

# 紅白藍

## HUNGBAKLAM

APRIL 2015  
NO 24

封面故事 COVER STORY

非一般環島「游」  
CAPTAIN PYE'S 75-KM SWIM CHALLENGE

今期熱話 HOT TALK

大吉JAM 2015  
SWIRE JAM 2015

事件簿 EVENTS EXPRESS

太古滅蟲特工隊  
BUG BANISHING POWER

部落格 BLOG V

神奇小耳朵  
AWESOME EARS



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# 非一般環島「游」

## CAPTAIN PYE'S 75-KM SWIM CHALLENGE



BRUCE OLIVIER

去年10月下旬，正值秋高氣爽之時，不少父母帶著孩子歡天喜地來到大嶼山的主題公園暢遊一番，但就在公園對開海面不遠處，兩名男子卻正在上演一幕緊張刺激的香港環島「游」！任職國泰航空機長的Bruce Pye和朋友Olivier Baillet兩位運動健將，以游泳形式於五天內完成環繞大嶼山一周，全程75公里的創舉，為非牟利團體「無塑海洋」籌款，喚起大眾關注塑膠污染對香港海洋生態的影響。

On a fine day in late October, throngs of relaxed and smiling parents took their children to an amusement park on Lantau Island for some early autumn fun. But just metres away in the sea off the park, tensions were running high as Cathay Pacific Training Captain and seasoned triathlete, Bruce Pye, and his friend Olivier Baillet, embarked on a gruelling, five-day, 75-kilometre swim along the coastline of Lantau Island to raise funds for Plastic Free Seas, a charity that educates the public about the impact of plastic waste on Hong Kong's marine environment.





The swim was an “exceptional adventure” for the pair as they struggled to stay afloat in the rough waters of the South China Sea, braving swells of up to 2.5 metres. But a surprising moment, when a group of pink dolphins appeared out of nowhere, proved a powerful incentive for the duo. “The dolphins were

swimming with us,” Bruce recalled. “That was the moment when Olivier and I looked at each other and realised what made the challenge worthwhile, and what we wanted to protect.”

As an experienced triathlete, Bruce is no stranger to challenge and he knows good preparation is essential for any physical adventure. So as far back as five months before the swim, he and Olivier began their intensive training in the sea, going from three kilometres a day to six and then nine. In between training sessions, they recruited volunteers to offer logistics support during their swim challenge. The pair also spent time promoting Plastic Free Seas in some local schools.

Bruce形容今次環島游為「非一般」的經歷，皆因要在風高浪急的南中國海上浮游絕非易事，當海浪飆升至兩米半高時，二人仍然能夠堅持到底，背後動力固然源自保育香港海洋的決心。途中他們更喜見一群中華白海豚，令Bruce和Olivier非常興奮。

Bruce說：「海豚當時向我們靠近，更與我們一起游泳，我和Olivier互相對望，就在那一刻，我們更確信我們保護海洋的信念，所以這趟挑戰再辛苦也是值得的。」

Bruce本身是一名經驗豐富的三項全能運動員，對於應付各種體力挑戰甚有心得。早在環島游舉行的五個月前，Bruce和Olivier已展開訓練，最初每天游泳三公里，然後是六公里，再增至九公里。此外，二人四出招募



志願人士在五天環島游期間向他們提供後勤支援，更親身到一些學校向學生介紹「無塑海洋」的工作。

二人最終籌得逾港幣20萬元，撥捐「無塑海洋」用以改裝一艘舊漁船作教育及研究用途，包括帶本地學生出海認識香港的海洋生態。

完成環島游後，Bruce的下一個目標就是在一、兩年後以跑步形式橫越非洲大陸。這將會是另一場講求無比毅力的挑戰。無論是在大風大浪的海上游泳，或是在酷熱的天氣下跑步，Bruce認為，能夠堅持到終點的關鍵就是一腔熱誠。

Bruce說：「最重要的是要找到自己的熱情所在，並認識自己真正熱愛的是什麼，然後學習如何利用它去做有意義的事情。」



Bruce and Olivier succeeded in raising over HK\$200,000 to support Plastic Free Seas' education and research vessel – a former fishing trawler. The vessel will take young people on excursions to learn more about Hong Kong's waters.

Bruce says his next charitable endeavour will probably involve running across a desert in Africa. There is not a lot of fun in running under extreme weather conditions or swimming in choppy waters for a good cause. So what keeps him going? "Passion," he says. "I think the most important thing is to find your passion and understand how to harness it for good. You need to find something that is close to your heart. And that is really the key secret."





# 大吉JAM 2015

## SWIRE JAM 2015



多達50位來自太古集團旗下公司的義工於3月14日齊集聖雅各福群會，利用從集團旗下商場和辦公樓回收得來的約110公斤年桔，配以太古糖製成900樽美味的「大吉JAM」並將之轉贈基層家庭。為確保製作「大吉JAM」的年桔適宜食用，太古及聖雅各福群會已採取措施確認年桔符合相關政府部門訂立的食物安全標準。

製成的「大吉JAM」中，350樽已透過聖雅各福群會轉贈基層家庭，部分亦於太古集團作內部義賣，籌得港幣5,000元撥捐聖雅各福群會「樂購墟」，支持其以低於市價出售食物及日用品予有需要人士的服務。

活動當天，兩個接受「樂購墟」服務的家庭發揮助人自助的精神，與太古集團的義工一起製作「大吉JAM」，同為這項既有意義又環保的活動出一分力。國泰航空飲食服務中央廚房中餐製作廚師主管邱偉峰先生亦到場

On 14th March, 50 Swire volunteers gathered at St. James' Settlement's headquarters to make 900 pots of Swire Jam using 110kg of kumquats collected from Swire's malls and offices after Chinese New Year, and sugar sponsored by Taikoo Sugar. Care had been taken to ensure the kumquats were handled in compliance with all necessary regulatory standards and that they were safe to consume.

