



公益金衷心感謝社會各界五十年來的信賴，令我們成為香港人慈善機構首選。由於香港現正處於艱難時刻，我們比以往更需要讓公眾認識公益金的使命與角色。

為了讓公眾了解公益金在抗疫期間對社會的支援，我們透過報章報導、社交平台分享援助個案及抗疫工作的最新資訊，並讓捐款人清楚了解善款的用途，一分一毫皆用得其所。

公益金十分感激眾多有心人捐贈口罩、消毒用品及善款，讓我們得以分派給在疫情中有需要的市民，協助紓解他們的困境。

作為慈善機構，公益金非常重視與年輕人互動，鼓勵他們積極回饋社會。於二零一九年九月至二零二零年一月期間，我們走進校園，舉辦學校講座，與近三千七百名學生交流。惟因疫症爆發，原訂於二零二零年春季舉行的學校講座無奈取消或延期。待疫情減退後，我們將會延續這項慈善教育工作。

儘管過去一年香港面對一連串前所未見的挑戰，公共關係委員會定必繼續努力，向公眾推廣公益金的使命及工作，並擔當橋樑角色，呼籲各界人士幫助弱勢社群，促進社會福祉。

丘李賜恩

公共關係委員會主席



After five decades as Hong Kong's charity of choice, the Community Chest remains eternally grateful for the deep trust the community has placed in our organisation. During difficult times, it becomes more important than ever that we continue to raise public awareness on the Chest's role in our community.

In light of the current situation, we have made great efforts to communicate with our supporters on the Chest's fight against the coronavirus efforts through press coverage and stories on social media platforms on how their donations are being used to help those in need.

The Chest is especially thankful for the support from the general public - with individuals bringing face masks and sanitisers to the Chest's office for distribution to the needy; and for those making generous donations to address the imminent needs of the underprivileged.

As a charitable organisation, the Chest has always stressed the importance of engaging with the younger generation - inspiring them to take up the reins as active and contributing members of the community. Between September 2019 and January 2020, we reached out to nearly 3,700 students in school visits as part of our young engagement initiatives. Unfortunately, the school visits scheduled for Spring 2020 were either cancelled or postponed due to the coronavirus epidemic, but the Chest remains determined to resume our philanthropic education endeavours when conditions allow.

Although the past year has presented Hong Kong with a series of unique challenges, the Public Relations Committee will continue to reiterate the Chest's vision and mission in enhancing community support towards the most vulnerable members of our society.

Irene Yau

Public Relations Committee Chairman