



RMHC  
Hong Kong

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RMHC HK



RMHC  
Hong Kong

a home-away-from-home for  
**hope & healing**  
annual report 2015

# 目錄

## Table of Contents

主席的話 Chairperson's Message	1
我們的願景及使命 RMHC's Vision & Mission	2
董事會與工作團隊 Board of Directors and Staff Team	3
一個勇士的故事 A Warrior's Story	4
麥當勞叔叔之家慈善基金的主要新項目 RMHC's New Programs	
- 基督教聯合醫院新生嬰兒及兒科深切治療部設立的「VIP休息室」 Very Important Parents "VIP" Room set up at the United Christian Hospital	5
- 「悅」讀愛世界計劃 Read The World	6
- 愛心夥伴醫院探訪計劃 Love Companion Hospital Visit Program	7
我們專業的義工和支持者 Our Dedicated Volunteers and Supporters	8 - 9
麥當勞叔叔之家的籌款活動 Fundraising Activities	10 - 11
我們的熱心支持者 Our Mission Partner and Supporter	12 - 13
- 麥當勞有限公司 McDonald's Restaurants (Hong Kong) Limited	
機構捐助 Corporate Donors	14
個人捐助 Individual Donors	15
每月捐助者 Monthly Donors	16
物資捐助 In-kind Donations	17
財務狀況報表 Financial Statements	18 - 19
編輯部 Editorial Board	20

# 主席的話

## Chairperson's Message



多年來，香港麥當勞叔叔之家。 “又稱RMH” 一直在探索如何開發更多的項目來支持危疾中的貧困兒童和他們的家人。2015年是RMH在香港踏進一大步的一年，因為我們看到了社區服務的受益人數有所增長。我們更成功地推廣出一些特殊服務，幫助香港的弱勢社群。

在2015年10月，我們的外展義工隊開始在威爾斯親王醫院兒科門診提供「愛心夥伴醫院探訪計劃」，為生病的孩子們帶來笑容和樂趣。這雖然是一個試點項目，但醫生、護士、兒童和家庭的絕對肯定和明確反應已經超越我們的預期。該計劃的普及鼓勵了我們積極擴展到在香港其他地區醫院，讓我們能夠在他們艱難的時刻減輕痛苦。

在2015年9月，我們推出「悅」讀愛世界來表彰閱讀對兒童發展的重要性。在年輕的時候閱讀，不僅孕育孩子的自信心，也燃點他們的創造力和想像力。這項計劃聯繫了很多學校、教師、學生和義工，一同參與寓閱讀於樂趣。

今天的社會很逼切需要像麥當勞叔叔之家的服務。我們理解家長們在醫院與他們的孩子一起等待治療時的壓力，因此，我們贊助基督教聯合醫院設立的新生兒重症監護病房，好讓我們從累積的經驗能夠扶持他們的家人渡過生命中最困難的時刻。

我們感謝孩子們的家長對香港麥當勞叔叔之家的信任，以及不斷地支持我們辛勤工作的員工、熱心的義工及企業合作夥伴。香港的兒科醫學有卓越的表現，隨著香港兒童醫院(HKCH)在2018年落成，我非常希望我們在香港的第二間麥當勞叔叔之家將能靠近該院，讓我們將能夠提供額外的設施和服務，延伸到更多有需要的孩子和家庭。

For many years, Ronald McDonald House Hong Kong® "RMH" has been exploring ways to develop additional programs to support underprivileged children with critical illness and their families. 2015 was a remarkable year for RMH in Hong Kong as we have seen a rise in the number of beneficiaries of our services in our community and we have launched initiatives which have allowed us to expand outreach to less privileged communities, and to promote the special brand of hospitality that only Ronald McDonald House Hong Kong can provide.

Our Hospital Outreach initiative - "Love Companion Hospital Visit" Program was launched in October 2015 to bring smiles and fun to sick children at the pediatric outpatient clinic of the Prince of Wales Hospital. It was a pilot program and based on the feedback from doctors, nurses, children and families which has exceeded our expectations. The program's popularity has encouraged us to expand into other hospitals in other districts in Hong Kong. This allows us to bring a new level of family support to our local community and lighten their days during their tough times.

"Read The World" was part of our reading programs launched in September 2015 in recognition of the importance of reading to the development of children. Reading at a young age not only nurtures children's self-confidence, but also it ignites their creativity and imagination. This program has brought many schools, teachers, students and volunteers to join together and have fun while reading interesting books.

In today's modern world, there remains a vital need for a place like the Ronald McDonald House. We see the needs of parents and we understand their physiological pressures when waiting at the hospital together with their children for treatment. As a result of our experience we agreed to sponsor the United Christian Hospital in setting up a VIP room at their neonatal intensive care unit for the use of parents.

We are grateful to the families of the children for trusting us, as well as for the continued support of our hard-working staff, dedicated volunteers, kind-hearted friends and corporate partners. With the Hong Kong Children's Hospital (HKCH) to be completed in 2018, I very much hope that our second RMH in Hong Kong will be built near the HKCH, Hong Kong's planned center of excellence in pediatric medicine. With a second RMH, we will be able to provide additional facilities and services and extend our services to more children and families in need.

