

主席感言

一元復始，萬象更新，經過節日歡樂的簇擁後，本院又開始馬不停蹄地迎接新一年的挑戰。

吉兆迎春，近日喜訊連連。本院在「RoadShow 一路最愛品牌大獎2016」頒獎禮中，獲評選為「一路最愛慈善機構品牌大獎」的得主，成為市民心中的最愛慈善品牌。另在民政事務局和家庭議會舉辦的「2015/2016年度家庭友善僱主獎勵計劃」中，本院亦獲評選為「傑出家庭友善僱主」。對於這些嘉許，我與董事局都與有榮焉，欣喜萬分，同時亦藉此衷心感謝各位同事的真誠付出和貢獻。

歷時近一個月的「極光飄雪嘉年華」，陪伴市民歡度平安夜、新年倒數等節慶，並於1月14日圓滿結束，總入場人數超過83,000。此次嘉年華是東華三院與民政事務總署的嶄新嘗試，將夏日公眾游泳池變身為冬日北歐小鎮，成功以創意手法與民同樂。是次嘉年華能得到廣大市民的歡迎，實在是對本院服務的肯定，對此我倍感感動及自豪，我們將繼續開拓更多嶄新項目，將行善帶入生活、將歡樂注入善行。

本院相信運動無分界限，人人也有平等參與的權利，因此自2011年起舉辦專為智障人士而設的馬拉松——東華三院「奔向共融」——香港賽馬會特殊馬拉松(iRun)，期望透過跑步加強健全人士與智障人士的聯繫，讓社會明白智障人士一樣潛能無限，宣揚「傷健共融」的理念。活動踏入第七屆，我喜見愈來愈多社會人士認識、認同及支持iRun，而今年參賽人數再創新高達3,800人。為進一步推廣共融理念和關注精神健康，讓更多其他界別的人士可參與，今年活動更新增「結「輪」同行、共融花車大巡遊」及「慢活跑」兩項環節。賽事當日，我看見兩岸四地的智障跑手及伴跑員攜手共進，在彎曲起伏的跑道上，伴跑員細心帶領，彼此互相打氣完成賽事，實實在在地達成「共融」的目標，心中感到莫大的欣慰。而在參與「慢活跑」的過程中，我深深領略到將運動結合心靈調適的好處，希望大家也可一試。

鼓勵「老友記」活得更豐盛，將生活融入於五線譜，與音符翩翩起舞，實現年輕時的音樂夢，實是一件令人快慰的事。本院的「E大調長者音樂推廣計劃——樂器課程資助項目」，在過去一年成就了17位退休人士或長者學習音樂的願望，並在上環文娛中心舉辦「想飛的拍子機」演奏會，讓他們展示努力學習後的成果。另一邊廂，「東華三院陳婉珍第三齡義工中心暨膳深軒」亦積極拓展「第三齡義工發展計劃」，鼓勵退休人士將他們寶貴的人生經驗應用於不同形式的義工服務，發揮所長，服務社群。長者們所展現的熱誠、活力和不遺餘力地幫人的善心，確實令我感動及敬佩。

此外，本院致力為年輕一代提供「全人教育」，培育他們成為學識、品格與體格兼備的新力軍。在東華三院小學聯校「有品足球大使」成果分享日暨足球同樂日當天，雖然寒風凜凜，800多名屬校的小學生仍不畏寒冷，於足球場上短兵相接，施展渾身解數，體現競賽精神。另外在東華三院傑出學生獎暨香港中學文憑考試優異成績獎頒獎禮2016上，25位應屆文憑試優異成績的學生獲得嘉許，當中甲寅年總理中學楊俊偉同學取得7科5**及1科5*的驕人成績，令人振奮。我們為學生獲得如此佳績感到驕傲，也將繼續輔助莘莘學子展翅高飛，成為未來社會棟樑。

回顧過去，社會各界對東華三院的認同及支持，是我們的推動力。展望2017年，我們將繼續努力不懈，再接再厲，與時並進，推出更多以社群為本的嶄新服務，以答謝市民的厚愛！

東華三院馬陳家歡主席

Chairman's Message

A new year marks new beginnings. After enjoying the holiday festivities and celebrations, we buckle down and are ready to face the challenges in the new year.

It has been a pleasure to receive a series of good tidings in Spring. As the winner of the RoadShow Best Loved Brands Awards 2016 in the Charity Organisation category, it demonstrates how much we are loved by the public. In addition, we have been recognised as Distinguished Family-Friendly Employers in the 2015/2016 Family-Friendly Employers Award Scheme organised by the Home Affairs Bureau and the Family Council. On behalf of the Board and myself, I would like to thank our colleagues for their hard work and dedication which create such achievements that make us so proud of.

The month-long "Aurora and Snow Carnival", which celebrated the festivities with the Hong Kong public throughout the Christmas Eve and New Year countdown, finally came to a successful completion on 14 January 2017 with a total of over 83,000 visits. The Carnival was a ground-breaking collaboration by TWGHs and the Home Affairs Department that transformed a summer public swimming pool into a winter Nordic town for public entertainment. We are most grateful and proud of the Carnival's success and popularity for it is an acknowledgement by the community for the services we have been providing. In future, we will continue to explore more creative initiatives in order to instill compassion into our daily lives, and bring joy to philanthropy.

