

# 2013-2014 年報 ANNUAL REPORT



長者安居協會賽馬會愛民中心

3/F 銀齡館

2/F 24小時平安服務熱線中心

1/F 「生命·歷情」體驗館



# 目錄

## Contents

- 02 協會簡介、願景、使命及價值觀  
About SCHSA, Our Vision, Mission & Values
- 03 服務數字  
Service Statistics
- 04 主要服務  
Core Services
- 06 協會與服務歷年獎項  
Awards of the Years
- 08 主席感言  
Message from the Chairman
- 10 行政總裁感言  
Message from the Chief Executive Officer
- 12 協會架構  
Organizational Chart
- 13 董事會及小組成員  
Board of Directors & Sub-Committees
- 16 協會會員  
SCHSA Members
- 17 管理團隊  
The Management
- 18 年度重要紀事  
Annual Timeline

### 協會發展新里程 The Milestone of SCHSA

- 20 長者安居協會賽馬會愛民中心開幕  
The Grand Opening of Senior Citizen Home  
Safety Association Jockey Club Oi Man Centre
- 24 首創賽馬會「生命·歷情」體驗館  
The First Ever Jockey Club Life Journey Centre
- 27 賽馬會銀齡館：全新社區參與服務項目  
Jockey Club Silver Age Centre -  
New Community Engagement Programmes

### 社企營運 Operates as Social Enterprise

- 30 服務發展 – 平安服務  
Service Development – Safety Services
- 35 管家易服務  
EasyHome Services
- 36 支援長者業主外展服務  
Outreach Support Service for Elderly Owners
- 38 海外顧問服務  
Franchising and Licensing

### 社區參與及慈善項目 Community Engagement & Charity Programmes

- 40 義工參與  
Volunteers Engagement
- 44 社區參與嘉許典禮  
Community Engagement Awards Ceremony
- 46 老友網  
Cyber Engagement
- 49 2013 年度義工嘉許  
Awarded Volunteers in 2013
- 50 全港賣旗日  
Territory-wide Flag Day
- 52 慈善計劃及主要籌款活動  
Charitable Programmes and Major Fundraising Activities

### 協會運作 Operation

- 58 協會員工  
Our Staff
- 60 財務摘要  
Financial Highlights
- 62 鳴謝  
Acknowledgements

# 協會簡介

## About SCHSA

長者安居協會於 1996 年由鄭經翰先生, GBS, P. Eng., FHKIE, JP 及羅致光博士, GBS, JP 等一群熱心人士支持下成立, 旨在回應當時一股突如其來的寒流而引致逾百名獨居長者猝死的慘劇。協會是自負盈虧的社會企業及非牟利慈善團體, 本著以「企業養福利」、以人為本的服務及科技, 提昇長者於社區生活的素質, 將平安延伸至社會每個角落。

除了香港人熟悉的「平安鐘<sup>®</sup>」服務外, 近年協會為回應新一代銀齡人士的需求, 積極拓展如「隨身寶<sup>®</sup>」、「平安手機<sup>®</sup>」、「智平安<sup>®</sup>」、「e 體健」護士關懷等, 整合成一整套完善的「平安服務」, 令長者無論身處家居或外出活動, 都可使用協會直接管理的 24 小時呼援及關懷服務熱線中心的優質服務。此外, 協會亦積極建構跨界別的社區參與平台, 透過於 2013 年底建立全亞洲首創的「賽馬會『生命·歷情』體驗館」、推出「長者生命故事」個人化印書服務及「愛·留聲」心聲輯錄服務, 務求以全新角度, 促進建構長者友善及跨代共融之社區。

協會把公眾籌款及收入盈餘撥作支援「平安鐘」及「隨身寶」慈善計劃個案及相關之服務發展用途, 讓有需要人士免費使用緊急支援及關懷服務。

協會曾代表香港榮獲 2010 年聯合國世界信息峰會 - 移動通訊共融組別大獎、2010 年環球資訊及通訊科技卓越成就獎、2009 年度社會企業獎及 2005 年亞太區最佳非政府機構等重要獎項。

In 1996, Senior Citizen Home Safety Association (SCHSA) was founded by Ir. Albert J. Cheng (GBS, P. Eng., FHKIE, JP) and Dr. C.K. Law (GBS, JP) and a group of passionate individuals, in response to a prolonged cold spell during which more than one hundred elderly living alone were found dead. The Association is a self-financing social enterprise and charitable organization in Hong Kong that offers 24-hour personal caring and emergency assistance services to the elderly and others in need through our core service, Personal Emergency Link, with the mission to enhance the living quality of the elderly in the community through the use of technology and people-oriented services.

SCHSA is a believer in technology, leveraging ICT advancements to establish efficient, cost-effective service platform that provides territory-wide service to our users. In recent years, SCHSA has developed a series of Safety Services - including PE Link, the award-winning Mobile Link Service, Safety Phone Service, e-Care Link Service, eSmartHealth Service, as our continuous effort to enhance the living quality of the elderly in the community, extending the specialized SCHSA Call & Care support from indoor to outdoor environment.

As an important milestone of SCHSA's advocacy to change the negative perception of old age amongst the younger generations, Asia's first interactive experience centre with the theme of "life journey" was established in late 2013. Since its opening, Life Journey Centre has received thousands of local and overseas visitors from schools and universities, NGOs, and government bodies. SCHSA also launched two new community engagement programmes, Life Book Personalized Printing Service and "A Message for My Beloved" Recording Service. Through the community engagement platform, we aim to connect the young and old, to create and elderly-friendly society in a new perspective.

The Association solicits sponsorships, donations from the general public and operation surplus to support the provision of life-long free Personal Emergency Link and Mobile Link services to the elderly who are in financial difficulties and others in need.

The contribution of SCHSA has been recognized locally and worldwide. Key awards won by SCHSA include United Nation's World Summit Award Mobile 2010: m-Inclusion & Empowerment, Grand Prize of The Digital Opportunity Award, 2010 WITSA Global ICT Excellence Awards, 2009 Regional Social Enterprise Award and 2005 Asia Pacific NGO Award.

## 願景 Vision

讓長者可隨心選擇在社區過著有素質的晚年生活  
To enable the elderly to live a quality live of their own choice in the community

## 使命 Mission

致力透過科技應用, 以人為本的服務及創新的手法, 提升長者社區生活的素質  
To enhance the living quality of the elderly in the community through the use of technology, people-oriented services and innovative methods

## 價值觀 Values

以人為本  
(重視每個人的生命價值及尊重個別之差異)  
People-oriented (Emphasize on the value of lives and respect the differences of each individual)

重視長者  
(重視長者之權利, 需要和生活素質, 讓他們活得精彩)  
Value the elderly (Value the rights, needs, and living quality of the elderly, and to enrich their lives)

企業養福利  
(以社會企業之自負盈虧運作模式, 使社會福利獲得更多資源)  
Cultivating welfare (Operate as a self-financing social enterprise, providing more resources to social welfare)

重視創新理念  
(鼓勵創新理念, 結合應用於長者服務中)  
Value innovative ideas (Encourage innovative ideas and its application to elderly services)

伙伴協作  
(與各界攜手, 鼓勵合作和多元發展, 全面照顧長者的需要)  
Partnership (Encourage collaboration with different entities and diverse development, attend to all needs of the elderly)

# 服務數字

## Service Statistics

2013 年 9 月至 2014 年 8 月數字

Figures from September 2013 to August 2014

長者安居協會

# HELLO



\* 「平安服務」包括長者安居協會提供的「平安鐘<sup>®</sup>」、「平安手機<sup>®</sup>」、「隨身寶<sup>®</sup>」及「智平安<sup>®</sup>」服務。  
"Safety Services" include PE Link Service, Safety Phone Service, Mobile Link Service and e-Care Link Service.

# 截至 2014 年 8 月 31 日  
As of 31 August 2014

# 主要服務

## Core Services

### 「平安鐘®」服務 Personal Emergency Link Service



為長者及有需要人士提供 24 小時全面支援及關懷。服務使用者按動主機按鈕或遙控掣，即可接駁至 24 小時呼援及關懷服務熱線中心，向呼援服務員尋求協助。

Provides 24-hour support and caring services for the elderly and needy. Simply pressing one button and you will be connected to SCHSA Call and Care Services Centre which provides timely and suitable assistance.

### 「隨身寶®」服務 Mobile Link Service



專為長者或有需要人士而設的戶外支援及關懷服務，簡單易用的「一掣式」型號讓服務使用者可享有 24 小時全方位的貼心支援。服務推出以來，廣受認同，更榮獲多項本地及世界獎項。

A simple "One-button" device designed for the elderly and needy. The service provides 24-hour outdoor support and caring service which grants your family peace of mind. The service is widely recognized and has received various local and international awards since launching.

### 「智平安®」服務 e-Care Link Service



透過智能手機使用者的應用程式與其八達通藍牙遙控連接後，即可與協會 24 小時呼援及關懷服務熱線中心聯絡，呼援服務員會提供適切的支援，同時聯絡家人，報上平安。遙控掣更兼備八達通功能，令使用者外出時更方便。

With an Android smartphone, user can activate the App with the Octopus Bluetooth Remote and can directly connect with the staff at 24-hour operating Call and Care Services Centre of SCHSA. We will offer timely and suitable assistance and can contact user's family for status update when necessary. Moreover, the remote is equipped with Octopus function, making user to feel more convenient in an outdoor environment.

### 「平安手機®」服務 Safety Phone Service



專為活躍好動的銀齡人士而設，讓他們無論何時何地，均可聯繫親友或聯絡本會呼援中心，享受安心多彩的生活。

Designed for active and restless silver aged group which can contact their friends, relatives or SCHSA Call and Care Services Centre to enjoy a peace of mind anytime and anywhere.

### 「管家易」服務 EasyHome Services



致力為銀齡人士提供各項優質家居照顧服務，切合他們不同需要。服務包括居家安老策劃、離院特別照顧、長者家居照顧、長者家居復康訓練及家居支援服務。

Provides high quality, reliable and comprehensive home care services for the silver-aged group and their families. The services include integrated discharge support, home care planning, recovery training at home, household supporting and caring services.

### 長者生命故事個人化印書服務 Life Book Personalized Printing Service

平凡人也可有不平凡經歷，香港代代長者的人生故事絕對值得珍惜、流傳。「長者生命故事」服務，讓長者的人生經驗、生活智慧和時代見證，永誌留存，成為下一代的永久珍藏。

Every elder has a unique life story to tell and wisdom to share. Every story is a part of Hong Kong's history. "Life Book" service enables elders to record their life experience and wisdom.

### 「愛·留聲」心聲輯錄服務 A Message for My Beloved

配備錄音及混音器材，讓您在舒適放鬆的環境下，盡情將心聲錄下，配上背景音樂襯托後，收錄於「愛·留聲」儲存器內，連同心意卡一併送給摯愛的他/她，成為永遠珍藏。

Record your message for your beloved in a relaxing studio with professional equipment. Together with background music, your message will be stored in a tailor made USB with wrapping. Send together with a greeting card, it will be a unique and precious gift to your beloved!

### 賽馬會「生命·歷情」體驗館 Jockey Club Life Journey Centre

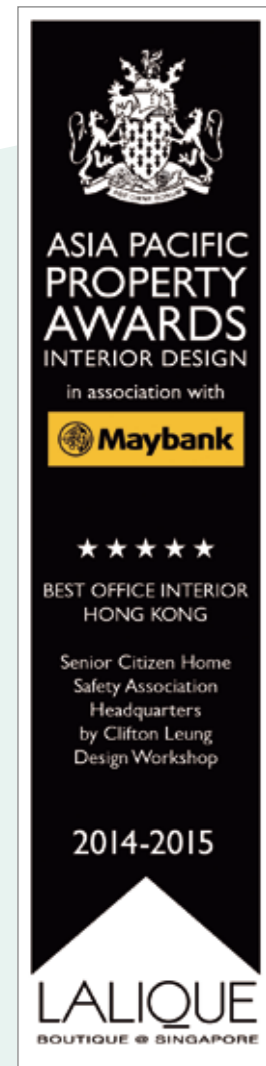
全亞洲首創，透過 60 分鐘的互動歷程，引發年輕一代重新思索何謂「年青」、「年老」，學懂珍惜身邊的人和事，積極面對人生。

Asia's first interactive experience for participants to have reflection on the concept of "Young" and "Old", when all of us are going through the same life journey, leading to have positive views on life and ageing.



# 協會與服務歷年獎項

Awards of the Years



## 長者安居協會 Senior Citizen Home Safety Association

- 2014/15 年度 International Property Awards
  - 香港區最佳辦公室設計大獎
  - 五星級辦公室設計大獎
- 2014 卓越企業品牌選舉 - 香港社會企業品牌評審團大獎
- 2013/14 年度家庭友善僱主
- 第四屆香港傑出企業公民獎 - 社會企業組別銀獎
- 2013 我最喜愛的五大社企
- 2010 神秘顧客測試金獎
- 2009 年度社會企業獎
- 2005 年亞太區最佳非政府機構
- 2003 至 2005 年度傑出伙伴合作計劃獎
- 2014/15 International Property Awards
  - Five Star Awards, Office Interior Design Category, Hong Kong
  - Best Office Interior, Hong Kong Region
- 2014 Prestigious Corporate Brand Awards – Judging Panel Award (Social Enterprise)
- 2013/14 Family Friendly Employers Award
- The 4<sup>th</sup> Hong Kong Outstanding Corporate Citizenship Awards – Silver Award (Social Enterprise Category)
- 2013 Top Five Favourite Social Enterprises
- 2010 Gold Award of Mystery Call Assessment Award
- 2009 Regional Social Enterprise Award
- 2005 Asia Pacific NGO Award
- Outstanding Partnership Project Award (2003 to 2005)

## 平安服務 Safety Services

- 2015 香港資訊及通訊科技獎
  - 最佳流動應用程式獎 (消費及時尚生活方案) - 優異證書
- 2014 香港客戶中心協會年獎金獎
  - Best Social Enterprise Contact Centre
  - Best Contact Centre in Technology Application
- 2011 傑出社會企業獎
- 2010 世界信息峰會移動大獎 - 移動共融與授權組別
- 2010 年環球資訊及通訊科技卓越成就獎 - 數碼機會大獎
- 2009 年亞太區資訊科技大獎
  - 數碼共融及數碼社區組別
- 2009 世界信息峰會大獎中國賽區選拔賽 - 最佳電子共融與參與項目
- 2008 年香港資訊及通訊科技獎
  - 最佳無間斷網絡大獎
  - 最佳無間斷網絡 (流動及應用方案) 金獎
  - 最佳無間斷網絡 (流動資訊娛樂) 銀獎
  - 最佳生活時尚 (和諧社會) 銀獎
- The Hong Kong ICT Awards 2015
  - Best Mobile Apps (Consumer & Lifestyle) Certificate of Merit
- 2014 Hong Kong Call Centre Association Award Gold Award
  - Best Social Enterprise Contact Centre
  - Best Contact Centre in Technology Application
- Outstanding Social Enterprise Award 2011
- Winner of the WSA m- Inclusion & Empowerment 2010
- The Asia Pacific ICT Alliance Awards 2009
  - Winner of e-Inclusion and e-Community
- World Summit Award – National Contest China 2009
  - Best e-Inclusion & Participation
- The Hong Kong ICT Awards 2008
  - Best Ubiquitous Networking Grand Award
  - Best Ubiquitous Networking (Mobile Enterprise Solution) Gold Award
  - Best Ubiquitous Networking (mobile Infotainment Application) Silver Award
  - Best Lifestyle (Social Life & Community) Silver Award

## 「生命·歷情」體驗館 Life Journey Centre

- 2015 香港資訊及通訊科技獎
  - 最佳數碼共融 - 銅獎
  - 最佳數碼共融 - 最創新服務特別獎
- The Hong Kong ICT Awards 2015
  - Best Digital Inclusion, Bronze Award
  - Best Digital Inclusion, Special Award for Most Innovative Service



# 主席感言

Message from the Chairman

長者安居協會

HELLO



根據政府統計處的數據顯示，本港有 14% 人口超過 65 歲，令本港正式成為世界衛生組織定義下的「老齡社會」，為長者提供全面服務、令他們安居於社區實在刻不容緩。

作為服務長者的前線機構，協會在過去一年一如既往，為長者提供無間斷及高質素的緊急支援及關懷服務。協會的「平安服務」不單只是救急扶危，更是透過科技應用與以人為本的理念，為有需要人士送上源源不絕的平安和關懷。

儘管在過去一年香港經歷風雨飄搖的日子，協會還是經歷精彩的一年，一系列的創新服務得以順利開展。協會的新總部 - 長者安居協會賽馬會愛民中心，獲得香港賽馬會慈善信託基金的大力支持下，如期開幕啟用。協會在這個逾四萬平方呎的空間，建設了設備先進、全天候支援「平安服務」使用者的 24 小時呼援及關懷服務熱線中心之餘，更開展一系列創新的社區參與計劃，貫徹將「應用科技」、「以人為本」及「創新」的理念實踐於服務當中。

愛民新總部的啟用，除了是重要里程碑，更是協會開拓發展新方向的契機。協會將善用新基地的空間作雙線平衡發展：繼續透過「平安服務」讓長者安居於社區之外，亦會不遺餘力建構社區參與平台，以創新手法推動社區各界以正面角度看長者，攜手實踐跨代共融，全民關愛，將平安延伸至社區每個角落。

鄭經翰先生, GBS, P.Eng., FHKIE, JP  
長者安居協會  
董事會主席  
二零一五年四月

According to statistics published by the Census and Statistics Department, 14% of Hong Kong's population are aged 65 years or above, officially making Hong Kong an "Aged Society" as defined by the World Health Organization. In light of this, it has become absolutely vital for us to provide the elderly with a comprehensive suite of services so that they can enjoy the desired quality life in their own communities.

