

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
集團主席兼董事總經理郭炳聯（前排左五）、執行董事郭基輝（前排左四）、郭基泓（前排右五）及馮玉麟（前排右二）將「新地公益垂直跑-勇闖香港ICC」及「新鴻基地產香港單車節」的善款交予受惠機構代表



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
集團執行董事郭基輝（前排右五）及勞工及福利局局長羅致光（前排左五），聯同集團過百名義工招待長者享用新春盆菜宴

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.

集團秉持「以心建家」的信念服務社群，為社會上有需要的人士送上關懷。2017年「新地公益垂直跑 - 勇闖香港ICC」和「新鴻基地產香港單車節」活動所得善款已經轉交受惠機構。另一方面，集團於新春期間繼續傳送關愛到社區，為長者舉辦節慶活動送暖。

運動行善

「新地公益垂直跑 - 勇闖香港ICC」和「新鴻基地產香港單車節」繼續貫徹集團的運動行善精神。「勇闖香港ICC」不扣除活動成本，收益全數撥捐慈善用途，而「新鴻基地產香港單車節」則撥出部份報名費作慈善用途。連同集團額外捐款，兩項活動於2017年度的善款總數為868萬港元。有關善款已撥捐香港公益金、香港社會服務聯會及香港小童群益會，用作兒童及青少年服務。

「以心建家送暖行動」新春盆菜宴

集團連續第八年與社會福利署及地區社福機構合作，為長者舉辦「以心建家送暖行動 滿堂吉慶賀新禧」盆菜宴。今年共招待來自中西區、離島區及油尖旺區約1,700位長者，在挪亞方舟享用盆菜，並送上豐富實用的愛心福袋，以表關懷。部份長者更參與綜藝表演，載歌載舞，並以非洲鼓及手鐘等樂器作表演，與一眾嘉賓共渡愉快週日。

此外，集團義工隊更進行家訪，為長者送上愛心福袋，讓他們感受節慶歡樂。今年派發的愛心福袋超過7,000個。