



# 2009 OPERATION SANTA CLAUS

In difficult times  
Helping others matters  
more than ever

## Physical and Mental Disabilities

Ongoing assistance is to be provided to those who need help, teaching them elementary skills, increasing their independence and giving them practical work experience, while also providing them with transportation, home-based rehabilitation and better school facilities.

Beneficiaries:

- Autism Partnership
- Family of SMA (Spinal Muscular Atrophy) Charitable Trust
- Nesbitt Centre
- Po Leung Kuk
- The Intellectually Disabled Education and Advocacy League Limited (IDEAL)

## 智障及殘障人士項目

本港智障及殘障人士的需求一向備受關注，我們將資助多個項目，包括開設一社會企業咖啡店，教導有需要人士基本的客戶服務技巧，讓他們自力更生。另外，亦會為弱能兒童提供交通服務，為患有脊髓肌肉萎縮症的小朋友，提供家居復康服務以及改善自閉症兒童的學習環境。

受惠機構：

- Autism Partnership
- 脊髓肌肉萎縮症慈善基金
- 思拔中心
- 保良局
- 勵智協進會

## Many ways to contribute

Making a difference has never been easier. You can now support OSC through online donations, corporate events, school initiatives to raise HK\$5 per student, and campaigns for employers to match whatever their staff contribute. If you need help with ideas, just let us know.

To recognise outstanding support, special awards will go to the following outstanding performers:

- Top Corporate Fundraiser Award
- Top School Fundraiser Award
- Top Individual Fundraiser Award
- Most Creative School Award
- Most Creative Club, Team or Association Award

The winners will be invited to receive their awards at the closing ceremony in late January, 2010.

你可以透過不同方法來支持**愛心聖誕大行動2009**，例如：個人網上捐款、公司自發舉行籌募活動或學校參與學生五元籌募大行動等。

我們今年特設五個大獎包括**最高公司籌款大獎、最高學校籌款大獎、最高個人籌款大獎、最具創意學校籌款活動大獎及最具創意團體籌款活動大獎**，以答謝各界人士對愛心聖誕大行動2009的支持。得獎者將獲頒贈獎狀及獲邀出席於2010年1月底舉行之閉幕典禮。



Contact us 聯絡我們

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Email 電郵: osc@scmp.com

Website 網址: osc.scmp.com





## A great Christmas tradition

Since 1988, the annual **Operation Santa Claus** campaign has brought the true meaning of Christmas to Hong Kong and helped to transform the lives of thousands of members of the community.

Jointly organised by the **South China Morning Post** and **Radio Television Hong Kong**, it has supported more than 90 different charities over the years, providing hope and funding for many of those who need it most.

This year, because of the downturn, it is more important than ever that we continue to reach out to help others and give whatever we can.

### Donate now to help those in need!

**愛心聖誕大行動**是南華早報及香港電台每年均合辦的大型慈善活動，致力於聖誕期間為本地九十多個慈善團體籌募善款，為社會上有需要的人士帶來希望及援助。

今年，香港正值金融海嘯的衝擊，弱勢社群所面對的打擊更為沈重，故此，我們希望各位能盡一己之力，請即捐款支持**愛心聖誕大行動**，一同為有需要的人士伸出援手！

As in previous years, **Operation Santa Claus 2009** has chosen beneficiaries in six distinct areas. The aim is to ensure our support has a direct and noticeable impact, helping where possible with specific projects that touch the different needs of the community. This time, the beneficiaries are:

一如以往，今年**愛心聖誕大行動2009**特別在六個不同的項目範疇中，挑選本地非牟利團體為其籌募善款，您的捐款將實現他們多項計劃，造福本地無數有需要的人士。

## Children & Young People

Efforts will be directed towards enhancing the personal development of children whose parents have suffered from mental illness, and to teaching primary students how to protect themselves from abuses.

Beneficiaries:

- Baptist Oi Kwan Social Service
- End Child Sexual Abuse Foundation

## Community

Our aim will be to improve the self-confidence and skills of young people in drug rehabilitation centres by supporting a series of practical training courses.

Beneficiary:

- Operation Dawn

## Elderly

In Hong Kong, the rate of elderly suicide is among the highest among different age groups. Depression and negative emotions are common reasons for elderly suicide. Your support will help to promote a positive outlook among older people and improve many aspects of their safety and day-to-day care.