As a trailblazer chartering at the forefront of elderly services, SCHSA has been carrying on a proud tradition of providing our elders with unceasing and quality emergency support and care services throughout the past year. The essence of our Safety Services goes beyond the threshold of offering help and support during urgent and critical situations. It also lies in constantly delivering peace of mind and care to those in need through the use of technology as well as our people-oriented approach.

Despite the fact that Hong Kong pulled through a year marked by uncertainties and upheavals, the past 12 months still made up a wonderful year for SCHSA as we saw successful execution of a series of innovative services. Under the generous support of the Hong Kong Jockey Club Charities Trust, our new headquarters, known as the Senior Citizen Home Safety Association Jockey Club Oi Man Centre, opened as scheduled and is now fully operational. Utilising a building with a floor space of over 40,000 square feet, not only has SCHSA established a 24-hour Call and Care Services Centre with advanced equipment for Safety Services users, but it has also taken the extra step to organise a range of innovative community engagement programmes to ensure that its vision, which centred around "the application of technology", "a people-oriented approach" and "innovation", is embedded in all its services.

The launch of the new headquarters in Oi Man was undoubtedly an important milestone in SCHSA's history. Yet, more importantly, it opened up an opportunity for SCHSA to explore new directions in its development. SCHSA is committed to making the best of this new base in order to achieve a balanced dual development: on the one hand, SCHSA will continue to help the elderly live a quality life in communities through its Safety Services; and on the other, SCHSA will also go to great lengths to establish a community engagement platform, and encourage the general public through innovative means to see the elderly in a positive light, so as to achieve cross-generation coexistence, deliver love and care within our society, and extend peace of mind to every corner of our community.

Ir. Albert Cheng, GBS, P.Eng., FHKIE, JP  
Chairman, Board of Directors  
Senior Citizen Home Safety Association  
April 2015

# 行政總裁感言

## Message from the Chief Executive Officer



自創會以來，「平安鐘®」服務背後的團隊默默耕耘。這個 24 小時運作的長者服務機構深得公眾信賴，然而因為服務性質的關係，沒有太多人（包括一群已使用了協會「平安鐘」服務十多年的長者）知道協會團隊的工作地點在哪兒；只知道任何時候只需按動「平安鐘」，便一定可和熱線中心聯繫上。

2013 年 9 月 12 日，長者安居協會位於何文田愛民邨的新總部正式開幕。我們卻為大家帶來了驚喜：除了「平安鐘」以外，原來我們還可以為長者做更多。

協會原本的計劃是把新總部逾三層、共四萬多平方呎的空間皆作辦公室自用。2012 年初我剛到任時接手籌備這個重要項目，從沒到過愛民邨的我，初次站在這個有四十年歷史的老牌公共屋邨的大街上，在那些綠色和米色相間的樓房的剪影中，看見愛民老街坊們或熱情地互相問好，拖着孫兒的小手去買水果，或相聚在樹下聊天、閱報，都很悠然自得。這個雖在老化中歷久常新但人情味依然滿載的小社區，其實是一個樂活晚年的縮影，讓我重新思索應怎樣去好好利用新總部的空間，拓闊協會的接觸面。

到最後，協會新總部有一半的空間用作帶動社區參與的新服務項目，包括設於地面樓層，全亞洲首創的「生命·歷情」體驗館，讓中學生及其它參加者透過 60 分鐘的互動歷程體驗人生，以全新角度探索何謂年老，達到愛惜光陰及對身邊長者建立尊重的果效。三樓的「銀齡館」則提供兩項全新服務 -- 長者生命故事（個人化印書服務），及於小型影音製作室的「愛·留聲」，讓協會義工及銀齡人士可利用館內設施，參與各種創新活動及多元化工作坊。新總部的設計哲學，是“Finding the New in the Old. Seeing the Beauty in the Old”。四十年的設施雖舊，但仍可透過精心設計令它充滿特色，從舊事物中找到它的美，暗喻「老有所用」，令愛民中心成為協會推動「轉個正面角度看長者」的基地。

感激香港賽馬會慈善信託基金的全力支持，令協會新總部得以落成，並贊助提升協會「平安服務」的技術平台及設施，令協會的服務發展基礎堅實。感恩得到一眾各界好友出心出力的參與，將許多不可能變成可能，特別鳴謝著名設計師梁顯智先生的協助，Clifton 為支持協會的理念，並沒有收取愛民中心的設計費用，更可喜的是，協會於世界性的 International Property Awards 中勝出，獲頒 2014 年度香港區最佳辦公室設計獎項。

到今天，長者安居協會賽馬會愛民中心已接待超過 24,000 位本地及海外的訪客，除了協會服務的使用者、家人、和慈善計劃的受惠長者，亦有社企、社福界及商界夥伴、宗教團體、政府部門及公共事務機構的各界人士及贊助人，更包括校長、老師、社工和約 6,800 位大、中、小學學生。我希望當大家身處於協會愛民中心的時候，也能感受設計細節裡的情味，並和我們一同於這個急速老齡化的城市中，注入跨代共融的正能量，願望代代平安。

長者安居協會  
行政總裁  
梁淑儀女士  
二零一五年五月

SCHSA was found in 1996 and since then the general public bestows great trust on us. Our service operates on a 24/7 basis, however not a lot of people (including our own users who have been using SCHSA's Personal Emergency Link Service for more than a decade) know where and how the SCHSA team actually works. All these people know is that no matter where we are, once they press on the "Safety Button", they will always be connected to us.

Officially opened in September 2013, SCHSA Jockey Club Oi Man Centre marks a new milestone for SCHSA's service evolution. We are no longer the 'invisible' caring team behind the phone line.

Before I came on board in 2012, SCHSA's original plan was to use all three floors at the new premises at Oi Man, Homantin as office space. I still remember my first visit to Oi Man Estate – walking the streets of this old public housing area with 40 years of history, seeing seniors in the neighbourhood greeting one another with such warmth, grandparents holding the tiny hands of their grandchildren, elders chitchatting and reading newspapers leisurely in the shade. Going through its own ageing process, this small community bore witness to the past, welcomed the future, yet managed to remain as a place filled with humanity and friendliness; it was indeed an epitome of fulfilment and happiness in an old age. All these helped me rethink how we could utilise the space at the new headquarters to engage the wider community and to create a bigger social impact.

In the end, half the space at SCHSA's new headquarters has been deployed to promote cross-generation engagement projects. As an important milestone of SCHSA's advocacy to change the negative perception of old age amongst the younger generations, we established "Life Journey Centre", the first of its kind in Asia. The Centre takes secondary school students and other participants on an interesting journey through a 60-minute interactive experience, exploring the true meaning of ageing from a whole new perspective. The Silver Hall on 3/F engages and connects seniors as volunteers and members. It is a place that seniors find new experiences, enjoyment and respects. Through the Life Book programme, youngsters obtain insights from our seniors. Elders either join the workshop to create their own books, or we match a young volunteer to write up the book for an elder. "A Message for My Beloved" is a new service programme to encourage the elders to speak out their mind before it's too late. "Finding the New in the Old; Seeing the Beauty in the Old" is the philosophy behind the design of the new headquarters. Behind the local scenes of dai-pai-dong, pictures and posters of old Hong Kong, SCHSA main office is in fact a showcase of innovative services for senior citizens with advanced ICT and call centre technologies. Characterized by iconic and local Hong Kong elements, this old property has been transformed by Mr. Clifton Leung into a warm and delightful workplace for SCHSA employees and volunteers. SCHSA Jockey Club Oi Man Centre is nicely integrated into the surrounding 40-year old Oi Man neighborhood, re-defining the presence of SCHSA as a local NGO that advocates smart ageing and cross-generation engagement. While no one can deny that facilities built 40 years ago had seen better days, we believe that with well-thought designs, they can still shine with inner beauty -- a metaphor that promotes a sense of worthiness among the elders. As our main office and main call centre with expanded capacity and functionality, Oi Man Centre has become the heart and soul of the meaningful services of Personal Emergency Link, Safety Phone, Mobile Link, and e-Care Link for senior citizens in Hong Kong. It is also a place where we advocate active ageing, and where we engage generations of people to learn and understand ageing from different perspective, so as to build empathy and the sense of responsibility to care about old people in our society.

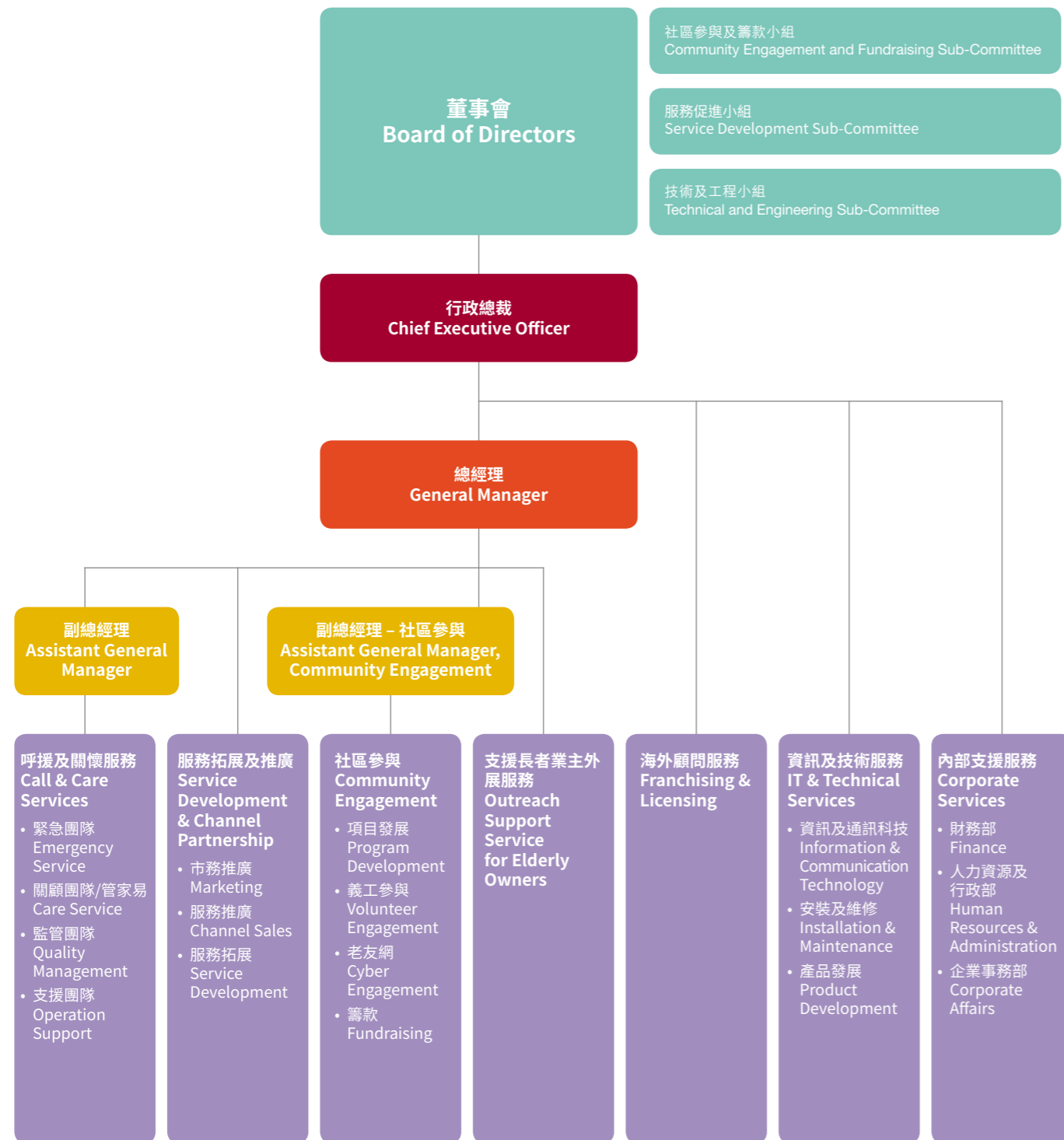
The Association is blessed to have the generous support from The Hong Kong Jockey Club Charities Trust, without which we would not be able to establish SCHSA Jockey Club Oi Man Centre as a new platform to extend our service reach, and to continuously develop useful services to support "Ageing in Place". Our gratitude also goes to friends and partners from different sectors for their kind support, making possible so many things that were considered impossible. My special thanks go to Mr. Clifton Leung, a celebrated designer who, in his support of SCHSA's mission, offered free design service to support this important project. In 2014, SCHSA Jockey Club Oi Man Centre was awarded "The Best Office Interior, Hong Kong Region" and "Five Star Awards, Office Interior Design Category, Hong Kong" by the prestigious Asia Pacific Property Awards (UK).

Guided tours are arranged for visitors from the government and public services organizations, NGOs, social enterprises, religious groups, media, sponsors and commercial organizations etc with Oi Man Centre being a showcase of social enterprise in Asia. More than 24,000 visitors, among those teachers, social workers, and around 6,800 students have come here to engage in various programmes and activities that advocate Ageing in Place. I hope to see you here, to join hands with us to infuse positive energy to our society, to make Hong Kong a happier ageing city.

