

# Operation Santa Claus 2009

## Proposal to Wing Ding Squash Tournament

2<sup>nd</sup> October, 2009



South China Morning Post

## A. Background

**Operation Santa Claus** is an annual charity campaign jointly organized by *South China Morning Post* and the English Programme Service of *Radio Television Hong Kong*. The campaign seeks to raise funds and awareness for Hong Kong charities over the winter holiday season.

From a modest beginning in 1988, when HK\$101,000 was raised, Operation Santa Claus has collected over HK\$129 million in cash, goods and services for over 90 Hong Kong charities over the years.

All Operation Santa Claus campaigns are heavily community-focused. All through December, corporations, clubs, schools and individual donors organize a series of highly creative initiatives aimed at raising funds for each year's specially chosen good causes. Operation Santa Claus's school component encourages creativity and teamwork among local youngsters. The ultimate aim is not just only to raise funds, but more importantly, to cultivate a sense of empathy for the people in need among students.



With over HK\$11 million raised for 2008, our 13 beneficiary charities will be able to provide better services and much more to the needy in our community.

## B. Themes & 2009 Beneficiaries

**Operation Santa Claus 2009** has selected beneficiaries in six distinct areas. The intention is to ensure our support can have a direct and noticeable impact, assisting where possible with specific projects and touching different parts of the community. This time, the beneficiaries are:

### ***Children & Young People***

Efforts will be directed towards enhancing mental health for the personal development of children whose parents have suffered from mental illness, and to teaching primary students how to protect themselves and respect others.

**Beneficiaries:**

- Baptist Oi Kwan Social Services
- End Child Sexual Abuse Foundation

***Community***

Our aim will be to improve the self-confidence and skills of young people in drug rehabilitation centres by supporting a series of practical training courses.

**Beneficiary:**

- Operation Dawn

***Elderly***

Your support will help to promote a positive outlook among older people and improve many aspects of their safety and day-to day care.

**Beneficiaries:**

- Suicide Prevention Services
- Sisters of the Immaculate Heart of Mary Elderly Home

***Environment***

Donations will go to an education programme on sustainable marine development for underprivileged children and their parents.

**Beneficiary:**

- WWF

***Medical Issues***

The focus this year is to give young cancer patients, survivors and their parents the chance to build better lives through targeted support services and outreach programmes.

**Beneficiaries:**

- Hong Kong Youth Arts Foundation
- Little Life Warriors Society

***Physical and Mental Disabilities***

Ongoing assistance is needed to teach elementary skills, increase independence and give practical work experience, while also providing transportation, home-based rehabilitation and better school facilities.

**Beneficiaries:**

- Autism Partnership

- Family of SMA (Spinal Muscular Atrophy) Charitable Trust
- Nesbitt Centre
- Po Leung Kuk
- The Intellectually Disabled Education and Advocacy League Limited (IDEAL)

### *Overview of Operation Santa Claus 2009 Beneficiaries*

Theme/ Name of organization	Name of the project & project content	No. of beneficiaries
<b>Children &amp; Young People</b> 1. <b>Baptist Oi Kwan Social Service</b>	<b>Stand by U</b> , a mental health promotion project for children aged 6-12 who have parents suffering from mental illness. It aims to enhance the personal development of those children by providing psychosocial & community support services & help children through 'Big Brother/Sister Scheme'.	<b>100 children aged between 6-12</b> who have parents suffering from mental illness.
2. <b>End Child Sexual Abuse Foundation</b>	<b>The Sexual Abuse Preventive Program for Upper Primary School Students</b> , aims at providing outreach sex education classes for P.5 & P.6 students to teach them how to protect themselves and how to respect others' bodies.	<b>14,000</b> upper primary school students
<b>Community</b> 3. <b>Operation Dawn</b>	<b>Skill Training Project</b> , includes Dawn Lifesaving Training, Chinese classical dance and gourmet bakery training courses to enhance drug rehabilitators self confidence paving their way to go back to society.	<b>75 drug rehabilitators</b>
<b>Elderly</b> 4. <b>Suicide Prevention Services</b>	<b>Preventing Elderly Suicide-Promotion of Mental Health among older adults</b> , aims to promote positive emotion and mental health among older adults to prevent elderly suicide through educational talks and community	<b>2,670 older adults</b>

