

領展

愛 · 匯聚計劃

Link Together Initiatives

2021/22



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.

成立於
Established in

2013

受惠人次
Beneficiaries

12M

服務地區
Service Districts

18區
Districts

投放總額
Committed Donations

\$105M

支持範疇 Focus Area



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

領展的投入模式

Link's Engagement Model

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.



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%的款額撥作慈善用途

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



發掘 We Explore

我們鼓勵跳出固有思維，樂意投放資源於具創意且對社區富影響力的項目。

We encourage thinking out of the box and always seek to invest in innovative projects that generate positive impact to the community.



支持 We Support

我們了解社區存在不同的服務需要，透過支持社福機構開展服務，連結不同群體，為社會帶來正面影響。

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 the greater good.

合作 We Partner

我們願意夥拍與領展有相同抱負的社福機構，共同實現居民和社區的福祉及長遠可持續發展。

We partner with NGOs that share the same vision and work 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

發掘 We Explore

凝動香港體育基金 InspiringHK Sports Foundation

「愛・運動，展・關懷」計劃 SportsLINK Community Project

凝動香港體育基金成立於2012年，深信「以體育造就青年」，透過體育提升基層青年的社會流動力，並宣揚性別平等、社會共融和健康生活。項目為香港五區基層青年開辦專業長跑培訓課程，並提供比賽、生涯規劃、設計社區跑步路線等活動，培養青年自信心及對地區的歸屬感。計劃亦會開辦社區運動班予小朋友、家庭及長者參與，推動人人運動風氣。參加者的運動時數更會轉化為防疫運動包，為長者送上關懷，回饋社會。

Established in 2012 with a vision of “Better Youths, Through Sports”, InspiringHK Sports Foundation believes sports can increase social mobility for the underprivileged youth, and at the same time promote gender equality, social inclusion and a healthy lifestyle. The project aims to build confidence in underprivileged youth in five districts through professional long-distance running training. The youth will design running routes for their own districts to strengthen their sense of belonging to their community. In order to promote sports for everyone, the project also offers sports classes for children, families and the elderly taught by professional coaches. Sports hours will be cumulated and converted to sports packs as gifts to the elderly, which encourage participants to give back to the community.

1st year
第一年

海塑基金會 A Plastic Ocean Foundation

創客夢工場 Future Maker Hub

海塑基金會透過科學、教育及社會創新，去保護及復育我們美麗的海洋。項目將為本港三區的基層學生提供接觸STEM教育的機會，以海洋保育為議題，透過實驗、考察、成果分享等活動，鼓勵思考科普的日常實際應用，培養學生綠色科創觀。部分活動將在商場舉行，期望將減塑和可持續發展生活推廣至社區。

A Plastic Ocean Foundation is dedicated to creating a wave of change to restore our beautiful ocean through science, education and social innovation.

Serving students from low-income families in three local districts, the project aims to provide them with STEM opportunities on marine conservation through experiments, site visits and idea co-creations. Students will be encouraged to apply STEM into practice and to build an eco-innovative mindset. Some activities will be conducted in malls to spread the message of plastic-free and sustainable lifestyle to communities.



上海思麥公益基金會 Shanghai Smiles Foundation

中等職業教育助學項目(2021級物業管理班)

Vocational Education Project (Estate Management 2021)

上海思麥公益基金會於2011年成立，聚焦教育公益領域，開展公益助學項目。該項目將為四川省瀘州市二十名貧困家庭初中畢業生提供助學金，到上海接受為期三年的中等職業教育。透過為學生提供教育、培訓、實習等機會，幫助其獲得一技之長靠自己的努力擺脫困境，改變命運，同時為城市提供技能型人才。

Founded in 2011, Shanghai Smiles Foundation focuses on education by providing sponsorship to students in needs. The project will sponsor 20 middle school graduates from underprivileged families in Sichuan for a 3-year Estate Management course in Shanghai. The students will be equipped with professional skills through vocational education, training and internship opportunities, allowing them to exit difficulties. The project will also fill in the gap of lacking skilled talents in cities.



支持 We Support

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。

踏入第三年，項目將繼續為長者提供具持續性的專業戲劇培訓和演出機會，培育有潛質並對戲劇有熱誠的長者將興趣發展成第二事業，同時透過演出繼續服務社會。機構的願景是在香港成立首個專業長者劇團。

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.

Entering its third year, the project will continue to provide professional theatre training and public performance opportunities for elderly people, aiming to unleash their potential, even turning their hobby into a second career. Arts' Options aspires to set up the first ever seniors theatre troupe in Hong Kong.

2nd year
第二年



環保協進會 Environmental Association

連繫自然 2022 Nature LINK 2022

延續上年度項目，環保協進會將於另外三個領展旗下商場戶外空間建造「蝴蝶園」，將環境保育從郊外帶進市區，發展全港性的都市生態跳島，提供生物棲息地。項目將從社區招募大使，為其提供管理「蝴蝶園」的相關培訓。本年度更增設「我的蝴蝶園」設計比賽，連繫當區居民，加強社區歸屬感。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，計劃藉以發展城市生境，增加全港生物多樣性，為保育陸地作出貢獻。

As a continuation, Environmental Association will oversee the creation of three more outdoor butterfly gardens at Link's malls for year 2021/22, creating a territory-wide urban “stepping stone” habitat and strengthening the connection of butterflies' network. Ambassadors will be recruited from the community and trained to manage these gardens. For the first time, the project will hold a “My Garden” design competition to further enhance community engagement. Butterflies have unique ecological, scientific and ornamental values. This project serves as a start to the journey of building an ecosystem favoured by butterflies in the urban area, increasing biodiversity locally and protecting and restoring life on land.

