

籌募及推廣 Fundraising and Promotion



書出愛心 • 十元義賣 2024

本局聯同太古地產「愛心大使計劃」及香港小童群益會攜手舉辦「書出愛心 • 十元義賣 2024」，透過收集及義賣市民捐贈的優質二手書，推廣閱讀文化。活動於 2024 年 5 月圓滿舉行，動員超過 6,000 名義工，成功收集逾 32 萬本書籍作義賣，合共籌得善款逾港幣 136 萬元，款項全數撥捐本局及香港小童群益會。

2024 BOOKS FOR LOVE @ \$10

AVS collaborated with the Swire Properties Community Ambassador Programme and the Boys' and Girls' Clubs Association of Hong Kong (BGCA) to co-organise the '2024 Books for Love @ \$10'. The initiative aims to promote a culture of reading by collecting and selling high-quality second-hand books donated by the public. The campaign successfully mobilised over 6,000 volunteers and gathered more than 320,000 books for sale. The event generated charitable proceeds exceeding HK\$1,360,000, which were fully donated to both AVS and BGCA.



八天實體書籍義賣吸引不同年齡層及家庭義工積極參與
8-day charity book sale drew enthusiastic participation from volunteers of all ages and families



首日慈善書籍義賣吸引大量書迷踴躍選購
Charity book sale attracted crowds of book lovers on the opening day

義務工作發展局 x 灼見名家

— 「相談會客室」

本局委託香港恒生大學市場學系進行的「2024 香港義務工作調查」於 2025 年 7 月公布結果，並制定「香港義務工作指標」，系統性持續追蹤香港義務工作的發展情況。為此，本局主席彭韻僊律師，BBS, MH, JP、香港恒生大學市場學系助理教授鄺家麒博士及香港義工獎 2023 傑出青年義工郭家寶女士應邀接受媒體平台「灼見名家 — 相談會客室」訪問，分享調查結果及青年義工參與義務工作的情況及經驗。



本局主席彭韻僊律師（左二）與香港義工獎 2023 傑出青年義工郭家寶女士（左一）於訪問中分享青年義工參與義務工作情況及經驗
Ms Melissa Pang, AVS Chairman (second left) and Ms Jojo Kwok, Outstanding Youth Volunteer of the Hong Kong Volunteer Award 2023 (first left), shared insights and experiences on youth volunteering participation during the interview

Agency for Volunteer Service

x Master Insight Programme – Talk Room

Commissioned by AVS, the '2024 Survey on Volunteering in Hong Kong' was conducted by the Department of Marketing of The Hong Kong University of Hong Kong (HSU). The findings were released in July 2025, and the 'Hong Kong Volunteer Index' was announced to systematically track the development of volunteerism in Hong Kong. Ms Melissa Pang, BBS, MH, JP, AVS Chairman, Dr Kenneth Kwong, Assistant Professor of Department of Marketing of HSU and Ms Jojo Kwok, Outstanding Youth Volunteer of the Hong Kong Volunteer Award 2023 were invited to share the survey findings and insights on youth volunteering participation in 'Master Insight Programme – Talk Room', a featured interview on the YouTube channel.



本局主席彭韻僊律師（左二）與香港恒生大學市場學系助理教授鄺家麒博士（左一）就「2024 香港義務工作調查」結果接受「灼見名家 — 相談會客室」訪問

Ms Melissa Pang, AVS Chairman (second left) and Dr Kenneth Kwong of HSU (first left) were interviewed on the results of the 2024 Survey on Volunteering in Hong Kong by 'Master Insight Programme — Talk Room'

