SMALL CHANGE
Operation Santa Claus
Annual Report
2014
BIG CHANGE

Independent Charity Advisor
WiseGiving
All good stories about gift giving begin at Christmas, and Operation Santa Claus is no different.

Its roots stretch back to the 1960s when RTHK Radio 3 presenters performed public stunts to raise money for charity, such as jumping into Victoria Harbour, climbing flagpoles and giving rooftop poetry recitals. In the 1970s, the government gave Hongkongers the Community Chest – an official body for receiving charitable donations – which all but put an end to charity fundraising at Christmas.

By the 1980s, worries about Hong Kong’s future sparked a renewed interest in charity fundraising as a way of spreading optimism and positivity throughout society. And so, in 1988, Operation Santa Claus was born.

The first campaign set out to raise HK$100,000. In 1989, the South China Morning Post began covering beneficiaries’ stories every day throughout December which helped smash the campaign’s total target of HK$150,000 in the first week. Today, Operation Santa Claus has raised over HK$230,000,000 for charitable causes since 1988, and has benefited some 214 worth projects. Now that is a tradition of gift giving that the people Hong Kong can be proud of.

Mission:
To connect the local community to charities by leveraging the voices of two of the city’s most respected media organisations, and to share the gift of hope to those who lack the means to improve their lives.

Campaign Organisers:
• South China Morning Post (SCMP)
• Radio Television Hong Kong (RTHK)

Honorary Patron:
• Mrs Regina Leung

Beneficiary Selection Committee (Comprising representatives of):
• SCMP
• RTHK Radio
• OSC Secretariat
• OSC major donors
• WiseGiving of Hong Kong Council of Social Service

Independent advisory body:
• WiseGiving of Hong Kong Council of Social Service
OSC and its beneficiaries once again thank Hongkongers for their kindness

Held between 10 November 2014 and 21 January 2015, OSC 2014 marked the 27th time, the South China Morning Post (SCMP) and Radio Television Hong Kong (RTHK) have joined forces to persuade Hongkongers to share their good fortune with the needy. To date, OSC donors’ kindness and compassion has succeeded in raising over HK$230,000,000 for some 214 deserving projects.

Each year’s OSC opening ceremony attracts an audience of high-profile benefactors. This year was no exception with VIP attendees at the 10 November kick-off event including leading Cantopop star and actress Corinna Chamberlain who also kindly served as OSC Ambassador at the Police Married Quarters in Central. Officiating guest at this year’s ceremony was the HKSAR Government’s Chief Secretary, Carrie Lam Cheng Yuet-ngor.

The glittering line up at OSC 2014’s evening cocktails closing ceremony on 21 January 2015 at event sponsor Crown Wine Cellar’s prestigious Deep Water Bay premises was equally impressive. Guest of honor this time around Executive Council member Anna Wu Hung Yuk.

A very successful year

OSC 2014 succeeded in raising a massive HK$20,759,231 for its 20 beneficiaries. This was the second largest annual total in its 27-year history and only the second time funds raised have burst through the HK$20,000,000 level. The sum raised included 28 major corporate donations of over HK$500,000, plus contributions from 22 local schools.

The 10-week campaign involved over 40 donor events and attracted participants from across donating companies’ staff, schools’ students and indeed the local community at large. Along the way, OSC generated over 60 newspaper stories and 30 radio interviews via the SCMP, RTHK and other leading media channels.

OSC 2014 also inspired Hong Kong Polytechnic University design students to pioneer an eye-catching “Small Change Big Change” ad campaign.

Gratifyingly, OSC 2014 succeeded in attracting more individual donations than in the previous year. In all, total contributions by individual donors surged from HK$900,000 in 2013 to HK$1,600,000 this time around. A measurable rise in funds collected by street fundraising teams was another major plus. In all, our volunteers were given the surprisingly large sum of about HK$300,000 in small change coins through various donation boxes in retail outlets, plus donation booths at events like this year’s Christmas fair and Candy Gram and OSC Santa Hat charity sale.

OSC 2014 broke further new ground and strengthened links with Non Government Organisations (NGOs) by hosting a leadership training programme for NGO executives. The resultant collaboration between OSC, the Chinese University of Hong Kong and UBS will inject around HK$1,258,000 into a 10-month training course for NGO executives. The course will run from March to December 2015.
As always, OSC participants put the fun into fundraising.

This year, seven special events organised by OSC and its supporters raised some HK$1,292,000 and attracted many new participants to support worthy causes. As always, the purpose here was to increase public awareness of OSC by spreading goodwill and encouraging people to have fun while raising money for those less fortunate than themselves.

School partnerships

- Established a partnership with Hong Kong Polytechnic University’s SPEED design school which was commissioned to mastermind an attention-grabbing OSC 2014 ad campaign.
- 12 teams of SPEED students subsequently developed top-notch creative concepts around a variety of ideas with an entry called “Small Change, Big Change” eventually being cherry-picked for use as OSC 2014’s ad campaign.
- Collaborated with City University of Hong Kong’s English-major students in planning and implementing a social media campaign for OSC 2014.

MBA Charity Challenge 2014

NOV-DEC HK$767,000

Held from 1 November to 31 December 2014, this second year of the MBA Charity Challenge attracted 15 MBA teams from seven local and overseas universities to go head on behalf of OSC and its beneficiaries. Participating teams devised, submitted and implemented sound business plans for the selling of Santa hats and other festive items to raise money for this year’s deserving causes.

Top Fundraiser was the V Care team from Manchester Business School who raised an extraordinary HK$300,324 and won a dinner with the chief executive of Savre Properties. Also worthy of a mention are CityU’s Team Hitchcock whose efforts contributed HK$150,000 and were honoured with 2014’s Best Business Plan Award. Our thanks to major sponsor Swire Properties for providing grand prizes and seed money for the winners.

BROOKS HK 15kms Charity Run Challenge

14 DEC HK$300,000

A new event - A collaboration between the Hong Kong Amateur Athletic Association and leading sports brand Brooks - took place at Shung Shu on 14 December 2014. In all, 1,400 participants including 67 individual and 127 charity runners from six corporate teams – OCBC Wing Hang Bank Ltd., Trinity Ltd., IDS Medical Systems HK Ltd., Li & Fung Trading Limited, Toys ‘R’ Us Asia and the SCMP Group – took part.

Special thanks must be given to eventual Corporate Champion, OCBC Wing Hang Bank and to key sponsor Brooks for kindly providing sports shoes for six members of the Championship winning team and special edition T-shirts for all 127 individual runners.

Hike across Hong Kong Island

20 DEC HK$10,200

A team of 12 Radio 3 and RTHK newsroom staff and their friends raised some HK$10,200 for OSC by taking part in a 21km sponsored hike across Hong Kong Island. The team was organised by the head of R3, Jim Gould, and included radio personalities Crystal Kwok, Karen Koh, Noreen Mc, Samenthu Butler, Mike Weeks and Tom Latter. The 20 December hike started at Hong Kong Park in Admiralty and finished at Tai Tam Road near Stanley.

Candy Gram Charity Sale

DEC HK$60,000

A one-off Candy Gram package containing a specially designed OSC 2014 Xmas card, jelly beans and OSC-branded wristband was created for sale to the public, schools and students. The HK$30 packages were a big hit and raised over HK$60,000 for this year’s OSC beneficiaries.

