

領展
愛・匯聚計劃
Link Together Initiatives
2019/20



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, the programme aims 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.




支持範疇 Focus Areas



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
Resources Management

支持可持續發展
Support sustainable
development

我們一向重視人才培育，透過支持青少年發展的項目，協助他們建立及發展更好的未來。除了領展大學生獎學金外，我們來年更會支持一項由初創社福機構開展的「緣·天團」計劃，以支持青年發展。

We value talent development with an objective of developing youth for a better future through supporting youth empowerment projects. In addition to Link University Scholarship, Link will sponsor a start-up NGO project – 'We are Top Crew' to support youth development in the coming year.

青少年培育 Youth Empowerment

領展大學生獎學金 Link University Scholarship

領展大學生獎學金於2015年設立，是我們支持香港未來人才發展的旗艦計劃，透過向家庭三代中的首代大學生提供獎學金，以減低他們接受大學教育時的負擔。連同2019/20年度度的獎學金計劃，領展共資助1,500萬元予750名學生。

Inaugurated in 2015, the scholarship programme is our flagship programme to support the development of future talents in Hong Kong. The programme reduces barriers to education by providing scholarships to students that are the first in the three generations within their families to attend universities. Since its inception, Link has granted 750 scholarships of more than \$15 million to university students.



本年度受惠人數
Beneficiaries in
the current year

190



資助金額
Donations

\$3.8M



領展同學會 Link Scholars Alumni

作為領展大學生獎學金的延伸，領展同學會讓得獎學生透過參與社區活動及實習機會等拓闊視野。領展希望將員工與未來人才緊密連結起來，創造一個轉型參與生態系統，讓學生在事業發展、就業機會及個人發展方面可獲得適當的指引。

As an extension of the scholarship programme, Link Scholars Alumni aims to widen the horizon and exposure of students through various community engagement and internship opportunities. We bring together Linkers and future talents, creating a transformational engagement ecosystem where students are coached on career paths, job planning and personal development.

義工服務
Volunteering services



暑期實習
Summer internship



企業參觀
Corporate visit



「緣·天團」計劃 We are Top Crew

文化動力慈善基金 Culture Power Charity Foundation (CPCF)

文化動力慈善基金於2017年成立，是一家重點服務元朗、天水圍和屯門(元、天、屯)青年的社福機構。機構為年輕人創造一個探索街頭藝術文化的平台。計劃能透過表演藝術行業的在職培訓，為年輕人提供項目管理和溝通技能，同時鼓勵年輕人參與新界西的義工服務，幫助他們為社區作出貢獻，並重建他們與社會的關係。

Established in 2017, CPCF is a start-up NGO focusing on youth services in Yuen Long, Tin Shui Wai and Tuen Mun. It creates a platform for young people to explore their interests in graffiti and street dance. The project is designed to equip young people with project management and communications skills through on-the-job training in the performing arts industry. CPCF also encourages young people to participate in volunteer services in New Territories West, helping them contribute to the neighbourhood and strengthen their ties with society.



預期受惠人數
Target beneficiaries



2,000+

外展服務
Outreach services



職場培訓
Job matching
and coaching



社區表演
Community
performances



活齡社區

Active
Ageing

於2019/20，我們將夥拍不同機構，推廣全新概念的活齡項目及宣揚正能量訊息，致力締造和諧共融社區。

In 2019/20, we will partner with different organisations to promote innovative concept of active living of seniors and strive to create a harmonious and inclusive community by spreading positive messages to the citizens.



預期受惠人數
Target beneficiaries

1.3M+

紙本月刊
Monthly tabloid



公眾教育
Public education



「長·智·戲」長者戲劇藝術啟導計劃 Inspirational Drama Programme for Elderly

Arts' Options

Arts' Options 由著名舞台劇演員成立，深信表演藝術能改善長者的健康及福祉。計劃旨在為長者提供專業的舞台培訓發掘其潛能，並透過舞台表演讓長者走進社區，與社會連繫；同時亦啟發他們將興趣發展成第二事業。機構的遠景是在香港成立首個長者劇場。

Founded by a group of renowned theatre actors, Arts' Options believes that performing arts can improve the health and well-being of the elderly. The project aims to unleash the potential of the young-old and elderly by providing them with professional theatre training. Through public performance, the elderly are engaged and connected to the community, and may even turn their hobby into a second career in the long run. Arts' Options aspires to set up the first seniors' theatre group in Hong Kong in the future.



預期受惠人數
Target beneficiaries

1,400+

專業戲劇培訓課程
Professional drama training



社區巡演
Community performances



活齡閃動顯才華 Silver Age Got Talent

保良局 Po Leung Kuk

領展連續第三年支持保良局，透過此計劃鼓勵長者學習小丑表演、非洲鼓及拳擊舞等項目，並參與表演與社區保持連繫。在豐富自己人生同時，亦將快樂傳遞到不同的社區。

In its third year, the project continues 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.