Beneficiaries:

- Sisters of the Immaculate Heart of Mary Elderly Home
- Suicide Prevention Services

## Environment

Donations will go to an education programme on sustainable marine development for underprivileged children and their parents.

Beneficiary:

- WWF Hong Kong

## Medical Issues

The focus this year is to give young cancer patients, survivors and their parents the chance to build better lives through targeted support services and outreach programmes.

Beneficiaries:

- Hong Kong Youth Arts Foundation
- Little Life Warriors Society

## 兒童項目

今年我們將關注那些父母患有精神病的小朋友，透過提供心理輔導及社區支援服務，從而減低精神病對小朋友身心不良的影響。我們亦會資助護苗教育車課程，教導小學生如何保護自己及尊重他人的身體。

受惠機構：

- 浸會愛羣社會服務處 • 護苗基金

## 社區項目

為戒毒康復者提供多項技能培訓，包括教授救生技巧、教導女學員中國古典舞及西餅製作，以助他們提升自信，早日重投社會。

受惠機構：

- 香港晨曦會有限公司

## 老人服務項目

在本港，長者自殺率一向高於其他年齡組別。今年我們將資助項目讓情緒受困的長者，獲得情緒上的支援。我們亦會為一老人院舍改善其院內的衛生情況及提供有關設備，以改善院友的居住情況。

受惠機構：

- Sisters of the Immaculate Heart of Mary Elderly Home • 生命熱線

## 環境教育項目

我們將資助「海下小偵探」可持續發展教育項目為有困難的小朋友及其父母，提供各式各樣的學習機會，讓參加者認識各種海洋生物，從以更積極地肩負起保護珍貴自然資源的責任。

受惠機構：

- 世界自然基金會香港分會

## 醫療項目

兒童及青年癌病患者是今年醫療項目集中服務的對象。今年我們將繼續促進及謀求癌症和嚴重血病兒童之福利，並促進香港與國內及海外對兒童癌症的認識及交流。我們亦會教導青少年癌病康復者利用視覺及文學藝術來分享他們的感受。

受惠機構：

- 香港青年藝術協會 • 生命小戰士會

## DONATION FORM 捐款表格

✓ Please donate to Operation Santa Claus 2009 to help those in need!  
請支持愛心聖誕大行動2009為有需要的人士伸出援手！

### Donation Amount 捐助金額

港幣HK\$2,000  港幣HK\$1,000  港幣HK\$500

其他HK\$ \_\_\_\_\_

### Donor Information 捐款者資料

(IN BLOCK LETTERS 請盡量以英文正楷填寫)

Name 姓名: \_\_\_\_\_ Sex 性別: \_\_\_\_\_

Address 地址: \_\_\_\_\_

Tel No. 電話: \_\_\_\_\_

Email 電郵: \_\_\_\_\_

### Donation Method 捐款方法

By credit card 信用卡捐款  VISA  MASTER

Card number 信用卡號碼 | \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_ | \_

Card expiry date 信用卡有效期至: | \_ | \_ | \_ | \_ | mm月yy年

Cardholder's name 持卡人姓名: \_\_\_\_\_

Cardholder's signature 持卡人簽署: \_\_\_\_\_

### By cheque 支票

(payable to 抬頭請寫"SCMP CHARITIES LTD-OPERATION SANTA CLAUS")

Cheque no. 支票號碼: \_\_\_\_\_

### By direct transfer 直接存款

HSBC匯豐銀行戶口 502-676299-001

(Please send this form together with the original bank receipt)  
(請將存款收據正本連同填妥捐款表格寄回)

### Online donation 網上捐款

Please visit 請登入 **osc.scmp.com**

Official receipts will be issued upon request, for donation of HK\$100 or above.  
捐款達港幣\$100或以上，可要求本會提供收據。

Please send me an official receipt for tax deduction 請寄給我收據作扣稅之用

To help reduce administration costs, please do not send me a receipt  
為減低行政費用，請無需寄給我收據

OFFICE USE ONLY 職員專用	AUTH CODE 授權編號	CODE DATE 編號日期
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Please send completed form to **Operation Santa Claus, South China Morning Post Publishers Limited, Morning Post Centre, 22 Dai Fat Street, Tai Po Industrial Estate, New Territories, Hong Kong.**

請將填妥表格，寄回香港新界大埔工業邨大發街22號·南華早報出版有限公司·『**愛心聖誕大行動**』收。

**Enquiries 查詢電話：2680 8159**

