

公共關係委員會報告

PUBLIC RELATIONS COMMITTEE REPORT

公益金作為香港首選的慈善機構，每年都努力尋求大眾的支持，扶助社會上弱勢社群。這方面的工作，二零一七 / 二零一八年的成績總算令人振奮。

我們相信年輕人是公益金最理想的親善大使。故此，我們工作很重要的一部份，就是聯同會員機構及受惠人士到訪專上學院及中、小學校，講解公益金的工作，特別是我們作為籌款及撥款機構的雙重角色。

本年度，我們跟約四千名充滿熱情的年青人會面，除加深他們對公益金的認識外，亦鼓勵他們參與我們的慈善工作。

我們在頭條日報刊登「及時雨基金」個案，將公益金和大眾拉近。市民每每響應報章的呼籲，慷慨捐款予公益金，協助遭受意外打擊的家庭，這顯示市民對我們的信任。四個月前，一位受惠人士「交還」六萬元的善款，多謝公益金兩年前幫助他渡過家庭巨變的難關——善款數目就是當年的受助金額。

本會的金禧紀念將於今年十一月來臨，籌備 50 週年慶典的工作進展順利。我們希望藉此機會跟新知舊雨加強聯繫，爭取更多支持，同時向公眾展示五十年過去傑出的成果，我們更下定決心，努力超越以往佳績。現正密鑼緊鼓籌備多個重要項目，包括：

- 全港大專生舉行公開比賽，為公益金構思籌款計劃及為會員機構建議新服務
- 訪問公益金創辦人、委員會委員、會員福利機構人員及捐款者，並輯錄成一本紀念冊
- 製作主題短片，闡述公益金各種各樣的服務，透過主流及社交媒體，傳達予公眾
- 設計一個資訊豐富的週年網頁，作為推廣及宣傳公益金籌募活動及社會服務

最後，我們迎向公益金未來五十年的新挑戰，克盡努力再創高峰。

丘李賜恩

公共關係委員會主席



As Hong Kong's home-grown charity of choice, The Community Chest's main priority every year is to engage the public to support the less fortunate members of our society, 2017/2018 has been an exciting and momentous year for the Chest in this endeavour.

The Community Chest always has great faith in our young people as ideal ambassadors to promote our good work. To this end, it is crucial for us to visit tertiary institutions, secondary and primary schools in the company of our member welfare agencies and beneficiaries to talk about the organisation and to highlight our role as fund-raiser as well as financier of services. In meeting with more than 4000 young people during the school visits, not only have we enhanced awareness of our name among them, but also encouraged them to participate in charity work.

Our Rainbow Fund beneficiary stories published in Headline Daily continue to connect us with people from all walks of life. In response to tragedies, the speedy and generous donations from the community in aid of the victims, through the Chest, is an indicator of the trust of the public in us. Just four months ago, a beneficiary 're-paid' \$60,000 to the Chest thanking us for helping him to get over a family tragedy two years ago - the exact amount that he received in 2016 from the Rainbow Fund.

We are making good progress in preparing for our 50th anniversary celebrations. The Golden Jubilee starting November 2018 provides an excellent opportunity to engage our many supporters and to gain new ones. It gives us a chance that 50 years on, we aim to surpass all our accomplishments.

We are proposing major events including:

- a competition for tertiary students to pitch for new ideas for fund-raising activities and suggesting new community services for member agencies
- the publication of a book based on interviews with our founding members, board/committee members, member agencies and donors
- the production of a set of thematic videos to highlight our development in the past 50 years
- the design of a more informative anniversary website

Finally, we all look forward to another 50 years of new challenges and successes for the Chest.

Irene Yau

Public Relations Committee Chairman

100% giving