**Ms Grace Fung Oei**  
馮馮慧芷女士

Chairperson of Ronald McDonald House Charities Hong Kong  
Global Board of Trustees Ronald McDonald House Charities  
香港麥當勞叔叔之家慈善基金會主席  
全球麥當勞叔叔之家慈善基金會董事會委員

# 我們的願景及使命 RMHC's Vision & Mission

## 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臨時家園。

## 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 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.

## Our Mission

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



# 董事會與工作團隊 Board of Directors and Staff Team



上排由左至右 upper roll from left:

<b>黃馮慧芷女士</b> Ms. Grace Fung Oei 董事會主席 Chairperson	<b>劉關麗賢女士</b> Mrs. Jane Lau Kwan Lai Yin 董事會成員及司庫 Director & Treasurer	<b>江毓星先生</b> Mr. Kong Yook Seng 董事會成員及副司庫 Director & Vice Treasurer	<b>阮文賓教授</b> Prof. Patrick Yuen Man Pan 董事會成員 Director	<b>梁廷勳教授</b> Prof. Leung Ting Fan 董事會成員 Director	<b>黎韋詩小姐</b> Ms. Randy Lai Wai Sze 董事會成員 Director
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下排由左至右 lower roll from left:

<b>蔡靖民先生</b> Mr. Ian Choy Jing Man 董事會成員 Director	<b>包偉龍先生</b> Mr. Robert Le Roy Vallone 董事會成員 Director	<b>衛紹宗先生</b> Mr. Dominic Wai Siu Chung 董事會成員 Director	<b>黃福霖先生</b> Mr. Raymond Wong Fook Lam 董事會成員 Director	<b>何翠萍小姐</b> Ms. Michelle Ho Chui Peng 董事會成員 Director	<b>陳慧慧小姐</b> Ms. Vivien Chen Wai Wai 董事會成員 Director	<b>張添珺小姐</b> Ms. Karen Cheung Tin Loh 後補董事會成員 Alternative Board of Director
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上排由左至右 upper roll from left:

<b>李淑明</b> Olivia Lee Suk Ming 院舍行政助理 House Administration Coordinator	<b>羅慧芬</b> Cherry Law Wai Fan 助理籌款經理 Assistant Fundraising Manager	<b>邱紹彰</b> Keith Yau Siu Cheung 院舍經理 House Manager	<b>陳紫宏</b> Chan Tsz Wang 院舍總務員 House Attendant	<b>陳漢琛</b> Sam Chan Hon Sam 義工事務主任 Volunteer Officer	<b>洪肇麟</b> Alan Hung Siu Lun 會計及行政助理 Accounting & Administration Assistant
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下排由左至右 lower roll from left:

<b>曾依蘭</b> Connie Tsang Yee Lan 發展總監 Director of Development	<b>黃婷婷</b> Iris Wong Ting Ting 總幹事 Executive Director	<b>郭卓靈</b> Jacqueline Kwok Cheuk Ling 項目經理 Project Manager	<b>梁順玲</b> Candy Leung Shun Ling 院舍總務員 House Attendant
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# 一個勇士的故事 A Warrior's Story



## 感激我遇見

原以為透過一年密集式治療，就能徹底康復過來。再加上IVE文憑畢業後，可以踏大學之路，心中充滿莫大的喜悅和期望。可是在一次例行檢查時，醫生告訴我癌病第二次復發了。這突如其來的消息將我的夢想粉碎，頓時感到徬徨無助。在得悉我癌症復發後，麥當勞叔叔之家<sup>®</sup>的職員很快便聯絡我，並安排我和媽媽立即入住，使我們感受到人間有愛。

在我最艱辛和無助的時候，我感激在麥當勞叔叔之家所遇到的人和事，他們如天使般守護著我和媽媽，讓我們有力量支撐下去。每當我或媽媽回到麥當勞叔叔之家的時候，那裡的職員都會很細心照顧我們，對我送上祝福和鼓勵。曾經一起做義工服務的朋友們，亦透過傳短訊問候，或到醫院探望我，跟我聊我喜愛的音樂及樂隊，讓我在接受沉悶的化療過程中有所寄托，還有教我畫畫去消磨時間，增值自己。此外，我曾在麥當勞叔叔之家照顧過的那些孩子們的爸爸，他們不斷給我鼓勵和支持，常常叮囑我要保持心境開朗，多吃有營養的食物，多做運動，養好身體繼續與病魔抗戰。

生命中有那麼多守護天使，使我大大充滿信心去面對這艱苦漫長的療程，克服骨髓移植後帶來的不適和挑戰。深信陰雨過後，將會是萬里無雲的豔陽天，我以感恩的心迎接這一天的到來。

## Grateful I met...

I thought I was fully recovered after a whole year of medical treatment. Besides, I have just graduated from IVE. I was very enthusiastic and excited about starting my new life at the university. Everything was bright and positive! However, a routine physical check-up changed my plans completely as I was found cancer recurrence. My dreams and aspirations were shattered. I felt hopeless. The staff of Ronald McDonald House<sup>®</sup> contacted me immediately after they were aware of my situation and helped my mother and I to check in RMH promptly.

I appreciated everyone at Ronald McDonald House who gave me their endless support. They became my guardian angels, helped me through the most difficult time and urged me to keep moving forward and staying positive with all the challenges. Every time when we returned to the House, we are warmly greeted by the staff. Volunteers whom I used to work with sent encouraging messages and came to visit me at the hospital. We chatted endlessly about my interest in music and my favorite bands. Some taught me to draw as a distraction from my medical treatments. The fathers of sick children whom I visited were a great source of support during my stay at the RMH. When I was a volunteer taking care of their children, we used to talk a lot to encourage each other. They reminded me constantly, in return, to stay happy, healthy, and positive so that I would be strong enough physically and mentally to undergo treatment.

I know that it may be a long and bumpy journey for my upcoming bone marrow transplant operation. However, I am confident that I will rise above all. I believe once the treatment is over, I can achieve anything with the sky as my limit. Every day is a new beginning and an earned day of blessing!

