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同心同德 慈善籌款
FUND-RAISING AND RESOURCE UTILISATION

籌募活動不僅是東華三院機構的善款來源，更是將社區支持轉化為實際服務的重要橋樑。本院深知籌款在實現其使命中的關鍵作用，致力於在醫療及衞生、教育、社會服務等多個領域為有需要的人提供全面服務。

籌募活動除了募集資金，更能促進社區參與，提高公眾對弱勢社群面對困境的認識，並為個人和企業創造積極貢獻社會的平台。東華三院相信，這種團結一致的精神能夠增加志願服務、促進合作夥伴關係，為有需要的人建立更強大的支持網絡。

此外，東華三院的籌募活動承諾對外透明。通過確保各項籌款活動相關的直接開支由董事局和冠名贊助人贊助，東華三院承諾公眾捐款全數用於提供服務。這種做法獲得捐助者的信任，因為他們越來越關注自己的捐款如何被使用。

東華三院採用多種籌款活動，以迎合不同受眾並擴大影響力。這些活動包括傳統方法如直接郵寄募捐和電視籌款，以及現代方式如社交媒體宣傳及網上平台募捐。

Fund-raising of TWGHs is not merely a financial necessity for the Group, it represents a vital conduit through which community support transforms into tangible services for the underprivileged. TWGHs recognises the crucial role fund-raising plays in fulfilling its mission, which is to provide comprehensive services to those in need across various sectors, including medical and health, education, community services, etc.

Fund-raising activities serve several purposes beyond just collecting fund. They foster community engagement, build public awareness about the difficulties faced by the underprivileged, and create a platform for individuals and corporations to contribute positively to society. TWGHs believes that this sense of unity can lead to increased volunteerism, partnerships, and a more robust support network for those in need.

Besides, TWGHs is committed to being transparent about its fund-raising approach. By ensuring that all direct expenses associated with fund-raising events are sponsored by the Board of Directors and Title Sponsors, TWGHs guarantees that the donations received from the public are utilised entirely for service provision. This practice builds trust among donors, who are increasingly concerned about how their contributions are utilised.

TWGHs employs a variety of fund-raising activities to cater to different sector of audiences and maximise outreach. These activities can range from traditional methods like direct mail campaigns and telethons to modern approaches such as social media campaigns and online donation platform.

2023/2024 年度主要籌募活動
Major Fund-raising Events in 2023/2024

主要籌募活動 Major Fund-raising Activities	活動目的與受益群組 Event Purpose and Beneficiary Group	參與團體 / 企業 / 個別人士數量 Number of Participating Groups/ Enterprises/ Individuals	義工參與人數 Number of Volunteer Participants	籌得善款 (以港幣千元計) Donation Raised (in HKD, Thousands)
歡樂滿東華 2023 Tung Wah Charity Gala 2023 • 觀瀾湖高爾夫球慈善大賽 Charity Golf Tournament at Mission Hills Golf Club • 社會服務單位義賣活動 Charity Sales at TWGHs Community Services Units • 義載籌款 Charity Rides • 「愛東華 • 捐診金」中醫籌款日 Charity Chinese Medicine Consultation Day • 屋邨屋苑籌款比賽及其他籌款活動 Public and Private Housing Estates Fund-raising Competitions and Related Fund-raising Activities • 慈善晚會 TV Show	為東華三院醫療衞生、教育及社會福利服務籌募拓展經費 To support the development of TWGHs medical and health, education and community services	3,312 單位 3,312 units	9,611 名義工 9,611 volunteers	130,889
信善紫闕玄觀 · 信善恩惠慈善基金誠意呈獻 :「愛心滿東華」免費醫療服務捐助計劃暨慈善晚會 Shun Shin Chee Kit Yin Koon · Shun Shin Kindness Foundation proudly sponsors: TWGHs Free Medical Services Donation Scheme cum Charity Dinner Show	為東華三院免費醫療服務籌募經費 To raise funds for TWGHs' provision of free medical services	865 單位 865 units	-	16,113
東華三院賣旗日 2023 TWGHs Flag Day 2023	籌募社會福利及教育服務經費 To support social welfare and education services	116 單位 116 units	12,424 名義工 12,424 volunteers	7,543
包玉星基金誠意呈獻 : 東華三院 153 周年慈善晚宴 · 夢幻花庭園 Chi-Li Pao Foundation proudly presents: TWGHs 153rd Charity Dinner • Luminous Garden	為「東華三院廣華醫院重建發展基金」籌募經費 To raise funds for the "TWGHs Development Fund of Kwong Wah Hospital Redevelopment Project"	229 單位 229 units	-	5,705
何文法紀念基金呈獻 : 東華三院慈善粵劇晚會 Ho Man Fat Memorial Foundation presents: TWGHs Charity Cantonese Opera	為「東華三院檔案及歷史文化基金」籌募經費 To raise funds for the "TWGHs Heritage Fund"	429 單位 429 units	-	4,646

