慶祝東華三院150周年



東華三院是香港首家民辦的華人慈善組織,發展至今已成為香港規模最大的慈善機構。在這150年的慈善之路,東華三院一直緊貼時代步伐,在醫療衞生、教育、社會及公共服務上照顧市民生、老、病、死等人生各階段的服務需要,跟香港社會發展環環緊扣。回顧過去,我們開創了無數重要里程碑及善業項目,碩果纍纍。由於篇幅所限,我們未能在此羅列所有項目,只能重點載述關乎民生服務及院務發展的要項。欲知本院過去150年的歷史進程,敬請參閱本院出版的《善道同行──東華三院一百五十周年史略》,與我們一起重溫當中點滴。

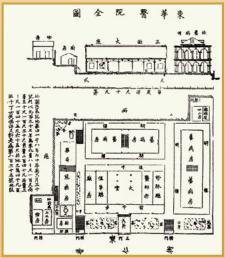
As the first non-governmental charity founded by local Chinese communities, TWGHs has become the largest charitable organisation in Hong Kong today. On the philanthropic journey over the past 150 years, TWGHs has been keeping abreast of the times. It has been taking care of people's needs at different stages of life from cradle to grave, through its medical and health, education, community and traditional services, while keeping close links with the development of the territory. Looking back, we have reached countless significant milestones and completed numerous charity projects with fruitful achievements. Owing to limited space, we cannot detail every achievement and project in this chapter. Instead, we have only highlighted the Group's prominent projects on livelihood services and corporate development. For the historical development of TWGHs over the past 150 years, please refer to Hand-in-Hand for Benevolence: 150 Years of History of the Tung Wah Group of Hospitals published by the Group, and relive the memorable moments of TWGHs with us!

1870年3月30日,政府頒布《華人醫院則例》,創辦第一間

華人醫院──東華醫院。政府 撥出上環普仁街地段興建 醫院,並資助建院費及首

7年營運經費。

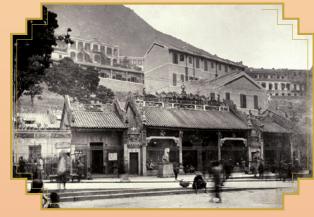
On 30 March 1870, the Government enacted the Chinese Hospital Incorporation Ordinance, and Tung Wah Hospital, the first hospital for the Chinese community, was established. The Government granted the Hospital a plot of land in Po Yan Street in Sheung Wan and subsidised its construction costs as well as operating expenses for an initial period of 7 years.



第一間東華義學——文武廟義學於1880年 成立。

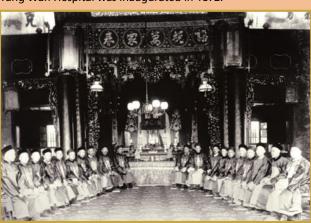
Man Mo Temple Free School, the first Tung Wah free school, was founded in 1880.





東華醫院於1872年落成啟用。

Tung Wah Hospital was inaugurated in 1872.



東華醫院協助賑濟廣東水災,於1885年獲 清光緒皇帝御賜「萬物咸利」牌匾。 Qing Emperor Guangxu bestowed the plaque

"Wan Wu Xian Li" (all creation benefit from its benevolence) to the Tung Wah Hospital in 1885 to commend its contribution to relief efforts for the flooding in Guangdong province.









東華醫院籌款賑濟旱災有功,於1879年獲清光緒皇帝御賜 「神威普佑」牌匾。

Qing Emperor Guangxu bestowed the plague "Shen Wei Pu You" (the god protects all) to Tung Wah Hospital in 1879 to commend its fund-raising efforts for providing disaster relief.





於1899年獲政府撥地,在大口環興建東華義莊。 東華義莊於2020年成功申領私營骨灰安置所 牌照,並開放骨灰龕位租賃服務予市民申請。 東華義莊於同年被列為法定古蹟。

Tung Wah was granted a plot of land in Sandy Bay by the Government in 1899 to build the Tung Wah Coffin Home. In 2020, Tung Wah Coffin Home obtained a private columbaria license and its columbaria rental service has then been open for public application. Tung Wah Coffin Home was declared a monument in the same year.



- TO W

香港政府於1908年頒布《文武廟條例》,將文武廟及 其所屬廟產正式移交東華管理。

The Government enacted the *Man Mo Temple Ordinance* in 1908 allowing Tung Wah to officially take over the management of the temple and its properties.



位於銅鑼灣的東華東院於1929年落成啟用。 Tung Wah Eastern Hospital located in Causeway Bay was inaugurated in 1929.



25000

廣華醫院於1911年落成啟用。 Kwong Wah Hospital was inaugurated in 1911.



東華醫院、廣華醫院和 東華東院於1931年合併, 由一個董事局管理, 成為「東華三院」。 Tung Wah Hospital, Kwong Wah Hospital and Tung Wah Eastern Hospital were amalgamated to form the "Tung Wah Group of Hospitals (TWGHs)" and managed by one Board of Directors in 1931.





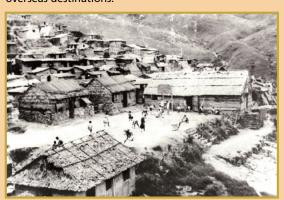


跑馬地馬場於1918年發生大火,東華派員拯救傷者,並為死難者施棺殮葬,事後更於掃桿埔興建「馬場先難友紀念碑」。該紀念碑於2015年列為法定古蹟。 Tung Wah dispatched its staff to rescue the injured and provided free burial services for those who lost their lives during a serious fire in the Racecourse at Happy Valley in 1918. Later, Tung Wah erected the "Race Course Fire Memorial" in So Kon Po, which was declared a monument in 2015.



戰後(1945-1949年)大批難民湧入香港,東華三院開展救濟工作。及後陸續幫助內地難民入住調景嶺難民營,或遷往台灣或外地。

TWGHs offered provisional assistance and relief to the large number of post-war refugees in 1945-1949, and helped refugees from Mainland China relocate to the Tiu Keng Leng Refugee Camp, Taiwan or other overseas destinations.





大口環痲瘋病院於1953年改建成東華醫院附設護養院 (現為東華三院馮堯敬醫院)。

TWGHs was granted the right to convert the Home for the Lepers in Sandy Bay into Sandy Bay Infirmary in 1953 (now known as TWGHs Fung Yiu King Hospital).



本院首間政府資助的小學於1955年落成。 The first government subvented primary school of the Group was established in 1955.



東華三院文武廟於1957年首次舉辦秋祭典禮,為本港市民 祈福消災。而本院的秋祭典禮於2014年被列為「香港首份 非物質文化遺產清單」的項目之一。東華三院文武廟則 於2010年被列為法定古蹟。

The Autumn Sacrificial Rites of TWGHs Man Mo Temple was organised for the first time in 1957 to pray for peace and prosperity for Hong Kong people. The Rites was included in the "First Intangible Cultural Heritage Inventory of Hong Kong" in 2014. The Temple was declared a monument in 2010.





於1968年成立第一間托兒所。 The Group's first nursery was founded in 1968.



The former main hall building of Kwong Wah Hospital was converted into the Tung Wah Museum in 1970. It was declared a monument in 2010.



於1971年首創非牟利殯儀服務。及後於1977年成立東華三院鑽石山殯儀館,於1980年成立東華三院萬國殯儀館,並於2019年開辦東華三院寰宇殯儀館。Non-profit funeral services were first launched in 1971. TWGHs Diamond Hill Funeral Parlour, TWGHs International Funeral Parlour and TWGHs Global Funeral Parlour were set up in 1977, 1980 and 2019 respectively.



1950 -1969

於1961年開辦東華三院 第一中學(現為東華三院 黃笏南中學)。

TWGHs No. 1 College was founded in 1961 (now known as TWGHs Wong Fut Nam College).



第一間安老院──東華三院戴麟趾安老院於1972年 投入服務。

TWGHs David Trench Home for the Elderly, the first home for the aged of the Group, commenced service in 1972.



黃大仙護養院(現為東華三院黃大仙醫院)於1965年啟用。

The Wong Tai Sin Infirmary (now known as TWGHs Wong Tai Sin Hospital) was established in 1965.





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於1973年首獲政府撥款津貼各項社會福利服務 TWGHs started receiving government subsidy in 1973 for the provision of community services.



12000

於1979年與電視廣播有限公司合辦第一屆「歡樂滿東華」籌款節目,並於電視直播。於2020年更首次安排電視籌款晚會於big big channel同步播映,亦在big big shop網上平台進行義賣。In collaboration with the Television Broadcasts Limited, TWGHs organised its first live TV fundraising show, "Tung Wah Charity Gala", in 1979. The TV show was first livestreamed on the big big channel, along with the charity sales on the big big shop, in 2020.









本院屬下5間醫院於1991年加入醫院管理局。 同年本院成立全港第一座綜合社會服務大樓。 All 5 TWGHs hospitals joined the Hospital Authority in 1991. And the Group set up its first social integrated service complex in Hong Kong.

局與補助醫院董







- TO 60

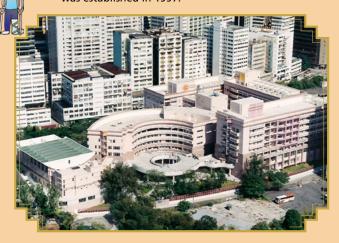
於1980年開辦第一間幼稚園。 The first kindergarten of TWGHs was founded in 1980.



於1981年開辦第一間特殊學校。

が1901年囲辦第一国特殊学仪。 The first special school of TWGHs was founded in 1981. 於1997年成立全東南亞規模最大的東華三院 賽馬會復康中心。

TWGHs Jockey Club Rehabilitation Complex, the largest rehabilitation complex in Southeast Asia, was established in 1997.



16800

於2000年,開辦本院第一間青少年綜合服務中心。 The first Integrated Services Centre of TWGHs was founded in 2000.



