民，參與籌款活動。例如透過網絡及名人的影響力去接觸年輕社群 — 流行樂隊 Supper Moment 不單在便服日宣傳片中粉墨登場，四位充滿活力的成員又聯同創作歌手盧凱彤走訪校園與辦公室，親身向年青人傳遞慈善信息。此外，我們亦採用近期具人氣的「網上直播」宣傳模式，成功吸引更多不同階層的人士，加入公益行列。

每年，許多捐款人和贊助人忠實地支持公益金的活動，從百萬行、百萬泳、馬拉松、高爾夫球賽，到環保為公益、「折」食日、愛牙日及賣旗日都十分捧場，公益金著實感激大家熱情參與。

本年度，公益金擴大服務層面，推出社會房屋共享計劃，協助有需要人士改善居住環境。在往後的日子，這些新需求、新舉措，可望推動善長繼續行善。

二零一九年，公益金踏入五十週年，標誌公益金的重要里程碑，連串籌款節目將會陸續登場，定必精彩可期。

最後，我想藉此機會衷心感謝各位善長慷慨解囊；並感謝籌募委員會各委員不吝給予指導和支持，同時，我也要向公益金辦事處的同事致謝，感謝他們默默耕耘，揮灑創意，為公益金一再帶來多姿多彩的籌款活動。

郭少明

籌募委員會主席



Thanks to the generosity of our many donors, The Community Chest managed to raise an impressive HK\$278 million during the year under review to support the needy of Hong Kong's community.

We have worked hard to ensure that our fundraising activities target a broad range of age groups. Our strategy in harnessing on-line and celebrity power – such as inviting the band Supper Moment and singer Ellen Loo to appear in our Dress Casual Day promotional videos and pay visits to schools and workplaces of the donors – has allowed us to reach a younger audience. Moreover, various live online promotions have allowed us to engage with a wider mix of people than in the past.

Year after year, our loyal donors and patrons continue to support our many events – walk, swim, marathon, Golf Day and our Greening For The Chest, Skip Lunch Day, Love Teeth Day, and Flag Day. We remain deeply grateful for their ongoing help.

This year, the Chest also welcomed new beneficiaries including residents of The Community Housing Movement. New initiatives like this provide donors with continuous incentives to support the community.

2019 marks the Chest's 50th Anniversary, this will be an exceptional and memorable year for the Chest and we are planning a series of exciting fund-raising events.

Finally, I would like to extend my heart-felt thanks to all of our donors for their unstinting generosity, to my fellow Committee members for their support and guidance, and to our colleagues at the Chest office for their creativity and diligence in bringing to life our many fund-raising events every year.

Simon Kwok
Campaign Committee Chairman

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