

籌募及推廣

Fundraising and Promotion

「Give Me 5 行義快」 慈善捐款行動

活動於2021年8月至2022年2月期間舉行，邀請餐飲集團和餐廳成為「行義餐廳」，呼籲顧客在結賬時額外捐贈港幣5元予本局，以推動義務工作發展，並承諾於年內參與5小時或以上的義工服務。活動獲7間餐廳參與，更獲晶苑國際集團有限公司及太古地產各捐款港幣50,000元，恒愛慈善基金有限公司推動員工承諾參與義工服務捐出港幣30,000元，連同公眾捐款合共籌得善款港幣133,260元。

迪士尼「一家義」計劃

為推動家庭義務工作，本局與香港迪士尼樂園度假區再次合辦迪士尼「一家義」計劃，邀得10間非牟利服務團體成為合作機構，招募家庭義工隊在疫下的新常態積極行義。參與計劃的家庭完成指定的義工服務時數後，有機會獲贈香港迪士尼樂園一日免費入場門票。2021年11至12月期間舉辦了4次「家庭義工服務」線上培訓課程，讓參與計劃的家長義工和合作機構的員工了解新常態下的義工服務及相關服務技巧，從而提升服務質素和成效。4次線上培訓合共有347位參加者。

話咁「義」名人對談系列

本局推出名人對談系列，製作4輯「法律同行 齊心抗疫」短片，邀請香港律師會的畢文泰律師、熊運信律師、杜軒榮律師和黃永恩律師分別與本局主席彭韻僖律師對談，為大眾提供與疫情相關的法律知識，短片於社交媒體上發佈。

「Give Me 5 行義快」 Donation Campaign

The Campaign, a new initiative of AVS, aimed to raise funds for the development of volunteerism was organized from August 2021 to February 2022. Catering groups and restaurants were invited to support as 'Caring Restaurants', to appeal to their customers upon checkout to donate HK\$5 to AVS for charity purposes, and to pledge for 5 hours of volunteer service in the year. 7 restaurants joined the Campaign as 'Caring Restaurants'. A total of HK\$133,260 donations were enlisted including HK\$50,000 each from Crystal International Group Ltd and Swire Properties and HK\$30,000 from Hang Oi Charitable Foundation Ltd to motivate their staff to pledge 5 hours of volunteer service.

「Family Plus Volunteer Scheme」

AVS and Hong Kong Disneyland Resort jointly organized the 'Family Plus Volunteer Scheme' again in the year. 10 NGOs were engaged as partner organizations to recruit family volunteers to provide volunteer service under the new normal of pandemic. Participating families had the opportunity to receive complimentary one-day admission tickets to Hong Kong Disneyland upon completion of the required volunteer service hours. Between November and December 2021, 4 sessions of online training on 'Family Volunteering' were provided for family volunteers and the partner organizations. This was to enable their understanding of family volunteering and the related service skills under the pandemic, for the enhancement of service quality and impact. A total of 347 participants joined the online training.

Celebrities' Talk

In collaboration with The Law Society of Hong Kong, AVS released 4 episodes of short video on social media. Mr Bronco But, Mr Stephen Hung, Mr Charles To and Mr Kenneth Wong from The Law Society of Hong Kong were invited to chat with AVS Chairman Ms Melissa Pang respectively to share with the public legal tips related to the epidemic.