

長者安居協會

Senior Citizen Home Safety Association

2011-2012年報

Annual Report

凝聚各界力量
延展平安文化

願景 Vision

讓長者可随心選擇在社區過著有素質的晚年生活

To enable the elderly to live a quality life 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，提昇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

企業養福利 Cultivating welfare

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

Operate as a self-financing social enterprise, providing more resources to social welfare

以人為本 People-oriented

重視每個人的生命價值及尊重個別之差異

Emphasize on the value of lives and respect the differences of each individual

重視長者 Value the elderly

重視長者之權利、需要和生活素質，讓他們活得精彩

Value the rights, needs, and living quality of the elderly, and to enrich their lives

伙伴協作 Partnership

與各界携手，鼓勵合作和多元發展，全面照顧長者的需要

Encourage collaboration with different entities and diverse development, attend to all needs of the elderly

重視創新理念 Value innovative ideas

鼓勵創新理念，結合應用於長者服務中

Encourage innovative ideas and its application to elderly services

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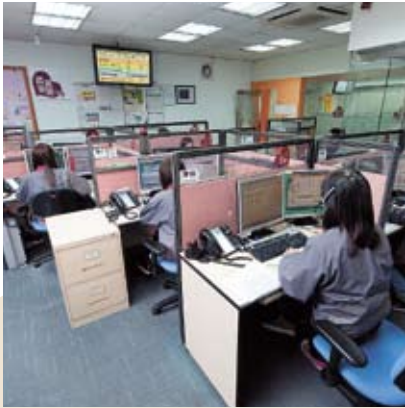
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784,208 次times

按動「平安鐘[®]」、「隨身寶[®]」或「平安手機[®]」尋求支援或關懷服務

Pressing PE Link, Mobile Link or Safety Phone for care or support services



212,275 次times

電話慰問

Assurance phone calls



42,942 次times

按動「平安鐘[®]」、「隨身寶[®]」或「平安手機[®]」後送入急症室
Pressing PE Link, Mobile Link or Safety Phone being sent to A&E Department



35,000 小時 hours

義工服務

Total service hours contributed by volunteers



11,000 人 people

平安鐘慈善計畫受惠人數

PE Link Charitable Program Beneficiaries



9,677 次 times

社工及義工探訪

Visit by social workers and volunteers



5,330 次 times

註冊護士電話健康輔導

Health advices by registered nurses via phone

主席感言

Message from the Chairman



一直以來，社企及社福界普遍認為機構只要有「好人、好事」，肩負的社會使命便能得到各界認同，做品牌推廣只是營商技倆。但其實社會使命必先要廣為人知，才可爭取更多支持，令社企能維持競爭力，得以持續發展。社企若要生生不息，須毋懼在市場上與商企競爭，假若服務品牌不為人知，市場定位含糊，發展便會受制，而不投入資源作品牌及服務推廣，又如何令更多人認識並獲得支持？

協會十多年來以「平安鐘[®]」服務為基業，近年既要投入資源發展新服務，亦要面對競爭者的挑戰，甚至有商企魚目混珠，混淆視聽，影響了市民大眾及服務使用者對「平安鐘」服務的認知及信心。為爭取公眾繼續支持協會對服務長者的理念，我們必須要鞏固協會品牌，強化市場定位，令更多人認識及認同協會服務，令協會宣揚的社會使命得以發揚光大。

自2012年5月母親節開始，協會重整品牌定位及服務推廣策略，由以往集中向長者宣傳緊急服務的方式，改為向孝順家中長者的子孫輩推廣「代代平安」的價值觀。「平安」是人所共求的價值，並不限於臨危時

才需要。孝順長輩的子孫們，深知新一代長者及退休人士愈發愛好參與社交活動，自己卻因工作繁忙而不能時刻陪伴照顧長輩。協會的關顧服務團隊只在一個「平安掣」之隔，無論長者們身處家中或是戶外，不分早晚、不論晴雨、緊急與否，協會全人也盡心關顧，令長者與家人時刻感覺平安。協會以「平安價值」及「跨代關愛」作為服務推廣的主軸，接連推出『慶祝母親節的100種方式』（2012年母親節）、『為什麼做父親總是在等』（6月父親節）、『我已經「登6」了，還可以四處去嗎』（7-8月暑假遊樂篇）的報章及電台宣傳，開啟了品牌重整策略的序幕。一系列的服務推廣，除了令漸受新一代長者所喜愛的「平安手機」服務更廣為人知，帶動協會服務使用者人數再次上升以外，更推動年輕一代用心關愛身邊長者的正面意識，不致以為長者只在患病或貧困時才需要照顧和救助。

品牌推廣是協會向前邁進，通向下一個發展新階段的「強化劑」，協會將全力積極推動「平安文化」，令代代長者於社區得享平安、順心的生活。

長者安居協會
執行委員會主席

鄭經翰先生, GBS, FHKIE, JP

二零一三年四月

There is a general perception that with “good people doing good things”, social enterprises, charitable organizations, NGOs etc will be able to gain public support. Some believed that branding and marketing are tactics that are only applicable in the commercial sector. In reality, it is inevitable that social enterprises and commercial enterprises will compete in the free market. Investments on brand building and service promotion are becoming increasingly important for social enterprises to be known, to thrive and grow.

In recent years, Senior Citizen Home Safety Association also faces increasing competition from other for-profit organizations. Some of them have adopted unethical approach to confuse the general public and our users that they are the same as SCHSA. Sub-standard service offered by certain vendors have impacted public’s confidence, and even led to misunderstanding that SCHSA’s service quality has deteriorated. It is time that we take action to protect our brand image and strengthen public’s awareness of our social mission and service differentiation.

Commenced in May 2012, our new brand campaign and service promotions share the common theme of “peace of mind”, advocating cross generation love and care. Print advertisements plus radio promotions were lined up, one after another, to build up the momentum – *“100 Ways to Celebrate Mother’s Day”* (May 2012), *“As a Father, One Always Need To Wait”* (for Father’s Day in June), and *“It’s Time to Go Outdoor and Enjoy Life, Even When You Are Over 60”* (July and August). The campaign series has highlighted Safety Phone Service, which is becoming increasingly popular amongst the new-generation elders who are socially active. Awareness is being built, as more and more good sons and daughters have signed up this useful service for their elder parents.

Peace of mind is the value that SCHSA delivers to our service users and their family members. SCHSA shall continue to strengthen our brand positioning in 2013 and beyond, making bold steps to accomplish our social mission.

Ir. Albert J. Cheng, GBS, FHKIE, JP

Chairman, Executive Committee
Senior Citizen Home Safety Association
April 2013

行政總裁感言

Message from the Chief Executive Officer



在2012年2月加入了協會工作以後，我把首三個月的薪金捐予協會的「平安鐘」慈善計劃。加入協會是因為我欣賞和認同協會的理念，感恩有這個機會可以盡心為協會貢獻更加多。協會擁有清晰的社會服務願景，一直廣受市民大眾支持，堅守以「企業養福利*」的宗旨，以自負盈虧的營運模式來幫助無依長者及有需要人士終身免費使用「平安鐘」等服務，現時共向約一萬個慈善個案提供援助。公眾一度誤以為協會已經「很有錢」，事實是現時用於慈善個案的基金數額仍與目標有一段很大的距離，因此我們在籌款事宜上從沒有放慢手腳，希望藉着年度裡一系列的籌款項目，可以令更多善人支持慈善捐款，令更多有需要人士受惠。

社企營運從來不易。接任的時候協會已經面對虧損，就是號稱『香港最成功的社企』，假若一不留神營運失衡，亦會如其它企業一樣面對衝擊。優良的營運管理於商企或社企都同等重要，協會不依靠政府資助營

運，若一旦營運盈餘不能維持健康狀態，則會嚴重影響「養福利」的社會責任。我們要大力推動自創會以來選擇的「社會企業」運作模式絕不等於是要商業化，只是若不留心做好營運管理，不計成本地不斷增聘人手、不明市場風險地把資源錯誤投放，便會把創會全人用心建立的成果耗掉。

在加強及改善營運方面，我一直深信不斷創立價值 (value creation) 以及建立服務品牌推廣的效用。由5月母親節開始我們開展了全新的品牌推廣方案，着力更新協會的形象及提升服務的市場定位，新增服務使用者數字即時比前八個月明顯上升。

今後協會必定要審慎監察收入與支出狀況，加強營運能力，實際地去瞭解市場運作規則，防止資源錯配，才有望得以盡快重回健康的「以企業營運養福利」的軌道。

長者安居協會
行政總裁

梁淑儀女士

二零一三年四月

(*即以社會企業之自負盈虧的正統企業運作模式，達至財政穩健，令社企得以持續業務發展之餘，更可調撥更多資源於福利服務對象，免費提供服務令更多有需要人士受惠。)

My first encounter with SCHSA dated back to 2006 when we joined hands to develop Mobile Link service. My engagement in Corporate Social Responsibility projects in the past few years gave me great joy as the social missions being accomplished. I came on board as CEO in February 2012, and donated my salary for the first three months to the Association's Personal Emergency (PE) Link Charity Programme. Joining the Association represented one small step that I have taken to contribute more to the community when I am capable of doing so.

SCHSA is highly trusted by the general public because of its vision, mission, and the great work that it has done for the senior citizens in the past 16 years. The Association believes in the use of technology to improve quality of life for the elderly, especially in terms of communications and connectedness. Operating in form of a social enterprise, SCHSA self-finances its operations. As a not-for-profit charitable organization, SCHSA offers life-time free services to those who are less fortunate, by soliciting corporate and individual sponsorships and donations. At present, our Charity Programme benefits around 10,000 elders and people in need. We seek for continuous support from kind-hearted individuals and corporate sponsors to fulfill this meaningful mission!

Sustainability is the biggest challenge of social enterprises around the world. SCHSA shares the same challenge in the past few years as it faces increasing competition from the business sector, and operating costs rocketed. Some might perceive the

Association as a well-established social enterprise. But there is no short-cut to maintaining a balanced and healthy operation. Corporate governance, operational excellence and financial sustainability are as important to social enterprises as they are to commercial organizations. Having to manage the double bottom-line (financially sustainable + accomplishing the social mission) is in fact a constant reminder to the management team that we should not be complacent of our achievement in the past. To be sustainable, a social enterprise need to be as efficient and effective as it can be, because rivals from the business world will not stop competing, and consumers will always choose to buy from a service provider that delivers true values to its end users.

In my opinion, "value creation" and 'brand building' are critical success factors of social enterprises in the modern world. Charged with a new branding strategy, we have launched a new series of marketing campaigns since Mother's Day in May 2012 to advocate cross-generation love and care. These campaigns are well-received by the public, as indicated by the increasing awareness of our new services as well as the increasing number of new service users.

2013 is an important year for SCHSA to restart our engine and create values to the new generations of elderly who are more socially active and technology savvy. Our mission can only be accomplished when we can get back on track to maintain a healthy operation with effective allocation of resources, and the right people who has the passion to serve.

Ms. Irene S.Y. Leung

Chief Executive Officer

Senior Citizen Home Safety Association

April 2013

協會簡介

About SCHSA

長者安居協會(協會)於1996年由一群熱心人士成立,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不幸事件。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[®]」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[®]」、「平安手機[®]」、「智平安」、「e體健」護士關懷及「管家易」等新服務,無論長者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。

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,並獲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。

Senior Citizen Home Safety Association (SCHSA) was founded by a group of passionate individuals in 1996 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 new services - including the award-winning Mobile Link Service, Safety Phone Service, e-Care Link Service, eSmartHealth Service, and EasyHome Service - as our continuous effort to enhance the living quality of the elderly in the community, extending the specialized SCHSA Call & Care support to outdoor environment.

The Association solicits corporate and individual sponsorships and donations to support the provision of free services to elderly people who are less fortunate. Since the establishment of our Charity Programme, we have offered life-long free Personal Emergency Link Service to more than 20,600 people. The launch of Mobile Link Service in 2008 enabled us to offer outdoor support to charity case users. At the end of August 2012, we are supporting around 10,000 users under the Charity Programme.

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.

主要服務 Main services



「平安鐘[®]」服務 Personal Emergency Link Service

憑著超過16年專業經驗,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。

7x24 support and caring services for the elderly and the people in need. Whenever in need, user presses the 'Safety Button' on the device, and will be connected directly to SCHSA Call & Care Centre that offers timely and suitable assistance, including emergency support.



「平安手機[®]」服務 Safety Phone Service

專為活躍好動的銀齡人士而設,機背上的「平安掣」™提供24小時緊隨身旁的戶外支援及關懷服務,讓他們無論何時何地,均可聯繫親友或聯絡本會呼援中心查詢日常生活資訊(如天氣狀況、問路等),有需要時更可作緊急求助,享受安心多彩的生活。

Outdoor care & support service for the younger generation of elderly who are socially active - a custom-designed mobile device for the elderly, Safety Phone is equipped with a large keyboard and features that are ideal for elder people. Safety Phone service users can activate the 'Safety Button' at the back of the phone to connect to SCHSA 24-hour Call & Care service centre.



「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,並獲八項本地及世界性獎項。

Advanced yet easy-to-use outdoor support service for elders. Simplicity is the key word - this custom-designed one-button mobile device is equipped with a high quality handsfree speaker, location tracking and remote buzzer features. Mobile Link Service has received 8 local and international awards because of its distinctiveness.