於2000至2001年期間,開辦第一間綜合服務中心 (東華三院賽馬會利東綜合服務中心)、血管病診斷中心 及第一間中醫藥科研中心(廣華醫院-香港中文大學 中醫藥臨床研究服務中心)。

Between 2000 and 2001, the first Integrated Services Centre (TWGHs Jockey Club Lei Tung Integrated Services Centre), the Vascular Diagnostic Centre, and the first Chinese medicine clinical centre (Kwong Wah Hospital – The Chinese University of Hong Kong Chinese Medicine Clinical Research and Services Centre) of the Group were established.



於2002年,成立本院首家社會企業(創毅蔬果加工及 批發服務)。

The first Social Enterprise of TWGHs (Enterprise Vegetable & Fruit Processing and Supply Services) was established in 2002.



2000 -2020/21

> 東華三院在非典型肺炎(沙士)疫情期間積極支持 政府,於2003年成為政府指定的運作基地,提供 中藥診症、供應中藥及送藥服務,治療沙士病人。

Hong Kong was hit by the outbreak of Severe Acute Respiratory Syndrome (SARS). TWGHs proactively supported the Government's anti-SARS programme by serving as a resource centre in 2003 to provide consultation facilities, Chinese herb medicine and decocting services to treat SARS patients.





東華醫院——香港大學中醫藥臨床教研中心接受醫院 管理局資助,成為醫院管理局屬下首間公營中醫 門診。

Tung Wah Hospital – The University of Hong Kong Clinical Centre for Teaching and Research in Chinese Medicine was set up as the first Chinese medicine centre in the public sector under the Hospital Authority.



於2003年成立首間設於廣華醫院的長者牙齒保健及 治療中心。

The first dental health centre for senior citizens was founded at Kwong Wah Hospital in 2003.



香港中文大學東華三院社區書院於2007年成立, 提供副學士學位及副學士學位先修課程。東華學院 於2010年成立,及後獲教育局批准開辦4年制學士 學位課程。

The Chinese University of Hong Kong – Tung Wah Group of Hospitals Community College was inaugurated in 2007 to offer associate degree and pre-associate degree programmes. Tung Wah College was established in 2010 and subsequently approved by the Education Bureau to offer 4-year degree programmes.



四川大地震後,本院於2008年合共捐款超過 2,000萬元救助災民。

TWGHs donated over \$20 million for disaster relief of the devastating earthquake in Sichuan, China in 2008.



於2009年成立東華三院電腦掃描中心,配備全球最 先進的320排動態容積電腦斷層掃描儀。同年, 成立首間以中醫治未病預防保健為宗旨的中心。 TWGHs Computed Tomography Imaging Centre, equipped with the world's most advanced 320-slice Dynamic Volume Computed Tomography Scanner, was established in 2009. The first centre practising Chinese medicine philosophy in preventive treatment was established in the same year.



於2009年獲政府資助,成立全港第一個戒煙綜合服務 中心。

Subsidised by the Government in 2009, the Group established the first Integrated Centre on Smoking Cessation in the territory.



為東華三院140周年 紀念誌慶拍攝電影 《東風破》。

A commemorative film Merry-Go-Round, was launched to celebrate the 140th Anniversary of TWGHs.











於2011年舉辦全港首屆特殊馬拉松「奔向共融——香港特殊馬拉松 2011]。

The first "iRun Hong Kong Special Marathon 2011" in Hong Kong was organised.





於2012年開辦本院首間社區飯堂東華三院慧妍雅集善膳軒,提供 廉宜飯餐以紓緩基層家庭的經濟壓力。

TWGHs Wai Yin Association Food-for-all Kitchen, TWGHs' first community canteen, was established in 2012 to provide affordable meals that helped alleviate the financial pressure of deprived families.



成立「名老中醫傳承工作室」,由國家名老中醫實行專科專病臨床 教學,栽培人才。

For the succession of knowledge and experience of experts, a pilot "Centre for Succession of Renowned Chinese Medicine Practitioners" was established to facilitate the clinical teaching, academic exchange and clinical experience.







於2010年開辦第一間教育心理服務中心(2013年 更名為東華三院何玉清教育服務中心), 致力為學生 提供成長支援及輔導服務。

The first Educational Psychology Service Centre (renamed as TWGHs Ho Yuk Ching Educational Psychology Service Centre in 2013) was founded in 2010 to provide growth support and counselling services for students.



於2014年正式啟動東華三院體藝精英學生支援計劃,資助在體育或 藝術方面表現出色的中學、小學及特殊學校學生。隨後另增設學生 全方位發展基金,支持學生在語文、領導才能、科學科技等方面作 多元發展,走向國際。

Funding was approved by the Board in 2014 to set up TWGHs Support Scheme for Elite Sports and Art Students to provide financial support for our secondary, primary, and special school students with talents in sport or art performance. Soon afterwards, the TWGHs All-round Development Fund was established to support students' diversified development in language, leadership, science and technology, and their subsequent studies overseas.



F1888

於2015年首次舉辦東華三院學生大使參訪團到訪外地, 拓展學生視野。

The first TWGHs Student Ambassador Tour was organised in 2015 to broaden students' horizon.





廣華醫院重建計劃於2016年正式開展。

The redevelopment project of the Kwong Wah Hospital officially commenced in 2016.





於2017年成立首間社區中醫診所。

The first community Chinese medicine clinic of TWGHs was opened in 2017.



於2018年復辦大型慶祝活動「油麻地天后誕」,承傳本土傳統文化,而油麻地天后廟群則於2020年被列為法定古蹟。

Tin Hau Fest! Yaumatei was resumed to inherit local traditions and culture in 2018, while Tin Hau Temple Compound, Yaumatei was declared a monument in 2020.



於2020年成立東華三院醫療中心(北角)。

TWGHs Medical Centre (North Point) was established in 2020.



文武別苑於2020年正式開幕。 Man Mo Lounge was opened in 2020.





於2020/2021年度分階段推出 多項2019冠狀病毒病抗疫支援及 資助計劃,協助社區對抗疫情。 In response to the COVID-19 outbreak, the Group launched anti-epidemic support schemes in phases to help members of the public fight the epidemic in the year 2020/2021.





於2020年出版《落葉歸根──東華三院華僑原籍安葬檔案選編》 Fallen Leaves Returning to their Roots: A Selection of Archives on the Bone Repatriation Service of Tung Wah Group of Hospitals for Overseas Chinese was published in 2020.



於2021年3月出版《善道同行—— 東華三院一百五十周年史略》中文版。 The Chinese edition of Hand-in-Hand for Benevolence: 150 Years of History of the Tung Wah Group of Hospitals of Hong Kong was published in March





於2018年推出東華三院「福全·共寓」青年共居計劃, 為青年人提供可負擔的共住空間及生活平台。

The TWGHs Fortune Loft Youth Co-Living Space was launched in 2018 to offer affordable co-living space for young people.





於2019年增設東華三院文武廟作育英才海外獎學金,資助有經濟需要而表現優秀的院屬畢業生接受世界頂尖學府的高等教育。 TWGHs Man Mo Temple Scholarship for Overseas Studies was established in 2019 to sponsor students who pursued their studies at globally renowned universities. 東華三院「創活MM2」 中華文創咖啡店於 2021年初啟用。 TWGHs MM² Café commenced service in early 2021.







東華三院己亥年及庚子年董事局交代就職典禮及酒會 Inauguration Ceremony and Inaugural Reception of TWGHs Board of Directors 2020/2021



鑑於疫情關係,東華三院己亥年及庚子年董事局交代就職典禮順延至2020年10月20日在東華醫院禮堂舉行,並邀得民政事務局局長徐英偉太平紳士擔任主禮嘉賓及主持監誓儀式。庚子年董事局在文頴怡主席帶領下,肩負起管治東華三院院務及發展善業的重任。董事局矢志弘揚本院世代傳承的善業及慈善精神,繼續與每一代香港人同行成長,大家心連心,讓善行走得更遠、傳得更廣。

本院當晚亦假香港會議展覽中心舉行交代就職酒會,多位政府官員、中央人民政府駐香港特別行政區聯絡辦公室代表、東華三院歷屆主席及總理,以及各界名人賢達均應邀出席,與兩屆董事局成員聚首一堂,共度一個愉快的晚上。

In view of the pandemic, the Inauguration Ceremony of TWGHs Board of Directors 2020/2021 was postponed and held on 20 October 2020 at the Assembly Hall of Tung Wah Hospital, with the Hon. TSUI Ying Wai, Caspar, JP, Secretary for Home Affairs, as the officiating guest. The Board of Directors 2020/2021, under the chairmanship of Ms. Ginny MAN, took up the significant role in governing TWGHs and fostering the Group's philanthropic work and development. TWGHs Board of Directors 2020/2021 reaffirmed the commitment to carrying forward the long-standing charitable work of TWGHs for the benefit of the community, growing with every generation in Hong Kong, and getting connected heart (5°) to heart (15°) for more far-reaching and wide-spread benevolence.

The Inaugural Reception was held on the same evening at the Hong Kong Convention and Exhibition Centre. A number of government officials, representatives from the Liaison Office of the Central People's Government in the Hong Kong S.A.R., former TWGHs Chairmen and Directors, and celebrities and leaders from various sectors were invited to attend the Reception and meet with

the Board Members of 2019/2020 and 2020/2021. Everyone enjoyed a pleasant evening getting together.



文頴怡主席(前排右)聯同董事局成員宣誓就職。
Ms. Ginny MAN (front row, right), the Chairman, led her fellow Board Members in taking the oath of office.

文頴怡主席(右)從庚子年顧問暨 己亥年主席蔡榮星博士BBS(左) 手上接過契據及印信。

Ms. Ginny MAN (right), the Chairman, received the title deeds and the seal from Dr. TSOI Wing Sing, Ken, BBS (left), Member of the Advisory Board 2020/2021 cum Chairman 2019/2020.



文頴怡主席表示,自4月1日上任至今,庚子年董事局雖然遇到不少挑戰,本院上下均展現出「東華人」精神,群策群力,迎難而上。

Ms. Ginny MAN, the Chairman, expressed that despite the challenges encountered by Board of Directors 2020/2021 since they took office on 1 April, everyone in TWGHs remained steadfast in the "TWGHs people spirit" and overcame them one by one with concerted efforts.

