



keeping families together

annual report 2014



RONALD MCDONALD
HOUSE CHARITIES®
HONG KONG
麥當勞叔叔之家慈善基金®



主席的話

Chairperson's message



每年在麥當勞叔叔之家慈善基金®的時光都是特別的，而今年更為特別。

麥當勞叔叔之家慈善基金一直尋求方法去改善小朋友及其家人的生活，而今年我們在相當多的計劃中取得重要的成果。通過不同活動，香港麥當勞叔叔之家慈善基金擴大和加強核心計劃。第八屆的香港麥當勞叔叔之家慈善基金開放日2014，集合了朋友和支持者為有需要的病童籌款。對於小朋友來說，籌得的善款令他們進一步邁向康復的道路。

今年的「亞太、中東及非洲區域會議2014」於香港舉行，聚集了二百多名麥當勞叔叔之家™的行政人員、職員和義工，一同擁護「人多勢眾，由我們開始」的信念，會議提供一個具活力的平台交流不同意見。今年我們亦利用了「健步樂行獻愛心2014」的籌款，翻新了麥當勞叔叔之家的遊戲室和公用地方。

今年是費城第一家麥當勞叔叔之家成立四十周年，這鼓勵我們回顧過去顯著的成就，而不只是期望將來的成就。本來只是在費城的一家麥當勞叔叔之家，現在已擴展到62個地區。這是個驚人的旅程，一個傑出的經歷，我們很自豪能參與其中！

不論是住在麥當勞叔叔之家或是其他醫院，我們將繼續尋求方法提供更多服務予香港重病的兒童。多年來的不斷努力為超過三千個家庭服務，標誌著我們非凡的一步。

Each year at Ronald McDonald House Charities® (RMHC) Hong Kong is special, but this year was particularly special.

Ronald McDonald House® is continually looking for ways to improve the lives of children and their families, and this year bore fruit to many considerable achievements. Through various activities, RMHC HK expanded and strengthened its core programs. The 8th Bi-annual Ronald McDonald House Charities Hong Kong Open House 2014 brought together friends and strangers to raise funds for sick children in need. A child's journey to recovery is a sacred path and funds raised have furthered that aim.

This year's APMEA Conference 2014, held in Hong Kong for the first time drew together some 200 executives, staff and volunteers from Ronald McDonald House worldwide to embrace the notion of "STRENGTH in Numbers, It Starts With Us". The conference served as a dynamic platform for the exchange of ideas. Also notable this year was our use of donations from the Walk for Vision 2014 to repurpose our playroom and common area.

As this year is the 40th anniversary of the first Ronald McDonald House in Philadelphia, instead of only looking forward, we were also encouraged to look back and honor our fondest and most notable achievements. What started with one single house in Philadelphia now spans the globe and is found in more than 62 regions. It has been an astonishing journey, a truly exceptional experience, and we are so proud to be playing our part in Hong Kong!

We will always search for ways to provide more services to critically sick Hong Kong children, whether they are staying at RMHC or other hospitals. And we are proud to say, "Happy 40 years in keeping families together!" It marks an extraordinary and compelling step forward.

Ms Grace Fung Oei
黃馮慧芷女士

Chairperson of Ronald McDonald House Charities Hong Kong
香港麥當勞叔叔之家慈善基金主席

麥當勞叔叔之家慈善基金。

Ronald McDonald House Charities®

我們的願景

我們相信，當我們改變一個孩子的生命時，一個家庭的生命也同時被改變，更甚之，一個社會，以至全世界的生命也隨之而不同。作為提供家庭為本服務的先鋒，麥當勞叔叔之家慈善基金一直努力改善兒童及其家庭的生活。麥當勞叔叔之家™是由我們的善長、支持者、義工及友好以愛與關懷所建立的小社區。

Our Vision

We believe when you change a child's life, you change a family's, which can change a community and, ultimately, the world. As pioneers of providing family-centered care, RMHC strives to be part of the solution in improving the lives of children and their families, providing family-centered programs that strengthen families during difficult times. By offering a supportive environment at the Ronald McDonald House®, parents are able to care for their sick children wholeheartedly, and children are able to heal with the love and support offered by their loved ones.

我們的使命

麥當勞叔叔之家慈善基金的使命是要創建、尋找和支持可以直接改善兒童健康及福祉的計劃。

Our Mission

The mission of RMHC is to create, find and support programs that directly improve the health and wellbeing of children.



我們的里程

Our milestones



全球第一所麥當勞叔叔之家於美國費城成立。
The first Ronald McDonald House was established in Philadelphia, USA.

麥當勞叔叔之家慈善基金®的誕生

麥當勞叔叔之家™是麥當勞叔叔之家慈善基金的核心計劃，由前美國費城飛鷹足球隊隊員曉列治及隊友在麥當勞®的協助下於70年代創立。當時曉列治的女兒甘美不幸地被診斷患上血癌，曉列便著手籌辦第一間於費城的「臨時家園」。這個「臨時家園」旨在減輕病童家人的痛苦及填補社會對病童家人支援上的不足。40年來，麥當勞叔叔之家慈善基金的服務包括於62個國家和地區的346間麥當勞叔叔之家、188間麥當勞叔叔親子家庭套房及50輛麥當勞叔叔流動車。

關於香港麥當勞叔叔之家慈善基金

亞洲第一間麥當勞叔叔之家於1996年在香港投入服務，距離沙田威爾斯親王醫院只需四分鐘步行路程，擁有完善的設備，包括23間房間、廚房、圖書館、電腦室、飯廳、有機園圃及一間特別為接受骨髓移植手術後的病童而設的隔離病房。除了為有需要的家庭提供臨時居所外，亦為他們帶來愛與關懷。



曉列治的女兒甘美。
Fred Hill's daughter, Kim.

