以心相連
Connecting Hearts



東華三院得以穩步發展，乃建基於本院與各機構和團體的緊密聯繫，包括政府及社會各界，同心同力服務社群，並廣獲市民大眾的鼎力支持。本院將會持續開拓服務領域，竭力推廣企業品牌，接觸社會各階層，積極加強與持份者建立的長久關係。

The steady development of TWGHs is attributable to its effective collaboration with various organisations and parties, including the Government and various sectors with a shared goal of serving the community, and to the ardent support from the public. As we continue to expand the scope of our services and promote our corporate brand among different community groups, we also strive to strengthen the long-standing relationship with our stakeholders.

東華三院企業品牌推廣活動

東華三院「連結善心惠社群」傳媒午宴 2024

本院於 2024 年 8 月 26 日舉行「連結善心惠社群」傳媒午宴，邀得 25 位傳媒友好及董事局成員和管理層等，相互交流。傳媒友好可藉此了解本院最新服務重點及發展，以及東華醫院禮堂歷史文物和本院歷史。東華三院主席鄧明慧女士於席間介紹今年賣旗日的主題，呼籲傳媒友好及社會大眾踴躍支持，攜手傳揚本院的關愛精神。

TWGHs Corporate Branding Campaign

TWGHs Media Luncheon 2024

The TWGHs Media Luncheon 2024, held on 26 August 2024 under the theme of "connecting philanthropists for the benefit of the community", was attended by about 25 acquaintances from the media as well as Board Members and senior management of the Group, as it facilitated constructive exchanges among attendees. Our media friends learnt about the latest service highlights and developments of TWGHs, as well as the historical relics and history of the Assembly Hall of Tung Wah Hospital and the Group. Meanwhile, Ms. TANG Ming Wai, Mandy, Chairman of TWGHs, introduced the theme of this year's flag day at the Luncheon, where she also appealed to the media and the broader public to support and spread the goodwill together.



本院主席鄧明慧女士（前排左四）、董事局成員與行政總監蘇祐安先生（後排右一）於傳媒午宴上，呼籲市民支持「東華三院賣旗日」。
At the Luncheon, Ms. TANG Ming Wai, Mandy (front row, left 4), the Chairman, Board Members and Mr. SU Yau On, Albert (back row, right 1), Chief Executive of TWGHs, called on the public to support "TWGHs Flag Day".



本院主席鄧明慧女士於傳媒午宴上簡介本院多項服務的最新發展。
Ms. TANG Ming Wai, Mandy, the Chairman, introduced at the Media Luncheon the latest development of the Group in its diverse services.

賣旗日創新意念 籲市民一同「扭出善心」

本年度，東華三院再度夥拍本地藝術家PureHay，以「扭出善心」為主題，為賣旗日活動設計一套4款紙旗，結合「扭蛋」元素及動漫繪畫風格，展示轄下的醫療、教育、社會、歷史文化保育及公共服務，並傳遞東華三院154年來，服務範疇多元創新，不斷為市民生活帶來突破及喜悅，同時希望市民繼續支持東華三院，一起享受行善的樂趣。

本院亦善用線上、線下渠道，透過社交媒體遊戲及宣傳、報章專訪、港鐵站及大型商場多媒體廣告、宣傳短片及紀念品等不同平台及方法，吸引更多市民關注及支持，為東華三院賣旗日籌款活動注入持續發展的元素。是次宣傳短片於宣傳期間在46個港鐵站的140個廣告面板、4個知名商場的大型電視牆，以及社交媒體平台上播放，吸引超過1,000萬人次收看。



一套4款結合「扭蛋」元素及動漫繪畫風格的紙旗，以型格手法介紹東華三院多元化服務，深受市民歡迎。
As a perfect blend of "toy capsule" elements and the anime style featuring the Group's diversified services in a stylish approach, the set of 4 paper flags was well received by the public.

Innovative Idea for Flag Day Calls on Citizens to "Dispense the Kindness" Together

This year, TWGHs partnered again with local artist PureHay in the design of a set of 4 paper flags under the theme of "Dispense the kindness", which introduced the Group's medical and health, education, community, historical and cultural preservation and traditional services in a stylish approach. TWGHs Flag Day conveys the message of the service diversity and innovation of the Group in its 154 years of long history, through a perfect blend of "toy capsule" elements and the anime style. As the Group continues to bring joy to all walks of lives, and encourages the public to enjoy the pleasure of doing good causes, it will not stop promoting its charity cause to serve and benefit the public.

