

# Operation Santa Claus 2011

## Proposal to Wing Ding Squash Tournament

12<sup>th</sup> October 2011



South China Morning Post

## A. Background

**Operation Santa Claus (OSC)** is an annual fundraising campaign jointly organized by South China Morning Post (SCMP) and Radio Television Hong Kong (RTHK). It has been brightening needy people's lives every year since 1988. In OSC 2010, we succeeded in raising more than HK\$13 million to help 16 carefully chosen beneficiaries in six distinct areas including children & youth, elderly, mental and physical disabled, environmental, medical, community and also the social enterprises.

In 2009, OSC have sponsored 13 beneficiaries to support their projects to enhance over 8,000 students knowledge of child sexual abuse, to renovate elderly homes in Shum Shui Po and Pokfulam, to help 12 severely disabled children with proper assessment and treatments and to set up a cyber café for the mentally disabled people and a lot more.



*OSC 2010 Closing Ceremony*

## B. Publicity and Marketing

From mid November 2011 to early January 2012, 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> & facebook page will be designed for Operation Santa Claus 2011 to feature the fundraising events and news. Over 30,000 leaflets will be distributed to the public through our supporters such as Pacific Coffee, Starbucks and shopping malls under Kerry Properties Limited during campaign period from mid November 2011 to late January 2012.



*OSC 2010 fundraising ad*

## C. OSC 2011 Beneficiaries

| Name of Beneficiaries  | Project Highlights  |
|--|---|
| <b>Children &amp; Youth</b>                                      |   |
| Boys' Brigade, Hong Kong, The<br>(HK\$147K)                      | Project Sharity 2012 will enable youth volunteers to make monthly visits to 500 elderly singletons for 6 months in order to understand their needs and to fulfill them with matching gifts from donors and be delivered by youth volunteers during Christmas.   |
| Children's Heart Foundation<br>(HK\$500K)                        | To provide 10 free homografts for children to repair their congenital heart defects and to receive post-operation special care at ICU unit.   |
| Chi Heng Foundation Limited<br>(HK\$750K)                        | To employ 3 staff to develop vocational consulting tools for 180 junior high school students and to provide tuition and living subsidy support for 170 AIDS-impacted students.  |
| The Hong Kong Christian Kun Sun Association Limited<br>(HK\$49K) | Volunteers for 'Angel Tree 2011' will make home visits and give out Christmas cards and gifts chosen by their parents to children of prisoners, so that the recipients can still feel parental care and love during Christmas.  |
| <b>The Elderly</b>   |   |
| Art in Hospital Limited<br>(HK\$129K)                            | To provide 48 free art workshops by professional artists involving paintings, arts & crafts, Chinese ink paintings, music sharing & fabric arts to elderly patients in Grantham Hospital & Pamela Youde Nethersole Eastern Hospital aiming to release stress and discomfort of elderly patients during their hospital stay; selected artworks will be exhibited at hospitals. |
| Rehabaid Society<br>(HK\$750K)                                   | To conduct integrative assessments, recommendations on wellness enhancement strategies, gait analysis & training, balance training etc & education on home safety and fall prevention principles to the elderly in the community.   |
| <b>Medical</b>   |   |
| Children's Medical Foundation Limited<br>(HK\$530K)              | To establish a Neonatal Care Unit with proper equipment and train two doctors and two nurses to serve the community; to implement 'Save-a-Baby Programme' aiming to provide monetary support for new born babies in a life-saving treatment programme in Guizhou in China.  |
| Enlighten Hong Kong Limited<br>(HK\$749K)                        | To empower those living with epilepsy in Hong Kong to help them live a quality life and to share their experiences with counterparts in order to impact sustainable change in society through publicity, workshops and facilitation sessions.   |

| <b>Medical (continued)</b>  |   |
|---|---|
| Diabetes Hongkong Limited<br>(HK\$750K)                           | To conduct 8 public talks and 50 educational activities on diabetes such as management of diabetes, diabetes prevention & a healthy lifestyle etc; helpline services will also be delivered by nursing professional to callers or for internet users who require professional advice on diabetes/obesity.                                 |
| Hong Kong Arthritis & Rheumatism Foundation Limited<br>(HK\$383K) | The project will provide comprehensive rehabilitative therapeutic exercise programmes for low-income arthritis patients; the Occupational clinic will provide professional assessments, advice and prescriptions for patients who suffering chronic muscle and joint disease; and to increase general awareness and joint related issues. |
| Operation Smile - China Medical Mission Limited<br>(HK\$710K)     | To provide free surgery to 300 needy children with cleft lips and cleft palate in three medical trips to poorer regions of China including Yunnan, Guizhou, Guangxi, Sichuan & Guangdong provinces.   |
| <b>Physical &amp; Medical Disabilities</b>                        |   |
| Families of SMA Charitable Trust<br>(HK\$750K)                    | To purchase a new car with a hydraulic wheelchair lift and safety features to provide transport to severely disabled patients.  |
| Hong Kong Federation of the Blind<br>(HK\$750K)                   | To create a visual and audio programme online, produced and hosted by people with visual impairment and to train 40 blind web DJs each year.  |
| Richmond Fellowship of Hong Kong<br>(HK\$750K)                    | To equip family members or caregivers with knowledge and skills for support of caretakers of the ex-mentally ill through inter-professional intervention and the support of caregiver peers.  |
| Hong Kong Red Cross Princess Alexandra School<br>(HK\$35K)        | To introduce Boccia (a rehabilitative ball sport) to physically disabled students through purchase of equipments as well as the organization of training for the needy; selected participants will also be invited to join the Hong Kong Annual Boccia Championship for the Disabled.   |
| Riding For The Disabled Association Limited<br>(HK\$300K)         | To purchase 3 new ponies to provide high quality and sustainable safe rides to disabled people.   |

## **D. Wing Ding Squash Tournament's support to OSC 2011**

We cordially invite Wing Ding Squash Tournament to become our **Major Donor** of Operation Santa Claus 2011 again this year by contributing a minimum one-off donation of HK\$150,000 to support the worthy clause.

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