The pots of jam were donated to underprivileged families supported by St. James' Settlement. A special charity sale for staff was also held, raising a further HK\$5,000 to support St. James' Settlement's "Happy Shopping Fair" programme.

During the event, two families supported by "Happy Shopping Fair" joined volunteers making jam. James Yau, a sous chef from Cathay Pacific Catering Services' Chinese





為大家示範如何利用「大吉JAM」配以經濟食材煮出色、香、味俱全的菜色，而五位當紅媽咪博客則分享了如何以「大吉JAM」入饌及善用剩食為孩子製作精緻健康的便當，從而推廣惜食文化。

「大吉JAM」自2011年起由太古集團及聖雅各福群會「樂購墟」合辦，開辦至今已製作接近3,000樽「大吉JAM」以支持弱勢社群。

kitchen, demonstrated how Swire Jam could be combined with other budget ingredients to create appetising dishes. Meanwhile, five popular “mommy bloggers” shared their tips on using Swire Jam and surplus food to make healthy lunch boxes for their children.

Swire Jam was launched in 2011 as an annual collaborative effort between Swire and St. James' Settlement. Since then, close to 3,000 pots of delicious jam have been made to support people in need.



[MORE PHOTOS](#)



# 太古滅蟲特工隊

## BUG BANISHING POWER



木蝨，最愛在深宵出動，待你好夢正酣時狠咬一口，一些長期面對蝨患的基層家庭和長者因而每晚無法安寢。為此，太古股份有限公司、太古地產和意博國際的義工於去年11月22日聯同慈善團體PROJECT SPACE來到深水埗李鄭屋邨，用一整個下午為數個住戶展開滅蟲行動。

當日的義工之一，意博國際課程管理及分析員李碧華(Anna)表示：「在場的滅蟲專家叮囑我們滅蟲時千萬要謹慎，即使是衣服不慎觸碰到家具的表面，也有機會將蟲卵帶回家中，所以開始前我也有些憂慮，一度想在完成服務後把身上衣物銷毀，但滅蟲工作開始之後，就再沒時間胡思亂想，一心只想完成任務。她更形容有同事異常勇猛，與兩位專家一同深入「疫埠」，為一位長者滅蟲，完工後，桶中的清潔用水漂浮著大量木蝨屍骸，那景象她至今仍歷歷在目。



Anna自小在屋邨長大，曾經生活在遍地針筒的社區，因此特別熱衷參與協助基層改善生活環境的義工活動。她說：「雖然做義工要有不少取捨，但是當中的經歷可以豐富生活。」

Bedbugs are a nasty problem that keep many families awake at night. With this in mind, volunteers from Swire Pacific Limited, Swire Properties and Ethos International joined charity group PROJECT SPACE last November, in a drive to help residents at a public housing estate in Sham Shui Po carry out pest control.

Anna Lee, Ethos Curriculum Analyst and Administrator, recalls the experience: "We were told to be very careful not to let our clothes come into contact with the furniture or we might bring home insect eggs. I was a bit worried, but I focused on the task. A braver colleague even ventured into the badly infected home of an elderly resident. Thousands of bedbugs floating in a bucket of water is still a vivid memory for me!"



MORE PHOTOS

### 關於PROJECT SPACE：

PROJECT SPACE是由一班建築系青年及跨專業人士所組成的慈善組織，旨在為基層人士建立美好、安全、衛生和可持續的生活居所。PROJECT SPACE是太古股份有限公司贊助的「愛心聖誕大行動」2014的受惠機構之一。

### About PROJECT SPACE:

PROJECT SPACE was founded by a group of architecture students and multidisciplinary professionals in Hong Kong and is dedicated to helping people in poverty build a decent, safe and sustainable living environment. PROJECT SPACE is one of the beneficiaries of Operation Santa Claus 2014, which was sponsored by Swire Pacific.



# 返老還童生日派對

## BIRTHDAY BASH IS A BLAST



我們總以為獨居長者都很寂寞愁苦，但太古資源義工，任職Catalog助理店舖經理的陳樂賢（Tree）卻在一次服務中發現，各位「老友記」其實活力四射，熱情可愛。

太古資源和專門服務獨居長者的榕光社合作，於2014年10月29日為「老友記」們舉辦生日派對。義工們除了帶來豐富美食，更和公公婆婆玩遊戲，令他們笑得合不攞嘴。「我特別記得有位打扮得很漂亮的婆婆，玩起遊戲來比我們這些年輕人更投入，更勇於嘗試，與我心目中的獨居長者的印象截然不同！」Tree憶述說。「老人家很需要別人的陪伴。只要你願意用心聆聽，再被動的長者也會變得很熱情。」

馬拉松高級店務員劉惜芹（Fanny）從未參加過義工服務，終於在店長的鼓勵下作出嘗試。出席活動後Fanny驚覺這次經歷竟讓她圓了一個心願：「小時候爺爺麻麻總認為慶祝生日『意頭不好』，所以他們在生時，我們從未為他們慶生。自從經濟獨立之後，我一直在想，如果當年能為爺爺麻麻慶生就好了。畢竟，生日是一個與最親的人共渡溫馨時光的美好藉口。」今次能夠為一班獨居長者送上祝福，亦讓Fanny一圓為老人家慶生的心願，重新體會「珍惜眼前人」這句話的深意。

Many elderly people live alone, but they are not always lonely. Some can be full of energy and passion, as Tree Chan, a volunteer from Swire Resources, discovered at a birthday party co-hosted by Swire Resources and the Banyan Elderly Service Association in late October 2014.

Tree, an Assistant Shop Manager at Catalog, says: "One elderly lady, who was all dressed up, was particularly into the games. She was an adventurous soul who liked to try new things. It was an eye-opener for me, as that wasn't what I expected of an elderly person living alone."

Fanny Lau, Senior Sales Associate at Marathon Sports, joined the event for the first time as a volunteer, thanks to the encouragement of her boss. It turned out to be something of a dream come true for Fanny. "When I was a child, my late grandparents said it was inauspicious to celebrate their birthdays, so we never did. How I wish we had done so. A birthday is a good reason to share quality time with loved ones."