150周年院慶 150th Anniversary 民政事務局局長徐英偉太平紳士(前排左五)撥冗光臨交代就職酒會・與文頴恰主席(前排右四)和己亥年及庚子年 董事局成員緊首。

The Hon. TSUI Ying Wai, Caspar, JP (front row, left 5), Secretary for Home Affairs, graced the Inaugural Reception, where he met with Ms. Ginny MAN (front row, right 4), the Chairman, and Boards of Directors 2019/2020 and 2020/2021.







光麗科技控股有限公司呈獻:東華三院「LOVE actually LIVE actually」 抗疫慈善音樂會

Apex Ace Holding Ltd. presents: TWGHs Charity Concert "LOVE actually LIVE actually"

百五年來,東華三院一直與香港人同舟共濟,每 逢危難定必秉持急公好義的精神,與大家共渡難 關。年內,2019冠狀病毒病肆虐本港,東華三院 本著「救病拯危」的使命,積極制定援助方案。 為支援本院推出的抗疫社區援助計劃及為前 線醫護人員打氣,本院於2020年5月2日首度以 網上直播形式舉行抗疫慈善音樂會,並於本院 Facebook專頁及YouTube頻道同步串流播放。 是次音樂會籌得善款用作提供防疫用品、措施、 相關服務,以及緊急經濟援助等予社會上有需要 人士,助其度過難關。

音樂會除獲一眾歌手、醫護人員組成之樂隊等傾力演出及呼籲捐款外,更獲華懋集團旗下如心海景酒店暨會議中心贊助場地。連同各播放平台,是次音樂會錄得近80萬總人次收看。

Over the past one and a half century, TWGHs has wholeheartedly stood by Hong Kong people through thick and thin. Whenever there is a crisis, the Group has always been ready to extend its care to the society by offering a helping hand. Despite the fact that COVID-19 wreaked havoc in Hong Kong during the year, TWGHs held fast to the mission "to heal the sick and to relieve the distressed". Various community support programmes were deployed to help the needy in combating the pandemic. To support the Group's anti-epidemic measures, and root for medical staff, an online charity concert was held for the first time on 2 May 2020, livestreaming on TWGHs' Facebook page and YouTube channel. Proceeds of the Concert were used to finance the provision of anti-epidemic materials, measures, related services and emergency financial assistance to the needy and help them get through this difficult time.

The Concert was supported by an array of singers and bands formed by medical staff who appealed for donations with their splendid performances, with L'hotel Nina et Convention Centre of Chinachem Group as the Venue Sponsor. Together with other cross-posting platforms, the Concert recorded nearly 800,000 views.





「百載築蹟——東華三院文物館與文物保育」展覽 "Heritage Over a Century: Tung Wah Museum and Heritage Conservation" Exhibition



2020年適值東華三院成立150周年,也是東華三院文物館成立50周年暨列為法定古蹟10周年。在此別具意義的時刻,古物古蹟辦事處(古蹟辦)及東華三院文物館共同策劃「百載築蹟——東華三院文物館與文物保育」展覽,於2020年5月29日至2021年2月24日假香港文物探知館專題展覽,舉行,透過逾70項珍貴展品,輔以多媒體展示,與觀眾分享東華三院文物館的歷史與建築特色,並介紹東華三院保育歷史建築和文物的工作。為與觀眾分享東華三院歷史及文化辦公室與古蹟外。宣傳展覽,東華三院歷史及文化辦公室與古蹟外界反應良好。另外,本院透過製作虛擬實境導覽,讓本地及海外參觀者不受地域及時間限制,欣賞展覽。

2020 not only marked the 150th Anniversary of the Group, but also the 50th Anniversary of Tung Wah Museum and the 10th Anniversary of the Museum being declared a monument. On this special occasion, the Antiquities and Monuments Office (AMO) and Tung Wah Museum joined hands in holding the "Heritage Over a Century: Tung Wah Museum and Heritage Conservation" Exhibition from 29 May 2020 to 24 February 2021 at the Thematic Exhibition Gallery of the Hong Kong Heritage Discovery Centre. Showcasing more than 70 valuable exhibits with multimedia, the Exhibition shared with the public the history and the architectural characteristics of Tung Wah Museum, as well as the efforts of TWGHs in the conservation of built heritage and relics. To promote the Exhibition, TWGHs collaborated with the AMO to organise 6 online public talks which were all well received. A virtual tour was also produced to attract local and overseas audience, enabling them to view the Exhibition regardless of location and time.

發展局局長黃偉綸太平紳士(左二)撥冗前來參觀是次展覽,並在其 《局長隨筆》網上日誌中作出介紹。

The Hon. WONG Wai Lun, Michael, JP (left 2), Secretary for Development, attended the Exhibition and shared his visit on *My Blog* on the Development Bureau website.



發展局副局長廖振新太平紳士(右二)、古物諮詢委員會主席蘇彰德太平紳士 (左二)、時任發展局文物保育專員任浩晨先生(右一)及古蹟辦執行秘書蕭麗娟 女士(左一)出席展覽開展前的閉門預展,以表支持。

Mr. LIU Chun San, JP (right 2), Under Secretary for Development, Mr. SO Cheung Tak, Douglas, JP (left 2), Chairman of Antiquities Advisory Board, Mr. YAM Ho San, José (right 1), the then Commissioner for Heritage of Development Bureau and Ms. SIU Lai Kuen, Susanna (left 1), Executive Secretary of AMO, showed their support by gracing us with their attendance at the closed-door preview on the eve of the Exhibition.



文頴怡主席拍攝是次展覽的宣傳短片,並講述於1922年一位署名為「小婦人」的善長,先後捐出其一生積蓄共50,580元予本院,她的善行促使董事局積極推動及開啟東華三院向病者施贈中藥。Ms. Ginny MAN, the Chairman, filmed the promotion video of the Exhibition, in which she shared the genuine story of a benefactor named "Little Woman" who donated all her life savings in the sum of \$50,580 in 1922. Her benevolence motivated the Board to provide free Chinese medicine to patients.



展覽展出本院多件珍貴文物與文獻,展示本院與香港社會同步成長的歷史印記。

Numerous TWGHs relics and records were displayed in the Exhibition, showcasing TWGHs' historical imprints of growing in tandem with the Hong Kong society.



150周年院慶 150th Anniversary







東華三院150周年紀念金銀章套裝及金盾慈善認購 TWGHs 150th Anniversary Commemorative Gold and Silver Medal Set and Gold Shield Medal Charity Sale

東華三院為紀念創院150周年,特別推出由 周大福鑄造的「東華三院150周年紀念金章及 銀章套裝」及「東華三院150周年紀念金盾」作 慈善認購。是次慈善認購所得淨收益一概撥作 東華三院文武廟作育英才海外獎學金之用,資助 有經濟需要而表現優秀的院屬畢業生接受世界 頂尖學府的高等教育,培育他們成為具環球視野 與國際網絡的優秀人才,日後回饋香港社會。 每枚金章、銀章及金盾均由999.9純金或925純銀

鑄 造,正面刻有 東華三院標誌,而 背面則刻有本院150 周年標誌及本院服 務社會的使命,別 具紀念意義與收藏 價值。



To commemorate the 150th Anniversary of TWGHs, the Group launched the



每枚金章、銀章及金盾均刻有東華三院 150周年標誌,別具紀念意義與收藏 價值。

Each Gold Medal, Silver Medal or Gold Shield Medal is inscribed with the Group's 150th Anniversary logo, making it a uniquely commemorative and highly collectible keepsake.



東華三院150周年善業捐助計劃 150th Anniversary Patrons of Tung Wah Services Donation Scheme

一百五十年來,本院一直堅守服務社會的使命及承諾,緊貼時代步伐,在醫療衞生、教育、社會及公共服務方面照顧市民人生不同階段的各種需要,發展至今已成為本港最具規模的慈善機構。為持續拓展服務,惠及更多有需要的市民,本院於年內特別推出「東華三院150周年善業捐助計劃」,為各服務籌募經費。

Over the past 150 years, TWGHs has been upholding its mission and commitment to serving the community. It keeps abreast of the times by excelling its medical and health, education, community and traditional services to meet people's needs from cradle to grave. Today, TWGHs is the largest charitable organisation in Hong Kong. For the sustainable development of its services benefitting more people in need, the Group launched the "150th Anniversary Patrons of Tung Wah Services Donation Scheme" to appeal for public donation in support of various TWGHs services.



為表彰各界善長的盛德,本院於 東華三院黃鳳翎紀念大樓的地下 大堂內設立全新的善業牆,並根 據不同的慈善捐獻,把善長名字 刻於善業名牌上,以致謝忱。

The Group built a new donation wall at the lobby of TWGHs Wong Fung Ling Memorial Building. Each donor's name was inscribed on a plaque to be installed on the donation wall based on different charity donations in appreciation of their good deeds.



東華三院150周年:滑板藝術網上展覽暨慈善拍賣 TWGHs 150th Anniversary: Skateboard Deck Art Online Exhibition cum Charity Auction



適逢本院創院150周年,並獲香港蘇富比全力支持,本院於2020年8月18日至28日期間,舉辦「東華三院150周年:滑板藝術網上展覽暨慈善拍賣」。為配合誌慶主題「行善・行更遠」,本院特別以滑板為創作媒介,嶄新地品達合主題所,於大眾,緊貼時代與市民所需,並與為服務大眾,緊貼時代與市民所需,如同「行善・行更遠」。該活動邀得亞洲地區著術家、演藝名人及東華三院「愛不同藝術」。該過香港蘇富比的環球網絡與網上拍賣平台,讓世界各地的善民的環球網絡與網上指賣平台,讓世界各地的善民的環球網絡與網上指賣平台,認識東華三院及美華,同時為本院屬校學生之藝術及音樂教育籌募經費。

To commemorate its 150th Anniversary and with the full support from Sotheby's Hong Kong, the Group organised the "TWGHs 150th Anniversary: Skateboard Deck Art Online Exhibition cum Charity Auction" from 18 to 28 August 2020. To echo the celebratory theme "For Charity, We Go Beyond", TWGHs specifically selected the skateboard to be the medium of creativity, blending the elements of charity, arts, street skateboarding and auction, and symbolising its effort in keeping abreast of the times and the needs of the public. This message was embodied by the distance skateboarding with its never-ending nature, "going beyond for charity" with the public. Artists and celebrities in Asia as well as TWGHs "i-dArt" artists were invited to create 57 lots of skateboard deck art. Benefactors all over the world were able to visit the virtual tour and participate in the charity auction online, as well as to get to know the Group and its charity cause, while raising funds for the arts and music education of TWGHs students.



