

領展  
愛·匯聚計劃  
2018/19  
Link Together  
Initiatives



益惠社群 *Doing Well by Doing Good*

## 領展「愛·匯聚計劃」 Link Together Initiatives

於2013年1月成立，領展每年將相等於上一個財政年度之物業收入淨額最多0.25%的款項，用作支持社福機構在領展周邊社區開展服務，推動社區可持續發展。

Established in January 2013 with the objective to advance sustainable development in the communities served by Link. Each year, Link contributes an amount of up to 0.25% of its net property income from the previous financial year to support eligible charitable organisations to launch service that benefits the communities near Link's properties.

### 青少年培育

#### Youth Empowerment

協助青少年發展  
更好未來

Empower youth for  
a better future

### 活齡社區

#### Active Ageing

推廣長者活齡生活  
Promote active  
living of seniors

### 資源管理

#### Resource Management

支持可持續發展  
Support sustainable  
development

## 支持範疇 Focus Areas

成立於  
Established in

2013



受惠人數  
Beneficiaries



4.5M+

投放總額  
Committed  
donations



HK\$61.4M



## 領展大學生獎學金

Link University Scholarship



本年度受惠人數  
Beneficiaries in the  
current year



190

資助金額  
Donations



HK\$3.8M

領展大學生獎學金於2015年成立，獎勵第一代大學生，並協助他們實踐理想和抱負。自獎學金成立以來，領展共資助1,120萬元予560名學生。

Established in 2015, the scholarship awards first-generation university students to help realise their dreams and ambitions. Since inception, Link donated HK\$11.2M to 560 scholarship recipients.

義工服務  
Volunteering service



企業參觀  
Corporate visit



暑期實習  
Summer internship



作為領展大學生獎學金的延伸，領展同學會讓獎學金得獎學生透過參與社區活動及實習機會等拓闊視野。

An extension of the Link University Scholarship, the alumni aims to widen the horizon and exposure of Scholarship recipients through various community engagement and internship opportunities.

## 領展同學會 Link Scholars Alumni





## 「領行員」—青少年 職志培育計劃

The Linker - Youth Career  
and Life Planning

new

預期受惠人數  
Target Beneficiaries

3,200

地壺球教練培訓  
Floor curling coaching



社交媒體編輯  
Social media editing



香港循理會 The Free Methodist Church of Hong Kong

向基層青少年提供職業生涯諮詢，透過專業證書課程及以社區活動作實習機會，讓他們學習新技能，從而提升自信及自立能力。

The career counselling programme inspires underprivileged youth to learn new skills, increase their self-esteem and independence by undergoing certified skill training courses and acquiring practical experience through community activities.

預期受眾  
Target Reach

4,800+

社區表演  
Community performance



項目第二年繼續資助有志學習音樂至專業水平的基層兒童接受專業音樂培訓，並提供平台讓學生參與演奏表演及音樂快閃活動，增強他們於表演的自信心。

A programme to sponsor students from underprivileged backgrounds to master music through continuing professional training and offer students on-stage and in flash mob performance opportunities to develop unshakable stage confidence.

## 領展音樂獎學金 Link Music Scholarship



音樂兒童基金會 Music Children Foundation

## 導盲犬寄養家庭發展 及公眾教育

Guide Dog Puppy Raiser  
Development and Public Education



香港導盲犬協會 Hong Kong Guide Dogs Association

預期受眾  
Target Reach



20,000

導盲犬訓練宣傳短片

Short film on  
guide dog training



作為第五年資助項目，繼支持導盲犬繁殖後，今年進一步推廣寄養家庭發展及公眾教育，協助視障人士走入社區，促進共融。

Running for the fifth year, the programme seeks to promote an inclusive society to benefit visually impaired persons through further mentorship and support for foster families and public education.

預期受惠人數  
Target Beneficiaries



5,400

快閃活動  
Flash mob performance



延續項目第一年的成功，鼓勵長者透過學習小丑表演、非洲鼓、拳擊舞等項目並參與表演，與社區保持連繫，藉此提倡活齡社區及傳播正能量。

Continuing from its first successful year, this programme seeks to promote active ageing and bring positive energy to the community by providing training and performance opportunities in clowning, djembe, and boxing dance to the elderly.

