

CCF Project Examples 資助項目例子



捐贈抗疫物資支援500位路向會員

路向四肢傷殘人士協會 (路向) 是香港首間服務四肢傷殘人士的病人 自助組織。

病人自助組織以同路人的身份,發揮互助網絡,可以說是醫生和社 工都不能扮演的角色。

同時,路向會員積極透過分享自己的故事,去推動生命教育,從他們身上體現到逆境自強,對社會有正面啟發性的影響力。

太古地產愛心大使於2006年已開始支援路向,該會現時有500位會員。太古地產社區關懷基金於二月底回應路向的需要,為所有會員提供抗疫物資,包括量度體溫儀、血氧儀和3,500盒快速測試套裝。

作為病人自助組織,基於缺乏資金、人力和體力等的情況下,很需要公眾對他們的認知和認可。

營造關愛社區,由你我開始!



Direction Association for the Handicapped (DAH) is Hong Kong's first selfhelp organisation serving those who are with severe physical disabilities.

With volunteers who have undergone the same challenges of the severe physical disabilities, the organisation offers mutual help to service recipients. In this way, their support goes well beyond those provided by doctors and social workers.

Through sharing their stories, the members advocate lifelong learning. Leading with their examples, their resilience have inspired others and created positive change in the society.

Since 2006, Swire Properties Community Ambassador has supported DAH which has 500 members nowadays. As at February 2022, Swire Properties Community Caring Fund have met the needs of DAH by offering them supplies such as body thermometers, pulse oximeters and rapid antigen test kits to combat the spread of COVID-19.

Working within the challenges posed by their physical disabilities and limited resources, these patients-led/self-help organisations deserve the understanding and affirmation from the wider public.

Let's spread care and love in the community by our action!



祝福行望

SWIRE PROPERTIES COMMUNITY CARING FUND 太古地產 社區關懷基金

CCF Project Examples 資助項目例子

Spreading Care to Frontline Cleaners

向前線清潔人員致敬

據調查所得,疫情期間垃圾量增30%,前線清潔人員的工作量直線上升,近日更要面對炎夏高溫,他們絕對是默默付出的無名英雄,值得我們尊敬。

According to recent surveys, the amount of domestic refuse collected during the pandemic has risen by as much as 30%, leading to a surge in workload for the cleaners. With the recent hot weather, they are the unsung heroes who contributed significantly to the society. 太古地產社區關懷基金聯同香港基督教女青年會推出「祝福行動」 ,計劃從使用者角度出發,定期關顧他們的需要,提供適切支援。

Swire Properties Community Caring Fund joined hands with YWCA to launch a 'Spreading Care to Frontline Cleaners' scheme to show our regular care to these unsung heroes, offering them timely support.

關顧400位無名英雄 Showing Care to Unsung Heroes

祝福行動首站到港島東垃圾收集站探班,為400位前線清潔人員打 氣,送上貼心禮物,包括掛腰風扇、日本製降溫冰巾、白蘭氏萃雞 精及酒精消毒噴霧。

每當您在街上與這些無名英雄擦身而過,不妨給他們一個微笑,或 者一句「辛苦晒」的問候,因為他們正是風雨不改,守護著我們社 區的一群英雄。



The scheme has started with visits to the refuse collection points in Island East, where we offered practical supplies to the 400 cleaners there, including waist fans, cooling towels from Japan, Brand's Drip Essence of Chicken and disinfectant sprays.

Next time when you meet these unsung heroes in the streets, do offer them a kind smile or greeting, as you think of their selfless and constant contribution to society in all kinds of weather.