Ms. Irene S.Y. Leung  
Chief Executive Officer  
Senior Citizen Home Safety Association  
May 2015

# 協會架構

## Organizational Chart



# 董事會及小組成員

## Board of Directors & Sub-Committees

### 董事會 Board of Directors

更新至 2015 年 3 月 16 日 (As of 16 March 2015)

董事會 Board of Directors		
主席 Chairman	鄭經翰先生, GBS, P.Eng., FHKIE, JP	Ir. Albert J. Cheng, GBS, P.Eng., FHKIE, JP
副主席 Vice-Chairman	黃岳永先生 錢黃碧君女士	Mr. Erwin Steve Huang Mrs. Teresa B.K. Tsien
義務秘書 Honorary Secretary	郁德芬博士, JP	Dr. Alice T.F. Yuk, JP
義務司庫 Honorary Treasurer	羅致光博士, GBS, JP	Dr. C.K. Law, GBS, JP
委員 (董事) Members	鄭子祐先生 張國柱議員 張惠君女士 鍾普洋先生, SBS, OBE, JP 黎定基先生 林旭華先生 梁國輝先生 羅 就先生 聶揚聲先生	Mr. Thomas T.Y. Cheng The Hon. Mr. Peter K.C. Cheung Ms. W.K. Cheung Mr. P.Y. Chung, SBS, OBE, JP Mr. Stanislaus D.K. Lai Mr. Peter Y.W. Lam Mr. Tony K.F. Leung Mr. C. Lo Mr. Peter Y.S. Nip
<b>列席 In-attendance</b>		
行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S.Y. Leung
行政辦公室經理 Executive Manager	林 潔女士	Ms. Calvina K. Lam
行政秘書 Secretary	林慧雲女士	Ms. Wandy W.W. Lam



## 小組成員 Sub-Committees

更新至 2015 年 2 月 23 日 (As of 23 February 2015)

社區參與及籌款小組 Community Engagement and Fundraising Sub-Committee		
召集人 Convenor	張惠君女士	Ms. W.K. Cheung
委員 Members	陳柏泉先生 鄭經翰先生, GBS, P.Eng., FHKIE, JP 計明華先生 黎定基先生 李繼雄先生 李華明先生, SBS, JP 羅 就先生 吳冠強先生 聶揚聲先生 黃文泰先生	Mr. P.C. Chan Ir. Albert J. Cheng, GBS, P.Eng., FHKIE, JP Mr. M. W. Kai Mr. Stanislaus D.K. Lai Mr. Kennedy K.H. Lee Mr. Fred W.M. Li, SBS, JP Mr. C. Lo Mr. Ricky K.K. Ng Mr. Peter Y.S. Nip Mr. James M.T. Wong
<b>列席 In-attendance</b>		
行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S.Y. Leung
社區參與高級經理 Senior Manager, Community Engagement	陳美寶女士 (秘書)	Ms. Mabel M.P. Chan (Secretary)

服務促進工作小組 Service Development Sub-Committee		
召集人 Convenor	羅致光博士, GBS, JP	Dr. C.K. Law, GBS, JP
委員 Members	歐耀佳醫生 陳翠琼女士 周奕希先生, BBS, JP 蔡海偉先生 馮錫良先生 李翊駿教授 梁國輝先生 馬錦華先生, JP 謝偉鴻先生 錢黃碧君女士 黃文泰先生 王惠梅女士	Dr. Y.K. Au Ms. Liliane C.K. Chan Mr. Y.H. Chow, BBS, JP Mr. H.W. Chua Mr. Michael S.L. Fung Prof. J.J. Lee Mr. Tony K.F. Leung Mr. Timothy K.W. Ma, JP Mr. Henry W.H. Shie Mrs. Teresa B.K. Tsien Mr. James M.T. Wong Ms. Nancy W.M. Wong
<b>列席 In-attendance</b>		
行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S.Y. Leung
副總經理 Assistant General Manager	楊愛儀女士 (秘書)	Ms. Cindy O.Y. Yeung (Secretary)

技術工程小組 Technical and Engineering Sub-Committee		
召集人 Convenor	黃岳永先生	Mr. Erwin Steve Huang
委員 Members	鄭子祐先生 曹炳豪先生 范思樂女士 馮錫良先生 葉希盛先生 黎定基先生 李錦鴻先生 莫乃光議員 楊和生先生	Mr. Thomas T.Y. Cheng Mr. P.H. Cho Ms. Phoebe S.L. Fan Mr. Michael S.L. Fung Mr. David H.S. Ip Mr. Stanislaus D.K. Lai Mr. Edward K.H. Lee The Hon Charles Peter Mok Mr. W.S. Young
<b>列席 In-attendance</b>		
行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S.Y. Leung
資訊及通訊科技組高級經理 Senior Manager, Information & Communication Technology	梁少舫先生 (秘書)	Mr. Eric S.F. Leung (Secretary)
產品發展經理 Manager, Product Development	湯 毅先生	Mr. Lawrence N. Tong
安裝及維修經理 Manager, Installation & Maintenance Department	簡家麟先生	Mr. Alan K. L. Kan

(按英文姓氏排列 Listed by surnames alphabetical order)

區仲明女士 Ms. C. M. Au  
 陳章明教授, BBS, JP Prof. Alfred C. M. Chan, BBS, JP  
 陳莊勤先生 Mr. John C. K. Chan  
 陳翠琼女士 Ms. Liliane C. K. Chan  
 陳根錦先生 Mr. K. K. Chan  
 陳麗娟女士 Ms. Vesta L. K. Chan  
 陳麗雲教授 Prof. Cecilia L. W. Chan, JP  
 陳文妮女士 Ms. Joyce M. N. Chan  
 陳柏泉先生 Mr. Peter P. C. Chan  
 陳柏朗先生 Mr. P. L. Chan  
 陳秀德先生 Mr. S. T. Chan  
 張美琴女士 Ms. Elise Chang  
 周賢明先生, BBS, MH Mr. Francis Y. M. Chau, BBS, MH  
 鄭清發先生 Mr. C. F. Cheng  
 鄭經翰先生, GBS, P.Eng., FHKIE, JP Ir. Albert J. Cheng, GBS, P.Eng., FHKIE, JP  
 鄭利明博士 Dr. L. M. Cheng  
 鄭子祐先生 Mr. T. Y. Cheng  
 張國柱議員 Hon. Peter K. C. Cheung  
 張惠君女士 Ms. W. K. Cheung  
 曹炳豪先生 Mr. P. H. Cho  
 莊陳有先生, MBE Mr. C. Y. Chong, MBE  
 周奕希先生, BBS, JP Mr. Y. H. Chow, BBS, JP  
 蔡照榮先生 Mr. C. W. Choy  
 蔡海偉先生 Mr. H. W. Chua  
 鍾普洋先生, SBS, OBE, JP Mr. P. Y. Chung, SBS, OBE, JP  
 范思樂女士 Ms. Phoebe S. L. Fan  
 方敏生女士, BBS, JP Ms. Christine M. S. Fang, BBS, JP  
 方保僑先生 Mr. Francis P. K. Fong  
 馮啟民先生 Mr. David K. M. Fung  
 馮錫良先生 Mr. Michael S. L. Fung  
 何漢文先生, MH Mr. H. M. Ho, MH  
 何貴英女士 Ms. Florence K. Y. Ho  
 何國輝先生 Mr. Morris K. F. Ho  
 何淑儀女士 Ms. S. Y. Ho  
 何渭枝先生 Mr. W. C. Ho  
 黃岳永先生 Mr. Erwin Steve Huang  
 洪寶華女士 Ms. P. W. Hung  
 葉肖萍女士, MH Ms. Virginia C. P. Ip, MH  
 葉希盛先生 Mr. H. S. Ip  
 葉松茂博士 Dr. Saimond Ip  
 計明華先生 Mr. M. W. Kai  
 顧振華先生, MH Mr. C. W. Ko, MH  
 郭林好先生 Mr. L. H. Kwok  
 郭烈東先生, JP Mr. L. T. Kwok, JP

鄺穎萱女士 Ms. Carmen W. S. Kwong  
 黎定基先生 Mr. Stanislaus D. K. Lai  
 賴錦璋先生 Mr. Michael K. C. Lai  
 黎潔鸞女士 Ms. K. L. Lai  
 林桂霞女士 Ms. K. H. Lam  
 林旭華先生 Mr. Peter Y. W. Lam  
 劉建德先生 Mr. Alan K. T. Lau  
 羅致光博士, GBS, JP Dr. C. K. Law, GBS, JP  
 李翊駿教授 Prof. J. J. Lee  
 李繼雄先生 Mr. Kennedy K. H. Lee  
 李錦鴻先生 Mr. Edward K. H. Lee  
 梁國輝先生 Mr. Tony K. F. Leung  
 梁淑儀女士 Ms. Irene S. Y. Leung  
 李華明先生, SBS, JP Mr. Fred W. M. Li, SBS, JP  
 羅 就先生 Mr. C. Lo  
 陸潤榮先生 Mr. Y. W. Luk  
 馬錦華先生, JP Mr. K. W. Ma, JP  
 麥貴榮先生 Mr. Alexander K. W. Mak  
 莫乃光議員 Hon. Charles Peter Mok  
 伍杏修先生 Mr. H. S. Ng  
 吳冠強先生 Mr. Ricky K. K. Ng  
 吳偉林先生 Mr. William W. L. Ng  
 吳文芳先生 Mr. Willde Ng  
 吳詠嫻女士 Ms. W. H. Ng  
 聶冠宇先生 Mr. K. Y. Nip  
 聶揚聲先生 Mr. Y. S. Nip  
 謝偉鴻先生 Mr. Henry W. H. Shie  
 施清白女士 Ms. C. P. Sy  
 鄧偉恩先生 Mr. W. Y. Tang  
 湯為銘先生 Mr. W. M. Tong  
 曾錦仁先生 Mr. K. Y. Tsang  
 錢黃碧君女士 Mrs. Teresa B. K. Tsien Wong  
 黃成智先生 Mr. S. C. Wong  
 黃萬成先生, MH Mr. Barry M. S. Wong, MH  
 黃文泰先生 Mr. James M. T. Wong  
 王惠梅女士 Ms. Nancy W. M. Wong  
 黃逸旭先生 Mr. Y. Y. Wong  
 邱可珍女士, MH, JP Ms. Nora Yau, MH, JP  
 楊珮珊女士 Ms. P. S. Yeong  
 楊錦明先生 Mr. Chris K. M. Yeung  
 楊和生先生 Mr. W. S. Young  
 余秀瑩女士 Ms. S. Y. Yu  
 郁德芬博士, JP Dr. Alice T. F. Yuk, JP  
 任國棟先生 Mr. Pius K. T. Yum

# 管理團隊

## The Management



1. 梁少芬女士 財務高級經理  
Ms. Conny S. F. Leung, Senior Manager, Finance
2. 梁潔如女士 人力資源及行政高級經理  
Ms. Kittee K. Y. Leung, Senior Manager, Human Resources and Administration
3. 袁佩儀女士 企業事務高級經理  
Ms. Esther P. Y. Yuen, Senior Manager, Corporate Affairs
4. 楊愛儀女士 副總經理  
Ms. Sindy O. Y. Yeung, Assistant General Manager
5. 林 潔女士 行政辦公室經理  
Ms. Calvina K. Lam, Executive Manager
6. 梁淑儀女士 行政總裁  
Ms. Irene S. Y. Leung, Chief Executive Officer
7. 梁少舫先生 資訊及通訊科技高級經理  
Mr. Eric S. F. Leung, Senior Manager, Information & Communication Technology
8. 陳美寶女士 社區參與高級經理  
Ms. Mabel M. P. Chan, Senior Manager, Community Engagement
9. 劉麗君女士 市務部高級經理  
Ms. Quinny L.K. Lau, Senior Manager, Marketing & Channels
10. 李淑玲女士 支援長者業主外展服務項目經理  
Ms. Tammy S. L. Lee, Project Manager, Outreach Support Service for Elderly Owners
11. 袁慧明女士 「生命·歷情」體驗館市場推廣及運作經理  
Ms. Debby W. M. Yuen, Marketing & Operation Manager, Life Journey Centre



# 年度重要紀事

2013-2014 Annual Timeline



2013年9月 — 長者安居協會賽馬會愛民中心正式開幕

September 2013 — The Grand Opening of Senior Citizen Home Safety Association Jockey Club Oi Man Centre



2013年11月 — 開展社區參與服務：「長者生命故事」及「愛·留聲」

November 2013 — The Launch of the Community Engagement Programme: "Life Book" and "A Message for My Beloved"



2014年5月 — 推動「轉個角度睇長者」新概念

May 2014 — The Launch of "Seeing the Beauty in the Old" Campaign



2014年6月 — 2013年度社區參與嘉許典禮

June 2014 — Community Engagement Awards Ceremony 2013



2014年8月 — 協會賣旗日

August 2014 — SCHSA Flag Day



2014年5月 — 「智平安」應用程式服務推出

May 2014 — The Launch of e-Care Link Android App Service



2013年11月 — 大型活動「一日一生」

November 2013 — Signature Event "One Day One Life"



2013年10月 — 賽馬會「生命·歷情」體驗館投入運作

October 2013 — Jockey Club Life Journey Centre begins its operation

# 長者安居協會賽馬會愛民中心開幕

The Grand Opening of SCHSA Jockey Club Oi Man Centre



## 「轉個角度睇長者」新基地 Setting a New Base for "Seeing the Beauty in the Old"

協會成立以來貫徹透過科技應用、以人為本的服務理念，為長者帶來平安。協會獲得香港賽馬會慈善信託基金資助，於何文田建立新總部—長者安居協會賽馬會愛民中心，致力推動社會各界一同「轉個角度睇長者」，攜手建構新一代長者的正面形象。

協會於 2013 年 9 月 12 日舉行隆重開幕禮，座落於何文田愛民村的新總部樓高三層、佔地逾 43,000 平方呎，用於應付協會未來十年發展。新總部除了建立一個 24 小時全天候支援「平安服務」使用者的呼援及關懷服務熱線中心外，愛民中心亦設有全亞洲首創的「賽馬會『生命·歷情』體驗館」，及名為「賽馬會銀齡館」的開放空間。

總部內揉合展現「舊事物的美」與協會服務理念的室內設計亦獲得國際認可。愛民中心於 2014 年 7 月獲得由英國 International Property Awards 頒發的「香港區最佳辦公室設計大獎」以及「五星級辦公室設計大獎」兩項殊榮。

協會希望於新總部透過繼續提供高質素的「平安服務」及開展社區參與計劃，全方位提升長者在社區的生活素質，令平安文化在社區不斷延展。

Ever since its inception, SCHSA has always remained true to its mission: to bring peace of mind to the elderly through the application of technology and its people-oriented service philosophy. Sponsored by the Hong Kong Jockey Club Charities Trust, SCHSA has set up its new headquarters in Ho Man Tin -- the Senior Citizen Home Safety Association Jockey Club Oi Man Centre. We are committed to prompting the idea of "Seeing the Beauty in the Old" and redefining the image of the energetic next-generation elders.

The grand opening of the SCHSA headquarters was held on 12 September 2013. The new 3-storey building, located at Oi Man Estate, Ho Man Tin, covers a floor space of over 43,000 square feet and is built to suit SCHSA's development needs in the next decade. In addition to setting up its 24-hour Call and Care Services Centre for "Safety Services" users, the new headquarters also houses a "Jockey Club Life Journey Centre", the first of its kind in Asia, and an open space named "Jockey Club Silver Age Centre".

The interior design of the new headquarters, which presents "the beauty in the old", together with the service philosophy of SCHSA, has also received global recognition. In July 2014, Oi Man Centre was awarded the "Best Office Design Award - Hong Kong" and the "5 Star Award - Best Office Design" by the British-based International Property Awards.

