

Sending love and care to young and old

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Putting the Building Homes with Heart philosophy into practice, the Group serves the community by spreading love and care to people in need. For example, proceeds from the 2017 SHKP Vertical Run for Charity – Race to Hong Kong ICC and Sun Hung Kai Properties Hong Kong Cyclothon were given to designated beneficiaries. Chinese New Year festive events for seniors as well have again been organized as part of the Group's community care initiative.

Sports for charity

SHKP Vertical Run for Charity – Race to Hong Kong ICC and Sun Hung Kai Properties Hong Kong Cyclothon continue to support the Group's idea of engaging in sports for a good cause. Proceeds from the Race to Hong Kong ICC went to charity without any deductions, while part of the race proceeds from the Sun Hung Kai Properties Hong Kong Cyclothon went to the needy. Including extra contributions from the Group, total donations from the two events amounted to HK\$8.68 million in 2017, which were distributed to The Community Chest of Hong Kong, the Hong Kong Council of Social Service, and the Boys' & Girls' Clubs Association of Hong Kong for child and youth services.



Group Chairman & Managing Director Raymond Kwok (front, fifth left), Executive Directors Adam Kwok (front, fourth left), Christopher Kwok (front, fifth right) and Allen Fung (front, second right) present to representatives of beneficiary organizations donations from the SHKP Vertical Run for Charity – Race to Hong Kong ICC and Sun Hung Kai Properties Hong Kong Cyclothon

集团主席兼董事总经理郭炳联（前排左五）、执行董事郭基焯（前排左四）、郭基泓（前排右五）及冯玉麟（前排右二）将“新地公益垂直跑—勇闯香港ICC”及“新鸿基地产香港单车节”的善款交予受惠机构代表



Group Executive Director Adam Kwok (front, fifth right), Secretary for Labour and Welfare Law Chi-kwong (front, fifth left), and over 100 Group volunteers welcome the seniors at the Chinese New Year Poon Choi luncheon

集团执行董事郭基焯（前排右五）及劳工及福利局局长罗致光（前排左五），联同集团过百名义工招待长者享用新春盆菜宴

Building Homes with Heart Caring Initiative – Chinese New Year Poon Choi luncheons

The Group worked with the Social Welfare Department and other community organizations to host Building Homes with Heart Caring Initiative – Chinese New Year Poon Choi luncheons for the eighth straight year. About 1,700 seniors living in Central and the Western district, the Islands and Yau Tsim Mong district took part at Noah's Ark and returned home

with goodie bags of useful items. Some of the seniors put on a variety show, singing and dancing, playing djembe, hand chimes or other musical instruments while guests and the other seniors truly enjoyed the day.

Additionally, Group volunteers brought with them goodie bags when visiting seniors at homes to spread some festive joy. More than 7,000 goodie bags were distributed this year.

集团秉持“以心建家”的信念服务社群，为社会上有需要的人士送上关怀。2017年“新地公益垂直跑—勇闯香港ICC”和“新鸿基地产香港单车节”活动所得善款已经转交受惠机构。另一方面，集团于新春期间继续传递关爱到社区，为长者举办节庆活动送暖。

运动行善

“新地公益垂直跑—勇闯香港ICC”和“新鸿基地产香港单车节”继续贯彻集团的运动行善精神。“勇闯香港ICC”不扣除活动成本，收益全数拨捐慈善用途，而“新鸿基地产香港单车节”则拨出部份报名费作慈善用途。连同集团额外捐款，两项活动于2017年度的善款总数为868万港元。有关善款已拨捐香港公益金、香港社会服务联会及香港小童群益会，用作儿童及青少年服务。

“以心建家送暖行动”新春盆菜宴

集团连续第八年与社会福利署及地区社福机构合作，为长者举办“以心建家送暖行动 满堂吉庆贺新禧”盆菜宴。今年共招待来自中西区、离岛区及油尖旺区约1,700位长者，在挪亚方舟享用盆菜，并送上丰富实用的爱心福袋，以表关怀。部份长者更参与综艺表演，载歌载舞，并以非洲鼓及手钟等乐器作表演，与嘉宾们共渡愉快周日。

此外，集团义工队更进行家访，为长者送上爱心福袋，让他们感受节庆欢乐。今年派发的爱心福袋超过7,000个。