

公共關係委員會報告

PUBLIC RELATIONS COMMITTEE REPORT

公益金藉著金禧誌慶向香港人道謝，感激他們多年來的支持，令公益金成為香港人首選的慈善機構。

公益金在二零一八年十一月八日踏入 50 歲，安排了一系列色彩繽紛的慶祝活動。當天在頭條日報刊登的四版特刊，和南華早報的全版報導，皆受大眾歡迎。同日，我們登上開篷巴士向全港各區的市民派發朱古力金幣，更與會員機構合辦一百二十六個生日會慶祝公益金生辰。

在宣傳工作方面，我們推出了一個重點項目 - 「實踐·社創」社會創新策劃比賽 - 目標是來自不同學系的四十萬大專生，比賽共收集得九十份建議書。其中六支隊伍設計出嶄新的籌款計劃及社會服務，脫穎而出。此比賽在社交媒體上接觸超過二百萬人次。

為記錄本會自一九六八年成立以來的公益旅程，我們出版《道行公益 - 公益金服務香港五十年》一書，由逾二十位受訪者，道出公益金 50 年來的歷程。

本會亦邀得名譽副會長黎明先生演唱，由雷頌德先生重新編製的主題曲 - 《公益心》。此外，我們推出金禧年全新的宣傳片、動畫及有關受患者故事的短片，藉此提高公益金的知名度，及引起大眾對我們活動的關注。

二零一八 / 二零一九年是個多姿多采而難忘的年度。展望將來，過去 50 年的種種經驗將成為我們在公益路上的明燈，引領我們步向下一個 50 年。

丘李賜恩

公共關係委員會主席



Our 50th Anniversary is an excellent opportunity to express the Chest's gratitude to the people of Hong Kong for their support over the past five decades, which has made us the "Charity of Choice" in Hong Kong.

We celebrated the Chest's 50th birthday on 8 November 2018 with fanfare. The 4-page supplement in *Headline Daily* and the full-page coverage in *South China Morning Post* were well-received by the general public. The handing out of chocolate gold coins from open-top buses across the city attracted enthusiastic response from the community. To cap it all, 126 birthday parties were organised for our member agencies.

Our anniversary key public relations project – Social Innovation in Motion Competition – reached out to 400,000 tertiary students from all disciplines in Hong Kong. Over 90 entries were received. Six teams were awarded for their ingenuity in coming up with new service improvement or fund-raising ideas. The project successfully reached over two million viewers on social media platforms.

To record the Chest's journey since its founding in 1968, we published a history book – *The Community Chest Way* - which showcases half a century of achievements through interviews with over 20 stakeholders.

The Community Chest theme song was rearranged by Mr Mark Lui and sung by our Vice Patron Mr Leon Lai. New corporate videos, short animations and various footage of our beneficiaries' stories were produced, highlighting the anniversary celebrations to further enhance awareness of our name and activities among the community.

2018/2019 has been a colourful year and certainly one to remember. As we reflect on the past 50 years, useful experiences have been brought to light providing us with clear outlook for the next 50 years.

Irene Yau
Public Relations Committee Chairman