

公共關係委員會報告 PUBLIC RELATIONS COMMITTEE REPORT



公益金永遠將公眾的福祉放在首位。在新冠疫情持續肆虐的困境中，我們尤其明白市民所遭受的苦況。

為讓大眾了解公益金的工作，特別是有關疫情的支援，我們以專業及高透明度的傳訊工作，與持份者溝通。我們積極推廣三度推出的「公益金及時抗疫基金」，基金第一及第二輪已撥款港幣六千六百八十萬元，為九千六百五十八個家庭，共逾二萬四千三百名有需要人士提供援助（截至二零二零年八月三十一日），特別是受疫情影響導致失業及開工不足的人士。

本年度公益金的抗疫工作在印刷及電子媒體均有廣泛的報導。我們與會員機構一同透過分享受惠者的故事，讓公眾更加了解捐助公益金的善款如何幫助有需要的市民渡過「疫」境。

此外，公益金透過《頭條日報》刊載「及時雨基金」資助個案，讓讀者了解到基金如何協助突然遭遇不幸的家庭渡過難關，並鼓勵善長伸出援手。本年度，我們刊載了五個受助個案，為有需要人士合共收集逾港幣一百萬元善款。

儘管本年度多場校訪因為疫情需要延期或取消，這種「新常態」正好為自二零一零年開展的校訪計劃帶來新契機—讓公益金透過網上及電子渠道與青年人分享交流。

為更妥善保存歷史紀錄及便利日後的宣傳工作，公益金本年度推行檔案數碼化計劃，為創會半世紀以來收藏的公關宣傳資料建立電子資料庫。

展望來年，本港的經濟環境暫時難言樂觀。惟公共關係委員會將會繼續堅守本份，努力鞏固公益金作為香港人首選的慈善機構。

丘李賜恩
公共關係委員會主席

The Community Chest takes great care in upholding the public's best interests at the forefront of our operations, and during these trying times, we recognise that the coronavirus pandemic has caused great hardship in the community.

To build understanding of the Chest's work – especially our ongoing initiatives in COVID-19 relief – our stakeholder communications focus on professionalism and transparency. Much publicity was given to the launching of the three phases of the Anti-Coronavirus Rainbow Fund which had disbursed HK\$66.8 million, helping 9,658 families comprising over 24,300 beneficiaries (for the first two phases up to 31 August 2020), especially the unemployed and underemployed.

During the year, the Chest's initiatives were featured prominently in the print and online news media. We also worked with our member agencies to collect and share the beneficiaries' stories, showing first-hand how funds are being used to support Hong Kong's needy during the pandemic.

Aimed at informing the public about the Fund's efforts – as well as inspiring others to donate and support those in need, the Rainbow Fund Headline Daily column has generated a positive response from the community. In 2020/2021, five case interviews were conducted and published, and donations of over HK\$1 million were raised specifically for the beneficiaries.

Although the pandemic forced the cancellation or postponement of a number of school visits during the year under review, the "new normal" has created an opportunity to update our school engagement programme (first launched in 2010) for the Internet era – allowing us to engage younger generations through various e-platforms and digital channels.

In an effort to preserve the Chest's publicity materials for improved record management and also to facilitate future communications work, we conducted a digitisation exercise during the year, creating an electronic archive of our organisation's work over the past five decades.

Looking ahead, it is expected that the economic environment will continue to remain challenging. Regardless of the situation, the PR Committee remains dedicated to enhancing the Chest's long-term reputation as Hong Kong's "Charity of Choice".

Irene Yau

Public Relations Committee Chairman