# 打開心窗學英語

## LET'S SPEAK ENGLISH



國泰航空公司自2007年底開始，定期為本地中學生舉辦「英語啟航」計劃，包括為40名中四及中五學生舉辦四次為期一小時的英語會話訓練和為20名中五及中六學生舉辦模擬面試，每次為期一個月。至今已有600多名國泰義工參與計劃，而受惠的學生更超過2,000名。

企業網站編輯黃楚東(CT)從計劃一開始便擔當義工，從多年經驗中總結出一套心得：「學生中不乏從內地來港的新移民，其實他們有語言潛質，要協助他們改善英文，就要從情緒輔導入手，提升自信。」有次CT反問一名自慚只會說普通話、潮州話和廣東話的學生：「你既然通曉那麼多語言，英語又怎會難倒你？」他憶述這名學生自此變得勇於嘗試，表現突飛猛進，在課程完結後更親自向CT道謝。

另一位義工，機艙服務員培訓及發展專員翁麗華(Juliana)深信擁有良好的語言能力有助開拓眼界。她說：「學生起初表現十分害羞。我會先分享自己的經驗去打破隔膜，更會帶他們參觀國泰城，在濃厚的航空氛圍下討論航班運作和旅行經歷等有趣的題目。漸漸地，他們不但樂於以英語交談，更會打開心扉，與我分享對生活的看法，大家亦師亦友。」

其實，「英語啟航」的各位義工也不全然只是付出。CT就認為自己也收穫不少：「學生們都各自擁有不同的背景和學習需要，他們讓我學會更懂得從對方的角度思考，對工作和與太太的溝通都有很大幫助呢！」

Cathay Pacific launched the "English on Air" programme in 2007 to help young people brush up on their English skills. To date, more than 600 CX Volunteers have taken part, benefitting over 2,000 teenage students.

Volunteer CT Wong, Online Editor, recalls a migrant student who started off with little confidence but ended up doing brilliantly in the programme. "He felt bad that he only spoke Putonghua and his own dialects. But I said to him: 'You are a polyglot. How would you ever get bogged down by the English language? He made great progress after that.'"

Juliana Ong, Cabin Crew Training Specialist, had similar experiences. "The students tend to be shy at the beginning. I would share my own stories and tell them interesting things about the aviation industry," she says. "They would gradually open up and be happy to share things with me in English."





# 瘋「糖」大胃王

## MALLOW MADNESS

有沒有想過，吃糖也可以是個挑戰？340名太古地產的愛心大使及租戶帶同親友在2014年12月6日參加由太古地產與社會企業「樂在棋中」合辦的慈善活動「聖誕老人玩轉太古坊糖果挑戰」。活動以「與社區共享甜蜜聖誕」為主題，參加者接受了一系列和糖果有關的奇趣挑戰。

駐守其中一個挑戰站的愛心大使，太古地產會計師李詠欣（Carmen）形容這次經歷簡直「甜到入心」，原因不在糖果，而是看著同事和租戶一家大小為慈善努力，完成每項挑戰。她說：「快樂就像是催化劑，令當日活動事事順利。其實做善事也不一定要嚴肅。一份真摯的童心，也可以將正能量散播開去。」

這次糖果挑戰集玩樂和慈善於一身，所有參加者的報名費已全數撥捐由香港電台第三台及南華早報合辦的「愛心聖誕大行動」作慈善用途，將大家的歡樂散播開去。



CARMEN

「聖誕老人玩轉太古坊糖果挑戰」是於2014年12月4至6日舉行的年度節慶活動，「白色聖誕市集」的節目之一。市集匯聚現場娛樂表演、零售攤位等特色節目，為「愛心聖誕大行動」籌款，以支持多個本港及區域性的非牟利組織。超過200名太古地產義工團隊愛心大使亦早在活動數星期前製作手工飾品，於市集進行義賣，另外，約150名愛心大使亦參與協助市集運作，一起為慈善出一分力。



On 6th December, Swire Properties and social enterprise People on Board co-hosted the charity event "Taikoo Place Santathon Candy Challenge". Some 340 Community Ambassadors, together with their families and Swire Properties tenants challenged their sweet teeth by consuming a copious amount of sweet things, including a 72cm-long marshmallow.

According to Swire Properties Accountant, Carmen Lee, who helped out at the event, the challenge was tough, but a sweet experience for the players, as the event aimed to raise funds for the community. The candy challenge was part of Swire Properties' White Christmas Street Fair 2014, which featured a variety of performances and retail booths selling handicrafts, many of which were made by Community Ambassadors. The Street Fair aimed to raise funds for the charity campaign Operation Santa Claus, to support the Hong Kong community and beyond.



[MORE PHOTOS](#)



# 抗擊愛滋，始於足下

## TOGETHER WE RUN



為支持聯合國兒童基金會對抗愛滋病，「亞洲萬里通」已連續第八年贊助「聯合國兒童基金會慈善跑」。於去年11月舉行的賽事更有超過120名員工、親友及「亞洲萬里通」會員一起參與。

市務傳訊統籌主任林芷婷（Vanessa）就和母親及表弟一同參加了三公里的親子賽慈善跑，而父親則參加十公里挑戰賽。由於林媽媽在活動前一個月曾動手術，加上一直缺乏運動，令家人很擔心，但林媽媽未有退縮。活動當日，Vanessa時刻關注媽媽的狀態，看她跑得汗流浹背，仍和家人一起完成慈善跑，Vanessa為此深受感動。她滿足地說：「以往家人各自各精彩，但這次活動把慈善、運動和家庭聯誼合而為一，我們都覺得很有意義。」

跑手能保持高昂士氣，有賴由員工義務組成的啦啦隊。電子產品及科技策劃助理經理關慧施（Florence）當天早上6時就到場準備，並不斷大聲為同事打氣。活動令她認識更多同事，還看到他們工作以外的另一面，Florence更深受團隊精神感染，有意和姨甥女參加來年的慈善跑鍛鍊自我。