CCF Project Examples 資助項目例子



上門派發抗疫物資 (大角咀)

為有需要長者提供電話義診服務

Provide Free Medical Consultation Services for the Elderly

時光 是一所非牟利機構,旨在培訓青年以及傷殘人士成為故 事紀錄員,為長者紀錄生命故事;並與大角咀區街坊開辦區報 <角醒>。

於第五波疫情期間,太古地產社區關懷基金贊助時光的抗疫行動,為大角咀區舊樓的獨居長者,及前線清潔工友提供支援服務。

服務包括:

皇繁專業醫療團隊,為長者及清潔工友,提供電話義診
 服務

🜚 🕾 招募義工,致電關懷長者,上門派發抗疫物資

時光凝聚大角咀區內的有心人,並肩同行抗疫,加油 🕑





Time Capsule is a non-profit organisation aimed to give training to youths and physically handicapped to become storytellers who can help the elderly articulate their life stories. Together with the community in Tai Kok Tsui, they also launched the community newspaper covering local news in Tai Kok Tsui.

As the fifth wave of the pandemic rages, Swire Properties Community Caring Fund has sponsored Time Capsule to help those elderly who live alone in older buildings in Tai Kok Tsui, as well as to offer support services to those frontline cleaners in the community.

Their services include :

Iiaising with professional medical groups to offer free medical consultation services to the elderly and cleaners

The movie the movie the supplies to combat the virus.

Dedicating themselves to reinforcing the community spirit among those who live in Tai Kok Tsui, Time Capsule helps to build a more caring society and encourages everyone to fight against the virus. We are so proud of their work



CCF Project Examples 資助項目例子



同行抗疫: 緊急支援300個啟愛會員家庭

Fighting COVID-19 together: giving emergency support to 300 member families at J Life Foundation

啓愛共融社區中心 (啓愛) 是幫助深水埗區基層家庭及長者的前線 慈善機構,提供食物及物資援助和教育服務,亦為他們提供一個 安全的地方,互相分擔生活重擔。

啓愛致力於「改變生命」,深信改變生命需要靠自身努力和懂得 「感恩」及「分享」自己所得。啓愛鼓勵會員到中心做義工,期 望他們透過付出勞動,感受到自身的力量和滿足感,繼而發奮圖 強。

太古地產社區關懷基金於2017年開始支援啓愛,並於本年三月份 贊助啓愛的抗疫行動,緊急支援300個會員家庭提供··· 營養食物包 ❷ ② 🗗 🕄 🕄 Ü 🔤 🝚 🗐 (內有牛扒、雞翼、雞扒、雞蛋、鮮奶、食米、維他命C、 水果、米粉、意粉)

家居清潔用品 🧭 🖨 💾 (包括洗衣液和潔廁液)

營造關愛社區,由你我開始!



Aimed to support grassroots families and elderly living in Sham Shui Po district, J Life Foundation Limited is a frontline non-profit charity that offers these service recipients food and essential supplies as well as education services. Their support helps to create a safe and caring space for these working class, less privileged groups, encouraging the sharing of life's sometimes significant demands.

J Life Foundation works to engineer change in people's lives, motivating them to work hard as well as to appreciate and share what they have. They actively encourage its members to take part in volunteering, helping them realise the value of their abilities and the rewarding nature of self-reliance and of helping the others, making them more resilient individuals.

Since 2017, Swire Properties Community Caring Fund helped to support J Life Foundation, and in March 2022, we also sponsored their virus-fighting campaign, which offers emergency support to 300 member families including the following:

Nutritious food packs @ () $P \leq S > O = O$ (including steaks, chicken wings, chicken thighs, eggs, milk, rice, vitamin C, fruits, rice noodle and pasta)



CCF Project Examples 資助項目例子





煽女大旅『鸏』彩』 A Salute to Woman Power

太台地產為保送上 白蘭氏®萃雞精一盒, 分享暖意祝福,滴滴 愛心為婦女加油!

> ^{贊助機構} ▶■ 太古地產 SWIRE PROPERTIES

抗疫期間,婦女對社區的貢獻舉 足輕重,除了領軍的醫護人員、 院舍照顧者很多都是婦女,不少 雙職婦女不但堅守工作崗位、悉 心照料家中長幼,更撥出時間發 揮所長服務社會。婦女在逆境中 撐起半邊天,誰說她們不是社區 上的「超級英雄」?

