

企業傳訊

Corporate Communications

仁濟醫院55周年誌慶

YCH 55th Anniversary Celebration

為慶祝仁濟醫院董事局55周年紀念，本院推出及舉辦一連串宣傳項目，包括邀請名人明星拍攝呼籲短片及製作WhatsApp貼圖包、舉行攝影比賽及賀年利是封慈善義賣等，讓廣大市民一起見證這個重要里程碑。

To commemorate the 55th Anniversary of Yan Chai Hospital Board, Yan Chai rolled out a series of branding campaigns such as celebrity endorsement video production, WhatsApp stickers production, photo contest, CNY red packets charity sale etc., so as to invite the public to witness this significant and remarkable milestone.

名人宣傳片募捐及支持

Celebrity Endorsement Videos for Appealing for Donations and Support



吳彥祖
Daniel WU



曾比特
Mike TSANG



鄭欣宜
Joyce CHENG



七仙羽
Qi Xian Yu



馮盈盈
Crystal FUNG



方中信
Alex FONG



薛家燕
Nancy SIT



荃灣悅來坊商場免費協助播放仁濟宣傳片
Free advertising space granted by Panda Place Tsuen Wan

攝影比賽

Photo Contest



製作WhatsApp貼圖包

WhatsApp Stickers





戶外宣傳廣告 Outdoor Advertisement



大廈牆身廣告
Wall sticker advertisement



小巴車身廣告
Minibus body advertisement



橫額廣告
Banner advertisement in the community

線上宣傳 Online Promotion



賀年利是封慈善義賣 CNY Red Packet Charity Sale



口罩、環保袋及活動貼紙 Surgical Masks, Tote Bags and Event Stickers



仁濟醫院賀年利是封義賣

為慶祝仁濟醫院董事局成立55周年，於今個農曆新年首度推出賀年利是封作慈善義賣，四款利是封設計精美可愛之餘更滿載祝福，不但可以向親友送上賀年祝福，更可以支持仁濟醫院善業，令新春喜悅倍添意義。

仁濟網上商店網址: <https://shop.yanchai.org.hk/products/red-packet>

仁濟醫院賀年利是封產品資料

四款圖案選擇: 1.兔年大吉 2.恭喜發財 3.身體健康 4.學業進步

慈善價: 1款5個-HK\$30 4款20個-HK\$100

每個尺寸: 168mmx88mm

網上發售日期: 即日起至2023年1月13日

領取日期: 即日起至2023年1月19日

賀年利是封義賣收益撥捐「仁濟各項服務基金」
The net proceeds of the CNY Red Packet Charity Sale were donated to Yan Chai Various Services Fund



品牌推廣 Brand Promotion

本院企業傳訊部主要負責機構宣傳推廣、處理傳媒查詢、與傳媒維持良好關係、處理投訴及企業伙伴合作事宜，致力提升本院慈善形象，以爭取社會大眾的認同和支持。部門透過籌辦活動以拓展與社會各界的緊密關係，同時協助本院處理危機應變，以減低突發事故所帶來的負面影響。

企業傳訊部負責出版本院官方刊物《今日仁濟》、管理官方網站和社交平台的內容，讓公眾掌握本院多元化的服務資訊及發展動向。與此同時，部門亦連繫多份報章雜誌及網上媒體設立仁濟醫院專欄，以宣傳仁濟的專業醫療、教育及社會服務。

The Corporate Communications Department of Yan Chai is mainly responsible for the publicity and promotion of the organisation. The department maintains long-term relationship with media and handles daily media and public inquiries, complaints and corporate partnership matters. The department is committed to strengthening Yan Chai's charitable image for public recognition and support, and organising activities to establish close relations with all sectors of the society. Meanwhile, the department assists the organisation to practise risk assessment and mitigate the impact on the organisation when issues arise.

The department publishes the official publication "Yan Chai Today", and manages the content on the official website and social media platforms, so that it can keep the public closely updated on Yan Chai's diversified services and development. The department also assists the professional team to promote medical, educational and social services of Yan Chai via local newspapers, magazines and online media.