「亞洲萬里通」首度讓會員捐贈里數兌換慈善跑參賽名額之餘，更可兌換慈善禮物套裝，協助聯合國兒童基金會拯救有需要兒童的生命。每個慈善禮物套裝將能為15名孕婦進行愛滋病毒抗體快速測試，並提供100劑破傷風疫苗。

In November 2014, Asia Miles sponsored the UNICEF Charity Run for the eighth year, demonstrating ongoing support for UNICEF's global campaign to fight AIDS. Over 120 Asia Miles employees, members and their families took part in the event. One of them was Vanessa Lam, Marketing Communications Executive, who did the three-kilometre run with her mother and cousin, while her father took up the 10-km challenge. "I was very touched," Vanessa says. "In my family, we usually go about our lives independently, but the run brought us together, and it was even more meaningful because it was a charity run!"

For the first time, Asia Miles launched an initiative in conjunction with the event, whereby members could redeem their miles to join the run and donate a life-saving gift package that included HIV diagnostic test kits for 15 pregnant women and 100 doses of Tetanus Toxoid Vaccines.





# 合家歡空中之旅

## AIRBORNE BONDING

衝上雲霄是不少基層家庭夢寐以求的人生經歷。於2月1日，約有200名來自60個基層家庭的市民就透過國泰航空一年一度的「空中之旅」夢想成真，遨遊香港上空，在享受航天樂趣之餘，更從超過40位國泰義工身上，了解不少航空知識及趣事。今年的「空中之旅」以「凝聚家庭力量」為主題，參與家庭當中更有智障及視障人士首度與家人共渡難忘旅程。

其中一位義工，任職內部審計的夏家琪（Betty）說：「平時的義工活動通常都在地上進行，這一次透過『空中之旅』在飛機上做義工，實在非常難忘！乘客們雀躍的表現，令我感受到原來快樂是這麼簡單，亦提醒我要珍惜與家人相聚的時光。」

今年已是第五屆的「空中之旅」，參加的家庭經國泰與香港社會服務聯會和五間地區社福機構一同甄選。這些機構雖然有不同的服務對象，但是背後都秉承共同的理念——凝聚家庭力量。透過鼓勵孩子和家人一同創作，分享一家人如何維繫家庭和諧的生活點滴，到出席「空中之旅」，令一家人能好好珍惜溫馨的時光。

In this age of globalisation, flying is no longer a luxury, but for many underprivileged families, it remains a distant dream. And yet this dream became reality for some 200 people from 60 underprivileged families on 1st February, when Cathay Pacific hosted the Community Flight 2015, which took the passengers on an unforgettable trip over Hong Kong. Among the participants this year were young people who are intellectually disabled and visually impaired.

Playing host were over 40 CX Volunteers, including Betty Ha, an Internal Auditor for Cathay Pacific. "Volunteer work usually takes place on the ground," says Betty. "With the Community Flight I got to volunteer on an aircraft, which was a very memorable experience! The excitement on the passengers' faces made me realise how simple happiness can be and reminded me to treasure time with my family."



## DEPARTURES





# 社區關懷基金 讓愛心萌芽

## FUND FOR SMOOTH SAILING

太古地產早前成立「太古地產社區關懷基金」，致力資助香港知名度較低的慈善團體。基金於2013/14年度共撥款捐助18個團體，每個項目最高資助額達港幣20萬元。同事亦可提名他們認為值得支持的慈善項目。

舉例說，基金去年向專門教導殘疾人士駕駛帆船的Sailability Hong Kong捐出帆船「Swire Flyer」，用作訓練本港殘疾運動員，並協助他們在去年的仁川亞洲殘疾人運動會上首度挑戰帆船項目，更贏得一面銅牌。

此外，基金亦資助由L plus H Creations Foundation出品的勵志紀錄片《爭氣》的宣傳活動。《爭氣》一片描述數位被定性為「問題學生」的港青在六個月間脫胎換骨的故事，上映時更成為城中熱話。基金此次善舉，旨在支持本地創作的同時，亦希望令社會更關注青少年議題。

基金為項目提供財務支援之餘，亦同時動員愛心大使參與，包括與香港失明人協進會的視障人士在去年9月一同出席其50周年演唱會，更在演唱會前與他們一起晚餐及進行集體遊戲，與視障人士共渡開心時刻。另外，基金一方面支持香港導盲犬服務中心的幼犬繁殖計劃，另一方面亦招募愛心大使參與4月份的「導盲犬兒童節慈善PB跑」，為香港導盲犬服務中心籌款。

基金將會陸續與不同項目合作，希望能夠協助這些愛心的幼苗茁壯成長。



Swire Properties has set up the Swire Properties Community Caring Fund to support lesser-known NGOs in Hong Kong. For the year 2013/14, the fund sponsored 18 charity projects, including donating the sailing boat *Swire Flyer* to Sailability Hong Kong, a group that gives sailing lessons to disabled youngsters. Following intensive sail training, some of the young sailors entered sailing events at the Incheon 2014 Asian Para Games and won a bronze medal. Meanwhile, the fund sponsored the promotion of L plus H Creations Foundation's "My Voice, My Life" – a documentary recording the life-changing experiences of local youngsters.

At a community level, the fund has brought together many Community Ambassadors at various meaningful events, including sharing good times with the visually impaired at a concert and pre-concert dinner hosted by the Hong Kong Blind Union in September 2014. Looking ahead, the ambassadors will be joining the Seeing Eye Dog Children's Day Charity PB Run in April, to help raise funds for Hong Kong Seeing Eye Dog Services.