**Chun Yeung**  
浚陽



# 麥當勞叔叔之家慈善基金<sup>®</sup>的主要新項目 RMHC's New Programs



## 基督教聯合醫院新生嬰兒及兒科深切治療部設立的「VIP休息室」

提供以家庭為中心的服務是本院兒童及青少年科的理念。我們明白病童的父母有別於一般探訪者，因此，我們鼓勵他們加入成為全天候照顧病童的團隊。

新生嬰兒及兒科深切治療部對護理團隊成員，尤其對父母而言，是一個壓力蠻大的地方。在照顧病童的路上，父母也需要一片在子女身邊的綠洲歇息，重新注入能量及重拾對生命的希望。

這片綠洲 — 一個專為「非常重要的父母」(Very Important Parents, 下稱 VIP) 設立的「VIP休息室」構思，在香港麥當勞叔叔之家慈善基金及美國會的鼎力支持下實現。這空間在20年前的設計時，已蘊含前瞻性的遠景 — 今天的「VIP休息室」本是由一間給病童父母通宵留宿的房間改建而成。改建工程於2014年8月至2015年6月期間進行，歷時10個月。

現在，父母們可以在此休息，利用按摩椅舒緩疲勞，或通過電話或透過互聯網與親友緊密聯繫分享感受，從而得到鼓勵和支持。所有VIP皆表示非常欣賞及珍惜這個休息室，並認為這「VIP休息室」是一個切合實際，體貼細心需要的設計間。

縱然護理團隊已盡全力醫治，在這裡仍會遇上父母與摯親的子女作最後道別。不過，這裡也會見證不同家庭把握生命中每個喜悅的瞬間。去年除夕，我們接待了一對從英國遠道而來探望其早產雙胞胎孫兒的夫婦。我們還為兩位嬰兒、其父母及祖父母辦了一個聚會。這對老夫婦表示這是歷來最佳的結婚周年紀念賀禮時，我們才得悉那是他們結婚34周年的大日子，並感到十分欣喜呢！

## Very Important Parents "VIP" Lounge in our Neonatal and Paediatric Intensive Care Units of the United Christian Hospital

Family-centered care is our philosophy in the Department of Paediatrics and Adolescent Medicine. Parents are not general visitors; they are encouraged to be part of their children's care team round the clock.

Neonatal and Paediatric Intensive Care Units are stressful areas to our care team members, especially parents. In the care journey, parents need to recharge their energy and regain their perspective in an oasis right beside their children.

With the generous support of the Ronald McDonald House Charities<sup>®</sup> of Hong Kong and the American Club, we built this oasis called "VIP Lounge", an exclusive place for our "Very Important Parents". It was converted from the Parents Overnight Room, a visionary foresight reflected in the design of our units over 20 years ago. The remodeling work took 10 months to complete, from August 2014 to June 2015, it seemed like the gestation of a newborn baby!

Today, parents can take a break here, such as recovering from the tiredness in the massage chairs, as well as staying connected with their families and friends online or over the phone to gain support. All of our VIPs appreciate and cherish this lounge, and find it a useful resting place to them.

Here is also where parents say goodbye to their beloved children despite the care team's best effort, while there are memorable moments when family members embrace the joy of life. Last New Year Eve, we received one couple from the United Kingdom whose premature twin grandsons stayed in our Neonatal Intensive Care Units. We organized a gathering for the babies, parents and the grandparents in the VIP Lounge. We were delighted to learn that it was their 34th wedding anniversary when the senior couple expressed their gratitude to this best ever anniversary gift in their lives.

**Dr. Bill Chan**  
陳衍標醫生  
Chief of Service  
Department of Paediatrics & Adolescent Medicine  
United Christian Hospital, Hong Kong  
基督教聯合醫院兒童及青少年科部門主管





### 「悅」讀愛世界計劃

對一些弱勢社群的小朋友們能夠走出一個既安穩又舒適的環境去迎接一些新的事物，實在不是容易的事。但每想到他們能踏入另一個全新的階段，這又並不是一件壞事。他們既不知從可學好第二語言，加上缺乏支持更覺苦惱。於學習期間，小朋友會同時出現既擔憂又好奇的心態，所以最關鍵一步便是要教曉他們如何用後者取締前者。

於二零一五年十一月，香港麥當勞叔叔之家慈善基金以小學為基礎推行一個英文閱讀計劃，名為「悅」讀愛世界。這個計劃目的是要教導小朋友克服對學習英語的恐懼，透過一班「悅」讀愛世界（義工）給與少少一個推動。在沒有壓力、互動的環境下，有趣地學習英語。在二零一五年十一月至十二月期間，經由天水圍十間小學和五十位義工協助下，已經有三百位就讀小一至小三的小朋友受惠。

所有參與是次活動的學校和義工都有正面回響，活動效果非常理想，各參與的學校都親自到在互動的課室裏，引發了小朋友們對英語閱讀的熱情。他們都表示有興趣繼續參與將來的活動。大多數義工亦期望仍可再參與活動。這個計劃於二零一六年已伸延至觀塘與及深水埗，目標希望能讓更多學校和小學學生受惠。

### Read The World

Stepping out of the comfort zone and embracing new ideas are incredibly hard. Children, especially for the underprivileged ones, left with no extensive support, more often than not, would find learning a second language awfully excruciating. However, it is not as bad as one imagined once he/she steps into the journey of novelty. Children experience worries and curiosity simultaneously during learning, so a crucial step to take is teaching them how to overcome the former with the latter.

Ronald McDonald House Charities\* Hong Kong launched its first primary school based English reading program, namely Read the World, in November 2015. It aspires to soothe the children's fear and give them a gentle push at the outset by creating an interactive, dynamic, stress-free and fun English-learning environment with the guidance of "Reading Buddies" (viz. volunteers). Between November and December 2015, it benefited more than 300 primary one to three students in ten schools in Tin Shui Wai with the assistance from the sponsor – Scholastic – and over 50 volunteers.