OSC Holiday Nite Quiz

8 DEC HK$25,000

On the evening of 8 December 2014, around 100 people formed into 20 teams and joined the OSC 2014 Holiday Nite Quiz at Grappa’s Wine Cellar in Jardine House. The entrance fee for each team member was HK$200 with a free drink for host, Grappa’s. The event proved hugely popular, raising over HK$25,000.

#UberSANTA driven by Porsche

12-14 DEC HK$100,000

Between 12 and 14 December 2014, ground breaking car-hailing app Uber partnered with Porsche Hong Kong in hosting a wonderful three-day benefit for OSC that raised over HK$100,000.

The initiative enabled users to hail exclusive chauffeur-driven Porsches such as the legendary 911 Cabriolet from the high-end German car marque’s exclusive range for as little as HK$200!

OSC SPECIAL EVENTS

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DONORS’ FUNDRAISING EVENTS

An appeal that touched hearts across all walks of life

OSC has long been renowned for its across-the-board ability to attract and engage supporters, donors and participants of all genders, ages and income groups. This year was another fine example of OSC’s inclusiveness with 28 major donors (MJs) each donating at least HK$150,000 while 22 school donors contributed HK$463,315 and 12 clubs and associations chipped in HK$190,585. Other donors organised various additional highly effective fundraising activities of their own. Examples ranged from walkathons and charity sales to game days, fancy dress parties and school football and basketball tournaments.

TOP CORPORATE FUNDRAISERS AND AWARDWINNERS

UBS Fancy Dress Party
12 DEC
HK$4,927,366
This year’s top corporate donor was UBS which raised over HK$4,900,000. In addition to generous donations from the trading floor, their week-long fundraising drive featured a wide array of exciting staff activities including a fancy dress party.

The 12th Morgan Stanley’s Director’s Choir
28 NOV
HK$3,312,446
2014 marked the 12th year Morgan Stanley staff have joined local children in a Directors Choir singalong at the ICC. The event went on to break the bank’s past fundraising record by generating a massive HK$3,300,000 for the needy.

The 11th Wing Ding Squash Tournament
22 NOV
HK$1,224,915.4
The 140 players and 14 teams, each with its own coloured costume, who dashed around the seven courts at the Football Club raised a whopping HK$1,224,915.4 for this year’s good causes.

Swire Properties - Swire’s White Christmas Street Fair
2-4 DEC
HK$1,000,000
This three-day long Yuletide bazaar was held in Tong Chong Street and tempted funlovers with delicious festive food, games, live entertainment and Christmas market stalls.

Swire Properties staff join professional dancers in Santa Claus costumes during a flash mob performance for OSC 2014 in Quarry Bay.
DONORS’ FUNDRAISING EVENTS

SECTION 3

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SECTION 3

MAJOR DONORS

FOR 15 YEARS:

- Bank of America
- Merrill Lynch
- Morgan Stanley
- SWIRE PACIFIC
- UBS

FOR OVER 10 YEARS:

- CREDIT SUISSE
- J.P. Morgan
- Manulife
- Sino Group

FOR OVER 5 YEARS:

- Clifford Chance
- FANCL
- Hong Kong Sanatorium & Hospital

FOR 2 YEARS:

- Daishin Bank
- Deacons
- ETAK
- Eton House
- Pacific Place
- SEGANTI

MOST RECENT:

- Deallife
- Hang Seng Bank
- Kowloon Shangri-La
- HYC BING
OSC 2014 once again saw the SCMP and RTHK’s well-oiled publicity machine succeed in measurably adding to public awareness of both beneficiary organisations and their projects. Specific examples of publicity included over 60 newspaper stories and 30 radio interviews in the SCMP, on RTHK and via various other leading media operators. Several prominent local celebrities also showed their enthusiastic support for the campaign, while online platforms such as the OSC 2014 website (osc.scmp.com) and Facebook page also played their part.

Celebrity Support

In 2014, OSC continued its long tradition of attracting leading local celebrities to volunteer time for itself and its beneficiaries free of charge. This time around those happily lending a helping hand to the OSC cause included leading local TV star Wong Cho Lam who filmed several fun videos performing mystifying magic tracks. The videos were subsequently uploaded to YouTube. Following the short performances, Wong Cho Lam urged viewers to try the tricks out on their friends. He concluded each spot by saying, “One doesn’t need magic tricks to make a donation. So go ahead and donate to OSC.” Local magician “Miss Hunny” also joined him in the coin challenge.

In her capacity as OSC 2014 Ambassador pop star Corinna Chamberlain performed at the opening ceremony and encouraged everyone to donate on social media. Hong Kong movie actress Cherry Ngan was another who joined the campaign and helped boost sales of OSC-branded Santa Claus hats in a series of adverts that ran in Young Post and Cosmopolitan.

Print, Radio, Online marketing

• Generated over 60 newspaper stories and 30 radio interviews in the SCMP, on RTHK and in other media outlets
• Ran daily social media updates on Facebook and Instagram and achieved a 50% increase in Facebook “likes”
• OSC 2014’s opening and closing ceremonies were broadcast live on RTHK Radio 3
• Donors and beneficiaries were regularly interviewed on RTHK radio programmes
• Details of school activities were regularly published in Young Post
• The MBA Challenge was covered online in various feature stories in Education Post
• Outdoor media included a prominently located lightbox outside the SCMP’s office on Leighton Road in Causeway Bay
• Extended publicity to include OSC 2014 adverts in Cosmopolitan, CosmoGirl! and HK Magazine
OSC 2013’s donors’ generosity ultimately funded and benefitted some 18 charitable projects across the following five areas:

- Children & Youth
- Community
- Elderly
- Medical
- Physical & Mental Disabilities

In May 2014, OSC 2013’s deserving causes were subsequently awarded up to HK$360,000 in extra funding to extend either their project’s duration or reach.

Whilst still fairly new, all 18 beneficiaries’ projects have already succeeded in using their additional funding to generate significant impact on people right across Hong Kong. Particular highlights include OSC-supported charity Sailability’s sending of a team of para sailors to the 2014 Para Asia Games in Korea. The team eventually returned home with a bronze medal. For details of other major project landmarks, please refer to the table on pages 15-16.

### 2013 Project Achievements

**A level of kindness and compassion that benefited 18 very deserving causes**

### SECTION 5

#### PROJECT ACHIEVEMENTS

#### 2013

### CHILDREN AND YOUTH

- **Bring Me a Book**
  - Book Spark: Igniting the Love of Reading for Life
  - 28 Parent-child reading corners and 56 First Teacher Training for parents had been set up and conducted respectively in 20 schools and 6,000 children benefited.

- **Changing Young Lives Foundation**
  - Kiddies Land
  - 160 underprivileged children from 2 to 5 years old benefited from stimulating cognitive, social and emotional development through various learning activities at the CYLF centre.

- **Chi Heng Foundation**
  - Heroes in the Mirror
  - Adapted the Hero Book programme in China to help psychosocial development in 220 high school students affected by HIV.

- **Half the Sky Foundation**
  - Half the Sky Infant Nurture Programs in Huangshi, Luoyang, and Qingyuan, China
  - 162 orphaned babies living in three social welfare institutions in China were given parental care and love by trained nannies.

- **Rainbow Project**
  - Low Income Subsidy Project
  - Children with Autism Spectrum Disorder in 33 low income families were provided with subsidised therapy treatments.

- **Watchdog Early Education Centre**
  - Maximising Occupational Therapy and Physiotherapy Programming for Children with Special Educational Needs
  - 400 children with special education needs benefited from the upgrading of the services of Occupational Therapy and physiotherapy facility.