# 挑戰自我 衝破極限

## CHALLENGE AND BREAK THROUGH

為了挑戰自己，年輕人可以「去到幾盡」？

去年11月，20名參與「學校起動」計劃（Project WeCan）的中學生，參加了「GigaSports 10公里賽2014」——他們人生首個十公里賽事。這是太古資源首次與「學校起動」計劃合作，舉辦為期八星期的培訓，讓一班有運動潛質但欠缺資源的學生透過跑步訓練增強自信，磨鍊毅力。

就讀香港正覺蓮社佛教正覺中學的黃迪文是體育老師口中的「運動好手」，但他坦言，訓練實在辛苦，但眼看其他同學都在堅持，他不甘心成為第一個停步的人。迪文說：「參與這次計劃，讓我為自己定下目標，衝破自身的極限。」本來無心向學的迪文更將長跑的堅毅精神應用在學習上，學業成績更得到改善呢。

同屬正覺中學的陳駿輝是足球隊成員，志願是成為甲組球員。不過，體能極佳的他也有難應付的事，就是要戰勝睡魔，參加訓練。支持他準時起床及順利完成賽事的，除了意志力，還有媽媽的鼓勵。「媽媽說，真的讀書不成也不要緊，最重要是要有一份堅持，將來無論投入任何工作崗位，這份堅持是不可少的。」駿輝道。

此外，太古資源旗下的馬拉松亦贊助2014年11月9日舉行的「MARATHON 2014 親子同樂跑」活動，更在全線馬拉松門市義賣限量版毛巾，籌得港幣5萬元，全數捐予致力於推動兒童社會共融的慈善團體「親切」。

Twenty secondary school participants from Project WeCan brought the “challenge and break through” spirit into full play in November last year, when they completed their first ever 10-km run at the GigaSports 10-km Race event.

Wong Tik-man, a student at HHCKLA Buddhist Ching Kok Secondary School, took pride in completing the intensive eight-week training programme and the run, although it was tough work. “It was my first ever long-distance run. I learned to set goals and challenge myself,” he says. Another participant, Chan Chun-fai, found it challenging at first, as he had to get up early for training. But he managed to overcome that, thanks in part to his mother. “My mum said I must be able to persevere in whatever I do.”

Separately, Marathon Sports sponsored the Marathon 2014 Kids Run last November in support of “Treats”, a local NGO that promotes social integration for children in need. A charity sale was also held at Marathon Sports’ retail shops, raising a further HK\$50,000 for “Treats”.







# 感受童真 感受愛 DELIVERING HOPE

在加入太古成為環球企業領袖培訓生之前，Thomas Woolsey曾經在內地遊歷半年，與當地的孩子結下不解緣。

半年的遊歷過程中，Thomas曾在雲南北部山區的一所小學義教。言語不通的問題一度令他感到氣餒，但面對熱情活潑的學生，Thomas不忍令他們失望，於是透過玩各種猜字謎遊戲令課堂變得有趣。而在西藏旅行期間，他曾在拉薩街頭遇到一位殘疾小女孩，並應她所邀，到她的學校教英文。直到今天，當Thomas回想起帶領學生高唱兒歌的情形，仍然十分感動。

如今，Thomas出任太古地產旗下三里屯太古里的物業營運主任，但忙碌的他依然心繫內地的弱勢小朋友。去年11月22日，他和一些太古地產和太古資源北京代表處的義工，探訪一班在2010年青海省玉樹地震中失去雙親的孩子。這些孩子在中華少年兒童慈善救助基金會的協助下，現於北京生活和學習。

Thomas特別記得一位名叫Obama的孩子：「他雖然年紀小小便失去雙親，卻保持樂觀積極的性格，又努力以英語和我交談。這份好奇心令我想起雲南的學生。他們雖面對困境，但都積極生活，努力向上。」

和小朋友道別的一刻，Thomas忽然深有感觸。他說：「我永遠無法忘記當孩子們走回學校的一刻—當我想起這些孩子年紀這麼小便要經歷生離死別，我心裡忽然有種無法言喻的悲傷。我只希望他們能繼續愉快地成長，並保持那顆對世界的好奇心。」

When Thomas Woolsey went all the way to a rural village in Yunnan Province as an English teaching volunteer, he was lost in translation. Still, motivated by the young happy faces and his love for Chinese culture, he managed to get on famously with the children through a variety of classroom games. During his six-month journey, prior to joining Swire as a Management Trainee, Thomas also travelled around Tibet where he met a disabled girl on the street and did another stint as an English teacher at the girl's school. The days of singing children's songs with the students at the poorly equipped school are still fresh in Thomas' memory.

Today, Thomas still makes sure to spare time to do volunteer work with Mainland Chinese children in need of help. On 22nd November last year, he joined a group of Community Ambassadors from Swire Properties and Swire Resources visiting a group of children orphaned after the devastating earthquake that hit Yushu, in Qinghai Province, in 2010.

"I was particularly impressed by a child whose name is Obama. He tried speaking to me in English and his sense of curiosity reminded me of the pupils in Yunnan," Thomas recalls.

The moment of saying goodbye to the children was a slightly poignant twist to the trip. "When I imagine what these kids have gone through, a sense of sadness comes over and I just hope they can live happily and keep that sense of curiosity about the world."



[MORE PHOTOS](#)



# 神奇小耳朵

## AWESOME EARS

撰文：英國太古集團有限公司  
歷史檔案及公共事務經理Rob Jennings



By Rob Jennings, Manager  
Archives and Public Affairs,  
John Swire & Sons Ltd.

