



Michelle Leung  
梁丽慈

SHKP Volunteer Team Chief Leader  
新地义工Team力量总领袖

20 SHKP Volunteer Team Chief Leader Michelle Leung  
Staying true and passionate in serving the community for 15 years

初心不改 服务社群15年  
新地义工Team力量总领袖梁丽慈

For 15 years, the SHKP Volunteer Team has organized or participated in about 1,000 activities, clocking in around 1.1million hours of service. SHKP Volunteer Team Chief Leader Michelle Leung says that what is more important than these numbers is the Team remaining true to its original mission when it was established. The smiles of recipients and the friendships nurtured are impossible to quantify. The Team’s ABC caring spirit – (A) Association to work as a team; (B) Belief in Building Homes with Heart; and (C) a Commitment to serve the community and reach out to those in need – is all in an effort to build a harmonious Hong Kong.

**Initiated by management, Building Homes with Heart**

Caring for both the physical and emotional needs of the underprivileged, the major initiatives of the SHKP Volunteer Team focus on: ‘nurturing youth’, ‘helping the elderly’, ‘helping people with disabilities’ and ‘building homes’. The first three involve visits and long-term plans while the fourth calls upon the professional skills of the Team to provide repairs and basic refurbishment services.

The establishment of the SHKP Volunteer Team was inspired by the Group’s Building Homes with Heart culture. Group Chairman Raymond Kwok believes that while monetary donations are important, one-on-one caring and helping are irreplaceable, and

from that mindset the Team was born 15 years ago. From only a few hundred members at its establishment in 2003 to today’s 2,600, the Team has grown rapidly over the past decade thanks to the management’s support and the company’s unique advantages. Michelle says, “The Group provides resources for the Team and allows staff to take part in services during office hours. The Group’s strong connections throughout the community built over many years have helped bolster the Team’s volunteer work.”

**Cultivating with heart, collaborating to make Hong Kong a better home**

The Team was established to apply the Group’s positive energy in order to give back to the

community. “We are called the ‘SHKP Volunteer Team’. Because ‘Team’ also means ‘more’ in Chinese, it is hoped that apart from the support of management and staff, our families, friends and even residents will also join our volunteer work.” Michelle also points out that the SHKP Volunteer Team not only collaborates with government departments and sizeable charity organizations, it also develops different plans with small charity organizations as well. “We are very willing to work with charity organizations that are less well known to serve those who are often neglected by society,” she adds.

The Team's volunteer work with various charity organizations happens all year round with them acting as co-organizer and service provider, seldom serving as sole organizer. Michelle says, "To each their own. Government departments and charity organizations specialize in planning services, that's why we are happy to be 'supporters' and contribute those services we do best. This collaborative spirit is ideal for volunteer work." However, she emphasizes that they take a proactive approach when understanding the needs of the community as well as charity recipients so that they can provide the most suitable services. On every visit, Team members will find out if they are actually meeting recipients' needs — such as the suitability of the gifts they distribute — and make adjustments in the future where necessary.

### Boosted by happiness, galvanizing volunteer commitments

The Group offers three-year warranties on new flats in the belief that buyers' trust is earned through the commitment of building long-term relationships. The SHKP Volunteer Team serves the community with the same conviction because volunteer work also takes a lot of time and effort to bear fruit. Michelle recalls, "The Team took part in a three-year mentorship programme organized by the Child Development Fund in which we partnered with the Tung Wah Group of Hospitals to provide companionship to children in Tin Shui Wai as part of their personal development. This programme only required the mentors and mentees to keep in contact, but we insisted on meeting up in person and taking part in different kinds of activities every month.

This helped us nurture a deep friendship and mutual trust with the children." She also remembers the experience of pairing up with a primary six boy to assist with his personal growth. Time flies and the little boy is now a year-three university student, but their friendship has endured. Michelle adds, "Volunteering promotes the notion of 'life influencing life', and provides the kind of satisfaction and happiness you can only get when giving is the greatest reward!"