The Birth of Ronald McDonald House Charities® System

Without the efforts and resolution of Fred Hill, a former Philadelphia Eagles football player, whose daughter Kim was diagnosed with leukemia, and the generous support from his teammates and McDonald's® in 1970s, there would not be the first Ronald McDonald House® in Philadelphia to alleviate the physical and mental stress endured by the sick children and their families. In our 40 years of keeping families together, we have served more than millions of families around the world every year with 346 Ronald McDonald Houses, 188 Ronald McDonald Family Rooms, and 50 Ronald McDonald Care Mobiles across 62 countries and regions.

About Ronald McDonald House Charities Hong Kong

Asia's first Ronald McDonald House was built in Hong Kong in 1996. Only a 4-minute walk from the Prince of Wales Hospital in Shatin, the House provides comprehensive facilities including 23 family units with a common kitchen, living room and dining room, a library, outdoor and indoor play areas, an organic farm as well as an isolation suite specially catered for bone marrow transplant patients. Besides offering a temporary "home away from home" for families while their children are undergoing prolonged treatment, the House is also a community filled with love and support from families who are going through similar ordeal.



亞洲第一間麥當勞之家正式開幕。
The first Asia's Ronald McDonald House in Hong Kong.

董事會與工作團隊

Board of directors and staff team



上排由左至右 upper roll from left:

黃馮慧芷女士 Ms. Grace Fung Oei 董事會主席 Chairperson	劉關麗賢女士 Mrs. Jane Lau 董事會成員及司庫 Director & Treasurer	江毓星先生 Mr. Kong Yook Seng 董事會成員及副司庫 Director & Vice Treasurer	何耀明先生 Mr. John Ho 董事會成員 Director	黎韋詩小姐 Ms. Randy Lai 董事會成員 Director	蔡靖民先生 Mr. Choy Jing Man lan 董事會成員 Director (Since Dec 12, 2014)
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下排由左至右 lower roll from left:

包偉龍先生 Mr. Bob Vallone 董事會成員 Director	黃福霖先生 Mr. Wong Fook Lam, Raymond 董事會成員 Director (Since Nov 1, 2014)	梁廷勳教授 Prof. Leung Ting Fan 董事會成員 Director (Since Dec 12, 2014)	Mr. Bill O'Brien 董事會成員 Director	Ms. Norma Rosenhain 董事會成員 Director	衛紹宗先生 Mr. Wai Siu Chung, Dominic 董事會成員 Director (Since Nov 1, 2014)	阮文賓教授 Prof. Patrick Yuen 董事會成員 Director
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Mr. Adam Juszynski
(Till Sep 6, 2014)



張婉玲小姐
Ms. Helen Cheung
(Till Dec 4, 2014)



余幸生小姐
Ms. Priscilla Yu
(Till Sep 6, 2014)



伍百祥教授
Prof. Ng Pak Cheung
(Till Nov 1, 2014)



Mr. Steve Pachol
(Till Sep 1, 2014)



上排由左至右 upper roll from left:

羅慧芬 Cherry, Law Wai Fan 助理籌款經理 Assistant Fundraising Manager	曾依蘭 Connie, Tsang Yee Lan Director of Development	黃婷婷 Iris, Wong Ting Ting 總幹事 Executive Director	梁順玲 Candy, Leung Shun Ling 麥當勞叔叔之家總務員 House Attendant	李淑明 Olivia, Lee Suk Ming 麥當勞叔叔之家項目主任 Project Officer
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下排由左至右 lower roll from left:

陳漢琛 Sam, Chan Hon Sam 助理行政經理 Assistant Administration Manager	陳紫宏 Chan Tsz Wang 麥當勞叔叔之家總務員 House Attendant	邱紹彰 Keith, Yau Siu Cheung 麥當勞叔叔之家經理 House Manager	洪肇麟 Alan, Hung Siu Lun 會計及行政助理 Administration & Accounting Assistant
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麥當勞叔叔之家™的故事

One of our many stories



謙謙兩歲半時，確診患上了急性淋巴白血病，當時，謙謙的家人根本無法接受這個結果，而一手帶大謙謙的嫲嫲更擔心得一度在地鐵裡暈倒。

謙謙自小跟嫲嫲在天水圍居住，而他的父母就住在元朗，兩個家都距離謙謙治病的醫院很遠，非常不便。幸好在他們徬徨之際，在社工口中認識了麥當勞叔叔之家。謙謙和爸爸媽媽很快就入住了，他的婆婆和嫲嫲為了照顧謙謙也每日風雨不改來到這裡，照顧謙謙的日常飲食，同時也讓謙謙父母安心工作。

而令謙謙家人最感到安慰的，除了是見到謙謙一天天慢慢康復之外，他們還在麥當勞叔叔之家看到了希望，因為有不少在這裡住的病童，已經康復回家了。這一絲絲的希望，對於徬徨無助的他們，猶如黑暗中的曙光，讓他們堅信謙謙也能像其他小朋友一樣，健健康康回家！謙謙的嫲嫲非常疼愛孫兒，她說：「當初的感覺就像被一塊大石壓著一樣，但麥當勞叔叔之家的員工很好，會開解我，現在我覺得壓在身上的石頭輕了很多。」

Him Him was diagnosed with leukemia when he was two and a half years old. No one could handle this. Grandma who has lived with him all her life even fainted on the MTR when she learned of the news.

Him Him lived with his Grandma in Tin Shui Wai while his parents lived in Yuen Long. Both homes are far from the Prince of Wales Hospital which Him Him received regular treatment. This posed tremendous stress on the family and their resources. After they learned about Ronald McDonald House® from their medical social worker, they decided that moving in will be advantageous for all. Only a 4-minute walk from the hospital, Him Him no longer had to travel long distance for his frequent hospital visits and both grandmothers are able to take shifts to care for and stay with Him Him throughout the day while his parents are at work.