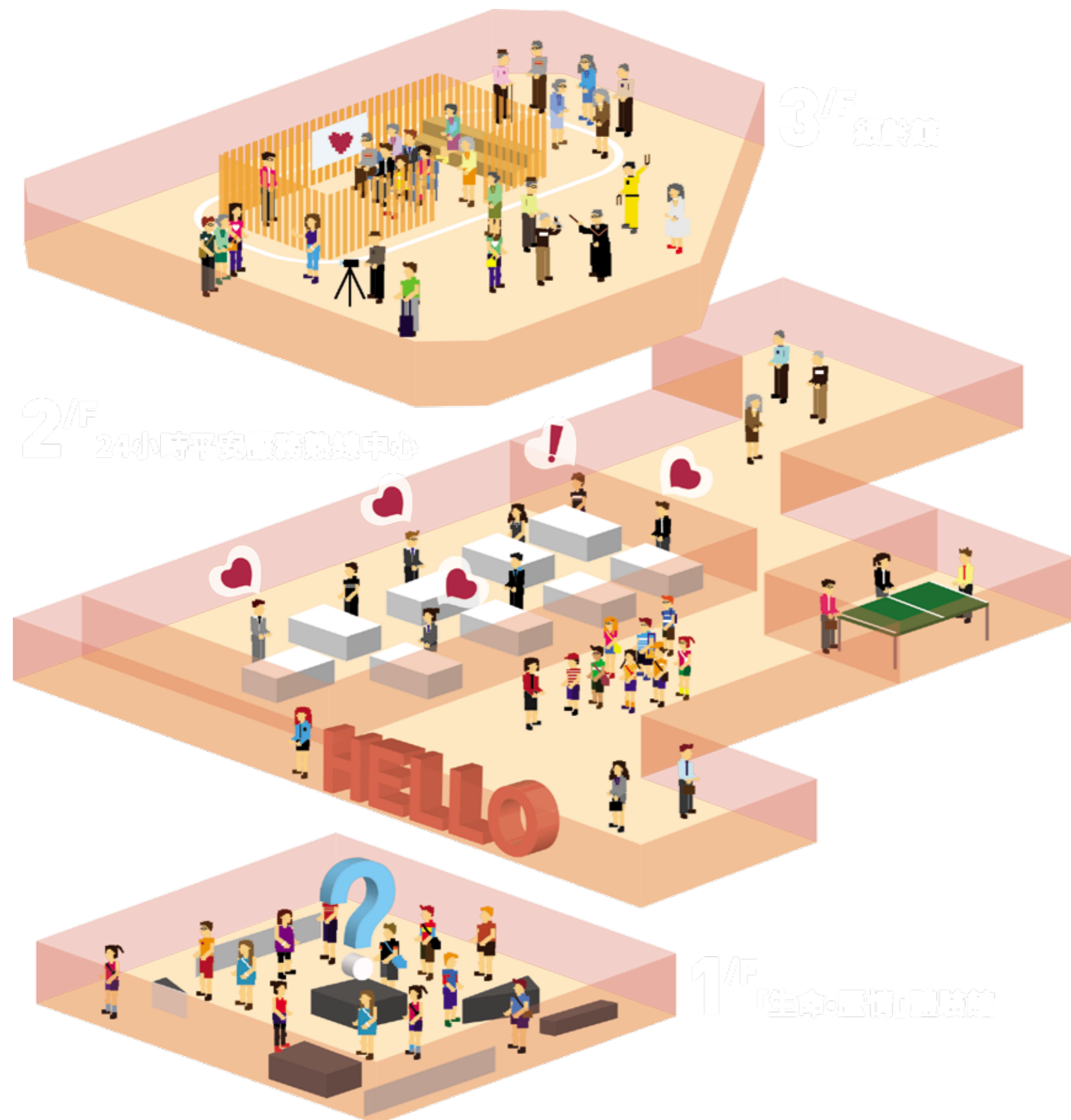
With the opening of its new headquarters, SCHSA will continue to provide quality "Safety Services" and carry out community engagement programmes, with an aim to improving every aspect of living quality of the elderly and spreading the notion of "peace of mind" throughout Hong Kong's communities.

1. 「長者安居協會賽馬會愛民中心」開幕禮獲得香港特別行政區政府政務司司長林鄭月娥女士 GBS, JP (左三)、香港賽馬會董事周永健先生 SBS, JP (右三)、藝人楊千嬅小姐 (左二)、及協會兩位創辦人鄭經翰先生 (右二) 與羅致光博士 (左一) 及行政總裁梁淑儀女士 (右一) 擔任主禮嘉賓，見證協會發展邁向新里程。Officiating guests at the opening ceremony of the SCHSA Jockey Club Oi Man Centre, Mrs. Carrie Lam Cheng Yuet-ngor, GBS, JP, Chief Secretary for Administration, HKSAR (third from left), Mr. Anthony Chow Wing-kin, SBS, JP, Director of Hong Kong Jockey Club (third from right), Ms. Miriam Yeung, celebrity (second from left), Mr. Albert Cheng Jing-han (second from right) and Dr. Law Chi-kwong (first from left), the two founders of SCHSA, and Ms. Irene Leung, Chief Executive Officer of SCHSA (first from right), all bearing witness to the new era of SCHSA.
2. 政務司司長林鄭月娥女士 (右二) 與香港賽馬會董事周永健先生 (左一) 參觀協會 24 小時呼援及關懷服務熱線中心。Mrs. Carrie Lam Cheng Yuet-ngor, Chief Secretary for Administration (second from right) and Mr. Anthony Chow Wing-kin, Director of Hong Kong Jockey Club (first from left) visit SCHSA's 24-hour Call and Care Services Centre.



# 解構「長者安居協會賽馬會愛民中心」

Facilities of SCHSA Jockey Club Oi Man Centre



## 3樓 Floor 賽馬會銀齡館 Jockey Club Silver Age Centre

舒適的開放空間，兼備有小型多媒體影音製作室及電子器材，讓銀齡人士參與各種創新活動。

With a comfortable open plan equipped with a mini multi-media studio and various electronic devices, the centre allows senior citizens to participate in a number of innovative activities in a spacious environment.



## 2樓 Floor 協會總部、呼援及關懷服務熱線中心 SCHSA headquarters cum Call and Care Services Centre

24小時呼援及關懷服務熱線中心全天候照顧「平安服務」使用者的不同需要；同時亦是協會總部辦公室所在地。

The 24-hour Call and Care Services Centre caters for the different needs of "Safety Services" users on a 24/7 basis. This floor is also where the SCHSA headquarters is located.



## 1樓 Floor 賽馬會「生命·歷情」體驗館 Jockey Club Life Journey Centre

全亞洲首創的「生命·歷情」體驗館讓參加者透過互動歷程，了解年老過程及生命意義，從而對身邊長者建立尊重。

Asia's first ever "Life Journey Centre" promotes a sense of respect for the elderly by taking visitors through an interactive journey which enables the experience of the ageing process and the exploration of the true meaning of life.



# 首創賽馬會「生命·歷情」體驗館

The First Ever Jockey Club Life Journey Centre

發展新里程 The Milestone of SCHSA



全亞洲首創賽馬會「生命·歷情」體驗館於2013年9月正式開幕，在專業社工陪同下，參加者在體驗館內經歷60分鐘的模擬人生，學習「轉個角度睇長者」。  
The official opening of Jockey Club Life Journey Centre, the first of its kind in Asia, took place in September 2013. In the company of professional social workers, participants enjoy a 60-minute interactive journey in the Centre, learning to "Seeing the Beauty in the Old".

## 創新概念看年老

### Looking at Ageing in a Brand New Way

協會愛民新總部於2013年9月正式開幕後，隨即開展全亞洲首創的「生命·歷情」體驗館，透過以創新的互動設計，從中領略時間的寶貴，學習珍惜身邊人和事，讓參加者「轉個角度睇長者」，將跨代感情拉近。

「生命·歷情」體驗館的構思意念及內容設計，都得到不少界別人士給予寶貴意見及支持，更獲理工設計學院遊戲設計及遊戲開發課程專家協同設計，令參加者在互動遊戲中，更能領略箇中意義及達到體驗館的目的及果效。

本年度體驗館共接待超過5,000位分別來自中學、大專/大學、社福機構青少年團體及宗教團體等人士參加體驗館活動。

此外，協會與商業電台叱咤903在2013年11月9日至10日合辦大型活動「一日一生」，為協會開展社區參與服務踏出第一步。透過兩日一夜的體驗營，希望扭轉大眾普遍對「老」抱有的負面觀念，重新認識新一代充滿活力的銀齡人士。

SCHSA launched Asia's first-of-its-kind Life Journey Centre immediately after the official opening of its new headquarters in Oi Man Estate. The Centre uses innovative and interactive designs to help its participants comprehend just how precious time is and learn how to cherish the people and things in life. The ultimate aim of the Centre is to enable participants to "look at the elderly from a new perspective" and bring people of different generations closer at heart.

From conceptual design to content creation, our Life Journey Centre has received invaluable suggestions and support from people from different sectors of society, particularly from the specialists of Game Design and Development of Hong Kong Polytechnic University School of Design. It was with their help that the Centre is better designed to help participants learn the real meanings conveyed by the interactive games, thus achieving the desired objectives and effects.

During the year, more than 5,000 participants from secondary schools, colleges/universities, social welfare institutions, youth organisations and religious groups visited the Centre and experienced various activities there.

We also worked with Commercial Radio 2 (FM90.3) to host a major event called "One Day, One Life" from 9 to 10 November 2013, taking the first step for the introduction of its community engagement services. Through the 2-day camp, we hoped to take a stance against the prevailing negative notions about the elderly, and to reintroduce a new generation of energetic elders among the general public.

# 賽馬會「銀齡館」：全新社區參與服務

Jockey Club Silver Age Centre - New Community Engagement Programmes

## 「長者生命故事」個人化印書服務 Life Book Personalized Printing Service

### 承傳代代智慧

Passing on Wisdom for Generations to Come

「將美好的生命故事做一個紀錄，留給我的子子孫孫，延續我的積極人生。」

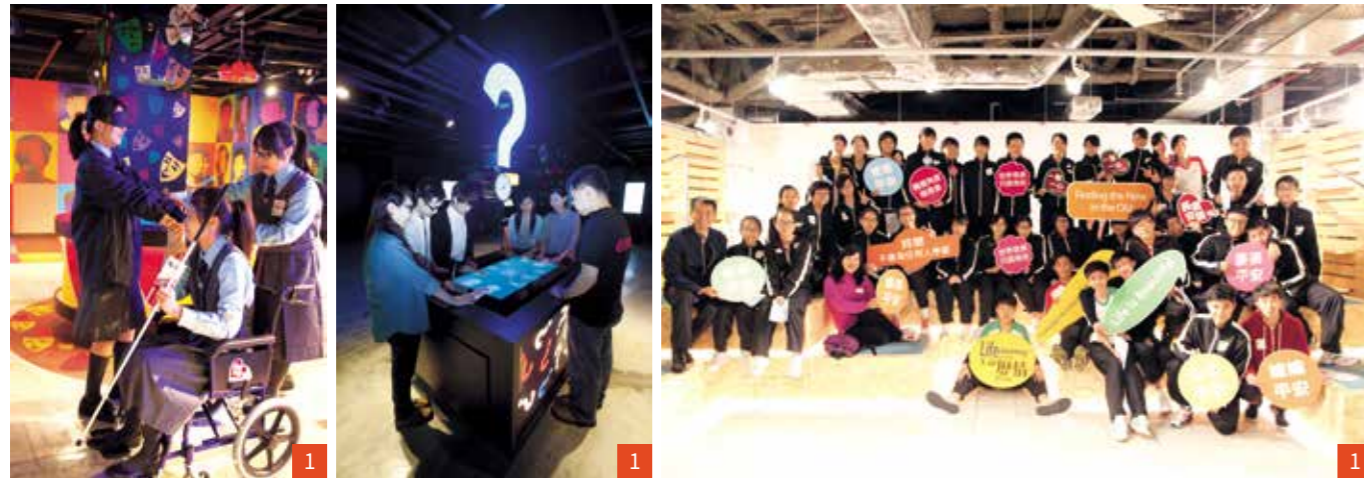
「人老，但心不能老，老人家要保持活力，千萬不要看輕自己，我們對社會仍是有貢獻的。」

以上是「長者生命故事」主角的心聲。協會於本年度推出全新社區參與服務－「長者生命故事」個人化印書服務，希望把長者獨特及不平凡的一生，輯錄成為文字，讓他們與家人、朋友分享人生體驗、生活智慧及時代變遷，承傳一段段精彩的生命故事，從中亦幫助長者發現及肯定自我能力和價值。服務開展至今已有逾 250 名長者參與，而大部分的生命故事同時亦擺放在賽馬會愛民中心，與公眾人士分享。

"I'd like to record my wonderful life story for my children and grandchildren, so that my positive life can live on."

"While our bodies are getting old, we should stay young at heart. We the elderly ought to stay active and never think less of ourselves, as we are still contributing members of the society."

Above are heartfelt messages from the participants of our "Life Book" service. During the year, SCHSA launched a brand new community engagement programme called Life Book Personalized Printing Service. We envision to turn the unique and extraordinary life stories of our elders into words, allowing them to share their life experience, wisdom as well as the days long gone with families and friends, so that many of those remarkable stories can be passed on to the next generation and generations to come. Through this service, we also hope to help our elders discover and be assured of their own capabilities and values. Over 250 elders have participated in the service since its launch, with the majority of their life stories also being presented in the SCHSA Jockey Club Oi Man Centre, made accessible to the general public.



1. 「生命·歷情」體驗館讓參加者能有一個難忘又有意義的經歷，反思現實生命的價值。  
A memorable and meaningful experience about life's journey at the Centre provides participants with an opportunity to reflect upon the true value of life.
2. 協會舉辦大型活動「一日一生」，透過互動遊戲促進跨代共融，推動參加者更加珍惜長者擁有的人生經驗及智慧。  
SCHSA organises a major event called "One Day, One Life" to promote cross-generation integration through interactive games, encouraging event-goers to better cherish the life experience and wisdom of the elderly.



1. 協會希望透過長者生命故事服務，讓代代香港人的故事及當中的智慧得以承傳。  
Through the service of "Life Book", we hope to make legacies out of stories and wisdom from generations of Hong Kong people.
2. 長者生命故事的主角欣悅地分享他們的故事，部分更為自己的生命故事書簽名並送予親友分享。  
Participants of "Life Book" programme happily share their life stories. Some even sign and share copies of their own stories as gifts for families and friends.

## 「愛·留聲」心聲輯錄服務 "A Message for My Beloved" Recording Service

### 為摯愛留聲 成永遠珍藏 Leaving a Message for the Loved Ones - A Gift to be Cherished for All Eternity

中國人社會普遍較為含蓄，心底的說話，總覺得難以啟齒。真摯的說話都可能只藏在心裡，等了又等，仍未道出心底話。

有見及此，協會特意在本年度開展另一項全新的社區參與項目 — 「愛·留聲」心聲輯錄服務，希望鼓勵參加者把握現在，勇於講出心底話。協會於賽馬會銀齡館內設有小型錄音室，配備專業器材，令參加者在寧靜及舒適環境下，講出心聲，並將心聲輯錄於儲存器內，把這極盡心意的小禮物送給摯愛，成為永遠珍藏。在本年度協會更舉辦「最感動愛·留聲」活動，為100名長者錄下心聲，讓他們真摯的聲音成為具心意的小禮物。

Living in a society known for relatively subtle interactions, many Chinese find it hard to speak what's really in their minds. This means that many of us have no choice but to keep those sincere words to ourselves, and keep waiting yet never quite finding the right moment to speak out.