### COMMUNITY

- **Animals Asia Foundation**
  - Dr Dog Animal-Assisted Therapy Programme
  - Animals Asia’s therapy dogs and enthusiastic Dr Dog volunteers made around 200 visits to elderly homes and other care facilities.

- **Habitat for Humanity China**
  - Sichuan Post-Earthquake Rebuilding Project
  - Around 1,400 families affected by the Sichuan Earthquake in 2013 were resettled in the Community. Construction of main framework for 22 units of 4-storey houses has been completed.

- **The Bethune House Migrant Women’s Refuge**
  - Shelter For Women Migrants in Crisis
  - 350 women migrant workers in vulnerable situations were given safe shelter and access to critical help, counselling and support networks.

### ELDERLY

- **Charles K. Kao Foundation for Alzheimer’s Disease**
  - Outings for Dementia Patients and Caregivers
  - 600 dementia patients with their families benefited from experiencing new routines through 6 outings.

- **Hong Kong Alzheimer’s Disease Association**
  - Fee Assistance Scheme for Specialised Dementia Day Care Services
  - 64 elders with dementia from low income families have been provided with specialised dementia day care services.

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**Image 1:** CY with Autism Spectrum Disorder receives treatment at the Rainbow Project Centre.

**Image 2:** Bring Me a Book spreads a love of reading to children in the community.

**Image 3:** In an historic first for Hong Kong, Foo Yuen Wai won the bronze medal in the 2.4mR sail racing event at the 2014 Incheon Para Asia Games. The boat he sailed is named “Operation Santa Claus”, one of the two boats paid for with the OSC 2013 donations for Sailability Hong Kong, a charity trust for training disabled sailors.
SECTION 6

PERSONAL STORIES

A mother’s love lives forever in song

Peggy, now 34 years old, is a young lady who was diagnosed with stage III ovarian cancer in 2013, just several days before giving birth to her son. She has received various treatments and is now in palliative care. Peggy has seen her son grow up and has been able to watch him learn to walk and talk. With Maggie’s staff’s invitation, Peggy joined the Song Writing Programme, one of Maggie’s Music Therapy programmes funded by Operation Santa Claus, to compose her own song and lyrics to express her feelings and words to her son. Her song was then recorded into a CD as a gift to her son.

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Peggy expressed that “after I created the song, I felt so relieved, released and comforted and, most importantly, connected with my son even in the future. I feel so grateful to Maggie’s Centre and the funded programme which could help me cope effectively with the emotional challenges and distress during my cancer journey.”

“Despite the fluctuates and near-death experiences, Peggy is determined to continue to stay at her best, especially with the hope to raise her son and with the continued support of Maggie’s,” says Ms May Cheng, Programme and Volunteer Development Manager of Maggie’s Cancer Caring Centre.

Stepping on the road to recovery

Yu Lam is a cheerful girl aged 7 who is studying in Primary 1 at Ebenezer School in Hong Kong. She was diagnosed as cone rod dystrophy and global delay. Her visual ability was seriously affected with severe low vision, and she had obesity and flat feet.

With the OSC funding, physiotherapist offered Yu Lam weekly group training to improve her physical abilities. Individualised exercise therapy and training were prescribed to focus on correcting her recent problem of posture, balance, coordination and problem solving skills.

“After 8 months of physiotherapy and gross motor training, Yu Lam has shown impressive improvement in balance and coordination. She walks up stairs or down stairs at a faster pace, more efficiently and more independently,” said Jacky Leung Chun Keung, Physiotherapist. “Also, she is more active in participating in physical activities and more independent when solving problems during gross motor training and scenarios of daily orientation and mobility.”

Yu Lam, Ebenezer School & Home for the Visually Impaired

YU LAM (2)

PEGGY, MAGGIE’S CANCER CARING CENTRE (1)

Maggie’s Music Therapy

A Chance at Life for Rural Newborns

Lions Kidney Educational Centre & Research Foundation

Purchased of Medical Equipment

Maggie’s Cancer Caring Centre

Maggie’s Music Therapy

Children Medical Foundation

The Hong Kong Down Syndrome Association

Sweetie Land

Ebenezer School & Home for the Visually Impaired

Therapeutic Services for Visually Impaired Children

Sailability Hong Kong

Para Asia Games 2014

Hong Kong Federation of Handicapped Youth

Replacement of Existing Rehab Bus

MENTAL & PHYSICAL DISABILITIES

A team of doctors and nurses received neonatal medical training and support equipment. 600 newborns babies in rural China received life-saving medical help.

Early Intervention for infants with Down’s Syndrome were provided by Sweetie Land. 70 children and their families benefited.

Purchased and replaced 3 haemodialysis machines, 1,000 elderly kidney patients who were in financial difficulty benefited.

42 visually impaired students received necessary Therapeutic Services in school.

21 paraplegic sailors were provided the opportunity to learn to sail. A team of sailors also took part in the Para Asia Games in Korea and won a bronze medal.

A new rehab bus is in operation to provide 1000 rides each year.

Organisation

Medical

Children Medical Foundation

A Chance at Life for Rural Newborns

Lions Kidney Educational Centre & Research Foundation

Purchase of Medical Equipment

Maggie’s Cancer Caring Centre

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Xiaolei, 19 years old grew up in rural Henan. Despite disabilities in his legs, he had done well in school. However he learned that he had contracted HIV when he visited a doctor four years ago. When neighbours began distancing themselves, he lost all hope and even contemplated suicide. “The Hero Book programme, sponsored by Operation Santa Claus, provided financial support to Xiaolei to enable him to continue his education and gave him a unique opportunity to rebuild his self-confidence through the Hero Book workshop,” says Mr Leroy Lam, Operations Director of Chi Heng Foundation. “In the beginning, he kept to himself. With encouragement from facilitators and fellow students, he turned around and became a big brother to the younger students. He was the MC at the workshop farewell celebration party.”

Xiaolei now wants to be the founder of a company and have a family of his own. In his workshop feedback, he said, “The Hero Book workshop helped us realise our inner strength and rediscover our self-confidence. I am actually not weak at all. I feel good and I am very grateful!”

The call for proposals from potential OSC 2014 beneficiaries began on 3 June 2014 in ads in the SCMP and via website banner ads and eNewsletters from the Hong Kong Council of Social Services (HKCSS). By the 7 July 2014 closing date, some 106 applications had been received. This figure represents a sizeable 26% rise over the 84 applications received the previous year.

The Selection Committee for OSC 2014 comprised eight representatives from five major local organisations: The SCMP (x2), RTHK (x2), OSC, various donors (x2) and the HKCSS.

Selection criteria for OSC 2014 included:

• Project themes
• Project sustainability
• Economic feasibility
• Number of beneficiaries
• Favoured material plan (with tangible items)
• Small organisations with less fundraising ability
• History of past OSC funding
• Well managed organisation
• Transparency

20 charities across six areas (Children & Youth, Community, Environmental, Elderly, Medical Issues, and Physical & Mental Disabilities) were selected as being deserving of OSC 2014’s support. Please see page 20-21 for details.

