

2023 / 2024 年度明愛籌款運動 Caritas Fundraising Campaign 2023 / 2024

主題：「給他們一個希望」 Theme of the Campaign: "Give Them a Ray of Hope"

隨著社會全面復常，加上迎來明愛70周年誌慶，各界友好均鼎力支持本年度的各項籌款活動。本年度亦是中國工商銀行（亞洲）連續第25年擔任明愛籌款委員會主席，帶領籌劃明愛多項籌款活動之餘，亦積極推動企業客戶履行其社會責任，共襄善舉。本屆籌款運動共籌得善款超過5,477萬元，創下歷史佳績。

In the light of the full resumption of normalcy in society and in celebration of 70th anniversary of Caritas, the fundraising campaign received overwhelming support from our friends and partners of all sectors this year.

Served as the Chairperson of Caritas Fund Raising Committee for the 25th consecutive year, The Industrial and Commercial Bank of China (Asia) Limited ("ICBC (Asia)") took a leading role in various fundraising events by soliciting support from the corporate clients to realize their social responsibility and working hand-in-hand to contribute to charitable endeavors. A record high of over \$54.77 million was raised during the entire campaign.

步中情 — 2023工銀亞洲明愛慈善步行 Step for Love — 2023 ICBC (Asia) & Caritas Charity Walk

由中國工商銀行（亞洲）冠名贊助，清水灣鄉村俱樂部全力協辦，是次慈善步行得到不同機構的慷慨贊助，以及近1,500名參加者的支持，共籌得超過210萬元。參加者除了能夠在天朗氣清的日子飽覽清水灣美景外，更可以參與攤位遊戲、欣賞現場音樂表演和拍攝即影即有照片。

The Charity Walk, which was title sponsored by ICBC (Asia) and held in association with Clearwater Bay Golf and Country Club, received generous sponsorships from different organizations and supported by nearly 1,500 participants. More than \$2.1 million was raised for this good cause. Apart from enjoying the breathtaking scenery of the Clearwater Bay on the sunny day, participants also played stall games, watched live music performance and took free instant photos.



「明愛暖萬心」 Caritas Charity TV Show

作為明愛其中一項標誌性籌款活動，「明愛暖萬心」匯聚多名演奏家和歌星藝員傾力演出，並分享播出多個真實受助個案，讓市民大眾進一步認識明愛的願景、使命和服務範圍。我們藉此機會特別鳴謝和富慈善基金主席李宗德博士，GBS，太平紳士擔任晚會主席，Make The Right Call於當晚贊助78條捐款熱線，以及善長全力贊助「一對一捐款配對」。在各界共同努力下，善款創下達3,000萬元的佳績。

As one of the signature fundraising events, the Charity TV Show, comprised of different programmes such as live performance by musicians, singers and artists as well as real cases sharing by service users. The Charity TV Show also served as a platform for the public to understand the mission, vision and scope of services of Caritas. Taking this opportunity, we would like to extend our heartfelt gratitude to Dr Joseph Lee, GBS, OStJ, JP, Chairman of Wofoo Foundation Limited for taking up the Chairmanship of the Charity TV Show, Make the Right Call for sponsoring the 78 donation hotlines and a generous donor for providing dollar-for-dollar (1:1) matching fund. With the joint efforts of all parties, \$30 million was raised.



慈善賣物會和天主教九龍西聯校及明愛學校巡禮暨明愛義賣樂績Fun Charity Bazaars and Catholic Schools in West Kowloon and Caritas School Expo cum Caritas Charity Fun Fair

本年度慈善賣物會分別於康樂及文化事務署轄下場地和天主教學校舉行，吸引約5.7萬名市民入場參加。有賴超過200個堂區、學校、團體及明愛服務單位的努力和支持。不少一家大小前往賣物會共享家庭日之餘，亦可一同度過富有意義的周末。六區慈善賣物會和天主教九龍西聯校及明愛學校巡禮暨明愛義賣樂績Fun合共籌得善款接近540萬元。

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The charity bazaars of this year were held at the venues under Leisure and Cultural Services Department and Catholic schools respectively, drawing the participations of nearly 57,000 citizens. Thanks to the effort and support of over 200 parishes, schools organizations and Caritas service units, the participants enjoyed a lot under the festive atmosphere at the charity bazaars. Many of the participants came as a family activity and spent the weekend together in a meaningful way. The six charity bazaars and the Fun Fair raised a total of near \$5.4 million.

慈善抽獎券 Charity Raffle Ticket

獲堂區和天主教學校鼎力支持，慈善抽獎券的整體銷情十分理想。本年度售出超過70萬張抽獎券，共籌得善款約1,413萬元。在此特別向每位善心人士和機構致以衷心謝意，不論在購買獎券或贊助禮品上都不遺餘力，讓明愛得以繼續為有需要人士提供服務。

With the substantial support from parishes and Catholic schools, the sale of raffle tickets achieved a remarkable result. A total of \$14.13 million was raised through the selling of over 700,000 raffle tickets. Special thanks to every kind-hearted individual and organization for either generously purchasing raffle tickets or sponsoring the prizes, which allowed Caritas to continue provide services to people in need.



愛心曲奇聖誕義賣 Charity Christmas Cookies Sale

愛心曲奇聖誕義賣自推出以來一直深受歡迎，讓更多人能夠認識明愛天糧的產品。今年除了設有經典小方罐包裝外，更特別設計了明愛70周年誌慶曲奇禮盒供善長選購。愛心曲奇聖誕義賣不但是為了機構的服務發展而籌募經費，同時希望能夠在聖誕佳節中，與來自弱勢社群的小朋友一同分享祝福和喜樂。

The charity Christmas cookies sale, which allows more people to know about the products of Caritas La Vie Bakery, has been well received since its introduction. In addition to the signature rectangle tins for sales, a gift box was specially designed and available for celebrating the 70th anniversary of Caritas this year. The purpose of the charity Christmas cookies sale is not only to raise funds for developing manifold services provided by the Agency, but also to share the blessing and joy with children coming from the disadvantaged families during Christmas.