Michelle jokingly adds that the volunteer team's "survival" and continuous growth over the past 15 years are purely the result of "happiness". She says, "Recently we had a wall painting activity in a school for children with severe intellectual disabilities. I arrived just a little late but the teammates had all but finished the painting. I would have wanted to contribute more! Were we not happy, we would not have worked so hard and cherished every single opportunity." Moreover, she thinks that the positive energy generated from volunteering cannot be ignored. "There was a time when the Team carried out some planting work at a nursing home for a more than 1,115-square metre (12,000-square-foot) garden. On a later visit, we found that the garden was much more beautiful than before. It turned out that the seniors at the nursing home had done a great deal of the planting in the garden themselves. Things get better when volunteers and recipients make an effort together."

### Putting words into action, passing on the spirit of volunteering

Michelle is particularly impressed by SHKP



The Team distributes festive gift bags across the community  
义工队每逢节日也会到社区派发福袋

colleagues who strove to breakthrough old boundaries for charity. She says, "Some volunteers were a bit introverted and did not know how to break the ice at first. But practice makes perfect. Through training and continuous practice, they became more calm and independent, and they even set themselves higher goals. I am so pleased to witness their growth!"

A healthy team needs to have good succession planning. In addition to getting colleagues' children involved in volunteer services, the SHKP Volunteer Team has also set up a "Sunshine Team" to provide a "second echelon" of volunteers. Colleagues' children as well as young recipients are encouraged to join the Sunshine Team to promote the idea of "helping people help themselves" as well as passing on the mission of volunteering. Michelle adds, "Volunteering is not an activity but a spirit and a life attitude. No matter who you are, you can be a volunteer as long as you have the will to help others." She singled out Nana Chan, the recipient she knew from the redevelopment project at the Shek Kip Mei Estate. Nana Chan was 81 years old at the time and the SHKP volunteers provided a basic refurbishment of her flat. Influenced by the Team, she has since joined us as a volunteer. Michelle continues, "Nana Chan is almost 100 years old this year. Besides visiting with us, every day she delivers meals from the Centre to her neighbour who has difficulty with mobility. As simple as her help is, Nana Chan cares for others with a passion. This is essentially the volunteering spirit of 'helping people help others' that we hope to inspire and pass on."



Through different types of volunteer work, the Team channels multiple efforts to show care for various segments of society  
透过不同类型的义工服务，义工队结合社会各界力量，一起发挥关爱精神



新地义工队成立15周年，筹办或参与接近1,000个活动，服务时数约110万。新地义工队总领袖梁丽慈表示，这些数字并非焦点，最重要是背后那份“ABC”义工精神：Association（同心协力，团结一致）；Belief（贯彻“以心建家、服务社群”信念）；Commitment（承担社会责任，愿意付出爱心和时间，一起推动“互助互爱”的香港）。看见受助人满意的笑容、与他们建立的友情等，都是无法量化，这亦是新地义工队成立的“初心”。

**管理层倡议 以心回馈社会**

新地义工队的服务范畴大致可分为四方面，“青苗”、“扶老”、“伤健”和“建家”，前三者是通过一些探访活动

或长期计划，关怀年轻人、长者和伤健人士。至于“建家”方面，则运用集团建筑及物管上的专长，为受助人提供维修和简单的装修服务之余，更送上精神上的关怀。

新地义工队可说是孕育于集团“以心建家”的企业文化。集团主席郭炳联认为，捐钱固然重要，但金钱代替不了亲身的关怀和帮助，于是在15年前决定成立新地义工队。新地义工队从2003年成立只有数百人，到今天已超过2,600人，十多年内能够茁壮成长，梁丽慈坦言得力于管理层的支持和公司先天的优势：“集团除为义工队提供资源外，同事若需要办公时间参与服务，公司多乐于『开绿灯』，这令同事更无后顾之忧。

此外，集团多年来在社会上建立的地区网络，有助义工队扩展服务层面，达到事半功倍之效。”

**深耕细作 群策群力服务社群**

设立义工队，是希望汇聚集团的正能量回馈社会。“我们的名称‘新地义工Team力量’，Team除指自己的团队外，亦取其谐音‘添’的意思。希望除了管理层、员工支持外，更伸延至家人、朋友、以至新地住户一同参与，增添义工力量。”她指出新地义工队不仅与政府和大型慈善机构合作，也与小型慈善机构开展不同计划：“我们乐意与知名度相对低的慈善团体合作，因为他们服务的对象，往往是被社会忽略的群体。”

“ The smiles of recipients and the friendships nurtured are impossible to quantify. The Team’s ABC caring spirit - (A) Association to work as a team; (B) Belief in Building Homes with Heart; and (C) a Commitment to serve the community and reach out to those in need - is all in an effort to build a harmonious Hong Kong.

