

組織

籌募科在董事局的指引及支持下負責執行籌款及相關的公關工作。

主要工作

東華三院是本港歷史最悠久及規模最龐大的慈善機構，每年都需要舉辦多項籌款活動及募捐計劃以籌募龐大的經費，實踐服務社會的承諾。

東華年內舉辦以下多項不同形式的籌款活動以尋求各界善長的捐助：

Organization

The Fund-raising Division assumes the fund-raising and related public relations functions under the direction and support of the Board of Directors.

Major Tasks

Being the oldest and largest welfare organization in the community, Tung Wah needs to organize a number of fund-raising events and appeal campaigns each year to raise the required colossal amount of funds to fulfill Tung Wah's pledges in serving the community.

In the past year, Tung Wah organized various kinds of fund-raising events to reach different categories of donors as follows:

活動名稱、舉行日期及地點 Event Name, Date & Venue	主禮嘉賓 Guest of Honour	籌備委員會 Organizing Committee	活動摘要 Description
慈善粵劇晚會 Charity Cantonese Opera 27/6/2005 香港文化中心大劇院 Grand Theatre, Hong Kong Cultural Centre	屋宇署署長鄺滿海太平紳士 Mr. Marco WU, JP, Director of Buildings	聯席主席： 梁定宇副主席 陳姚麗妮總理 譚錦球總理 委員：黃光苗總理 陳仲尼總理 Co-Chairmen: Mr. Billy LEUNG Mrs. Lily CHEN Mr. TAM Kam Kau Members: Mr. WONG Kwong Miu Mr. Rock CHEN	由鳴芝聲劇團台柱蓋鳴暉小姐及吳美英小姐擔綱演出《紫釵記》，獲得廣大粵劇迷鼎力支持。 The performance was staged by the Ming Chee Sing Chinese Opera Troupe with Ms. Joyce KOI and Ms. May NG heading the cast. It was well received by Cantonese opera fans.
售旗日籌款活動 Flag Day 13/7/2005 全港各區 Local territory	—	—	本院學校及服務單位約七千名學生及義工在全港各區進行售旗工作，屬下醫院及社會服務單位亦設立售旗攤位協助募捐。 About 7,000 students from Tung Wah's schools and volunteers were enlisted to participate in the flag-selling activities all over the territory. Flag-selling counters were also set up at Tung Wah's hospitals and community services centres.
東華校友慈善基金 Tung Wah Alumni Charity Fund	—	—	本院成立是項基金籲請東華屬校畢業生及社會人士捐助，為清貧學生提供經濟援助，以及向貧病者提供免費醫療服務。本院邀得校友李彩華小姐及伍周美蓮太平紳士出任推廣大使，並於愛心滿東華慈善晚會舉行成立儀式。 Alumni of Tung Wah and well-wishers were appealed for donation in support of the financial assistance for the underprivileged students and Tung Wah's free medical services for the needy. Ms. Rain LI and Mrs. Pauline NG, JP, Alumnae of Tung Wah, participated as Promotional Ambassadors. The setting-up ceremony was held at the Free Medical Services Donation Scheme Charity Dinner Show.