發展局副局長廖振新太平紳士(右二)代表東華三院致送紀念品予香港蘇富比代表蘇富比亞洲區主席 黃林詩韻女士(左二),以感謝其全力支持。

On behalf of TWGHs, Mr. LIU Chun San, JP (right 2), Under Secretary for Development, presented a souvenir to Mrs. Patti WONG (left 2), Chairman of Sotheby's Asia, representative of Sotheby's Hong Kong, for its full support.



為配合防疫措施,原定於香港蘇富比藝術空間舉辦之實體展覽改為線上導覽,讓公眾可以安坐家中仔細觀賞各款滑板創作。

To comply with the anti-epidemic measures, the physical exhibition of the Event at the Gallery was replaced by an online virtual tour. The general public, while staying at home, could browse the full lots of the skateboard deck art at leisure.

























「善道同行——東華三院籌募文化與社會發展」展覽

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"Hand-in-Hand for Benevolence - Tung Wah's Fundraising Culture and Social Development" Exhibition

「善道同行——東華三院籌募文化與社會發展」展覽由康樂及文化事務署(康文署)和本院聯合主辦、香港文化博物館及東華三院文物館聯合籌劃,是本院慶祝150周年活動的重點項目之一。展覽於2020年10月28日至2021年3月7日假沙田香港文化博物館舉行。

是次展覽共有8個區域,引領市民穿梭時光隧道,以東華醫院成立為起點,重溫本院創院初期至今的籌募工作,見證東華三院扎根香港一個半世紀。展場外更設有多個視聽和互動區,讓市民參觀展覽之餘,還可輕鬆了解東華的籌募文化。



著名藝人汪明荃博士SBS(右)多年來均熱心參與本院的慈善活動,更親身出席是次展覽的開幕典禮,以示支持。 Renowned artiste Dr. Liza WANG, SBS (right), who has been enthusiastic about TWGHs' charity activities for years, attended the Opening Ceremony in person in support of the Exhibition.



政務司司長張建宗大紫荊勳賢GBS太平紳士(右二)、文頴怡主席(左二)、博物館諮詢委員會主席黃遠輝SBS太平紳士(右一)和康文署署長劉明光太平紳士(左一)一同參觀展覽。 The Hon. CHEUNG Kin Chung, Matthew, GBM, GBS, JP (right 2), Chief Secretary for Administration, Ms. Ginny MAN (left 2), the Chairman, Mr. WONG Yuen Fai, Stanley, SBS, JP (right 1), Chairman of Museum Advisory Committee, and Mr. LIU Ming Kwong, Vincent, JP (left 1),

Director of Leisure and Cultural Services, visited the Exhibition.

Jointly presented by the Leisure and Cultural Services Department (LCSD) and TWGHs, and jointly organised by Hong Kong Heritage Museum and Tung Wah Museum, the "Hand-in-Hand for Benevolence - Tung Wah's Fundraising Culture and Social Development" Exhibition, as one of the signature events of TWGHs 150th Anniversary, was held from 28 October 2020 to 7 March 2021 at Hong Kong Heritage Museum in Shatin.

The Exhibition was divided into 8 areas, guiding the visitors to travel back in time with Tung Wah Hospital as the starting point. Visitors were able to revisit the fund-raising projects of the Group since its establishment, and witnessed how TWGHs has taken root in Hong Kong for one and a half centuries. There were also several multimedia and interactive zones for the public to deepen their understanding of the fund-raising culture of the Group in a relaxing manner during their visit.





設於展場外的視聽和互動區,豐富市民的 參觀體驗,例如:歡樂滿東華接聽電話的 模擬場景及踩燈泡表演等。

Multimedia and interactive zones set up outside the exhibition areas enriched the visiting experience of the public. For example, there were mock-ups of the hotline centre, and step-on-light-bulbs performance of "Tung Wah Charity Gala".



展場設計盡見巧思,例如一道牌匾牆展示本院的珍貴 牌匾、融入戲曲水袖概念的籌款區以及特設「歡樂 滿東華」舞台。

Carefully crafted designs were conspicuous all over the Exhibition venue, including a wall consisting of precious plaques of the Group, a fund-raising zone that had incorporated the concept of water sleeves in Cantonese opera and a special stage for "Tung Wah Charity Gala".









東華三院文武廟庚子年秋祭典禮 Autumn Sacrificial Rites at TWGHs Man Mo Temple 2020



本院於2020年10月15日於東華三院文武廟舉行每年一度的秋祭典禮,為本港市民祈福消災。 秋祭大典自1957年起舉辦,秉承中國文化傳統, 悠來已久,意義深遠。在疫情期間,本院仍堅持 承傳習俗,舉辦秋祭典禮,把典禮以閉門形式 舉行,讓市民可以透過東華三院Facebook專頁 於網上直播觀看典禮過程。 To pray for the elimination of misfortunes of Hong Kong people, the Autumn Sacrificial Rites 2020 was held on 15 October 2020 at TWGHs Man Mo Temple. The Autumn Sacrificial Rites has been in place since 1957 with a long history and profound meaning in the Chinese traditional culture. Holding fast to the inheritance of the tradition, the Group hosted the Rites despite the pandemic, but the Rites was conducted in the form of a closed-door event, while worshippers were able to watch the Rites through live streaming at TWGHs Facebook page.



典禮邀得東華三院甲辰年主席何世柱大紫荊勳賢GBS太平紳士(右二)主祭,文頴恰主席(左二)陪祭,並由東華三院辛巳年主席周振基教授GBS太平紳士(右一)擔任頌祝者,東華三院戊辰年主席余嘯天BBS太平紳士(左一)則擔任營費,

Mr. HO Sai Chu, GBM, GBS, JP (right 2), Chairman 1964/1965, was invited to be the Chief Celebrant performing the Rites, accompanied by Ms. Ginny MAN (left 2), the Chairman, while Prof. CHOW Chun Kay, Stephen, GBS, JP (right 1), Chairman 2001/2002, presented the sacrificial odes and Mr. YU Shiu Tin, Paul, BBS, JP (left 1), Chairman 1988/1989, acted as the Master of the Ceremonies.

文顯怡主席(前排左六)及一眾董事局成員秉承傳統出席庚子年秋祭典禮。 祭典每年於東華三院文武廟舉行,至今 已屆63年,從未間斷。

Ms. Ginny MAN (front row, left 6), the Chairman, and Board Members carried on the tradition by attending the Autumn Sacrificial Rites 2020. TWGHs has been holding this annual Rites at TWGHs Man Mo Temple for 63 years in a row.







典禮邀得東華三院甲辰年主席何世柱大紫荊勳賢GBS太平紳士主祭,由文頴怡主席及應屆董事局陪祭。

Mr. HO Sai Chu, GBM, GBS, JP, Chairman 1964/1965, was invited to be the Chief Celebrant performing the Rites, accompanied by Ms. Ginny MAN, the Chairman, and Board Members.









《三十六神明繪》產品 Drawings of 36 Deities Products

為慶祝東華三院創院150周年,本院公共服務團隊與東華三院「愛不同藝術」合作,出版《三十六神明繪》繪本及紙膠帶2款產品。繪本收錄了36幅由推廣不同能力人士藝術創作的東華三院「愛不同藝術」藝術家所繪畫的神明畫像。《三十六神明繪》為傳統文化與繪畫藝術的

結合,繪本以藝術角 度介紹傳統的神明及 廟宇文化,更藉此傳 達兼善共融的理念 鼓勵大眾欣賞不同能 力人士的藝術創作。

> 《三十六神明繪》繪本 Drawings of 36 Deities picture book

To celebrate the 150th Anniversary of TWGHs, the Traditional Services team collaborated with TWGHs "i-dArt" to launch *Drawings of 36 Deities*. Artists from TWGHs "i-dArt" were invited to create deity portraits for a picture book and masking tapes. A total of 36 portraits were featured in the book. *Drawings of 36 Deities* is a fusion of the Chinese tradition and the art of drawing as it presents the traditional deities and ritualistic cultures from an artistic perspective. Meanwhile,

it promotes the concepts of harmony and inclusion, as well as encourage the admiration of artworks by individuals of different abilities



|《三十六神明繪》紙膠帶 | Drawings of 36 Deities masking tape



150th Anniversary



東華三院150周年誌慶活動一「幸福·森林」藝術聯展TWGHs 150th Anniversary – Joint Arts Exhibition

Art is a key medium of communication. It is also a universal language among many service users. To celebrate the Group's 150th Anniversary, TWGHs invited service users in various sectors, including the elderly, the youth, children, and people with different abilities to create art pieces, followed by a joint arts exhibition with the theme of "Happy Forest". The Exhibition enabled the visitors to enter the inner world of the artists, reflect upon their lives and find happiness amid public worries of the pandemic. The 5-day Exhibition was held from 11 to 15 November 2020, with more than 210 art creations on display. The Group also prepared an online version of the Exhibition thanks to Virtual Reality wizardry, thus enabling the residents fighting the pandemic at home to appreciate the art creations made by services users of the Group and bringing the Exhibition to every corner of the world. (The online version of the Exhibition can be viewed via https://www.tungwah.org.hk/150th/)





東華三院150周年聯校歷史問答比賽

TWGHs 150th Anniversary Joint Schools History Quiz Competition



本院一向重視歷史文化承傳,同時亦積極推動「全人教育」的辦學精神。適逢本院150周年誌慶,本院於2020年11月13日舉辦「東華三院150周年聯校歷史問答比賽」,旨在推動學生認識中華文化及發揚本院的慈善精神,並培育學生多元化思考,加強學校之間的交流。當天比賽題目涵蓋國家、香港及本院的歷史,現場比賽氣氛緊張激烈,各同學在比賽中均表現出色。

The Group has been attaching great importance to historical and cultural inheritance, while sparing no efforts in promoting the philosophy of "all-round education". In celebration of the 150th Anniversary of TWGHs, the Group organised the "TWGHs 150th Anniversary Joint Schools History Quiz Competition" on 13 November 2020, with an aim to enhance students' understanding of the Chinese culture and carry forward TWGHs philanthropic spirit. The Competition was also meant to foster diversified thinking among students and to promote exchanges among schools. The quiz questions covered a variety of topics, including the history of our country, Hong Kong and TWGHs. The Competition was intense and exciting, and every participating student performed superbly.