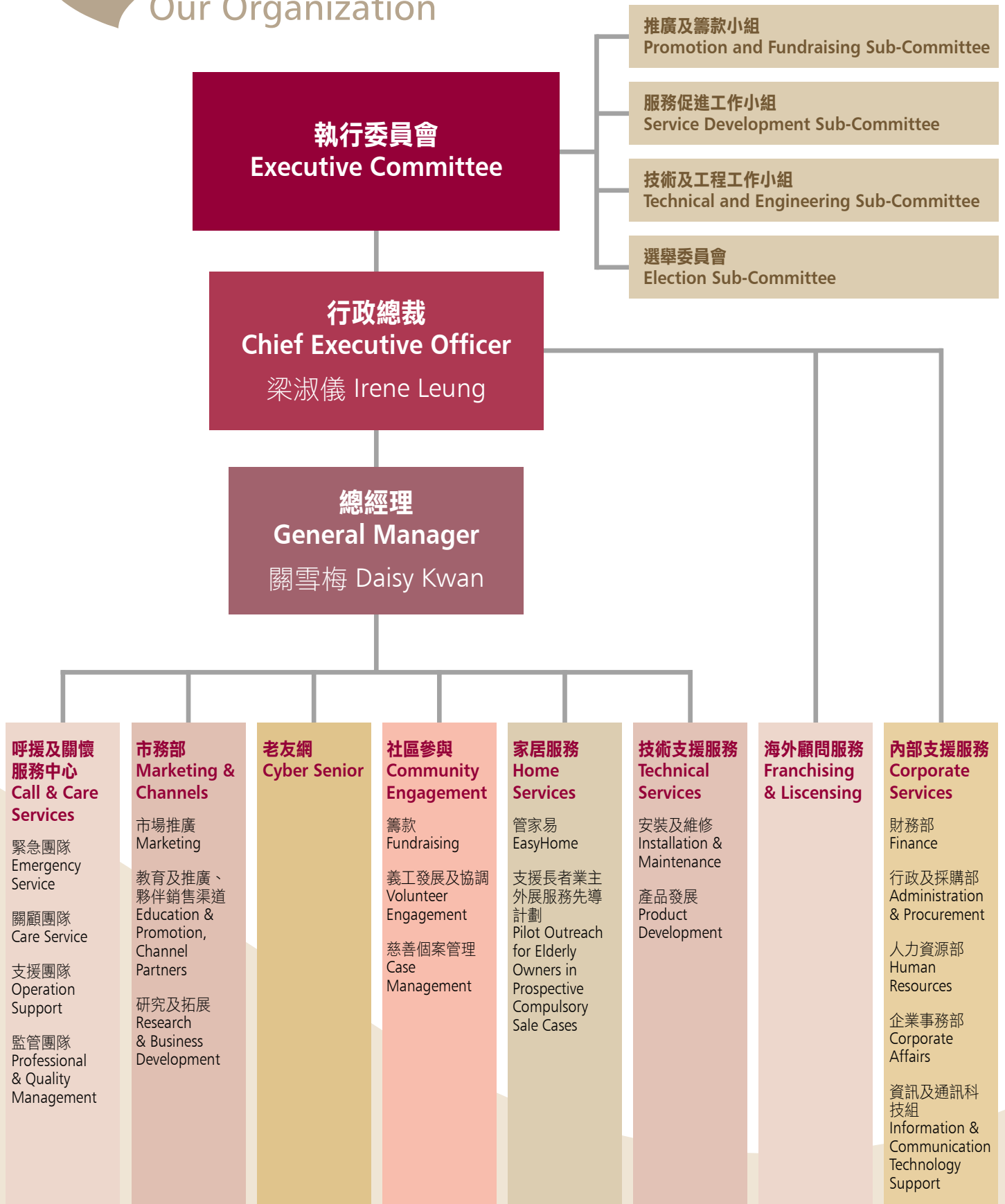


「管家易」服務 EasyHome Services

致力為全港銀齡人士提供各項優質家居照顧服務,服務包括居家安老策劃、離院特別照顧、長者家居照顧及長者家居復康,切合不同長者需要。再配合其他多元化家居支援服務,包括家務清潔、母幼照顧及健康護理,全面支援家居生活需要。

Provides comprehensive elderly services including professional Home Care Planning and Case Management Service, Discharged Patient Care Service, Personal Home Care Service and Home-based Rehabilitation Plan to cater for the needs of our senior citizens and their families. Household management services, household cleaning, child & maternity care, etc are also offered as options.

協會架構 Our Organization



執行委員會及小組成員名單

Executive Committee & List of Sub-Committees

執行委員會 Executive Committee

主席 Chairman	鄭經翰先生, GBS, FHKIE, JP	Ir. Albert J. Cheng, GBS, 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, SBS, JP	Dr. C.K. Law, SBS, JP
委員(董事) Members	鄭子祐先生 張國柱議員 張惠君女士 方保僑先生 何國輝先生 黎定基先生 林桂霞女士 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. Francis P.K. Fong Mr. Morris K.F. Ho Mr. Stanislaus D.K. Lai Ms. Susan K.H. Lam Mr. Tony K.F. Leung Mr. C. Lo Mr. Peter Y.S. Nip

列席 In-attendance

行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S.Y. Leung
總經理 General Manager	關雪梅女士	Ms. Daisy S.M. Kwan
行政辦公室經理 Executive Manager	林潔女士	Ms. Calvina K. Lam
行政辦公室秘書 Executive Secretary	林慧雲女士 (秘書)	Ms. Wandy W.W. Lam (Secretary)

推廣及籌款小組 Promotion 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, FHKIE, JP 張國柱議員 計明華先生 黎定基先生 林桂霞女士 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, FHKIE, JP The Hon. Mr. Peter K.C. Cheung Mr. M. W. Kai Mr. Stanislaus D.K. Lai Ms. Susan K.H. Lam 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

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行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S.Y. Leung
總經理 General Manager	關雪梅女士	Ms. Daisy S.M. Kwan
社區參與高級經理 Senior Manager, Community Engagement	黃秀儀女士(秘書)	Ms. Anita S.Y. Wong (Secretary)

服務促進工作小組 Service Development Sub-Committee

召集人 Convenor	羅致光博士, SBS, JP	Dr. C.K. Law, SBS, 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 顧振華先生 李翊駿教授 李繼雄先生 梁國輝先生 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 Mr. C.W. Ko Prof. J.J. Lee Mr. Kennedy K.H. Lee Mr. Tony K.F. Leung Mr. Henry W.H. Shie Mrs. Teresa B.K. Tsien Mr. James M.T. Wong Ms. Nancy W.M. Wong
列席 In-attendance		
行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S.Y. Leung
總經理 General Manager	關雪梅女士	Ms. Daisy S.M. Kwan
呼援及關懷服務高級經理 Senior Manager, Call & Care Service	楊愛儀女士 (秘書)	Ms. Cindy O.Y. Yeung (Secretary)

技術及工程工作小組 Technical and Engineering Sub-Committee

召集人 Convenor	黃岳永先生	Mr. Erwin Steve Huang
委員 Members	鄭利明博士, MHKIE 鄭子祐先生 曹炳豪先生 范思樂女士 方保僑先生 馮錫良先生 葉希盛先生 黎定基先生 李繼雄先生 李錦鴻先生 李振培先生 莫乃光先生 楊和生先生	Ir Dr. L.M. Cheng, MHKIE Mr. Thomas T.Y. Cheng Mr. P.H. Cho Ms. Phoebe S.L. Fan Mr. Francis P.K. Fong Mr. Michael S.L. Fung Mr. David H.S. Ip Mr. Stanislaus D.K. Lai Mr. Kennedy K.H. Lee Mr. Edward K.H. Lee Mr. Tony Lee Mr. Charles Peter Mok Mr. W.S. Young

列席 In-attendance

行政總裁 Chief Executive Officer	梁淑儀女士	Ms. Irene S.Y. Leung
總經理 General Manager	關雪梅女士	Ms. Daisy S.M. Kwan
資訊及通訊科技高級經理 Senior Manager, Information Communication Technology	梁少筋先生 (秘書)	Mr. Eric S.F. Leung (Secretary)
技術支援服務高級經理 Senior Manager, Technical Services	吳家文先生	Mr. Keith K.M. Ng
產品發展經理 Manager, Product Development	湯毅先生	Mr. Lawrence N. Tong
安裝及維修部經理 Manager, Installation And Maintenance Department	崔兆輝先生	Mr. Steven S.F. Chui

選舉委員會 Election Sub-Committee

召集人 Convenor	黃岳永先生	Mr. Erwin Steve Huang
委員 Members	方保僑先生 何國輝先生	Mr. Francis P.K. Fong Mr. Morris K.F. Ho

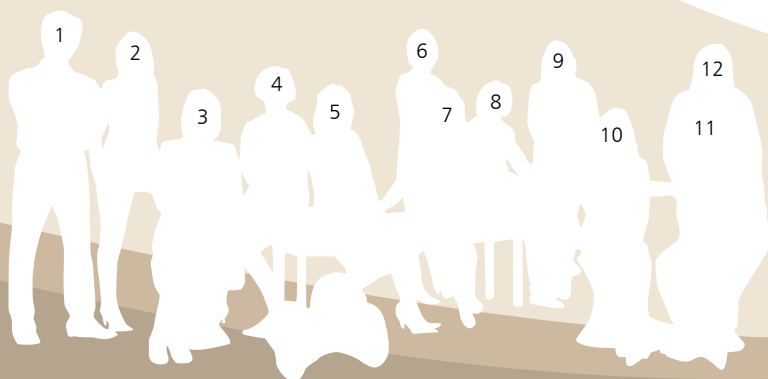
管理團隊

Our Management Team



由左至右 (From left to right)

- | | |
|---|--|
| <p>1 吳家文先生 技術支援服務高級經理
Mr. Keith K. M. Ng, Senior Manager, Technical Services</p> <p>2 劉麗君女士 市場部高級經理
Ms. Quinny L. K. Lau, Senior Manager, Marketing & Channels</p> <p>3 林潔女士 行政經理
Ms. Calvina K. Lam, Administration Manager</p> <p>4 楊愛儀女士 呼援及關懷服務高級經理
Ms. Sindy O. Y. Yeung, Senior Manager, Call & Care Service</p> <p>5 梁淑儀女士 行政總裁
Ms. Irene S. Y. Leung, Chief Executive Officer</p> <p>6 袁佩儀女士 企業事務經理
Ms. Esther P. Y. Yuen, Corporate Affairs Manager</p> <p>7 關雪梅女士 總經理
Ms. Daisy S. M. Kwan, General Manager</p> | <p>8 梁潔如女士 人力資源經理
Ms. Kittee K. Y. Leung, Human Resources Manager</p> <p>9 吳美嫻女士 老友網高級經理
Ms. Angie M. H. Ng, Senior Manager, Cyber Senior</p> <p>10 袁慧明女士 管家易市場推廣及運作經理
Ms. Debby W. M. Yuen, Marketing & Operation Manager, EasyHome Services</p> <p>11 梁少芬女士 財務高級經理
Ms. Conny S. F. Leung, Senior Manager, Finance</p> <p>12 黃秀儀女士 社區參與高級經理
Ms. Anita S. Y. Wong, Senior Manager, Community Engagement</p> <p>梁少舫先生 資訊及通訊科技高級經理 (不在照片中)
Mr. Eric S. F. Leung, Senior Manager, Information Communication Technology (Not in Photo)</p> |
|---|--|



歷年獎項 Awards

長者安居協會

- 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

「平安鐘[®]」及「管家易」服務

- 2011傑出社會企業獎

「隨身寶[®]」服務

- 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

Senior Citizen Home Safety Association

- 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)

Personal Emergency Link Service and EasyHome Services

- Outstanding Social Enterprise Award 2011

Mobile Link Service

- Winner of the WSA m- Inclusion & Empowerment 2010
- Grand Prize of the Digital Opportunity Award in the WITSA's Global ICT Excellence Awards 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)
- Hong Kong ICT Award (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



「管家易」聯絡及通訊系統

- 2010科技大獎銅獎
- 2009年香港資訊及通訊科技獎
 - 最佳無間斷網絡(流動企業應用方案)銀獎
 - 最佳數碼共融(服務)銀獎

EasyJob ICT System

- 2010 Technology Award Bronze Award
- Hong Kong ICT Award (2009)
 - Best Ubiquitous Networking Award (Mobile Enterprise Solution) Silver Award
 - Best Digital Inclusion (Service) Award Silver Award

康訊通

- 2008年香港資訊及通訊科技獎
 - 最佳公共服務應用(小型項目)金獎

Tele-health Link

- Hong Kong ICT Awards (2008)
 - Best Public Service Application (Small Scale Project) Gold Award

耆安鈴愛心提提您

- 2008 – 2009環保「友」道企業大賞
 - 用家友善獎

Elder Ring Care Reminder Service

- Environmental Protection and Friendly Business Award
 - User Friendly Award (2008-2009)

耆安鈴電話慰問服務

- 工商機構創意義工服務計劃冠軍 (2003)

Elder Ring Caring Call Service

- The Champion- Innovative Volunteer Service Project Cooperation of Cooperate Volunteer Team (2003)



協會年度重要紀事

2011-2012 Service Timeline



2011年10月— 第二代「隨身寶®」面世
 October 2011— The launch of the Mobile Link 2nd generation device



2012年2月— 與香港電台合作節目 - 「香江暖流- 耆英語簡單」

February 2012— Program collaboration with RTHK

2011

OCTOBER

NOVEMBER

2012

FEBRUARY

MARCH



2011年11月— 「平安鐘®」服務及「管家易」家居服務奪傑出社企獎

November 2011— Personal Emergency Service and EasyHome Services earn the Outstanding Social Enterprise Award 2011



2012年3月— 協會發出「平安鐘®」服務已登記為註冊商標聲明

March 2012— Declaration of Personal Emergency Service trademark registration



2012年5月—開展全新服務品牌推廣
 May 2012— New brand campaign commenced



2012年6月— 海外顧問服務擴展至成都
 June 2012— Franchising and licensing services extend to Chengdu

MAY

JUNE

AUGUST



2012年6月— 擴大支援長者業主外展服務先導計劃團隊
 June 2012— Expansion on service team for Pilot Scheme on Outreach Support Service for Elderly Owners



2012年8月— 協會賣旗日
 August 2012— SCHSA Flag Day

宣揚平安文化新角度

"Peace of Mind" as the Value Delivered by SCHSA

品牌及服務推廣

Brand Campaign and Service Promotion

長者安居協會服務全港長者及有需要人士超過15年，除了家喻戶曉的「平安鐘[®]」服務，並於2010年推出「平安手機」服務，將24小時支援服務擴展至戶外。專為活躍銀齡人士而設的「平安手機[®]」服務，於本年度錄得超過67,000人次按動機背上的「平安掣」，除了提供適時的資訊外，並累積處理約1,230次緊急求助個案，成功把平安延展至戶外。

協會本年度推出全新的品牌及服務推廣，點出「平安」作為人人珍視的價值，並由過往以基層長者作宣傳對象，改為向所有孝順長者的兒孫輩發放推動「代代平安」的關愛文化，配合報章、電台、社交網站等媒體多渠道宣傳，積極推動「平安文化」的新角度。

母親節的推廣以輕鬆的角度，透過100種反傳統的慶祝方法，帶出『365天平安就是最值得慶祝的母親節』的主題。父親節一向較母親節被大眾忽視，然而我們卻特別在主要報章以雙連版刊出『為甚麼父親總是在等』的感人文章，帶出男士們於親情上深刻的體會。協會於此系列推廣推出後，得到極大迴響，並成功開展了協會服務品牌推廣策略重整的第一步。於暑假期間與八達通合作的推廣『我已經登“6”了，還能四處去嗎？』，更帶出現今銀齡人士活躍自主的正面形象。

Leveraging on the expertise that we have built up over the past 15 years, providing caring and emergency support services to the senior citizens, Safety Phone Service was launched in 2010, extending 'peace of mind' from indoor to outdoor. Tailored for active seniors, Safety Phone Service is supported by the powerful platform of the award-winning Mobile Link Service.

