

# 籌募及推廣

## Fundraising and Promotion

### 義跑義行「義」019

義跑義行「義」019於2019年10月在將軍澳舉行，超過1,500位跑手和步行者參與。活動蒙民政事務局常任秘書長謝凌潔貞太平紳士主禮，並獲萬通保險、上海商業銀行及信和集團贊助，播道書院借出場地，晶苑國際集團有限公司贊助服裝，星達娛樂製作有限公司贊助場地佈置和製作，科幕製作有限公司贊助設計，利奧紙品集團(香港)有限公司贊助印刷，以及多間商界機構贊助禮品。而建造業議會運動及義工計劃、香港警察的心薈萃義工隊、香港懲教署愛羣義工團及香港護士協會則分別提供活動支援與救護服務，積極支持本局，為義務工作的持續發展出力。活動共籌得善款約79萬港元。

### Run & Walk for Volunteering 2019

The Run & Walk for Volunteering 2019 was held at Tseung Kwan O in October. More than 1,500 runners and walkers joined the event. Thanks to Mrs Cherry Tse, JP, Permanent Secretary for Home Affairs for officiating at the Ceremony, YF Life Insurance International Ltd, Shanghai Commercial Bank and Sino Group for being sponsors, Evangel College for providing the venue, Crystal International Group Ltd for the event T-shirts, Celtic Production Co Ltd for the production and venue setup, Firmus Production Co Ltd for the design, Leo Paper Group for the printing, and many other corporations for donating gifts and souvenirs. Moreover, Construction Industry Council Sports and Volunteering Programme, Day Break Volunteer Team of Hong Kong Police Force, Oi Kwan Volunteer Group of Hong Kong Correctional Services Department and Association of Hong Kong Nursing Staff kindly offered on-site support and first-aid service respectively. All of them contributed greatly in support of volunteering. About HK\$790,000 were raised.



民政事務局常任秘書長謝凌潔貞女士(右五)為活動主禮  
Mrs Cherry Tse, Permanent Secretary for Home Affairs  
(5<sup>th</sup> from right) officiating at the Ceremony



逾1,500位跑手及步行者齊為義務工作舉步！  
More than 1,500 runners and walkers acted for volunteering!

### AVS全港賣旗日

受疫情影響，本局取消原訂於2020年3月7日舉行的戶外賣旗活動，集中推動「一人一金旗」認捐行動。承蒙各方友好、夥伴和善長，以及本局董事、委員、職員和義工的積極支持，本局籌得接近港幣30萬元善款，用於推動義務工作發展。

### AVS Territory-wide Flag Day

In view of the viral outbreak, the outdoor flag-selling activity originally scheduled to take place on 7 March 2020 was cancelled and replaced by the 'Gold Flag' Fundraising Campaign. Thanks to the arduous support of our friends, partners, donors, as well as Board and Committee members, staff and volunteers, around HK\$300,000 were raised for the development of volunteering.

## 迪士尼賞義工行動

本局與香港迪士尼樂園度假區合作的「迪士尼賞義工行動」於2010年首度舉辦，旨在鼓勵及推動市民參與義務工作，共建和諧社區。計劃至今已創造超過1,550萬小時的義工服務。

年內，凡完成10小時服務的義工，即有機會透過其服務團體獲贈香港迪士尼樂園免費入場門票。計劃獲近900個團體熱烈支持，約有66,000位熱心義工參與。

為推動家庭義務工作，是年首辦的「一家義」計劃邀得10間協辦機構舉辦多項義工活動，吸引來自580多個家庭合共1,800多位義工參與，於2019年4月至8月期間合力創造2萬小時的服務。

## 第8屆香港傑出義工獎—行義活動

本局和南華傳媒藉著合辦第8屆香港傑出義工獎，於2019年6月至12月期間舉行了3項行義活動，推動企業義務工作關懷有需要的人士。3項活動共動員近50位義工，為70位長者、智障兒童及傷健人士提供服務。



長者與義工載歌載舞，樂也融融  
The elderly enjoyed singing and dancing with the volunteers



## Give A Day. Get A Disney Day

AVS and Hong Kong Disneyland Resort jointly organized the 'Give A Day. Get A Disney Day' since 2010 to promote volunteer service for building a harmonious community. More than 15.5 million hours of volunteer service were generated since the programme launch.

In the year, volunteers who had performed 10 hours of service were eligible to apply for Hong Kong Disneyland complimentary tickets via their service organizations. There was overwhelming response from nearly 900 organizations with around 66,000 volunteers joining the Programme.

To promote family volunteering, the 'Family Plus Volunteer Scheme' launched in the year gained support from 10 partner organizations which offered a variety of family volunteering opportunities. Over 1,800 volunteers from more than 580 families joined the Scheme and contributed a total of 20,000 hours of service from April to August 2019.

## The 8<sup>th</sup> Hong Kong Volunteer Award — Volunteer Service Events

In connection with the 8<sup>th</sup> Hong Kong Volunteer Award (HKVA) co-organized by AVS and South China Media, 3 volunteer service events were jointly conducted between June and December 2019 to promote corporate volunteering to care for the underprivileged. About 50 volunteers were engaged to serve 70 elderly, children with mental disabilities and the physically impaired.



傷健共融迎聖誕聚餐  
A Christmas luncheon celebration without barrier

智障小朋友在義工的陪同下，參與在第8屆香港傑出義工獎啟動禮舉行的「不一樣的父親節」服務日，製作父親節心意卡  
Volunteers and children with learning difficulties together created greeting cards to celebrate Father's Day at the Launching Ceremony of 8<sup>th</sup> HKVA



本地流行樂隊 'Dear Jane' 在會場  
分享好歌  
'Dear Jane', a local band performed  
at the occasion

義工協助為期4天的  
義賣工作  
Volunteers served in  
the 4-day book sale



大會邀得陳美齡博士及車淑梅女士  
舉行親職講座  
Dr Agnes Chan and Ms Candy Chea  
conducted a sharing session  
on parenting

## 「書出愛心・十元義賣」

本局與太古地產愛心大使及香港小童群益會攜手合作，於2019年4月23至26日舉行「書出愛心・十元義賣」，透過收集和義賣市民捐贈的二手好書，傳承閱讀文化。活動收集超過20萬本二手書籍，每本以港幣10元義賣，籌得善款逾港幣76萬元，悉數撥捐本局及香港小童群益會。活動獲社會各界鼎力支持，共有3,000多名義工參與及65,000多名市民到場支持。

## 'Books for Love @ \$10'

AVS co-organized the 'Books for Love @ \$10' with the Swire Properties Community Ambassadors and The Boys' & Girls' Clubs Association of Hong Kong (BGCA). Held from 23 to 26 April 2019, the Campaign collected used books for charity sale, with the aim to cultivate and promote reading culture. More than 200,000 books were received and resold at HK\$10 each, resulting in HK\$760,000 of proceeds which were allocated to AVS and BGCA as donations. Public response was overwhelming, with 3,000 volunteers and 65,000 visitors participating in the Campaign.



義工齊集準備分類書籍  
Volunteers gathered for the book sorting work