莘莘學子均在比賽中表現對國家、香港社會及東華三院歷史的認識,令每回合的勝負皆難分難解。 Every student demonstrated their comprehensive understanding of the history of our country, Hong Kong society and the Group, making every round an intense one.

油麻地天后廟群法定古蹟碑銘揭幕暨活化油麻地書院開幕典禮 Monument Plaque Unveiling Ceremony of Tin Hau Temple Compound, Yaumatei cum Opening Ceremony of Revitalised The School, Yaumatei



油麻地天后廟群為九龍區最大的天后廟,於1876年遷建於現址,並於2020年5月22日獲政府正式刊憲宣布列為法定古蹟。同年,廟群內的油麻地書院亦在本院不改動任何建築物結構及外觀的保育前提下,活化成為自助書店。開幕典禮於2020年11月22日舉行,當日現場設有多個兼具本土傳統文化特色的活動攤位,如迷你花牌工作坊、新派藝術書法表演及糖畫表演等,加深市民對傳統文化及非物質文化遺產的認識。

Tin Hau Temple Compound, Yaumatei is the largest Tin Hau Temple in the Kowloon Peninsula. Relocated to the current location in 1876, the Temple was gazetted as a declared monument by the Government on 22 May 2020. Being part of the Compound, The School, Yaumatei was renovated without any alteration to the existing building, and revitalised into a self-service bookstore. The Ceremony was held on 22 November 2020, featuring booths that showcased local culture, including a mini flower plaque workshop, calligraphy performance and sugar painting, all aimed to enhance public understanding of traditional and intangible cultural heritage.





南街单仔题

古物諮詢委員會主席蘇彰德太平紳士(右二)、時任發展局文物保育專員任浩晨先生(右一)、發展局文物保育專員蔣志豪先生(左一)及文顯怡主席(左二)為法定古蹟碑銘揭幕(左圖)・並為活化油麻地書院主持開幕典禮(右圖)。 Mr. SO Cheung Tak, Douglas, JP (right 2), Chairman of Antiquities Advisory Board, Mr. Jose Yam (right 1), the then Commissioner for Heritage of Development Bureau, Mr. Ivanhoe CHANG (left 1), Commissioner for Heritage of Development Bureau, and Ms. Ginny MAN (left 2), the Chairman, unveiled the Declared Monument Plaque (left photo) and officiated at the Opening Ceremony of Revitalised The School, Yaumatei (right photo).

一眾嘉賓參觀油麻地書院及攤位。 Guests visited The School, Yaumatei and its booths.



150周年院慶 150th Anniversary







第五屆亞太區問題賭博及成癮問題研討會 The 5th Asian Pacific Problem Gambling and Addiction Conference

在平和基金及東華三院贊助下,「第五屆亞太區問題賭博及成癮問題研討會」於2020年11月27日以網上形式舉行,主題為「創新與科技世代中的挑戰及介入」。研討會邀得多位國際知名學者和專家參與,透過主題演講、工作坊、不同主題的論文演講及業界分享環節,就預防問題賭博和成癮問題進行交流。

Sponsored by Ping Wo Fund and TWGHs, "The 5th Asian Pacific Problem Gambling and Addiction Conference" was held online under the theme of "Challenges and Interventions in the Era of Innovation and Technology" on 27 November 2020. A number of internationally renowned scholars and experts were invited to participate in the Conference. Through keynote speeches, workshops, paper presentations and industry sharing sessions with different themes, the Conference was a prime opportunity for participants to exchange views on the prevention of problem gambling and addiction.



文顯怡主席(左三)與高級職員歡迎嘉賓和與會者參加網上研討會。 Accompanied by senior staff, Ms. Ginny MAN (left 3), the Chairman, greeted the guests and participants with open arms for attending the online Conference.



本院邀得民政事務局常任秘書長謝凌潔貞太平紳士於網上開幕禮上發表預錄的開幕辭。

Mrs. TSE LING Kit Ching, Cherry, JP, Permanent Secretary for Home Affairs, delivered a pre-recorded opening speech at the online Opening Ceremony.



東華三院150周年中西醫藥治療研討會 TWGHs 150th Anniversary Medical Symposium on Chinese and Western Medicine

本院於2020年12月19日,以網上形式舉辦中西醫藥治療研討會,作為創院150周年的慶祝活動之一。該網上研討會邀得不同範疇的專家出任講者,論題涵蓋中醫藥的發展、中西醫結合治療、中風、骨質健康、婦女健康、長者健康及紓緩治療,以至特別加入的2019冠狀病毒病,希望匯聚各方專家的意見,在抗疫路途上出一分力。

The Group held an online symposium on Chinese and Western medicine on 19 December 2020 as a celebration event of the 150th Anniversary of TWGHs. At the Symposium, experts from different disciplines were invited to share their insights on topics including the development of Chinese medicine, integrated Chinese and Western medicine, stroke, bone health, women's health, elderly health and palliative care. COVID-19 management was also included as a special topic as we aimed to contribute our efforts to combat the pandemic by gathering expert advice from various fields.





東華三院「覆診易」長者接送計劃啟動禮

Kick-off Ceremony of TWGHs "Easy Ride Transportation Service" for Frail Elders Project



東華三院「覆診易」長者接送計劃專為體弱長者或50歲以上殘疾人士及其照顧者提供免費接送服務,往返公立醫院及分區診所,解決他們的交通困難,協助他們按時覆診,從而減輕照顧者的壓力。計劃已於沙田及大埔區試行兩年,並為超過22,000名服務使用者及其照顧者提供免費接載服務。計劃啟動禮於2021年1月15日在東華醫院禮堂舉行,並邀得社會福利署大埔及北區福利專員任滿河先生及捐助該計劃的善長主持啟動儀式。

TWGHs "Easy Ride Transportation Service" for Frail Elders Project provides free pick-up and drop-off services at public hospitals and clinics for frail elders, disabled persons aged 50 or above and their carers to alleviate their difficulties in arranging transportation, so as to help them attend scheduled medical appointments on time and relieve the stress of the carers. The Project, which has been in place in Shatin and Tai Po for 2 years, has provided free transportation services for over 22,000 service users and their carers so far. The Kick-off Ceremony of the Project was held on 15 January 2021 at the Assembly Hall of Tung Wah Hospital, with Mr. YAM Mun Ho, District Social Welfare Officer (Tai Po/North), Social Welfare Department, and the Project's donors officiating.



文顯怡主席(右二)、社會福利署大埔及北區福利專員任滿河 先生(右一)、董事局成員及善長代表一同參觀福祉車及服務 示範。

Ms. Ginny MAN (right 2), the Chairman, Mr. YAM Mun Ho (right 1), District Social Welfare Officer (Tai Po/North), Social Welfare Department, Board Members and representatives of donors watched a service demonstration during their inspection of the Welcabs.

東華醫院150周年紀念活動

Celebration Events for the 150th Anniversary of Tung Wah Hospital

東華醫院於1870年成立,至今已服務香港市民逾 一個半世紀。為慶祝醫院踏入150周年,醫院舉 辦了一連串紀念活動,包括參拜神農皇儀式、內 視鏡檢查中心開幕典禮、開啟時間囊及醫院外牆 標牌揭幕儀式。紀念活動以網上直播形式舉行, 讓該院醫院管治委員會委員、董事局成員及醫院 員工一起見證東華醫院踏入新里程。



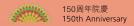
主席暨東華醫院醫院管治委員會主席文頴怡小姐(右)與 東華醫院醫院行政總監繆潔芝醫生(左)主持醫院外牆標牌 揭幕儀式。

Ms. Ginny MAN (right), the Chairman cum Chairman of HGC of TWH, and Dr. MAW Kit Chee, Christina (left), Hospital Chief Executive of TWH, officiated at the Unveiling Ceremony of the Hospital Name Plague.

Since its establishment in 1870, Tung Wah Hospital (TWH) has been serving Hong Kong citizens for more than one and a half centuries. To celebrate the 150th Anniversary of TWH, a series of celebration events was organised, including the Worship Ceremony for Emperor Shennong, the Opening Ceremony of the Endoscopy Centre, the Opening of a Time Capsule, and the Unveiling Ceremony of the Hospital Name Plaque. Members of Hospital Governing Committee (HGC) of TWH, Board Members and hospital staff participated in such events via an online platform to witness these milestones together.



主席暨東華醫院醫院管治委員會主席文頴恰小姐(前排左二),與董事局成員及出席嘉賓開啟了140周年的時間囊,當中有傳統X光片、水銀血壓計,及職業治療師替病人進行家居評估時使用的第一代數碼相機,見證東華醫院與時並進,努力提供優質醫療服務。 Accompanied by Board Members and attending guests, Ms. Ginny MAN (front row, left 2), the Chairman cum Chairman of HGC of TWH, opened the Time Capsule of the 140th Anniversary, and the first-generation digital cameras used by occupational therapists to conduct home assessments for patients, all of which had witnessed the efforts of Tung Wah Hospital in keeping abreast of the times and enhancing its guality medical services.