From September 2011 to end of August 2012, we received over 67,000 service requests from Safety Phone service users, and have handled more than 1,230 emergency cases. Service subscription of Safety Phone Service is on the rise.

In the past, the target audiences of our marketing promotions were the elders, focusing on 'physical safety' and emergency and misfortune situations. Starting from May 2012, SCHSA runs a new series of branding and marketing promotion, emphasizing 'peace of mind' as the core value that is treasured by both the old and the young. Our communications target sons and daughters who care about the well-being of their parents, advocating cross generation love and care. We have re-developed our media strategy, running promotional campaigns over multiple channels, delivering key messages through full- / double- page print advertisements in major newspapers and social networking websites, running promotions on major radio stations.

The series of branding and service promotions have revived the brand image of SCHSA, setting the scene for more exciting events to come in 2013.

為什麼做

父親

總是在等？



此時此刻他是否在等你的
一個電話，一個口訊...

父親 ♥ 為什麼？

總是默默地等？

父親等了十個多月，終於來到這個世界。
那一天，焦急地在產房中足足等了十個多小時。

回家後他興高采烈地等了三十天，隨後他為他等了四個月滿月滿，
三十六個禮拜後，我學會了叫「媽媽」，他「爸爸」卻多等了二十五天。

媽媽說爸爸會等不及熱心當電線師傅，
那麼不記得他下十二層的樓梯，就是為了早點回家看我。
他每天都會給我聽，等了我們半年，我才開始明白爸爸是妻子的爸爸，
上幼兒園，他又開始等我上一學期，等我畢業，等我上中學，大學，找工作...

等到我有一次有資格叫他爸爸，他的笑容終於足足等了十八小時。

回家的途中，爸爸說媽媽，媽媽說爸爸在等待他女兒去讀書，
那時他有能力成立一個自己的家。

五年過去了，第一次叫他爸爸時，他就等有了自己的孩子才說。
第二次叫他爸爸時，他就等他的身體真正強化的時候才說。
第三次叫他爸爸時，他就等他的身體真正強化的時候才說。

「爸爸，為甚麼你一生中好像都在等？你在等什麼呢？」
他幽默地說：「做父親的雖然不願十月懷胎，但只能在產房外等待。
所以，母親的三十五天才是我們的父親節，這不更係公平嗎？」

「等待」在父親的心中就是「期待」。
只要父親有365天的平安，他就會去製造更多的期待。
祝父親天天安安，年年父親節快樂！



即日起至2014年6月10日，凡購買平安手禮，即可獲贈
\$100「慈善樂捐現金禮券」一張。
凡購買平安手禮超過\$200，即可獲贈
100名樂捐戶可獲贈額外\$100「慈善樂捐現金禮券」！
*數量有限，送完即止。
詳情請登入樂捐戶「平安手禮」查詢網頁



查詢及登記熱線：
2338 8312
網址：www.achsa.org.hk



一個365天的

平安

就是最值得慶祝的

母親節



發出「平安鐘[®]」服務註冊商標聲明 Declaration of Personal Emergency Link Service Trademark Registration

協會成功於2011年2月7日取得並全權擁有「平安鐘[®]」註冊商標，換言之，全港只有長者安居協會提供「平安鐘」服務。協會成立以來，一直致力為長者及有需要人士提供「平安鐘」服務，並建立了優良的聲譽及商譽。由於不少團體或公司均聲稱提供「平安鐘」服務，容易引起長者及公眾人士混亂，因此必須申請商標註冊，予以識別。

為了宣傳平安文化，協會於2011年12月推出「365天天平安」推廣活動，由資深演藝人士羅蘭女士擔任代言人，於報章雜誌刊登廣告；聖誕及新年期間，更以「春天、夏天、秋天、冬天、晴天、雨天，天天都是平安夜」為題推出戶外電車站大型廣告板，將平安文化傳遍大街小巷。

協會於2012年3月4日舉行記者招待會，正式向公眾人士聲明「平安鐘」註冊商標事宜，並於各大報章刊登平安聲明，以正視聽。

In consideration of our relentless efforts in 16 years providing caring and emergency support services to the senior citizens in Hong Kong, and the social impact that we have brought to the local community, 「平安鐘[®]」, the Chinese name of Personal Emergency Link Service, is officially registered as a trademark of SCHSA in 2011.

In December 2011, SCHSA rolled out the "Peace of Mind 365 Days" campaign, featuring well-known artiste Ms. Helena Law Lan as the spokesperson to promote the notion of 'Peace of Mind' to the general public.

A press conference was held on 4 March 2012 to publicly announce the trademark registration of 「平安鐘」 (Personal Emergency Link Service), followed by a statement that was published in major local newspapers.



協會執行委員會主席鄭經翰先生(右)及行政總裁梁淑儀女士(左)在記者會當日，親身向公眾講解「平安鐘」註冊商標事宜。
Ir. Albert J. Cheng, Chairman of Executive Committee (right) and Ms. Irene S.Y. Leung, Chief Executive Officer, chaired the press conference.



協會在聖誕節期間推出「天天都是平安夜」戶外電車站大型廣告板。
SCHSA runs outdoor billboards "Peaceful Greetings Every Day" at tram stations at Christmas.



有誰不想天天平安? 有了「平安鐘」服務，就可以天天平安。
Who wouldn't wish to have peace of mind every day? Personal Emergency Link Service makes each day a peaceful day.

隨身 · 安心的戶外支援服務 Outdoor Support Service

「隨身寶[®]」服務升級 Mobile Link Service Enhancement



協會的戶外支援及關顧服務屢獲國際殊榮，其中於2008年推出的「隨身寶[®]」服務更先後獲八個本地及國際科技大獎，而協會更在本年度推出升級版第二代「隨身寶」服務，為長者提供全天候優質戶外支援服務。根據香港政府統計處的預測，2039年本港人口會增至890萬，而65歲以上的長者更會佔總人口的28%。人口老化，反映支援長者的服務實在有更迫切的需求。

第二代「隨身寶」服務加強了位置搜尋功能，具備AGPS/GPS/GSM制式，無論戶外或室內都可以搜尋到服務使用者的大約位置，為活躍長者提供24小時緊隨身旁的適時支援，成功將室內的安心延展到戶外。而第二代「隨身寶」體積不但比上一代更輕巧，更擁有多個互動功能，如附設顯示屏，方便長者接受協會的短訊及低電量提示，而協會的呼援服務員更可透過遙控響號提醒附近途人提供即時協助，加快救援程序，確保萬無一失！

協會亦計劃將「隨身寶」服務推廣至長者以外的有需要人士，如有障礙症的群組，而「隨身寶」服務將作進一步拓展，好讓服務使用者及其家人更安心放心。

協會將在未來繼續透過科技應用，結合以人為本的服務精神，為長者及有需要人士帶來更貼身及有意義的服務。

Launched in 2008, Mobile Link Service has won 8 major local and international awards because of its people-oriented design and distinctive use of technology.

SCHSA unveiled the new version of Mobile Link device in end 2012. Equipped with GPS, AGPS, and mobile positioning features, the 2nd generation Mobile Link device provides an enhanced location tracking capability. Size more compact, the new device provides a range of interactive features. For example, features a display screen to show real-time SMS message and battery status, besides date and time. Key features of Mobile Link, e.g., remote call volume control, remote buzzer that can be triggered by SCHSA Call & Care Centre remotely for emergency situations are kept to fulfill the service mission of "Help is just one button away".



第二代「隨身寶」外形更輕巧，更備有多個互動功能，讓長者用得安心自在。

The 2nd generation Mobile Link device looks slimmer and provides a range of interactive features to simplify functionality for older people.



長者出席「隨身寶[®]2分享會」，一同分享第二代「隨身寶」服務功能的提升。
Seniors attending the "Mobile Link 2 workshop" to share their enhanced experiences with the 2nd generation Mobile Link service.

協助全港長者面對物業業權收購 Special Project for Elderly Property Owners

支援長者業主外展服務先導計劃 擴大服務團隊 Service Team Expanded Under Pilot Scheme on Outreach Support Service for Elderly Owners

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過程。協會受政府發展局委託推出「支援長者業主外展服務先導計劃」(計劃)。繼2012年3月獲發展局委聘在來年度為計劃的九龍及新界群組提供服務後，協會在2012年6月再獲委聘為來年度香港島群組的服務提供者。

協會已擴大服務團隊，為60歲或以上、受《土地(為重新發展而強制售賣)條例》(《條例》)或私人發展商收購影響的長者業主及其直系親屬提供全面關顧服務。在協會法律顧問及測量師顧問的專業支援下，協會的資深社工以電話諮詢、教育講座、個案服務及外展宣傳等方式，協助長者業主掌握《條例》所需資訊，以作出適合其個人需要的決定，並為有需要的長者業主提供搬遷及其他相關支援。計劃的專業社工於本年度共舉行45場公開講座、263次樓宇宣傳及進行了475次家訪。

In recent years, private developers have enthusiastically pushed forward urban renewal projects, exposing elderly owners of old buildings to the risks of property acquisition and compulsory sale. Commissioned by the Development Bureau, SCHSA has launched the "Pilot Scheme on Outreach Support Service for Elderly Owners" ("Scheme"). We were commissioned by the Bureau in March and June 2012 respectively to provide services for the Kowloon and New Territories Cluster and the Hong Kong Island Cluster in the year ahead.

We have expanded our service team to offer a complete range of caring services for elderly owners, and their immediate families, who are affected by the *Land (Compulsory Sale for Redevelopment) Ordinance* ("Ordinance") or property acquisitions by private developers. With the professional assistance of legal advisors and surveyors, our senior social workers help senior owners to understand the Ordinance and make informed decisions through telephone consultation, community education, case service, and outreach advisory service. Relocation and other support were also offered to elderly owners in need. A total of 45 public seminars, 263 outreaching events and 475 family visits were organized by professional social workers during the year.



協會在各區舉辦教育講座，協助長者業主掌握「強拍條例」的所需資訊及提供其他相關支援。
 SCHSA holds seminars in different communities to educate elderly owners on the Ordinance and provide other support services.



協會社工前往收購活動頻繁的樓宇進行家訪，向有需要的長者業主提供支援。
 SCHSA's social workers visit buildings highly exposed to property acquisition to provide support for the elderly property owners in need.

加強與內地交流服務經驗

Exchanges of Service Experience

海外顧問服務擴展至成都

Overseas Consulting Service Extended to Chengdu

協會一直秉承為長者服務的宗旨，致力推動提供更完善的社區生活環境予長者。協會在本年度，獲邀到成都錦江區考察，並詳細介紹協會的「平安鐘[®]」服務及相關的配套服務。

經過多次與成都錦江區政府及當地婦幼保健院醫療管理集團協商後，本年度協會正式以顧問身份，協助當地籌備及開展「平安鐘」服務。經過數個月的規劃與建設，加上在區政府及營運機構的全力推動下，名為「長者通」的服務於2012年6月在當地正式營運。是次合作，是繼上海、廣州、深圳及澳門後，第五個協會提供緊急召援系統海外顧問服務的地區。

除協助開展「平安鐘」服務外，本年度協會亦成為成都錦江區老齡辦的老齡服務顧問。協會期望以超過16年在長者服務上的經驗和知識，進一步優化當地長者服務的效能，並促進社區對老年人的支持，及服務人員之間的交流。

隨著內地多個城市的「平安鐘」服務的順利發展，顯示有關服務對長者的支援在不同地方得到認同。協會將繼續努力使香港以至海外各地的長者，能享有更有效及合適的支援服務。

Underpinned by our philosophy of serving senior citizens, we are committed to improving the living environment for the elderly. During the year, SCHSA was invited to visit Jinjiang District, Chengdu and introduce our Personal Emergency Link Service and related supporting services to our mainland counterparts.

Following discussions with the Government of Jinjiang District and Chengdu Jinjiang Medical Management Group, SCHSA, acting in the capacity of a consultant, assisted them in the preparation and launching of the PE Link Service. After months of planning and construction, and with the full support from the local government and the operator, Chengdu Jinjiang Senior Citizen Communication Assistance Center commenced operation in June 2012. This joint project marks the extension of our emergency call consulting service to the fifth region outside Hong Kong, after Shanghai, Guangzhou, Shenzhen and Macao.

In addition to offering the PE Link Consulting Service, we have also advised the Chengdu Jinjiang Committee on Ageing on services for senior citizens since the beginning of this year. Leveraging our strong experience and expertise built over the past 16 years in elderly services, we are well-positioned to help our counterparts to optimize their operational efficiency and increase community support for senior citizens and communication among frontline staff.

As demonstrated by the successful launch of the PE Link Service in various mainland cities, its role in supporting senior citizens is widely recognized and appreciated. We will continue our best endeavours to deliver more efficient and suitable services to senior citizens in Hong Kong and beyond.