The Group also made use of both online and offline channels, including social media games, social media marketing, feature interviews on newspapers, multimedia advertising at MTR stations and shopping malls, promotional videos, and souvenirs, to underscore the prominence of TWGHs Flag Day, for garnering wider support from the public and thus driving the sustainable development of TWGHs Flag Day fund-raising campaign. The campaign video was broadcast among 140 panels at 46 MTR stations, on the mega TV walls of 4 well-known malls, and on social media platforms. Together these attracted as many as 10 million views during the campaign.



本院主席鄧明慧女士(左)及行政總監蘇祐安先生(右)一同接受媒體訪問，呼籲市民支持東華三院賣旗日。
Ms. TANG Ming Wai, Mandy (left), the Chairman, and Mr. SU Yau On, Albert (right), Chief Executive of TWGHs, gave a press interview and appealed for public support for the TWGHs Flag Day.

本院採用不同的媒體平台宣傳賣旗日，吸引更多市民認識東華三院。
TWGHs promoted the TWGHs Flag Day via different media platforms to make TWGHs even more widely recognised.





宣傳短片
Animated video



東華三院賣旗日
TWGHs Flag Day



社交媒體小遊戲及宣傳
Online social media games and advertising



WhatsApp 貼圖
WhatsApp stickers



網上小遊戲紀念品
Online game souvenirs



港鐵站及大型商場多媒體廣告
Multimedia advertising at MTR stations and shopping malls



報章專訪
Media feature interviews

善用各種媒體 積極推廣東華三院的多元化服務

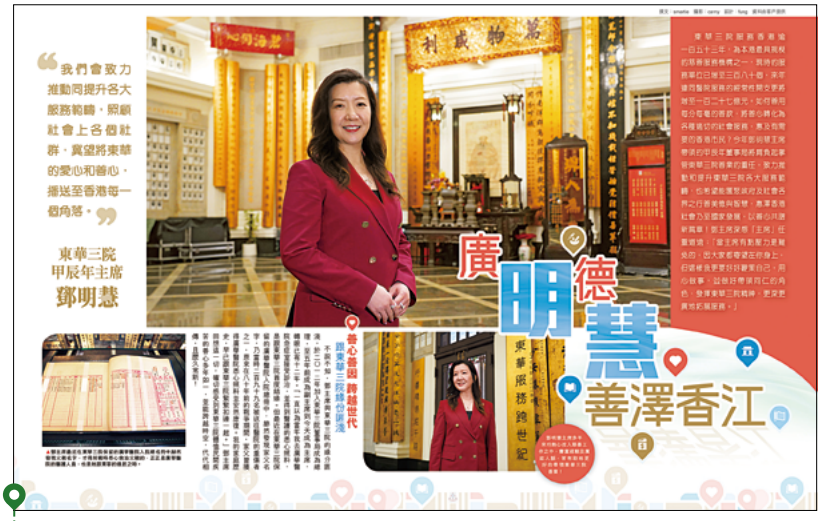
東華三院通過不同傳媒及渠道，向公眾介紹及推廣年內的最新發展，包括醫療衞生、教育、社會、歷史文化保育、公共服務、籌募活動等範疇。東華三院本年度亦透過專訪、報章雜誌報導，以及定期的資訊專欄，以各種宣傳形式，多角度闡述本院的現代化服務，加強與不同年齡及層面的市民接觸。當中，主席就以下主題接受了多家傳媒的專題訪問：

- 東華三院董事局訪京拜訪中央國家機構；
- 東華三院兩代甲辰年主席專訪；
- 東華三院油麻地天后誕；
- 東華三院賣旗日 2024；
- 東華三院傳媒午宴；
- 東華三院公共服務的創新及優化；及
- 東華三院學全人教育。

Promoting TWGHs Diversified Services through Dynamic Media Publicity Initiatives

Capitalising on multiple media platforms and channels, TWGHs has always remained at the forefront of its promotion campaigns, as it strives to introduce to the public the up-to-date developments in the areas of medical and health, education, community, historical and cultural heritage, traditional services, and fund-raising activities. Thanks to a myriad of media coverages, including thematic media feature interviews, feature articles in newspapers and magazines, regular themed columns in selected media and more, TWGHs is successful in popularising its contemporary services from various perspectives among people of all ages and from all walks of life. Below are some of the feature interviews given by the Chairman in different topics:

- TWGHs Annual Board of Directors' Visit to Beijing;
- Exclusive Interview of Two Generations of TWGHs Chairmen;
- TWGHs Tin Hau Fest! Yaumatei;
- TWGHs Flag Day 2024;
- TWGHs Media Luncheon;
- Innovation and Optimisation of TWGHs Traditional Services; and
- TWGHs All-round Education.