官方刊物《今日仁濟》
The official publication "Yan Chai Today"



董事局葉恭正主席接受《東周刊》專訪，分享仁濟善業的理念
Dr. IP Kung-ching, Paul, Board Chairman was interviewed by East Week Magazine to share his views and vision on Yan Chai's charitable services



仁濟五十五周年全力抗疫 與民同心 撥款一千萬成立抗疫基金

仁濟醫院董事局一向秉承「仁者存心，濟世利眾」精神為服務宗旨，致力為市民謀求福祉。仁濟在第五波疫情下努力支援弱勢社群防疫，積極提供及開展多項抗疫服務，除了調動內部資源及獲得一眾董事局成員慷慨解囊，該院更獲得社會各界熱心捐贈，更蒙政府撥款成立大眾基金，讓長者、劏房居民、殘疾人士、兒童之家和寄養兒童，希望與弱勢社群一起攜手對抗疫情。

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仁濟抗疫活動主要工作

- 營運社區長者關懷設施**
仁濟社區長者關懷設施，為長者提供一個溫馨、安全、舒適的居所，並提供多種社區服務，如：長者餐館、長者義工、長者巴士等，以加強長者與社會的聯繫。
- 為多間方驗醫院提供支援服務**
仁濟醫院為多間方驗醫院提供支援服務，包括：提供醫療設備、提供醫護人員培訓、提供物資支援等，以協助醫院應對疫情。
- 向多區基層市民派發防疫物資**
仁濟醫院向多區基層市民派發防疫物資，包括：口罩、消毒水、手套等，以保障市民的健康安全。
- 為方驗醫院提供人手支援防疫工作**
仁濟醫院為方驗醫院提供人手支援防疫工作，包括：派發醫護人員、派發物資、提供支援服務等，以協助醫院應對疫情。

仁濟五十五周年全力抗疫 與民同心

- 撥款一千萬成立抗疫基金**
仁濟醫院董事局撥款一千萬成立抗疫基金，以支援弱勢社群防疫，並為社區提供多種防疫服務。
- 提供多種防疫服務**
仁濟醫院提供多種防疫服務，包括：提供醫療設備、提供醫護人員培訓、提供物資支援等，以協助醫院應對疫情。
- 加強與社會各界的聯繫**
仁濟醫院加強與社會各界的聯繫，包括：提供長者餐館、長者義工、長者巴士等，以加強長者與社會的聯繫。

透過媒體推廣仁濟在疫情期間的防疫工作
We promoted our anti-pandemic work through media

仁濟與交通銀行合作推出信用卡，客戶可以透過消費簽帳支持「仁濟緊急援助基金」
The cardholders can support Yan Chai Emergency Fund by using the Yan Chai Credit Card

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企業伙伴計劃 Corporate Partnership Scheme

仁濟透過強大的服務網絡，匯聚商界及慈善基金會的力量和資源以優化社會，同時建立緊密伙伴關係，關懷弱勢社群，推動社會共融。本院與企業因應本院服務使用者的切身需要，配合企業伙伴的年度計劃，推出不同的慈善協作項目，將愛心傳遞予本院服務使用者。

Yan Chai invites corporate organisations and charitable foundations as collaboration partners to optimise their influence and resources, help the less fortunate and promote social integration, and Yan Chai has built up intimate and solid relationship with the partner enterprises. To cater for the needs of Yan Chai's service users, Yan Chai collaborates with its corporate partners to launch a wide range of charitable programmes according to the yearly Corporate Social Responsibility plans of the corporate partners, so as to pass along love and care to the service users.

中國銀行(香港) Bank of China (Hong Kong)

• 開心賀端陽活動

中銀香港義工隊分別透過本院朱佩音老人中心合辦上門派發福袋活動，以及本院華懋護理安老院合辦線上義工探訪活動。他們通過這些活動為一眾長者及院友們送上更多愛與關懷，並慶祝佳節的來臨。



• Dragon Boat Festival Celebration

Bank of China (Hong Kong) Volunteer Team has collaborated with Mrs. Annie Chan Social Centre for the Elderly to visit and deliver gifts to the residents. There is another collaboration conducted online with Chinachem Care & Attention Home. They shared their love and care through these activities, especially during festive celebration.