During their stay at Ronald McDonald House, the family of Him Him not only felt the love and care from volunteers, staff and other parents going through similar situations. The House also gave the family a sense of hope and faith that Him Him would eventually get well enough to return home like many other children returning home from the House. Him Him's Grandma loves her grandchild a lot. In recalling her experience in dealing with Him Him's illness, she said, "When I first learned of the news, it felt as if a heavy rock was sitting on top of me. But at Ronald McDonald House and with the love and understanding of the staff here, it felt like a huge load has been taken off me."



愛心相伴四十載

Celebrating 40 years of keeping families together

為慶祝第一間麥當勞叔叔之家™成立四十週年，世界各地的麥當勞叔叔之家慈善基金®於二零一四年也有不同的慶祝活動。在香港，我們穿上紅白色條紋跟義工和朋友慶祝這個致力幫助全球數百萬兒童及其家庭的機構誕生。

To celebrate the 40th Anniversary of the first Ronald McDonald House®， all chapters around the world joined a global movement in 2014 to share our special moments with Ronald McDonald House Charities®. And in Hong Kong, we too put on our red-and-white stripes with our high-spirited volunteers and friends to rejoice the birth of a system that helps millions of families around the world.



麥當勞叔叔之家慈善基金

「亞太、中東及非洲區域會議2014」

香港麥當勞叔叔之家慈善基金十分榮幸，成為2014麥當勞叔叔之家慈善基金「亞太、中東及非洲區域會議」的主辦單位。會議於3月24日至27日在香港美麗華酒店舉行，吸引了接近200位來自全球各地麥當勞叔叔之家慈善基金的行政及計劃人員親臨香港出席活動，並為參加者提供一個良好平台向非牟利行業的領袖學習，讓慈善基金職員從同伴分享中汲取經驗，提升服務。

為期四日的會議包括由24位講者主講的學習環節、充滿中國特式的娛樂表演及閉幕典禮，歡慶四十年來為有需要的兒童及家庭提供服務。參加者對是次活動均致予好評，我們期待有機會再主辦另一次「亞太、中東及非洲區域會議」！

Ronald McDonald House Charities APMEA Conference

RMHC Hong Kong was proud to be the organizer of the APMEA Conference 2014. Held at the Mira Hotel in Hong Kong on March 24 – 27, the event attracted nearly 200 RMHC executives and program staff from all over the world. It was a great platform for participants to learn from leaders in the non-profit industry and it also allowed RMHC staff to learn how to enhance RMHC services from their counterparts.

The four-day conference was packed with educational sessions led by 24 invited speakers, Chinese characteristic entertainment and a closing ceremony dinner celebrating our 40 years of keeping families together. We received overwhelming positive feedback on participant's conference experience. We very much look forward to being the next host of the APMEA conference!



香港麥當勞叔叔之家慈善基金主席黃馮慧芷女士(中間)及全球麥當勞叔叔之家慈善基金營運總監Sheila Musolino (右邊)，主持開啟儀式。
Ms. Grace Fung Oei, Chairperson, RMHC Hong Kong (left) and Ms. Sheila Musolino, COO, RMHC Global (right) at the 2014 RMHC APMEA Conference.

小零錢，大改變

為慶祝首間位於美國費城成立的麥當勞叔叔之家™週年誌慶，香港麥當勞叔叔之家慈善基金®與世界各地分區於2014年10月15日與友好聚首一堂慶祝之餘，更感謝所有曾把小零錢放入麥當勞叔叔之家慈善基金於全球各麥當勞餐廳善款箱內的善長人翁，為一眾身患重病的兒童及其家庭帶來重大改變。

Day of Change

Ronald McDonald House Charities® Hong Kong celebrated the Day of Change, with the rest of the chapters on October 15, 2014 – marking the anniversary of the very first opening of the Ronald McDonald House® in Philadelphia. Gathered with families and close friends in a night of celebration, we rejoiced how dropping SMALL change into the RMHC donation boxes at McDonald's® Restaurants worldwide has made a BIG difference in lives of seriously ill children and their families.



麥當勞叔叔之家四十週年慶祝活動。
Celebrating 40 years of keeping families together.

香港麥當勞叔叔之家開放日暨慈善步行

第八屆香港麥當勞叔叔之家開放日在2014年12月7日於沙田多石村舉行。活動吸引近3,000位穿着紅白條紋的朋友及支持者到場，一同慶祝麥當勞叔叔之家慈善基金成立四十週年，把病童家庭連繫在一起。逾250個家庭參與了慈善步行，更有過千人參觀院舍以了解麥當勞叔叔之家的運作，訪客更可參與遊戲嘉年華及享用美味小食。是次活動為患病兒童及家庭總共籌得港幣\$400,000，活動取得成功，正好證明了我們得到社區人士的不懈支持。

RMHC HK Charity Stroll cum Open Day

The 8th bi-annual Ronald McDonald House Open Day was held at To Shek Village, Shatin on December 7, 2014. The event attracted nearly 3,000 friends and supporters wearing red and white stripes to honor RMHC's 40 years of keeping families together. More than 250 families participated in the Charity Stroll and more than 1,000 toured the House and learned more about our services. Visitors played carnival games and enjoyed delicious food. The event raised a total of HK\$400,000 for families and sick children in need. The successful event was a living proof of the unflinching support we received from the community.

麥當勞叔叔之家慈善基金主席黃馮慧芷女士主持，並邀本地藝人歌手胡杏兒、鄭欣宜、Gin Lee及勞工及福利局常任秘書長譚贛蘭小姐JP及醫院管理局新界東醫院聯網總監熊志添醫生作主禮嘉賓。

Ms. Grace Fung Oei, the chairperson of Ronald McDonald House Charities together with local artists, Myolie Wu, Joyce Cheng, and Gin Lee, the Permanent Secretary for Labour and Welfare, Miss Annie Tam, JP and Dr. Hung Chi-tim, Chief Executive of New Territories East Cluster of Hospital Authority officiate the ceremony.