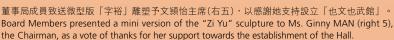




東華三院「創活MM²」中華文創咖啡店正式開幕 Grand Opening of Cultural and Creative Coffee Shop TWGHs MM² Café

To bring the Group's Traditional Services into the youth community, and encourage them to participate and pass them on, the Group established a new café called TWGHs MM² Café at 127 Queen's Road East. Adjacent to Hung Shing Temple in Wan Chai, the Café features Chinese traditional culture and Hong Kong local folklore and, promotes traditional temple culture. The 2-storey service centre composes of a catering area and a consignment service area of cultural and innovative products on G/F while a venue for workshops, talks, and exhibitions is provided on 1/F. Thanks to the generous donation of \$2.4 million from Ms. Ginny MAN, the Chairman, the 1/F was named "TWGHs Ginny Man Chinese Cultural and Creativity Exhibition and Multi-purpose Hall", and the TWGHs Ginny Man Chinese Cultural & Creativity Prize had been formed which aims at promoting and inheriting traditional Chinese culture. To show its gratitude, the Group invited local artist Mr. WONG Ting Fung to design a sculpture named "Zi Yu", implying the notion of self-enhancement through participating in cultural activities, which is permanently exhibited at the Hall.







也文也武館可供租借作舉辦工作坊、講座及展覽之用。 "TWGHs Ginny Man Chinese Cultural and Creativity Exhibition and Multi-purpose Hall" is available for rent for workshop, talk and exhibition use.

本院感謝文頴怡主席慷慨捐款,向年輕一輩推廣東華三院的公共服務, 促進傳統文化傳承。

TWGHs is grateful for the donation of Ms. Ginny MAN, the Chairman, to the Group to promote its Traditional Services and foster the cultural inheritance among the younger generation.





東華三院150周年服務年義工活動

TWGHs 150th Anniversary Community Year Volunteers Programmes

多年來,本院致力服務社群,積極推動社會各界 參與義工服務。年內,本院與企業伙伴合辦150 項義工服務活動,包括探訪獨居長者、本院屬下

安老院舍的院友及青少年等,以呼應本院 150周年誌慶的主題,並特意邀請本院的 長期合作企業伙伴拍攝打氣片段。

文頴怡主席參與打氣拍攝活動,以身體力行支持 本院的義工服務。

Ms. Ginny MAN, the Chairman, joined the cheer up video shooting session to show her support to the Group's volunteering services.

Over the years, the Group has been devoting efforts in serving the community and encouraging different fields in the society to take part in volunteering services. During the year, TWGHs co-organised 150 volunteer activities and programmes



with partnering corporations including visits to singleton elders, residents of TWGHs elderly homes and youth service users, aiming at celebrating the Group's 150th Anniversary. In particular, the Group invited long-term corporate partners to shoot a video to cheer for our volunteers.







東華三院尋根香港系列——丁新豹趣談香港大歷史」網上講座 Launching a Webinar Programme on TWGHs history



東華三院自1870年創立以來,與香港社會發展 息息相關、環環相扣。適逢本院150周年誌慶, 並 為加深居家抗疫的香港市民對本院的認識, 本院與《經濟通》合辦「東華三院尋根香港 系列——丁新豹趣談香港大歷史」網上講座。在 年內6場網上講座中,香港中文大學歷史系客席 教授丁新豹博士BBS與多位學者趣談不同大時代 中的香港社會及東華三院歷史、推廣文物保育、 傳承文化和弘揚人道精神,並邀得本地及海外 講者擔任嘉賓主持。

Since its establishment in 1870, TWGHs has been inextricably intertwined with the Hong Kong society in terms of historical development. To commemorate the 150th Anniversary of TWGHs, and to enable the citizens who are fighting the pandemic at home to enhance their knowledge about the Group, a series of webinar programmes on TWGHs history was launched in collaboration with etnet. In the 6 webinars throughout the year, Dr. Joseph TING, BBS, Adjunct Professor, Department of History, The Chinese University of Hong Kong, and other academics shared their insights into the history of Hong Kong and the Group as they passed on the legacy of cultural heritage as well as promoting humanitarianism. Meanwhile, local and foreign scholars were invited to be the guest speakers.

- 首場網上講座:「世界經濟 4 第四場網上講座:「疫症・醫療・慈善」 大蕭條下的東華三院」 Webinar 1: "TWGHs under The Great Depression"
 - Webinar 4: "Epidemics Medicine Philanthropy"
- 與人文精神 | Webinar 2: "Humanism in Tung Wah's Historic Buildings"
- 2 第二場網上講座:「歷史建築 5 第五場網上講座:「落葉歸根——香港 與美國加州華人墓園的前世今生」 Webinar 5: "Fallen Leaves Returning to their Roots: Past and Present of the Chinese Cemeteries in Hong Kong and California, the United States'
- 第三場網上講座:「華人出 洋-·從香港、東南亞説到 古巴工
 - Webinar 3: "Chinese Travelling Abroad - Hong Kong, South East Asia and Cuba"
- 6 第六場網上講座:「魂歸故里——清末 民國時期華南地區的慈善組織」

Webinar 6: "Spirits Returning Home: Charitable Organisations in Southern China in the Late Qing Dynasty and the Republican Period"



「慈善與社會」專題講座及巡迴展覽 "Charity and Society" Subject Talks and Roving Exhibitions

Serving the Hong Kong community for more than 150 years, TWGHs has become a valuable reference in terms of its process and history of development. In the light

of this, the Group once again joined hands with the Hong Kong Public Libraries

of the Leisure and Cultural Services Department during the year to organise a

series of subject talks and roving exhibitions. Under the theme "Charity and

Society", experts and scholars were invited to share their insights on relevant topics. In addition, exhibitions titled "Passing It On: Heritage Conservation Work

by Tung Wah Group of Hospitals" were held on a roving basis at public libraries in different districts, so as to enable the public to examine the political, medical

and health, education and social landscape as well as the unique charitable spirit



東華三院服務香港社會逾150年,其發展過程及 歷史具參考價值。故此,本院再次與康文署香港 公共圖書館於合辦一系列「慈善與社會」專題 講座及巡迴展覽,並獲專家及學者分享課題。 此外,為讓大眾探索東華三院與香港在不同時期 的政治、醫療衞生、教育和社會面貌及其獨特的 慈善精神,本院於各區公共圖書館展出「保育 承傳:東華三院的歷史建築保育」巡迴展覽。



首場專題講座:「日據時期的東華 與香港社會」

Subject Talk 1: "Tung Wah and Hong Kong Society during the Japanese Occupation of Hong Kong"



第二場專題講座:「東華辦學與社會發展」 Subject Talk 2: "Education Services of Tung Wah and Social Development"



第三場專題講座:「籌募活動、普及文化與 市民大眾參與

Subject Talk 3: "Fundraising Initiatives, Popular Culture and Public Engagement"



第四場專題講座:「從中醫到西醫:本地 醫療發展的歷史軌跡」 Subject Talk 4: "From Chinese to Western

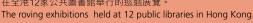
Medicine: Development of Healthcare in Hong Kong"





在全港12家公共圖書館舉行的巡迴展覽。

of Hong Kong and the Group in different time periods.











東華三院150周年誌慶對聯及牌匾 TWGHs 150th Anniversary Couplets and Plaque

本院創立至今,已服務香港逾一個半世紀,一向 注重歷史文化承傳。本院早前邀得施子清博士 BBS太平紳士、蘇樹輝博士、香港中文大學歷史 系客席教授丁新豹博士BBS、前任康樂及文化 事務署文物及博物館科助理署長陳承緯先生及 東華三院李潤田紀念中學譚福基前任校長, 分別為本院提筆,撰寫4幅對聯及1幅牌匾作誌慶 紀念。本院於2021年3月3日,在轄下4所歷史 建築,包括被列為法定古蹟的東華三院文物館、 油麻地天后廟群、東華三院文武廟及被列為一級 歷史建築的東華醫院禮堂內,懸掛4幅對聯及

Since its establishment, TWGHs has been serving Hong Kong for more than one and a half centuries, and has been attaching great importance to historical and cultural inheritance. Earlier this year, Dr. SZE Chi Ching, BBS, JP, Dr. Ambrose SO Shu Fai, Dr. Joseph TING, BBS, Adjunct Professor, Department of History, The Chinese University of Hong Kong, Mr. CHAN Shing Wai, the then Assistant Director (Heritage and Museums) of the Leisure and Cultural Services Department, and Mr. TAM Fook Kei, the then principal of TWGHs Lee Ching Dea Memorial College, to pen 4 couplets and a plaque for the Group as a commemoration. On 3 March 2021, the Group hung the couplets and the plaque in the 4 major historical buildings including Tung Wah Museum, Tin Hau Temple Compound, Yaumatei and TWGHs Man Mo Temple, all declared monuments, and the Assembly Hall of Tung Wah Hospital, a Grade 1 historic building



油麻地天后廟群 Tin Hau Temple Compound, Yaumatei







東華三院文武廟 TWGHs Man Mo Temple

東華緊院禮堂 Assembly Hall of Tung Wah Hospital





出版《善道同行——東華三院一百五十周年史略》 Publishing Hand-in-Hand for Benevolence: 150 Years of History of the Tung Wah Group of Hospitals of Hong Hong

本院創辦至今150年,為記載當中的歷史發展, 承傳東華三院的慈善精神,本院委託嶺南大學 協理副校長(學術及對外關係)暨歷史系教授及 香港與華南歷史研究部主任劉智鵬教授BBS太平

紳士,撰寫東華三院150 周年的專著中文版,並於 2021年3月推出。該著涵 蓋東華三院從創辦至2020 年在企業管治、醫療衞 生、教育、社會服務、籌 募、公共服務與物業,以 及歷史文化保育各範疇。



文頴怡主席(右六)、史略編者嶺南大學協理副校長(學術及對外關係)暨歷史系教授及香港與 華南歷史研究部主任劉智鵬教授BBS太平紳士(左五)、香港城市大學出版社副社長陳家揚先生)、編撰計劃督導委員會成員及董事局成員主持史略發布儀式

Ms. Ginny MAN (right 6), the Chairman, Prof. LAU Chi Pang, BBS, JP (left 5), Associate Vice-President (Academic Affairs and External Relations) cum Professor of Department of History, Coordinator of the Hong Kong and South China Historical Research Programme, Lingnan University, the author of the Book, Mr. Edmund CHAN (right 1), Associate Director, City University of Hong Kong Press, Members of the Steering Committee and Board Members officiated at the Book Launch Ceremony.

