



Michelle Leung  
梁麗慈

SHKP Volunteer Team Chief Leader  
新地義工Team力量總領袖

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

初心不改 服務社群15年  
新地義工Team力量總領袖梁麗慈

For 15 years, the SHKP Volunteer Team has organized or participated in about 1,000 activities, clocking in around 1.1 million 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 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 colleagues who strove to breakthrough



The Team distributes festive gift bags across the community  
義工隊每逢節日也會到社區派發福袋

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  
透過不同種類的義工服務，義工隊結合社會各界力量，一起發揮關愛精神

新地義工隊成立15周年，籌辦或參與接近1,000個活動，服務時數約110萬。新地義工隊總領袖梁麗慈表示，這些數字並非焦點，最重要是背後那份「ABC」義工精神：Association（同心協力，團結一致）；Belief（貫徹「以心建家、服務社群」信念）；Commitment（承擔社會責任，願意付出愛心和時間，一起推動「互助互愛」的香港）。看見受助人滿足的笑容、與他們建立的友情等，都是無法量化，這亦是新地義工隊成立的「初心」。

#### 管理層倡議 以心回饋社會

新地義工隊的服務範疇大致可分為四方面，「青苗」、「扶老」、「傷健」和「建家」，前三者是透過一些探訪活動

或長期計劃，關懷年輕人、長者和傷健人士。至於「建家」方面，則運用集團建築及物管上的專長，為受助人提供維修和簡單的裝修服務之餘，更送上精神上的關懷。

新地義工隊可說是孕育於集團「以心建家」的企業文化。集團主席郭炳聯認為，捐錢固然重要，但金錢代替不了親身的關懷和幫助，於是在15年前決定成立新地義工隊。新地義工隊從2003年成立只有數百人，到今天已超過2,600人，十多年內能夠茁壯成長，梁麗慈坦言得力於管理層的支持和公司先天的優勢：「集團除為義工隊提供資源外，同事若需要辦公時間參與服務，公司多樂於『開綠燈』，這令同事更無後顧之

憂。此外，集團多年來在社會上建立的地區網絡，有助義工隊擴展服務層面，達到事半功倍之效。」

#### 深耕細作 羣策羣力服務社群

設立義工隊，是希望匯聚集團的正能量回饋社會。「我們的名稱『新地義工Team力量』，Team除指自己的團隊外，亦取其諧音『添』的意思。希望除了管理層、員工支持外，更伸延至家人、朋友、以至新地住戶一同參與，增添義工力量。」她指出新地義工隊不僅與政府和大型慈善機構合作，亦與小型慈善機構開展不同計劃：「我們樂意與知名度相對低的慈善團體合作，因為他們服務的對象，往往是被社會忽略的一群。」

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最重要是背後那份「ABC」義工精神：Association（同心協力，團結一致）；Belief（貫徹「以心建家、服務社群」信念）；Commitment（承擔社會責任，願意付出愛心和時間，一起推動「互助互愛」的香港）。



As the SHKP Volunteer Team Chief Leader, Michelle continually takes part in different volunteer work as often as time allows. 梁麗慈作為義工隊總領袖，她堅持身體力行，只要時間許可，都會參加不同的義工服務。



SHKP Volunteer Team actively participates in various volunteering events  
新地義工隊積極參與不同義工活動



義工隊可謂全年無休，與不同的社福機構籌組各種類型義工計劃時，他們絕少成為活動的主辦者，大部分時間充當協辦者和提供服務的角色，原來這都是刻意定位的：「所謂各按其職，各展所長，政府和各慈善機構在服務籌劃上一定比我們專業，所以我們樂於成為一個『支援者』，貢獻我們的專長，這種協作精神才最有效發揮義工的力量。」但梁麗慈強調，義工隊也不是被動的，我們會主動及積極了解社區及受助者的需要，以提供一些適時、適切的服務。每次參與義務工作，成員都會主動了解受助人的需要，簡單如節日派送「福袋」，他們在探訪時，也會了解那些禮物是否合用，並在下次活動調節。

#### 快樂滿足感 茁壯行義服務

集團會為新樓業主提供三年保修，因為信任，源於一份願意建立長遠關係的承諾。新地義工隊也懷著相同的信念服務社群，因為做義工和興建樓宇一樣，要花心思、要付出時間，才能有好成果。「記得義工隊參加了『兒童發展基金』，夥拍東華三院陪伴天水圍的小孩子成長，那是一個為期三年的師友嚮導計劃。計劃本來要求師友間在配對後自行聯絡，但我們堅持每個月見面及安排

不同類別的活動。因此，大家建立了一份既互信及深厚的友誼。」她回想當時被安排陪伴一位六年級的小男孩成長，轉眼現在他已是位大學三年級生，關係依然像朋友般真摯：「義工彰顯『以生命影響生命』，在付出過程中得到滿足感和快樂，就是最大的回報！」

梁麗慈笑言，義工隊這15年來不僅能「生存」下來，還持續壯大，完全是因為「快樂」二字：「早陣子，我們到一所特殊學校鬆壁畫，我才不過遲了一點到埗，大家都幾乎畫完了，我還『抱怨』為甚麼不多留一點空位給我呢！要是不快樂，我們也不會這麼落力，也不會如此珍惜每一次服務的機會。」此外，她覺得義工產生的正能量不容忽視：「記得義工隊曾替一所頤養院內面積12,000多平方呎的園林重新進行綠化，完工後再探訪，卻發現較當初更加美麗，原來長者們自己栽種不少植物放在園圃裡。不只我們付出，受助者也付出，令事情變得更美好。」

#### 身體力行 傳承義工精神

梁麗慈特別欣賞新地同事為了行善，努力突破自己的界限：「有部分義工個性比較內斂，最初不知如何打開話題。透

過義工培訓及不斷的『實戰』，他們都變得愈來愈淡定，自我要求愈來愈高，更能獨當一面。見到他們的成長，真令我感到十分欣慰呢！」

一支健康的團隊，需要建立傳承的制度，所以除鼓勵員工帶同子女參與義工活動外，新地義工隊亦特別設立「陽光小組」，為義工力量建立「第二梯隊」。「陽光小組」除邀請同事的子女外，亦鼓勵年輕的受助人加入，發揮助人自助精神，並將義工使命傳承下去。「義工不是一項活動，而是一份精神，一種生活態度。無論你的條件如何，只要你有願意幫助別人的心志，你就是一位義工。」梁麗慈特別提到一位受助人陳婆婆，認識她源於在石硤尾邨重建計劃，那時她已經81歲，她接受到新地義工的協助，為單位提供基本裝修，令她得以安居。她受到義工隊的感染，也加入成為義工一份子！「今年陳婆婆已年近百歲，她除跟我們一起探訪外，她每天都從中心送飯給一位行動不便的鄰居，雖看似是簡單的服務，但陳婆婆以熱心去照顧及關懷別人，這正是我們希望推動的『受助、助人』理念，讓義工精神得以薪火相傳。」