麥當勞叔叔之家™ 活動

House Activities

室內遊戲室翻新工程

有賴養和醫院在2014年「健步樂行獻愛心」中籌得的善款，麥當勞叔叔之家得以為其室內兒童遊樂區及大廳進行翻新工程。我們重鋪地磚、重整地氈，並加設了新設施，令小朋友擁有一個更安全及更寬敞的空間。我們期待與更多不同組織及機構合作，進一步實踐服務理念，改善香港兒童的健康及福利。



Indoor Playground Renovation

Using generous proceeds raised from the Hong Kong Sanatorium Hospital's Walk for Vision 2014, RMHC renovated the Ronald McDonald House® playroom and common area. Floors were retiled; carpets were redone and new facilities were installed, altogether making the RMH safer and more spacious for children. We look forward to partnering with more and different organizations to advance our mission in improving the health and wellbeing of children in Hong Kong.

家旅滿愛

除了以改善兒童的健康及福利為使命外，麥當勞叔叔之家慈善基金亦積極拓展服務，籌辦各類計劃加強凝聚各個家庭，因為我們深信家庭越和諧，孩子成長越好。

受制於健康情況，病童往往缺乏機會及資源與家人一同享受假期，而家長亦甚少將家庭旅行列入他們的計劃之內。「家旅滿愛」為這些家庭提供一個難能可貴的機會，讓他們能暫時忘記經常往返醫院所帶來的壓力，可如常人般享受家庭樂。

過去數年，「家旅滿愛」贊助了逾40個家庭實踐他們的夢想之旅，地點包括海洋公園、迪士尼樂園及澳門。對於部分小朋友來說，這是他們第一次旅行，而不幸的是，這也是部分病童的最後一次旅行。我們希望藉着這個難忘的假期能為所有參加者注入新力量，使他們更緊密的連繫在一起。



Travel with Love

Travel with Love is a program that offers families with sick children a valuable chance to travel, temporarily forget the stress from frequent hospital visits and enjoy a day with their families like any other typical family. The experience provides parents and children a much-needed break to refresh and continue on their battle against illness.

In the past years, "Travel with Love" has sponsored more than 40 families to their dream destinations such as Ocean Park, Disneyland Park, or Macau. For some children, it was their first time travelling and for some others, it is unfortunately their last. The memorable holiday magically allows them to bond with each other again.



義工參與 *Volunteering*

我們很興幸及感謝一班義工們對我們寶貴的支持。他們無私地獻出時間和支援，顯著地減輕了麥當勞叔叔之家慈善基金®的運營成本。我們有盡心的恒常義工每天於辦公室幫忙；我們亦有在家義工替我們作出優質的翻譯和設計工作。衛生和寧靜的環境是我們房舍清潔服務隊付出努力的成果。感謝各位麥當勞叔叔之家™ 獻出他們真摯的心和貢獻的義工，讓這個家繼續充滿生命力及光彩。

Volunteers are our most fortunate and valuable support in the system. The time and effort contributed by volunteers have saved us significantly on the operation cost. We have committed and regular office volunteers who help out on a daily basis. We have home based volunteers who do brilliant translation and designs. Our hygienic and serene environment is the result of our housekeeping volunteer teams. Thanks to our dear volunteers who give their heart and contribute to the Ronald McDonald House®, keeping the House that Love built alive and bright.



籌款活動

Fundraising activities



慈善高爾夫球賽

Golf Tournament

第17屆慈善高爾夫球賽於2014年5月15日假觀瀾湖高爾夫球會所舉行，我們成功籌得超過港幣九十萬元。
The 17th Charity Golf Tournament was held on May 15, 2014 at the Mission Hills Golf Club. It successfully raised more than HK\$900,000.



慈善餐舞會

A Great Gatsby Christmas Gala Dinner

慈善餐舞會於2014年11月6日假香港美麗華酒店舉行，籌得善款超過港幣三百萬。
The Annual Gala Dinner was held on November 6, 2014 at the Mira Hong Kong and raised over HK\$3 Million.





麥當勞叔叔之家總幹事黃婷婷小姐與康復小朋友一起接受「Mr.慈善演唱會」籌得港幣二十萬支票。
Ms. Iris Wong, the Executive Director of RMHC HK together with recovered children gratefully accept a donation check of HK\$200,000 from Mr. Rock Charity Concert.



獎券義賣 Raffle Ticket Sales

獎券義賣從2014年6月到8月舉行，得到逾1,200名義工支持並籌得超過港幣一百四十萬元。
The Raffle Ticket Sales 2014 was held from June to August with the help of over 1,200 volunteers. The event successfully raised over HK\$1.4 Million.



展望未來新的一頁

Looking forward to a brighter future



李志光醫生
Dr. Chi-kong LI

香港首間兒童醫院的目的不僅是為病童提供專業化和集中的服務，如心臟病及有關的服務、特殊腎病服務、腫瘤科服務、兒科深切治療部護理、小兒外科和新生兒深切治療部，同時也幫助有病患兒童的家庭，共同走過艱難的路徑。作為香港第一間兒童醫院，我們有很多新的突破，例如為家庭而設的環境及設施，以供父母或親屬留宿、讓隨行兒童休憩及方便家長們交流。除提供醫療服務外，心理上的支援亦會獲得關注。義工們和非政府組織將參與在照顧的過程之中，促進以家庭為本的病童照顧及家庭關懷服務。

