

領展  
LINK



領展  
愛 · 匯聚計劃  
Link Together Initiatives

2020/21

連繫好生活  
We Link People To A Brighter Future



我們連繫社區，提升居民生活質素，締造美滿生活。

We link our communities to a brighter future by improving the lives of the people around us.

**領展的投入模式**  
Link's Engagement Model



**資助 Funding**

將相等於上一個財政年度之物業收入淨額最多0.25%的款項撥作慈善用途

Contribute an amount of up to 0.25% of its net property income from the previous financial year



**網絡 Network**

連結商業夥伴、商戶、員工、社福機構及居民等

Share strong network with business partners, tenants, vendors, staffs, NGOs and residents, etc.



**資源 Resources**

提供資金、場地、義工及平台等

Provide funding, venues, volunteers and platform, etc.



成立於  
Established in

**2013**



受惠人次  
Beneficiaries

**10M**



投放總額  
Committed donations

**\$89M**

**培育**  
WE NURTURE

我們非常樂意投放資源培育小型及初創社福機構，攜手實踐具創意且對社區富影響力的項目。

We always seek to invest in creative projects by small or start-up NGOs that generate positive impact to the community. We are prepared to work hand-in-hand with them to facilitate the actualisation of their vision.

**支持**  
WE SUPPORT

我們了解社會上的不同群體有多樣的服務需要。透過支持社福機構開展服務，連結不同群體，為社群帶來正面影響。

We understand different needs of the community. By supporting initiatives of NGOs, we hope to enable their services and connect groups with shared aims for a greater good.

**承諾**  
WE COMMIT

我們著眼未來，致力實現人群和社區的福祉及長遠可持續發展。

We are committed to working towards the future well-being and long-term sustainability of people and community.

惠及領展物業  
鄰近社區  
Benefit the  
communities  
near Link's  
properties

連繫社區生態  
圈內各界，創造  
共享價值及  
協同效應  
Create shared  
value and  
synergy by  
leveraging the  
ecosystem

促進社會  
可持續發展  
Advance  
sustainable  
development in  
society





## 支持範疇 Focus Areas



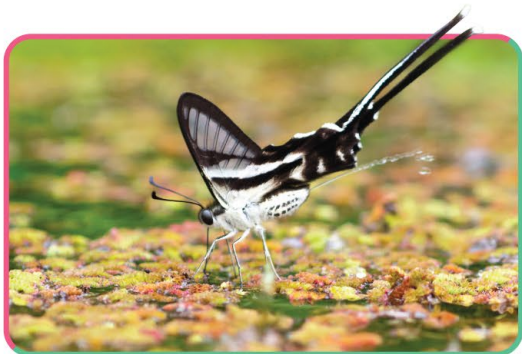
青少年培育  
Youth Empowerment



活齡社區  
Active Ageing



資源管理  
Resource Management



### 環保協進會 Environmental Association

#### 連繫自然 Nature LINK

環保協進會提倡以行動帶來改變，推廣環境保育的教育及認知，服務超過二十年。「連繫自然」將負責在領展旗下兩個商場的戶外空間建造「蝴蝶園」的統籌工作，並從社區招募大使，為其提供管理「蝴蝶園」的培訓。對大自然和人類而言，蝴蝶具有獨特的生態、科學和觀賞價值，計劃長遠希望將全港市區變成蝶蹤處處的生態福地，增加全港生物多樣性，為保育陸地作出貢獻。

The Environmental Association is an environmental advocacy organisation that has encouraged change-making through participation for more than 20 years. "Nature LINK" will oversee the creation of two outdoor butterfly gardens in the vicinity of Link's malls. Ambassadors will be recruited from the community and trained to manage these gardens. Butterflies have unique ecological, scientific and ornamental values. The project serves as a start to the journey of building a territory-wide ecosystem favoured by butterflies in the urban area, aiming to increase bio-diversity locally and to help protect and restore life on land.

### 循道衛理觀塘社會服務處 Kwun Tong Methodist Social Services

#### 生命鑰匙—關懷·分享·行動 Key of Life – Care·Share·Action

循道衛理觀塘社會服務處於1966年創立，致力服務觀塘區貧窮兒童及青少年、低收入家庭，以及獨居長者等有需要人士。

「生命鑰匙—關懷·分享·行動」為有特殊教育需要的年輕人提供溝通技巧訓練及職涯規劃。透過為認知障礙症長者舉辦藝術工作坊、玩具銀行及本地遊等活動，促進兩代交流，讓受訓的年輕人得以運用所學技能服務長者，同時長者也因著活動的刺激而減少患病帶來的影響。

Founded in 1966, Kwun Tong Methodist Social Services is an NGO dedicated to serving the community in Kwun Tong, targeting children and responding to the social needs of children and adolescents living in poverty, disadvantaged families and elders living alone.