• 運動器材贊助及指導

提供運動器材予本院三間中學，並安排專業健身教練及義工隊到學校進行運動示範及專業訓練指導，讓學生在抗疫期間仍能強身健體。

• Sports Equipment Sponsor and Training Guidance

The Bank of China (Hong Kong) provides sports equipment to three of the Yan Chai's affiliated secondary schools. A team of professional fitness coaches and BOCHK volunteers visited the schools, demonstrated and instructed proper exercises for the students, and taught them to keep healthy at home during the anti-pandemic period.





• 濕地公園導賞遊

本院嚴徐玉珊福來睦鄰社區服務中心獲中國銀行(香港)資助舉辦濕地公園導賞遊義工活動。在中銀香港義工週當天，義工隊帶領80位低收入家庭小朋友及家庭成員遊覽濕地公園，讓小朋友認識濕地環境生態和濕地與人類的關係。



• Hong Kong Wetland Park Tour

Yan Chai Hospital Yim Tsui Yuk Shan Fuk Loi Integrated Community Development Centre was funded by the Bank of China (Hong Kong) to organise a guided tour at the Hong Kong Wetland Park. On the BOCHK Volunteer Week led by the Bank of China (Hong Kong) volunteer team, 80 children and members from low-income families toured around the wetland park, and learnt about the association between wetland and human.



愛承傳基金

Love Legacy Foundation

愛承傳基金義工隊帶領本院嚴徐玉珊福來睦鄰社區服務中心60名基層家庭學童參予西貢鹽田梓戶外活動，在疫情下傳遞關愛與正能量。

Love Legacy Foundation volunteer team organised an outdoor activity at Yim Tin Tsai Island for 60 children of Yan Chai Hospital Yim Tsui Yuk Shan Fuk Loi Integrated Community Development Centre, so as to express care and positive energy under the pandemic.





中電教育基金 The CLP Education Fund

承蒙中電教育基金捐款，提供港幣十萬元的資助，支持董事局主辦「仁濟創意科技嘉年華2022」，活動於2022年7月22日在院屬靚次伯紀念中學舉行。這筆資助旨在加強院屬學校推動STEM教育，特別是推廣能源效率及節約能源的教育。

The CLP Education Fund has provided a one-off grant of HK\$100,000 to support YCH STEM Faire 2022 which was held at Yan Chai Hospital Lan Chi Pat Memorial Secondary School on 22 July 2022. The grant aims at enhancing schools' capacity in innovation and technology development, to strengthen the promotion of STEM education among 23 affiliated schools in a holistic and coherent manner, especially in relating to Energy Efficiency and Conservation (EE&C) education and promotion.

英皇集團 Emperor Group

本院曾榮夫人長者鄰舍中心獲英皇慈善基金派出15名義工，到屯門蝴蝶邨探訪80名獨居或雙老家庭，送予關懷。顧問局副主席黃楚淇女士MH陪同英皇集團副主席楊政龍先生探訪基層長者及派發福袋。

本院方若愚長者鄰舍中心和英皇集團旗下業務單位英皇國際合作舉行「認知耆樂日」活動。在義工協助下，長者透過主題講座和樂齡科技設施，學習和認知障礙症有關知識及技能，提升記憶力和專注力。



Yan Chai Hospital Mrs. Tsang Wing Neighbourhood Elderly Centre received the warm hand from volunteers of the Emperor Foundation. Ms. Macy WONG, MH, Advisory Board Vice-chairman together with Mr. Alex YEUNG, the Vice Chairman of Emperor Group and 15 volunteers paid a warm home visit with presents to the elderly living in Butterfly Estate, Tuen Mun.

Yan Chai Hospital Fong Yock Yee Neighbourhood Elderly Centre collaborated with Emperor International which is one of the business units under Emperor Group to organise a workshop about Dementia. With the assistance of its corporate volunteer team, the elderly members learnt more about Dementia and ways to improve memory and concentration through attending seminars and applying Gerontechnology devices in the event.