東周刊
East Week



香港 01
HK01



星島日報
Sing Tao Daily



東方日報
Oriental Daily News

悉心製作企業刊物及宣傳片與各界保持交流

為提高本院運作的透明度，並與各界保持聯繫，東華三院每年悉心製作內容豐富精彩的機構刊物及宣傳片，讓不同持份者認識東華三院的工作和成果，以及了解本院的最新動向。

本院每年均會更新企業宣傳片，以影像、聲音導航向市民簡介本院最新發展。企業宣傳片設有廣東話、普通話及英語版本，同時備有詳盡、簡潔及精華版，照顧不同語言人士之餘，更方便於不同場合播放。

Quality Corporate Publications and Videos to Connect with Different Sectors

To enhance the transparency of the Group's operations and stay in touch with different sectors, TWGHs produces quality and attractive corporate publications and videos every year, enabling stakeholders to know more about our efforts and achievements and to be updated on our latest developments.

The TWGHs corporate video is also updated annually, introducing to the public the Group's new initiatives with vivid images and voice navigation. To serve users who speak different languages and multiple purposes on different occasions, the video is available in Cantonese, Putonghua and English, and in full, medium-length and highlighted versions.





(左起)《東華三院機構簡介 2024/2025》及《東華通訊 2024/2025》
(From left) *TWGHs Corporate Brochure 2024/2025* and *Tung Wah News 2024/2025*



東華三院企業宣傳片向市民簡介東華三院的最新發展。
TWGHs Corporate Video introduces TWGHs new initiatives to the public.

與機構持份者建立關係

加強與持份者包括政府部門及外界團體的聯繫

為深化交流及探討東華三院在中西醫療、教育及社會服務方面的近況與未來發展計劃，董事局成員於 2024 年 6 月組成訪問團前赴北京，與中央政府官員進行年度官式會面。期間，董事局成員拜會了中共中央港澳工作辦公室、國家中醫藥管理局、國家衛生健康委員會、國家教育部及國家民政部，並參觀了清華大學及清華大學附屬中學、中國共產黨歷史展覽館。透過與中共中央港澳工作辦公室五局副局長趙旭東先生、國家衛生健康委員會及國家中醫藥管理局副局長黃璐琦先生、國家教育部港澳台辦公室副主任舒剛波先生、國家民政部副部長唐承沛先生，以及清華大學附屬中學黨委書記曹海翔先生、校長方妍女士等部門領導及學校代表深入交流，訪京團就各範疇分別展開廣泛探討，成果豐碩。

董事局先後與立法會議員、民政及青年事務局、教育局、勞工及福利局、房屋局、懲教署、醫院管理局及香港生產力促進局會面，就本港醫療衛生服務、教育、青年發展、安老及扶貧等議題深入探討，加強聯繫以應對社會未來發展。

董事局亦與中央人民政府駐香港特別行政區聯絡辦公室協調部、教育科技部及社會工作部官員會面，深化內地與香港各領域合作與交流。

Relationship Building with the Group's Stakeholders

Strengthening Communication with Stakeholders Including Government Bureaux and External Associates

In June 2024, to deepen exchange and explore the latest development and future plans for TWGHs' Chinese and Western medicine, education, and community services, the Board embarked on its annual group visit to Beijing, where the Delegation met with Central Government Officials. During the visit, Board Members paid courtesy calls to the Hong Kong and Macao Work Office of the CPC Central Committee, the National Administration of Traditional Chinese Medicine, the National Health Commission, the Ministry of Education, and the Ministry of Civil Affairs. The Board also visited Tsinghua University, Tsinghua University High School, and the Museum of the Communist Party of China. Through in-depth communication with leading officials and school representatives, including Mr. ZHAO Xudong, Deputy Director-General of the Fifth Bureau of the Hong Kong and Macao Work Office of the CPC Central Committee, Mr. HUANG Luqi, Deputy Director-General of the National Health Commission and the National Administration of Traditional Chinese Medicine, Mr. SHU Gangbo, Deputy Director of the Office of Hong Kong, Macao and Taiwan Affairs of the Ministry of Education, Mr. TANG Chengpei, Deputy Minister of the Ministry of Civil Affairs, Mr. CAO Haixiang, Secretary of Party Committee of Tsinghua University High School, and Ms. FANG Yan, Principal of Tsinghua University High School, the Delegation held fruitful discussions across various fields.