Project Monitoring

All beneficiaries of OSC campaigns are required to submit:

• In-depth project progress reports and presentations
• Detailed summaries of their past achievements and current financial status

OSC staff will also regularly conduct site visits to beneficiaries and request information from beneficiaries’ staff in order to monitor project progress.
### ORGANISATION | PROJECT CONTENT | NUMBER OF BENEFICIARIES
---|---|---
**CHILDREN AND YOUTH**

**Rainbow Project Company**
To subsidise therapy treatments for Autism Spectrum Disorder (ASD) children from low-income families.
30 low-income families

**Benji’s Centre**
The project aims to provide professional one-on-one speech therapy service to children from low-income families.
30 speech delayed children

**Project Space**
To mobilise volunteers to clean up and repair homes of families living in a substandard home environment.
50 families living in extreme home environments

**Children’s Medical Foundation**
A specialised Neonatal Care Unit (NCU) with proper equipment will be established and urgent financial assistance will be provided to under-resourced families in Yunnan, China.
600 newborns each year at the NCU; 40 families to benefit from the financial assistance

**Sowers Action**
To provides all-care support and family-like environment to abandoned children in Shuifu County.
56 children

**Morning Tears Hong Kong**
To publish national training materials for child protection, and further equip its key staff with the necessary skills to enable them to train more caregivers.
145 children

**Diabetes Hong Kong**
To educate and counsel people with diabetes, their caretakers, and those who are at risk.
2,000 people with diabetes and their caretakers

**MAGGIE’S CANCER CARING CENTRE**
To support patients who suffered from cancer to cope with stress effectively through relaxation practices of Maggie’s Mind-Body Relaxation Program.
30 low-income families

**Hong Kong Arthritis & Rheumatisation Foundation**
To provide Occupational therapy, self-management programme, exercise class, hydrotherapy and physiotherapy programmes to patients.
2,124 patients and 296 family members

**Centre for Community Cultural Development**
Music therapy will be conducted for stroke survivors with aphasia to improve patients’ quality of life.
30 stroke survivors and 30 family members

**Hong Kong Paediatric Rheumatism Association**
To provide financial support to young rheumatic patients to procure medication, rehabilitation equipment, home care support and for those require emergency needs.
555 patients and family members

**Lions Kidney Educational Centre & Research Foundation**
To improve the existing healthcare facilities with the provision of a Reverse Osmosis Central Water Treatment System.
70-80 kidney patients per year

**COMMUNITY**

**Remar Association**
To purchase a new truck to collect old furniture and unwanted goods for resale after restoration, the profit will be used for supporting Remar’s rehabilitation programme.
Over 60 drug and alcohol rehabilitators

**Association Concerning Sexual Violence Against Women**
To set up a legal clinic to educate victims in legal knowledge and raise public awareness through talks, exhibitions and legal research.
7,745 person in need

**PathFinders**
To raise public awareness on migrant workers’ rights, and educate them on employee rights, maternity rights, family planning, pregnancy and health.
1,340 workshop attendees

### ORGANISATION | PROJECT CONTENT | NUMBER OF BENEFICIARIES
---|---|---
**PHYSICAL AND MENTAL DISABILITIES**

**HandsOn Hong Kong**
To employ and train adults with intellectual disabilities to deliver fruit boxes to office pantries of participating companies.
50-100 adults with intellectual disabilities

**Hong Kong Red Cross Margaret Trench School**
To provide four sets of electrical feeding device to students with severe physical disabilities.
4 severely handicapped students

**Art in Hospital**
To conduct workshops to help psychiatric patients express feelings and create personal journals through photography and contemporary mixed media.
360 patients, their carers, and hospital staff

**ELDERLY**

**Charles K. Kao Foundation for Alzheimer’s Disease**
To organise workshops for children, youths, caregivers and demented elderly to interact through toys.
180 dementia patients, children and youth

**ENVIRONMENTAL**

**Foodlink Foundation**
To collect surplus edible food from school and donate it to the needy.
To provide up to 250 meals per day

---

**UBS OSC NGO Leadership Programme**

2014’s establishment of the nine-month-long OSC UBS Leadership Training Programme (LTP) has enabled OSC to reach a whole new level. LTP staff support leaders from small and mid-size local NGOs subsequently work closely with the Chinese University of Hong Kong (CUHK) in developing their business management and financial skills. The NGOs are also shown how to more effectively build peer networks so as to maximise their resources and impact. Aside from providing funds, UBS and CUHK appoint staff to serve as mentors in areas such as financial control, management and marketing. The course will run from March to November 2015.

This year, OSC 2014’s Selection Committee earmarked a total 24 NGOs and corporations from a total of 70 applications across the community service sector.
OSC 2014 raised HK$20,854,000 through donations, which is the second highest amount recorded during its 27-year history. The majority of this sum - some 80 per cent - came from corporate donations. Other sources of income included donations from the general public, bank interest and surplus rolled over from previous OSC campaigns, bringing the total amount to HK$22,381,000. Significantly, 2014 generated more individual donations than in previous years – a total of HK$1,600,000 compared to HK$900,000 in 2013 – an increase of around 80 per cent.

This year’s campaign also attracted more donations from street fundraising - much of it in the form of small change dropped in collection boxes. Locations such as retail outlets, donation booths, Christmas fairs and this year’s Candy Gram and Santa Hat charity sale contributed an additional HK$300,000 to aid OSC’s efforts on behalf of the disadvantaged.

As always, the SCMP and RHK met essential costs such as transportation and postage and did everything possible to maintain minimal project administration and fundraising expenses at a level of around 4 per cent. For full details, please refer to the detailed audit we will make available in September 2015.

## Financial Highlights

### Total Income:
**22,381,000**

<table>
<thead>
<tr>
<th>Items</th>
<th>HK$ ('000)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations</td>
<td>20,854</td>
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<tr>
<td>Surplus</td>
<td>1,527</td>
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<tr>
<td>Total</td>
<td>22,381</td>
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</tbody>
</table>

### Total Expenditure:
**21,384,000**

<table>
<thead>
<tr>
<th>Items</th>
<th>HK$ ('000)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations (incl. 2nd disbursement)</td>
<td>20,513</td>
<td>95.9</td>
</tr>
<tr>
<td>Fundraising Expenses</td>
<td>209</td>
<td>1.0</td>
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<tr>
<td>Administrative Expenses</td>
<td>565</td>
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<td>Fee</td>
<td>97</td>
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</tr>
<tr>
<td>Total</td>
<td>21,384</td>
<td>100</td>
</tr>
</tbody>
</table>

Note: These figures are unaudited.

## 2014 List of Donors

### Corporate Donors
- 361 Enterprise Co. Ltd
- Arrow China Investments Limited
- Calbee China Limited
- Chang dian Hong Kong Limited
- China Group Limited
- Fantasia Investment Holdings Company Limited
- Friedl, Frank, Harris, Shriver & Jacobson Office A/H
- GM Metal Packaging Ltd.
- Gold Land Development Limited
- Hang Nga Fur Company Limited
- Hong Kong Sanatorium & Hospital Nurses Alumni Association Limited
- Janus Capital Asia Ltd.
- Jeebon Motors Ltd.
- K Wah Concrete Company Ltd
- Kidications Children Services Ltd.
- Lilang (Hong Kong) International Co., Limited
- Linklaters Business Services (H.K.) Ltd
- Muy Jag Stage Productions
- MGM Macau
- Noble Group Ltd
- Noble Resources Ltd
- OCBC Wing Hang
- Ponda Havas International Finance Communications Group
- PowerLong Real Estate Holdings Ltd
- Price Bloodstock Management Limited
- Prosimec Co Ltd.
- Prym Fashion Asia Pacific & Co
- REXLOT Holdings Limited
- Wilkinson & Grist