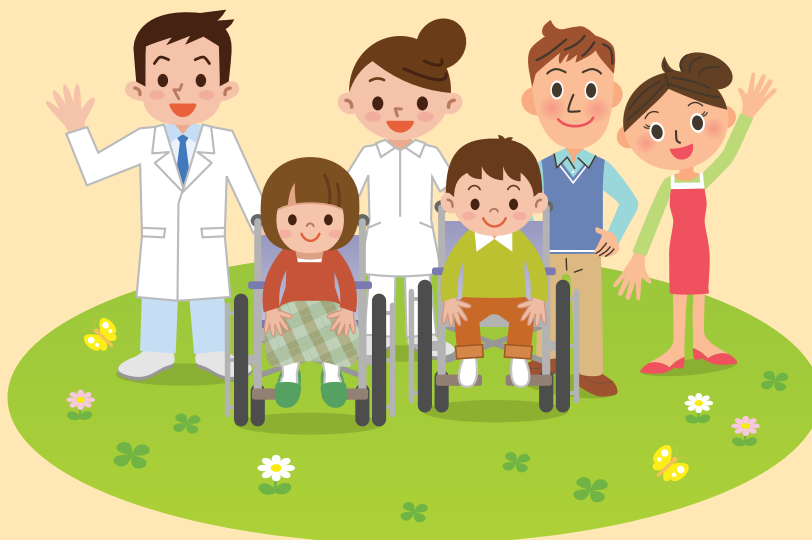
何為「家庭為本」？

孩子往往是一個家庭的中心，所以當孩子患有嚴重疾病，所影響的不單是孩子，整個家庭都會受到影響。當孩子需要長期住院或作深切治療時，父母們也就需要付出更長的時間陪伴子女。一個鄰近香港兒童醫院的「臨時家園」可為病童家庭提供幫助，減輕家長們因每天探望子女的舟車勞頓。家長們亦可於一個溫馨及充滿支持的環境中獲得義工及其他同樣面對著困境的家長幫助。

The first Hong Kong Children's Hospital (HKCH) not only aims to provide specialized and centralized services such as cardiology and cardiac service, special renal service, oncology service, pediatric ICU care, pediatric surgery and neonatal ICU to children with more complicated conditions, but also determined to help families go through the difficult path while participating in the care of their sick children. It is in many ways a breakthrough for number one – the hospital will be designed with family-friendly facilities for parents/ relatives to stay overnight accompanying the children and space for children to play, rest, and area for parents to share and communicate. Other than medical service provision, the children and families' psycho-social wellbeing will be also taken care of. Teams of workers including volunteers and NGOs will be involved in the care process to facilitate family-centered care for sick children and families.

Why Family-centered care?

A child is always the center of the family; thus when a child suffers from serious illness, it will affect not only the child but also the whole family. When children are required for longer stay and more intensive treatment at the hospital, their parents are also required to spend longer hours to accompany them. A "home-away from home" facility provided to the families near the HKCH will be most helpful for these stressful families so they do not have to travel long distance every day to visit their children. A more homely and supportive environment will also allow them to get mutual support from volunteers and other parents who encounter similar ordeals.





麥當勞叔叔之家™的角色

過去十九年以來，麥當勞叔叔之家為病童、其家庭及醫院提供巨大的支援。麥當勞叔叔之家對病童在留院期間及出院後提供的支援大大改善了整體的治療過程及經歷：對於家庭來說，它提昇了家庭相聚時的質素；對於醫院來說，它使醫院更有效地使用床位；對於病童來說，它給予一個遊戲及社交的空間。他們為超過3,000個家庭和80%或以上兒童癌症中心的病童提供服務。95%接受過他們提供服務的家庭也表示感謝和感激，因為他們為這些家庭提供了愛和正能量，促進了孩子的康復。這就是以家庭為本的重要例證。我相信於香港兒童醫院附近興建麥當勞叔叔之家，將能令香港社區得到最大的好處。

香港兒童醫院於2013年開始興建，預計於2017年中建成，並於2018年開始啟用。我期待著香港兒童醫院的開幕。

A Role for Ronald McDonald House®

For more than 19 years, Ronald McDonald House (RMH) has been providing tremendous support to patients, families and also hospitals. The during and post-hospitalization support services provided by the RMH have evidently improved the overall treatment experience for all parties including more quality time for families, more efficient utilization of beds for hospital, and a balanced and happy childhood for sick children. According to the record of RMH, they have served more than 3,000 families and have catered for 80% or more patients from the Children Cancer Centre every year. An average of 95% of RMH guests were thankful and grateful of RMH who stood by them and provided love and emotional strength to facilitate their child's recovery. This is the true exemplification of the spirit of family-centered care. I trust that a Ronald McDonald House built close to the HKCH will maximize its benefits to the Hong Kong community.

The HKCH has begun its construction since 2013 and is expected to be completed in mid 2017 and to be operating in 2018. I look forward to the opening of the Hong Kong Children's Hospital.

李志光醫生 Dr. Chi-kong Li

MBBS, MD, FRCPC, FHKAM (Paediatrics), Chief, Division of Haematology/Oncology/BMT Consultant, Department of Paediatrics, Coordinator of Clinical Service, Prince of Wales Hospital, Honorary Clinical Professor, The Chinese University of Hong Kong Chairman of HA Central Coordinating Committee in Paediatrics

展望未來

Looking forward

我們除了希望於香港兒童醫院附近興建第二所麥當勞叔叔之家™外，我們亦將繼續提供更多外展服務，幫助有需要的兒童。

愛心夥伴醫院探訪計劃

由麥當勞叔叔之家已康復的病童、其家長及長期義工組成的愛心夥伴團隊，帶著麥當勞叔叔之家的愛與支持，定期探訪全港醫院的兒童病房及診所，為兒童帶來歡笑。



Besides our wish to build a second Ronald McDonald House® close to the Hong Kong Children's Hospital, we will continue to provide outreaching services to help children in need.

Love Companion Hospital Visit Program

Previous House guests of Ronald McDonald House who were touched by the care and support of this loving community started the Love Companion Program to pay it forward – changing lives in pediatric wards and outpatient pediatric clinics with uplifting, fun-filled visits to young patients in hospitals throughout Hong Kong.



