



## 第五屆香港傑出義工獎 – 企業獎得獎者

### 恒基兆業地產集團（物業管理部）

#### 以人為本 服務社會

恒基兆業地產有限公司物業管理部秉持「以人為本」、「回饋社會」的核心價值，特設義工委員會，由董事親任總監，管理層任策導員，積極參與公益，關懷弱勢社群。委員會下設青少年、長者、弱勢社群、國內兒童、社會問題及愛心屋苑6個小組，務求義工服務廣及社會各階層。

委員會每年訂定目標並密切監督，以確保義工團隊如期達標，亦透過內部刊物、頒發嘉許獎項、撥款資助分享會，號召、鼓勵及表揚參與員工。此外，員工的義務工作表現亦屬年終評核，以推動員工積極參與。

#### 融入社區 深植義工精神

「恒愛義工隊」於2001年成立，多年來與各類團體合作，提供平台讓員工積極參與，回饋社會。義工隊更協助集團轄下屋苑組織屋苑義工隊，一同參與社會福利署「社區是我家」活動，將義工精神傳至社區，包括家居探訪、編織送暖行動、舊書回收捐贈計劃等。自2006年起，義工隊更連續數年獲得社會福利署頒發全港「最高服務時數獎」三甲。於2011年更獲頒最高榮譽金獎。

#### 「主題年」切合時代 善盡企業社會責任

為使企業義工文化得以持續發展，管理層自1997年起每年均因應社會所需訂定「主題年」，藉相關活動貢獻社會，如「清潔年」、「防火年」、「環保年」、「育才年」、「禮貌年」、「安全年」、「關愛年」、「耆樂年」等，為社會提供不同需要的義工活動，以2011/12年「關愛年」為例，集團撥款壹仟萬港元成立「恒愛慈善基金」，幫助社會有需要人士，藉此宣揚「饑溺同心、以愛傳愛」的精神，實踐「取諸社會、用諸社會」的理想，創造和諧關愛的社會。

2013年，於本港日趨高齡化之下，特延續《關愛年》宏旨，以《耆樂年》作主題，冀喚起社會大眾關注長者，特別向社區關懷長者基金捐助50萬港元和購買輪椅，以及向理工大學活齡學院「第三齡體驗大學課程」捐助20萬港元，務求老有所依，老有所為，老懷歡汴，夕陽餘暉亦得被人間溫情。

## The Fifth Hong Kong Volunteer Award - Corporate Award Winner

### Henderson Land Group (Property Management Department)

#### Servicing Society with a People-Oriented Approach

Upholding the two core values, "being people-oriented" and "contributing to the society", the Property Management Department of Henderson Land Development Company Limited set up a special Volunteer Committee, directed personally by a Company Director with the planning and supervisory support of the management staff. Under the Committee, 6 divisions are formed specially for the youth, the elderly, the underprivileged groups, children in the Mainland, the Housing Estate of Love Programme and the social issues, so as to ensure that these volunteer services can cover, as far as possible, all sectors of the community.

The Volunteer Committee sets an annual goal and gives close supervision to the volunteer teams to attain the goal on time. A variety of means has been adopted to encourage and commend employee volunteers, such as in-house publications, issuing certificates of merit and subsidizing sharing sessions. To further motivate employees' active participation, their performance in volunteering would form part of their year-end appraisal.

#### Integrating into the Community, Sowing Seeds for the Volunteerism

The "Hang Oi Service Team of Care" was founded in 2001. Since then it has been cooperating with various organizations, providing a platform for employees to actively engage in volunteer service and to contribute to Society. The "Team of Care" further supports the Group's housing estates by helping them organize volunteer groups to take part in the "Caring for Our Community Scheme" of the Social Welfare Department (SWD). The spirit of volunteerism is thus extended to reach the community through home visits, knitting to give warmth action, used books collection and donation programme, etc. Since 2006, the "Team of Care" has been one of the top three awardees in the SWD's "Highest Service Hour Award" recognition scheme. In 2011, the Team further achieved the Gold Award, which is the highest honour of the scheme.

#### "Theme of the Year" to meet the timely needs and fulfill Corporate Social Responsibility

For sustainable development of the corporate volunteering culture, the Management has set a service theme for each year since 1997 to meet the social needs, namely the "Year of Cleanliness", "Year of Fire Prevention", "Year of Environmental Protection", "Year of Education", "Year of Courtesy", "Year of Safety", "Year of Care" and "Year of the Elderly". Taking the "Year of Care" in 2011/12 as an example, the Group allocated a sum of HK\$10,000,000 for setting up the Hang Oi Charitable Foundation to help the needy, in promotion of the spirit of care and love. It also provides a platform to put into practice the ideal of "What is gained from Society is ploughed back for the good of Society in return", helping create a society of harmony, care and love.

In the face of an aging population, and to carry on the vision of the "Year of Care", 2013 is themed as the "Year of the Elderly" to raise social concern for the elderly. A special donation of HK\$500,000 and wheelchairs was made to the Community Care of the Aged Foundation. Another sum of HK\$200,000 was also donated to the "Project for the Third Age" organized by the Institute of Active Ageing of the Hong Kong Polytechnic University. It all aims at providing a haven for the elderly and elevating the level of care they receive, making Hong Kong a place of warmth and blessing.