主要籌募活動 Major Fund-raising Activities	活動目的與受益群組 Event Purpose and Beneficiary Group	參與團體 / 企業 / 個別人士數量 Number of Participating Groups/ Enterprises/ Individuals	義工參與人數 Number of Volunteer Participants	籌得善款 (以港幣千元計) Donation Raised (in HKD, Thousands)
東華三院慈善遊園音樂祭 TWGHs Charity Fun Day and Music Show	為「資助東華三院學生藝術及音樂教育」籌募經費 To support TWGHs students' arts and music education	346 單位 346 units	-	4,283
旭日集團全力贊助 : 東華三院慈善粵劇專場《蝴蝶夫人》 Glorious Sun Group proudly sponsors: TWGHs Charity Cantonese Opera Show Madame Butterfly	為成立東華三院護老者支援中心籌募經費 To raise funds for the establishment of the TWGHs carers support centre for the elderly	378 單位 378 units	-	3,827
大華國際 (集團) 有限公司 誠意呈獻 : 東華三院 · 金銀業貿易場 · 中國香港保齡球總會 慈善保齡球大賽 Dah Hwa International (Holdings) Limited proudly sponsors: TWGHs • CGSE • HKCTBC Charity Bowling Tournament	為東華三院兒童住宿服務成長發展基金籌募經費 To support TWGHs Development Fund for Children of Residential Child Care Services	103 單位 103 units	-	3,139
東華三院呈獻 : 阮兆輝演藝 70 樂今宵 Tung Wah Group of Hospitals presents: Yuen Siu-fai 70th Anniversary Show	為東華三院「癌症診斷及治療助醫計劃」籌募經費 To support the "Patient Assistance Scheme for Cancer Diagnosis and Treatment"	1,475 單位 1,475 units	-	2,980
東華三院慈善獎券 TWGHs Charity Raffle	為東華三院各項病人助醫計劃籌募經費 To support various TWGHs Patient Assistance Schemes	27 單位 27 units	-	2,200

籌款道德操守

東華三院深明籌款道德操守的重要性，以及在運作中貫徹環境、社會和管治原則的必要。它不僅關乎為東華三院運作提供財政支持，更反映了誠信、價值觀和負責任的資源管理。透過維護透明度、問責制和負責任的財務實踐，本院能夠在捐助者、合作夥伴和持份者之間建立信任和信心。透過分享對籌款道德操守的承諾，藉此展現本院對負責任財務管理的堅定承諾，以及對創造可持續且具影響力未來的信念。

東華三院恪守籌募工作的道德操守，遵循以法律、法規及機構管治守則為框架，參考社會福利署制定的《慈善籌款良好實務指引》及廉政公署推出的《防貪指南—慈善機構及籌款活動的管理》等文件而訂定的指引和原則。藉著嚴格遵守有關指引，東華三院確保其籌募工作不會違反道德操守。

本院的機構管治守則載有職業守則，為全體職員工作準則及道德指標，亦為本院籌募活動訂下嚴謹的道德規範，當中包括避免和申報利益衝突、誠信和公正、責任和問責及資料保密等方面的操守要求。藉東華三院全體職員遵從有關守則，以維護東華三院的聲譽，維持善長及廣大市民對東華三院的信任，並加強籌募活動的道德操守，確保每分善款均有效地及負責任地用於改善服務受惠者的生活。

Fund-raising Ethics

TWGHs recognises the importance of fund-raising ethics and the integration of environmental, social, and governance principles throughout its operations. Fund-raising ethics is not only about financial support to TWGHs operations, it also reflects integrity, values, and responsible resource management. By upholding transparency, accountability, and responsible financial practices, the Group builds trust and confidence among its donors, partners, and stakeholders. By sharing the Group's commitment to fund-raising ethics, the aim is to demonstrate the Group's unwavering dedication to responsible financial management and passion for creating a sustainable and impactful future.