快樂大本營計劃

快樂大本營是對病童及其家人最有益身心的遊樂場。透過一連串培育身心和振奮心靈的活動如瑜伽、音樂、耕作，強化參加者的身心靈健康。本計劃招募熱心義工及社區支持者參與，為有需要的家庭重拾希望，鞏固關係，改變生命。

Fun Base Program

The most nurturing playground for families and children recovering from illness – Fun Base enhances the body, life and spirit of sick children and their families through a series of body and mind nurturing, spirit uplifting activities including yoga, music and farming. The program intends to enable and include our devoted volunteers and local community supporters to participate in this life changing process to instill hope and strengthen family bonds in those with critical need.

「悅」讀愛世界計劃

我們十分關心孩子整體的心靈健康，因此舉辦了「悅」讀愛世界計劃，以幫助在社區基層的初小幼童(小一至小三)，提供愉快及互動的英語閱讀學習機會。透過閱讀英語故事來增強他們對閱讀及了解世界的興趣。

Read the World

Read the World Program aims at serving the junior primary school students (Primary One to Three) from the less privileged communities. Well-trained reading buddies will nurture their interest in reading and ignite their curiosity to the world. Through interesting English reading sessions, they unveil the world for them.



麥當勞叔叔之家™ 計劃成效

Ronald McDonald House® program impact

誰能入住麥當勞叔叔之家？

入住麥當勞叔叔之家多是患嚴重疾病的兒童，他們長途跋涉到最好的醫院就醫，需要花上數星期以至數月的時間在醫院接受治療。距離沙田威爾斯親王醫院及包黃秀英兒童癌症中心只有四分鐘路程，家長在麥當勞叔叔之家暫住期間，除了可專心照顧病童之餘，更節省不少往返醫院的時間。

Why do families stay at a Ronald McDonald House?

Children whose families stay at Ronald McDonald House tend to be the sickest, have traveled the furthest distances for care and spend the longest time in the hospital. The House allows families to access the best medical care for their child, while being nearby and together helps children heal and cope better.



80%



麥當勞叔叔之家服務80%以上由兒童癌症中心轉介入住的病童。 Ronald McDonald House Hong Kong serves more than 80% of pediatric patients from the Children Cancer Center.

麥當勞叔叔之家為有需要的病童及家庭提供多於150,000個晚上的住宿。 Ronald McDonald House has provided more than 150,000 nights for families and sick children in need.

150,000



3,000



麥當勞叔叔之家聚集超過3,000名義工，每年為有需要的家庭及病童籌款及服務。 Ronald McDonald House Charities gathers more than 3,000 committed volunteers every year to raise funds and serve families and children in need.

加強面對病患能力

百分之二十七的病童家長在子女出院後數個月會出現創傷後壓力症後群的症狀。在麥當勞叔叔之家，各病童家庭有機會互相分享和鼓勵，加強他們面對傷患的能力。

Strengthen Coping Abilities

27% of parents experienced post-traumatic stress symptoms several months after their child's discharge from a hospital stay but Ronald McDonald House helps their guests strengthen coping abilities by keeping families together.

更好的睡眠質素

相比起在醫院病床旁邊休息，長期留醫病童的家長在麥當勞叔叔之家可以有更好的睡眠質素。

High Quality Sleep

Parents whose children have longer hospital stays benefit from higher quality sleep at a Ronald McDonald House compared to parents who slept at their child's hospital bedside.

提供玩樂的空間

麥當勞叔叔之家提供空間予病童與其他有相同經歷的小朋友一同玩樂，有助他們面對病患。

Provide Space to Play

Ronald McDonald House provides spaces to play. Playing with other children experiencing similar situations can help these children cope with trauma.

鄰近醫院

麥當勞叔叔之家位置鄰近醫院，為病童及他們的看護者帶來重大的好處，例如改善他們的心理健康和面對子女康復的心態。

Proximity to Hospital

The Ronald McDonald House's proximity to hospital provides important benefits for children and their caregivers such as improved psychological well-being and better perceptions of their child's recovery.

麥當勞®全力支持麥當勞叔叔之家慈善基金®

McDonald's® support to Ronald McDonald House Charities®



麥當勞香港董事總經理黎韋詩小姐及 Ronald McDonald 主禮「麥當勞兒童愛心馬拉松」開步禮預演，活動當日更向參加者派發麥當勞叔叔愛心紅白襪，呼籲全港家庭踴躍參加第十屆「兒童愛心馬拉松」。

Randy Lai, Managing Director of McDonald's Hong Kong and Ronald McDonald hosted the kick-off ceremony. At the event, Ronald McDonald's signature red and white striped socks were given out to encourage more families to support RMHC through joining the 10th Kidathon.

香港麥當勞一直致力回饋社會。為鼓勵更多員工發揮「齊心共好」的核心精神，香港麥當勞於2012年成立了麥當勞義工隊服務社群，為香港人帶來像Sunshine般的活力和正能量，並一直不遺餘力支持麥當勞叔叔之家慈善基金。自2005年起，香港麥當勞一直透過一年一度的小朋友盛事「兒童愛心馬拉松」，鼓勵顧客及企業伙伴一同支持麥當勞叔叔之家慈善基金活動。「兒童愛心馬拉松」以「愛跑 愛世界」為主題，召集小朋友與家人一同參與，發揮「小朋友幫助小朋友」的精神，並推廣「均衡飲食、運動積極」的訊息。2014年適逢全球「麥當勞叔叔之家慈善基金」成立40週年，第10屆的「兒童愛心馬拉松」更特別設有「麥當勞叔叔愛心紅白襪義賣，號召大眾為「麥當勞叔叔之家慈善基金」籌募更多經費，讓更多有需要的兒童及家庭受惠。

