

籌募及推廣

Fundraising and Promotion

迪士尼「一家義」計劃

為推動家庭義務工作，本局與香港迪士尼樂園度假區合辦迪士尼「一家義」計劃，並與10間非牟利服務團體合作，舉辦不同類型的義工活動，提倡及鼓勵家庭義工服務。計劃因疫情延至2022年底完成，共有557個家庭參與並完成指定的義工服務時數，派出1,753張香港迪士尼樂園一日免費入場門票予合資格家庭義工隊。

'Family Plus Volunteer Scheme'

To promote family volunteering, AVS and Hong Kong Disneyland Resort jointly organized the 'Family Plus Volunteer Scheme'. 10 NGOs were engaged as partner organizations to host a range of volunteer activities to advocate and encourage family volunteer service. Due to the pandemic, the Scheme was completed in late 2022. A total of 557 families participated in the Scheme and successfully completed the designated volunteer service hours. As a token of appreciation, 1,753 complimentary one-day admission tickets to Hong Kong Disneyland were distributed to eligible family volunteers.

書出愛心·十元義賣

2022

本局與太古地產「愛心大使計劃」及香港小童群益會攜手合辦，透過收集和義賣市民捐贈的二手好書，傳承閱讀文化。活動動員逾6,000位義工人次參與，收集逾25萬本二手書籍，於2022年6月25日至7月3日舉行慈善義賣，籌得善款港幣114萬元，悉數撥捐本局及香港小童群益會。

2022 Books for Love@HK\$10

AVS collaborated with the Swire Properties Community Ambassador Programme and the Boys' and Girls' Clubs Association of Hong Kong (BGCA) to co-organize the '2022 Books for Love @ \$10' campaign. The Campaign aimed to collect second-hand books for a charity sale to cultivate and promote reading culture. With the support of 6,000 volunteers (frequency), more than 250,000 books were received and sold at the charity sale held from 25 June to 3 July 2022. The sale generated proceeds of HK\$1,140,000, which were donated to AVS and BGCA.