香港長者安居協會與成都市錦江區長者通 協議簽訂儀式



協會行政總裁梁淑儀女士(右二)與海外顧問服務部高級項目顧問馬錦華先生(右一)出席成都錦江區老齡辦及「長者通」簽約儀式。
Ms. Irene S.Y. Leung, SCHSA's Chief Executive Officer (second from right) and Mr. Timothy K.W. Ma, Senior Project Consultant, Franchising and Licensing Department (first from right) are present at the contract signing ceremony of Chengdu Jinjiang Committee on Ageing and Chengdu Jinjiang Senior Citizen Communication Assistance Center.



成都「長者通」呼援中心。
Chengdu Jinjiang Senior Citizen Communication Assistance Center



成都「長者通」的工作人員接受培訓。
Training for officers of Chengdu Jinjiang Senior Citizen Communication Assistance Center.

慈善計劃及年度籌款活動

Charity Programs and Fundraising Events

聯繫各界促進社區參與

Fostering Community Engagement

協會希望建立一個社區參與平台，推動商界、團體、學界及個人的參與，培養正面的老年觀念，與協會攜手倡導優質積極的晚年生活，促進「長幼共融」及「長者友善」。

協會透過不同形式的募捐，以資助經濟困難及有需要人士免費使用協會的「平安鐘®」及「隨身寶®」服務，使長者安居於社區。協會亦提供義工服務機會，希望能在幫助長者之餘，同時讓義工參與者實踐社會責任，回饋社會。

SCHSA strives to build a platform to boost community engagement -- to involve all businesses, associations, academia, and individuals, to promote positive views about old age, and encourage senior citizens to lead positive and quality lives. Through this platform, we aim to connect the young and old and create an elderly-friendly environment.

Subsidized by various forms of donation, SCHSA provides free Personal Emergency Link Service and Mobile Link Service for senior citizens and individuals who are in financial difficulties. In addition to helping the elderly, we also give our volunteers the opportunities to fulfill their social commitments and serve the community at large.



本年度「秘密天使」助老計劃獲44間學校參與支持，推廣跨代共融。

This year's "Secret Angels Elderly Sponsorship Program" has received support from 44 schools, which has in turn helped connect different generations.

齊心捐助 締造長者天天平安

Fundraising for the Needy

籌款活動

在社會各界支持下，本年度協會共籌得善款1,731萬元，捐款主要來自市民大眾。此外，在本年度協會獲「中銀香港暖心愛港計劃」再次撥款支持為期兩年的「『中銀香港暖心愛港』長者關懷慈善計劃」，讓400位有需要長者及人士免費使用「平安鐘[®]」服務及其他全面關懷服務。協會亦獲得「匯豐銀行慈善基金」及「保心安藥廠有限公司」慷慨撥款，支持分別為期兩年的「『腦』有關懷計劃」及「長者健康檢查巡迴計劃」，同時計劃亦獲得社會福利署「攜手扶弱基金」撥款贊助，促使兩項計劃在本年度能夠順利開展。此外，在2012年8月1日舉行的賣旗日，一共籌得2,703,234元。

協會舉行的學界參與計劃—第13屆「秘密天使」助老計劃，在「東亞銀行有限公司」及「保心安藥廠有限公司」撥款贊助下圓滿舉行。本年度的計劃共獲44間中、小學及幼稚園參與。學生除透過不同的教育活動學習關懷長者及與長者溝通外，亦發動愛心力量，為協會籌得超過62萬元的善款。

協會所籌得的善款，主要用於「平安鐘[®]」及「隨身寶[®]」慈善計劃，資助有經濟困難之長者及有需要人士免費享用「平安鐘」及「隨身寶」24小時緊急支援及全面關懷服務。截至本年度末，共約11,000位服務使用者接受慈善計劃的資助。協會謹此代表受惠者衷心感謝所有曾經捐款支持協會服務的善心人士、企業、基金會及社會團體。

Fundraising Activities

Thanks to the wide public support, a total of HK\$17.31 million was raised mostly from the general public in this year. We were grateful to receive further funds from the BOCHK Caring Hong Kong – A Heart Warming Campaign in support of the two-year “Elderly Caring Charity Program”, under which 400 elderly and people in need were offered free access to Personal Emergency Link and other caring services. Last year also saw donations from the Hong Kong Bank Foundation and PO SUM ON Medicine Factory Limited in support of two 2-year programs, “Brain Care for the Elders Program” and the “Body Check Program for the Elderly”. These two programs were successfully rolled out during the year, sponsored by the “Partnership Fund for the Disadvantaged” of the Social Welfare Department. On top of all the above, we raised a total of HK\$2,703,234 on the 2012 Flag Day held on 1 August 2012.

Jointly sponsored by the Bank of East Asia Limited and PO SUM ON Medicine Factory Limited, the 13th “Secret Angels Elderly Sponsorship Program” was successfully carried out during the year, involving 44 secondary and primary schools, and kindergartens. The participating pupils and students learned how to care for and communicate with elderly people through a wide range of educational activities, and raised over HK\$620,000 for SCHSA.

Most of the funds raised during 2012 were allocated to the Personal Emergency Link and Mobile Link charity initiatives, giving the less affluent and senior citizens free access to our 24-hour emergency support and caring services. By the end of 2012, about 11,000 service users had received financial aid from the charity programs. On behalf of the beneficiaries, we would like to extend our sincere gratitude to all the individuals, companies, foundations, and social groups that have donated to our services!



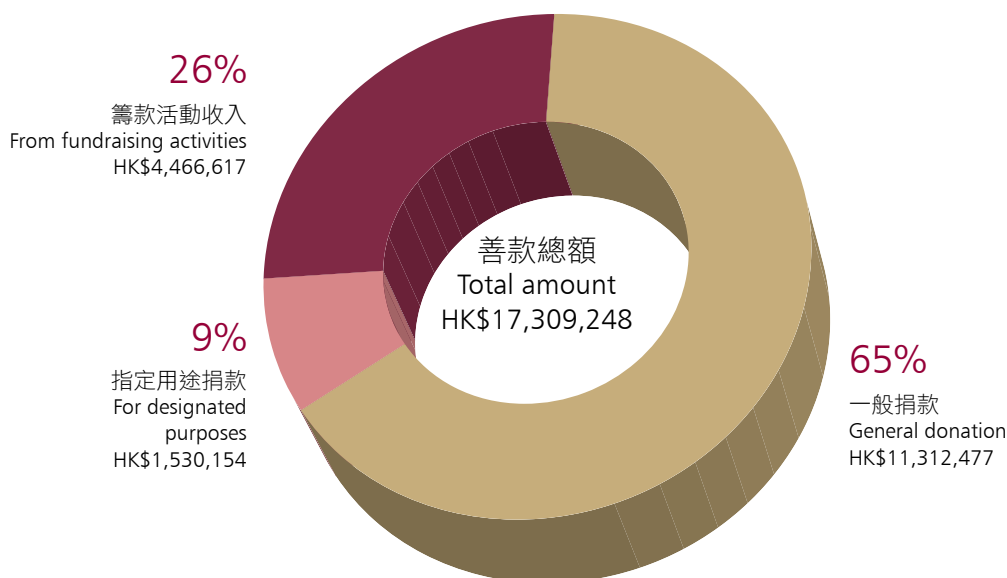
本年度逾2,000名個人及企業義工參與協會的義工服務，服務總時數逾35,000小時。
Over 2,000 individual and company volunteers participate in SCHSA's voluntary service programs this year, served over 35,000 volunteer hours.



第十屆「同心展步獻長者」步行籌款活動，參加者齊於鯽魚涌公園起步行善。
Enthusiastic participants of the 10th "Walk for the Elderly" walkathon gather at the starting point in Quarry Bay Park.

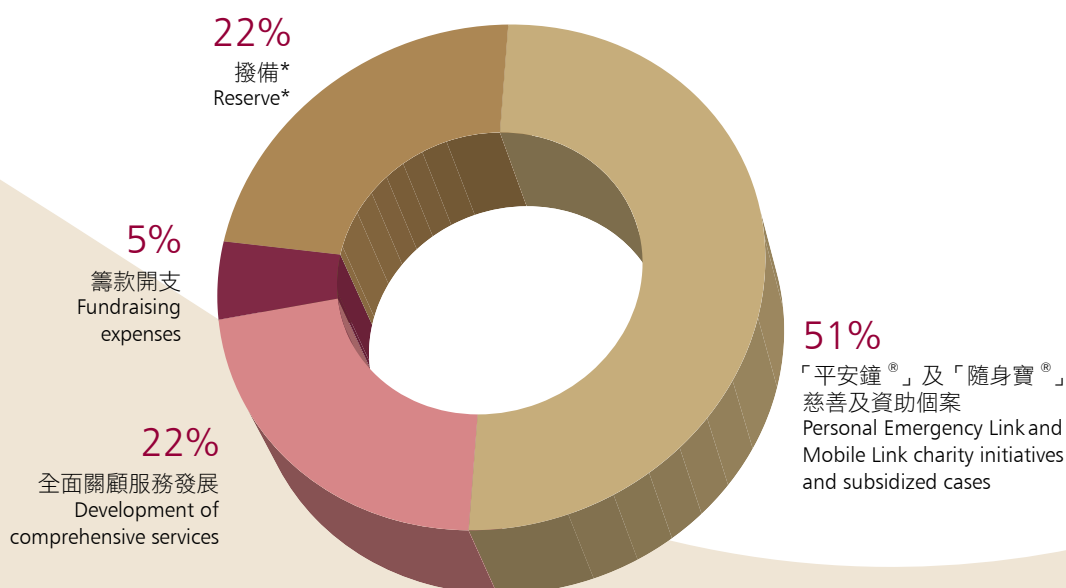
2011-2012年度善款來源 Sources of Donation

(2011年9月1日至2012年8月31日)
(1 September 2011 - 31 August 2012)



2011-2012年度善款用途 Uses of Donation

(2011年9月1日至2012年8月31日)
(1 September 2011 - 31 August 2012)



註：撥備將撥入慈善個案基金及長者關顧基金，用以資助慈善個案受惠長者服務費及全面關顧項目。

Note: Reserve is allocated to Charity Case Fund and Elderly Care Fund in support of the long-term service fee of beneficiaries and comprehensive caring services.

全城參與 平安文化社區延展

Spreading Peace of Mind with Everyone's Engagement

協會賣旗日 SCHSA Flag Day

本年度協會的全港賣旗日在2012年8月1日順利舉行，在得到商界、學界及其他團體的鼎力協助下，賣旗活動一共籌得善款2,702,952港元。協會衷心感謝所有賣旗義工、協助團體及捐款人士，為長者平安生活出力。

賣旗日當天，超過2,300名來自社會不同團體界別的義工，於全港各區進行賣旗活動。除此之外，亦有公司及團體在其辦事處內廣傳旗袋，鼓勵員工及會員捐款響應。是次賣旗日所籌得之善款，用作資助有經濟困難之長者及有需要人士享用「平安鐘」、「隨身寶」服務及其他支援及關顧服務，務求讓長者能安心居家安老，安享頤年。更重要的是，協會希望透過舉辦賣旗日，促進社區參與，宣揚關愛弱老的訊息。

在新年度，協會將再接再厲，在2013年8月7日再次舉辦全港賣旗日，希望活動能夠繼續得到社會各界支持，籌得更多善款，讓平安文化在社區不斷延展。

Thanks to the full support of the business sector, academic institutions and other organizations, SCHSA's territory-wide Flag Day held on 1 August 2012 raised HK\$2,702,952 in total. SCHSA is grateful to all volunteers, assisting organizations and donors for their contribution to the safety and care services for the elderly.

On the SCHSA Flag Day, over 2,300 volunteers from different organizations and sectors took part in flag selling throughout the territory. Some companies and organizations passed around the flag bags in their offices to encourage donations from staff and members. Funds raised on the Flag Day are earmarked for the provision of the Personal Emergency Link Service, Mobile Link Service, and other support and care services for the benefit of the elderly and the needy who are in financial difficulties, in the hope that the elderly can enjoy the peace of mind that a safe living environment brings about in their golden years. More important still, by holding a flag day, SCHSA calls for community action to help spread far and wide the message of caring for the elderly and those in need.

SCHSA will again hold a territory-wide flag day in 7 August 2013. We look forward to gaining continued support from all walks of life and raising more funds to promote messages of "peace of mind" around the community.



在社會各界鼎力支持下，協會賣旗日共籌得超過270萬善款，用作資助長者及有需要人士使用協會服務，讓平安文化在社區延展。
 With the full support of the community, over HKD2.7 million were raised on the Flag Day to subsidize SCHSA's services for the elderly and the needy, spreading messages of "peace of mind" far and wide.



讓溫暖愛心傳遍社區

Love and Care in the Community

義工計劃

Volunteering Program

協會的義工團隊一直無償無私為長者提供服務。在本年度，義工共探訪逾6,200名長者，總服務時數超過35,000小時，當中包括親身家訪及電話慰問，向長者送上問候及提供適切的支援。

近年有更多的企業投入社區服務，實踐企業社會責任，企業義工成為協會的重要伙伴。在本年度有1,300人次的企業義工，參與長者探訪，總服務時數達3,000小時。除義工服務外，不少企業亦贊助義工探訪禮物，及捐助協會的慈善基金，讓有經濟困難和需要的人士可免費使用協會的「平安鐘[®]」及「隨身寶[®]」服務。

同時，透過「秘密天使」助老計劃，同學們參與探訪及電話慰問長者等義工服務，從而認識及了解香港長者的生活情況及需要，消除他們對長者的負面觀感及印象。

在本年度，協會亦獲得李嘉誠基金會「香港仁愛香港」公益行動贊助，推行「家居安全大使計劃」，成功探訪逾2,000名長者，由義工為長者進行家居安全評估，並安排職業治療師為有需要的長者進行深入評估，協助長者改善家居環境，減少家居意外的機會。

Our volunteers have selflessly devoted themselves to offering support services for the elderly. During the year, our volunteers visited 6,200 senior citizens and served over 35,000 volunteer hours. Volunteer activities included paying home visits and making assurance calls to extend greetings, and provide the necessary support for the elderly.