We have received positive feedbacks from all participants – schools and volunteers. All have witnessed positive outcomes, in regards to the classroom dynamics and students' enthusiasm for English reading, engendered by the program. Schools have indicated their interests in continual participation of the program in near future and majority of volunteers remain very committed and expressed their anticipation of participating in the program again. The program is to be expanded to cover other districts of Kwun Tong and Sham Shui Po in 2016 aiming to benefit more schools and primary school children.



### 愛心夥伴醫院探訪計劃

為了將愛延伸至更多病童及其家人以及向社區拓展更多元化的服務，麥當勞叔叔之家慈善基金於2015年10月首次推行「愛心夥伴醫院探訪計劃」。毗鄰的威爾斯親王醫院兒科門診部是本計劃的實點試驗性質。逢星期五早上，義工會進行探訪。在探訪期間，義工會跟病童玩遊戲、講故事及製作手工藝等。家長們和病童均感到較輕鬆愉快渡過後診的時間。此活動過程亦大大增加了親子的交流。

活動推行至今，成效理想，有超過1000個病童及其家人受惠。而這個探訪活動得到各醫護人員，家長及義工們的認同。我們希望「愛心夥伴醫院探訪計劃」能夠在2016年陸續在其他區域的醫院展開。讓更多患病兒童可以得到社區關愛和支持。

### Love Companion Hospital Visit Program

"Love Companion Hospital Visit" program in collaboration with the Prince of Wales Hospital Pediatric Outpatient Ward was launched in October 2015. The program aims to further expand Ronald McDonald House's mission to provide a more diversified community service - spreading love and support to the sick children and families. It is our pilot program where our team of volunteers brought games, story books, arts and crafts to the sick children during their weekly visit and interacted with them while they await consultation. Parents were happy to see their children having fun and interesting time with the volunteers. They felt more relaxed during the wait while also enjoying quality bonding time.

To date, this program has been extremely successful and benefited more than 1,000 sick children and parents. Many positive feedbacks were received from all sources - doctors, nurses, medical staff, parents and volunteers. Suggestions were made to us to extend this program to more hospitals and let more sick children enjoy this gift of love from the community. With this in mind, it is our plan to extend the program to more pediatric outpatient wards in other districts in 2016.

May more sick children in need benefit from this program and receive our gift of love and happy moments.



# 我們專業的義工和支持者 Our Dedicated Volunteers and Supporters



義工們會定期為這個「家」打掃，以保持這個「家」的整齊和清潔，為病童提供一個舒適和潔淨的環境。  
Volunteers clean the House regularly so as to maintain a tidy and clean environment for the sick children.



每逢節日均會有義工團體舉辦慶祝活動，讓小朋友感受節日氣氛。  
Volunteer groups organize different parties during festival seasons to let children feel the happiness like other ordinary kids.



義工們定期舉辦不同的興趣班，讓病童在麥當勞叔叔之家<sup>®</sup>的生活添姿采  
Various playgroups are organized by volunteers for children so as to enlighten their lives with some interesting activities.



每年我們都會受到不同的團體邀請參加外遊活動，以擴闊小朋友們的視野和興趣。  
RMHC usually receive invitation from different associations and companies for outing services and activities. It helps children to enrich their knowledge and broaden their insight.



義工們定期會到麥當勞叔叔之家準備既美味又營養豐富的食物，讓小朋友及其家人享用。  
Volunteers will prepare delicious and nutritious meals for children and their families at Ronald McDonald House<sup>®</sup>.



義工團體會每兩個月有為小朋友舉辦一次生日會，為他們慶祝生日。  
Volunteer groups organize birthday party for the House's children every two months.



# 籌款活動 Fundraising Activities

麥當勞叔叔之家慈善基金是一個獨立、非牟利的組織，其運作完全依賴廣大市民和機構的捐贈及社區義工的協助。它的主要收入來源一般來自個人的捐款，公司慈善的捐贈，以及慈善信託基金和基金會的資助等。2015年，麥當勞叔叔之家慈善基金舉辦了多項籌款活動，如慈善高爾夫球賽，慈善餐舞會，慈善獎券義賣活動，慈善音樂會，及「讀樂樂顯愛心」等重量級籌款活動。

Ronald McDonald House Charities® is an independent non-profit organization, its operations purely relies on donations from the general public and corporate donors, and many supports given by volunteers of our community. Its main source of income generally comes from individuals' donations, funding from charitable grants of companies, as well as from charitable trusts and foundations. Gifts are the other important source of income from our general at large community. In 2015, there were several key fundraising activities organized throughout the year to raise funds for the RMHC, namely, Charity Golf Tournament, Gala Dinner, Raffle Ticket Sales, Charity Music Concert, and Read for Ronald program etc.



## 慈善餐舞會

2015年10月24日在JW萬豪酒店香港舉行的“百老匯之豪門夜”是麥當勞叔叔之家慈善基金一年一度最重要的籌款活動之一。超過逾320位嘉賓聚集在一起，為患病兒童和他們的家庭創造一個充滿喜樂的晚上。感謝當晚出席的善長仁翁和所有的義工協助下，我們一共籌得超過300萬元的善款。



## Annual Gala Dinner

A Night on Broadway Gala Dinner 2015 was held on 24th October 2015 at the JW Marriott Hotel Hong Kong. It is RMHC's most important annual fundraising event. Over 400 guests were gathered and created a night filled with fun and joy for the sick children and their families. Of significance, over 3 million dollars was raised from that night and we are deeply thankful to all you kindhearted donors and volunteers.