於「兒童愛心馬拉松」舉行前，香港麥當勞義工隊特別舉辦了開步禮預演及訓練班活動，並邀得香港長跑紀錄保持者陳家豪擔任訓練班教練，向麥當勞叔叔之家的小朋友及其他來自社區的小健兒傳授正確的跑步姿勢和技巧，以最佳狀態參與「兒童愛心馬拉松」。活動當日，香港麥當勞義工隊更親臨訓練班為小朋友打氣支持，充分體現香港麥當勞義工隊積極關懷社區的精神。

全靠各善心人士及企業的慷慨支持，香港麥當勞主辦的「兒童愛心馬拉松」於10年間共召集約35,000人參與，並為麥當勞叔叔之家慈善基金籌得港幣3,400萬元善款。

McDonald's Hong Kong is committed to giving back to the community. To encourage staff living up to its core value of "Together for Good", McDonald's Hong Kong set up its Volunteer Team in 2012 to serve the community, seeking to spread its "sunshine spirit" of warmth and happiness to Hong Kong people. The team also offers constant support for its Charity of Choice, the Ronald McDonald House Charities (RMHC).

Since 2005, McDonald's Hong Kong has been rallying its customers and business partners to support RMHC through its annual children's mega event – "Kidathon". Under the theme of "Run for Fun, Run for Love", the event advocates the "kids helping kids" spirit and promotes balanced and active lifestyle. Coinciding with the 40th anniversary of Global Ronald McDonald House Charities in 2014, a charity sale of Ronald McDonald's signature red and white striped socks was also launched at the 10th Kidathon to raise more funds for RMHC, with the aim to expand its services to benefit more children and families in need.

Prior to the final Kidathon race, McDonald's Volunteer Team organized a kick-off event cum training course. At the event, McDonald's Volunteer Team invited a professional instructor, Hong Kong's long run record holder Chan Ka-Ho to teach the RMH kids proper running techniques, helping them to get ready for Kidathon. Furthermore, McDonald's Volunteer Team also offered on-site support as well as cheering the participants. It's truly living up the spirit of "Good Neighbor".

With the generous support of the community and corporations, the Kidathon, organized by McDonald's Hong Kong, has signed up around 35,000 participants over the past decade and successfully raised HK\$34 million for RMHC.



訓練班於天水圍天瑞廣場舉行，為「兒童愛心馬拉松」做好準備，號召全港小朋友一起參加慈善跑。

Getting the kids ready and encouraging more kids and families to join Kidathon, McDonald's Volunteer Team organized a training course at Tin Shui Plaza in Tin Shui Wai.



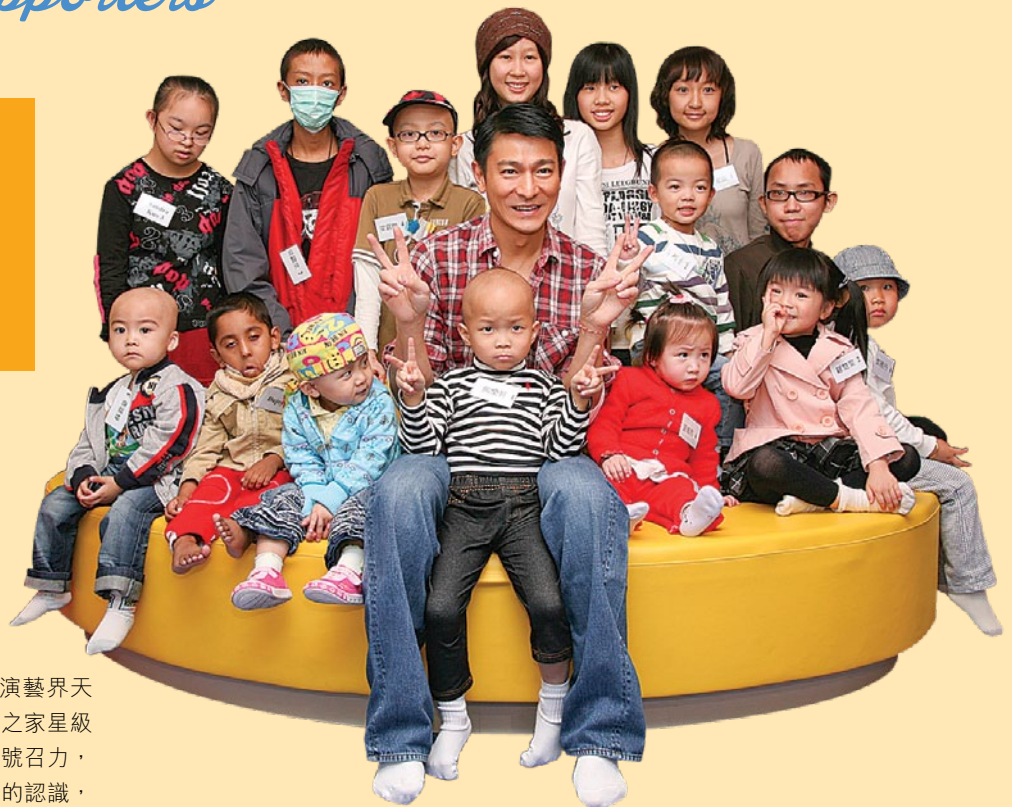
香港麥當勞義工隊除了特別舉辦訓練班外，更親臨現場為參加者打氣加油，充分體現關懷社區的精神。

Living up the spirit of "Good Neighbor", McDonald's Volunteer Team offered on-site support as well as cheering the participants.