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<p>愛心滿東華免費醫療服務捐助計劃 Free Medical Services Donation Scheme 2/9/2005 香港會議展覽中心 會議廳 Convention Hall, Hong Kong Convention & Exhibition Centre</p>	<p>東華三院歷屆主席會 主席暨東華顧問李東海博士GBS太平紳士 Dr. Leo LEE, GBS, JP, Chairman of the Association of Chairmen of TWGHS cum Member of Tung Wah Advisory Board</p>	<p>聯席主席： 馬清鏗副主席 邱英祥總理 委員：吳明珍總理 陳文綺慧總理 Co-Chairmen: Mr. Patrick MA Mr. Wayne YOW Members: Ms. Jenny NG Mrs. Viola CHAN</p>	<p>捐助計劃由本院及雷霆881商業一台合辦。本院除郵寄呼籲函和透過電台募捐外，亦於葵芳新都會廣場舉行義賣同樂日，以廣集善款。壓軸項目愛心滿東華慈善晚會邀得「東華愛心之星」Twins及「東華愛心大使」關智斌先生、梁洛施小姐及Boy'z表演助興。本院並於屬下東華醫院、廣華醫院及東華東院所立的善長金榜上銘誌贊助人芳名，以彰盛德。 The scheme was co-organized by the Commercial Radio I. In addition to letter and radio appeal, a charity sale at Metroplaza in Kwai Fong was held to boost the donation income. During the finale Charity Dinner Show, singing performances were rendered by Tung Wah Caring Star Twins, as well as Tung Wah Caring Ambassadors Mr. Kenny KWAN, Ms. Isabella LEONG and Boy'z. As a gesture of appreciation for the patrons' generous support, Tung Wah had inscribed their names on the Donation Acknowledgement Plaques in Tung Wah Hospital, Kwong Wah Hospital and Tung Wah Eastern Hospital.</p>
<p>齊心扶弱在東華 Join Hands with Tung Wah for the Underprivileged 8/10/2005 香港迪士尼樂園酒店 白雪公主廳 Snow White Ballroom, Hong Kong Disneyland Hotel</p>	<p>教育統籌局局長李國章教授GBS太平紳士 Prof. Arthur LI, GBS, JP, Secretary for Education & Manpower</p>	<p>聯席主席： 李三元副主席 蔡加敏總理 陳婉華總理 陳姚麗妮總理 周蕙蕙總理 Co-Chairmen: Dr. John LEE Ms. Carmen CHOI Ms. Eva CHAN Mrs. Lily CHEN Ms. Violet CHOW</p>	<p>活動旨在籌募社會服務經費幫助弱勢社群，邀得陳奕迅先生出任扶弱大使，並於十月八日舉行扶弱夢成真迪士尼之旅開展儀式，善長雁同部分受助人士於儀式後暢遊香港迪士尼樂園。活動並獲雷霆881商業一台全力支持。 This event was held to raise funds for Tung Wah's provision of various community services for the underprivileged. Mr. Eason CHAN was present as the Ambassador of the event. A kick-off ceremony was held on 8 October and a visit to the Hongkong Disneyland by well-wishers and some beneficiaries was arranged after the ceremony. The event was fully supported by Commercial Radio I.</p>
<p>歡樂滿東華觀瀾湖慈善高爾夫球大賽 Tung Wah Charity Gala - Charity Golf Tournament at Mission Hills Golf Club 14-15/10/2005 深圳觀瀾湖高爾夫球會 Mission Hills Golf Club in Shenzhen</p>	<p>—</p>	<p>聯席主席： 張佐華總理 吳維新總理 陳婉華總理 委員：黃光苗總理 陳光華總理 Co-Chairmen: Mr. Charles CHANG Mr. William NG Ms. Eva CHAN Members: Mr. WONG Kwong Miu Mr. Jimmy CHAN</p>	<p>活動由本院與觀瀾湖高爾夫球會合辦及由電視廣播有限公司協辦。超過一百九十名善長、社會知名人士及演藝紅星前赴深圳進行一連兩日的高爾夫球比賽，角逐多個隊際及個人獎項。 The event was co-organized by the Mission Hills Golf Club with the assistance of the Television Broadcasts Ltd. Over 190 players including donors, social celebrities and artistes took part in the individual and team competitions held for 2 days in Shenzhen.</p>
<p>世界心臟日 心臟健康嘉年華 World Heart Day Health Heart Carnival 23/10/2005 跑馬地馬場 Happy Valley Racecourse</p>	<p>—</p>	<p>主席：王定一主席 委員：劉金國副主席 王家龍副主席 馬清鏗副主席 Chairman: Mr. Eddie WANG Members: Mr. Andy LAU Mr. Peter ONG Mr. Patrick MA</p>	<p>活動由本院及香港心臟專科學院合辦。心臟健康嘉年華節目內容包括王定一繪畫比賽、「輝瑞科研製藥」環球健步行、花式跳繩表演、心臟健康檢查及攤位遊戲。 The event was co-organized by the Hong Kong College of Cardiology. The programmes of the carnival included Eddie Wang Drawing Competition, "Pfizer Corporation" Global Embrace, rope skipping performances, health check-up and game booths.</p>
<p>萬眾一心耀東華 Charity Variety Show 29/10/2005 電視廣播城 TVB City</p>	<p>社會福利署署長鄧國威太平紳士 Mr. Paul TANG, JP, Director of Social Welfare</p>	<p>聯席主席： 王家龍副主席 陳仲尼總理 委員：蔡加敏總理 周蕙蕙總理 關本安總理 Co-Chairmen: Mr. Peter ONG Mr. Rock CHEN Members: Ms. Carmen CHOI Ms. Violet CHOW Ms. Adah KWAN</p>	<p>晚會由電視廣播有限公司協同製作。節目內容包括歌星聯同本院學生及善長的歌唱、舞蹈表演及樂器演奏。 The event was produced by the Television Broadcasts Ltd. The programmes included singing, dancing and musical instrument performances by popular singers, Tung Wah's students and donors.</p>