To document the historical development of TWGHs in the past 150 years and pass on its philanthropic spirit, Prof. LAU Chi Pang, BBS, JP, Associate Vice-President (Academic Affairs and External Relations) cum Professor of Department of History, Coordinator of the Hong Kong and South China Historical Research

> Programme, Lingnan University was commissioned to compile the Chinese manuscript of a history book of the Group. Published in March 2021, the Book covers the development of TWGHs in corporate governance, medical and health, education and community services, fund-raising, traditional

services, property, as well as heritage conservation from its establishment to 2020.



《善道同行——東華三院一百五十 周年史略》

Hand-in-Hand for Benevolence. 150 Years of the Tung Wah Group of Hospitals of Hong Hong





東華三院周年慈善晚會「善在東華150年」 TWGHs Charity Night・Go Beyond with TWGHs for 150 years

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「東華三院周年慈善晚會『善在東華150年』」 於2021年3月13日假香港瑰麗酒店宴會大禮堂 舉行,今年主題為「善在東華150年」,象徵 東華三院多元化的服務已與香港市民走過一個半 世紀。晚會場地佈置成「東華村」,彰顯東華三院 多元、全面及嶄新的服務,照顧每一代香港人在 人生不同階段的各項需要。晚會為腎病病人助醫 計劃籌募經費,並獲多位歌手及藝人傾力獻唱 及表演,以歌聲帶動全場氣氛。

"TWGHs Charity Nigh • Go Beyond with TWGHs for 150 years" was held at the Grand Ballroom of Rosewood Hong Kong on 13 March 2021. The theme of the Event was "Go Beyond with TWGHs for 150 years", symbolising the Group's philanthropic journey alongside Hongkongers with its diverse range of services for one and a half centuries. Meanwhile, the venue of the Event was decorated into a "Tung Wah Village" to showcase the Group's diversified, holistic and innovative services, demonstrating TWGHs' care and commitment to every generation of Hongkongers from cradle to grave. The Event aimed at raising funds for Renal Patient Assistance Fund, with singers and artistes enlivening the Dinner with their enchanting voices and spectacular performances.



香港特別行政區行政長官林鄭月娥大紫荊勳賢GBS(右六)、民政事務局局長徐英偉太平紳士(左五)、顧問局成員葉國謙議員大紫荊勳賢GBS 太平紳士(左四)、文頴怡主席(左六)、籌備委員會主席譚鎮國副主席 (右五),以及籌備委員會委員,進行亮燈儀式。

The Hon. Mrs. LAM CHENG Yuet Ngor, Carrie, GBM, GBS (right 6), The Chief Executive of Hong Kong SAR, the Hon. TSUI Ying Wai, JP (left 5), Secretary for Home Affairs, the Hon. IP Kwok Him, GBM, GBS, JP (left 4), Member of the Advisory Board, Ms. Ginny MAN (left 6), the Chairman, Mr. TAM Chun Kwok, Kazaf (right 5), Vice-Chairman cum Chairman of the Organising Committee, and Members of the Organising Committee, officiated at the Kick-off Ceremony.



著名歌手陳潔靈小姐為嘉賓獻唱多首名曲。 Renowned singer Ms. Elisa CHAN performed numerous hits for the quests at the Event.



鄭世豪先生為晚會傾力演唱。 Mr. Hoffman CHENG poured his heart and delivered a melodic singing performance.



嘉賓在走過「東華村」,除了可以認識本院 多元化的服務外,更可以感受本院逾百五載 的善業精神。

Walking past the "Tung Wah Village", the guests not only could get to know the diverse services of the Group, they could also experience the philanthropic spirit of the Group for more than one and a half centuries.



晚會的精彩表演為嘉賽帶來具視聽之娛的晚上。 Superb performances at the Event brought about an entertaining night for the guests.











東華三院150周年暨Radio-i-Care友心情網上電台 「疫」轉重新精神健康線上分享會2021

TWGHs 150th Anniversary cum Radio-i-Care "Reborn after COVID" Online Sharing Session 2021

東華三院「Radio-i-Care友心情網上電台」以視像形式,於2021年3月27日舉辦「東華三院150周年暨Radio-i-Care友心情網上電台『疫』轉重新精神健康線上分享會2021」,並邀得本院董事局成員、政府官員及各機構代表等多位嘉賓出席主持。精神科專業人士和正能量大使亦分享面對疫情的挑戰,以及香港人應如何調整心態適應,期望提升市民的精神健康。文頴怡主席更聯同主禮嘉賓精神健康諮詢委員會主席黃仁龍大紫荊勳賢SC、董事局成員、正能量大使及嘉賓,一起為「Radio-i-Care友心情網上電台」新網頁及流動應用程式主持段動儀式。

The "TWGHs 150th Anniversary cum Radio-i-Care 'Reborn after COVID' Online Sharing Session 2021" was livestreamed by TWGHs Radio-i-Care on 27 March 2021. TWGHs Board Members, government officials and representatives from various organisations were invited to support the Event. Meanwhile, mental health professionals and ambassadors were also present to share with the public some tips to acclimatise themselves to the mental challenges brought about by the pandemic, with an aim to promote mental health of the general public. Ms. Ginny MAN, the Chairman, the Hon. WONG Yan Lung, GBM, SC, the Chairman of the Advisory Committee on Mental Health, the Guest of Honour, Board Members, the mental health ambassadors and other guests officiated at the activation ceremony of TWGHs Radio-i-Care's new website and mobile application.



精神健康諮詢委員會主席黃仁龍大紫荊勳賢SC(第二排右五)、文顯怡主席(第二排右六)、社會服務委員會主任委員鄧明慧副主席(第二排左六)、董事局成員及嘉賓於分享會上合照

Group photo of the Hon. WONG Yan Lung, GBM, SC (second row, right 5), the Chairman of the Advisory Committee on Mental Health, Ms. Ginny MAN (second row, right 6), the Chairman, Ms. TANG Ming Wai, Mandy (second row, left 6), Vice-Chairman cum Chairman of the Community Services Committee, Board Members and guests at the Sharing Session



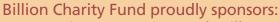
多位嘉賓在活動上分享應對疫情的心得。 Guests shared their ways to cope with the pandemic at the Sharing Session.



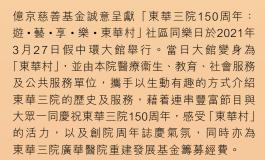


億京慈善基金誠意呈獻

「東華三院150周年:遊•藝•享•樂•東華村」社區同樂日



"TWGHs 150th Anniversary Community Day @ Tung Wah Village"



當日活動節目豐富,備有不同遊戲攤位、手作 工作坊、藝術展覽、電影放映會及主題講座。 多個節目亦於網上同步舉行,包括作為焦點活 動的音樂會及網上問答遊戲。

The "Billion Charity Fund proudly sponsors: 'TWGHs 150th Anniversary Community Day @ Tung Wah Village'" was successfully held on 27 March 2021 at Tai Kwun, Central. While Tai Kwun was turned into "Tung Wah Village", TWGHs medical and health, education, community and traditional services units joined hands to introduce the Group's history and service spectrum. As TWGHs celebrated its 150th Anniversary through an array of programmes, participants were able to experience the vitality and jubilance of Tung Wah Village while donating funds in support of TWGHs Development Funds for Kwong Wah Hospital Redevelopment Project.

The Event featured game booths, handicraft workshops, art exhibitions, movie screenings and thematic talks. Various programmes were held online, including the highlighted concert and an online quiz.



民政事務局局長徐英偉太平紳士(右五)、文頴怡主席(左五)、冠名贊助人億京慈善基金代表東華三院前任總理曾家葉先生(左四)、籌備委員會主席 晏紫總理(右四)及籌備委員會委員主持開幕儀式。

The Hon. TSUI Ying Wai, Caspar, JP (right 5), Secretary for Home Affairs, Ms. Ginny MAN (left 5), the Chairman, Mr. TSANG Ka Yip, Alec (left 4), TWGHs Former Director, representative of Billion Charity Fund, the Title Sponsor, Ms. YAN Zi (right 4), Director cum Chairman of the Organising Committee, and Members of the Organising Committee officiated at the Kick-off Ceremony.



在享受遊戲的同時,加深對本院服務的了解。 Various game booths were set up in the "Fantastic Zone" at the Event, enabling the public to get to know TWGHs















本院於「享」區舉辦電影放映會及主題講座。 Film screenings and thematic talks were held at the "Sharing Zone".



「樂」區備有不同表演,包括網上開幕前奏表演及音樂會,為同樂日注入歡樂氣氛。
The "Entertaining Zone" presented different performances, including the online prelude performance and concert, which added jubilance to the Event.





東華三院150周年員工乒乓球賽

TWGHs 150th Anniversary Staff Table Tennis Tournament



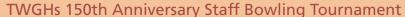
為鼓勵員工多參與康樂活動,本院於2020年10月 31日假東華三院冼次雲小學舉辦「東華三院150 周年員工乒乓球賽」。活動共進行38場賽事, 包括:男女子單打、男女子雙打及混合雙打。 頒獎典禮於比賽結束後隨即舉行,參加者無不 為爾而歸。 To provide our staff with more opportunities to participate in recreational activities, TWGHs organised the "TWGHs 150th Anniversary Staff Table Tennis Tournament" on 31 October 2020 at TWGHs Sin Chu Wan Primary School. There were 38 matches in total, including Men's and Women's Singles, Men's and Women's Doubles and Mixed Doubles. The Award Ceremony was held right after the matches. All players had a great time in the Tournament.



文頴怡主席(前排左八)與 董事局成員、高級職員及 一眾員工參與球賽。

Ms. Ginny MAN (front row, left 8), the Chairman, Board Members, senior staff and staff members joined the Tournament.

東華三院150周年員工保齡球賽





文頴恰主席(後排左十一)、人力資源委員會主任委員馬清揚副主席(後排左十二)、董事局成員及參賽隊伍於活動上合照 Group photo of Ms. Ginny MAN (back row, left 11), the Chairman, and Mr. MA Ching Yeung, Philip (back row, left 12), Vice-Chairman cum Chairman of the Human Resources Committee, Board Members and participating teams at the Tournament

曾憲備慈善基金及滙豐人壽保險(國際)有限公司,派員與董事局成員砌磋球技。

TWGHs held the "TWGHs 150th Anniversary Staff Bowling Tournament" on 14 November 2020. The staff tournament was filled with laughter and excitement, with as many as 11 teams competing for the Men's and Women's Individual and Team Championships. Meanwhile, the Bank of China (Hong Kong) Limited, Sun Life Hong Kong Limited, Ocean Park, Tseng Hin Pei Charity Fund and HSBC Life (International) Limited were invited to join friendly matches with Board Members.