### School Donors
- American International School Ltd T/A American International School
- Beacon Hill School Pte Ltd
- Brandon Learning Centre
- Clearwater Bay School Parent Teacher Association Limited
- Cognitio College (Kowloon)
- Diocesan Boys’ School
- Diocesan Girls’ School - Headmistress & Discretionary Fund
- Discovery Mind Kindergarten
- Elegantia College
- French International School
- Hong Kong International School Association Limited
- Kiangsu & Chek Lap Kok Primary School (International Section)
- Korean International School
- Shung Tak Catholic English College
- South Island School Student Council
- St. Clare’s Girls’ School
- St. Mark’s School
- Tak Ngan Secondary School
- The Church of Christ in China Kwek Wah Shan College
- Think International School Ltd
- Victoria (Homantin) International Nursery
- Yu恩 Long Public Secondary School

### Event Donors & Sponsors

#### Five-a-side Donors
- Bank of America Merrill Lynch
- CBRE Ltd.
- Coutts
- Freshfields Bruckhaus Deringer
- Hong Kong Strollers
- Hong Kong Football Club
- Jardine Matheson Limited
- Linklaters
- Manulife International Limited
- Savills

#### Junior Teams
- Asia Pacific Soccer School
- Chelsea Soccer School
- Dragon Shooters
- ESF Lions
- Harrow
- Hong Kong Football Academy
- Hong Kong Football Club
- Kellett School
- Tai Tam Tigers

#### MBA Challenge
- Media Partner
  - Education Post
- Event Sponsor
  - Swiss Properties Ltd.

#### MBA Teams
- CUHK MBA Programs | The Chinese University of Hong Kong
- HKUST Business School | The Hong Kong University of Science & Technology
- Manchester Business School The University of Manchester
- Master of Business Administration (MBA) | City University of Hong Kong
- MBA Club Alumni Hong Kong | The University of South Australia
- The Chinese University of Hong Kong
- The Hong Kong Polytechnic University

#### Key Donors
- ELEGANT JEWELLERY HOLDING LIMITED
- HELTI (HONG KONG) LIMITED
- LAI, CHAN & KO, SOLICITORS
- SQUINA INTERNATIONAL GROUP LTD
- THE COMMUNITY OF HKUST
- TRENDY FASHION MANUFACTURING COMPANY LIMITED

### Clubs & Associations
- Aberdeen Boat Club Ltd
- Community of PoFulham High West
- Hong Kong Indian Womens Club
- Kowloon Cricket Club
- Sai Kung’s Hebe Haven Yacht Club
- The Hong Kong Cricket Club
- The Hong Kong Polytechnic University

### Alumni Donors
- The Hong Kong Polytechnic University
- The Chinese University of Hong Kong
- CUHK MBA Programs | The Chinese University of Hong Kong
- HKUST Business School | The Hong Kong University of Science & Technology
- Manchester Business School The University of Manchester
- Master of Business Administration (MBA) | City University of Hong Kong
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INDIVIDUAL DONORS

Adrian Townson
Alban Donnet
Alexander Tuazon
Allan & Aggie Hay
Anirban Datta
Ann M. Davy-Hou
Au Yeung Mei Fan Tina
Bai Lemin
Barry Adcock
Ben Williams
Best, David
Bhavana Lakhchandani
Bob Michael Wayley
Boeding, Jacob
Bryan Curtis
Cen, Tim
Chan Ching Hang
Chan Hung Po
Chan Kwan Ho
Chan May Shy Susanna
Chan Pui Mun
Chew Choon Woe
Cheung Kam Bill
Cheung Tak Ying Katharine
Ching Yee Julie Lim
Choi Wai Kin Vicky
Chow Charn Ki
Christina Han
Christopher Heywood
Christopher John Haasen
Contalet, Laurent
Cruzanne Macalister
Dan Bing Kin Albert
Daniel, Romanos
David Charles Roger Webster & Paik Myung Ja Peggy Webster
David Chin
David Dunton
David Webster
Davy-Hou Ann Marie & Hou Han San Thomas
Donald William Johnston
Dr Chan Wai Sang Samuel
Edward Yeung
Ellen T
Ernest Ho Yip Yung
Eugene Pio Pak Sing Wong
Florenda Madhaga
Fung Pak Yuen Peter
Fung Siu Ling
Gerndon Dorfman
Green Cynthia Diane Hardson
Gunther, Shane
Guorong Jiang
Gwil Elaine
Hain Ke Logan
Hamerton, Steven
Hareh Ramchandani
Hassamal B Mohinani
Helmut Schwarting
Hu Yee Cheng & Hu Yien Hua
Huang Qia Mao
Hui Bon Hoa Stephane Bing
Ida Yuk Bing Yeung
Inerdale, David
J M H Grimsdick
Jana Schebera
Kai Sing Kwong
Kendali, Samuel James
Kenseck Adam Philip Charles
Klaus Karl-Heinz & Aus-Frohle Areta
Kwan Man Hay
L L Randall
Lai Tai Meu Rivana
Lai Wing Man
Laul Bharat
Lawrence Beck
Lee Chen Kwek John
Leslie Hailes
Leung Chi Hang Wilfred
Leung Po Hang
Liang Thomas Cheung Biu
Lim Leung Yen Edwin
Loo Wing Heng Henry
Lorraine Little-Bigelow
Low Su Yen And Milward Ross Edward
Ma Yi Goo Setti
Mackay, Stuart Bruce Rory
Mans Ghansham Mhalani
Manig Savalan
Margret Lee
Mark Redharry
Matsumoto, Jun
Matthew Saul
Mdm Lam Suk Ha
Michael Blanchflower
Michael Dasilva
Michelle Liang
Mickie Lin
Mok Wai Kun Barbara
Ng Man Hong
Nicholas Ho
Pascal Longeane
Patrick O Neill
Patrick Pak Tung Fung
Peggy Dee
Perrson Dan
Piccattero Vivienne R
Prakash Vipul Chandra & Prakash Brinda Gopal
Prashant Gokhale
Pui Keong Albert Tsun
Rajesh Heera
Ram A Jagtiani
Raymond Chan
Regine Pocsalko
Richard Payne
Robert Blythe
Samantha Hon
Scallon Paul Desmond
Scott, Christopher
Sean Li
Sharon Oh
Shaw Vee Fong And Shaw Tracte
Short Jeanne
Shulamite N K Kho
Sia Rajesh Heera
Sim, Colin
Siritina Chui
Spoto Max
Stanford David Neil
Sten Peter
Suk Man Shih
Tavsitsanen Mika
Tahir Elmahdi
Tak Lim Lee
Takahashi Taichi
Takasumi Koji
Tam Ying Hung
Tan, Freddie
Terry Lunn
To Yu Hung Alva & Ko Sin Lun Esther
Tsay Patrick Kong Hung
Turney Randall Todd And Ms Lam Wing
Chuan Wendy
V Piccotto
Vincent Duhamel
Vinvice Lam
Vittoria Oczon
Wannenmacher Tim
Whitehead Matthew Charles
Wilson David And Mrs Wilson Hiroko
Wong Kei Yen
Wong Kei Hoi
Yang Xin Wei
Yee Ling Chong
Yee Man Wai

SECTION 10

2014 LIST OF DONORS

OSC 2014 NEWS

SECTION 10

2014 LIST OF DONORS
## Beneficiaries

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<td>Chi Heng Foundation</td>
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<td>Maggie's Cancer Caring Centre</td>
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<td>Lions Kidney Educational Centre and Research Foundation</td>
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<td>Arthritis &amp; Rheumatism Foundation</td>
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<td>Centre For Community Cultural Development</td>
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<td>Hong Kong Red Cross Margaret Trench School</td>
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<td>Sowers Action</td>
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<td>HandsOn</td>
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<td>Charles K Kao Foundation</td>
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<td>Art in Hospital</td>
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<td>Remar Association</td>
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<tr>
<td>Benji's Centre</td>
<td>60</td>
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## Coverage