佳能香港有限公司 Canon Hong Kong

佳能香港企業義工隊分別在本院第廿四屆董事局社會服務中心-劉坤銘青少年中心、王朱穎詩青少年發展中心及嚴徐玉珊福來睦鄰社區服務中心各舉行了兩次「影像創趣」活動，合共有60名兒童參與。活動中，兒童學習使用數碼相機拍攝特別構圖的技巧，並即時打印製作有趣相片，各參加者對攝影「長知識」之餘，又玩得開心。

Canon Hong Kong Corporate Volunteer Team organised the "Imaging for FUN" activity for children members from Yan Chai Hospital Wong Chu Wing Sze Youth Development Centre, 24th Term Board of Directors Social Services Centre – Lau Kwan Ming Children & Youth Centre and Yim Tsui Yuk Shan Fuk Loi Integrated Community Development Centre respectively. 60 children enjoyed the activity with learning techniques on using digital camera and photo-printing.



於2022年12月24日與三間中心的小朋友一同到荔枝角公園進行聖誕版本的「影像創趣」
The Christmas version of "Imaging For Fun" workshop was held on 24 December 2022 at Lai Chai Kok Park



新鴻基地產發展有限公司 Sun Hung Kai Properties

新鴻基地產的「新地義工Team力量」贊助本院王朱穎詩青少年發展中心推展《傳遞·愛》家庭義工計劃，旨在社區傳遞關愛。

Volunteers from SHKP Volunteer Team supported Yan Chai Hospital Wong Chu Wing Sze Youth Development Centre by sponsoring the "Love Family" Volunteer Programme. The programme aimed to share love in the community.



康業控股有限公司 Hong Yip Holdings Limited

該公司撥款贊助本院嚴徐玉珊福來睦鄰社區服務中心及第廿四屆董事局社會服務中心——劉坤銘青少年中心推展《築動維程》提升婦女技能義工計劃，教授婦女義工家居維修技巧。



Hong Yip Holdings Limited sponsored the "Self-enhancement Home Minor Maintenance" Volunteer Programme at Yan Chai Hospital Yim Tsui Yuk Shan Fuk Loi Integrated Community Development Centre and Lau Kwan Ming Children and Youth Centre. It was held to strengthen women's skills and promote cohesion after a training workshop by corporate volunteers.

鷹美(國際)控股有限公司 Eagle Nice (International) Holdings Limited

鷹美義工團到訪院屬圓玄學院早期教育及訓練中心，協辦元宵活動，義工團與中心學童玩遊戲及做手工，並為中心學童送上豐富的新春福袋及大利是共賀元宵。

Eagle Nice volunteer team visited Yan Chai Hospital Yuen Yuen Institute Early Education and Training Centre and co-organised Lantern Festival Activity with the centre. The volunteers collaborated with children members by playing games and creating artwork, and giving out Chinese New Year lucky bags and red packets to celebrate the Chinese Lantern Festival.





商界展關懷

仁濟醫院於二零二二年至二零二三年度成功提名了31間善心企業參加由香港社會服務聯會舉辦的「商界展關懷」計劃，以肯定善心企業於過去一年對仁濟醫院服務使用者的關懷與付出，名單如下：

- 琥珀教育控股有限公司
- 雅翠堡有限公司
- 遵理學校
- 百麗貴金屬有限公司
- 堡獅龍企業有限公司
- 樹基環保回收有限公司
- 佳能香港有限公司
- 卡撒天嬌香港有限公司
- 中國旭陽集團有限公司
- 創興銀行有限公司
- 中遠 — 國際貨櫃碼頭 (香港) 有限公司
- 創意 (國際) 傳媒有限公司
- 鱷魚恤有限公司
- 普健醫療集團有限公司
- 英皇國際集團有限公司
- 香港味千有限公司
- 香港國際貨櫃碼頭有限公司
- 和記港口集團有限公司
- 啟勝管理服務有限公司 – 海欣花園服務處
- 光華集團控股有限公司
- 美斯集團有限公司
- 銀龍飲食集團有限公司
- 康彥教育有限公司
- 康河診所管理有限公司
- 时捷集團有限公司
- 舞台文化餐飲服務有限公司
- 新豐集團有限公司
- 德誠信用咭製造有限公司
- TriTech Distribution Limited
- 王氏電子有限公司
- 王氏國際集團有限公司

* 排名以公司英文名稱字母順序排列
In alphabetical order of company names

Caring Companies

Yan Chai successfully nominated 31 caring companies in 2022/2023 to participate in the Caring Company Scheme organised by the Hong Kong Council of Social Service, in recognition of their compassion and efforts extended toward our service users, they include:

- Amber Education Holding Limited
- Aqua Green Limited
- Beacon College
- Best Leader Precious Metals Limited
- Bossini Enterprises Limited
- C & K Recycle Company Limited
- Canon Hongkong Company Limited
- Casablanca Hong Kong Limited
- China Risun Group Limited
- Chong Hing Bank Limited
- COSCO-HIT Terminals (Hong Kong) Limited
- Creation (International) Media Limited
- Crocodile Garments Ltd
- Embercare Medical Group Limited
- Emperor International Holdings Limited
- Hong Kong Ajisen Co. Limited
- Hongkong International Terminals Limited
- Hutchison Port Holdings Limited
- Kai Shing Management Services Ltd - Grand Horizon Management Services Office
- Kwong Wah Group Holdings Limited
- Macy Holding Limited
- Ngan Lung Catering (Holdings) Limited
- Premier Education Company Limited
- River Cam Clinic Management Limited
- S.A.S. Dragon Holdings Limited
- Stage Catering Services Limited
- Symphony Holdings Limited
- Takcere Credit Card Manufacturing Limited
- TriTech Distribution Limited
- Wong's Electronics Company Limited
- Wong's International Holdings Limited



連繫各界 Connect with All Walks of Life

仁濟對社會有著重大的使命感，所籌辦的活動承蒙得到社會各界的鼎力支持，同心協力共襄善舉，完善弱勢所需。

Yan Chai has a great sense of mission to help the society and the less fortunate. The activities organised by Yan Chai are fortunate to have received strong support from all sectors of the community.

仁濟關愛小領袖月捐及義工計劃

計劃鼓勵家長以孩子名義每月捐款\$99或以上成為捐助者，為仁濟各項慈善服務籌募經費，幫助和關愛社會上有需要的人，並透過參與義工活動可讓親子建立更緊密的關係。

YCH Little Leaders Monthly Donation and Volunteer Programme

The Programme aims to encourage parents to set up a \$99 monthly donation plan under their children's name to support Yan Chai Hospital Various Services Fund, and to strengthen the parent-child relationship by participating in Yan Chai's volunteer services.



仁濟愛心之星姚焯菲全力支持
Miss Chantel YIU, Yan Chai Charity Ambassador, supported the programme



家長義工隊探訪荃灣區劏房戶
The volunteers visited the residents living in the subdivided flats in Tsuen Wan



參加計劃的家長義工到訪社區服務中心，向中心課託生派禮物及合照
The volunteers took photo with students in the after-school tutorial class and gave them gifts



家長與小朋友參與動物醫生義工活動
Parent and child participated in the Doctor Pet volunteer activity



利是傳心意籌款活動

仁濟與人氣時尚品牌emoji® - The Iconic Brand一起宣揚愛與關懷的訊息，邀請各界參與捐利是籌款活動，家長與子女於農曆新年學習樂於分享與幫助別人的意義，捐款支持「仁濟各項服務基金」。



Spread Your Love Lunar New Year Campaign

Yan Chai teamed up with emoji® - The Iconic Brand to promote the message of love and care, and invited people in the community to participate in the "Spread Your Love Lunar New Year Campaign". Parents can take this opportunity to educate their children about the joy of sharing by donating the money from their red packets. All donations will be used to support Yan Chai Various Services Fund.

長者及學生十分踴躍支持捐利是活動
Students and elderly strongly supported the donation of red packets





與仁同心捐助計劃

計劃讓善長選擇捐贈指定醫療設施或教學儀器所需的費用予仁濟，令有需要人士及學生直接受惠，並在設施或儀器留下芳名以作紀念。本屆分別獲多位善長合共捐款10萬元予仁濟醫院董事局屬下診所添置醫療儀器，以及五萬元予社會服務部添置空氣淨化機。



觀塘牙科診所添置的醫療儀器
Locator and rotatory handpiece instruments
purchased by Kwun Tong Dental Clinic



大埔牙科診所添置消毒櫃
Sterilising oven purchased by Tai Po Dental Clinic



社會服務部添置空氣淨化機
Air purifier purchased by
Social Services Department

One Heart with Humanity Sponsorship Program

Donations are not limited to the purchase of designated medical equipment or education facilities, but are also used to directly support the ones in need, and donors' names will be inscribed on the donated items for appreciation. A number of donors donated a total of \$100,000 to the clinics under the Yan Chai Hospital Board to purchase medical equipment, and \$50,000 to the Social Services Department to purchase air purifiers to mitigate the effect of the pandemic.