## 耆青小丑～快樂速遞 Happy Clown



保良局 Po Leung Kuk



## 三代・共融・查篤撐

Cha Duk Chang Ambassador  
in 3 Generations



查篤撐兒童粵劇協會  
Cha Duk Chang Children's Cantonese Opera Association

預期受惠人數  
Target Beneficiaries

11,800+

節日報佳音  
Festive carol



項目第四年繼續透過生動方式向兒童推廣粵劇，並以這中國傳統藝術作為共同興趣，促進三代共融。

For the fourth year, this programme seeks to promote traditional Cantonese Opera innovatively to children, and to enhance inter-generational relationship in the family by cultivating a common interest in this traditional Chinese art form.

## 共建綠色社區 Fostering a green community

預期受惠人數  
Target Beneficiaries

10,500+

認識本地植物  
Native plants recognition



透過培訓長者成為導賞員及舉辦綠色工作坊，推動活齡社區、文化共賞、關注環境及周邊社區。

The project aims to promote active ageing, cultural appreciation, and care for the environment and community through interactive green workshops and eco tour guide training.



童心耆創綠家園  
We - Go Green



香港聖公會麥理浩夫人中心 HKSCH Lady MacLehose Centre



## 「惜食全方位」食物回收及教育

Food Angel - Love & Food  
Sharing and Education



小實慈善基金 Bo Charity Foundation

預期受惠人數  
Target Beneficiaries



1.9M+

惜食活動  
Public carnival



參與街市  
Participating fresh markets



36

項目第三年在領展鮮活街市和商場進行食物回收，製作熱飯盒及食物包予有需要人士和家庭。計劃於本年度期望可減少625噸食物浪費。

For the third consecutive year, surplus food is collected at Link's fresh markets and shopping malls to provide meal boxes and food packs to the needy. This year's programme targets to save up to 625 tonnes food waste.

預期受惠人數  
Target Beneficiaries



10,800+

生態遊地圖  
Eco-route maps



經過第一年的青少年「綠色大使」培訓及綠活地圖製作，今年的導賞員培訓活動進一步推廣至長者，並開發更多在領展商場附近的綠活路線。

A year in running, the programme which trains youths as green ambassadors in developing maps for community eco-tours, now extends tour guide training to the elderly and will develop more eco-routes around Link's properties.

## 綠活地圖探索及社區導賞 The Green Community Builder



珍古德協會（香港）The Jane Goodall Institute Hong Kong



## 領展義工

### Link Volunteers



領展與不同社福機構及持份者合作，鼓勵員工帶同其家人朋友一起參與義務工作。透過參與慈善跑、節日探訪及快閃表演等義工活動傳遞關愛訊息，為社區帶來正面的影響。

Working in partnership with NGOs and other stakeholders, our colleagues, joined by friends and families, harness their energy and share their love to help make a meaningful impact in the community through charity runs, festive visits, flash mob performances and other worthwhile projects.

## 場地贊助

### Venue Sponsorship



向社福機構及政府部門提供逾2,800日次\*的場地贊助，支持社區公益活動。

Offered over 2,800 days\* of venue sponsorships for NGOs and government departments to organise community-engaged activities that promote meaningful causes.

\*由2017年4月至2018年3月  
from Apr 2017 to Mar 2018

## 特惠租金

### Welfare Rent



以特惠租金形式提供700,000平方呎地方予約140個社福機構，讓機構在便利的社區位置為更多目標受眾提供服務。

Provided 700,000 sq. ft. of space at concessionary rates to about 140 NGOs, enabling charity services to more target beneficiaries at convenient community locations.







“十分感謝領展的贊助，**不僅提供經濟支持**讓基層學童學習並發展音樂為事業，**還提供特惠租金**予我們於便利的地點營運中心。

Grateful to Link **not just** for their **financial support** to needy students who are passionate about a future career in music, **but also** for **offering space at concessionary rates** for us to provide service at a convenient location.”

