

# 創立中總愛心行動

## We Care · We Share Campaign



本會不僅積極推動香港經濟發展，也十分關注社會民生。為進一步凝聚及傳遞工商界愛心，年內本會創立“中華總商會愛心行動”，期望以實際及持續的行動向基層市民及弱勢社群表達關懷，攜手同心共建和諧社會。(22/6)

Besides promoting the economic development of Hong Kong, the Chamber also cares a lot about the community's livelihood. To further converge and express the care from the business sector, the Chamber founded the “We Care · We Share Campaign” during the year. The Campaign aims at building a harmonious community by continual actions that help the grassroots and the underprivileged. (22/6)

### 捐贈項目顯愛心

每逢節慶假日，中總愛心行動透過社會福利署向有需要的家庭送出各款美食券，藉此傳遞溫暖，年內共派出 33,000 張總值達 100 萬元的溫暖美食券。中總愛心行動並捐款 10 萬元成立“社會福利署緊急援助基金”，向遭受重大事故影響的家庭提供即時援助。中總愛心行動將持續撥款予基金，以協助更多有需要人士。

### Donation With Love

As a warming gesture, the “We Care · We Share Campaign” gave out food coupons to families in need through the Social Welfare Department (SWD) during festivals. In 2009, 33,000 coupons worth of HK\$1 million were distributed. The Campaign also made a HK\$100,000 donation to establish the “Emergency Relief Fund” at the SWD, providing immediate relief to families struck by major incidents. The Campaign will continue its contribution to the fund to help the needy.



▲ 本會持續捐款支持“社會福利署緊急援助基金”。  
The Chamber makes continuous contributions to the Emergency Relief Fund of Social Welfare Department.



▲ 本會首長向長者送贈月餅。  
The Chamber's Chairmen presents moon-cakes to the elderly.



▲ 屯門家庭在本會歡度聖誕佳節。  
The Christmas party held at the Chamber for families from Tuen Mun.

## 送暖活動表關懷

中秋前夕，中總愛心行動透過社會福利署送出共10,000盒愛心月餅，本會成員更身體力行親往老人中心派發月餅，與一眾長者歡度佳節。九華徑舊村於中秋前發生火警，本會成員隨即探訪，並即場派發溫暖美食券及愛心月餅，聊表心意。(2/10, 3/10)

在普天同慶的聖誕佳節，中總愛心行動特別舉辦“聖誕愛心樂悠遊”家庭親子活動，邀請多個來自屯門的家庭共度愉快時光。(19/12)

## 特設“愛心企業”標誌

本會特設“愛心企業”標誌，頒贈予參與“愛心行動”的企業，表揚及感謝他們熱心公益事務。這些企業可在其公司活動、網頁或宣傳物品上使用“愛心企業”標誌，藉此鼓勵更多企業加入“愛心企業”的行列。

## “Caring Enterprise” Logo

The Chamber awarded the “Caring Enterprise” logo to companies joining the “We Care · We Share Campaign” in recognition to their support for charitable events. Awardees can use the logo in their corporate events, websites or promotional materials to encourage other companies to be a Caring Enterprise.

## Gift-giving Activities

Before the Mid-Autumn Festival, the campaign sent out 10,000 boxes of moon cakes through the SWD. Members of the Chamber also visited elderly centers to give out moon cakes and to share the festivity with the elders. Members visited victims of the Kau Wah Keng Old Village soon after a fire broke out there before Mid-Autumn Festival. Food coupons and moon cakes were given out on site as a heart-warming gesture. (2/10, 3/10)

The campaign also organized a Christmas Party for families in Tuen Mun during Christmas. (19/12)



◀ “愛心行動”標誌。  
Logo of the “We Care · We Share” Campaign.



◀ 本會特設“愛心企業”標誌，表揚參與“愛心行動”的企業。  
The “Caring Enterprise” logo launched by the Chamber to recognize the enterprises joining the “We Care · We Share” Campaign.