The Board met and talked with members of the Legislative Council, the Home and Youth Affairs Bureau, the Education Bureau, the Labour and Welfare Bureau, the Housing Bureau, the Correctional Services Department, the Hospital Authority and Hong Kong Productivity Council. These intensive discussions focused on healthcare services, education, youth development, elderly care, and poverty alleviation in Hong Kong, with a view to strengthening ties to address future community developments.

The Board also arranged meetings with the Coordination Department, the Department of Educational, Scientific and Technological Affairs, and the Department of Social Affairs of the Liaison Office of the Central People's Government in the HKSAR, enhancing cooperation and exchanges between the Mainland and Hong Kong across multiple spectrums.

董事局訪京之旅
Beijing Tour of the Board of Directors



中共中央港澳工作辦公室五局副局長趙旭東先生 (前排右六) 與訪京團成員合照
Group photo of Mr. ZHAO Xudong (front row, right 6), Deputy Director-General of the Fifth Bureau of the Hong Kong and Macao Work Office of the CPC Central Committee, and members of the Delegation



國家衛生健康委員會及國家中醫藥管理局副局長黃璐琦先生 (前排左六) 與訪京團成員合照
Group photo of Mr. HUANG Luqi (front row, left 6), Deputy Director-General of the National Health Commission and the National Administration of Traditional Chinese Medicine, and members of the Delegation



國家教育部港澳台辦公室副主任舒剛波先生 (前排左六) 與訪京團成員合照
Group photo of Mr. SHU Gangbo (front row, left 6), Deputy Director of the Office of Hong Kong, Macao and Taiwan Affairs of the Ministry of Education, and members of the Delegation



國家民政部副部長唐承沛先生 (前排右六) 與訪京團成員合照
Group photo of Mr. TANG Chengpei (front row, right 6), Deputy Minister of the Ministry of Civil Affairs, and members of the Delegation



清華大學附屬中學黨委書記曹海翔先生 (第二排左六)、校長方妍女士 (第二排左八) 接待參訪團，並就兩地辦學經驗作交流及討論。
Mr. CAO Haixiang (second row, left 6), Secretary of Party Committee of Tsinghua University High School, and Ms. FANG Yan (second row, left 8), Principal of Tsinghua University High School, welcomed the Delegation and exchanged views on the educational practices and school management experiences of the 2 cities.

與中央人民政府駐香港特別行政區聯絡辦公室會面
Meetings with the Liaison Office of the Central People's Government in the HKSAR



與中聯辦協調部副部長陳澤濤先生(前排左四)及有關官員交流會面
Meeting with Mr. CHEN Zetao (front row, left 4), Deputy Director-General of the Coordination Department of the Liaison Office of the Central People's Government in the HKSAR, and relevant officials



與中聯辦社會工作部副部長周和先生(前排左六)及有關官員交流會面
Meeting with Mr. ZHOU He (front row, left 6), Vice Director of the Department of Social Affairs of the Liaison Office of the Central People's Government in the HKSAR, and relevant Officials

董事局與政府部門交流會面
Meetings with Government Bureaux and Departments



參加立法會主席梁君彥大紫荊勳賢 GBS 太平紳士(第一排右九)與六大慈善機構進行的茶聚
Attending the tea reception hosted by the Hon. LEUNG Kwan Yuen, Andrew, GBM, GBS, JP (first row, right 9), President of the Legislative Council, for 6 charitable organisations



民政及青年事務局局長麥美娟 SBS 太平紳士(前排右七)、常任秘書長林雪麗太平紳士(前排左六)、副局長梁宏正 BBS 太平紳士(前排右五)、民政事務總署署長張趙凱渝太平紳士(前排左四)及民政事務總署助理署長黃詠慈太平紳士(前排右三)
The Hon. MAK Mei Kuen, Alice, SBS, JP (front row, right 7), Secretary for Home and Youth Affairs, Ms. LAM Shuet Lai, Shirley, JP (front row, left 6), Permanent Secretary for Home and Youth Affairs, Mr. LEUNG Wang Ching, Clarence, BBS, JP (front row, right 5), Under Secretary for Home and Youth Affairs, Mrs. CHEUNG CHIU Hoi Yue, Alice, JP (front row, left 4), Director of Home Affairs, and Ms. WONG Wing Chee, Chelsea, JP (front row, right 3), Assistant Director of the Home Affairs Department