In light of this, SCHSA introduced another specially designed community engagement programme named "A Message for My Beloved" Recording Service during the year. By launching this service, we hope to encourage participants to seize the moment and be brave to speak their minds. We set up a mini-studio with professional equipment in the Jockey Club Silver Age Centre, enabling participants to speak out in a quiet and comfortable setting. Messages are recorded on USB memory storage so that participants may give such a thoughtful and touching present to their loved ones, leaving them with something to be cherished for all eternity. During the year, we also hosted an event titled "A Most Touching Message for My Beloved", offering recording services for 100 elders who would like to make a hearty present out of their sincere words.



「愛·留聲」參加者在賽馬會銀齡館中的小型錄音室進行錄音，所輯錄的心聲將收錄於儲存器內，再轉送予摯愛。  
In the mini-studio located at the Jockey Club Silver Age Centre, participants of "A Message for My Beloved" service record heartfelt messages on memory storage as a gift to their loved ones.



# 社企營運

## Operates as Social Enterprise





本年度協會全面升級客戶關係管理系統，務求為長者提供更穩定可靠的「平安服務」。  
Committed to providing elders with Safety Services that are more consistent and dependable, SCHSA has thoroughly updates its CMIS during the year.

### 無間斷傳送平安 An Unceasing Commitment to Safety

自 1996 年協會成立並開展「平安鐘<sup>®</sup>」服務以來，協會一直改良服務，拓展提高銀齡族生活質素的服務。聯同戶外的「隨身寶<sup>®</sup>」、「平安手機<sup>®</sup>」及本年度推出的「智平安<sup>®</sup>」應用程式服務，整套「平安服務」繼續向全港長者及有需要人士，提供穩定可靠的 24 小時呼援及關懷服務。本年度協會共處理逾 680,000 次「平安服務」使用者的求助，為他們提供各種即時支援及關懷服務，無間斷傳送平安。

位於愛民總部的呼援及關懷服務熱線中心全面投入運作後，為提升服務「平安服務」前線同事的效率，協會於本年度全面更新客戶關係管理系統 (CMIS)。系統經過約一年的整合，新系統於 2014 年 4 月正式全面啟用。透過新系統，協會更能夠有效率地進行個案管理，改進工作流程並分析使用者資料，為他們提供更優質的服務。

另一方面，協會亦繼續拓展「平安服務」，包括於南葵涌服務中心推行「e 體健先導計劃」，監察高血壓及糖尿病患者的健康數據，並提供健康諮詢服務，成效理想；亦積極與政府各個部門協作，發放多個與長者相關密切的電話錄音訊息，讓服務使用者安坐家中，亦能掌握各方資訊。

Ever since its inception in 1996 and the introduction of the Personal Emergency Link service, SCHSA has always made service improvement and extension as part of its work. With its outdoor services Mobile Link and Safety Phone, as well as the e-Care Link Android app service launched this year, SCHSA offers a comprehensive suite of Safety Services that continue to provide elders and those in need with 24-hour call & care services that is both consistent and dependable. During the year, SCHSA handled more than 680,000 calls from Safety Services users, offering them immediate support and care services in various forms, giving a clear demonstration of its unceasing commitment to safety.

Subsequent to the full operation of the Call & Care Centre located at the headquarters in Oi Man, We thoroughly updated our Customer Relationship Management System (CMIS) during the year to enhance the efficiency of its supporting frontline operators when handling calls from Safety Services users. After almost a year of integration, April 2014 finally saw the official launch of the new system, with which SCHSA is now able to manage individual cases, improve work procedures and analyse user data with greater efficiency, offering users better service quality.

We continued our efforts on expanding Safety Services, which included the launch of the eSmartHealth pilot scheme in South Kwai Chung Service Centre to monitor health data for patients with hypertension and diabetics, and offer them health consultation services, all of which proved to be successful. SCHSA also worked proactively in collaboration with various government departments to deliver pre-recorded voice messages in close connection with the daily life of the elderly, so that its service users could stay informed with what was happening around the world at home.

## 推出「智平安®」應用程式服務 The New e-Care Link Android App Service



1. 協會將「平安鐘®」服務理念移植至智能手機，推出「智平安®」應用程式服務，方便善用科技的新一代銀齡人士盡享精采生活。  
SCHSA launches the e-Care Link Android App Service to extend the philosophy behind PE Link to smart phones, helping the new generation of technology savvy senior citizens enjoy every wonderful moment in life.
2. 協會獲藝人黃淑儀女士和許紹雄先生義務協助製作一系列「智平安」服務的宣傳廣告，於不同媒體作綜合宣傳，為新服務帶出耳目一新的形象。  
SCHSA receives complimentary support from celebrities Ms. Gigi Wong and Mr. Hui Shiu-hung in its production of a series of promotional commercials for e-Care Link service, which are carried through various media to attach a brand new image to the new service.

### 助銀齡人士享受智能生活 Helping Senior Citizens Enjoy a Smart Digital Life

香港銀髮族增長日見迅速，統計處資料顯示，65歲或以上人口未來十年將上升23%，本港銀髮市場愈趨龐大之餘，新一代銀齡族也需要更多元和現代的產品。根據協會於2014年的調查顯示，近三成受訪長者表示過去兩年增加電子產品的消費開支，而長者採用智能手機愈來愈普及，與年輕人一樣享受科技帶來的方便和樂趣；長者同樣愛上使用手機，和世界接軌，但當然也渴望獲得即時的支援及關顧。

有見及此，2014年母親節我們推出了「智平安®」應用程式服務，這項服務將「平安鐘®」理念移植至智能手機，使用便捷，用家遇有難搞或棘手的問題，隨時可啟動應用程式或透過特製遙控，一按直駁協會24小時呼援及關懷服務熱線中心，獲取所需資訊或即時支援，使資訊生活順暢輕鬆。

配合新服務推出，協會緊接推出「轉個角度睇長者」品牌活動，邀得星級藝人羅蘭女士、黃淑儀女士及許紹雄先生鼎力協助，拍攝宣傳短片及硬照，推動以正面角度看待年老，建構長者友善的和諧社區。另外，協會亦以「轉個角度睇科技」為主題，介紹協會的戶外「平安服務」，善用創意媒體，展現新一代銀齡族的無限活力。

The number of elderly people in Hong Kong is growing at an increased pace in recent years. According to statistics published by the Census and Statistics Department, the population aged 65 or above will increase by 23% in the next decade. In addition to harbouring a growing elderly care market, Hong Kong also bears witness as the demand of the new generation of senior citizens for services and products becomes even more diversified. A SCHSA research in 2014 shows that nearly 30% of the elders interviewed increased their expenses on electronic products in the past two years, and the growing penetration rate of smart phones is also a clear sign that the new generation of active elders are having a closer relationship with smart technologies. While technology products allow the new generation of senior citizens to enjoy a wonderful life, they also gave rise to a strong need to access immediate support and care when necessary.

In light of the above, SCHSA introduced its e-Care Link Android App Service on Mother's Day 2014, with an aim to extend the philosophy behind Personal Emergency Link Service to smart phones. Users of e-Care Link can launch the application when needed, and to be directed to SCHSA's 24-hour Call and Care Services Centre through launching the app with a specially designed remote, thus having timely assistance or gaining access to information or other immediate support required.

To facilitate the roll-out of the new service, we launched a branding campaign that centred around the theme "Seeing the Beauty in the Old" immediately after introducing the e-Care Link Service. The campaign received much appreciated support from celebrities Ms. Law Lan, Ms. Gigi Wong and Mr. Hui Shiu-hung, who posed for promotional posters and acted in videos to encourage the general public to view the ageing process in a positive light, promoting the building of a harmonious society that treats its elders well. We also adopted the theme "Seeing the Technology in new perspective" when promoting the e-Care Link Service. Various outdoor Safety Services offered by SCHSA were introduced through creative media, demonstrating the uninhibited energy associated with the new generation of senior citizens.





長者安居協會

凡人皆會老

轉個角度睇長者

網址：[www.schsa.org.hk](http://www.schsa.org.hk) 電話：2338 8312

協會推出「轉個角度睇長者」品牌活動，推動大眾以正面角度看待年老。  
SCHSA introduces the "Seeing the Beauty in the Old" branding campaign, encouraging the general public to see the ageing process in a positive light.

## 管家易服務

EasyHome Services

### 以「心」關懷用「心」服務 Caring at Heart with Heart-filled Services

「居家安老」是很多長者的心願，管家易服務將繼續全心全意為長者服務，為全港不同銀齡人士提供優質家居照顧，在社區過著具素質的晚年生活。

針對長者社區照顧服務龐大的需求，本年度的管家易服務，加強與非牟利機構合作，包括長者機構及地區中心等；提供服務包括長者照顧、陪診、離院照顧、復康訓練、家務助理等，在人手安排或服務要求，管家易均能彈性配合各機構需要，達致雙贏的局面。管家易的積極開展不同長者服務，服務個案較往年增幅達 76%。

隨著服務需求的增加，為提供更優質服務予客戶，管家易亦於本年度推行服務評核監察制度，透過社工及資深的區長上門評核，以監察服務員工之服務質素，從而作出改善以提昇服務質素。另一方面，管家易亦重視員工的工作技巧，定期舉辦不同的培訓班及分享會，例如認識認知障礙症和復康訓練技巧等。

During the year, EasyHome remained dedicated to offering a wide variety of high quality residential care services for Hong Kong's senior citizens. With these services available, our elders may opt for a quality life at home to their hearts' content in their own communities.

To cater for the huge demand for elderly care services in different communities, EasyHome Services strengthened cooperation with non-profit organisations during the year. Elderly services organisations and district elderly community centres were invited to work with us to provide a wide range of services, such as elderly caring, escort, discharge support, recovery training and general cleaning. EasyHome Services had the flexibility to meet the needs of different organisations, regardless of their respective staffing arrangements and service requirements, managing to achieve a win-win situation. As a result of the active roll-out of a variety of elderly services during the year, the number of cases served increased by 76% as compared with the figure last year.

As the demand for services grew, in order to improve service quality provided to customers, EasyHome introduced a set of evaluating and monitoring systems during the year. Onsite evaluations by social workers and senior district heads were organised to monitor the quality of services rendered, and improvements were made subsequently to enhance service quality. Placing great emphasis on techniques of its service staff, EasyHome also organised regular training and sharing sessions, including a number of review courses on subjects such as Alzheimer's disease and techniques for recovery training.



協會針對性於節日推廣管家易所提供的長者照顧服務。  
SCHSA launches promotion campaigns for EasyHome elderly services during festivals.



### 加強社區教育 支援長者業主面對物業收購 Enhancing Community Education to Support Elderly Owners Facing Properties Compulsory Acquisitions

近年私人發展商積極推動市區重建，一眾年長的舊樓業主，或將面對物業收購及強拍程序。發展局自 2011 年 1 月起委聘協會推出「支援長者業主外展服務」，為全港 60 歲或以上、受《土地（為重新發展而強制售賣）條例》或私人發展商收購影響的業主及其直系親屬，提供全面關顧。協會的專業社工於本年度共舉行 44 場教育講座、333 次樓宇宣傳及到訪 1,769 戶進行家訪。

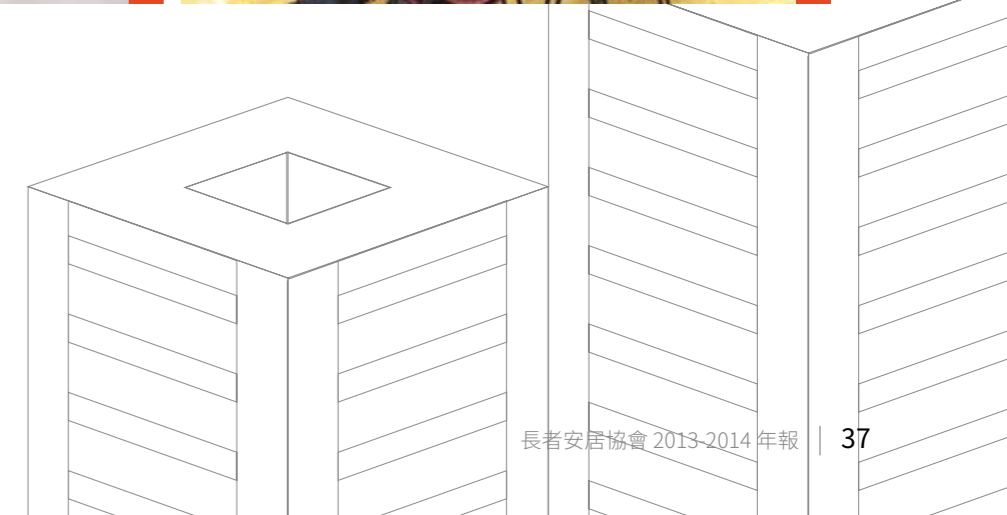
為了讓公眾及早認識強拍條例，以應付突如其來的物業收購，本年度「支援長者業主外展服務」除了加強街站宣傳，更與多間大專團體舉辦「社區體驗計劃」，讓學生了解長者業主在物業收購下所面對的問題。同時，本服務亦將多年所累積的工作心得，輯錄成「強拍錦囊」小冊子派發予公眾，保障他們的權益。

In recent years, as private developers actively promote urban redevelopment in Hong Kong, many elderly owners of old properties may face compulsory acquisitions and compulsory sale procedures. Since January 2011, the Development Bureau of the Hong Kong government has commissioned SCHSA to launch the "Outreach Support Service for Elderly Owners". The service is designed to provide a comprehensive suite of care and support services for Hong Kong's property owners aged 60 or above and their immediate families who are affected by the Land (Compulsory Sale for Redevelopment) Ordinance or property acquisitions by private developers. During the year, our professional social workers organised a total of 44 public seminars, 333 outreaching events and 1,769 family visits.

To help the general public gain an early understanding of the Ordinance so that they can be prepared to deal with sudden property compulsory acquisitions, a "Community Experience Project" was hosted under the "Outreach Support Service for Elderly Owners" in collaboration with colleges and universities during the year. The project was launched in addition to enhanced promotional campaigns on the street, so as to help students understand the concerns and issues faced by elderly owners in properties compulsory acquisitions. Meanwhile, in order to safeguard the benefits of the general public, we also compiled its many years of experience into a pamphlet named "Tips on Compulsory Sale" for public distribution.



1. 協會專業社工進行家訪，向受物業收購及強拍程序影響的長者業主提供個案支援。  
Our professional social workers organise family visits to provide case-to-case support for elderly owners affected by properties compulsory acquisitions and compulsory sale procedures.
2. 協會製作「強拍錦囊」小冊子派發予公眾，以保障受物業收購影響的業主。  
SCHSA prepares "Tips on Compulsory Sale" pamphlets for public distribution to safeguard the benefits of owners affected by properties compulsory acquisitions.
3. 協會社工於年度內舉辦多場公眾講座，教育公眾人士了解物業收購及強拍程序。  
In this year, our professional social workers hold seminars to educate the public about compulsory acquisitions and compulsory sale procedures.



# 海外顧問服務

## Overseas Consultation Service

### 積極協助外地拓展平安服務 Assisting Other Cities in the Launch of Safety Services

協會一直致力開拓創新服務，務求令長者達致「居家安老」。為讓各地長者能在家居和熟悉的社區享受有質素的晚年生活，協會於本年度受澳門特別行政區政府社會工作局委託，進行《平安通服務之成效與發展調研》，為協會提供顧問服務所開展的「平安通」服務的持續發展，提供專業意見。

協會於本年度亦繼續為四川成都錦江區老齡辦及澳門「平安通」服務提供不同種類的在職培訓及交流，透過協會於香港開展長者服務的經驗，進一步提升兩區的老齡服務、呼援關懷服務及義工服務的質素。

SCHSA has always been committed to exploring innovative services so that our elders can enjoy their desired quality life at home. To enable elders living outside Hong Kong to enjoy quality lives at home and in their own communities, the "Research on the Performance and Development of the Safety Alarm Service" was carried out, as commissioned by the Social Welfare Bureau of the Macau SAR government during the year, to provide professional advices for the sustainable development of the Safety Alarm Service to which SCHSA is a consultant.