3rd year
第三年



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

職樂無窮共融情 Integration Brings Bountiful Joy in Work

項目進入第二年，循道衛理觀塘社會服務處將繼續連結學障青年和認知障礙症長者，建立跨代共融社區。學障青年透過參與生涯規劃工作坊、職業及生活技能等訓練，在工作體驗及實習中學以致用，期望長遠增加其公開就業機會。期間亦會舉辦嘉年華、藝術市集及微電影製作等活動，運用學障青年的特性服務認知障礙症長者，讓長者增加正面生活體驗，減少患病帶來的影響。

Running for the second year, Kwun Tong Methodist Social Service continues to connect Special Education Needs (SEN) youth and seniors with dementia to promote an inter-generational community. It will provide a series of career planning workshops, life and technical skills training and internship to SEN youth and allow them to put theory into practice and aims to increase their employment opportunities in the future. By leveraging the characteristics of SEN youth, they will serve seniors with dementia through activities such as microfilm, DIY market and carnival for elderly, targeting to spice up seniors' lives and lessen the adverse impact of the syndrome.



合作 We Partner

小實慈善基金 Bo Charity Foundation

惜食堂 – 惜食全方位食物回收及社區關愛

Food Angel - We Link We Share Programme

惜食堂連續六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，以每年回收逾600噸食物為目標，讓190萬人受惠；本年度將增設「流動惜食實體店」，在不同的領展商場作流動展示，增加與社區人士的交流，推廣「惜食」及剩食捐贈理念。

In its sixth consecutive year, Food Angel will continue to collect surplus food at Link's fresh markets and shopping centres to help prepare meal and food packs for the needy. The project targets to save more than 600 tonnes of food waste each year and benefit 1.9 million people. In 2021/22, Food Angel will set up revolving pop-up stores in Link's malls to spread the message of food waste reduction and food saving.

6th year
第六年



8th year
第八年

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

導盲犬發展計劃 Guide Dogs Development Programme

領展自2013年起開放旗下所有物業予導盲幼犬進行訓練，並連續八年支持香港導盲犬協會發展導盲犬服務，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和導盲犬訓練，支援視障人士需要。

Link has opened its properties for guide dog puppies training since 2013 and has been supporting HKGDA for eight years to increase public awareness of guide dog services. In 2021/22, HKGDA will continue the local breeding and training of guide dogs in Hong Kong, aiming to benefit visually impaired persons and promote an inclusive community.



1st year
第一年



2nd year
第二年

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本地大學生提供獎學金，鼓勵他們並減低他們接受大學教育時的經濟負擔。由2021/22年度始，獎學金開放給就讀三間自資大學的學生申請，讓更多年輕人受惠。

Link University Scholarship 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 Hong Kong universities. In 2021/22, we have extended the Scholarship scheme to include student applicants from three self-financing universities aiming to support a wider group of youth.

成立於
Established in

2015

獎學金數目
Scholarship

1,160

投放總額
Committed Donations

\$23.2M

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.

義工服務 Volunteer Service

透過與友好社福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 scholarship recipients to participate in community services.

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 Link 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.



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

領展連續第九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 ninth 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逾560日次*的場地贊助，支持社區公益活動。

Link offered over 560 days* of venue sponsorships to NGOs and government departments to organise community activities.

* 由2020年4月至2021年3月 from April 2020 to March 2021



特惠租金 Welfare Rent

領展以特惠租金形式提供約660,000平方呎*地方予133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 660,000 sq. ft.* of space at concessionary rates to 133 NGOs*, enabling them to reach more target beneficiaries at convenient community locations.

* 截至2021年3月 as at the end of March 2021



「我會將部分獎學金買教材，為貧困兒童提供免費補習。或許這是微不足道，但我堅信小小付出會為他們帶來莫大幫助。」

"I plan to buy some textbooks with a portion of my scholarship and offer private tutorial classes to underprivileged children. Perhaps this is trivial, I believe every little action makes a difference."

「領展大學生獎學金」得主 Recipient of "Link University Scholarship"

「過往認識生態都只能到郊區，在市區建立蝴蝶園則能讓大眾更容易接觸保育。能夠參與其中建設，感覺我也為蝴蝶和保育出了一分力。」

"We used to learn about ecology in suburbs, but now the public can access it easily by setting up urban butterfly gardens. I'm proud to be part of the project and to contribute to butterfly and environmental conservation."

「連繫自然」計劃生態保育大使 Eco Ambassador of "Nature LINK"

「我的興趣可以有更多平台發揮。參與不同小組，也令我更有信心，還可以得到他人欣賞。」

"I can now showcase my talents on more platforms. I become more confident and feel appreciated after joining different interest groups."

「生命鑰匙 — 關懷 · 分享 · 行動」計劃學員 Participant of "Key of Life — Care · Share · Action"

2022/23年度資助申請時間表

Important dates for 2022/23 application

社會項目資助 Project Fund

2022

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

2022

5月至6月
May to June

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

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



領展愛·匯聚計劃
Link Together Initiatives