### 2014 News Coverage

#### Events

- OSC 2014 Opening Ceremony
- OSC 15km Run by Hong Kong Amateur Athletic Association
- Polytechnic University On-the-job Training At The Post
- OSC MBA Challenge Presentation
- OSC 2014 Closing Ceremony

#### Corporate Donors

- Toys"R"Us Christmas Card Charity Sale At Stores
- Hang Seng Bank Visit To OSC Beneficiary
- Swire Properties Sprinkle Fun With Flashmob performance
- Kowloon Shangri-La Launches Zentangle Artworks Event
- Sino Group of Hotels Fundraising Event Launch Ceremony
- Swire Properties Pacific Place Fundraising Event Launch Ceremony
- Welcome Visit to OSC Beneficiary
- Bank of America Merrill Lynch Set Mini-Golf Course
- Deacons Art For KIDSmas
- Swire Volunteer Work With OSC Beneficiary
- Manulife Dessert Class with OSC Beneficiary
- Melco Group Sponsors OSC Beneficiary's Christmas Party
- Morgan Stanley Directors' Choir
- Sino Land Sino Art in Community
- Maxim's Group Volunteer Work With OSC Beneficiary
- UBS Dress Party
- Bank of America Merrill Lynch Charity Golf day
- HK Sanatorium Hospital Take Part In A Charity Jump Rope Challenge
- Fung Group Joins The OSC 15KM Running Event
- Dah Sing Bank Basketball Match
- AIA Lap Race
- Clifford Chance Annual Staff Charity Christmas Quiz
- China Citic Bank International
- Kowloon Shangri-La Unveil Record-Breaking Zentangle Artworks

#### School Donors

- Discovery Mind Kindergarten Charity Walk 2014
- Discovery Mind Kindergarten Charity Walk 2014
- Korean International School Students Raise Funds For OSC
- Shun Tak Catholic English College Organised A Series Of Fundraising Activities

#### Clubs & Associations

- Santa Hash 2014
- Solicitors' Carol Service At St. John's Cathedral
- Sai Kung Christmas Quiz At The Hebe Haven Yacht Club
- Lamma Island Treasure Hunts
- Pok Fu Lam High West’s Goodies Sale
Helping Kids Break Out of Their Shells

The Rainbow Project is a beneficiary of Operation Santa Claus, offering young children a chance to work and play. Founder Eddie Xue says the project has benefitted a total of 16 children from low-income families over the years and has raised HK$1.8 million. It offers scholarships to good students and provides them with quality time with their family and other fun activities.

How the 20 charities will use your donations

City Council

BENEFICIARIES

Beneficiaries of Operation Santa Claus 2014

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Society

Society

Everyone's a Hero in Model to Build Esteem

Kids should do more sports instead of playing computer games.

BENEFICIARIES
China and US agree ‘historic’ deal

Major climate change breakthrough as the two powers agree on emissions ahead of next year’s Paris conference

China and the United States have agreed to work together to cut greenhouse gas emissions, paving the way for a historic climate deal at the upcoming UN conference in Paris next year. The US, the world’s biggest polluter, has agreed to reduce its carbon emissions by 2030, while China, the world’s second biggest polluter, has agreed to reduce its emissions per person. The agreement is seen as a major step forward in the global fight against climate change.

Santa Claus is here to help, and you can, too

Santa Claus is here to help, and you can, too

CEO of Operation Santa Claus Dwayne Johnson said, “The holidays are a great time to give back to those in need. With Operation Santa Claus, we are able to provide gifts to thousands of children in need around the world. We encourage everyone to join us in spreading holiday cheer.”

Poll ranks local English behind mainland cities

Poll ranks local English behind mainland cities

A new poll has ranked the English language skills of residents in local cities in China behind those of mainland cities. The poll surveyed residents in 10 cities and found that the English language skills of residents in mainland cities were significantly higher than those in local cities. The poll results suggest that efforts should be made to improve the English language skills of residents in local cities in order to bridge the gap with mainland cities.

Giving sick newborns a chance

Giving sick newborns a chance

The Children’s Medical Foundation is helping sick newborns in need. The organization provides financial support and medical care to newborns in need, allowing them to receive the care they need to survive.

Longchamp Paris

Longchamp Paris

Longchamp, a French luxury handbag and accessories brand, is known for its high-quality leather goods and unique designs. The brand has been in operation since 1948 and has become a symbol of French elegance and style.
SECTION

OSC 2014 NEWS CLIPPINGS

BENEFICIARIES

GROUP SETS NEW STANDARDS FOR CHILD WELFARE

PROF. DON NORMAN

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BENEFICIARIES

GROUP SETS NEW STANDARDS FOR CHILD WELFARE

PROF. DON NORMAN

BENEFICIARIES

BENEFICIARIES
SECTION

KIDNEY CENTRE GIVES PATIENTS THE GIFT OF LIFE, AND OF LIVING

"Specialised treatment offered by the Kidney Centre for patients means they no longer feel a sense of despondency, as it only takes place once a week. My family fully supports and encourages me to undergo dialysis procedures. The facilities are well-equipped, and the staff are very professional and helpful." - Mr. Li, a patient of the Kidney Centre.

BENEFICIARIES

FREEING PATIENTS FROM THE BALL AND CHAIN OF ARTHRITIS

"After a 30-minute session with the Arthritis Foundation, I feel much better. The programme teaches us how to relieve the pressure of joints, and it has been very effective in relieving my pain. I would like to thank the Foundation for their support." - Miss Yip, a patient of the Arthritis Foundation.
SECTION

STROKE SURVIVORS FIND THEIR VOICE IN CHOIR

Music really has the power to bring us together, but now people with disabilities and elderly people who struggle to communicate finally have a chance to express themselves through singing.

"We had been looking for something like this for a long time," said Angela, a stroke survivor who has been attending the choir classes. "I was really nervous at first, but now I feel like I have a voice and I can express myself.

"Music has the power to bring us together," said the choir director, Lisa. "I'm so proud of all the participants for their courage and determination."

"I finally have a voice and I can express myself.

OTHER NEWS CLIPPINGS

HONG KONG VALUATION DAYS
1st-2nd December 2014

NEW YORK AUCTION
13th December 2014, Thursday

PAPER TALK

THE HIT LIST

BENEFICIARIES BENEFICIARIES
BENEFICIARIES

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VOLUNTEERS GET HANDS DIRTY IN RUN-DOWN FLATS

Men posed as police and assaulted mainlanders

NEW YORK, NY - April 1, 2014 - Volunteers from Operation Santa Claus were spotted cleaning up a run-down housing complex in New York City.

The volunteers, dressed as police officers, were seen pushing residents out of their apartments and资料显示的部分页面内容。
Backhanded record

Flight attendants were described as ‘robbed’ while on-duty and not receiving their desired Christmas bonus on this year’s Santa Express.

CATHAY CABIN CREW DEMAND AN 8pc PAY RISE

The Civil Aviation Workers Union (CAWU) has started a campaign to demand a 8pc pay rise for the cabin crew and other flight attendants of Cathay Pacific.

‘The company has already benefited from the record-low fuel price, and we feel that we have also contributed to this achievement. Why can’t they give us a raise?’, asked a flight attendant who was amongst the first to demand a pay rise.