## 第18屆慈善高爾夫球賽

第18屆慈善高爾夫球賽活動於2015年3月26日在觀瀾湖高爾夫球會舉行。超過60多位高爾夫球愛好者齊集一起支持這項善舉。所有參賽者或義工都渡過了愉快而有意義的一天。更興奮是我們一共籌得港幣超過七十萬元。



## The 18th Charity Golf Tournament

It was its 18th consecutive years of organizing this Charity Golf Tournament which was held at the Mission Hills Golf Club on the 26th March 2015. The event brought along more than 60 golf lovers. As with past years, it was most enjoyable and meaningful for all participants and golfers. Over HK\$700,000 was raised in 2015 for the RMHC.



## 慈善音樂會

繼2014年舉辦的慈善音樂會受到年輕一族熱烈歡迎後，麥當勞叔叔之家慈善基金繼續舉辦是項音樂會，它已成為我們年度籌款活動的一項。去年這活動吸引了超過1,800青少年參與，伸延愛和支持給患病兒童及其家庭。



## 慈善獎券義賣

慈善獎券義賣是一項重要的年度籌款活動。由2015年6月至8月，是項活動得到大量的家庭、朋友、學校和機構義工協助下義賣慈善獎券。籌得超過共一百五十八萬善款讓我們可以持續給病童及其家人繼續提供「臨時家園」的服務。

## 「讀樂樂顯愛心」

「讀樂樂顯愛心」不僅幫助孩子養成正確的閱讀習慣，並教他們鼓勵其他患病兒童和他們的家庭培養這良好習慣。自2005年以來，麥當勞叔叔之家慈善基金組織的「讀樂樂顯愛心」得到了許多小學和幼兒園的廣泛支持，每年逾五千多名學生參加。每名學生的朋友和家人亦應邀參與及資助此項計劃。在2015年「讀樂樂顯愛心」已成功為麥當勞叔叔之家慈善基金籌得超過三十八萬善款。



## Charity Music Concert

In view of its popularity among the youth audience, Charity Music Concert has become one of our annual fundraising event. It was the second year that Ronald McDonald House Charities® organized the music concert since 2014. It attracted participation of more than 1,800 teenagers spreading love and support to the sick children and families in our community.



## Raffle Ticket Sales

Another important annual fundraising event, the Charity Raffle Ticket Sales, was kicked off in June 2015 and lasted for 2 months. This event was supported by many individuals, families, friends, schools and corporate volunteers. A total of over HK\$1.5 million was raised for the year.



## Read for Ronald

The "Read for Ronald" program not only helps children develop good reading habits but also teaches them to further extend this culture to the sick children and their families. Since 2005, Ronald McDonald House Charities organizes "Read for Ronald" annually. Over five thousand students from many primary schools and kindergartens participated. Their friends and families are invited to make contributions and donations for every book the students read. In 2015, this program successfully raised over HKD380,000 for Ronald McDonald House Charities.



# 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®



香港麥當勞成立40年以來，積極支持香港麥當勞叔叔之家，發揚「齊心共好」的核心精神，將歡樂及 sunshine 精神傳遞給患病兒童及其家人。

香港麥當勞每年都會舉辦標誌性籌款活動「麥當勞兒童愛心馬拉松」，邀請全港家庭發揮「小朋友幫助小朋友」的互助精神，與一眾企業伙伴齊心支持「麥當勞叔叔之家慈善基金」。2015年「麥當勞兒童愛心馬拉松」踏入10週年，熱心公益的樂壇天后容祖兒再度擔任「麥當勞兒童愛心馬拉松大募集隊長」，以行動宣揚「愛跑 愛世界」的信念，打破歷屆參與人數紀錄，召集了近1萬名健兒參加，成功為「麥當勞叔叔之家」籌得510萬港元善款。

此外，麥當勞義工隊亦不時探訪「麥當勞叔叔之家」，將「派對」氣氛帶進這個「臨時家園」。麥當勞在2015年推出兩套繪本系列時，麥當勞義工隊特別準備了巨型繪本，與小朋友講故事，玩遊戲。又於聖誕探訪時大派禮物，歡度佳節，讓笑聲充滿整個「麥當勞叔叔之家」。另外，香港麥當勞更把當中5000本繪本贈予「麥當勞叔叔之家慈善基金」之「讀樂樂·顯愛心」計劃，在社區層面向父母及學生推廣親子閱讀的習慣。而於麥當勞繪本珍藏版慈善義賣中，籌得的善款亦全數撥捐「麥當勞叔叔之家慈善基金」，以支持患病兒童及其家人。

McDonald's Hong Kong has been actively supporting its Charity of Choice, the Ronald McDonald House Charities (RMHC), since its establishment 40 years ago. Advocating the core value of "Together for Good", McDonald's encourages all employees to share their joy and "sunshine spirit" with the sick children and their families.

Every year, McDonald's Hong Kong organizes the annual mega charity event – "Kidathon". The event invites Hong Kong families to bring the "kids helping kids" spirit into play and support RMHC together with McDonald's business partners. To celebrate the 10th anniversary of Kidathon in 2015, the warm-hearted and renowned singer Joey Yung took the lead again as Kidathon Ambassador to promote the vision of "Run for Fun, Run for Love". Thanks for her appeal, the 10th Kidathon concluded successfully with a record high of nearly 10,000 participants, who collectively raised more than HK\$ 5.1 million for the Ronald McDonald House (RMH).

Apart from Kidathon, the McDonald's Volunteer Team also visits the RMH regularly, bringing a celebratory atmosphere into this "home-away-from-home". When McDonald's launched its two Happy Meal story book series in 2015, the Volunteer Team specially prepared a giant illustrated book to tell stories to the children at RMH, and played games with them. During Christmas, the team also gave presents to the children, filling the House with festive joy and laughter. To show support for RMHC's "Read for Ronald" program, McDonald's Hong Kong donated 5,000 illustrated books to help foster a culture of family reading in the community among parents and students. In addition, at the charity sale of McDonald's illustrated book collector set, all proceeds were donated to RMHC to support seriously ill children and their families.