At TWGHs, we believe that sports see no boundaries and that everyone has the same right to participate, hence we have been organising the TWGHs "iRun" — Hong Kong Jockey Club Special Marathon for people with disabilities since 2011. We hope the pairing of disabled athletes and able-bodied runners could propel the communication and understanding of the general public that the disabled are also talented, advocating the message of social inclusion finally. As we enter the 7th year of the Event, we are most pleased that public awareness and support for iRun continue to increase and participants for this year's event has reached a record of over 3,800 runners. Furthermore, "Wheelchair Parade" and "Mindful Running" were also added to this year's programme to further promote the concept of inclusion and raise awareness on mental health. It is heartening to see able-bodied and disabled runners from Hong Kong, Mainland China, Macau and Taiwan running arm-in-arm under the careful guidance of the pair-up runners and cheering each other all along the way. I have learned to appreciate the benefit of unifying the body and mind while participating in the "Mindful Running" at the Event and hope everyone would experience it too!

Bringing music to the elders and helping them realise their musical dreams is life fulfilling to them and to myself. The TWGHs "E-Major Instrumental Music Training Scheme for the Third Age" successfully met the youthful aspiration of 17 retirees or elders and organised the "Fly with Metronome Recital" at Sheung Wan Civic Centre to showcase the fruits of their labour. On the other hand, TWGHs Chan Un Chan Third Age Volunteers Centre cum Community Kitchen has actively expanded their "Third Age Volunteer Services Development Programme" by encouraging retirees to utilise their talents and past experiences and give back to society through different volunteering services. The passion, vitality and infinite kindness that these elder volunteers showed are truly inspiring and admirable.

TWGHs has always been committed to the all-round development of our younger generations, nurturing them into knowledgeable, upstanding and healthy members of our society. Even though the weather on the day of the "TWGHs Soccer Ambassador Fun Day" was bitter cold, over 800 of our primary schools students braved the elements and came onto the pitch to play matches, exemplifying the spirit of sportsmanship. Meanwhile, 25 outstanding students of the current year's DSE were commended during the "TWGHs Prize Presentation Ceremony for Student of the Year Award cum DSE Outstanding Awards 2016". Among them, YEUNG Chun Wai of TWGHs Kap Yan Directors' College attained an impressive results of Level 5** in 7 subjects and Level 5* in one subject. We are most proud of the success of our students and will continue to nurture the youth to become future pillars of our society.

The recognition and support of the community to TWGHs work has always been our driving force. Looking ahead to 2017, we will continue to make our best endeavour to keep up with the times and introduce more novel community-based services as our appreciation for the public's kindness and support towards TWGHs.

Katherine MA, Chairman,
Tung Wah Group of Hospitals



活動消息 Latest News

RoadShow 一路最愛品牌大獎2016

東華三院屹立香港超過一個半世紀，一直與時並進，提供優質的醫療衛生、教育及社會福利服務。今年榮獲「RoadShow 一路最愛慈善機構品牌大獎」，進一步肯定本院在慈善業界的領先地位。

每年舉辦的「RoadShow 一路最愛品牌大獎」旨在表揚有高質素品牌形象及傑出品牌宣傳策略之機構，當中設有多個不同組別的獎項，包括「一路最愛慈善機構品牌大獎」，由大會專業評審團及公眾網上投票，選出業界翹楚。評審團是根據「整體品牌管理策劃」和「與客戶之間的互動程度」兩大準則，對候選品牌作出審核及評分。

RoadShow Best Loved Brands Awards 2016

TWGHs, a long-standing charity organisation in Hong Kong, provides high-quality medical and health, education and social welfare services over one and a half centuries. It was selected as the winner of the RoadShow Best Loved Brands Awards 2016 in the Charity Organisation category. The honour underscores public recognition of the Group's outstanding charitable work.

The RoadShow Best Loved Brands Awards is given out every year to acknowledge the high-quality brand and outstanding promotion strategies of different organisations. Comprised of different categories, the recipients are chosen by a judging panel and an online public vote. The judging panel's assessment and decision is based on 2 major criteria – "holistic brand management and strategies" and "interactiveness with customers."

- ▶ 香港商務及經濟發展局局長蘇錦樑GBS太平紳士(左)、馬陳家歡主席(中)及蘇祐安執行總監在典禮上合照
A photo of the Hon. SO Kam Leung, Gregory, GBS, JP (left), Secretary for Commerce and Economic Development, Mrs. Katherine MA (centre), the Chairman, and Mr. Albert Y. O. SU, Chief Executive, at the Presentation Ceremony



▲ 香港廣告商會執行總監伍靜薇小姐頒發「一路最愛慈善機構品牌大獎」予馬陳家歡主席(左)。
Ms. Angela NG, Executive Director of the Association of Accredited Advertising Agencies of Hong Kong, presented the award of "Best Loved Brands Award - Charity Organisation" to Mrs. Katherine MA (left), the Chairman.