The union said the company was reducing its fuel costs by 7.5pc.

‘We are doing this to ensure that our basic living expenses are taken care of’, said a leader of the union.

Feeding the potential of physically disabled

The children of Operation Santa Claus (OSC) have been feeding the potential of physically disabled children for years.

BENEFICIARIES

Tough fight against modern-day slavery

Thanks to Nobel prize winner Kailash Satyarthi’s organisation, more than 80,000 child workers have been freed in India.

She had the brain to win the game

Congratulations to Churchill College alumnus Shashank Shukla for winning the Turing test.

Osborne promises comprehensive tax cuts

The chancellor has promised comprehensive tax cuts.

Britain won’t block tear gas sales to Hong Kong

Britain won’t block tear gas sales to Hong Kong.

Britain: The country that has decided to stop the sale of tear gas to Hong Kong.

Another world is necessary

Another world is necessary. We need to make a change.

Operation Santa Claus

Now is the time to give.

OSC helps Yunnan orphanage

Fifty children from the most disadvantaged areas of Yunnan province will get a Christmas miracle thanks to Operation Santa Claus.

The children will be treated to Christmas dinner, gifts and a visit from Santa.

OSC 2014 NEWS CLIPPINGS

Tough fight against modern-day slavery

India

Thanks to Nobel prize winner Kailash Satyarthi’s organisation, more than 80,000 child workers have been freed in India.

How you can help

You can help by donating money or by volunteering your time.

OSC 2014 NEWS CLIPPINGS

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South China Morning Post

Signs of strain as Xi meets Abe for talks

The historical leaders’ recent meeting in Beijing was held in a tense political atmosphere, with both sides facing domestic and external challenges.

23%

Markets steam ahead as date set for through train

The opening of a direct rail link between Shanghai and Kyoto will boost economic ties between China and Japan.

EVENTS

"Tis the season to be giving as charity drive begins

South China Morning Post

Operations Santa Claus

"Tis the season to be giving as charity drive begins

South China Morning Post
SANTA’S ‘ELVES’ HAD DESIGNS ON CAMPAIGN BEFORE IT STARTED

Post Today" "smarts of students put their creativity to the test and get their hands in competition to help promote this year's event.

EVENTS

TEAMS EXCEL IN BUSINESS CONTEST

0-storey tower plan for mall in Admiralty

TEAM LEADERSHIP PROGRAMME

Smart ID cards to be replaced by 2022

FIND OUT MORE

Society

COHABITATION

MAKE A BIG DIFFERENCE TO YOUR COMMUNITY

NO GO

PUBLIC EYE

MICHAEL CHUNG

ONLY A FEW STAYS AND 65% OF THE READING PUBLIC INCREASE BY 45%

NEWS CLIPPINGS

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Post Today: array of students put their creativity to the test and get their hands in competition to help promote this year's event.

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50-storey tower plan for mall in Admiralty

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50-storey tower plan for mall in Admiralty

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COHABITATION

MAKE A BIG DIFFERENCE TO YOUR COMMUNITY

NO GO

PUBLIC EYE

MICHAEL CHUNG

ONLY A FEW STAYS AND 65% OF THE READING PUBLIC INCREASE BY 45%

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NEWS CLIPPINGS
**District Officials Blamed for Tragedy**

Investigation builds from familial circumstances, allegedly responsible for loss of life. Investigation's likely responsibility has many families mourning over.

**Fundraiser tops HK$32m for second straight year**

*By Anna Lam*

Over 300 guests attended the Operation Santa Claus’ annual fundraising event held at the Victoria Harbour on Saturday.

**Ho Tung Gardens sold for HK$5.1b**

Heritage expert warns growth can be preserved through conservation efforts. His plans were outlined in his latest book. He urges residents to support the movement to protect our rich cultural heritage.

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**SQUASH PLAYER A CHAMPION FOR CHILDREN IN NEED**

By Anna Lam

19-20 November 2014

Squash player represents a champion for children in need, showcasing his skills in a fundraising event to raise awareness and funds for Operation Santa Claus.

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**Hair Piece**

Confidence Rebound • Beauty Reborn

Application dates: Thursday, 2 Nov – Friday, 31 Dec 2010

Further details: info@HairPiece.com or telephone +65 6663 5388

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**EVENTS CORPORATE DONORS**

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SECTION OSC 2014 NEWS CLIPPINGS

CORPORATE DONORS

REFORMED ADDICTS HELP OTHERS IN REHABILITATION

Material items and monetary contributions have been donated to assist addicts to return to society.

Location: Operation Santa Claus

HANDS UP IF YOU'RE A CHARITY SUPERHERO

Players dress as Captain America and Mike Pence to take part in the First China Crane Investment Real Estate 10K Hong Kong Road Run.

Location: Hong Kong

EDUCATION

Social workers a first for South Asian community

The report highlights the importance of social workers in the South Asian community.

Location: Operation Santa Claus
BANKERS’ VISIT TO CENTRE SPEAKS LOUDER THAN WORDS

Credit Suisse staff spend time with children suffering from heart problems as charity露天中心安排他们参加各类活动。In the picture, the staff are seen with the children wearing red shirts.

The kids were given the opportunity to meet the staff and ask them questions about their work. Some of them even expressed a desire to become doctors or nurses when they grow up.

Minimum wage is the least we can do for working poor

As an economy grows, a winner-take-all scenario is emerging in terms of income distribution. According to the report, "Minimum wage is the least we can do for working poor." It states that, "In an economy where only a small percentage of the population is able to accumulate wealth, the government should consider raising the minimum wage." The report also highlights the need for better education and training programs to help the working poor.

CORPORATE DONORS

The report mentions several corporate donors who have supported the organization. It includes companies like ABC Corporation, XYZ Technologies, and PQR Industries. The donors are acknowledged for their contributions to the organization's mission.

CHARITY THE WINNER FROM DAY OF 5-A-SIDE SOCCER FUN

An annual tournament titled "Day of 5-A-Side Soccer Fun" was organized to raise funds for the charity. According to the report, "Charity was the winner from day of 5-A-Side Soccer Fun." The event was attended by many local celebrities and included various teams participating in the competition.

SOCIETY

The report highlights the role of the society in supporting the charitable organization. It mentions various initiatives taken by the society to promote volunteerism and community service. The initiatives include events like "Art in the City," which aims to promote art and culture in the community.

BUILDERS’ LABOUR COSTS ROSE 15.2% LAST YEAR

The report also covers the increase in builders’ labour costs, which rose by 15.2% last year. The report states, "Builders’ labour costs rose 15.2% last year," indicating the rising costs faced by the construction industry. The report also mentions the impact of these increased costs on the overall economy.

LOVE TRIANGLE CLAIM OVER-RANG ATTACK ON EXECUTIVE

A love triangle claim has been made over an alleged over-rang attack on an executive. The report mentions, "Love triangle claim over-rang attack on executive," indicating a conflict of interest in the executive's personal life. The claim involves a former partner and a current partner of the executive.

GOVERNMENT CAN’T SHirk OBLIGATIONS ON HUMAN RIGHTS

The report highlights the government’s obligations on human rights. It states, "Government can’t shirk obligations on human rights," emphasizing the need for the government to take responsibility in ensuring human rights are protected. The report also mentions the government’s recent actions in this regard.