Hearing Dogs for Deaf People是英國一個專門為聽障人士培訓導聽犬的慈善機構，逾30年來一共訓練了超過2,000隻導聽犬，為聽障主人分辨火警鐘、煙霧感應器和防盜裝置等種種聲音。我太太Michele從三年前開始擔任機構的行政總裁，而我亦會定期參與機構的籌款活動，協助解答公眾的疑問，不少人更以為我是機構的員工呢！

Hearing Dogs for Deaf People讓我深深體會到犬隻怎樣為人的生活帶來根本的改變。導聽犬除懂得辨識重要的聲音，通知主人離開危險現場外，平日更可「代聽」門鐘、煮食用計時器等聲音。

聽障是別人看不到的障礙，令聽障人士在社交場合容易被人誤會。但導聽犬酒紅色的工作服能提醒其他人，從而減少誤會和尷尬場面。所以，有了導聽犬，聽障人士就能過上更安全、自信和獨立自如的生活。

有一次，我和一位擁有導聽犬的女士一起到Hearing Dogs for Deaf People總部的花園散步，期間她忽然感觸落淚。原來，她就是在這裡遇到改變她生命的小狗，回想起那一幕，令她不禁喜極而泣。

去年英國太古集團有限公司決定翻新位於倫敦的總部，並把辦公室坐椅及沙發捐贈給Hearing Dogs for Deaf People，當Michele得悉這個消息時真的喜出望外！她說：「由於我們把資源都投放在犬隻訓練方面，所以一直沒有更換那些又髒又舊的傢俬。有了太古的慷慨捐助，我們終於有一間專業的會議室，可以請有興趣捐助我們的人士及機構代表來開會。」

Hearing Dogs for Deaf People is a UK charity that trains dogs to be the “ears” for people with hearing impairments. Since its foundation in 1982, it has trained over 2,000 dogs to alert their owners to vital sounds, such as fire alarms, smoke detectors and burglar alarms. My wife Michele is the CEO of Hearing Dogs and I often take part in their events.

Apart from alerting their owners to danger signals, hearing dogs make lives easier for their owners by alerting them to everyday sounds such as doorbells and cooker timers. Outside their owners' homes, their burgundy jackets alert other people of their owners' hearing impairment. The dogs make their owners much more confident and secure about going outside and meeting other people.

I once walked with a woman recipient into a garden and she started to cry. She assured me that the tears were actually tears of happiness as she said this was the garden where she was first introduced to her clever little dog that changed her life!

Last year, John Swire & Sons donated some office furniture from its London headquarters to the charity. Michele was delighted to accept: “Spending money on our offices always comes at the bottom of the list, which meant our furniture was embarrassingly shabby and dated! With the generous donation from Swire, we now have a smart boardroom where we can meet with potential donors and corporate sponsors.”



# 冬日送暖 WARM DELIVERY

為支持社會企業L plus H舉辦的「Love + Hope 毛衣送暖大行動」，一班「亞洲萬里通」的員工及會員於2月6日來到東涌，向長者派發早前由「亞洲萬里通」會員捐贈里數兌換的毛衣。兩位義工藉此與大家分享這次服務的經歷。

撰文：「亞洲萬里通」策略及聯盟業務發展總監艾思傑

作為「亞洲萬里通」的新成員，當「Love + Hope 毛衣送暖大行動」開始招募義工協助派發毛衣時，我不太肯定是怎麼一回事。我只知道活動的理念是結集「亞洲萬里通」員工、會員和慈善夥伴的善心，一同為東涌長者略盡綿力，向他們送贈食物和毛衣。

我思前想後，決定以自己的方式多付出一點，就帶上三歲的兒子Ethan一同參與。我想，Ethan有令人微笑的天份，他的出現會為一些寂寞的人帶來歡笑。再者，我們應該及早讓下一代學習人生課題——所以這個安排絕對是雙贏。

2月6日下午，Ethan、我和其他義工帶著毛衣和笑容，到訪東涌的一些只得簡單陳設的家居。當然，長者們都很感激我們，但我認為更重要的，是他們感受到身邊仍然有人關心他們。



On 6th February, Asia Miles members and staff delivered woollen sweaters redeemed by members to elderly people in Tung Chung, in support of social enterprise L plus H's "Love + Hope Charity Sweaters Fundraising Campaign".

Jason Adessky, Head of Strategy and Coalition Development, Asia Miles, recalls:

As a relative newcomer to Asia Miles and to Hong Kong, I wasn't sure what to expect when the call went out for volunteers to help out distributing sweaters for the "Love + Hope Charity Sweaters Fundraising Campaign". The idea was to leverage the goodwill of our staff, Asia Miles members and our charity partners to give a little back to the elderly in Tung Chung by providing some snacks and warm sweaters.

I thought about it a little more and decided that perhaps I might be able to contribute a bit more in my own way, by bringing along my three-year-old son, Ethan. He has a knack for making people smile, and I thought while the charity was providing a great service, perhaps Ethan could help brighten a few lonely people's day as well. Besides, it's never too early to teach the next generation what's really important in life – a true win-win.

On the afternoon of 6th February, Ethan, myself and other volunteers set out to a few homes in Tung Chung with smiles and goods in tow. The gratitude for the gifts that we brought was obvious, but more importantly, the elderly were reminded that there are still people that care about them.





撰文：「亞洲萬里通」數碼市務推廣助理經理何曉螢

看到有那麼多獨居長者，當中有些更已年逾九旬，令我感到震撼。他們不少也有子女兒孫，但卻得不到家人關懷，實在令人遺憾。

這次送贈毛衣的經歷令我反思自己和祖母的關係，我開始多些和她通電話，甚至與她共晉晚餐，我更發現原來我們也很愛吃漢堡包呢！更值得高興的是，這份關愛在家中漸漸傳開，最近一家更陪同祖母一同回鄉。我很高興參加了毛衣送贈活動，因為它不但給我機會向其他長者表達關懷，更令我們全家上下更加親密。”

Vanessa Ho, Assistant Digital Marketing Manager, Asia Miles, says:

I was struck by the fact that many elderly people – some in their 90s – live all by themselves. Many of them have children and grandkids, but sadly they barely receive any attention from their families.

Ever since joining the sweater delivery, I have reflected on my relationship with my grandmother and started to spend more time with her, by giving her more regular phone calls and even going on dinner dates – I never realised that she loves to eat burgers like I do! Love is so wonderful and even contagious – the extended family followed my lead and recently took my grandmother to visit her hometown. I am glad that the sweater delivery not only gave me a chance to show our love and care for the elderly in the wider community, but it also drew my own family much closer!”





