


Supporting the Community 服務社群



OPERATION SANTA CLAUS

South China Morning Post 

OPERATION SANTA CLAUS 2012

Jointly organised with Radio Television Hong Kong (RTHK), the annual fundraising campaign has raised in the region of \$188 million and benefited 176 different charity projects since its inception in 1988.

In 2012, we celebrated the 25th anniversary of Operation Santa Claus (OSC) by setting a new record fundraising total of \$18.8 million for 18 selected charities.

Out of 82 proposals submitted by charities this year, the OSC Selection Committee carefully chose 18 charities in six distinct areas: Children & Youth, Community, Environmental, Elderly, Medical Issues and Physical Disabilities.



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The beneficiaries were:

- Children's Heart Foundation
- Hans Andersen Club
- Kids4Kids
- Playright Children's Play Association
- Teach Unlimited Foundation
- Christian Action
- Christian Family Service Centre
- Operation Dawn
- Helping Hand
- Foodlink Foundation
- World Wide Fund for Nature Hong Kong
- Hong Kong Red Cross Hospital Schools
- The Joshua Hellmann Foundation for Orphan Disease
- Lions Kidney Educational Centre & Research Foundation
- Little Life Warrior Society
- Operation Smile - China Medical Mission
- The Society for AIDS Care
- Families of SMA Charitable Trust

A record 28 major corporate donors donating a minimum of \$150,000 took part. Some 22 schools - 19 of whom were major donors - joined the campaign, raising more than \$500,000.

OSC donors continued to look at interesting ways to raise donations. This year's top fundraiser was Morgan Stanley, which raised \$2.5 million through the 10th annual Directors' Choir and a staff baking auction. Other key donors include UBS, which generated \$2.4 million from the donation of commissions on the trading floor, charity golf, and sales of raffles. Wing Ding Squash Tournament raised \$1.8 million, Five-a-side Football Tournament and JP Morgan both raised \$1 million.

To increase local community awareness and boost media coverage, an innovative OSC Santa on the Beach event was held for the first time at Repulse Bay on 8 December. Top models, celebrities, corporate teams, volunteers and children of OSC beneficiary organisations took part in team-building games such as rafting and water-balloon battles, garnering significant attendance and coverage from local media, and raised \$240,000 in donations.

The campaign came to an end with a formal closing ceremony at the Grand Hyatt, the sponsoring hotel, on 23 January 2013, with the new Operation Santa Claus patron, Ms Regina Leung, wife of new Hong Kong Chief Executive Leung Chun-ying, putting the final number in place for the announcement.



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A CARING COMPANY



SCMP Group is now an official Caring Company of Hong Kong.

The SCMP Group has been awarded by the Hong Kong Council of Social Service the Caring Company logo in recognition of the Group's commitment in caring for the community, caring for its employees and caring for the environment over 2012.

As part of our community commitment, we extend opportunities to our staff in volunteering for meaningful initiatives, such as supporting St James' Settlement in administering a food programme for the poor and our fourth annual participation in EcoVision's Hong Kong Clean Up campaign, where in September 2012, 106 SCMP volunteers and their family members cleared 645kg of rubbish on Sha Lan Beach in Tai Po, led by CEO Mr Robin Hu and COO Ms Elsie Cheung.

We supported environmental issues by making significant efforts to reduce energy and water consumption as well as reducing light and water pollution. In printing operations, we are using recycled or recycling-rich newsprint as far as quality tolerates;

we recycle used plates, waste newsprint and chemical waste. We also have a "green" partnership with the World Wide Fund for Nature where we donate funds to support an IT and conservation education programme for underprivileged students.

Our commitment to our employees has resulted in the Group having an industry-high staff retention level in 2012, and we have maintained a lower-than-average staff turnover rate in the past few years. ●

- 1 Top model Jocelyn Sandstrom wears OSC charity T-shirt and Santa hat
名模Jocelyn Sandstrom穿著「愛心聖誕大行動」作義賣的T恤及聖誕帽
- 2 The first innovative OSC Santa on the Beach
首次舉行別開生面的慈善沙灘競賽
- 3 Launch of OSC's new website
「愛心聖誕大行動」全新網頁啟用
- 4 SCMP staff cleared 645kg of rubbish on Sha Lan Beach in Tai Po
南華早報員工清潔大埔沙欄海灘，收集了645公斤廢物



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「愛心聖誕大行動」2012

「愛心聖誕大行動」乃與香港電台聯合舉辦的週年籌款活動，自一九八八年活動展開以來於區內籌得188百萬港元，有176個不同慈善項目受惠。

於二零一二年，我們以刷新善款紀錄慶祝第25屆「愛心聖誕大行動」，為18間經挑選慈善機構籌得合共18.8百萬港元。

於本年度慈善機構提交的82份計劃書中，「愛心聖誕大行動」遴選委員會細心選出18間於六個不同範疇的慈善機構：兒童及青少年服務、社區關懷、環保項目、長者服務、醫療服務及殘障人士服務。

