

籌募及推廣 Fundraising and Promotion



書出愛心 • 十元義賣 2023

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。活動共動員逾 6,000 位義工參與，收集逾 25 萬本二手書籍於 2023 年 4 月進行義賣，籌得善款港幣 \$117 萬元多，悉數撥捐本局及香港小童群益會。

2023 BOOKS FOR LOVE @ \$10

AVS collaborated with the Swire Properties Community Ambassador Programme and the Boys' and Girls' Clubs Association of Hong Kong (BGCA) to co-organise the '2023 Books for Love @ \$10'. The Campaign aimed to collect second-hand books for a charity sale to cultivate and promote a reading culture. With the support of over 6,000 volunteers (frequency), more than 250,000 books were collected and sold at the charity sale in April 2023. The sale generated proceeds of HK\$1,170,000, which were donated to AVS and BGCA.



逾 45,000 名書迷入場揀選心水好書
Over 45,000 book enthusiasts visited and selected their favorite books



義工參與活動統籌、書籍分類、人流控制、管理及支援網上及實體義賣工作等
Volunteers assisted with event management, book sorting, crowd control and the management and support of both online and physical charity book sales



「書出愛心 • 十元義賣」現場氣氛熱鬧
A remarkably dynamic atmosphere at 'Books for Love @ \$10'

義務工作發展局 x 灼見名家

— 「行義頻道」

本局聯同著名媒體平台「灼見名家」開設「行義頻道」，於2023年8月至2024年4月期間，推出12集圍繞義務工作的短片。內容涵蓋義工經驗分享以及義務工作的領域、狀況、未來發展等。由本局主席彭韻僊律師，BBS, MH, JP 擔任主持，與來自政、商、社福界及傑出義工進行輕鬆互動訪談，受訪嘉賓包括立法會主席梁君彥先生，大紫荊勳賢，GBS, JP、立法會議員葉劉淑儀女士，大紫荊勳賢，GBS, JP、民政及青年事務局局長麥美娟女士，SBS, JP、房屋局局長何永賢女士，JP、消防處處長楊恩健先生，FSDSM 等。希望啟發及鼓勵更多人，特別是青年人積極投入義務工作，短片於不同社交媒體上發佈。



「行義頻道」

Volunteer's Channel

Agency for Volunteer Service x Master Insight - Volunteer's Channel

In collaboration with the renowned YouTube Channel 'Master Insight', AVS launched a 12-episodes short video series from August 2023 to March 2024. The series covered various aspects, scopes, situations and future developments of volunteering, as well as shared volunteering experiences. Ms Melissa Pang, BBS, MH, JP, AVS Chairman, hosted the talk shows and invited guests from the political, business and social welfare sectors, along with outstanding volunteers, to inspire more people, especially youth, to volunteer. Interviewees included The Hon Andrew Leung, GBM, GBS, JP, President of the Legislative Council, The Hon Mrs Regina Ip, GBM, GBS, JP, Legislative Council Member, Miss Alice Mak, SBS, JP, Secretary for Home and Youth Affairs, Ms Winnie Ho, JP, Secretary for Housing, Mr Andy Yeung, FSDSM, Director of Fire Services, etc. The videos were published on various social media platforms.



本局主席彭韻僊律師在短片中與嘉賓進行訪談，包括立法會主席梁君彥先生、立法會議員葉劉淑儀女士、民政及青年事務局局長麥美娟女士、房屋局局長何永賢女士及恒基兆業地產有限公司執行董事孫國林先生、第四屆香港傑出義工（2011）關心妍女士及「香港義工獎2022」傑出義工黎諾懿先生（由左至右，上至下）

Ms Melissa Pang, AVS Chairman chats with guests in short videos, including The Hon Andrew Leung, President of the Legislative Council, The Hon Mrs Regina Ip, Legislative Council Member, Miss Alice Mak, Secretary for Home and Youth Affairs, Ms Winnie Ho, Secretary for Housing and Mr Suen Kwok Lam, Executive Director of Henderson Land Development Company Limited, Ms Jade Kwan, the 4th Hong Kong Volunteer Awardee (2011) and Mr Lai Lok Yi, the Outstanding Volunteer Awardee of Hong Kong Volunteer Award 2022 (from left to right, top to bottom)

第七屆國際名廚慈善宴

「第七屆國際名廚慈善宴」於 2023 年 10 月 9 日舉行，由國際名廚慈善會主辦，群生社慈善基金及稻苗飲食專業學會承辦，來自全球各地超過 22 個國家及地區超過 700 位名廚參與。當晚筵開 170 多席，籌得逾港幣 \$1,000 萬元善款，援助華北水災及捐贈予本局西園長者中心及義工計劃、香港弱智人士家長聯會和李佰忠一片天國際啟育中心。

7th International Master Chef Charity Gala Dinner

The '7th International Master Chef Charity Gala Dinner 2023' was successfully held on 9 October 2023. The Charity Dinner was organised by the International Master Chef Charity Association and co-hosted by Kwan Sang Charity Foundation and the Institute of Dining Professionals. Over 700 chefs from more than 22 countries and regions worldwide participated in the event. The banquet accommodated over 170 tables and raised over HK\$ 10 million, which donated to assist the North China flood victims and support the Western Garden Neighbourhood Elderly Centre and the volunteer programmes of AVS, the Hong Kong Joint Council of Parents of the Mentally Handicapped, as well as the P. C. Lee OneSky Global Centre for Early Childhood Development.



本局主席彭韻偉律師上台接受支票捐贈
Ms Melissa Pang, AVS Chairman received a donation cheque on behalf of AVS



社會各界知名人士應本局邀請出席支持晚宴
Invited by AVS, prominent figures from various sectors of society attended and supported the banquet