預期受惠人數
Target beneficiaries



5,400+

快閃活動
Flash mob performances



Delivering sustainable growth is one of the missions of Link. We actively promote resources management in different aspects to develop sustainable communities. Food wise culture is one of the key areas we work on.

「惜食全方位」食物回收及教育
Food Angel - Love & Food Sharing
and Education

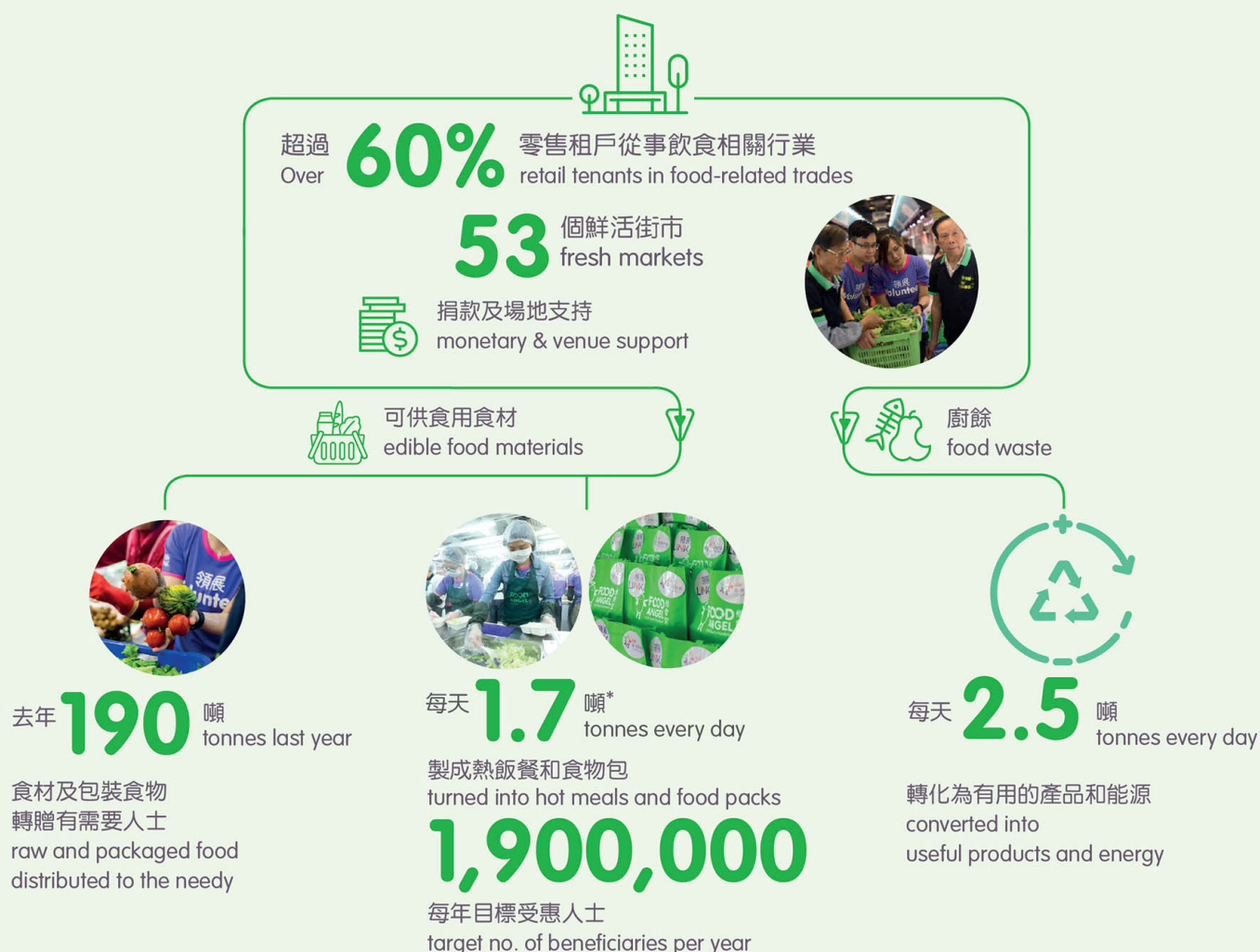
惜食堂連續第四年於領展鮮活街市和商場進行食物回收，製作熱飯盒及食物包予有需要人士和家庭。計劃目標為每年回收超過600噸食物，令190萬人士受惠。

For the fourth consecutive year, the project has arranged for surplus food to be collected at Link's fresh markets and shopping centres to provide meal boxes and food packs to the needy. The project targets to save more than 600 tonnes of food waste each year and benefit 1.9 million people.



除了支持惜食堂的工作外，領展亦與其他社福機構合作，於旗下鮮活街市及商場收集食材及食物。領展每天於旗下街市收集2.5噸廚餘，並運送至政府有機資源回收中心，轉化為有用的產品和能源。領展的食物回收計劃不但能幫助有需要人士，更可緩減堆田區的負擔，積極為香港的資源管理作出貢獻。

Apart from the support of Food Angel's work, Link also partners with other NGOs to collect surplus food from our tenants and at our malls. Link collects 2.5 tonnes of food waste which are delivered to the government's Organic Resources Recovery Centre for conversion into useful products and energy every day. Link's food recycling initiatives aim to alleviate the burden on landfills while providing food for the needy.