During the pandemic, female workers across the spectrum have made an indelible contribution to their local communities. 我們的長期合作社區伙伴 離島婦聯 以及 東涌安全健康城市 一直 致力建設婦女友善社區,推動婦女積極參與社區事務。日前,機 構特意舉行嘉許禮,表揚其核心婦女義工。她們由疫情初期參與 「婦女展才」計劃車縫布口罩,到後來派發防疫物資,兩年來熱 心參與地區上的義工服務,有的更一家大少,一同做義工,為離 島區建設出一分力,彰顯無私的關愛精神。

To honour their dedication and tireless commitment, our partner OIWA recently hosted an award ceremony to recognise these wonderful women. Meanwhile, Swire Properties has teamed up with BRAND's® Drip Essence of Chicken to boost the morale of female volunteers in HK.



太古地產贊助白蘭氏萃雞精,希望為婦女義工打氣,並肯定她們 對營造共融社區的巨大貢獻!我們深信,婦女在社區中的地位無 可取代,凡像她們一樣,願意多走一步為他人設想,亦必收獲更 多。

Let's celebrate the power of women!



CCF Project Examples 資助項目例子





太古地產策動「全麵關心你」\$50配對捐助計劃,希望 激發大家為家人下廚的熱情,同時與弱勢社群分享美食 ,推廣「惜食就要一齊食」的共享精神,用心為社區注 入正能量。

作為計劃的主要贊助機構,太古地產於太古城中心設置 期間限定義賣專櫃,同時會招募愛心大使支援義賣專櫃 的運作。市民凡以慈善價港幣50元購買一盒「全麵關 心你」,計劃即以一對一形式配對捐贈予社區。

計劃每年夥拍不同的善心租戶,一起精選配搭優質食材 及構思創意煮食靈感,並透過長期合作的慈善機構伙伴 ,把配對捐贈分發給有需要的人。



Launched by Swire Properties, "Noodles for Love" \$50 Matching Donation Campaign aims at offering participants a 'delicious' way to help others, while sharing in the joy of cooking and spending quality time with family and friends. It also promotes positive spirit across society.

As a main sponsor, Swire Properties has also sponsored the venue for the charity sale counter at Cityplaza, with our Community Ambassadors manning the service and encouraging shoppers to support the good cause. For each purchase of a "Noodles for Love" charity pack priced at HK\$50, Swire would match the purchase and donate one pack to those in need in local communities.

With quality food ingredients and innovative recipes, the programme seeks partnership with different tenants every year, and supports the communities in need with matched donations from Swire through the service network of our long term NGO partners.

支持伙伴 **Supporting Partners**

場地贊助 **Venue Sponsor**

受惠機構 **Charity Partners**



APITA





香港聾人福利促進會 The Hong Kong Society for the Deaf

eslite bookstore







CCF Project Examples 資助項目例子

以<mark>愛</mark>容妥,化脅為協 We Love, We Care, We Support Tourette



「妥•協?」話劇 Tourette Drama Performance

2021年,太古地產社區關懷基金批出 28 個資助計劃,其中一個項目由病 人自助組織「香港妥瑞症協會」籌劃,希望透過「妥。協?」話劇,讓公 眾對罕見病妥瑞症有更多認識,從而減少對患者的誤解,並增加對他們的 接納。4 場話劇在太古坊 ArtisTree 圓滿演出,超過 360 位觀眾入場欣賞 ,與罕見病患者及其照顧者一起同行!

The Swire Properties Community Caring Fund (CCF) has continued its important work during a difficult year, giving grants to support a total of 28 community projects in 2021. One of the community projects benefiting from the CCF was a drama show, organised by a self-help organisation for Tourette's Syndrome patients, which helped give the general public a better understanding of this rare disorder. Four sessions of the drama were staged at ArtisTree in Taikoo Place.