麥當勞香港董事總經理黎韋詩小姐、全球麥當勞叔叔之家慈善基金董事會委員及香港董事會主席黃馮慧芷女士把「愛心紅白襪」貼上代表「麥當勞叔叔之家」的小屋上啟動開幕儀式，象徵身體力行以愛心支持。  
Randy Lai, Managing Director of McDonald's Hong Kong, together with Grace Fung Oei, Global Board of Trustees, Ronald McDonald House Charities & Chairperson of Ronald McDonald House Charities Hong Kong, placed a pair of Ronald McDonald's signature red and white striped socks on the "Ronald McDonald House" to mark the kick off of the Kidathon, and to show love and care for the sick children along their road to recovery.



麥當勞義工隊於2015年兩度探訪「麥當勞叔叔之家」，為小朋友生動地演繹故事、大玩遊戲及派發節日禮物，大家都玩得非常投入，開心共度一個充滿笑聲的下午。McDonald's Volunteer Team visited the Ronald McDonald House twice in 2015. During the visits, the volunteers told stories, played games and gave presents to the children. Both the children and volunteers had an enjoyable afternoon full of laughter.



麥當勞去年與星級媽媽林嘉欣合作，推出繪本系列，並將繪本珍藏版套裝慈善義賣籌得的善款全數撥捐「麥當勞叔叔之家慈善基金」，以示支持。  
McDonald's collaborated with celebrity mom Karena Lam last year to roll out an illustrated book series. At a charity sale of the illustrated book collector set, all proceeds were donated to the RMHC.

## 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 — 麥當勞叔叔之家星級監護人

香港歌壇演藝界巨星劉德華先生熱心支持公益，包括擔任「麥當勞叔叔之家」星級監護人。由2007年起，劉德華先生發揮他正面健康的形象，喚起社會大眾對麥當勞叔叔之家這個「臨時家園」的關注，鼓勵市民透過不同的方式為患病兒童及其家庭送上關懷。

愛家形象深入民心的劉德華先生更多次親臨「麥當勞叔叔之家」，為這個家送上溫暖及正能量。我們非常感謝劉德華先生對「麥當勞叔叔之家慈善基金」一直以來的慷慨支持及貢獻。

### Mr. Andy Lau — Prestigious Guardian of Ronald McDonald House

Mr. Andy Lau, the Hong Kong entertainment industry's household icon, is passionate in his charity work and has kind-heartedly taken up the role of the Prestigious Guardian of RMH. Since 2007, Andy has been leveraging his positive image to raise awareness of this "home-away-from-home", encouraging the public to show love and care to the sick children and their families via different channels.

As a loving family man, Andy visits the RMH to bring encouragement and positive energy to seriously ill children and families. We deeply appreciate Andy's continuous efforts and generous 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.**

## Donation of HK\$100,000 or above

Cargill  
McDonald's Restaurant (HK) Limited  
McMac Co. Limited  
New Island Printing Co. Limited  
SOCAM Development Limited  
The Kowloon Dairy Limited

## Donation of HK\$50,001 to HK\$99,999

2%  
Baker & McKenzie Hong Kong  
BTIG Hong Kong Limited  
Coca-Cola China Limited  
Combine Will Ind. Co. Limited  
ConAgra Foods Enterprises Service  
Creatia (HK) Limited  
DDB Worldwide Limited  
Graceland Entertainment Limited  
Great Growth Development Limited (Lan Kwai Fong Group)  
Griffith Laboratories Limited  
Havi Supply Chain Solutions  
Hoyu Tooling Limited  
Lan Kwai Fong Holdings Limited  
Maya Consultants Limited  
Midland Charitable Foundation Limited  
Por Yen Charitable Foundation Limited  
Royal Bank of Canada  
Shiner Limited  
Shun Hing Education And Charity Fund Limited  
The Chen Wai Wai Vivien Foundation Limited  
The Dallas Group  
The Marketing Store Worldwide (Asia) Limited

## Donation of HK\$10,000 to HK\$50,000

Bee's Diamond  
Beijing Bama Food Processing Co. Limited  
Bentley Communications Limited  
Chee Wah (China) Toys Limited  
Citic Telecom International Holdings Limited  
Citybase Property Management Limited  
CMC Packaging Group Limited  
Covidien Hong Kong Limited  
Creative China Creations Limited  
Credit Suisse (Hong Kong) Limited  
DP World Asia Holdings Limited  
Ecolab Limited  
Electronic Theatre Controls Asia Limited  
Emperor Foundation Limited  
Forever Coatings Limited  
Franke Foodservice Systems Asia Company Limited  
Fresh Start Bakeries  
Gainfull Motors Limited  
Globe Printing & Polybag Limited  
Goal Engineering Company  
Hahahaflorist  
Hexon Enterprises Limited  
Hill & Knowlton Asia Limited  
Hing Fat Plastic Manufacturing Co. Limited  
Hing Lin International Printing Co. Limited  
Home Retail Group (Asia) Limited  
Hong Kong Health Check & Medical Diagnostic Centre Limited  
Imax China (Hongkong) Limited  
Intertek Testing Services Hong Kong Limited  
Keyhinge Enterprises MCO Co. Limited  
Kingswell Construction & Engineering Co. Limited  
Klarenken Enterprise Limited  
Land Master & Associates Values Limited  
Lap Chi Moulding Co. Limited  
Lopez  
Loving Power Limited  
McCormick  
McKey Food Services (Hong Kong) Limited