LETTTER OF THE LAW

Michael C. Davis

[The letter discusses the legal implications of the events covered in the report, focusing on the potential for legal action against those involved in the conflicts.]
SECTION 10

CORPORATE DONORS

TOY STORE FINDS TIME FOR KIDS WITH EMPTY STOCKINGS

PUBLIC EYE

MICHAEL CHIOGANI

Children who delivered letters to Santa in stores were surprised to find a toy waiting for them.

有多少父母希望自己的孩子在圣诞节期间收到一个惊喜。圣诞老人总会为孩子们准备一份礼物。国际知名的玩具店也不例外。

The toy store had set aside a special section for children who had written letters to the store's Santa. The store was surprised to find that these children had delivered the letters to the Santa's office.

BANK VOLUNTEERS IN FUN RETURN TO THE CLASSROOM

UNICEF Charity Run 2014

Buenos Aires, Argentina

A bank that took part in the UNICEF Charity Run 2014 returned to its classrooms.

.toast to a lifestyle concept

Australian winery uses cooking course to promote special theme during social gatherings

Wine Making

Making wine is an enjoyable and engaging activity that encourages social gatherings.

Thank you for Supporting UNICEF Charity Run 2014
Ferris wheel security questioned

We are reaching a very small proportion of the disabled society.

Sino Club party combines fun, practicality

CORPORATE DONORS
Caring Green Project to Help 30,000 Needy Families

A special winter initiative by CLP Power will allow green energy solutions to be tested in a real environment. This project,就要成立以来, will involve the installation of solar panels on rooftops of low-income families. "We are excited to be part of this innovative project that will help reduce our carbon footprint and contribute to a more sustainable future," said Mr. Brown, Senior Manager of CLP Power. The initiative is expected to provide power to 30,000 needy families across the city. The installation of solar panels on rooftops will help to reduce the cost of electricity for these families, making their lives more affordable. The project is in line with CLP Power's commitment to promote renewable energy and reduce carbon emissions. The company is also exploring the possibility of integrating other renewable energy sources in the future, such as wind and hydro power. The Caring Green Project is a great opportunity for CLP Power to demonstrate its commitment to sustainable development and support the needs of the community. We look forward to seeing the positive impact this project will have on the lives of these families," said Mr. Brown. The project is expected to be completed by the end of the year.
The government should be more proactive in addressing the issue.

CORPORATE DONORS

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GROUP DEFIES COLD IN HOT PURSUIT OF CHARITY FUNDS

CORPORATE DONORS

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FINE IDEA SEES LAWYERS PAY UP FOR CHARITY

CORPORATE DONORS

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AT THE HEIGHT OF TASTE

CORPORATE DONORS

SECTION OSC 2014 NEWS CLIPPINGS

Hair Piece

CORPORATE DONORS

SECTION OSC 2014 NEWS CLIPPINGS

HK$3m of rare wood items stolen from shop

CORPORATE DONORS

SECTION OSC 2014 NEWS CLIPPINGS

ATV woes could turn into a big drama for the government
HONG KONG

3,000 OPPOSE ELEVATED DRIVEWAY

Columbia 11.16.14

3,000 people opposed to the proposed elevated driveway project have been gathered to voice their concerns. According to the organizers, the project will cause significant environmental and economic impact, as well as a loss of community space.

Mistreatment of police officers cited as reports of rape fall.

The number of rape reports filed by police officers has decreased significantly over the past year. Authorities are investigating the reasons behind the decline and working to improve the handling of such cases.

SCHOOL DONORS

Kids do their bit on Discovery Day walk.

In a recent event, students from various schools came together to participate in a Discovery Day walk. The event aimed to raise awareness about environmental issues and encourage students to take active steps towards a greener future.

Finding relief from cramped spaces.

The growing population has led to a shortage of living spaces, causing significant distress for many families. Efforts are being made to provide more affordable housing solutions to address this issue.

Smashed windows and arrests at Lego.

As masked protesters smashed glass doors at the Legislative Council, police intervention was required to restore order. Protests continue to escalate, with concerns over the increasing use of violence.

Tumour gone after 12-hour op.

A long-awaited operation to remove a tumour was successfully performed. The surgery lasted for 12 hours, and the patient is expected to make a full recovery.

Synagogue deaths lead to revenge.

The deaths of several individuals at a synagogue in an apparent hate attack have sparked a series of revenge attacks. Authorities are working to ensure the safety of the local community and identify the perpetrators.

Car fanatics revved up for vintage vehicle show.

Despite the recent attacks, car enthusiasts gathered for a vintage vehicle show. The event was a tribute to the classic automotive culture and aimed to bring people together in a spirit of unity.

Opera singer to perform at Old Bailey.

A renowned opera singer is scheduled to perform at the Old Bailey, a historic location. The performance is expected to attract opera lovers from around the region.

Children's film festival starts.

The annual children's film festival kicked off with a bang, offering a diverse selection of films for young viewers.

Readers are invited to submit their own content for consideration in this issue.

SECTION OSC 2014 NEWS CLIPPINGS

SCHOOL DONORS

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Compensated dating may link to murder

After a body was found in a travel bag at a rubbish collection centre, police investigated the possible reasons behind the murder.

First class, but no class

Scott's Burns

In BU Shenzhen, which is also the school of the University of Singapore, he has also got the extra money to support his studies. This year, he got a chance to fly in First Class to Shanghai to attend a conference. He says he is learning a lot from his experience. He says his parents are proud of him and that he is the first person in his family to study abroad.

Holiday KIS for the needy

Students at an international school (Shenzhen) have been in a Christmas party organized by the Red Cross Society of China. The event was held in the school auditorium on December 12th. The students were given presents and had a chance to communicate with the children from poor families. The event was organized by the Shenzhen Red Cross Society.

CIA slammed for using torture

The CIA has been criticized for using torture in its interrogation of suspects. The report released by the Senate Select Intelligence Committee in December 2014 said that the CIA had used torture in its interrogations of suspects, including waterboarding. The report also said that the CIA had used other techniques, such as sleep deprivation, isolation, and noise. The report said that the CIA had used these techniques on a number of occasions.

Time for changes in the education policy

The government only spends 3.6 per cent of the GDP on education. It wants to increase this to 4.5 per cent. The government’s latest education policy, which was introduced in June 2014, aims to raise the percentage of children who are educated. The new policy includes measures to improve the quality of education, such as increasing the number of teachers and improving the training of teachers.
HONG KONG

MARRIED WITH CHILD AND ON THE HK STREETS

Santa gives reindeer a break with hash run

300 members of Santa’s club follow trails for a good cause – a beer

“I always take a bit of care of Santa’s reindeer,” said one of the members.

PROSTITUTION

3 arrested in tobacco smuggling crackdown

More than HK$100 million of illicit tobacco was seized in various operations including a raid on a warehouse in Kwai Tsing.

CHRISTMAS OFFER

Lallier Grande Réserve Grand Cru

YL Magazine, 6 for $15, only HK$23.36

SOUVENIRS

Station appreciation

The annual tradition of giving souvenirs to the Hong Kong public has returned, with performers from the annual parade taking part.

Society

A proposal that was right on track.

A recent proposal for the establishment of a new cultural center in the area was met with widespread support from local residents.

PROTEST LEADERS GET BACK TO STUDIES

Student activists Adam Cheng and Justin Chan take time off from activism.

Lamma treasure hunters help boost charity

The hunt for a possible treasure on Lamma Island has brought in valuable donations for a local charity.

37 arrests in second night of clashes in Mong Kok

Police made several arrests in Mong Kok, with reports of violent clashes.

HOW YOU CAN HELP

Donate now to support our cause.

charitynow.com