In recent years, a growing number of companies have engaged in community service to fulfill their corporate social responsibilities. Corporate volunteer teams have thus taken a pivotal role in our partnership scheme. During the year, 1,300 corporate volunteers joined us to pay visits to senior citizens and recorded a total of 3,000 volunteer hours. Besides volunteer services, many companies donated gifts for volunteer visits and contributed to our charity program, giving the less affluent elderly and the needy free access to our Personal Emergency Link and Mobile Link services.

Moreover, our Secret Angels Elderly Sponsorship Program has enabled students to understand the living condition and needs of local senior citizens and changed their negative views about the elderly through a wide range of volunteer visits and phone greeting activities.

Sponsored by the "Love HK Your Way" charity initiative of Li Ka Shing Foundation, the "Home Safety Ambassador Project" was launched during the year. Under the project, volunteers visited over 2,000 senior citizens and assessed their home safety problems. In some cases, professional therapists were also engaged to conduct thorough examinations to help the elderly improve their home environment and reduce the risk of home accidents.



企業義工隊帶同家人，一起探訪居住在竹園的使用「平安鐘[®]」服務的長者，發揮義務服務精神關愛長者。
 Corporate volunteers and their families show love and care by visiting elderly users of Personal Emergency Link Service living in Chuk Yuen Estate.



在端午節前夕，協會舉辦「粽有你關懷」探訪活動，義工為長者送上應節食品，表達心意與關懷！
 On the eve of the Dragon Boat Festival, our volunteers bring festival food for the elderly, giving them love and care.



透過「家居安全大使計劃」，義工們教授長者「防跌十式」，提升長者的居家安全。
 As part of our "Home Safety Ambassador Project", volunteers give practical safety tips to the elderly on how to prevent falls at home.

感謝各界支持 Heartfelt Thanks to SCHSA Supporters

協會十五週年合作夥伴嘉許禮 SCHSA 15th Anniversary Partnerships Commendation Ceremony

協會成立16年來，有賴各界團體及機構的鼎力支持，得以透過「平安鐘[®]」、「隨身寶[®]」及「平安手機[®]」等24小時呼援及關懷服務，照顧每位長者及有需要人士。協會遂隆重其事，於2012年3月16日下午假尖沙咀香港基督教青年會四樓青年會禮堂舉行「十五周年企業合作夥伴暨義工嘉許禮」，並獲行政會議成員梁智鴻醫生擔任主禮嘉賓，嘉許過往長期合作夥伴及義工，以回饋各界支持。

嘉許禮當天，獲接近100名嘉賓撥冗出席，與協會全人互相交流，建立彼此更緊密的合作關係，攜手開拓更多不同創新服務。

Organizations from all walks of life have been showing great support to SCHSA ever since it was founded 16 years ago. This has enabled SCHSA to cater for every one of the elderly and the needy through its 24-hour Call & Care Services, including the Personal Emergency Link Service, Mobile Link Service and Safety Phone Service. To express its sincere gratitude, SCHSA held "Senior Citizen Home Safety Association Award Ceremony" at the Assembly Hall, 4/F, YMCA of Hong Kong, Tsim Sha Tsui on 16 March 2012 afternoon. Dr. C. H. Leong, member of Executive Council, was invited as the officiating guest who presented awards to longstanding SCHSA partners and volunteers.

On that day, nearly 100 guests attended the ceremony to meet and share the joy with SCHSA staff. The event has further strengthened collaboration between SCHSA and the various guests, who will join hands to provide a wider range of new services in the future.



協會行政總裁梁淑儀女士(右)向行政會議成員梁智鴻醫生(左)致送紀念品。
 Ms. Irene S. Y. Leung, SCHSA's Chief Executive Officer (right) presents souvenirs to Dr. C. H. Leong, member of Executive Council (left).



協會感謝各界團體、機構及義工過去16年來的鼎力支持，得以持續為長者及有需要人士提供24小時呼援及關懷服務。
 SCHSA is thankful to all partnering organizations and volunteers for the past 16 years of support that has facilitated its ongoing 24-hour Call & Care Services for the elderly and the needy.

2011-2012年度義工嘉許

Awarded Volunteers in 2011-2012

卓越服務金獎 Outstanding Golden Awards

(連續3年服務400小時或以上) Over 400 Services Hours for 3 consecutive years

江玉英女士	Ms. Y. Y. Kong
何淑雯女士	Ms. S. Y. Ho
吳元香女士	Ms. Miki Y. H. Ng
金國佳先生	Mr. K. K. Kam
區有芬女士	Ms. Y. F. Au

金獎 Golden Awards

(服務400小時或以上) Over 400 Service Hours

吳慧嫻女士	Ms. W. H. Ng	(第2次獲金獎)
符耀祖先生	Mr. Y. J. Fu	(第2次獲金獎)
麥慧如女士	Ms. W. Y. Mak	(第2次獲金獎)
伍少卿女士	Ms. S. H. Ng	
利紹娟女士	Ms. S. K. Lee	
吳夢妮女士	Ms. Molly Ng	
吳寶蓮女士	Ms. P. L. Ng	
呂國強先生	Mr. K. K. Lu	
林衛中先生	Mr. W. C. Lam	
胡佩瑾女士	Ms. Loretta P. K. Hu	
唐毓輝女士	Ms. Y. F. Tong	
高美清女士	Ms. Meruja	
高慧儀女士	Ms. W. Y. Ko	
康美群女士	Ms. M. K. Hong	
梁好女士	Ms. H. Leung	
張如女女士	Ms. Y. N. Cheung	
戚影華女士	Ms. Y. W. Chik	
許玉蓮女士	Ms. Maria Y. L. Hui	
許瑞寧女士	Ms. Terry S. L. Hui	
郭鳳儀女士	Ms. Carol F. Y. Kwok	
陳美蓮女士	Ms. M. L. Chan	
陳愛珍女士	Ms. O. C. Chan	
曾瑞意女士	Ms. S. Y. Tsang	
黃漢英女士	Ms. H. Y. Wong	
劉婉卿女士	Ms. Y. H. Lau	
黎笑英女士	Ms. S. Y. Lai	
謝瑞霞女士	Ms. S. H. Tse	

銀獎 Silver Awards

(服務200小時或以上) Over 200 Service Hours

何笑玲女士	Ms. S. L. Ho	(第2次獲銀獎)
陳少芳女士	Ms. Heidi S. F. Chan	(第2次獲銀獎)
陳快雲女士	Ms. F. W. Chan	(第2次獲銀獎)
梁秀容女士	Ms. S. Y. Leung	(第2次獲銀獎)
賴惠嬌女士	Ms. W. K. Lai	(第2次獲銀獎)
何月梅女士	Ms. Y. M. Ho	(第2次獲銀獎)
何坤然女士	Ms. K. Y. Ho	
何雪紅女士	Ms. S. H. Ho	
何麗瓊女士	Ms. L. K. Ho	
余珏女士	Ms. C. Yu	
吳愛娟女士	Ms. Anita O. K. Ng	
吳靜芝女士	Ms. C. C. Ng	
谷錫芳女士	Ms. S. F. Kok	
林妙蓮女士	Ms. M. L. Lam	
洪荔女士	Ms. Kristy Hung	
張燕芳女士	Ms. Y. F. Cheung	
梁永邦先生	Mr. W. P. Leung	
梁佩詩女士	Ms. P. S. Leung	
許玉蘭女士	Ms. I. L. Hoi	
陳小玉女士	Ms. S. Y. Chan	
陳欽明先生	Mr. Y. M. Chan	
陸仲瑋女士	Ms. Selina C. K. Luk	
麥聖生先生	Mr. S. S. Mak	
楊永寬先生	Mr. W. F. Yeung	
葉月蓮女士	Ms. Y. L. Yip	
鄒至輝女士	Ms. C. F. Chau	
潘少玲女士	Ms. S. L. Poon	
蔡綺蓮女士	Ms. Judy Y. L. Choi	
鄭來福先生	Mr. L. F. Cheng	
盧敏怡女士	Ms. M. Y. Lo	
賴惠愛女士	Ms. Jenny W. O. Lai	
顏心儀女士	Ms. Irene S. Y. Ngan	

銅獎 Bronze Awards

(服務100小時或以上) Over 100 Service Hours

何王香女士	Ms. W. H. Ho	(第2次獲銅獎)
杜細蝦先生	Mr. S. H. To	(第2次獲銅獎)
洪祥珍女士	Ms. C. C. Hung	(第2次獲銅獎)
范石華先生	Mr. S. W. Fan	(第2次獲銅獎)
容淑燕女士	Ms. S. Y. Yung	(第2次獲銅獎)
張文蘭女士	Ms. M. L. Cheung	(第2次獲銅獎)
張錦佳先生	Mr. K. K. Cheung	(第2次獲銅獎)
陳國雄先生	Mr. K. H. Chan	(第2次獲銅獎)
麥美玲女士	Ms. M. L. Mak	(第2次獲銅獎)
舒重蘭女士	Ms. C. L. Shu	(第2次獲銅獎)
馮詠璇女士	Ms. Idy W. S. Fung	(第2次獲銅獎)
黃滿坤先生	Mr. M. K. Wong	(第2次獲銅獎)
趙德明女士	Ms. T. M. Chu	(第2次獲銅獎)
鄭紹源先生	Mr. S. Y. Cheng	(第2次獲銅獎)
謝沛修先生	Mr. Jimmy P. S. Tse	(第2次獲銅獎)
鍾肖蘭女士	Ms. C. L. Chung	(第2次獲銅獎)
蘇載卿女士	Ms. Stella C. H. So	(第2次獲銅獎)
孔慧蘭女士	Ms. W. L. Hung	
丘美媛女士	Ms. M. W. Yau	
池美娥女士	Ms. M. N. Chi	
何玉梅女士	Ms. Y. M. Ho	
何慧明女士	Ms. Connie W. M. Ho	
吳美玲女士	Ms. Freda M. L. Ng	
李培芬女士	Ms. Stephanie Li	
李敏儀女士	Ms. Angela M. Y. Lee	
林厚卿女士	Ms. H. H. Lam	
唐偉錦先生	Mr. W. K. Tong	
袁月珠女士	Ms. Esther Y. C. Yuen	
馬月好女士	Ms. Y. H. Ma	
馬惠君女士	Ms. W. K. Ma	
馬碧君女士	Ms. P. K. Ma	
區婉嫻女士	Ms. Y. H. Au	
梁家鍵先生	Mr. K. K. Leung	
梁惠娟女士	Ms. W. K. Leung	
畢優美女士	Ms. M. M. But	
許潔明女士	Ms. K. M. Hui	
許靜卿女士	Ms. C. H. Hui	
許麗芳女士	Ms. Catherine L. F. Hui	
連淑雁女士	Ms. S. N. Lin	
郭楷先生	Mr. K. Kwok	
陳民基先生	Mr. M. K. Chan	
陳美婷女士	Ms. Sylvia M. T. Tan	
陳淑堅女士	Ms. Sandy S. K. Chan	
陳詠雄先生	Mr. Joe W. H. Chan	
麥妙嫦女士	Ms. M. S. Mak	
湯潔貞女士	Ms. K. C. Tong	
黃潔瑩女士	Ms. Salina Wong	
楊志輝先生	Mr. C. F. Yeung	
楊碧雲女士	Ms. P. Y. Yang	
葉明女士	Ms. M. Ip	
劉少瓊女士	Ms. S. K. Lau	
潘妙儀女士	Ms. M. Y. Poon	
蔡奕玲女士	Ms. Elaine Y. L. Chua	
蔡富華女士	Ms. F. W. Choi	
鄭玉娥女士	Ms. Y. O. Cheng	
鄭傑靈先生	Mr. Jonathan K. L. Cheng	
鄭賽娥女士	Ms. C. N. Cheng	
鄧偉玲女士	Ms. W. L. Tang	
黎惠蓮女士	Ms. Janet W. L. Lai	
黎寶玲女士	Ms. Pauline P. L. Lai	
賴志瑤女士	Ms. C. Y. Lai	
鄺惠玲女士	Ms. Linda W. L. Kwong	

15年積極參與服務獎名單

15 Years Proactive Engagement Awards for Volunteers

馬碧君女士	Ms. P. K. Ma
莫漢光先生	Mr. H. K. Mok
鍾燕卿女士	Ms. Kitty Y. H. Chung



其他紀事及服務
Other Events and Services

協會服務再獲社會肯定 SCHSA Gains Further Recognition

「平安鐘[®]」服務及「管家易」服務奪傑出社企獎 PE Link Service and EasyHome Services Won Outstanding Social Enterprise Award

協會營運踏入第16個年度，一如既往致力提升長者社區生活的素質。協會的努力，再次得到社會肯定。「平安鐘[®]」服務及「管家易」服務，於2011年11月，在民政事務局首次舉辦的「社會企業獎勵計劃」中，同時獲選為傑出社企。

由民政事務局聯同社會企業諮詢委員會舉辦的「社企獎勵計劃」，旨在表揚在本港經營的傑出社企。透過其成功故事，為業界樹立榜樣，加強大眾對社企的認識。

憑着超過16年的專業經驗，「平安鐘」服務繼續為長者及有需要人士提供全面支援及關懷。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中心，向呼援服務員尋求協助。

另外，協會於2009年成立的另一項社企項目「管家易」服務，則貫徹協會的服務願景，致力為全港銀齡人士提供各項優質家居照顧服務，提供最妥貼的照顧，讓長者可隨心選擇在社區過著有素質的晚年生活，達至「居家安老」。

「管家易」銳意以創新的運作模式應用於傳統家居服務行業上，為長者提供最「穩妥、快捷、周到」的服務。同時，作為社會企業，「管家易」亦肩負起社會使命，現時為超過1,400名已完成再培訓課程人士提供就業機會。

SCHSA remains committed to a better quality of life for the elderly as always. Making a good start in its 16th year of operation, SCHSA has once again earned social recognition and appreciation. Both of its Personal Emergency Link Service and EasyHome Services were granted the Outstanding Social Enterprise Award in the first Social Enterprise Award Scheme held by the Home Affairs Bureau in November 2011.