活動名稱、舉行日期及地點 Event Name, Date & Venue	主禮嘉賓 Guest of Honour	籌備委員會 Organizing Committee	活動摘要 Description
歡樂滿東華－ 認識中醫藥慈善健步行 Tung Wah Charity Gala - Charity Walkathon 6/11/2005 絲雲山邨中央遊樂場至黃大仙彩輝 邨 Tsz Wan Shan Estate Central Playground towards Choi Fai Estate at Wong Tai Sin	衛生署副署長梁挺雄 醫生太平紳士 Dr. LEUNG Ting Hung, JP, Deputy Director of Health	聯席主席： 吳明珍總理 譚錦球總理 委員：吳維新總理 陳文綺慧總理 黃光苗總理 關本安總理 Co-Chairmen: Ms. Jenny NG Mr. TAM Kam Kau Members: Mr. William NG Mrs. Viola CHAN Mr. WONG Kwong Miu Ms. Adah KWAN	活動由電視廣播有限公司協辦，超過三千名市民參與。在約六公里的步行路程中，大會除在沿途放置中草藥資訊卡外，並舉行認識中醫藥有獎問答比賽及配對遊戲，以加強市民對中醫藥的認識。 The event was assisted by the Television Broadcasts Ltd. with over 3,000 citizens participating in the walk. To inculcate the participants with the knowledge of Chinese medicine, there were an introduction of herbs along the route, a Chinese medicine quiz and a herb-matching game.
慈善首映晚會 Charity Film Premiere 14/11/2005 香港會議展覽中心演講廳 Theatre, Hong Kong Convention & Exhibition Centre	—	聯席主席： 邱英祥總理 陳姚麗妮總理 委員：梁定宇副主席 張佐華總理 陳光華總理 Co-Chairmen: Mr. Wayne YOW Mrs. Lily CHEN Members: Mr. Billy LEUNG Mr. Charles CHANG Mr. Jimmy CHAN	雅柏電影有限公司及環球控股集團提供名片《殺破狼》作慈善首映，並捐出該公司所得首日公映的收益支持本院善業。 The film "SPL" was provided by ABBA Movies Company Ltd. and Universal Holdings Group Ltd. for charity premiere. The companies also donated their income share of the first day of public release.
歡樂滿東華慈善網球大賽 Tung Wah Charity Gala - Charity Tennis Tournament 20/11/2005 紀利華木球會 Craigengower Cricket Club	2004年奧運網球女子 雙打冠軍李婷小姐及 孫甜甜小姐 Ms. Li Ting and Ms. SUN Tiantian, Gold Medalists of 2004 Olympics Tennis Women's Doubles	聯席主席： 吳維新總理 陳仲尼總理 委員：李三元副主席 周蕙蕙總理 Co-Chairmen: Mr. William NG Mr. Rock CHEN Members: Dr. John LEE Ms. Violet CHOW	活動由本院與紀利華木球會合辦及由電視廣播有限公司協辦。多位善長、政府長官及社會知名人士組成二十三支雙打隊伍參與七項盃賽爭奪殊榮。本院更邀得兩位主禮嘉賓分別夥拍張學友先生及陳奕迅先生作名人盃賽。 The event was co-organized by the Craigengower Cricket Club with the assistance of the Television Broadcasts Ltd.. There were 7 tournaments joined by 23 doubles from donors, Government officials and social celebrities. The 2 Guests of Honour, Mr. Jacky CHEUNG and Mr. Eason CHAN were invited to participate in the Celebrity Cup Tournament.
歡樂滿東華慈善晚會 Tung Wah Charity Gala - TV Show 10/12/2005 電視廣播城 TVB City	民政事務局局長何志 平太平紳士 Dr. Patrick HO, JP, Secretary for Home Affairs	主席：王定一主席 委員：劉金國副主席 王家龍副主席 馬清鏗副主席 Chairman: Mr. Eddie WANG Members: Mr. Andy LAU Mr. Peter ONG Mr. Patrick MA	活動由本院與電視廣播有限公司合辦，為本院最大型的籌款活動。連串募捐活動包括慈善高爾夫球大賽、慈善健步行、慈善網球大賽、本院屬下社會服務單位義賣、屋邨屋苑籌款比賽、小巴的士義載、流動捐款站等。壓軸慈善晚會由翡翠台現場直播，節目長達七個多小時，是本港電視史上最長壽的籌款節目，邀得多位歌影視紅星及粵劇名伶參與演出，籌得善款超過八千一百萬元，創下新紀錄。 The event was co-organized by the Television Broadcasts Ltd. It is the largest fund-raising event organized by Tung Wah. A series of activities were organized, including Charity Golf Tournament, Charity Walkathon, Charity Tennis Tournament, Charity Sale at Tung Wah's Community Services Centres, Public and Private Housing Estates Fund-raising Competitions, Charity Rides on Taxis and Public Light Buses, Mobile Donation Centres, etc. The finale TV show, the most long-lasting local TV fund-raising programme, was live telecast on TVB Jade for over 7 hours with the participation of many artistes. A record-breaking amount of over \$81M was raised.
慈善粵劇晚會《西樓錯夢》 Charity Cantonese Opera - Dream of the West Chamber 10/1/2006 香港演藝學院歌劇院 Lyric Theatre, The Hong Kong Academy for Performing Arts	—	聯席主席： 陳文綺慧總理 陳婉華總理 周蕙蕙總理 委員：吳明珍總理 邱英祥總理 Co-Chairmen: Mrs. Viola CHAN Ms. Eva CHAN Ms. Violet CHOW Members: Ms. Jenny NG Mr. Wayne YOW	本院獲任白慈善基金會提供由雛鳳鳴劇團演出的《西樓錯夢》其中一場作慈善演出，獲得廣大粵劇迷鼎力支持。 Yam Pak Charitable Foundation provided one of the performances staged by Chor Fung Ming Chinese Opera Troupe for Tung Wah to raise funds. It was well received by Cantonese opera fans.