仁濟高齡津貼(生果金)捐款計劃

計劃自2021年推出，目的在呼籲年齡在70歲或以上而經濟條件充裕的香港居民彰顯愛心，將成功申請的高齡津貼悉數或部分金額捐出予「仁濟各項慈善基金」作慈善用途。

Yan Chai Old Age Allowance Donation Scheme



The Scheme appealed to the affluent Hong Kong residents aged 70 or above to show love and care by donating all or part of the amount from their entitled old age allowance. Donations will be used to support Yan Chai Various Services Fund.



遺產捐贈計劃

造福社群遺愛人間，本院重點宣傳遺產捐贈對社會帶來的莫大好處。無論金額多寡，能把愛傳承給下一代，對本院和社會上有需要的人來說都是非常珍貴。本院於2022年10月舉辦網上遺產捐贈法律講座，積極鼓勵大眾捐出「明日之禮」，遺愛人間。本屆合共收到18份捐出遺產予本院的遺囑通知，遺贈金額逾三千二百萬元。

Legacy Donation

To benefit the community and rekindle lives of other people, Yan Chai focuses on promoting the great benefits of legacy donation to the society. Regardless of the amount of the donation, Yan Chai greatly appreciates the goodwill of donors to pass on love to the next generation, and this is very precious to both Yan Chai and the people in need. In October 2022, YCH held an online seminar on the legacy giving, which encouraged the public to donate the legacy gift and carry on hopes for the community. This year, a total of 18 wills were received to donate the legacies to Yan Chai Hospital, and the bequests amounting exceeded \$32,000,000.



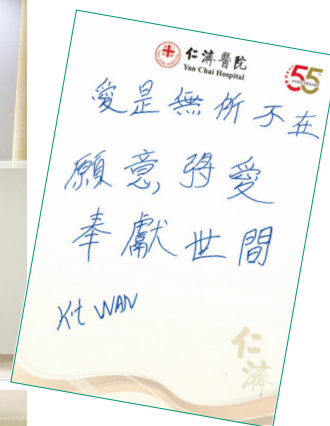
講座安排專業律師向大眾解答對遺產捐贈的疑問
Professional lawyers answered questions during the online seminar



長者於長者鄰舍中心參與講座
Elderly participated in the online seminar at the Elderly Neighbourhood Centre



善長陳潔雲女士已訂立遺囑捐贈遺產予仁濟醫院
Ms. CHAN Kit-wan has made a will to bequeath her asset to Yan Chai Hospital



您希望透過這份遺產捐贈，延續甚麼價值或理念？
是否有甚麼個人經歷，影響您這個決定？

家人患病曾多次入住仁濟醫院，每次都得醫生及護士的專業及細心治理，更難得醫護百忙中也樂意和家人溝通講解病情，解除憂慮，真心感激！願藉這份遺贈表達小小心意，給醫院運用以加強醫療服務，助更多有需要的人。

您希望將以上心意分享給哪間慈善機構？

仁濟醫院

遺產捐贈善長心聲分享
Sharing from one of the donors under the Legacy Donation Scheme

保單捐贈計劃

本院作為保協慈善基金(下稱「保協」)發起的「保單捐贈計劃」受惠機構之一，於2022年9月及11月參加由保協舉辦的「保單捐贈嘉許禮」及「全港保險愛心公益日」，並於會場設立宣傳攤位，向市民推廣仁濟醫院各項服務。



Policy Donation

Having been one of the beneficiaries of the "Policy Donation Programme" (PDP) initiated by the Life Underwriters Association of Hong Kong Limited (LUA), Yan Chai participated in the "The Policy Donation Programmes Recognition Ceremony" and "2022 Charity Day" organised by the Insurance Association in September and November 2022, and set up a booth at the event venue to promote the services of Yan Chai to the public.