The Social Enterprise Award Scheme, jointly organized by the Home Affairs Bureau and the Social Enterprise Advisory Committee, is designed to recognize outstanding local social enterprises and, through such industry examples, enhance public awareness of these local success stories.

Leveraging on more than 16 years of professional experience, Personal Emergency Link Service continues to provide comprehensive support and care services for the elderly and people in need. By pressing the main unit or portable remote trigger, service users are immediately connected to the 24-hour operating Call & Care Service Centre for assistance.

As a social enterprise project founded by SCHSA in 2009, EasyHome Services work in line with SCHSA's vision, to provide quality household caring services for all senior citizens in the territory, so that the elderly may enjoy the desired quality of life at home.

EasyHome Services has introduced an innovative operation mode for the traditional household service industry, which aims to provide users with "reliable, efficient and tailor-made" services. Also, EasyHome Services carry on social responsibility, by providing job opportunities to more than 1,400 citizens who have completed employees retraining programs.



「管家易」以心關懷，用心服務，讓長者可隨心選擇在社區過著有素質的晚年生活，達至「居家安老」。
Serving the elderly with heart, EasyHome Services helps the elderly to achieve the desired quality of life at home.



協會「平安鐘」服務及「管家易」服務獲選為傑出社企，並於「社會企業聯展」設置精美攤位，向入場人士講解有關服務。
Promotion booths are set up at the Social Enterprise Bazaar to introduce the Social Enterprise Award-winning Personal Emergency Link Service and EasyHome Services to visitors.

透過大氣電波展現銀髮族活力

Seniors Going On Air

與香港電台合作電台節目

SCHSA Joined Hands with RTHK in Broadcasting Radio Programme

協會深信人生經驗豐富的銀髮一族，在耳順之年，亦能滿有新方向，挑戰別人眼中的種種不可能。本年度協會與香港電台第五台合辦10輯「香江暖流 — 耆英唔簡單」節目，以10個不同「挑戰」為主題，邀請長者分享在晚年如何活得有方向、有衝勁。

活動開展禮以嶄新形式，於2012年2月15日下午假尖沙咀香港基督教青年會攀石場舉行，並邀請兩位銀髮攀石好手與藝人嘉賓互相切磋，用活力證明如何退而不休、充實人生。

SCHSA strongly believes seniors, by drawing on their rich life experience, are still capable of setting new goals and taking on new challenges that may appear to others as “missions impossible” in their golden years. With this in mind, SCHSA joined hands with RTHK Radio 5 this year to produce a series of radio programme with 10 episodes, named “The Elderly Series – Nothing is Impossible”, in which various elderly people were invited to share their secrets of leading a life of purpose and vigour under 10 different chosen themes of “challenges”.

An innovative kick-off ceremony was held at the YMCA Climbing Wall facility in Tsim Sha Tsui on 15 February 2012 afternoon. Two senior rock-climbing masters and various artistes were invited to learn rock-climbing skills from one another, showing real life examples of enriching one's life even after retirement.



在節目開展禮上，長者嘉賓在攀石場上大展身手，展現活力。
Two dynamic and energetic senior guests show their rock-climbing talents at the kick-off ceremony.



協會副主席錢黃碧君女士(左)與雙料碩士勞雄昌伯伯(中)，於節目「讀書唔簡單」中，向聽眾分享如何「活到老、學到老」。
SCHSA Vice Chairman Mrs. Teresa B.K. Tsien (left) and a double master degree holder Mr. Lo Hung Cheung (middle) share with the audiences their life-long learning experience on the radio.

全面用心關懷長者需要 Caring Services – Going the Extra Mile

「耆安鈴」長者熱線及「康訊通」服務 Elder Ring Hotline and Tele-Health Link Services

「耆安鈴」長者熱線於本年度成功致電慰問269,788人次，並收到達45,348人次來電。本年度共有501位登記成為耆安鈴義工，而義工服務時數達15,180小時。以上的工作成果，有賴員工的努力及義工的無私貢獻。

此外，本年度「耆安鈴愛心提提您」服務，共發放74個與長者息息相關的電話錄音訊息，予服務使用者及護老者，收聽人次超過217萬。同時，協會推行「節日慰問計劃」，義工在農曆新年、母親節及父親節等的佳節前夕進行電話慰問，令長者深深感受社會對他們的關懷。

為了提昇員工及義工的電話慰問質素，協會定期製作與長者相關的健康資訊及提供專題訓練，以充實電話慰問內容及技巧。

協會的註冊護士為用戶提供健康輔導服務，在用戶同意下，註冊護士可查閱用戶的電子病歷，按其健康狀況作出個人護理建議；而用戶在按鐘求助後須送院時，協會可傳送其個人資料及電子病歷撮要至急症室，協助醫護人員盡早提供適切治療及跟進。自2011年11月起，協會協助醫管局推廣「公私營醫療合作計劃-醫療病歷互聯試驗計劃」，為病人介紹有關的服務，在4個月內共協助13,000人次登記。

協會亦透過電話慰問及健康講座，向有需要人士提供長期病管理、疾病預防及健康護理等資訊，致力讓長者於社區內享有優質健康生活。

During the year, our Elder Ring Hotline made 269,788 and received 45,348 calls, as the 501 Elder Ring volunteers registered in the year served a total of 15,180 hours. Such remarkable performance is attributable to the dedication of our staff and the selflessness of our volunteers.

As part of the 2012 Elder Ring Care Reminder Service programme, 74 pre-recorded voice messages closely related to the daily life of senior citizens were delivered to over 2.17 million service users and their carers. Under the newly launched "Festival Greetings Programme", moreover, SCHSA volunteers made phone calls and extended greetings to the elderly on Lunar New Year's Eve, Mothers' Day and Fathers' Day, so as to show the community's love and care for the elderly.

To enhance the service quality of the greetings programme, healthcare information and featured training sessions were provided to our staff and volunteers on a regular basis, with a view to improving their phone conversation skills.

Service users may also get personal health advices from our registered nurses who could check the users' electronic medical records with mutual consent. When a user calls the Elder Ring Hotline for help and requires hospitalization for medical treatment, a summary of his/her personal data and electronic medical record will be sent to the hospital's Accident and Emergency Department to facilitate timely and appropriate medical treatment. Started from December 2011, SCHSA had been taking part in the Hospital Authority's promotion of the Public-Private Interface – Electronic Patient Record Sharing Pilot Project (PPI-ePR) among patients. In a short span of four months, we enrolled 13,000 patients for the project.

As part of our commitment to working towards a quality and healthy community life for senior citizens, SCHSA also provides those in need with information on chronic disease management, disease prevention and healthcare issues through caring phone calls and health-related seminars.

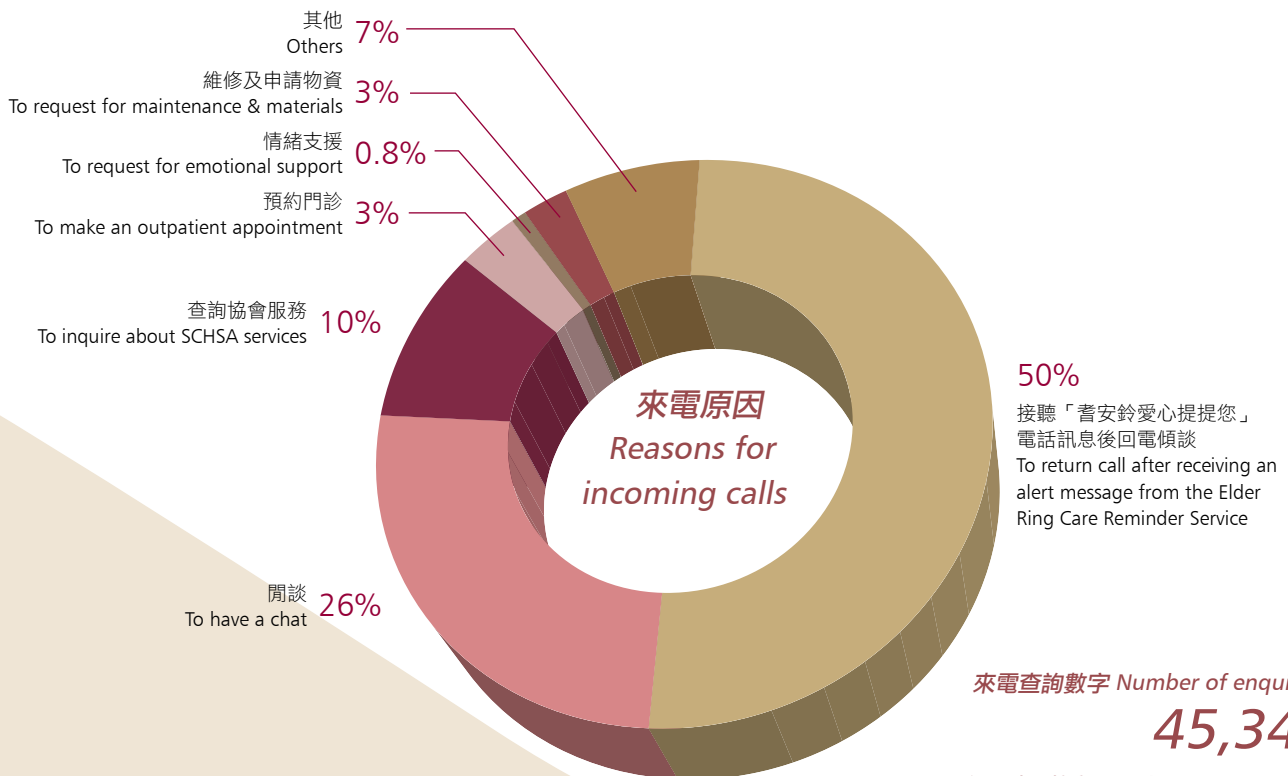


「耆安鈴」義工參與興趣班一同製作麵包，增加彼此交流。
Elder Ring volunteers get to know one another in a bread-baking workshop.



每年舉辦的義工嘉許禮，義工們聚首一堂，參與集體遊戲，樂也融融。
SCHSA volunteers are having fun at the annual Volunteer Award Ceremony.

來電原因 Reasons for Call



50%
接聽「耆安鈴愛心提醒您」
電話訊息後回電傾談
To return call after receiving an
alert message from the Elder
Ring Care Reminder Service

來電查詢數字 Number of enquiries:
45,348

致電慰問數字 Number of caring calls:
269,788

《長訊》 — 內容更多元化 Golden Age Magazine

《長訊》月刊於2008年復刊，讀者人數不斷上升。本年度內更獲香港房屋協會邀請，於「房協長者通」網站定期轉載《長訊》文章。過去一年，《長訊》訪問了多位獨當一面的大人物，其中包括李樂詩小姐、葉澍堃先生、鄭丹瑞先生等。隨著協會的服務革新，新年度《長訊》內容將與時並進，變得更豐富及更多元化。

Since its re-launch in 2008, the Golden Age Magazine's readership has been on the rise. During the year, the magazine articles were regularly reprinted, by invitation, on Hong Kong Housing Society's website for elderly services. The magazine also interviewed a number of distinctive guests, such as Miss Rebecca Lee Lok Sze, Mr. Stephen Ip and Mr. Cheng Tan Shui last year. To keep abreast of the times, as SCHSA's services always do, the magazine will cover a wider range of contents next year.



封面故事粒粒巨星，如李樂詩小姐、鄭丹瑞先生等。
Cover stories featuring famous stars Miss Rebecca Lee Lok Sze and Mr. Cheng Tan Shui.



協會運作
Operation

財務摘要

Financial Highlights

長者安居協會的財務報表是根據香港會計師公會頒佈的〈香港財務報告準則〉及香港〈公司條例〉編制而成。

協會負責設計、實施及維護相關的內部監控，應用適當的會計政策以使財務報表能真實而公平公正地列報該等財政資料而沒有重大錯誤。

協會2011-2012會計年度錄得虧損為港幣\$1,697,907。總收入為\$118,260,666，來源為服務使用者支付的服務費及公眾人士(個人或機構)的捐款。總支出為\$119,958,573，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 financial statement of Senior Citizen Home Safety Association is prepared in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the Hong Kong Companies Ordinance.

The Association takes up the responsibility to design, implement, maintain internal control and apply appropriate accounting policies relevant to the preparation of true and fair presentation of financial statements that are free from material misstatement.

The Association recorded a deficit of HK\$1,697,907 in financial year 2011-2012. Total income in amount of \$118,260,666, source of income arising from service fee charging to the relevant service user, donation and sponsorship donated by the general public (individuals or corporations). Total expenditure in amount of \$119,958,573, being staff costs, costs of goods sold, promotion and advertising expenses, depreciation and other operating expenses.