受惠機構如下：

- 兒童心臟基金會
- 安徒生會
- 童協基金
- 智樂兒童遊樂協會
- 教育無邊界基金
- 基督教勵行會
- 基督教家庭服務中心
- 香港晨曦會
- 伸手助人協會
- 膳心連基金
- 世界自然基金會香港分會
- 香港紅十字會醫院學校
- 夏約書孤兒症基金會
- 國際獅子會腎病教育中心及研究基金
- 生命小戰士會
- 微笑行動中國基金
- 愛滋寧養服務協會
- 脊髓肌肉萎縮症慈善基金

今年有創紀錄的28間企業參與成為主要捐助者，各捐出最少15萬港元。有22間學校（當中19間為主要捐助機構）參與籌款活動，籌得超過50萬港元。

「愛心聖誕大行動」的捐助機構不斷發掘有趣的籌款方式。摩根士丹利透過第十屆週年董事合唱團表演及員工烘焙拍賣籌得2.5百萬港元，成為本年度籌款金額最高的企業。其他主要捐助機構包括瑞銀集團，其於證券交易買賣所得佣金、慈善高爾夫球賽及慈善獎券等募捐活動籌得2.4百萬港元。壁球比賽「Wing Ding Squash Tournament」籌得1.8百萬港元，而五人足球比賽及摩根大通均籌得1百萬港元。

為吸引大眾參與及增添做善事的樂趣，於十二月八日，別開新面的「愛心聖誕大行動」慈善沙灘競賽首次於淺水灣舉行。頂尖模特兒、知名藝人、企業團隊、義工及受惠機構的兒童參與其中，進行划艇、水球大戰等團隊建設遊戲，獲多個本地媒體廣泛報導，並籌得24萬港元的善款。

本活動於二零一三年一月二十三日假座贊助酒店香港君悅酒店舉行閉幕禮而正式結束。香港行政長官梁振英夫人梁唐青儀女士於典禮上公佈最終籌得的善款數字。

商界展關懷



南華早報集團現已正式為香港商界展關懷的一員。

南華早報集團獲香港社會服務聯會頒授商界展關懷標誌，確認本集團於二零一二年間關愛社區、關愛僱員及關愛環境的努力。

在關懷社區方面，我們鼓勵員工擔任義工回饋社會，如協助聖雅各福群會的食物銀行計劃派發食物及日用品予有需要家庭和獨居長者。在九月份，我們連續第四年參與由環保團體EcoVision舉辦的清潔香港比賽，在集團行政總裁胡以晨先生和首席營運總監張凱詩女士帶領下，與106名南華早報集團員工及家屬出發清潔大埔沙欄海灘，並一共收集了645公斤廢物。

就環境而言，集團節能節水及減少光及水污染方面均獲認同。於印刷業務方面，只要質量尚可接受，會使用再造或循環再造的新聞紙；回收已使用的板材、廢棄報紙及化學廢物。與世界自然基金會達成「綠色」合作夥伴關係，支持為弱勢學生籌辦的資訊科技及保育教學計劃。

向僱員作出的承諾，使本集團於二零一二年的僱員挽留水平為業內最高，且於過往數年，我們的僱員流失率均保持低於平均的水平。



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- 5 The 25th annual OSC launch ceremony at the Asia Society.
第25屆「愛心聖誕大行動」開幕禮在亞洲協會舉行。
- 6 Cardinal Joseph Zen Ze-Kiun, Ms Regina Leung, CEO Mr Robin Hu and other guests unveil the fundraising figures at the OSC closing ceremony.
陳日君樞機聯同特首夫人梁唐青儀女士，集團行政總裁胡以農先生以及其他嘉賓在閉幕禮上揭曉善款數字。
- 7 A group of children sing Christmas Carols at Cathay City to raise funds for OSC.
一班小朋友在國泰城獻唱聖誕歌，為「愛心聖誕大行動」籌款。
- 8 Top models and celebrities join in the fun at the OSC Santa on the Beach event in Repulse Bay.
名模與知名藝人無懼寒風參與在淺水灣舉行的慈善沙灘競賽。
- 9 A team of SCMP and RTHK staff celebrates OSC's 25th birthday.
香港電台和南華早報同事一起慶祝「愛心聖誕大行動」25週年。
- 10 The Helping Hand Father Sean Burke Care Home, one of OSC beneficiaries, will receive a rehab bus for the transporting wheelchair bound elderly.
伸手助人協會華神父護老頤養院將獲贈一輛復康巴士，接載使用輪椅的長者。
- 11 Heart disease children learn to make chocolate cake.
患有心臟病小孩子製作朱古力蛋糕。
- 12 Staff of banking group UBS get into character for a day of fund-raising and games.
瑞銀員工以鬼馬打扮為「愛心聖誕大行動」籌款。