活動名稱、舉行日期及地點 Event Name, Date & Venue	主禮嘉賓 Guest of Honour	籌備委員會 Organizing Committee	活動摘要 Description
東華三院慈善之夜 Tung Wah Charity Night 13/1/2006 香港四季酒店 Four Seasons Hotel Hong Kong	香港特別行政區行政 長官曾蔭權先生GBM The Hon. Donald TSANG, GBM, Chief Executive of HKSAR	聯席主席： 劉金國副主席 李三元副主席 張佐華總理 委員：譚錦球總理 Co-Chairmen: Mr. Andy LAU Dr. John LEE Mr. Charles CHANG Member: Mr. TAM Kam Kau	晚會內容包括晚宴、時裝表演（由大華皮革貿易有限公司贊助）、歌唱表演及幸運抽獎等。當晚衣香鬢影，星光燦爛，場面非常熱鬧。大會邀得電視廣播有限公司藝員廖碧兒小姐及吳卓義先生獻唱，令晚會生色不少。 The event programme included dinner, fashion show (sponsored by Dah Hwa Leather & Trading Co. Ltd.), singing performance and lucky draw. The event was graced by many Government officials, donors and social celebrities. The singing performance by Ms. Bernice Jan LIU and Mr. Ron NG of Television Broadcasts Ltd. added much luster to the occasion.
東華愛心競技同樂日 Charity Games Challenge 22/1/2006 電視廣播城 TVB City	醫院管理局前行政總 裁黃譚智媛醫生太平 紳士 Dr. Vivian TAAM WONG, JP, Former Chief Executive of Hospital Authority	聯席主席： 蔡加敏總理 王家龍副主席 委員：梁定宇副主席 陳光華總理 關本安總理 Co-Chairmen: Ms. Carmen CHOI Mr. Peter ONG Members: Mr. Billy LEUNG Mr. Jimmy CHAN Ms. Adah KWAN	活動由電視廣播有限公司協助製作。十六支贊助人隊伍夥拍紅星參與別開生面的競技遊戲，角逐多個獎項。 The event was produced by the Television Broadcasts Ltd.. 16 patron teams joined by artistes participated in athletic games to compete for various awards.
慈善獎券 Charity Raffle 9/3/2006 東華醫院禮堂 Assembly Hall, Tung Wah Hospital	—	—	透過本院屬下服務單位及各大工商機構協助勸銷慈善獎券。抽獎儀式由本院女董事局成員、董事局成員夫人及香港小姐主持。 The raffle tickets were sold at Tung Wah's service centres and large corporations. The raffle was drawn by Tung Wah's lady Board Members, wives of Board Members and Miss Hong Kong.