"Key of Life - Care · Share · Action" aims to create an inclusive society by connecting young people with special education needs and seniors with dementia through activities such as arts workshops, toys banks and local tours. Equipping the young people with communications and career planning skills, the project allows them to put theory into practice while spicing up the seniors' lives and lessening the illness' adverse impact.



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

#### 社區綠「領」遊樂 Play Green in Link Community

珍古德協會由著名靈長類動物學家珍古德博士成立，為野生動物研究、教育及保育的國際非牟利機構。珍古德協會 (香港) 致力推動以行動愛護環境、社區及動物。

「社區綠『領』遊樂」計劃將培訓160個家庭成為「玩綠家庭」。這些家庭將透過領展較早前贊助編成的「綠活地圖」，認識領展商場附近的自然地帶，並參與工作坊，協助在社區籌備「玩綠墟市」宣傳環保訊息。計劃亦將編撰全港首創的環境保育「遊戲書」，內附遊戲卡牌、團體遊戲、社區探險地圖及環境相關資訊。

Founded by renowned primatologist Dr Jane Goodall, the Jane Goodall Institute is a global non-profit organisation dedicated to wildlife research, education and conservation. The primary focus of the Jane Goodall Institute Hong Kong is to encourage caring for the environment, the community and animals through action.

"Play Green in Link Community" will train 160 families to become a "Play Green Family", who will explore the natural areas around Link's malls by using the "Green Maps" created under previous sponsorship from Link and join the workshop. Then, they will assist in organising "Play Green Fun Day" in order to spread the message of environmental protection among the community. In what will be a first-of-its-kind in Hong Kong, the project will produce a "play book" containing card games, group games, community adventure maps and environment-related information.



### Arts' Options

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

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，同時為長者提供平台展現一己才華，實現夢想。

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，連繫社會；同時亦啟發他們將興趣發展成第二事業。機構的願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 and enable them to express themselves, present their talents and follow their dreams. The project aims to unleash the potential of elderly people by providing them with professional theatre training. Through public performances, seniors are engaged and connected to the community, with some perhaps even turning their hobby into a second career after training. Arts' Options aspires to set up the first seniors' theatre group in Hong Kong in the future.

### 小寶慈善基金 Bo Charity Foundation

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

惜食堂連續第五年於領展鮮活街市和商場進行食物回收，協助製作飯餐及食物包予有需要人士和家庭。計劃旨在推動減廢及教育公眾惜食文化，目標為每年回收超過600噸食物，令190萬人受惠。

For the fifth consecutive year, the project has arranged for surplus food to be collected at Link's fresh markets and shopping centres to help prepare meal and food packs to the needy. The project aims at reducing food waste and educating the public on food-saving. It targets to save more than 600 tonnes food waste each year and benefit 1.9 million people.



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

#### 「緣·天團」計劃 We are Top Crew

文化動力慈善基金於2017年成立，是一家重點服務元朗、天水圍和屯門地區青年的初創社福機構。計劃主張「將興趣變成職業」，透過提供職能培訓，協助青年結合街頭藝術文化及多媒體創作，建立自信，開拓屬於他們的職業道路。項目同時打通青年與社會的溝通渠道，鼓勵年輕人參與新界西的義工服務，創造機會貢獻社區，重建他們與社會的聯繫。

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 turn their interests in street art to career. The project empowers young people to embark on their career path by providing on-the-job training on project management and communications skills in the performing arts industry and building networks for them to secure jobs. 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.

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

#### 導盲犬發展及公眾教育 Guide Dogs Development and Public Education

領展自2013年起開放旗下所有物業予導盲幼犬進行訓練，並連續七年支持香港導盲犬協會發展導盲犬服務，包括本地繁殖計劃、導盲犬訓練、公眾教育等，提升大眾對導盲犬服務的認知，期望能為視障人士的福祉作出貢獻。本年度項目會繼續進行本地繁殖計劃，並引入響片訓練輔助導盲犬訓練，及舉辦視障人士攝影展，讓大眾代入他們的世界，推廣社區共融。

Link has opened its properties for guide dog puppies training since 2013 and has been supporting HKGDA for seven years. In 2020/21, HKGDA will continue the local breeding and implement clicker training, a new training technique for guide dogs. It will also bring to the public's attention the daily lives led by visually impaired persons via exhibiting photos taken by them, which in turn promotes an inclusive community.