## 紙飛機寄願 FLY HIGH

還記得大家小時候，光是看著紙飛機飛來飛去，已經開心不已的美好時光嗎？

去年11月23日，一眾太古地產愛心大使、國泰航空和港龍航空廣州辦事處的義工第一次攜手合作舉辦探訪活動，來到番禺南村鎮的小金雁社區公益服務中心，與一班外來民工子女玩遊戲、分享生活知識及製作風箏和紙飛機，又向中心捐贈一些書本和體育活動器材，希望他們的童年過得更豐盛。

當日義工之一，港龍航空市場推廣及直接銷售代表郭鳳怡(Fanny)表示，由於這群小朋友的父母因生計而需長時間在外工作，小孩在缺乏關愛下，少了一份應有的童真，亦顯得較被動。義工嘗試以遊戲打開小朋友的心扉，當大家一起放風箏那刻，彼此已打成一片。

太古地產高級會計主任李江英(Christina)就特別記得大家一起放風箏及紙飛機的情境。「活動接近尾聲時，小朋友都在親手製作的紙飛機及風箏上寫下自己的心願。其中一名小朋友寫的是：『為父母做一頓飯。』他的一片孝心直教我感動不已。當大家把製成品放到半空時，每人臉上也流露著一份單純的笑容，這一幕令我至今仍難以忘懷。」Christina回家後亦與自己的孩子分享這次義工經驗，希望孩子能學會惜福。

Looking heavenward was the order of the day for the children of migrant workers in the Panyu district of Guangzhou on 23rd November, when they flew kites and paper planes during a fun day organised by volunteers from Swire Properties, Cathay Pacific and Dragonair.

Dragonair Marketing and Direct Sales Executive Fanny Guo says the event, which took place at Xiaojinyan Community Service Centre in Nancun Township, helped the children to open up, as they tend to be rather shy and introverted, because their parents, who work long hours, aren't able to spend much time with them. When they joined the volunteers playing games, they gradually became more excited and outgoing.

Christina Li, Senior Accounting Officer – Finance & e-Services at Swire Properties, was especially impressed towards the end of the event. "The kids wrote down their wishes on kites and paper planes. One of them wrote: 'Cooking for my parents.' That was absolutely touching, and so was their innocent smile when they flew the kites and paper planes into the sky."



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01

2014年9月20日，位於北京的打工子弟學校安民學校瀰漫一片歡樂氣氛，同學們都被校舍走廊天花上的近百件動物紙藝彩燈逗樂了。這些造型各異的彩燈由40名太古地產北京辦事處的愛心大使和35名同學合力製作，為原本單調的校舍增添了活力，亦為全校師生在新學年之始帶來一份驚喜。

On 20th September 2014, 40 Swire Properties Community Ambassadors joined 35 students at Anmin School in Beijing to make adorable animal-shaped paper lanterns, which were then used to decorate the corridors of the school building. What a colourful start to the new school year!

新年伊始，寒意正濃。太古資源義工隊在1月24日來到柴灣聖雅各福群會柏逸長者日間照顧中心，為長者慶祝生日及送上超過70件由同事們親手編織的愛心頸巾和冷帽，並透過刺激感官的遊戲來訓練他們的味覺和視覺，與各位「老友記」共渡一個暖笠笠周末！

It might be cold in January, but the mercury went up a few notches at St. James' Settlement's Evergreen Day Care Centre, when Swire Resources' Community Ambassadors delivered over 70 scarves and hats that they had knitted for elderly people at the centre. Apart from the gifts, the team also played games with the elderly, aimed at strengthening their mental and physical dexterity.



02

2014年11月1日，15位太古酒店的義工攜同親友來到屯門咖啡灣，為的不是享受陽光與海灘，而是收集和清理廢物，為美化海港盡一分力。短短一天，這群清潔衛士合共收集到30公斤垃圾。義工們不但從中得到一份成功感，更開心的是能夠以身作則，教導下一代環保的重要性。

It was not coffee but work time at Cafeteria Beach in Tuen Mun in early November last year, when 15 Swire Hotels volunteers carried out a beach clean-up operation, which resulted in the collection of a whopping 30kg of trash.



03



## 活動剪影 | ALBUM V

一年一度的遠足籌款活動「樂施毅行者」於去年11月14至16日舉行。由2003年便開始支持毅行者的太古地產今年派出三支參賽隊伍，更有愛心大使和親友輪流48小時駐守支援站，為毅行者打氣，並提供補充體力所需的飲品及食物，包括由太古糖業公司贊助的茶包及葡萄糖粒，以及大受歡迎的熱香腸及蕃薯，協助他們完成100公里的賽程。太古地產董事—拓展安格里（Gordon Ongley，後排中）及公共事務總監林珩（前排左二）亦有到支援站為一眾毅行者打氣。

Yummy hot sausages, teabags and sugar cubes were the energy boosters handed out by Swire Properties Community Ambassadors, to help hikers complete the 100-km Oxfam Trailwalker 2014, held over the weekend of 14th-16th November. Director, Development, Gordon Ongley (middle, back row) and Head of Public Affairs, May Lam-Kobayashi (second left, front row), were among the cheerleaders at the support station.

04



05



去年12月，香港聯合船塢集團向香港童軍總會捐出一艘二手自動充氣救生筏，現放置於西貢白沙灣譚華正海上活動中心供15歲以上的童軍作逃生演習之用，方便他們深入認識救生筏在水上的具體操作。由於香港聯合船塢集團因船隻用途的改變，部份船隻已不再需要使用自動充氣救生筏，於是決定善用資源，將多餘的救生筏捐予童軍總會作教育用途。

When HUD Group upgraded some of their vessels recently, some inflatable life-rafts were made redundant. It would have been a waste to throw them out, so the company donated one to the Scout Association of Hong Kong in December 2014. Now housed at a sea recreation centre in Sai Kung, the raft is used in maritime drill exercises for scouts over the age of 15.