Mitsubishi UFJ Securities (HK) Holdings Limited  
Mustela  
Oriental Engineering Co., Limited  
Panocean Secreterial Services Limited  
PrimeCredit Limited  
Pro-tooling (HK) Limited  
Regal Riverside Hotel  
Reoreint Financial Markets Limited  
Sealy Asia (Hong Kong) Limited  
Sesame Publication Company Limited  
Shun Hing Technology Co. Limited  
Skylark Group Ventures Inc.  
Sogo Hong Kong Co. Limited  
Standard Chartered Bank  
Sun Hing Printing Company Limited  
Sunta Chemical Limited  
Swire Coca-Cola Hong Kong  
Technical Model Design  
Techtree Limited  
The American Women's Association of Hong Kong Limited  
The Bank of East Asia Limited  
The Incorporated Management Committee of Chan Sui Ki (La Salle) College  
The Marketing Store Worldwide (HK) Limited  
TriTech Distribution Limited  
UA Cinema Circuit Limited  
Vigor Toys Limited  
Visa Hong Kong Limited  
Wai Hing Ind. (HK) Co., Limited  
Weebo Corporation Limited  
Wilds Co. Limited  
Y5Zone Limited  
玫瑰崗養生會  
馬路的事  
啟匯網絡營銷公司  
愛心慧妍會  
聖公會呂明才中學

# 個人捐助 Individual Donors

## Donation of HK\$100,000 or above

Dr. Richard Wong  
Grace & Kendall Oei  
Robert Le Roy Vallone  
Wong Fook Lam (Raymond)

## Donation of HK\$50,001 to HK\$99,999

Alex Fung  
Fergus Fung  
Florence Lee  
Fung Siu To (Clement)  
Gigi Ma  
Jane Lau  
Laura A. Ng  
Richard Landis  
Susan Chow  
Thanh Nguyen  
Tsang Chun Keung (Peter)  
Woo Mo Fong (Susan)

## Donation of HK\$10,000 to HK\$50,000

Andrew Kingham  
Antonio Marcus da Silva  
Chan Chi Suen  
Chan Wing Man (Raymond)  
Chang Yin Wa  
Cheng Wing Dor  
Cheng Wing On (Michael)  
Chow Wing Kin (Anthony)  
Chu Ha Fan  
Chu See Kuk (Gloria)  
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Tsang Fung Chu  
Tsang Pui Man  
Warren Lee  
Wat Kam Cheong (Stanley)  
Wong Ka Man (Colman)  
Wong Kwong Yui  
Wong Mui Fong (Ada)  
Wu Louisa  
Yan Sui Tong  
Yu Hang Sang (Priscilla)  
丁冠霖  
陳愛妍  
陳樂欣



捐贈港幣一百元以上可獲麥當勞叔叔之家發出適用於香港申請扣減稅項之正式收據。捐贈港幣一萬元或以上的捐贈者姓名或公司名稱會刊登在麥當勞叔叔之家的週年報告內。

Tax-deductible receipt applicable in Hong Kong are issued by RMHC for donors who have made a cash donation in the amount of HK\$100 or above. Donors' name or company names are listed and published only with a donation amount above HK\$10,000.

捐贈港幣一百元以上可獲麥當勞叔叔之家發出適用於香港申請扣減稅項之正式收據。捐贈港幣一萬元或以上的捐贈者姓名或公司名稱會刊登在麥當勞叔叔之家的週年報告內。

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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2015年12月31日止年度	Year ended 31 Dec 2015	2015 HK\$	2014 HK\$
<b>收益</b>	<b>INCOME</b>		
籌款活動	Fund raising activities	4,701,843	4,591,531
公眾捐款	Contributions and donations from the public	6,537,442	6,367,070
獎券義賣	Sale of raffle tickets	1,534,852	1,405,275
贊助收益	Sponsorship income	1,002,054	684,060
其他營運收益	Other operating income	1,620,681	2,405,870
		<b>15,396,872</b>	<b>15,453,806</b>
<b>營運支出 (附註一)</b>	<b>OPERATING EXPENSES (note 1)</b>		
服務及項目支出	Service and programme expenses	(2,894,590)	(2,945,434)
籌款支出	Fundraising costs	(1,139,545)	(833,392)
行政支出	Administrative expenses	(1,680,413)	(1,650,341)
折舊	Depreciation	(2,237,052)	(2,252,233)
香港政府 — 地稅及差餉	Hong Kong Government - crown rent and rates	(198,040)	(188,700)
項目支出	Project expenses	(561,951)	(150,281)
銀行費用	Bank charges	(24,012)	(14,239)
		<b>(8,735,603)</b>	<b>(8,034,720)</b>
<b>其他支出</b>	<b>OTHER EXPENSES</b>		
外匯虧損淨額	Net of foreign exchange - gains/(loss)	(850,319)	782
其他	Others	(147,885)	(140,213)
		<b>(998,204)</b>	<b>(139,431)</b>
<b>年度盈餘</b>	<b>SURPLUS FOR THE YEAR</b>	<b>5,663,065</b>	<b>7,279,655</b>
<b>其他全面收益</b>	<b>OTHER COMPREHENSIVE INCOME/(LOSS)</b>		
	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	(371,098)	673,908
<b>年度其他全面收益總額</b>	<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>	<b>5,291,967</b>	<b>7,953,563</b>