收入 Income	2012		2011	
	港幣(HK) \$	%	港幣(HK) \$	%
運作收入 Operating Income	92,183,467	77.9%	80,772,087	78.2%
▪ 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	78,561,427		72,351,676	
▪ Easy Home Service income 管家易家居服務收入	12,288,490		7,574,335	
▪ Other Operating Income 其他運作收入	1,333,550		846,076	
公眾捐款 Public Donation	17,309,248	14.6%	17,926,642	17.4%
利息及投資 Interest and Investments	2,536,637	2.1%	3,142,364	3.0%
其他收入 Other income	6,231,314	5.3%	1,438,337	1.4%
總收入 Total Income	118,260,666	100%	103,279,430	100%

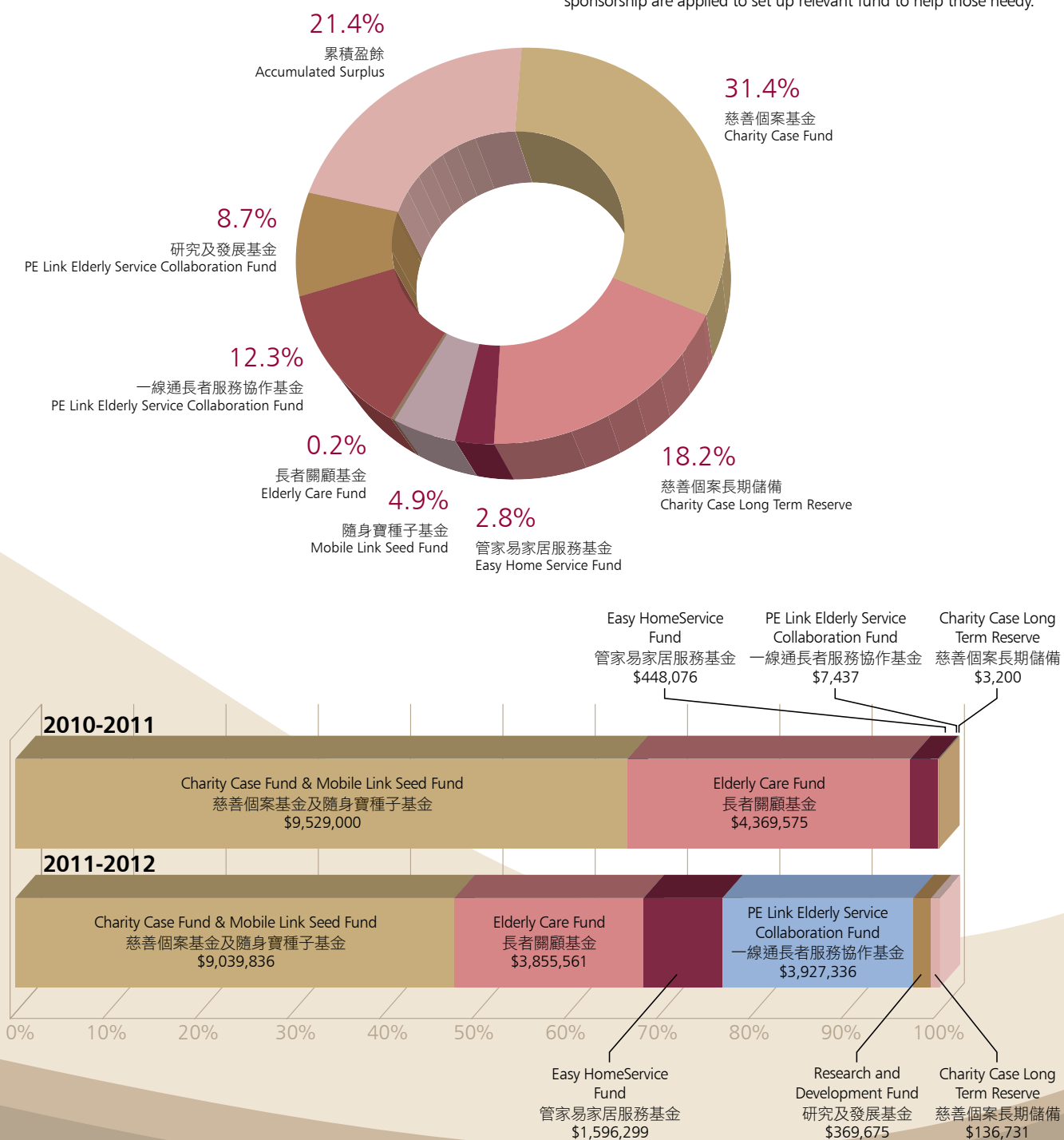
支出 Expenditure	2012		2011	
	港幣(HK) \$	%	港幣(HK) \$	%
服務運作 Operating Expenses	91,590,384	76.4%	79,363,352	76.7%
▪ Magazine expenses 長訊支出	3,158,006		2,859,875	
▪ Promotion and advertising 推廣及廣告費	6,007,284		3,735,159	
▪ Staff costs 員工支出	62,346,841		54,395,279	
▪ Other Expenses 其他運作支出	20,078,253		18,373,039	
折舊 Depreciation	10,184,336	8.5%	10,965,285	10.6%
銷售成本 Cost of goods sold	17,757,877	14.8%	12,530,865	12.1%
籌款 Fundraising expenses	425,976	0.4%	677,698	0.6%
▪ Direct expenses incurred in fund raising events 籌款活動主要支出	425,976		677,698	
總支出 Total Expenditure	119,958,573	100%	103,537,201	100%

儲備

協會為非牟利社企團體，主要業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。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。

Reserves

Being a non-profit making social enterprise, the principal activities of the Association are to provide 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. 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.



鳴謝 Acknowledgements

衷心感謝以下人士及團體對協會服務的支持

We would like to pay tribute to the following individuals and organizations that have been supporting SCHSA's services this year

(按英文字母排序 In alphabetical order)

個人 Individuals

Ms. Sandra d' Auriol

陳家樂先生, SBS, JP
Mr. Walter K.L. Chan, SBS, JP

陳偉健先生
Mr. W.K. Chan

陳素儀女士
Ms. S.Y. Chan

Ms. H.F. Chen

鄭志遠先生
Mr. C.Y. CHENG

郭榮泰先生
Mr. Victor Kwok

Ms. Rolanda K.Y. Lai

黎沛明小姐
Ms. Amy P.M. Lai

梁淑儀女士
Ms. Irene S.Y. Leung

陸文華先生
Mr. Caesar M.W. Luk

馬錦華先生
Mr. Timothy K.W. Ma

潘宇揚先生
Mr. Y.Y. Poon

沈健偉先生
Mr. K.W. Sham

Ms. Betty S.K. Tsui

Ms. W.M. Tsui

黃賴華先生
Mr. L.W. Wong

黃德如小姐
Ms. Louisa T.Y. Wong

葉滿華先生, BBS, JP
Mr. Stephen M.W. Yip, BBS, JP

阮小儀小姐
Ms. Kitty S.Y. Yuen

姚潔英女士

公司 Companies

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Abbott Laboratories Limited

伊方有限公司
Accessories Workshop Limited

Ageas Insurance (Fanny Lam Region)

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Bayer Group Companies in Hong Kong

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Healthdots

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PricewaterhouseCoopers Hong Kong

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Richemont Asia Pacific Limited

禾麥亞洲有限公司
Roy Mark (Asia) Limited

信和停車場管理有限公司
Sino Paking Service Limited

華偉音樂藝術中心
ST Music & Art Center

標準人壽保險(亞洲)有限公司
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東亞銀行
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The Hong Kong and China Gas Company Limited

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Urban Group

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偉金建築有限公司
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維森集團
Wessen Group Limited

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Wilson Parking (Holdings) Limited

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Winnie Leung & Company

無憂米
Wu You Mi

惠氏(香港)控股有限公司
Wyeth(Hong Kong) Holding Co. Ltd.

中磊(香港)會計師事務所有限公司
ZHONGLEI (HK) CPA Company Limited

中醫林德強醫務所

法人團體 Corporate Body

市區重建局
Urban Renewal Authority

非牟利及義工團體 Community Groups

香港護士協會
Association of Hong Kong Nursing Staff

榕光社老人服務團
Banyan Elderly Services Association Limited

泓景臺會所
Banyan Garden

荃灣明愛社區中心
Caritas Community Centre - Tsuen Wan

明愛牛頭角社區中心
Caritas Community Centre - Ngau Tau Kok

明愛深水埗家庭支援網絡隊
Caritas Family Support and Networking Team - Sham Shui Po

明愛賽馬會梨木樹青少年綜合服務
Caritas Jockey Club Integrated Service For Young People - Lei Muk Shue

明愛樂善耆
Caritas Joyous Link

明愛樂道坊
Caritas Lok Dao Integrated Vocational Rehabilitation Workshop

明愛樂健工場
Caritas Lok Kin Workshop

紀利華木球會
Craigengower Cricket Club

職安培訓復生會有限公司
Employees' Safety, Training & Rehabilitation Services Limited

觀塘區家長教師會聯會有限公司
Federation of Parent Teacher Associations in Kwun Tong District

蓬瀛仙館祥華老人中心
Fung Ying Seen Koon Cheung Wah Social Centre for the Elderly

蓬瀛仙館大埔老人服務中心
Fung Ying Seen Koon-Tai Po Social Centre for the Elderly

香港青年協會賽馬會天耀青年空間
HKPYG Jockey Club Tin Yuet Youth S.P.O.T.

香港佛教聯合會青少年中心
Hong Kong Buddhist Association Children & Youth Centre

香港政府華員會
Hong Kong Chinese Civil Servants' Association

香港傷殘青年協會
Hong Kong Federation of Handicapped Youth

香港測量師學會
The Hong Kong Institute of Surveyors

路德會何文田融樂中心
Homantin Lutheran Yung Lok Centre

康樂園護老中心有限公司
Hong Lok Yuen Aged Sanatorium Centre Limited

香港離島婦女聯會社會服務部
Hong Kong Outlying Islands Women's Association Social Service Division

香港遊樂場協會旺角青少年綜合服務中心
Hong Kong Playground Association Mongkok Integrated Service Centre for Children & Youth

香港聖約翰救傷隊少青團
Hong Kong St. John Ambulance

香港理工大學活齡學院
Institute of Active Ageing

聯合調解專線辦事處有限公司
Joint Mediation Helpline Office Limited

九龍城區少年警訊
Kowloon City District Junior Police Call

廣安護老之家
Kwong On Nursing Centre

青山醫院思健俱樂部日間服務
MINDSET Club Opens in Castle Peak Hospital

周奕希區議員辦事處
Mr. Chow Yick-hay, BBS, JP District Council Office

周偉雄議員辦事處
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Mr. Yam Kai-bong, District Council Office

李均頤區議員辦事處
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溫浩根長者鄰舍中心
Neighbourhood Elderly Centres

新生精神康復會竹園綜合培訓中心
New Life Psychiatric Rehabilitation Association Chuk Yuen Integrated Work Centre

紫雲沁怡護養院
Oasis Nursing Home

POE 2

電能實業有限公司(電能義工隊)
Power Assets Holdings Limited (Volunteer Team)

深水埗居民聯會
Sham Shui Po Residents Association

耆色園主辦可泰耆英鄰舍中心
Sik Sik Yuen Ho Tai Neighbourhood Centre for Senior Citizens

香港聖公會主誕堂長者鄰舍中心
S.K.H. Holy Nativity Church Social Service Centre

聖雅各福群會雅逸居及雅逸綜合服務隊
St. James' Settlement Parkside Integrated Service Team

聖雅各福群會退休人士義務工作協會
St. James' Settlement Retired Persons Volunteers Association

陽光勵進會
Sunshine Community Service Alliance

大埔少年警訊
Tai Po District Junior Police Call

香港青年協會黃寬洋青年空間
HKPYG Felix Wong Youth S.P.O.T.

鄰舍輔導會屯門區綜合康齡服務中心
The Neighbourhood Advice-action Council Tuen Mun District Integrated Services Centre for the Elderly

救世軍大埔長者綜合服務中心
The Salvation Army Tai Po Multi-service Centre for Senior Citizens

救世軍屯門東青少年綜合服務
The Salvation Army Tuen Mun East Integrated Service for Youth People

香港耀能協會禾奉工場
The Spastics Association of Hong Kong

屯門區少年警訊
Tuen Mun Junior Police Call

東井園佛會
Tung Cheng Yuen Buddhist Association

東華三院屯門綜合服務中心
Tung Wah Group of Hospitals Tuen Mun Integrated Services Centre

基督教聯合那打素社康服務-愛鄰網絡(秀茂坪)
United Christian Nethersole Community Health Service-Good Neighbour Network (Sau Mau Ping)

榮之聯盟
United Leslie

基督懷智服務處-悅屏義工隊
Wai Ji Christian Service - Yuet Ping Volunteers Group

黃大仙少年警訊
Wong Tai Sin Junior Police Call

仁濟醫院盧李佩貞紀念工場
Yan Chai Hosptial Madam Lo Lee Pui Ching Memorial Workshop

仁濟醫院楊溫先生夫人長者鄰舍中心
Yan Chai Hosptial Mr & Mrs Yeung Wan Neighbourhood Elderly Centre

循道衛理楊震社會服務處 沙田青少年綜合發展中心
Yang Memorial Methodist Social Service - Shatin Integrated Centre for Youth Development

元朗區少年警訊
Yuen Long Junior Police Call

保良局八八觀塘工場職業康復延展計劃(wep)

九龍區讚美操協會-戶外義工服務

學校 Schools

香港仔聖伯多祿天主教小學
Aberdeen St. Peter Catholic Primary School

佛教茂峰法師紀念中學
Buddhist Mau Fung Memorial College

中華基督教會馮梁結紀念中學
C.C.C. Fung Leung Kit Memorial Secondary School

中華基督教會基法小學
C.C.C. Kei Faat Primary School

中華基督教會銘賢書院
C.C.C. Ming Yin College

中華基督教會望覺堂賢貞幼稚園
C.C.C. Mongkok Church Jeannette Kindergarten

明愛聖若瑟中學
Caritas St. Joseph Secondary School

迦密柏雨中學
Carmel Pak U Secondary School

中聖書院
China Holiness College

基督教宣道會太和幼稚園
Christian & Missionary Alliance Church Tai Wo Kindergarten

基督教宣道會茵怡幼稚園
Christian & Missionary Alliance Church Verbena Kindergarten

真鐸學校(中學部)
Chun Tok School (Secondary Section)

啟思小學附屬幼稚園
Creative Primary Schools Kindergarten

香海正覺蓮社佛教正覺中學
HHCKLA Buddhist Ching Kok Secondary School

香港中國婦女會馮堯敬紀念中學
HKCWC Fung Yiu King Memorial Secondary School

薈色園主辦可立小學
Ho Lap Primary School (Sponsored by Sik Sik Yuen)

可風中學(薈色園主辦)
Ho Yu College (Sponsored by Sik Sik Yuen)

薈色園主辦可譽中學暨可譽小學
Ho Yu College and Primary School (Sponsored by Sik Sik Yuen)

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

學之園幼稚園暨雙語幼兒園(凱帆薈)
Learning Habitat Kindergarten & Bilingual Nursery (Hampton Loft Campus (Tai Kok Tsui))