最重要是背后那份“ABC”义工精神：Association（同心协力，团结一致）；Belief（贯彻“以心建家、服务社群”信念）；Commitment（承担社会责任，愿意付出爱心和时间，一起推动“互助互爱”的香港）。

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As the SHKP Volunteer Team Chief Leader, Michelle continually takes part in different volunteer work as often as time allows 梁丽慈作为义工队总领袖，她坚持身体力行，只要时间许可，都会参加不同的义工服务



SHKP Volunteer Team actively participates in various volunteering events  
新地义工队积极参与不同义工活动



义工队可谓全年无休，与不同的社福机构筹组各种类型义工计划时，他们很少成为活动的主办者，大部分时间充当协办者和提供服务的角色，原来这都是刻意定位的：“所谓各按其职，各展所长，政府和各慈善机构在服务筹划上一定比我们专业，所以我们乐于成为一个‘支持者’，贡献我们的专长，这种协作精神才最有效发挥义工的力量。”但梁丽慈强调，义工队也不是被动的，我们会主动及积极了解社区及受助者的需要，以提供一些适时、适切的服务。每次参与义务工作，成员都会主动了解受助人的需要，简单如节日派送“福袋”，他们在探访时，也会了解那些礼物是否适用，并在下次活动调整。

#### 快乐满足感 茁壮行义服务

集团会为新楼业主提供三年保修，因为信任，源于一份愿意建立长远关系的承诺。新地义工队也怀著相同的信念服务社群，因为做义工和兴建楼宇一样，要花心思、要付出时间，才能有好成果。“记得义工队参加了‘儿童发展基金’，联合东华三院陪伴天水围的小孩子成长，那是一个为期三年的师友向导计划。计划本来要求师友间在配对后自行联络，但我们坚持每个月见面及安排

不同类别的活动。因此，大家建立了一份既互信又深厚的友谊。”她回想当时被安排陪伴一位六年级的小男孩成长，转眼现在他已是位大学三年级学生，关系依然像朋友般真挚：“义工彰显‘以生命影响生命’，在付出过程中得到满足感和快乐，就是最大的回报！”

梁丽慈笑言，义工队这15年来不仅能“生存”下来，还持续壮大，完全是因为“快乐”二字：“较早的时候，我们到一所特殊学校画壁画，我才不过迟到了一会儿，大家都几乎画完了，我还‘抱怨’为什么不多留一点空位给我呢！要是不快乐，我们也不会这么卖力，也不会如此珍惜每一次服务的机会。”此外，她觉得义工产生的正能量不容忽视：“记得义工队曾替一所养老院院内面积1,115平方多米（12,000多平方呎）的园林重新进行绿化，完工后再探访，竟发现较当初更加美丽，原来长者们自己栽种不少植物放在园圃里。不止我们付出，受助者也付出，令事情变得更美好。”

#### 身体力行 传承义工精神

梁丽慈特别欣赏新地同事为了行善，努力突破自己的界限：“有部分义工个性

比较内敛，最初不知如何打开话题。通过义工培训及不断的‘实战’，他们都变得愈来愈淡定，自我要求愈来愈高，更能独当一面。见到他们的成长，真令我感到十分欣慰呢！”

一支健康的团队，需要建立传承的制度，所以除鼓励员工带子女参与义工活动外，新地义工队亦特别设立“阳光小组”，为义工力量建立“第二梯队”。“阳光小组”除邀请同事的子女外，亦鼓励年轻的受助人加入，发挥助人自助精神，并将义工使命承传下去。“义工不是一项活动，而是一份精神，一种生活态度。无论你的条件如何，只要有愿意帮助别人的心，你就是一位义工。”梁丽慈特别提到一位受助人陈婆婆，认识她源于在石硤尾村重建计划，那时她已经81岁，她接受到新地义工的协助，为住宅提供基本装修，令她得以安居。她受到义工队的感染，也加入成为义工一分子！“今年陈婆婆已年近百岁，她除了跟我们一起探访外，她每天都会从中心送饭给一位行动不便的邻居，虽看似是简单的服务，但陈婆婆以热心去照顾及关怀别人，这正是我们希望推动的‘受助、助人’理念，让义工精神得以薪火相传。”