# 財務狀況報表

## Statement of financial position

於2015年12月31日	31 Dec 2015	2015 HK\$	2014 HK\$
<b>非流動資產</b>	<b>NON-CURRENT ASSETS</b>		
物業、設備及器材	Property, plant and equipment	43,162,532	45,184,179
持有至到期之投資	Held-to-maturity investments	9,401,156	3,114,779
可供出售之投資	Available-for-sale investments	4,194,376	4,565,474
公用事務按金	Utility deposits	85,150	85,150
		<b>56,843,214</b>	<b>52,949,582</b>
非流動資產總額	Total non-current assets		
<b>流動資產</b>	<b>CURRENT ASSETS</b>		
其他應收款項	Other receivable	672,324	17,967
預付款項	Prepayments	142,077	9,564
現金及現金等價物	Cash and cash equivalents	60,260,015	59,585,938
		<b>61,074,416</b>	<b>59,613,469</b>
流動資產總額	Total current assets		
<b>流動負債</b>	<b>CURRENT LIABILITIES</b>		
應付關連公司款項 (附註二)	Due to a related company (note 2)	21,608	22,434
其他應付款項及應計款項	Other payables and accruals	670,951	607,513
		<b>692,559</b>	<b>629,947</b>
<b>流動資產淨值</b>	<b>NET CURRENT ASSETS</b>	<b>60,381,857</b>	<b>58,983,522</b>
<b>總資產淨值</b>	<b>NET ASSETS</b>	<b>117,225,071</b>	<b>111,933,104</b>
<b>由以下代表：</b>	<b>REPRESENTED BY:</b>		
儲備 (附註三)	Reserves (note 3)	117,225,071	111,933,104

附註一：  
所有董事會成員均以義務性質參與，並無收取報酬。

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。

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

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.

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.

# 編輯部 Editorial Board

## 總編輯

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黃紫萍 Barbara Wong, 發展總監 Director of Development

## 成員

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羅慧芬 Cherry Law, 助理籌款經理 Assistant Fundraising Manager

鄧炳銜 Ronny Tang, 助理項目主任 Assistant Project Officer

## 編輯及翻譯

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特別感謝所有協助2015年度報告製作的所有贊助商和義工。

We are especially grateful to all our sponsors and supporters their generous contributions towards the production of the 2015 annual report.

香港麥當勞叔叔之家™於1996年9月成立，從那時起，它便為我們社區的兒科癌症患者和他們的家庭提供一個家外之家的「臨時家園」。成立目的旨在提供一個有支持和關懷的環境，鼓勵和培育發展父母孩子間互相支持的關係。香港麥當勞叔叔之家是亞洲創辦以來第一間的「臨時家園」，配有共用廚房、用餐區、洗衣設施、圖書館、遊樂區、網吧、室外遊樂場和23間內設獨立浴室的客房，包括一個隔離套房。

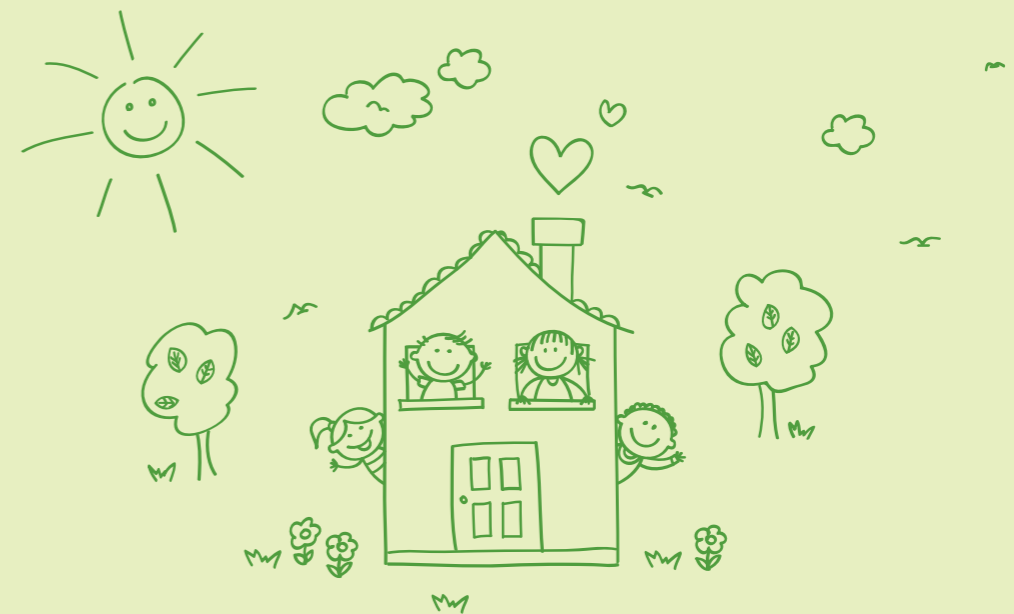
位於沙田多石街23號多石村，從毗鄰的威爾斯親王醫院只需步行約4分鐘的路程。香港麥當勞之家歡迎香港各區有需要申請入住的患病兒童和家人。自1996年成立以來，已超過5,000多名兒童和家庭曾入住這個「臨時家園」。

麥當勞叔叔之家在全國60多個國家和地區均有提供以家庭為中心的服務，是一個非牟利機構。

Ronald McDonald House® Hong Kong was established in September 1996. Since then, it has provided a temporary home-away-from-home for pediatric cancer patients and their families. The House aims to provide a supportive and caring environment that encourages and nurtures the development of children-to-parents support system. Ronald McDonald House Hong Kong is the first chapter incepted in Asia with a common kitchen, dining area, laundry facilities, library, playing area, cyber café, outdoor playground and 23 rooms, including one isolation suite, equipped with bathrooms.

Located at 23 To Shek Street, To Shek Village, Shatin and in just a 4-minute walk from the adjacent Prince Of Wales Hospital. Ronald McDonald House Hong Kong welcomes children and families from all over different districts of Hong Kong. Since its inception in 1996, more than 5,000 children and families have stayed at the House.

Ronald McDonald House is a non-profit organization with chapters in over 60 countries and regions around the world.



如欲查詢更多有關香港麥當勞叔叔之家的資訊，請瀏覽[www.rmhc.org.hk](http://www.rmhc.org.hk)或致電2947 8778。  
For more information about Ronald McDonald House Hong Kong, please visit [www.rmhc.org.hk](http://www.rmhc.org.hk) or call +852 2947 8778.