除以上活動外，本院年內亦進行多項募捐呼籲，包括董事局就職典禮花籃代金呼籲、呼籲小冊子募捐計劃、「一善長一單位」捐助社會服務計劃、「點滴贈醫滙愛心」月捐計劃、東華善業捐助計劃、醫療儀器捐助計劃及東華心意義賣等，積極尋求工商機構及普羅大眾的支持。

在過去一年，本院獲得善長和多個團體及工商機構包括中銀信用卡（國際）有限公司、瑪貝爾鑽飾有限公司、龍飛制作有限公司、健康國際有限公司、王賢誌先生、修身堂、Neway卡拉OK、培力（香港）健康產品有限公司等惠予支持，將其舉辦的特別活動收益慨捐本院或與本院合作推出捐助計劃，為本院增添善款超過一百七十萬元。

此外，本院蒙多位善長訂立平安紙於辭世後將遺產惠贈本院，並將其名下物業轉贈予本院作慈善用途。

In addition to the above events, a number of appeal campaigns, including Appeal for Donations in lieu of Floral Gifts for the Inauguration of the Board, Appeal Brochure Project, One Donor One Centre - Join Hands for Community Services Donation Scheme, Helping the Needy Patients Monthly Donation Scheme, Patrons of Tung Wah Services Donation Scheme, Medical Equipment Donation Scheme and Charity Sale of Tung Wah Well Wishes Card, etc., were launched during the year to strenuously solicit support from corporations and the general public.

In the past year, Tung Wah received zealous support from various donors, organizations and corporations including BOC Credit Card (International) Ltd., MaBelle Jewellery Co. Ltd., Super Talent International Ltd., Healthy International Ltd., Mr. Vinci WONG, Sau San Tong, Neway Karaoke Box Ltd., PuraPharm International (Hong Kong) Ltd., etc. which kindly donated income of their special events to Tung Wah or launched joint fund-raising projects with Tung Wah. The total donations amounted to over \$1.7 million.

Besides, some donors prepared their testaments to donate their bequests and assign their properties to Tung Wah for charity use.

承蒙已故前任總理董之英先生的夫人董張有映女士於二〇〇〇年慨捐五千萬元予本院醫療服務，其後又訂立平安紙囑咐將所有資產遺贈東華作慈善用途。董夫人不幸於二〇〇五年底仙逝，本院正辦理申領有關遺產的法律手續。董夫人遺愛人間、慈善為懷的精神實在令人萬分敬佩。

為讓更多善款直接用於發展服務，惠及更多有需要的市民，本院職員的薪酬支出並不是從籌募活動的善款收入扣除，而是由東華營產租金收入支付的。因此善長的捐款在扣除活動的直接開支後是全數撥充東華善業的。

有關二〇〇五至〇六年度各項籌款活動的收入統計詳列於下頁。

Madam TUNG CHANG Yaw In, wife of the late former Board Member Mr. TUNG Chee Ying, kindly donated \$50 million in 2000 for Tung Wah's medical services and she had subsequently made a will to bequeath her entire asset to Tung Wah for charitable purpose. Unfortunately, Madam Tung passed away at the end of 2005. Tung Wah is undergoing legal procedures to acquire her estate. The kindness and philanthropy of Madam Tung is highly appreciated.

To maximize the use of donations to benefit more needy people, wages of Tung Wah staff are not deducted from donations of fund-raising activities but are covered by the rental income of Tung Wah's properties. All donation income is used for Tung Wah's services upon deducting the direct expenditure of individual fund-raising events.

The funds raised from various events held in 2005/06 are shown in the donation summary on the following page.