### 胡龐倩渝 Monique Pong

音樂兒童基金會發起人  
Founder of Music  
Children Foundation



“親子粵曲比賽令家人有了**共同目標及話題**。父母及女兒的**積極參與討論**讓我很驚喜。**多謝**「查篤撐」計劃帶給我們第一次全家人上台表演的機會。

This parent-child competition **brought our three generations together**. All of a sudden, my parents, my daughter and myself have a **common topic and a common goal**. **THANK YOU** Cha Duk Chang for bringing us together on stage for the first time.”

### 李太 Mrs Lee

「三代・共融・查篤撐」  
參加者家長  
Parent of the participant of  
Cha Duk Chang  
in 3 Generation programme



“參加「耆青小丑」計劃**改變**了我和丈夫，讓我們**重投社區生活，變得開朗和積極**，更可將歡樂及正能量帶給其他人。

What a **life changer** for me and my husband! Happy Clown enables us to **rejoin the community, become active and cheerful** again, and bring joy and positive energy to the others.”

### 阿珍 Chun

「耆青小丑・快樂速遞」  
參加者  
Participant of Happy  
Clown programme



“領展獎學金計劃**不單是經濟上的支持，還特意將一班年輕人團結起來，攜手服務社區**，令我們明白連繫社群的重要。

Link Scholarship is **not just about financial support, it also brings young people together to serve the community**. It helps us understand the importance of connecting and engaging with people. ”

### 阿凱 Hoi

獎學金得獎學生，曾參與  
領展同學會活動  
Scholarship recipient, participated  
in scholars alumni's activities





“食物回收計劃十分有意義，不用浪費賣剩的瓜菜之餘，亦可惠及有需要的人。**我會全力支持這計劃！**”

It saves lots of edible veggies while helping so many of those in need. **How can you not support such a meaningful programme!**”

**碧姐**  
**Pik**

大元街市蔬菜檔主  
Stall tenant of  
Tai Yuen Market



“得知我們平時所吃的新鮮瓜菜大部份來自領展街市商戶的捐贈，**十分感謝**他們對長者關懷備至。

Most of the veggies we eat everyday are donated by the tenants of Link's fresh markets. **Big thank you** to them for their love and care!”

**鄭伯伯**  
**Uncle Cheng**

惜食全方位食物回收計劃受惠者  
Beneficiary of Food Angel —  
Love and Food Sharing programme



“很**欣賞**領展**願意投放很多資源**予家庭三代中的第一代**大學生**。學生對不同社會議題的關注，令我**喜出望外**！”

Really **appreciated** the **considerable resources** that Link has **put into this scholarship programme** to support these first-generation university students. I'm also **thrilled** to see the strong interest that these students showed in various social issues.”

**黃碩熹**  
**Sebastian Wong**

沙田民政事務助理專員(2)  
民政事務總署  
Assistant District Officer (Sha Tin) 2,  
Home Affairs Department



參與公司舉辦的義工活動既可**服務社群**，又可**充實公餘時間**，更讓我有機會認識不同部門的同事，**拓闊社交網絡**。鼓勵大家多參加義工活動，回饋社區。

“**Great use of my leisure time**... allows me to **contribute to society**, meet colleagues from different departments and **expand my social network**. I encourage all colleagues to become a volunteer!”

**Samantha**

領展員工  
Link's staff volunteer





## 2019/20年度撥款資助申請詳情

Important dates for 2018/19 application

### 社會項目資助

Major Project Fund

#### 2019

- **4月至5月** — 接受提交項目建議書  
**April to May** — Call for proposals
- **5月至7月** — 複審、甄選及面談  
**May to July** — Review, selection and interview
- **10月至翌年9月** — 項目執行期  
**October to September of the following year** — Project Implementation

### 領展大學生獎學金

Link University Scholarship

#### 2019

- **3月至5月** — 邀請中學校長提名合資格中六學生申請大學一年級獎學金  
**March to May** — Invite school principals to nominate eligible Secondary Six students for the scholarship of year 1 university studies
- **5月至7月** — 接受學生申請大學二年至四年級獎學金  
**May to July** — Call for applications for the scholarship of year 2-4 university studies