We also continued to provide various on-the-job training and exchange programmes for Chengdu Jinjiang Committee on Ageing in Sichuan and the Safety Alarm Service in Macau. Based on its experience acquired from years of serving the elderly in Hong Kong, we were able to further enhance the quality of elderly care service, call and care services as well as volunteer services in Chengdu and Macau.



1. 協會與澳門特別行政區政府社會工作局簽署合約，為其進行《平安通服務之成效與發展調研》。  
SCHSA signs a contract with the Social Welfare Bureau of the Macau SAR government to carry out a Research on the Performance and Development of the Safety Alarm Service.
2. 協會義工與澳門「平安通」義工於協會總部進行交流。  
SCHSA volunteers share their experience with their Macau counterparts at SCHSA's headquarters.
3. 協會為四川成都老齡辦舉辦「錦江區社區养老服务管理技巧培訓會」。  
Training is provided for Chengdu Committee on Ageing in Sichuan on the Management of Senior Care Services in the Jinjiang community.



## 社區參與及慈善項目

## Community Engagement & Charity Programmes



小義工於探訪期間表演唱歌，為長者帶來溫暖及歡笑。  
Young volunteers sing songs during their visits, bringing warmth and laughter to the elders.

### 各界攜手 為長者送上無盡關愛 Working Together to Show Unceasing Loving Care for the Elderly

來自不同界別的協會義工在過去一直參與包括探訪及電話慰問等義工活動，無間斷為長者送上衷心問候及關懷。在本年度，協會於義工服務作出新嘗試。在2013年的長者日當日，協會首次舉辦「『一掣·一心』關愛長者千人探訪活動」，到全港各區探訪逾1,000位使用「平安鐘®」服務的長者。於大型探訪活動當日，商界、學界及個人義工齊集協會愛民總部進行誓師儀式，順道參觀為協會「平安服務」提供全天候支援的24小時呼援及關懷服務熱線中心，以加強義工對協會的認識及聯繫。

協會亦在此感謝各界義工的無私奉獻，為長者送上無盡關愛。協會希望透過推出不同類型的義工計劃，喚起社會大眾多關注、尊敬及愛護身邊的長者，鼓勵社會各界人士實踐社會責任，並加深年輕一代對長者的了解和關愛，共建和諧社會，延展平安文化。

The SCHSA volunteers coming from all walks of life have been volunteering themselves for various activities, including visits and caring calls, to provide the elderly with unceasing and sincere love and care. During the year, we made a new initiative regarding our voluntary service on Senior Citizens' Day 2013. We organised a "Mass Visit Campaign for the Elderly" under the theme of "One Button, One Heart", which attracted corporate, academic and individual volunteers to pay visits to nearly 1,000 Personal Emergency Link Service users across the territory. To strengthen the bonding and enhance the understanding to SCHSA of the volunteers, participating volunteers gathered at SCHSA Oi Man Centre to hold an oath-taking assembly and pay a visit at our 24-hour Call and Care Services Centre prior to the commencement of the visiting campaign.

By launching various volunteer programmes, we hope to call upon the general public to pay greater attention to, as well as respect and care, for the elderly living among us. People from different social sectors are united to fulfil their social responsibilities while the younger generation is encouraged to gain better understanding of and to learn to care for the elderly, with an ultimate objective to build a harmonious society with a caring culture that builds on the notion of "peace of mind".

本年度  
 登記成為義工：**超過 1,000 人**  
 總義工服務時數：**47,472 小時**  
 受惠長者：**416,823 人次**

In this Year,  
**Over 1,000 newcomers** joined our Volunteers Team  
 Total Service Hours: **47,472 Hours**  
 Benefiting **416,823 elders**



協會感謝義工在過去一年的付出，透過親身探訪或電話慰問為長者送上平安。  
 We appreciate the contribution made by our volunteers who expressed care and love for the elderly either by visiting or giving out caring calls during the past year.



義工於長者日大型探訪活動前，在協會愛民總部進行誓師儀式。  
 Volunteers hold an oath-taking assembly at SCHSA headquarters in Oi Man Estate prior to the commencement of a major visiting campaign on Senior Citizen's Day.

商界及學界義工計劃：  
**120 間企業**參與「愛·平安商界參與計劃」  
**75 間學校**參與「秘密天使關愛長者計劃」  
**2,000 人次**參與協會義工服務  
 超過 **6,800 小時**服務時數

Volunteers Programmes for Commercial and Academia:  
**120 companies** participated in the "Love & Peace of Mind Corporate Engagement Program"  
**75 schools** joined the "Secret Angels Elderly Care Program"  
**2,000 participants** joined SCHSA's voluntary services  
 Over **6,800 hours** of services.

# 社區參與嘉許典禮

Community Engagement Awards Ceremony



## 感謝各界支持傳送平安

### Appreciating Public Support behind the Peace of Mind Initiatives

協會於 2014 年 6 月 28 日假香港會議展覽中心以全新形式舉辦「2013 年度社區參與嘉許典禮」。嘉許典禮榮獲安老事務委員會主席陳章明教授, BBS, JP 擔任主禮嘉賓, 連同超過 450 位企業、學校及個人義工聚首一堂, 場面熱鬧溫馨。

在社區參與嘉許典禮上, 23 間參與「愛·平安商界參與計劃」的企業及 61 間參與「秘密天使關愛長者計劃」的學校及逾 180 位個人義工獲得嘉許, 表揚他們於過去一年對長者服務的貢獻。協會於下年度將繼續舉行社區參與嘉許典禮, 希望更多義工參與, 一同分享服務長者的成果。

SCHSA employed an entirely new approach for the "2013 Community Engagement Awards Ceremony" held at the Theatre of Hong Kong Convention and Exhibition Centre on 28 June 2014. Hosted by Professor Chan Cheung-ming, Alfred, BBS, JP, Chairman of the Elderly Commission, together with the presence of more than 450 corporate, academic and individual volunteers, the Awards Ceremony was indeed a spirited and heartwarming occasion.

At the ceremony, awards were given to 23 companies which participated in the "Love & Peace of Mind Corporate Engagement Program", 61 schools that took part in the "Secret Angels Elderly Care Program" and more than 180 individual volunteers in recognition of their contribution to elderly services in the past year. SCHSA will organise another Community Engagement Awards Ceremony next year, and we hope to see greater participation from volunteers and to share with them the rewards of serving the elderly.



1. 協會衷心感謝來自社會各界的義工在過去一年的積極參與, 與協會攜手為長者傳送平安。  
SCHSA extends its sincere gratitude towards volunteers from different social sectors for actively participating in various services and working with us to deliver peace of mind to our elders in the past year.
2. 年屆 76 歲的「平安鐘®」用戶朱雪梅女士(左)率領一眾年青人於嘉許典禮上合奏歌曲以帶出長幼共融的信息, 更獲得在場人士擊節讚賞。  
An ensemble by Ms. Chu Suet-mui, a 76-year-old Personal Emergency Link user (left), and young people at the awards ceremony, which truly delivers the message of the young and the elderly being in harmony, wins thunderous applause from the audience.
3. 嘉許典禮共邀請超過 450 位協會義工出席, 一同分享傳送平安的成果。  
Over 450 SCHSA volunteers are invited to the ceremony to share the fruitful rewards of promoting the peace of mind culture among the elderly.







## 帶領老友記享受精彩銀齡生活 Helping Seniors Lead Wonderful Silver Ages

本年度協會對「老友網」平台進行大革新，推出全新會員介面的網頁平台，令更多公眾人士可接觸及參與老友網活動。新平台於推出首年，已成功吸納了 5,000 名新登記的網上會員。藉著網上平台，協會希望鼓勵更多長者善用資訊科技，在多姿多采的網絡世界獲得最新資訊外，更可與網友共享生活點滴，互相支持鼓勵，讓長者與社區保持聯繫，為銀齡生活增添色彩。

另一方面，協會繼續開展「仍然有夢想」計劃，於本年度共推出六個項目，與銀齡人士一起實踐夢想。其中包括由 20 多位銀齡人士組成「銀齡製作室」，籌備及拍攝微電影《再建冰室》，微電影更獲多個電影獎項，反映製作室工作獲得社會廣泛認同。

During the year, SCHSA gave its Cyber Engagement platform facelift along with a major website reform, so as to allow greater public access to activities organised by Cyber Engagement. The refreshed platform successfully attracted 5,000 new online members within the first year of introduction. Through Cyber Engagement, it is hoped that more and more elders will be encouraged to enjoy the convenience brought by information technology in getting the latest information from the fascinating cyber world, share bits and pieces of their life with online friends, and offer help and support to one another. By so doing, elders will stay connected to the community at large and be able to enjoy excitements in an active and socially integrated lifestyle, even in late life.

In addition, SCHSA carried on its "Dream High, Fly High" programme, introducing 6 projects during the year to assist senior citizens in making their dreams come true. "Silver Age Studio", which comprised some 20 senior citizens, was one of these meaningful projects. The multiple awards winning micro movie self-directed and produced by the Studio, "Reconstructing the Old-style Café", has received wide recognition from the society.

透過參加「老友網」，銀齡人士參與各種科技相關的創新活動，體現數碼世界的樂趣。  
Through Cyber Engagement, senior citizens take part in many innovative technology-related activities, and experience the joy brought by the digital world.

# 2013 年度義工嘉許

## Awarded Volunteers in 2013

### 卓越服務金獎 (連續3年服務400小時或以上) Outstanding Golden Awards (Over 400 Services Hours for three consecutive years)

符耀祖先生 Mr. Y. J. Fu  
麥慧如女士 Ms. W. Y. Mak

### 金獎 (服務400小時或以上) Golden Awards (Over 400 Service Hours)

江玉英女士 Ms. Y. Y. Kong  
吳元香女士 Ms. Miki Y. H. Ng  
區有芬女士 Ms. Y. F. Au  
梁秀容女士 Ms. S. Y. Leung  
郭金女女士 Ms. K. N. Kwok  
陳少芳女士 Ms. Heidi S. F. Chan  
陳快雲女士 Ms. F. W. Chan  
陳國雄先生 Mr. K. H. Chan  
麥美玲女士 Ms. M. L. Mak  
舒重蘭女士 Ms. C. L. Shu  
賴惠嬌女士 Ms. W. K. Lai  
李素娟女士 Ms. S. K. Li  
李素琴女士 Ms. S. K. Lee  
凌顯政先生 Mr. H. C. Ling  
區桂珍女士 Ms. K. C. Au  
許瑞明女士 Ms. Lucilla S. M. Hui  
許錦雲女士 Ms. K. W. Hui  
陳柏光先生 Mr. P. K. Chan  
陸仲瑛女士 Ms. Selina C. K. Luk  
黃月華女士 Ms. Carman Y. W. Wong  
黃梅生女士 Ms. M. S. Wong  
楊永寬先生 Mr. W. F. Yeung  
歐陽月華女士 Ms. Y. W. Au Yeung  
黎景玲女士 Ms. K. L. Lai  
黎碧茜女士 Ms. Bassy Lai  
蕭碧鳳女士 Ms. P. F. Siu  
賴惠愛女士 Ms. Jenny W. O. Lai  
鍾燕卿女士 Ms. Kitty Y. H. Chung  
顏心晴女士 Ms. S. C. Ngan  
羅潤濤女士 Ms. Y. W. Law

### 銀獎 (服務200小時或以上) Silver Awards (Over 200 Service Hours)

何淑要女士 Ms. S. Y. Ho  
金國佳先生 Mr. K. K. Kam  
何王香女士 Ms. W. H. Ho  
利紹娟女士 Ms. S. K. Lee  
吳寶蓮女士 Ms. Pauline P. L. Ng

杜細蝦先生 Mr. S. H. To  
林余忠先生 Mr. Y. C. Lam  
洪祥珍女士 Ms. C. C. Hung  
容淑燕女士 Ms. S. Y. Yung  
高美清女士 Ms. Meruja  
高慧儀女士 Ms. Marin W. Y. Ko  
張文蘭女士 Ms. M. L. Cheung  
張錦佳先生 Mr. K. K. Cheung  
許玉蓮女士 Ms. Maria Y. L. Hui  
馮詠璇女士 Ms. Idy W. S. Fung  
黃滿坤先生 Mr. M. K. Wong  
鄭紹源先生 Mr. S. Y. Cheng  
謝沛修先生 Mr. Jimmy P. S. Tse  
蘇載卿女士 Ms. Stella C. H. So  
朱引弟女士 Ms. Y. T. Chu  
林碧屏女士 Ms. P. P. Lam  
馬碧君女士 Ms. P. K. Ma  
陳美婷女士 Ms. Sylvia M. T. Tan  
陳淑堅女士 Ms. Sandy S. K. Chan  
陳麗明女士 Ms. L. M. Chan  
馮淑霞女士 Ms. Sandy S. H. Fung  
趙興先生 Mr. H. Chiu  
劉秀琴女士 Ms. S. K. Liu  
劉瑞芬女士 Ms. S. F. Lau  
蔡奕玲女士 Ms. Elaine Y. L. Chua  
黎潔玉女士 Ms. K. Y. Lai  
譚潔貞女士 Ms. K. C. Tam  
譚潔雲女士 Ms. K. W. Tam

### 銅獎 (服務100小時或以上) Bronze Awards (Over 100 Service Hours)

伍少卿女士 Ms. S. H. Ng  
吳夢妮女士 Ms. Molly Ng  
胡佩瑾女士 Ms. Loretta P. K. Hu  
唐毓輝女士 Ms. Y. F. Tong  
張如女女士 Ms. Y. N. Cheung  
戚影華女士 Ms. Y. W. Chik  
梁好女士 Ms. Joyce H. Leung  
許瑞寧女士 Ms. Terry S. L. Hui  
郭鳳儀女士 Ms. Carol F. Y. Kwok  
楊永勤女士 Ms. W. K. Yeung  
鄧聘玉女士 Ms. P. Y. Tang  
甘小蓮女士 Ms. Joyce S. L. Gum  
甘寶珍女士 Ms. P. C. Kam  
朱淑冰女士 Ms. Katherine S. B. Chu

何永康先生 Mr. W. H. Ho  
吳玉珍女士 Ms. Y. C. Ng  
吳秀英女士 Ms. Joyce S. Y. Ng  
吳慶珠女士 Ms. H. C. Ng  
岑美濂女士 Ms. M. L. Sham  
李子超先生 Mr. C. C. Li  
胡燦紅女士 Ms. C. H. Woo  
張偉浩先生 Mr. W. H. Cheung  
張錦珊女士 Ms. K. S. Cheung  
張麗琼女士 Ms. Rita Cheung  
梁宛芬女士 Ms. Y. F. Leung  
梁慕華女士 Ms. Zoe M. W. Leung  
莫綺淳女士 Ms. Angela Y. S. Mok  
陳妙嬋女士 Ms. M. S. Chan  
陳梅芳女士 Ms. M. F. Chan  
陳嘉敏女士 Ms. K. M. Chan  
陳寶玲女士 Ms. P. L. Chan  
彭錫邦先生 Mr. S. P. Pang  
馮燕萍女士 Ms. Georgiana Kadir  
黃佩貞女士 Ms. P. C. Wong  
黃婉琦女士 Ms. Fiona Y. K. Wong  
黃賢佩女士 Ms. Jenny Y. P. Wong  
楊淑娟女士 Ms. S. K. Yeung  
溫金棠先生 Mr. K. T. Wun  
甄朝俊先生 Mr. C. C. Yan  
劉珮琪女士 Ms. Maggie Lau  
劉偉芬女士 Ms. Heidi W. F. Lau  
歐陽華海先生 Mr. W. H. Au Yeung  
潘國棟先生 Mr. K. T. Pun  
鄧慧沁女士 Ms. Sam W. S. Tang  
鄧潔芳女士 Ms. K. F. Tang  
鍾焯女士 Ms. Anna Y. Chung  
羅婉卿女士 Ms. Grace Y. H. Law  
譚雪貞女士 Ms. S. C. Tam

### 15年積極參與服務獎名單 15 Years Proactive Engagement Awards for Volunteers

張文蘭女士 Ms. M. L. Cheung  
胡佩瑾女士 Ms. Loretta P. K. Hu



1



2

1. 銀齡人士自編自導自演拍攝微電影，跳脫演出展現銀齡人士活力的一面。Senior citizens shoot a self-directed-and-acted micro movie with their own manuscript, showcasing their energetic and lively performances.
2. 「金牌DJ」比賽獲資深唱片騎師顏聯武先生支持，於工作坊與老友網會員分享擔任唱片騎師的心得與技巧。The "Golden DJ" contest receives support from celebrated DJ Mr. Gary Ngan, who shares his own experience and techniques as a DJ with Cyber Engagement members at a workshop.