<p><b>5. Sister of the Immaculate Heart of Mary Elderly Home</b></p>	<p>programmes.</p> <p>To improve safety and to make day-to-day care of the elderly easier for the helpers, volunteers and staff.</p>	<p><b>88 older adults</b></p>
<p><b>Environment</b> <b>6. WWF</b></p>	<p><b>Marine Detective – Sustainable Development Education Programme for underprivileged children</b>, aims to deliver marine education programmes for underprivileged children and their parents.</p>	<p><b>600</b> children and parents</p>
<p><b>Medical Issues</b> <b>7. Hong Kong Youth Arts Foundation</b></p> <p><b>8. Little Life Warrior Society</b></p>	<p><b>The C World:</b> using the themes of change, strength, acceptance &amp; reflecting young adults experiencing cancer will be encouraged to create an artistic response to their condition through workshops in the visual &amp; literary arts, this will culminate in an awareness building exhibition for the general public &amp; school groups.</p> <p><b>Little Life Warriors: Growing Stronger, Going Further</b>, to continue to provide services to its childhood cancer patients and survivors in HK and to conduct more outreach to the Mainland and to assist in setting up similar mutual groups in China.</p>	<p><b>100</b> young adults suffering from cancer; <b>50</b> families, <b>50</b> students &amp; other <b>2,030</b> indirect beneficiaries</p> <p>650 childhood cancer patients, survivors in HK &amp; 5,000 childhood cancer patients in China</p>
<p><b>Physical &amp; Mental Disabilities</b> <b>9. Autism Partnership Foundation</b></p>	<p><b>Autism School Replenishment Project</b>, target to replace some worn out materials and improve facilities at Autism Partnership School so students' motivation will increase.</p>	<p><b>32</b> children</p>



<p><b>10. Families of SMA Charitable Trust</b></p>	<p><b>Home-based Rehabilitation</b> to provide accessible physiotherapies, occupational therapies and life-saving medical machinery to SMA patients at their homes.</p>	<p>Patients suffering from Spinal Muscular Atrophy (SMA) and their immediate family members</p>
<p><b>11. The Nesbitt Centre Ltd</b></p>	<p><b>Set up of a Coffee Shop social enterprise on the grounds of St John’s Cathedral</b>, students will run the coffee shop and train to become qualified baristas as well as gain meaningful community inclusion.</p>	<p>All students of the Nesbitt Centre will benefit from setting up of this enterprise, will also extend the offer to other organisation that offer programmes to those with mental &amp; physical disabilities</p>
<p><b>12. Po Leung Kuk</b></p>	<p><b>To provide a 16-seated rehab light bus to provide daily transportation services to those mildly to severely handicapped children from low-income families</b> in need to travel back and forth the Yuen Long Early Learning Centre so that they can benefit from regular pre-school training.</p>	<p><b>67</b> infants and young children aged 0-6 with mild to severe grade handicap</p>
<p><b>13. The Intellectually Disabled Education &amp; Advocacy League Ltd (IDEAL)</b></p>	<p><b>Cyber Café in Action</b>, parents and volunteers to train people with intellectual disabilities (PWIDSs) the skill required in serving customers with drinks and snacks at the ear-marked setting of a cyber café.</p>	<p>People with PWIDSs, their families and the public</p>

## C. Publicity and Marketing

From November 10<sup>th</sup> 2009 to early January 2010, daily coverage in the SCMP will be dedicated to the campaign and programmes will be aired on Radio 3, not only for highlighting the community's sense of sharing and giving, but also giving charities the forum to express their needs and raise awareness of their meaningful causes.

Most of the editorial coverage will be run in the City Section of the SCMP. The Young Post will also publish various creative and fundraising activities organized by some of the fundraising schools. A special website at <http://osc.scmp.com> will be designed for Operation Santa Claus 2009 to feature the fundraising events and news. Over 20,000 leaflets will be distributed to the public through our sponsors such as Pacific Coffee, Starbucks and shopping malls under Kerry Properties Limited during campaign period from November 10<sup>th</sup> 2009 to late January 2010.

## D. Wing Ding Squash Tournament's support to OSC

### 2009

We are cordially invited **Wing Ding Squash Tournament** to become our **Major Donor** of Operation Santa Claus 2009 by contributing a minimum donation of **HK\$150,000**. The donation received will allocate evenly to all 13 selected beneficiaries of this year's campaign.

To recognize your corporate support, **Wing Ding Squash Tournament** will be acknowledged in the following ways:

- Logo features on **X'mas Tree in SCMP** during December 1<sup>st</sup> 2009 – January 1<sup>st</sup> 2010 (end date TBC) in daily basis, 31 times in total;
- Logo features in **OSC mini website ([osc.scmp.com/content.asp](http://osc.scmp.com/content.asp))** during campaign period from November 10<sup>th</sup> 2009 – late January 2010;
- Logo features on **Thank you advertisement** in SCMP in late January 2010 (exact date TBC);
- A **write up** for the OSC fundraising activity for Major Donor in SCMP during campaign period;
- Early bird donor, those who commit on or before October 30<sup>th</sup> 2009, will be invited to join the **kick-off ceremony** on November 10<sup>th</sup> 2009 at 6:30 pm at

Cyberport;

- Logo features in **OSC 2009 Report** which will be released in August 2010;
- For enquiries, please feel free to contact Ms Deon Lai, Project Director,  
Operation Santa Claus at 2680 9152 or [deon.lai@scmp.com](mailto:deon.lai@scmp.com).

**Thank you very much for supporting  
Operation Santa Claus 2009 to provide hope and help  
To those people in need!**