同情很易 同理很難 在乎你我的選擇 四個妥瑞兒的故事 三種人的反應 兩個觀點 一個主題



妥瑞症常見行為:



- 妥瑞症並非傳染病,並不具有傳染性。所以,妥瑞症患者不應被 孤立。
- 大約30%-40%的病人長大後症狀會消失,但仍有30%病人症狀會 持續到成人階段。



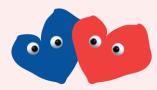
CCF Project Examples 資助項目例子



病不孤單 **抗癌戰土加油站** weCareBill.org **Supporting Cancer Warriors**

2021年,太古地產社區關懷基金批出 28 個資助計劃,其中 一個項目支持病人自助組織「病不孤單基金會」,致力服務 逾千名有經濟困難的癌症病友及家屬,提供物資支援及病症 護理訊息,如病友熱線、藥物諮詢和禮物等關愛服務。

As one of the 28 projects selected by the Swire Properties Community Caring Fund (CCF) in 2021, the WeCareBill Foundation supports 1,000 underprivileged cancer patients and their families with resources and post-diagnosed care and knowledge, such as patient hotline, drug counselling and gifting services.





CCF Project Examples 資助項目例子

「婦女展才」可重用口罩+口罩袋 "SEWomen" Reusable Mask + Holder



自2020年初以來·佩戴口罩已成為日常。太古地產社區關懷基金夥拍7所社福機構·合辦「可 重用口罩+口罩袋」項目·旨在為大眾提供多一個環保選擇·在非高危地方·考慮使用可重用 口罩·減少即棄口罩的使用量。

Since the start of 2020, wearing a face mask has become an essential part of daily life for everyone. Embracing this fact, the Swire Properties Community Caring Fund partnered with seven Hong Kong-based social welfare organisations in creating the "Reusable Mask + Holder" initiative, which reduces waste by offering people a sustainable choice: using reusable masks for non-high-risk locations.



「婦女展才」計劃婦女展才計劃於2020年成立,集合99位車衣達人用心製作約三萬個可重用口 罩,作慈善義賣及送贈予有需要社區人士。計劃讓婦女透過縫製口罩獲得收入。未來,計劃將 夥拍香港基督教女青年會,繼續協助本地婦女發展個人潛能,為她們創造就業機會。

SEWomen, a social initiative newly founded in 2020, gathered more than 99 sewing talents who sewed approximately 30,000 reusable masks that were sold online and given away to people in need. The programme also provided the sewers with opportunities to earn income from the masks they produced. After the success of this initiative, SEWomen will continue to empower more local women by offering job opportunities and showcasing their expertise and talents, in partnership with our long-term NGO partner, the Hong Kong Young Women's Christian Association.









CCF Project Examples 資助項目例子

抗疫關愛包 Caring Starts from Home

This programme distributed over 2,800 Safety Care Packs to high-risk frontline workers at Swire Properties and their families – such as cleaners, building management, security, technical staff and hotel room attendants, etc. – all of whom received a special "safety care pack" filled with disinfectant products and a pamphlet highlighting the 16 health tips. The packaging work is supported by our Community Ambassadors.

計劃向太古地產較高風險的前線團隊,如清潔工、物業管理、保安、工程部、酒店房務員等, 派發2,800多份「抗疫關愛包」,包括消毒防疫物品及16個同心抗疫貼士,並由愛心大使支援包 裝工作。



大古地產 SWIRE PROPERTIES



CCF Project Examples 資助項目例子

強化婦女計劃 Women Empowerment Program



手製作的

此計劃為深水埗區的待業婦女提供就業培訓及育兒工作坊,以協助營運新成立的社企J Life Mart, 並以此為平台,鼓勵她們學習新技能,建立家庭式業務,紓緩經濟負擔,從而協助她們建立自信、自力更生。

This funded project provides vocational skills training and parenting workshops for underprivileged mothers in Sham Shui Po, so that they can assist to run the newly established social enterprise store "J Life Mart", which also serves as a platform to empower the women to learn new skills, form home-based business to relieve their financial burden, and to enhance their self-confidence.