2



3

1

### 積聚點滴平安

#### Every Little Bit Counts towards Peace of Mind

協會於 2014 年 8 月 6 日舉行全港賣旗日，適逢賣旗日當天正值暑假期間，兼天氣酷熱且下起滂沱大雨，令協會於招募賣旗義工及籌款時遇上不少困難。幸而，最後承蒙各界鼎力支持下，協會共招募來自 64 個團體、超過 2,000 名義工於全港各區協助賣旗，呼籲市民慷慨解囊，同時亦籌得善款約 330 萬元，幫助貧病無依的長者及有需要人士，免費使用協會「平安鐘<sup>®</sup>」及「隨身寶<sup>®</sup>」的全面關顧服務，將平安在社區進一步延展。

協會在此衷心感謝各賣旗義工、協助團體、贊助機構及捐款人士，讓有需要長者及人士獲得每年 365 天、每天 24 小時無間斷的平安。協會將於 2015 年 8 月 5 日再次舉行全港賣旗日，盼繼續能夠得到各界支持，讓更多有需要人士受惠。

This year's SCHSA territory-wide Flag Day took place on 6 August 2014. The hot and heavily-raining summer holiday brought in loads of difficulties for us in this fund raising Flag Day. Fortunately, with the full support from the public, we have totally recruited more than 2,000 volunteers from 64 organisations helped with the flag-selling at various flag stations across the territory and volunteers called upon citizens to make donations to our charitable programmes. This year's event also raised approximately HK\$3.3 million. The donation will be used to provide elders living alone in poverty coping with sickness and those who are in need with free access to our comprehensive caring services through Personal Emergency Link Service and Mobile Link Service, to further extend the "peace of mind" notion in the community.

We hereby express its sincere gratitude towards all volunteers, supporting groups, sponsors and donors, with the help of whom many elders and individuals in need can now enjoy 24/7 caring services all year round. We will organise another territory-wide Flag Day on 5 August 2015. We look forward to receiving continued support from various sectors to benefit more people.

1. 協會慈善計畫的受助人（左）於賣旗日當日亦出一分力擔任賣旗義工，希望有更多長者免費使用協會的「平安鐘<sup>®</sup>」服務。  
A beneficiary of SCHSA's charitable program (left) also makes her contribution by volunteering on Flag Day, hoping to help more elders gain free access to SCHSA's PE Link service.
2. 幸獲社會各界的捐款及支持，協會繼續透過「平安服務」將平安延伸至社區每個角落。  
SCHSA has the fortune of receiving donations and support from various sectors of our society to bring peace of mind through its "Safety Services" to every corner of Hong Kong.
3. 不少家長攜同子女支持協會賣旗日，身體力行教育下一代施比受更有福。  
Many parents bring their children along to show support for SCHSA Flag Day, teaching their children by example that it is more blessed to give than to receive.

# 慈善計劃及主要籌款活動

## Charitable Programmes and Major Fundraising Activities



1. 電台主持阮小儀小姐 (小儀) 聯同幼稚園學生及家長於農曆正月初七日一同探訪長者。  
Radio show hostess Ms. Kitty Yuen Siu-ye visits the elders on the 7th day of the first lunar month along with kindergarten students and their parents.
2. 協會於參與「秘密天使」計劃的學校舉行講座，傳播「關愛長者」的訊息。  
We organise seminars at schools which participate in the "Secret Angels" program, bringing home the message of "caring for the elders".

### 凝聚各界締造平安

#### Uniting the Society for a Safety-focused Community

協會作為一所自負盈虧的社會企業，在努力營運之餘，亦肩負起照顧貧病長者的社會責任。有經濟困難的長者或有需要人士可以申請協會的「慈善計劃」，終身免費使用「平安鐘®」及「隨身寶®」24小時呼援及關懷服務。

在社會各界支持下，協會於本年度總共籌得善款 1,480 萬元，惠及 9,619 名人士，免費使用「平安鐘」及「隨身寶」服務，而協會於年度內舉辦多項籌款活動。

#### 「秘密天使」關愛長者計劃

協會致力推動長幼同融，於本年度內開展連續第十五於學界舉辦的「秘密天使」關愛長者計劃。本年度的「秘密天使」計劃共獲 75 間大專、中、小學及幼稚園參與，超過 4,600 名學生參與關愛長者講座，參觀協會服務，或者透過電話慰問、探訪長者等活動，向超過 6,700 位長者表達關懷。

As a self-financed social enterprise, in addition to its operating efforts, SCHSA also takes on itself the social responsibility to care for the elders who live in poverty and with poor health. Elders with financial difficulties as well as individuals in need can apply for SCHSA's charitable programme which grants them permanent free access to the 24-hour emergency support and care under its Personal Emergency Link and Mobile Link services.

With support from the general public, we were able to raise a total of HK\$14.80 million this year, benefiting 9,619 people with free access to PE Link and Mobile Link services. We also organised a number of fundraising activities during the year.

#### Secret Angels Elderly Care Program

We remain committed to promoting a harmonious coexistence between the elderly and the youth. During the year, we organised the 15<sup>th</sup> "Secret Angels Elderly Care Program" in collaboration with the academic sector, which attracted 75 colleges, secondary schools, primary schools and kindergartens to take part in the "Secret Angels" program. More than 4,600 students expressed their care and love for over 6,700 elders through various activities such as attending seminars, paying visits to SCHSA headquarters, giving caring calls and visits.





1



1

1. 商界機構參與「愛·平安」計劃，以不同形式為長者送上關愛。  
Business organisations participate in the "Love & Peace of Mind" program, expressing their love and care for the elders in many different ways.
2. 香港機場經理協會舉行「萬聖節慈善晚會」，為協會慈善計劃籌募善款。  
Hong Kong Airport Manager Association hosts the Hama Ladies Night (Halloween), raising funds for SCHSA charity programmes.
3. 協會邀得藝人洪天明先生及周家蔚小姐共同化身為「傳家福」大使，分享與家人相處之道及長幼共融的經驗。  
Celebrities Mr. Hung Tin-ming and Ms. Janet Chow, ambassadors of the "Family Inheritance" program, share their experience on how to bring harmony to the family as well as among the elderly and the youth raising funds for SCHSA charity programme.



2



3

### 「傳家福」慈善攝影計劃

為了讓每個家庭留住珍貴回憶及傳遞平安予有需要長者，本年度協會首次舉辦「傳家福」慈善攝影計劃，為捐款予協會的家庭免費拍攝「全家福」，令捐款者把回憶代代相傳的同時，亦能夠把幸福與平安傳遞給缺乏家庭支援的長者。

### "Family Inheritance" Charitable Photography Programme

To help every family capture precious memories and offer peace of mind to elders in need, SCHSA organised its first "Family Inheritance" Charitable Photography Programme this year, taking complementary family portraits for those who donated to SCHSA causes. We hope to enable donors to pass on memories to next generations while delivering a sense of happiness and peace of mind to elders who have no family support.



3

### 「愛·平安」商界參與計劃

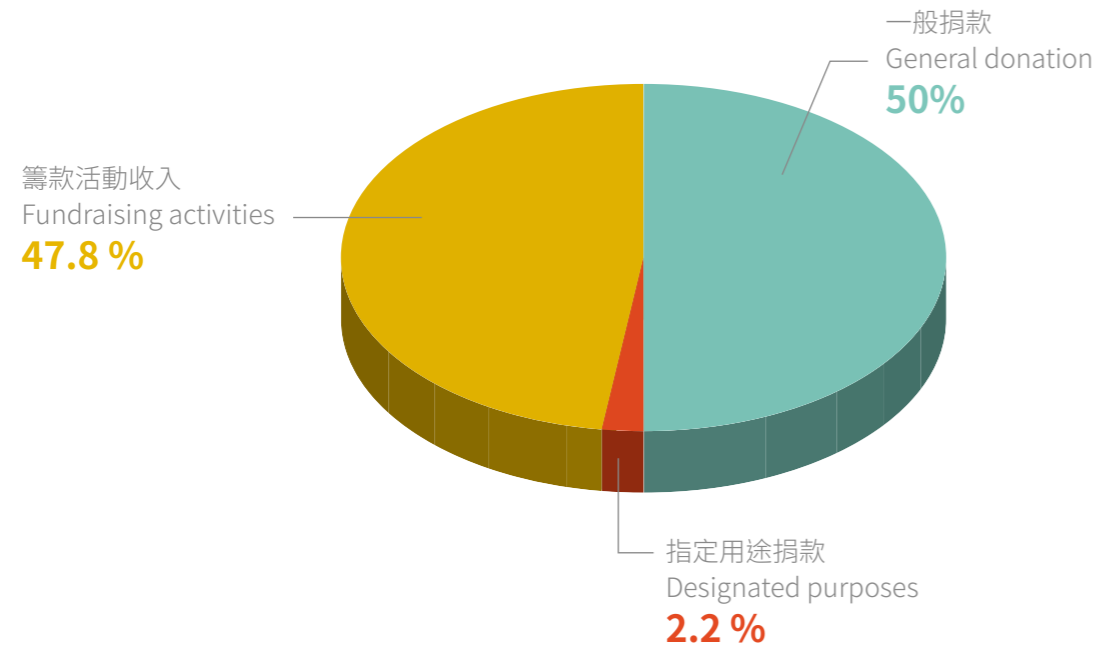
上年度首次推出「愛·平安」商界參與計劃，於本年度繼續得到各界企業的支持。年度內共有逾 120 間企業透過「愛·平安」計劃，參與包括義工服務、企業捐款、支持社企服務等各項活動，實踐企業社會責任，推動關愛長者的企業文化。

### "Love & Peace of Mind Corporate Engagement" Program

The "Love & Peace of Mind Corporate Engagement" Program, which made a successful debut last year, continued to receive support from enterprises of various sectors this year. By taking part in various activities including voluntary services, corporate donations and support for social enterprises, over 120 enterprises fulfilled their corporate social responsibilities through the "Love & Peace of Mind" program while promoting a corporate culture of which caring for elders formed a part.

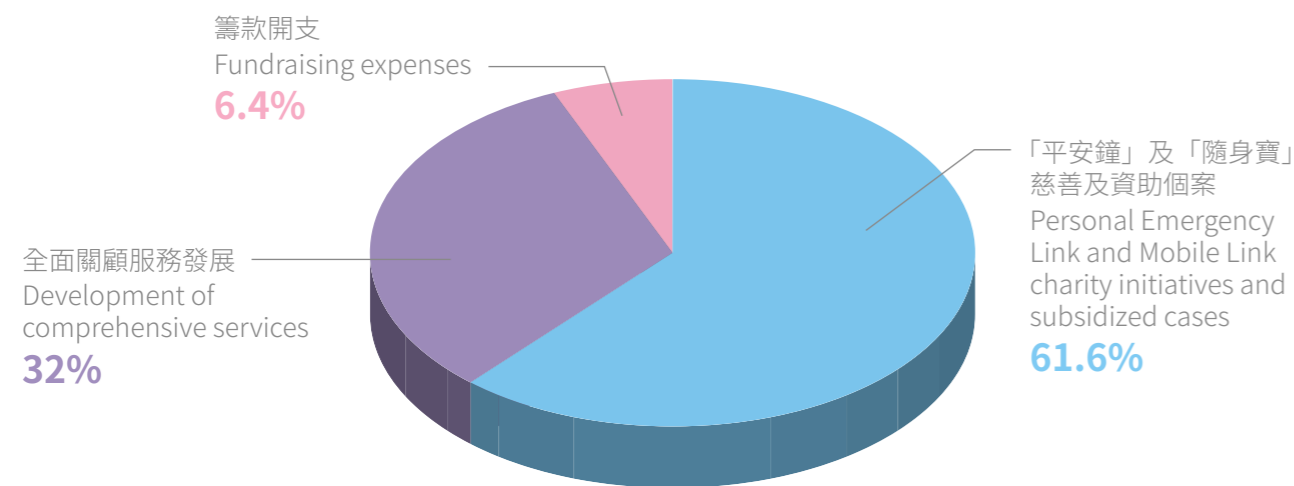
2013-2014 年度善款來源 (2013 年 9 月 1 日至 2014 年 8 月 31 日)  
Source of Donation (1 September 2013 – 31 August 2014)

善款總額：  
Total Amount: **HK\$ 14,839,890**



2013-2014 年度善款用途 (2013 年 9 月 1 日至 2014 年 8 月 31 日)  
Uses of Donation (1 September 2013 – 31 August 2014)

善款支出總額：  
Total Amount Used: **HK\$15,853,978**



\* 由於本年度協會善款支出大於善款收入，協會從慈善個案基金及長者關顧基金提取共 HK\$1,014,087 用作資助慈善個案受惠者長者服務費及全面關顧項目。  
As SCHSA reported donation expenses greater than income during the year, a sum of HK\$1,014,087 was withdrawn from the Charity Case Fund and Elderly Care Fund in support of the service fee for beneficiaries and comprehensive caring projects.



協會運作  
Operation



1. 員工出席本年度協會以「愛得出色」為主題的周年聚餐，同事們花盡心思，以鬼馬又出色的造型打扮。  
SCHSA staff members come up with peculiar yet impressive outfits to attend this year's SCHSA annual dinner under the theme of "Colours of Love".
2. 同事積極投入參與「綜合團隊大比拼」，在歡樂氣氛下發揮團隊精神完成不同任務。  
All-round team contestants merrily competing in missions while fostering the spirit of teamwork.

為了提升跨部門之間的溝通，協會於本年度首次舉辦一系列促進團隊合作精神的創意員工活動，包括綜合團隊大比拼、甜品製作比賽及員工家庭日等等，希望提升員工歸屬感。協會亦安排同事經歷「黑暗中對話」體驗館及參觀不同機構，在增添多角度思維的同時，亦支持本港社企發展。

此外，協會繼續推出「實習生」計劃之餘，在本年度開展「管理實習生」計劃，吸納有意在社企作長遠發展的年輕人加入協會，培訓有潛質的新員工，為協會團隊注入有活力的新血。

在新年度，協會仍持續推行多元化的人才發展計劃及培訓項目，優化管治團隊的管理及督導技能，並且積極推動「讚賞文化」，鼓勵員工有正面思維，互相支持及肯定，激勵團隊士氣。

To improve the internal communication across departments we organised a series of creative activities such as an all-round team contest, dessert-making competition and staff family day throughout the year to enhance the sense of belongings for our staff. Also, we organised visits to the "dialogue in the dark" tours and counterpart organisations to help our staff members to adopt multi-perspective thinking, and to support the development of local social enterprises at the same time.