## 領展大學生獎學金 Link University Scholarship

領展大學生獎學金是我們支持年輕人發展的旗艦計劃，透過向家庭三代中的首代大學生提供獎學金，鼓勵他們並減低他們接受大學教育時的經濟負擔。

The scholarship programme is our flagship programme to support talent development for the future. We aim to reduce barriers to education by providing scholarships to students that are the first in the three generations within their families to attend universities.



成立於  
Established in  
**2015**



受惠人次  
Beneficiaries  
**940**



投放總額  
Committed donations  
**\$18.8M**



## 領展同學會 Link Scholars Alumni

領展同學會作為領展大學生獎學金的延伸，透過舉辦各類型活動，讓得獎學生拓寬視野，協助他們實踐理想；同時成為互助平台，讓學生共同成長，面對未來挑戰。

As an extension of the scholarship programme, Link Scholars Alumni aims to help scholarship recipients to widen the horizon and realise their dreams through various engagement activities. By building a mutual support platform, students can grow and support each other in the future.

## 個人發展 Personal Development

我們舉辦多元化活動及工作坊，以擴闊年青人的思維空間及社會眼界，令他們在規劃未來時能探索不同新事物。

With the aim of providing more diversified exposure for our alumni, we organise a wide range of activities and workshops to broaden their social perspectives.

## 實習機會 Internship Opportunity

得獎學生有機會參與領展暑期實習生培訓計劃，透過實踐學習、了解不同部門的業務運作等，發掘職業潛能。

Scholarship recipients will have the opportunity to join our summer internship programme, which aims to enrich students' professional journeys with on-the-job training and commercial experience that help them seek out career aspirations.

## 義工服務 Volunteer Services

透過與慈善機構合作舉辦義工活動，鼓勵學生積極參與社會服務。

We organise various volunteer activities to encourage participation of scholarship recipients in community services.



## 連繫社區 Community Engagement

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理念。

Apart from providing funding support to charitable organisations and projects, Link also engages the local communities and creates value with its unique network and resources, linking people to a brighter future.



## 社區文化大使 LCSD Community Ambassador Programme

領展連續第8年擔任由康樂及文化事務署主辦「社區文化大使計劃」的社區伙伴，提供場地予表演藝術家／藝團舉辦藝術外展活動，促進社區藝術發展。

Being the Community Partner of Community Cultural Ambassador Scheme organised by Leisure and Culture Services Department for the eighth consecutive year, Link offers venue sponsorship for local performing arts practitioners/ groups to conduct a wide range of outreach activities to promote the development of community arts.

## 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及朋友一起參與義工服務。透過參與慈善跑、節日探訪及各類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 community 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約1,520日次\*的場地贊助，支持社區公益活動。

Link offered about 1,520 days\* of venue sponsorships to NGOs and government departments to organise community activities.

\*由2019年4月至2020年3月  
from April 2019 to March 2020

## 特惠租金 Welfare Rent

以特惠租金形式提供約670,000平方呎\*地方予約126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。

Link provided about 670,000 sq. ft.\* of space at concessionary rates to about 126 NGOs\*, enabling them to reach more target beneficiaries at convenient community locations.

\*截至2020年3月  
as at the end of March 2020





「這個獎學金肯定了我過往的努力，也鼓勵了我參加更多義工活動。」  
“The scholarship not only recognised my hard work, but also encouraged me to participate in more volunteering activities.”

「領展大學生獎學金」得主 “Link University Scholarship” Recipient

「這計劃給了我很多機會嘗試各種東西，又認識到更多不同的人，我覺得世界大了、闊了。」

“The programme provides me with lots of new exposure and opportunities to meet people from different backgrounds. My world is much bigger and wider now.”

「緣·天團」計劃成員 Member of “We Are Top Crew”

「上堂後我發現，我並不老。年輕人做到的，我們也做得到。」

“After attending the training, I realised we are not old at all. We can also do what young people do.”

「長·智·戲」長者戲劇藝術啟導計劃學員 Elderly participant of “Inspirational Drama Programme for Elderly”

## 2021/22年度資助申請時間表 Important dates for 2021/22 application

### 項目資助 Project Fund

#### 2021

4月至5月  
April to May

接受申請  
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

#### 2021

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



領展網頁  
Link's website



愛·匯聚計劃  
Link Together Initiatives