麥當勞叔叔之家慈善基金熱心支持者 *Ronald McDonald House Charities committed supporters*

劉德華先生
Mr. Andy Lau

麥當勞叔叔之家星級監護人
Prestigious Guardian of
Ronald McDonald House



始於2007年，素來熱心公益的香港演藝界天皇劉德華先生，一直擔任麥當勞叔叔之家星級監護人。多年來劉德華先生運用他的號召力，成功讓大眾加深對這個「臨時家園」的認識，喚起他們對患病兒童及其家庭的關注和支持。

除此之外，滿載善心的劉德華先生更身體力行，親臨院舍探望患病兒童，為他們及其家人打氣。這位「星級監護人」發放的正能量讓入住家庭感受到「大家庭」的愛和溫暖，這股動力對鼓勵病童及其家人渡過艱難時刻有莫大幫助。我們在此感謝他對麥當勞叔叔之家慈善基金持續的慷慨支持及貢獻。

Andy Lau, Hong Kong's entertainment industry's household icon, has been supporting the RMH since 2007 when he generously took up the role of the Prestigious Guardian of RMH. Leveraging his influence, he successfully raised the profile of RMHC and solicited public support of this "home-away-from-home". Furthermore, Andy brought loads of encouragement and positivity to the seriously ill children and families through his visits to the House. Our heartfelt thanks to Andy's tremendous contributions!

機構捐助

Corporate donors

友好機構及個人捐助，更能令服務精益求精。

With donations from supportive individuals and organizations, Ronald McDonald House Charities® continues to offer excellent service.

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In-kind donations

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損益及其他綜合收入報表

Statement of profit or loss and other comprehensive income

截至2014年12月31日止年度	Year ended 31 Dec 2014	2014 HK\$	2013 HK\$
收益	INCOME		
籌款活動	Fund raising activities	4,591,531	6,849,899
公眾捐款	Contributions and donations from the public	6,367,070	6,805,857
獎券義賣	Sale of raffle tickets	1,405,275	1,263,898
贊助收益	Sponsorship income	684,060	1,304,873
其他營運收益	Other operating income	2,405,870	643,946
		15,453,806	16,868,473
營運支出 (附註一)	OPERATING EXPENSES (note 1)		
服務及項目支出	Service and programme expenses	(2,945,434)	(2,969,953)
籌款支出	Fundraising costs	(833,392)	(785,908)
行政支出	Administrative expenses	(1,650,341)	(1,256,240)
折舊	Depreciation	(2,252,233)	(2,238,560)
香港政府 — 地稅及差餉	Hong Kong Government - crown rent and rates	(188,700)	(175,807)
項目支出	Project expenses	(150,281)	-
銀行費用	Bank charges	(14,239)	(12,418)
		(8,034,720)	(7,438,886)
其他支出	OTHER EXPENSES		
外匯虧損淨額	Foreign exchange gains, net	782	(939)
其他	Others	(140,213)	(62,905)
		(139,431)	(61,966)
年度盈餘	SURPLUS FOR THE YEAR	7,279,655	9,367,621
其他全面收益	OTHER COMPREHENSIVE INCOME/(LOSS)		
	Other comprehensive income/(loss) to be reclassified to profit or loss in subsequent periods:		
可供出售之投資	Available-for-sale investments:		
公允價值變動	Changes in fair value	673,908	(2,615)
年度其他全面收益總額	TOTAL COMPREHENSIVE INCOME FOR THE YEAR	7,953,563	9,365,006

財務狀況報表

Statement of financial position

於2014年12月31日	31 Dec 2014	2014 HK\$	2013 HK\$
非流動資產	NON-CURRENT ASSETS		
物業、設備及器材	Property, plant and equipment	45,184,179	46,753,843
持有至到期之投資	Held-to-maturity investments	3,114,779	-
可供出售之投資	Available-for-sale investments	4,565,474	3,891,566
公用事務按金	Utility deposits	85,150	85,150
非流動資產總額	Total non-current assets	52,949,582	50,730,559
流動資產	CURRENT ASSETS		
其他應收款項	Other receivable	17,967	1,279
預付款項	Prepayments	9,564	979,915
現金及現金等價物	Cash and cash equivalents	59,585,938	52,832,205
流動資產總額	Total current assets	59,613,469	53,813,399
流動負債	CURRENT LIABILITIES		
應付關連公司款項 (附註二)	Due to a related company (note 2)	22,434	41,111
其他應付款項及應計款項	Other payables and accruals	607,513	523,306
		629,947	564,417
流動資產淨值	NET CURRENT ASSETS	58,983,522	53,248,982
總資產淨值	Net assets	111,933,104	103,979,541
由以下代表：	REPRESENTED BY:		
儲備 (附註三)	Reserves (note 3)	111,933,104	103,979,541

附註一：
所有董事會成員均以義務性質參與，並無收取報酬。

Note 1:
All Board Members are volunteers and receive no remuneration for their services in supporting the Charity.

附註二：
應付關連公司款項
麥當勞有限公司代表麥當勞叔叔之家慈善基金有限公司在餐廳收集善款，並會定期將善款交回慈善基金。該筆善款在財政年度完結後已全數交回慈善基金。

Note 2:
Due to a related company
McDonald's Restaurants (Hong Kong) Limited collects donations at its restaurants on behalf of RMHC and settles the fund to RMHC on a regular basis. The balance had been fully settled subsequent to the end of the reporting period.

附註三：
本慈善基金正在籌備各項擴展服務計劃。部份盈餘已撥入此儲備，限制作其他用途。

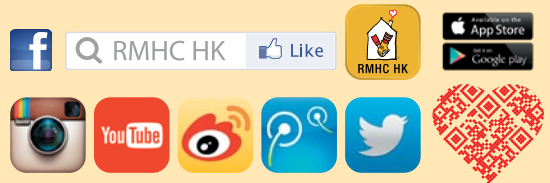
Note 3:
RMHC is considering various service expansion projects. Portions of the surplus has been transferred to a reserve fund for these projects, which is restricted as to use.





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HOUSE CHARITIES
HONG KONG
麥當勞叔叔之家慈善基金

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Acknowledgement 特別鳴謝：

Many thanks to the following partners for your generous support on the annual report production. 衷心感謝以下機構慷慨支持編制年報。

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