世界龍崗學校黃耀南小學
LKWFSL Wong Yiu Nam Primary School

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

新亞中學
New Asia Middle School

聖母書院
Our Lady's College

寶覺中學
Po Kok Secondary School

保良局百週年李兆忠紀念中學
Po Leung Kuk Centenary Li Shiu Chung Memorial College

保良局羅傑承(一九八三)中學
Po Leung Kuk Lo Kit Sing (1983) College

博愛醫院八十週年鄧英喜中學
Pok Oi Hospital 80th Anniversary Tang Ying Hei College

嘉諾撒培德書院
Pui Tak Canossian College

皇仁舊生會中學
Queen's College Old Boys' Association Secondary School

聖公會置富始南小學
S.K.H. Chi Fu Chi Nam Primary School

聖公會主愛小學
S.K.H. Chu Oi Primary School

聖公會聖紀文小學
S.K.H. St. Clement's Primary School

聖公會聖約翰小學
S.K.H. St. John's Primary School

聖公會聖米迦勒小學
S.K.H. St. Michael's Primary School

聖公會聖提摩太小學
S.K.H. St. Timothy's Primary School

聖公會德田李兆強小學
S.K.H. Tak Tin Lee Shiu Keung Primary School

聖公會田灣始南小學
S.K.H. Tin Wan Chi Nam Primary School

聖公會日修小學
S.K.H. Yat Sau Primary School

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

沙田學院
Sha Tin College

沙田官立中學
Sha Tin Government Secondary School

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SKH Li Fook Hing Secondary School

聖公會蔡功譜中學
SKH Tsoi Kung Po Secondary School

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

聖保羅堂幼稚園
St. Pauls Church Kindergarten

東華三院張明添中學
T.W.G.Hs Chang Ming Thien College

大埔禮賢會幼稚園
Tai Po Rhenish Church Kindergarten

香港資優教育學院
The Hong Kong Academy for Gifted Education

基督聖約教會堅樂中學
The Mission Covenant Church Holm Glad College

真光女書院
True Light Girls' College

香港真光中學幼稚園
True Light Middles School of Hong Kong (Kindergarten)

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

荃灣官立中學
Tuen Wan Government Secondary School

東涌天主教學校
Tung Chung Catholic School

職業訓練局工商資訊學院
VTC School of Business and Information Systems

油蔴地天主教小學
Yaumati Catholic Primary School

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中銀香港暖心愛港計劃
BOCHK "Caring Hong Kong -A Heart Warming Campaign"

英皇慈善基金
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健康護理及促進基金
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攜手扶弱基金
Partnership Fund for the Disadvantaged

陳廷驊基金會
The D. H. Chen Foundation

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

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政府部門 Government Departments

屋宇署
Building Department

發展局
Development Bureau

衛生署
Department of Health

香港消防處
Hong Kong Fire Services Department

香港房屋委員會
Hong Kong Housing Authority

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

香港電台
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Interior Beaute

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Oriental Sunday

新假期
Weekend Weekly

請以正楷填寫此表格。 Please complete this form in BLOCK letters.

請將此表格連同(如有)捐款支票、銀行入數紙或7-Eleven收銀機票根一併寄回「長者安居協會簡便回郵56號」社區參與部(籌款)(免貼郵票)或傳真至2797 8990。

Please send this form with the cheque, bank pay-in slip or 7-Eleven receipt by mail to "Senior Citizen Home Safety Association Freepost No. 56" (No stamp required) or by fax to 2797 8990.



本人樂意 I would like to

每月以信用卡定期捐款 Make a donation on monthly basis by credit card:
 HK\$1,000 HK\$500 HK\$300 HK\$100 HK\$ _____

增加每月捐款金額至 Increase my monthly donation amount to:
 HK\$1,000 HK\$500 HK\$300 HK\$200 HK\$ _____

單次捐款 Make an one-off donation of the following amount:
 HK\$5,000 HK\$3,000 HK\$1,000 HK\$500 HK\$ _____

捐款方法 Payment Methods

信用卡捐款 (每月轉賬或單次) By Credit Card (Monthly or One-off)

American Express Visa Master

信用卡號碼 Card Number: _____

持卡人姓名 Card Holder's Name: _____

有效日期 Expiry Date (MM/YY): _____

持卡人簽署 Card Holder's Signature: _____

信用卡每月捐款注意事項 Notes for Credit Card Monthly Debit

本人現授權長者安居服務協會由本人之信用卡賬戶內定期扣取上述款額，此授權於本人信用卡有效期後及獲發新卡後繼續生效，直至另行通知為止。如需要取消或更改內容，請於取消或更改生效日期10個工作天前於辦公時間內致電2338 8312 通知長者安居服務協會社區參與部(籌款)。信用卡過數日期為每月16日。(假日順延)

Until further notice, I hereby authorise Senior Citizen Home Safety Association to debit specified amount from my credit card in a regular manner and agree the validity of this agreement will continue after the expiry date of my credit card. Cancellation or variation on this authorisation shall be given to SCHSA's Community Engagement Department (Fundraising) at 2338 8312 during working hours for 10 working days before the date on which such cancellation or variation to take effect. For monthly donation, transfer will be processed on 16th of each month. (Transfer will be processed on next working day in case of public holiday.)

每月銀行賬戶自動轉賬 Autopay on Monthly Basis (Direct Debit)

如欲透過銀行賬戶進行自動轉賬捐款，請填寫「直接付款授權書」並寄回正本。授權書可於本會網頁 www.schsa.org.hk 下載或致電 2338 8312 向本會社區參與部(籌款)索取。

If you would like to make a donation on monthly basis by bank direct debit, please complete the "Direct Debit Authorisation Form" and send us the original form by mail. Please download the form from our website www.schsa.org.hk or contact our Community Engagement Department (Fundraising) at 2338 8312 to request for a form.

其他捐款方法 Other Donation Method

支票/匯票 Cheque/ Bank Draft
 抬頭請寫「長者安居服務協會」
 Please make cheque payable to "Senior Citizen Home Safety Association"
 支票號碼 Cheque No: _____

直接存入協會戶口 Direct Pay-in to the Bank Account of "Senior Citizen Home Safety Association"
 香港上海匯豐銀行 HSBC Hong Kong Bank (004-511-669228-003)
 中國銀行 Bank of China (026-710-0-011261-2)
 恒生銀行 Heng Seng Bank (024-388-802761-001)
 東亞銀行 Bank of East Asia (015-16640-40009-4)

7-Eleven 便利店捐款 Make a Donation at 7-Eleven
 捐款額為HK\$100-\$5,000，請將收銀機票根連同捐款表格，傳真或郵寄至本會，以便開發收據。
 Please note that donation must be within HK\$100-\$5,000. Please send the receipt and donation form to SCHSA by mail or fax for issuing donation receipt.

我們亦歡迎您透過以下方法進行捐款(不用填寫表格):
 You can also make the donation in the following ways (donation form is not required):

網上捐款 Online Donation

進入 www.schsa.org.hk 登記成為捐款者，透過信用卡捐款。
 To register as our donor online via the above link, your donation will be made by credit card debit.

繳費靈 PPS

捐款者可致電 18033，輸入長者安居協會商戶編號 9195，然後輸入聯絡電話作捐款編號，再按 2 字選擇捐款及輸入捐款金額。完成有關程序後，我們將根據閣下輸入的資料致電聯絡及寄上捐款收據。
 Please call PPS Hotline 18031 and enter merchant code of SCHSA at 9195. Simply enter your contact number as the donor number. Press "2" for donation and enter donation amount. We will contact you and issue the donation receipt according to the information provided.

捐款者資料 Donor's Personal Information

先生 Mr. 女士 Ms. 小姐 Miss 小朋友 Child 捐款者編號 Donor No. : _____ (如適用 If Applicable)

中文姓名 Chinese Name : _____ 英文姓名 English Name : _____ 出生日期 Date of Birth : _____ (Optional)

日間聯絡電話 Daytime Tel. Number : _____ 傳真號碼 Fax : _____ 電郵 Email : _____

地址 Address : _____

得悉本會途徑? How do you know about our Association? _____

請寄回收據。如收據抬頭非捐款者本人，請列明: _____
 Please send me a receipt. If the recipient's name differs from the donor, please specify: _____

為節省行政開支，本人不需要收據。
 To save the administration cost, please do not send me the receipt.

本人欲索取長者安居協會及其各項服務的詳細資料。
 I would like to get detailed information of Senior Citizen Home Safety Association and its services.

本人樂意成為協會義工
 I would like to join the Association as a volunteer.

每月捐款收據將於每年4月寄奉，以便閣下填寫報稅表。
 For monthly donations, an annual receipt will be issued in April for completing your tax return.

長者安居協會專用 For SCHSA Use Only

Batch No:	Donor No:
NAV Code:	ANA Code:
Date:	Handled by:

捐款港幣壹佰元或以上可獲發收據申請扣減稅項。
 稅務局檔案編號: 91/4770
 Donations of HKD100 or above are tax deductible.
 Inland Revenue File No. 91/4770.

收集個人資料聲明 Personal Information Collection Statement
 以上個人資料將絕對保密，只用作聯絡、募捐及發出收據用途。若閣下不希望收取任何有關本會資料，請致電 2338 8312 與本會社區參與部(籌款)聯絡。
 The above personal information will be kept strictly confidential and will be used for communications, fundraising and issuing donation receipt(s) only. Please contact our Community Engagement Department (Fundraising) at 2338 8312 if you do not wish to receive any mail from us.

衷心感謝閣下的慷慨支持! Thank you for your generous support!



Senior Citizen Home Safety Association

您的捐款，可為長者帶來平安

捐款及查詢熱線 Donation & Enquiry Hotline: 2338 8312

電郵 Email: fundraising@schsa.org.hk

傳真 Fax: 2797 8990

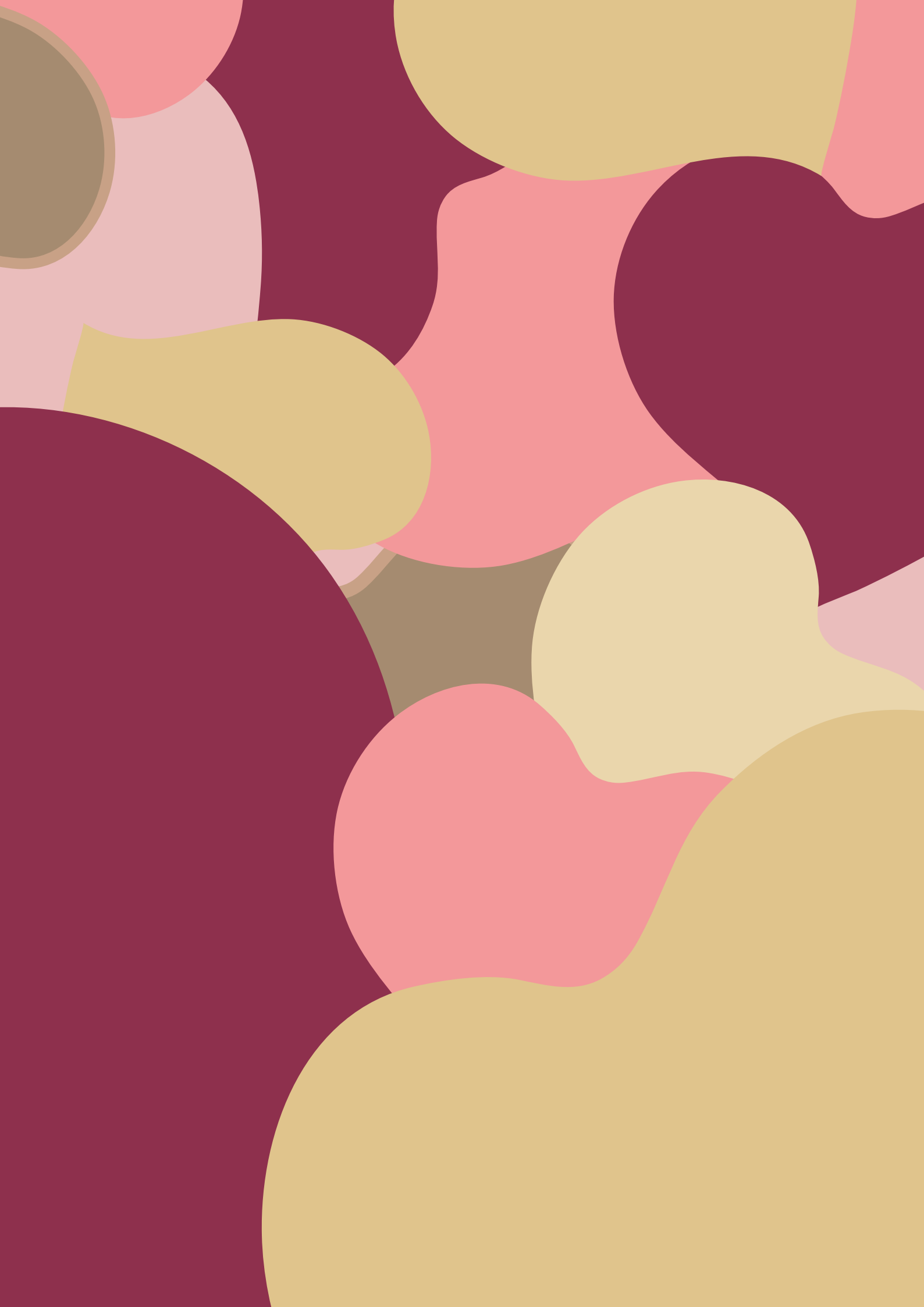
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郵票
No Stamp
Required

(如你貼上郵票，將
為本會節省HK\$1.4行
政開支Cost of HK\$1.4
will be saved if you
stamped the envelop)

長者安居協會簡便回郵56號

Senior Citizen Home Safety Association Freepost No.56





電話 Tel: (852) 2338 8312

傳真 Fax: (852) 2306 1106

網址 Website: www.schsa.org.hk

電郵 Email: schsa@schsa.org.hk

地址 Address:

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

香港九龍黃大仙竹園(南)邨秀園樓地下102-121室

Unit No. 102-121, Ground Floor, Sau Yuen House, Chuk Yuen (South) Estate, Wong Tai Sin, Kowloon, Hong Kong

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