

Message from Ms Rose W M Lee, JP, Campaign Committee Chairman

Despite an uncertain economic environment, The Community Chest achieved another successful year of fund-raising in 2015/2016, building on the continued support and generosity of our donors. I am pleased to report that we managed to raise over HK\$314 million during the year. As always, every single dollar raised will be allocated to support our member social welfare agencies, without any deductions for administrative expenses.

We owe this success to the combined contributions of all our stakeholders in the community – our individual and corporate donors, volunteers, friends and supporters.

It is especially gratifying to see the generosity bestowed upon the Chest's beneficiaries by individual donors. Every year, we receive substantial contributions from bequeathed personal savings, donations inspired by the Rainbow Fund stories, responses to the donations appeal of the Chest's newsletters, and funds collected through our donation boxes and other channels. This high level of personal giving stands as a resounding testament to the kindness of Hong Kong's people, representing all strata of our society. Every dollar counts!

Another significant source of donation comes from approximately 40 fund-raising activities organised by the Chest every year. Drawing upon the professional experience and extensive networks of our Committee Members, staff and volunteers, the Chest's signature events – including "Walks for Millions", the "Community for the Chest" Television Show and "Dress Casual Day" – have become important community engagement events.

As demand for our support will increase, the Chest is committed to working closely with our member agencies, donors, sponsors and partners to raise funds for the needy. With the support of the greater community, we will continue our work to serve the underprivileged and to make Hong Kong a better home for all members of our society.