CCF Project Examples 資助項目例子

復修冰室 – 社區復修計劃 Repair Café – We Care, We Repair



此計劃培訓維修技工成為義工·為長者及基層家庭提供免費家居維修服務·並定期於社區開放 「復修冰室」·協助街坊維修小型家電·推廣惜物重用的訊息。

This funded project trains volunteer technicians to provide free home repair services to the elderly and underprivileged families. A regular "Repair Café" is set up regularly in communities to help the neighborhood to repair their broken household appliances, promoting sustainable lifestyle.



<mark>₩太古地產</mark> SWIRE PROPERTIES



CCF Project Examples 資助項目例子

綜合復康治療計劃 Rehabilitation Care Programme



此獲資助計劃旨在為患小<mark>腦萎縮症的會員提供綜合復康服務,包括言語治</mark>療、物理治療、職業治療、並為其會員及家屬提供情緒及生活上的支援。愛心大使又陪同會員學習「易筋棒運動」, 協助他們舒緩症狀及增強復康能力。

This funded project provides an integrated rehabilitation services to people with Spinocerebellar Ataxia (SCA), including speech, physical and occupational therapy, and to provide both emotional and living support for members and their families. In addition, the Ambassador team accompanied SCA members to do tendon exercise, which helps to alleviate their symptoms and enhance their rehabilitation ability.





綜合復康治療 Integrated rehabilitation services

易筋棒運動 Tendon exercise:







CCF Project Examples 資助項目例子

舊衣回收及分類 Clothes Drive & Sorting



鼓勵太古地產同事分享二手衣物,並動員愛心大使分類整理,重新分發給有需要的人,給予舊衣物新生並減少浪費。

Collect and re-distribute second-hand clothing to people in need and reduce clothing waste. Swire Properties drived second-hand clothes and mobilised Ambassadors to support sorting of collected items.



SWIRE PROPERTIES





地球村建屋計劃 Global Village Building Project

HK\$104,877

(Year 2016/17)

HK\$117,000

(Year 2017/18)



本計劃由仁人家園策動,招募來自香港及中國內地各城市辦事處的愛心大使,前往 中國內地偏遠地區,協助有需要家庭進行部份建屋工序。愛心大使協助搬運建材, 混合水泥和舖砌磚牆,與受助家庭攜手建屋。

Initiated by Habitat for Humanity, the project supported our Community Ambassadors to help build safe and durable homes for families in the remote area in Chinese Mainland. Our Ambassadors assisted in moving vital construction materials, mixing cement and laying bricks to build walls along with host families.

撥款共資助了 The funding supports:

62

位愛心大使參與建屋 Ambassadors participated in the building work







CCF Project Examples 資助項目例子

大腦健康與認知障礙症講座 Public Talk Series on Dementia

香港認知障礙症協會 Hong Kong Alzheimer's Disease Association

香港認知障礙症協會舉辦大腦健康與認知障礙症講座,提升公眾對認知障礙症的 認識。愛心大使亦參與培訓以支援講座系列,即場示範「健腦八式」運動,並協 助長者進行免費大腦健康初步篩查檢測。

Hong Kong Alzheimer's Disease Association organised public talk series to raise public awareness of dementia. Our Community Ambassadors were trained to support this talk series by demonstrating the "Eight Brain Health Exercises" and conducting free preliminary screening tests for the elders.









CCF Project Examples 資助項目例子

「共樂共融」音樂會 "Music for Everyone" Concert



與專業音樂家合作舉辦古典音樂會,為基層家庭及其子女提供欣賞古典音樂的平 等機會。

Hold classical music concert of professional musicians for grassroots families and children to promote appreciation of and the equal right to classical music performances.







CCF Project Examples 資助項目例子

導盲犬培育及公共教育 Local Breeding and Public Education HKSEDS 香港導盲犬服務中心



資助香港導盲犬服務中心在香港的導盲犬培育及訓練、疫苗注射和醫療,及支持 公共教育工作,增加大眾對導盲犬服務的認識。

Sponsor HKSEDS for its local breeding, raising, and training work for seeing eye dogs in HK, and support the public education programme to raise awareness on seeing eye dog service.





Holly, Herbact, Hardos & Happy were born in April 2015. All names start with "H" to signify its Hong Kong origin!







M 太古地產