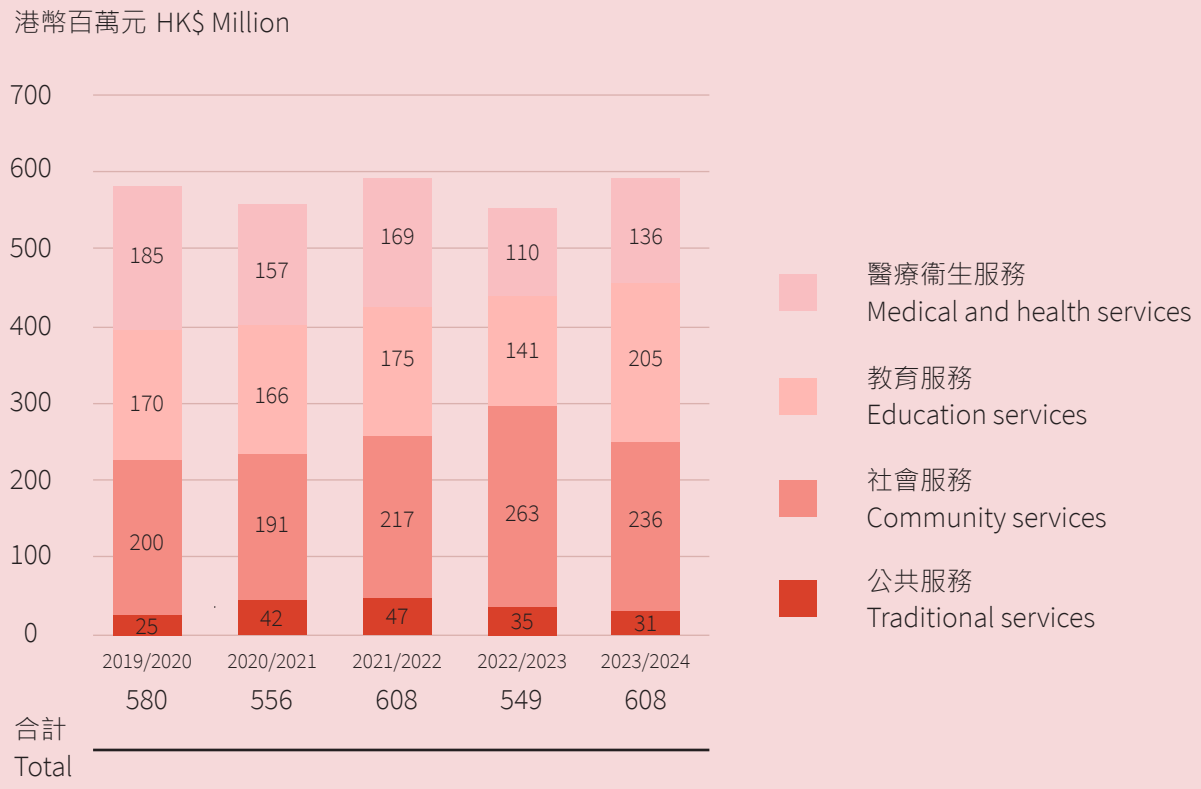
TWGHs upholds a strong commitment to fund-raising ethics practices and adheres to a set of robust guidelines and principles which guided by a comprehensive framework of laws, regulations, and governance practices, such as Good Practice Guide on Charitable Fund-raising from Social Welfare Department, Corruption Prevention Guide for Management of Charities, Donation and Fund-Raising Activities from Independent Commission Against Corruption. By strictly following these guidelines, TWGHs safeguards its fund-raising efforts against any potential ethical concerns.

The Group's Code of Ethics set out in the Code of Corporate Governance serves as the guiding principles and moral compass to its employees, instilling a strong sense of ethical conduct in its daily fund-raising activities. It outlines the expected ethical standards of avoidance and declaration of conflict of interest, integrity and impartiality, responsibility and accountability, confidentiality of information, etc. and also a commitment to the values and mission of TWGHs. By following this code, TWGHs' employees uphold the organisation's reputation and maintain the trust of its donors and the wider community. It reinforces the importance of conducting fund-raising activities in an ethical manner, ensuring that every dollar raised is used effectively and responsibly to make a positive impact on the lives of those it serves.

我們的資源運用

東華三院將所有公眾捐款全數用於服務項目 2023/2024 董事局募捐的現金捐款達到港幣 4.388 億元，較上一年度的港幣 4.28 億元有所增長。結合內部資金，如營運收入及利息 / 投資收入，總計港幣 6.08 億元（較去年的港幣 5.49 億元增加）已分配用於支持醫療衞生（包括醫院）、教育、社會及公共服務。2023/24 年度年報中詳列了捐助者名單及財務重點。

Our Utilisation of Resources

TWGHs continues to uphold its dedicated practice of utilising the entirety of public donations for its service projects. The total cash donations raised by the 2023/2024 Board of Directors amounted to HK$438.8 million (compared to HK$428 million in the previous year). In combination with funding derived from internal resources, such as operating income and interest/investment income, a total of HK$608 million (compared to HK$549 million in the previous year) was allocated to support various sectors including medical and health (including hospitals), education, community, and traditional services. The 2023/24 Annual Report contains the donor list and financial highlights for reference.

善款及本院資源在各主要服務發展項目的分配
Allocation of Donation Income and Internal Resources to Major Service Development Projects