東華三院150周年足球隊集訓開展儀式2020/2021暨友誼賽 TWGHs 150th Anniversary Staff Football Team Kick-off Ceremony of Practice Sessions cum Friendly Match



本院於2020年11月21日假上水馬草壟展能運動村舉辦「東華三院150周年足球隊集訓開展儀式2020/2021暨友誼賽」。本年度的東華三院足球隊陣容鼎盛,共有36名參加者。本院足球隊於集訓開展儀式後,與豐盛服務集團有限公司足球隊進行友誼賽,最終東華足球隊小勝1比0,為新球季寫下漂亮的一頁。

The Group organised the "TWGHs 150th Anniversary Staff Football Team Kick-off Ceremony of Practice Sessions cum Friendly Match" on 21 November 2020 at Community Sports in Ma Tso Lung, Sheung Shui. The Tung Wah Staff Football Team lined up as many as 36

team players this year. The Kickoff Ceremony was immediately followed by an exciting friendly match between the Team and FSE Services Group Limited. The Tung Wah Staff Football Team won the match with a final score of 1:0, making an impressive start for the new season.











東華三院150周年齊心抗疫嘉許禮

TWGHs 150th Anniversary Staff Commendation Presentation Ceremony

本院於2020年12月18日舉辦「東華三院150周年齊心抗疫嘉許禮」上,衷心表揚抗疫期間表現傑出和發揮本院慈善精神及使命的員工和團隊。只要大家上下一心,堅守服務市民的本意,東華三院定能合力跨過任何難關。



At the "TWGHs 150th Anniversary Staff Commendation Presentation Ceremony" held on 18 December 2020, staff members and teams were commended sincerely for their outstanding performance and adherence to the Group's charity spirit and mission during the antiepidemic period. At TWGHs, we can overcome any difficulties, as long as everyone stay united and committed to serving the public.

行政總監蘇祐安先生(左一)代表東華三院全體員工,致送感謝狀予文頴怡主席(右四)及董事局成員,以感謝董事局於疫情期間對員工的全力支持。 On behalf of all staff members of TWGHs, Mr. Albert Y.O. SU (left 1), Chief Executive, presented a certificate of appreciation to Ms. Ginny MAN (right 4), the Chairman, and Board Members for their wholehearted support during the pandemic.



東華三院150周年龍舟隊及足球隊周年聚會 TWGHs 150th Anniversary Staff Dragon Boat and Football Team Annual Gathering

為答謝本院龍舟隊及足球隊隊員過去一年在疫情下仍積極練習,時刻準備代表東華三院出戰各項賽事,本院於2021年2月27日於東華醫院禮堂舉辦「東華三院150周年龍舟隊及足球隊周年聚會」。活動由文頴恰主席、人力資源委員會主任委員馬清揚副主席及前任總理李曠怡先生贊助,並備有多種緊張刺激的團體合作遊戲,不但增添活動氣氛,更發揮各隊成員的團體精神,一同共度了一個愉快的下午。

文頴恰主席(後排右六)、人力資源主任委員馬清揚副主席 (後排右五)及董事局成員與本院龍舟隊及足球隊隊員 代表合照,共度一個輕鬆愉快的下午。

Ms. Ginny MAN (back row, right 6), the Chairman, and Mr. MA Ching Yeung, Philip (back row right 5), Vice-Chairman cum Chairman of the Human Resources Committee and Board Members took a group photo with the representatives of the Staff Dragon Boat Team and Football Team, and enjoyed a delightful afternoon together.

To express our gratitude to the Dragon Boat Team and Football Team for their great efforts in engaging themselves in practices and competitions throughout the year amidst the restrictions during the pandemic, "TWGHs 150th Anniversary Staff Dragon Boat and Football Team Annual Gathering" hosted by Ms. Ginny MAN, the Chairman, Mr. MA Ching Yeung, Philip, Vice-Chairman cum Chairman of the Human Resources Committee and Mr. LEE Kwong Yee, Jason Joseph, Former Director, was held on 27 February 2021 at the Assembly Hall of Tung



Wah Hospital. A wide variety of exciting games were played to push the atmosphere to the climax. Through these game activities, team spirit was fully demonstrated by all teams. In all, everyone had a delightful afternoon together.





東華三院150周年員工大抽獎 TWGHs 150th Anniversary Staff Lucky Draw

為感謝本院員工過去一年的貢獻,本院分別於2020年9月18日及2021年3月22日以網上直播形式,舉行員工大抽獎。文頴怡主席聯同董事局成員及高級職員於活動中勉勵及答謝每一位同事的努力和付出,並與員工歡欣地進行幸運大抽獎,大家樂也融融。



東華三院150周年員工終極大抽獎 TWGHs 150th Anniversary Grand Lucky Draw for all staff

In appreciation of our fellow colleagues for their contribution over the year, the Group held staff lucky draws on 18 September 2020 and 22 March 2021 in the form of livestreaming. Ms. Ginny MAN, the Chairman, Board Members and Senior Staff expressed their gratitude to every staff member for their hard work and diligence at the events, and conducted the lucky draw sessions in a joyful manner.



東華三院150周年員工大抽獎 TWGHs 150th Anniversary Staff Lucky Draw



東華三院150周年院慶宣傳項目 TWGHs 150th Anniversary Celebratory Branding Campaign



本院於年內推出一系列150周年院慶的宣傳項 目,廣激市民大眾與我們見證這個重要里程。 藝術無遠弗屆,亦是連繫社群與促進彼此交流的 世界共通的語言。在本院慶這難忘時刻,我們 特意邀請年輕藝術家何博欣(Vivian HO)以其生動 細膩的畫風,設計一幅名為「行善•行更遠」的 周年誌慶插畫,插畫共有151位男女老幼(包括手 抱嬰孩),在「東華村莊」內歡顏地生活,接受 本院全面且適切的服務。本院期望籍著此周年 插畫,以輕鬆「貼地」的方式讓大家加深認識 本院的多元服務,尤其照顧到大眾在人生不同 階段有關生、老、病、死的服務,從而為本院 建立更鮮明和年輕化的機構形象。

This year, the Group rolled out a series of branding campaigns in celebration of its 150th Anniversary, inviting the public to witness this significant milestone. Art is a medium that transcends boundaries and embodies a universal language by connecting the community and fostering communication. On this unforgettable occasion, the Group specifically partnered with renowned young artist Vivian HO in designing an Anniversary Key Visual titled "For Charity, We Go Beyond" using her vivid yet meticulous art style. The illustration encapsulates 151 men and women in different ages (including the baby being held) enjoying life in the "Tung Wah Village" as they receive a wide range of services they need in different stages of their lives from cradle to grave. A more distinctive and energetic corporate image of TWGHs was presented via this Key Visual.

東北龍 15%

行器·行见越

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東華三院150周年誌慶專屬網站 TWGHs 150th Anniversary Mini-site



東華三院150周年誌慶插畫 TWGHs 150th Anniversary Key Visual



東華三院150周年誌慶紀錄片 TWGHs 150th Anniversary Documentary



東華三院150周年誌慶宣傳片 TWGHs 150th Anniversary Video



東華三院150周年誌 慶海報 TWGHs 150th **Anniversary Poster**



東華三院150周年誌慶1:76巴士 模型 TWGHs 150th Anniversary 1:76 Bus





東華三院150周年誌慶

Anniversary Souvenirs

TWGHs 150th

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東華三院150周年誌慶紅白酒及啤酒 TWGHs 150th Anniversary Wines and Beers



150周年院慶 150th Anniversary



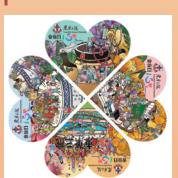


除此,我們以周年誌慶插畫內的各生動活潑的元 素,靈活地採用於本年度東華三院不同的宣傳項 目上,當中涵蓋線上與線下跨媒體宣傳推廣,包 括周年誌慶動畫、周年網頁、周年宣傳短片、網 上遊戲、社交媒體宣傳、報章專訪、巴士站及港 鐵站多媒體廣告等,在疫情下仍可與廣大市民 聯繫及共渡150周年院慶。東華三院的院慶宣傳 項目分別在「2020 Galaxy大獎」及「2020/2021 MERCURY卓越大獎」囊括10多項與企業推廣及 宣傳相關的殊榮,包括榮膺「公共關係:認知活 動」金獎及「推廣/市場行銷:認知活動」銀獎 等,佳績令人鼓舞。

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東華三院150周年誌慶動畫



TWGHs 150th Anniversary Animated Video

In addition, we vividly incorporated the vibrant elements in the Key Visual into different online and offline promotional projects, including the 150th Anniversary Animated Video, the Anniversary Mini-site, the Anniversary themed promotional video, digital games, social media advertising, feature interviews for print media, multimedia advertising at bus stops and MTR stations, to interact with the public and celebrate the Anniversary in an interactive manner during the pandemic. TWGHs 150th Anniversary branding campaign was bestowed more than 10 accolades from the "2020 Galaxy Awards" and the "2020/2021 MERCURY Excellence Awards", including a Gold Award for "Public Relations: Awareness Campaign" and a Silver Award for "Promotion/Marketing: Awareness Campaigns" respectively.







東華三院150周年誌慶線上遊戲 TWGHs 150th Anniversary Digital games

東華三院賣旗日2020紙旗 TWGHs Flag Day 2020 Stickers

> 東華三院賣旗日2020 WhatsApp貼圖 TWGHs Flag Day 2020 WhatsApp Stickers





巴士及港鐵站多媒體廣告 Multimedia advertising at bus stops and MTR stations



網上媒體宣傳 Online Media Advertising



報章媒體訪問 Print Media Feature Article



戶外廣告牌廣告 Billboard advertising



東華三院院車車身宣傳 TWGHs pool car promotion