

籌募委員會報告

CAMPAIGN COMMITTEE REPORT

對公益金來說，二零一八 / 二零一九年度實在意義非凡，不但標誌着公益金成立 50 週年的重要里程碑，也有賴眾善長的慷慨支持，籌得善款港幣逾三億八千八百萬元，創下 50 年以來最高的籌款數字。

一連串週年慶祝活動，包括大班獻藝為公益、50 週年百萬行（中環及灣仔繞道）、輕歌曼舞半島夜、於西九文化區戲曲中心舉行的百萬名釀為公益、新鈔票公益珍藏套裝等均取得佳績。公益金十分感謝各行各業人士的熱心參與，令各活動得以順利進行。

從市民踴躍參與籌款活動、商業機構的長期支持，以至年內不時收到的自發捐款，港人的關愛善心處處可見。於過去一年，公益金共收到四筆總額共港幣七千五百萬元的捐款，足證大眾對公益金的信任。而公益金的總籌款額，亦由一九六八年的六百八十萬港元，累積到 50 年後逾六十八億港元的善款。公益金能有今天的成就絕不容易，而這些數字都象徵著大眾關懷社區的仁愛精神。

作為公益金籌募委員會主席，能夠在這特別的一年帶領公益金推行籌款工作，我深感光榮。在一眾委員、會員機構、公益金員工及義工的共同努力下，公益金將繼續竭盡所能，為香港及有需要人士服務。

郭少明

籌募委員會主席



2018/2019 has been a memorable year for The Community Chest. In addition to marking our 50th Anniversary, the past year saw the immense generosity of our donors and supporters helping us raise over HK\$388 million through a number of fund-raising events and donations – the highest annual donation income in the Chest’s 50-year history.

To mark the Chest’s anniversary, the Celebrities Sing for the Chest fund-raising campaign continued to be one of the Chest’s most popular events. Other thematic fundraisers, like Walk for Millions at the Central - Wan Chai Bypass, Unchained Melodies at the Peninsula, Wine for Millions at the West Kowloon Cultural District’s Xiqu Centre and new banknote collective set charity campaign, were also huge successes. Bringing together people from all walks of life, we are deeply grateful to everyone who have helped bring these events to life.

Beyond funds-raising events, the generosity of our community can also be seen in the unfailing long-term support from our corporate donors, and the many unsolicited donations that we receive. During the year in review, we received four significant one-off donations totaling HK\$75 million – a symbol of the public’s trust in our work over the past 50 years. From the initial HK\$6.8 million that was raised in the Chest’s founding year of 1968, the accumulative amount of donations has since grown to exceed HK\$6.8 billion. This achievement is no easy feat, and proof of Hong Kong’s compassion for its less fortunate residents.

As the Chest’s Campaign Committee Chair, it has been an honour to lead our funds-raising efforts during this milestone celebration year. With the help of my fellow Chest members, our member agencies, staff and volunteers, we will continue to endeavour to serve Hong Kong and people in need.

Simon Kwok
Campaign Committee Chairman