去年11月16日「長者日」前一天，國泰航空飲食服務的國泰航「善」義工隊與長期合作夥伴香港聖公會東涌綜合服務為長者合辦慶祝活動。各位長者得悉義工隊成員吳振威先生（手持花束者）於同年退休，特地為他製作紀念品及氣球花，更送上一曲「萬水千山總是情」，感謝他多年來為「老友記」的付出。

In mid-November last year, Cathay Pacific Catering Services and Hong Kong Sheng Kung Hui Tung Chung Integrated Services co-organised an event to celebrate the International Day for the Elderly. Volunteer Chillip Ng, who was about to retire, received surprise gifts from the participants, who thanked him for his services.

06







07

2014年12月25日聖誕節，鄭州/漯河太古可口可樂義工為響應「淨水計劃」，走進開封蘭考縣賀村小學，為450餘名師生送來了一台淨水設備，並舉行了安全用水衛生知識培訓，幫助學生們健康成長。可口可樂中國系統與壹基金發起的「淨水計劃」致力改善全國各地農村兒童飲用水的質量，計劃開始至今，鄭州/漯河太古可口可樂已捐贈淨水設備至省內10家學校，惠及逾4,600名師生。

On Christmas Day, volunteers from Swire Coca-Cola Beverages Zhengzhou and Luohe delivered a water purifier to 450 children and teachers at Hecun Elementary School in Kaifeng, in Henan Province, and taught them about the importance of safe drinking water and hygiene. The initiative was part of the Clean Water Project, co-organised by the Coca-Cola System in Mainland China and One Foundation, to support the provision of clean drinking water to underprivileged children in rural areas. Since the launch of the project, Swire Coca-Cola Beverages Zhengzhou and Luohe have delivered water purifiers to ten village schools in Henan, benefitting over 4,600 students and teachers.

2014年9月20日，港機工程的機庫迎來了一群興奮又好奇的年輕人。這些來自基層家庭的學生都參加了由港機工程、太古資源的義工隊和香港小童群益會安排的「飛機全接觸」活動。在20多名義工帶領之下，這群學生參觀了機庫的運作，了解飛機維修入門，更能近距離窺探普通乘客無法看到的維修景象，擴闊眼界。

On 20th September, HAECO's hangars welcomed a group of secondary school students from underprivileged families during a visit co-organised by volunteers from HAECO and Swire Resources. It was an eye-opener for the youngsters, who enjoyed a rare insider's view of aircraft repair and maintenance.



08



09

雖然很多人都已慣用智能手機查看日程，但對於長者來說，一幅簡單實在的掛曆已是他們的好幫手，讓他們記下重要日子，不輕易錯過。有見及此，香港航空發動機維修服務公司與太古地產於2014年12月15至23日舉辦「2015年掛曆捐贈」活動，並將所收集的掛曆捐予基督教家庭服務中心，惠及170位長者。

While most of us have long since ditched personal organisers in favour of smartphone planners, many elderly people stick faithfully to traditional wall calendars, on which they mark all the important days. With this in mind, HAESL and Swire Properties set out in December 2014 to collect unwanted new 2015 calendars, which were then donated to 170 elderly people at the Christian Family Service Centre.



## BOOKS For LOVE @ \$10 書出愛心 十元義賣



## 書出愛心 十元義賣 BOOKS FOR LOVE @ \$10

太古地產一年一度的「書出愛心 十元義賣」將於4月23至4月26日於太古坊ArtisTree舉行，為香港小童群益會籌款。較早前的書籍回收活動共收集得逾40,000本書籍，新雅文化更慷慨捐出10,000本全新圖書支持義賣活動！

現誠邀200位愛心大使，為逾50,000本書籍進行分類工作。歡迎帶同家人及朋友一起參與！

Swire Properties' ever popular "Books for Love @ \$10" annual charity sale, in support of The Boys' & Girls' Clubs Association of Hong Kong, is returning to ArtisTree, Taikoo Place on 23rd to 26th April! The book collection has received an overwhelming response with over 40,000 books collected, while Sun Ya Publications has also donated another 10,000 new books to support the campaign!

Swire Properties is recruiting 200 Community Ambassadors to help sort over 50,000 books in preparation for the sale. Sign up now with your families and friends!

### 「書出愛心 十元義賣」書籍分類活動 "Books for Love @ \$10" book sorting day

日期 Date: 18/4/2015

時間 Time: 9:30 am – 1:30 pm

地點 Venue: 太古坊康和大廈1樓 ArtisTree, 1/F, Cornwall House, Taikoo Place

報名 Registration: [spca@swireproperties.com](mailto:spca@swireproperties.com)

查詢 Enquiries: Hely Shu (2844 3980)

書出愛心Facebook專頁 Books for Love Facebook page : <http://www.facebook.com/booksforlove>



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紅白藍為太古員工及友好通訊刊物  
HungBakLam is a magazine for staff and  
friends of the Swire group

## 「加減乘」The PMM look

《紅白藍》自第22期起用社企「加減乘」為刊物進行美術設計。「加減乘」由一班志同道合的人士組成，成員來自社會不同界別，致力透過其出版的宣傳刊物《社刊》及不同媒體呼籲大眾正視香港弱勢社群所面對的種種問題。「加減乘」的成員來自社會不同界別，包括：編輯，出版及美術設計等，致力提高香港不同種類的慈善團體及社會企業的知名度，藉此加深港人社會對不同弱勢社群的理解，從而擴大他們的支持網絡，並減少大家對少數的歧視與偏見。

HungBakLam has enlisted the help of the design house PMM Media to take care of the layout since issue 22. As a social enterprise, PMM is founded by a group of like-minded people with different expertise. Through its publication "H.K. Community Journal", PMM aims to help raise the profile of local charity groups and other social enterprises and help society better understand the needs of underprivileged groups, with a view to broadening the social network that supports these groups and removing prejudices.

[www.pmmmedia.com](http://www.pmmmedia.com)