* 「惜食全方位」計劃的目標
Target of Food Angel project

領展由2013年開始支持導盲犬服務，是香港首批開放旗下所有物業予導盲幼犬作訓練場所的企業。我們更積極協助發展導盲犬本地繁殖計劃及公眾教育推廣，讓更多視障人士享有導盲犬服務同時，亦提升大眾對導盲犬服務的認識及視障人士的關注。

Link has supported guide dog services since 2013 and is among the first in Hong Kong to open all its properties to guide dog puppies for training. We also actively support guide dog local breeding programmes to enable more visually impaired persons to enjoy the guide dog services. And through public education, we strive to raise public awareness towards guide dog services and visually impaired persons in the community.



導盲犬訓練及公眾教育

Guide Dogs Training and Public Education

香港導盲犬協會 Hong Kong Guide Dogs Association (HKGDA)

領展連續六年全方位支持香港導盲犬協會發展導盲犬服務及推廣社區共融，期望能為17萬視障人士的福祉作出貢獻。

Running for the sixth year of the project, Link continues to provide all-round support to HKGDA to develop guide dog services in Hong Kong, as well as to promote an inclusive community, contributing to the benefits of over 170,000 visually impaired persons in the society.

項目里程碑 Programme Milestones

領展與香港導盲犬協會過去合作無間，幫助大眾認識及接受導盲犬服務，並了解此服務對視障人士的重要性。

Link and HKGDA have worked closely to promote public awareness of the guide dog services towards visually impaired persons, and acceptance of guide dogs in the community.



導盲幼犬數目
No. of guide dog puppies

22



導盲犬母犬
Breeding moms

2



成功與視障人士配對
Successful cases matching
with visually impaired

11

2013

領展開放旗下物業予
導盲幼犬訓練
Open properties to guide dog
puppies for training

2015

海外引入導盲犬母犬作本地
繁殖發展，資助獸醫於海外學習
新的狗隻繁殖技術
Import a breeding mom from
overseas, develop local breeding
programme, send vets to learn
new insemination skills overseas

2017

首批本地繁殖的
幼犬出生
1st batch of local
born puppies

2019

加強培訓協會導師的
專業知識及培訓技巧
Enhance the knowledge and
skills of HKGDA's staffs in
guide dog services

2014

海外引入導盲幼犬
Import guide dog puppies
from overseas

2016

導盲犬母犬成功在香港受孕
Breeding mom was
pregnant in
Hong Kong

2018

第三批本地繁殖的幼犬出生，
母犬增加至2隻，加強培訓寄養
家庭的知識及培訓技巧
3rd batch of local born puppies, breeding
moms increased to 2, enhance the
knowledge and skillsets of
puppy raisers and boarders

領展除了提供資金讓社福機構開展慈善服務外，亦善用企業資源以不同方式連繫社區，共創價值，秉承領展連繫好生活的理念。

Apart from fund support to charitable organisations and projects, Link also makes use of its resources to engage with and create value in the local communities, linking people to a brighter future.

連繫社區 Community Engagement



領展義工 Link Volunteers

領展與不同社福機構及持份者合作，鼓勵員工帶同家人及朋友一起參與義工服務。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。

In partnership with NGOs and other stakeholders, Link encourages employees, with their friends and families, to share their care to the community by participating in various volunteer activities such as charity runs, festive visits and flash mob performances.

場地贊助 Venue Sponsorship

領展向社福機構及政府部門提供逾2,000日次*的場地贊助，支持社區公益活動。

Link offered over 2,000 days* of venue sponsorships to NGOs and government departments to organise community activities.

* 由2018年4月至2019年3月
From April 2018 to March 2019



特惠租金 Welfare Rent

以特惠租金形式提供約661,000平方呎*地方予約127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 about 661,000 sq. ft.* of space at concessionary rates to about 127 NGOs*, enabling them to reach more target beneficiaries at convenient community locations.

* 截至2019年3月
As of the end of March 2019



領展義工小時*
Link volunteers hrs

1200+



場地贊助日次*
Venue sponsorship days

2000



特惠租金平方呎
Welfare rent sq. ft.

661,000

* 由2018年4月至2019年3月
From April 2018 to March 2019



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Link Together Initiatives

2020/21 年度資助申請時間表 Important dates for 2020/21 application

社會項目資助 Major Project Fund

2020

4月至5月
April to May

接受提交項目建議書
Call for proposals

5月至7月
May to July

複審、甄選及面談
Review, select and interview

10月至
翌年9月
October to
September of
the following
year

項目執行期
Project implementation

領展大學生獎學金 Link University Scholarship

2020

3月至5月
March to May

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

Invite school principals to
nominate eligible secondary
six students for the scholarship
of year 1 university studies

5月至7月
May to July

接受學生申請大學二年至
四年級獎學金

Call for applications for the
scholarship of year 2-4
university studies



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