Apart from continuing our internship programme for college students, we launch our very first management trainee program to attract the youth that eager to build up their career in the social enterprise sector to join the Association. The management trainee program also carry a mission of providing continued training to new comers with great potentials, leading to a sustainable development of the Association.

In the year ahead, we will continue to launch a diverse range of development and training programs for talents, optimise the management and leadership skills of our management team and actively promote a culture of appreciation within the organisation. It is also our goal to raise the team morale by encouraging our staff to adopt positive thinking as well as offer support and praise to one another.



# 財務摘要

## Financial Highlights

長者安居協會董事會須負責遵照香港會計師公會頒佈之《香港財務報告準則》及香港《公司條例》編制具反映真實兼公平觀點之財務報表，並落實其認為編製財務報表所必要的內部監控，以使財務報表不存在由於欺詐或錯誤而導致的重大錯誤陳述。

協會 2013-2014 會計年度錄得虧損為港元 \$2,213,373。總收入為 HK\$127,202,076，來源為服務使用者支付的服務費及公眾人士的捐款。總支出為 HK\$129,415,449，為員工支出、銷售成本、推廣及廣告費用、折舊及其他運作支出等。

The Board of Directors of Senior Citizen Home Safety Association is responsible for the preparation of financial statements that give a true and fair view in accordance with Hong Kong Financial Reporting Standards ("HKFRS") issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the Hong Kong Companies Ordinance, and for such internal control as the Board of Directors determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

The Association recorded a deficit of HK\$2,213,373 in financial year 2013-2014. Total income in amount of HK\$127,202,076, source of income arising from service fee charging to the relevant service user, donation and sponsorship donated from general public. Total expenditure in amount of HK\$129,415,449, being staff costs, costs of goods sold, promotion and advertising expenses, depreciation and other operating expenses.

收入 Income	2013-2014 年度 Financial Year		2012-2013 年度 Financial Year	
	港幣(HK) \$	%	港幣(HK) \$	%
運作收入 Operating Income	94,012,151	73.91%	93,808,010	79.16%
- Services fee, sales of emergency call units/ mobile link units/ safety phone devices 服務費及銷售平安鐘/隨身寶/平安手機收入	85,421,339		82,925,870	
- EasyHome Services Income 管家易家居服務收入	8,590,812		10,882,140	
公眾捐款 Public Donation	14,839,890	11.67%	16,119,559	13.60%
香港賽馬會慈善信託基金捐款 The Hong Kong Jockey Club Charitable Trusts Donation	9,786,568	7.69%	-	0.00%
- Renovation and equipping the new Oi Man Centre 翻新及裝置新愛民中心				
利息及投資 Interest and Investments	3,430,678	2.70%	2,735,178	2.31%
其他收入 Other Income	5,132,789	4.03%	5,841,705	4.93%
<b>總收入 Total Income</b>	<b>127,202,076</b>	<b>100%</b>	<b>118,504,452</b>	<b>100%</b>

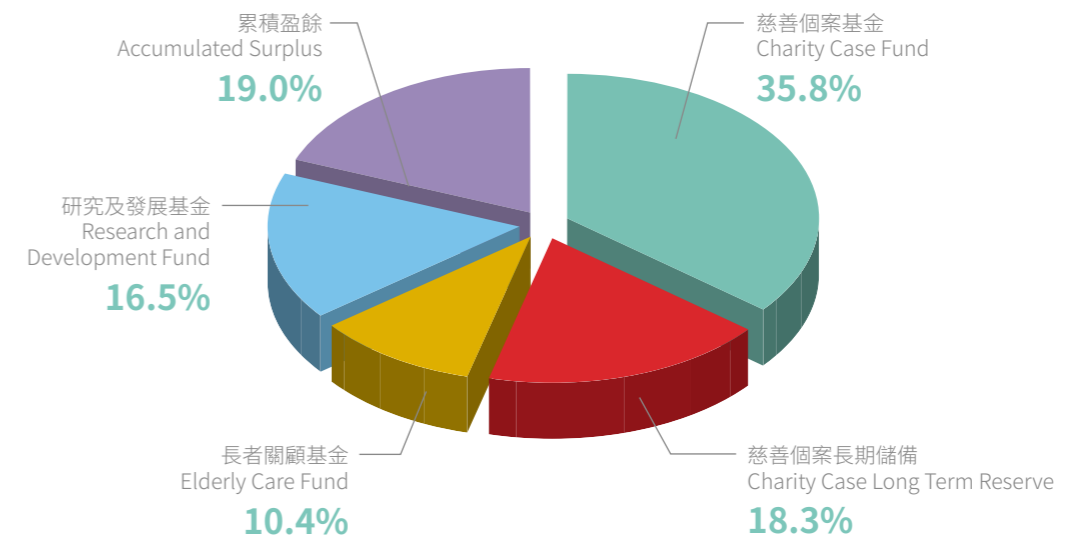
支出 Expenditure	2013-2014 年度 Financial Year		2012-2013 年度 Financial Year	
	港幣(HK) \$	%	港幣(HK) \$	%
服務運作 Operating Expenses	94,468,420	73.00%	91,397,761	77.32%
- Magazine expenses 長訊支出	1,982,017		2,979,792	
- Promotion and advertising 推廣及廣告費	9,045,652		8,172,441	
- Staff costs 員工支出	64,927,958		58,003,670	
- Other Expenses 其他運作支出	18,512,793		22,241,858	
折舊 Depreciation	18,208,969	14.07%	8,712,789	7.37%
銷售成本 Cost of goods sold	15,725,394	12.15%	17,037,448	14.41%
籌款 Fundraising expenses	1,012,666	0.78%	1,065,922	0.90%
- Direct expenses incurred in fund raising activities 籌款活動支出				
<b>總支出 Total Expenditure</b>	<b>129,415,449</b>	<b>100%</b>	<b>118,213,920</b>	<b>100%</b>

# 儲備

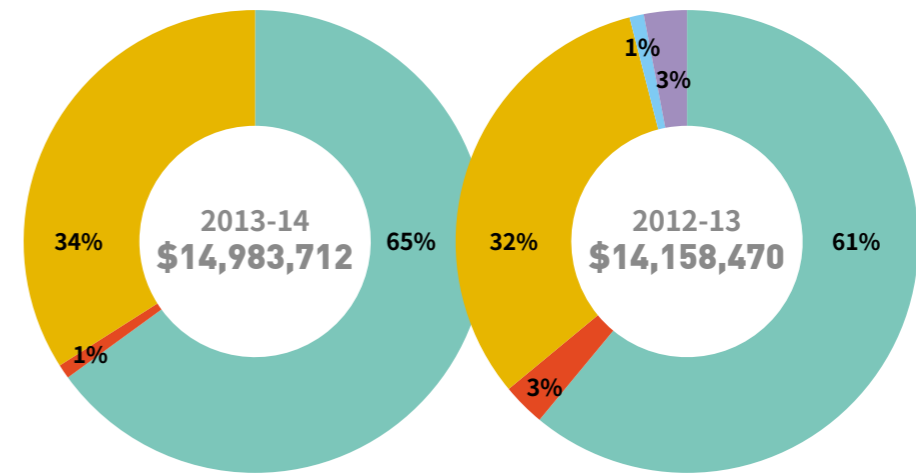
## Reserves

長者安居協會為非牟利社會企業，主要服務為提供幫助及有關支援服務以回應有需要長者及人士在生活上的各項需要。此外，協會更致力發展及推廣各項長者福利服務，為有需要人士提供更完善的社區生活環境。因此，協會把經營儲備、捐款及贊助成立相關基金幫助有需要人士。

Senior Citizen Home Safety Association operates as Non-Profit Making Social Enterprise, the principal activities of the Association are the provision of various assistance and services to respond to the every-day needs of local elderly and for the needy to ensure that they are under proper protection and care. The Association also endeavors to enhance the quality of the lives of the needy by developing and promoting various welfare services. In particular, operating reserve of the Association as well as receipt from donation and sponsorship are applied to set up relevant fund to help those needy.



儲備項目開支 - 基金運用  
Application of Reserve



	2013-2014 港幣 (HK)\$	2012-2013 港幣 (HK)\$
慈善個案基金 Charity Case Fund	9,763,512	8,680,742
慈善個案長期儲備 Charity Case Long Term Reserve	102,400	383,877
長者關顧基金 Elderly Care Fund	5,077,800	4,526,758
一線通長者服務協作基金 PE Link Elderly Service Collaboration Fund	0	190,593
研究及發展基金 Research and Development Fund	40,000	376,500





港九潮州公會中學  
Hong Kong & Kowloon Chiu Chow Public Association Secondary School

香港華人基督教聯合會真道書院  
HKCCCU Logos Academy

港大同學會書院  
HKUGA College

香港道教聯合會鄧顯紀念中學  
HKTA Tang Hin Memorial Secondary School

香港基督教女青年會荃灣幼兒學校  
HKYWCA Tsuen Wan Nursery School

可風中學 ( 舊色園主辦 )  
Ho Fung College (Sponsored by Sik Sik Yuen)

聖三一堂小學  
Holy Trinity Primary School

香港浸會大學  
Hong Kong Baptist University

香港鄧鏡波書院  
Hong Kong Tang King Po College

香港科技大學  
Hong Kong University of Science and Technology

觀塘官立中學  
Kwun Tong Government Secondary School

嶺南鍾榮光博士紀念中學  
Lingnan Dr. Chung Wing Kwong Memorial Secondary School

世界龍岡學校劉皇發中學  
Lung Kong WFSL Lau Wong Fat Secondary School

瑪利諾修院學校 ( 中學部 )  
Maryknoll Convent School (Secondary Section)

瑪利諾神父教會學校  
Maryknoll Fathers' School

寧波公學  
Ning Po College

聖母書院  
Our Lady's College

八鄉中心小學  
Pat Heung Central Primary School

博愛醫院鄧佩瓊紀念中學  
Pok Oi Hospital Tang Pui King Memorial College

香港培道中學  
Pooi To Middle School

嘉諾撒聖心學校私立部  
Sacred Heart Canossian School Private Section

西貢崇真天主教學校 ( 小學部 )  
Sai Kung Sung Tsun Catholic School (Primary Section)

南亞路德會沐恩中學  
SALEM-Immanuel Lutheran College

石籬天主教中學  
Shek Lei Catholic Secondary School

聖公會莫壽增會督中學  
SKH Bishop Mok Sau Tseng Secondary School

聖公會梁季彝中學  
SKH Leung Kwai Yee Secondary School

聖公會李福慶中學  
SKH Li Fook Hing Secondary School

聖安當女書院  
St. Antonius Girls' College

聖文德書院  
St. Bonaventure College and High School

聖愛德華天主教小學  
St. Edward's Catholic Primary School

聖貞德中學  
St. Joan of Arc Secondary School

打鼓嶺嶺英公立學校  
Ta Ku Ling Ling Ying Public School

大埔循道衛理小學  
Tai Po Methodist School

道教青松小學  
Taoist Ching Chung Primary School

香港中文大學  
The Chinese University of Hong Kong

中華基督教會協和書院  
The Church of Christ in China Heep Woh College

中華基督教會基慈小學  
The Church of Christ in China Kei Tsz Primary School

香港教育學院  
The Hong Kong Institute of Education

香港理工大學 – 建築及房地產學系  
The Hong Kong Polytechnic University – Department of Building and Real Estate

香港理工大學 – 活齡學院  
The Hong Kong Polytechnic University – Institute of Active Ageing

香港理工大學 – 社會創新設計院  
The Hong Kong Polytechnic University – Jockey Club Design Institute for Social Innovation

香港理工大學 – 設計學院  
The Hong Kong Polytechnic University – School of Design

香港專業教育學院 ( 青衣 )  
The Hong Kong Institute of Vocational Education (Tsing Yi)

香港真光中學幼稚園  
The True Light Middle School Of Hong Kong (Kindergarten Section)

天水圍官立中學  
Tin Shui Wai Government Secondary School

台山商會中學  
Toi Shan Association College

真理浸信會何袁惠琮幼稚園  
Truth Baptist Church Ho Yuen Wai King Kindergarten

荃灣官立中學  
Tsuen Wan Government Secondary School

東涌天主教學校  
Tung Chung Catholic School

東華三院力勤幼稚園  
TWGHs Nickon Kindergarten

東華三院吳祥川紀念中學  
TWGHs S. C. Gaw Memorial College

東華三院辛亥年總理中學  
TWGHs Sun Hoi Directors' College

恩主教書院  
Valtorta College

仁濟醫院第二中學  
Yan Chai Hospital No. 2 Secondary School

油蔴地天主教小學  
Yaumati Catholic Primary School

元朗天主教中學  
Yuen Long Catholic Secondary School

元朗公立中學  
Yuen Long Public Secondary School

## 政府部門 Government Departments

屋宇署  
Buildings Department

發展局  
Development Bureau

衛生署  
Department of Health

教育局  
Education Bureau

香港消防處  
Hong Kong Fire Services Department

香港房屋委員會  
Hong Kong Housing Authority

香港房屋協會  
Hong Kong Housing Society

香港天文台  
Hong Kong Observatory

香港警務處  
Hong Kong Police Force

醫院管理局  
Hospital Authority

房屋署  
Housing Department

社會福利署  
Social Welfare Department

公民教育委員會  
The Committee on the Promotion of Civic Education

## 基金 Foundations

蘋果日報慈善基金  
Apple Daily Charitable Foundation

陳楊福和基金有限公司  
Chen Yang Foo Oi Foundation Limited

華人廟宇委員會  
Chinese Temples Committee

林淑儀醫生基金會有限公司  
Dr. Louisa Lam Foundation Limited

香港賽馬會慈善信託基金  
Hong Kong Jockey Club Charities Trust

黃廷方慈善基金有限公司  
Ng Teng Fong Charitable Foundation Limited

新創建集團慈善基金有限公司  
NWS Holdings Charities Foundation Limited

普靈創意教育基金有限公司  
Po & Helen Chung Foundation Limited

紀念基金有限公司  
Remad Foundation Ltd

陳廷驊基金會  
The D H Chen Foundation

滙豐銀行慈善基金  
The Hongkong Bank Foundation

何東爵士慈善基金  
The Sir Robert Ho Tung Charitable Fund

伍宜孫慈善基金會有限公司  
Wu Yee Sun Charitable Foundation Limited

應善良福利基金會  
Yin Shin Leung Charitable Foundation

## 傳媒 Media

D100

經濟通  
ETNET

商業電台  
Hong Kong Commercial Broadcasting Company Limited

新城電台  
Metro Broadcast Corporation Limited

博納戶外廣告有限公司  
POAD Group Limited

香港電台  
Radio Television Hong Kong

電話 Tel: (852) 2338 8312

傳真 Fax: (852) 2306 1106

網址 Website: <https://www.schsa.org.hk>

電郵 Email: [schsa@schsa.org.hk](mailto:schsa@schsa.org.hk)



長者安居協會



地址 Address:

香港九龍何文田忠孝街 60 號愛民廣場一樓 F42

F42, 1/F, Oi Man Shopping Centre, Oi Man Estate, 60 Chung Hau Street, Homantin, Kowloon, Hong Kong