教育局局長蔡若蓮博士太平紳士 (前排右五)
Dr. the Hon. CHOI Yuk Lin, JP (front row, right 5), Secretary for Education



勞工及福利局局長孫玉菡太平紳士 (右二)
The Hon. SUN Yuk Han, Chris, JP (right 2), Secretary for Labour and Welfare



房屋局局長何永賢太平紳士 (前排左三)
The Hon. Winnie HO, JP (front row, left 3), Secretary for Housing



醫院管理局主席范鴻齡 SBS 太平紳士 (右二) 及醫院管理局行政總裁高拔陞醫生太平紳士 (右一)
Mr. FAN Hung Ling, Henry, SBS, JP (right 2), Chairman of the Hospital Authority (HA), and Dr. KO Pat Sing, Tony, JP (right 1), Chief Executive of the HA





懲教署署長黃國興先生 CSDSM (左圖前排左六及右圖右)
Mr. WONG Kwok Hing, CSDSM (left photo, front row, left 6 and right photo, right), Commissioner of Correctional Services

與東華三院顧問局交流
Communication with the TWGHs Advisory Board



親善
Rapport



勞工及福利局局長孫玉菡太平紳士（前排右四）、勞工及福利局常任秘書長劉焱太平紳士（前排右三）與時任社會福利署署長李佩詩太平紳士（前排右二）於 2024 年 7 月 12 日到訪土瓜灣社區客廳。

The Hon. SUN Yuk Han, Chris, JP (front row, right 4), Secretary for Labour and Welfare, Ms. LAU Yim, Alice, JP (front row, right 3), Permanent Secretary for Labour and Welfare, and Miss LEE Pui Sze, Charmaine, JP (front row, right 2), the then Director of Social Welfare, visited the To Kwa Wan Community Living Room on 12 July 2024.



立法會陳紹雄議員太平紳士（右三）及林筱魯議員 SBS 太平紳士（右二）於 2024 年 9 月 16 日到訪由發展局成立及東華三院負責營運的地理空間實驗室。

The Hon. CHAN Siu Hung, JP (right 3) and the Hon. LAM Siu Lo, Andrew, SBS, JP (right 2), Legislative Council Members, visited the Geospatial Lab, which was established by the Development Bureau and is currently operated by TWGHs, on 16 September 2024.



勞工及福利局局長孫玉菡太平紳士（左一）於 2024 年 10 月 26 日到訪小欖綜合康復服務大樓。

The Hon. SUN Yuk Han, Chris, JP (left 1), Secretary for Labour and Welfare, visited Siu Lam Integrated Rehabilitation Services Complex on 26 October 2024.



環境及生態局常任秘書長（環境）謝小華太平紳士（左三）及香港電燈有限公司董事總經理鄭祖瀛先生（右三）於 2024 年 12 月 20 日到訪東華三院方樹泉社會服務大樓。

Ms. TSE Siu Wa, Janice, JP (left 3), Permanent Secretary for Environment and Ecology (Environment), and Mr. CHENG Cho Ying, Francis (right 3), Managing Director of The Hongkong Electric Co., Ltd., visited TWGHs Fong Shu Chuen Social Service Building on 20 December 2024.

維繫歷屆董事局成員的網絡

為了讓歷屆董事局成員及現任成員保持聯繫，本院於 2024 年 4 月 26 日舉行東華三院歷屆總理聯誼會第 213 次聯歡午宴。

Maintaining Good Networking with Former and Current Boards

With the aim of strengthening the connection and networking among former and current Board Members, the 213th Reunion Luncheon of The Association of Past and Present Directors of TWGHs was held on 26 April 2024.



本院主席鄧明慧女士（第一排右七）聯同董事局成員與歷屆主席及總理於東華三院歷屆總理聯誼會第 213 次聯歡午宴上合照

Group photo of Ms. TANG Ming Wai, Mandy (first row, right 7), the Chairman, alongside Board Members, as well as former Chairmen and Directors at the 213th Reunion Luncheon of The Association of Past and Present Directors of TWGHs