



Hong Kong Disneyland Resort has proudly inherited the Walt Disney Company's longstanding tradition of volunteering. Since the opening of the Resort in 2005, the community outreach footprint of Disney VolunteARs (Disney's term for company volunteers) has significantly increased.

In just five years, more than 700 charities and local community groups, and more than a million people have been assisted by Hong Kong Disneyland Resort's donations and over 40,000 VolunteAR hours. In return, the Resort has seen its team of Cast Members grow more devoted to sustaining the Walt Disney Company's community service culture.

Along the journey of building up volunteerism in a young corporation, Hong Kong Disneyland Resort has learned the importance of nurturing a volunteering culture which everyone in the company can embrace. The key to achieving that is empowerment. Among the number of ways they've practiced empowering their Cast Members, some include:

Empowerment through Resources Support – They provide funding or in-kind support to many of the volunteering activities that Disney VolunteARs select to support. They also sponsor a company-matching donation system whereby when a qualified Cast Member volunteers for a certain number of hours, the company will allocate money to be donated to the charity of his or her choice.

Empowerment through Skills Development – The Disney VolunteARs Leadership Council was established to lead and implement volunteer programs of the employees' choice. The Council, consisting of employees from different departments, provides skills training and development programs to empower leading VolunteARs with the latest information of societal needs, volunteering practices, as well as leadership and project management skills. These trained leaders are empowered to enhance the skills of members of their service projects.

Empowerment through Technology – Communication channels, particularly technology-enabled ones, were established to publicize volunteering opportunities, recruit participants, and report on Disney VolunteAR achievements. These include the company newsletter, intranet, Cast TV, and an RFID enabled enrollment kiosk.

Empowerment through Choices – Together with the Disney VolunteARs Leadership Council, a range of volunteer opportunities are identified to choose from, falling under the themes of Compassion, Conservation, or Creativity.

Empowerment through Family Engagement – Disney VolunteARs are enabled to have their friends and family members join the activities as well.

Empowerment through Branding – To foster team spirit and establish identity in the community, branding helps to unite and motivate the corporate volunteering efforts. Corporate identifiers for Disney VolunteARs include matching T-shirts, branded recycled bags, a branded identity pin and appreciation pin, and the annual award trophy.

Hong Kong Disneyland Resort is pleased to recognize the contributions of Disney VolunteARs through two main platforms. In addition to the matching-donation program, there is an annual celebration hosted by senior executives in the company and community leaders. They honor the most deserving individual and team by presenting the Disney VolunteAR of the Year Award and the Disney VolunteARs Team of the Year Award. The awards include monetary donations by the Resort to a charitable organization chosen by the winning individual and team.

With a passion to extend the volunteering spirit to the wider community, the Resort has also sponsored the "Give a Day, Get a Disney Day" incentive scheme since 2010. Through it, any qualified Hong Kong citizen who donates eight hours of volunteer service can redeem a one-day park ticket after verification. In 2010 alone, the scheme encouraged over 350,000 volunteer hours.

Hong Kong Disneyland Resort will continue to support community volunteerism. Drawing upon their unique way of making magic, the Resort and its Cast Members share the common objectives of making wishes come true for children and families, and being a positive and productive member of the community.