

領展

愛 · 匯聚計劃

Link Together Initiatives

2023/24

領展
LINK





我們致力連繫社區，提升居民生活質素，締造美滿生活。領展自2013年起，每年將相等於上一個財政年度之物業收入淨額最多0.25%款項，撥捐「愛·匯聚計劃」。在過去十年間，我們與不同持份者，包括社福機構、商業夥伴、租戶和領展員工合作，推動創新項目，充分利用領展物業的核心優勢，擴大項目的社會效益。

We strive to link our communities to a brighter future by improving the lives of the people around us. Since 2013, we contribute an amount of up to 0.25% of our net property income from the previous financial year to this programme. Over the past decade, we have worked closely with charitable organisations, business partners, tenants, and staff to carry out innovative projects that leverage Link's core strengths in the community and amplify their social impact.

自2013年起創造的效益 Our Impact Since 2013

受惠人次
Total Beneficiaries

16M



投放總額
Committed Donation

\$140M



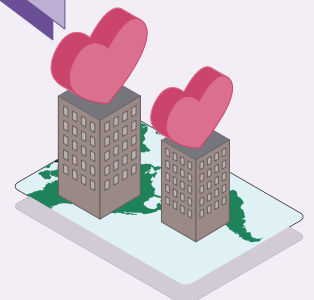
資助項目
No. of Community
Projects

180+



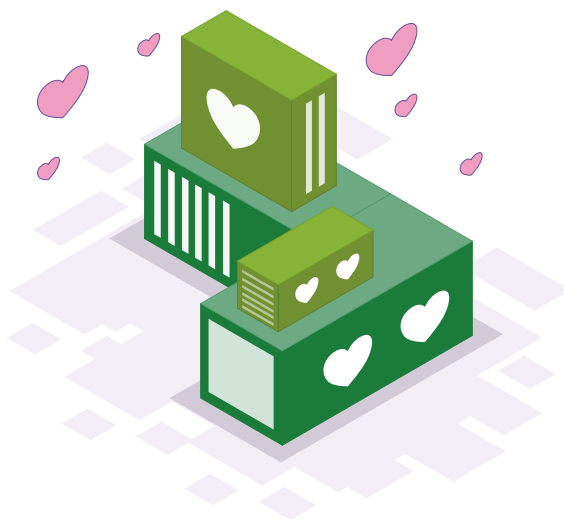
受惠社福機構
No. of Supported
Charitable Organisations

84



多年來，領展「愛·匯聚計劃」積極回應社區不斷變化的需求，與時並進。我們支持的項目內容多元化，但核心方向始終不變。

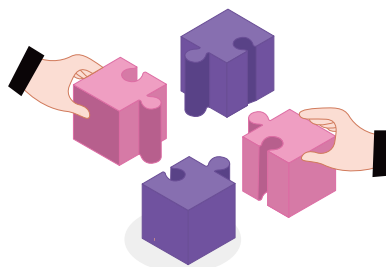
Link Together Initiatives have adapted to the evolving needs of local communities near Link's portfolios. While the dimensions of our supported projects are diverse, our core approaches remain unchanged.



建立夥伴關係 Partnership

我們致力與社福機構建立密切的夥伴關係，並透過推動領展其他持份者的積極參與，擴大合作項目的影響力。

We actively seek trusted partnerships with charitable organisations, leveraging our stakeholders' support to maximise collective impact and achieve shared goals.



推動社區參與 Community Engagement

領展擁有廣泛的社區網絡，讓社福機構與目標受眾直接互動，增強其服務的覆蓋面和效益。

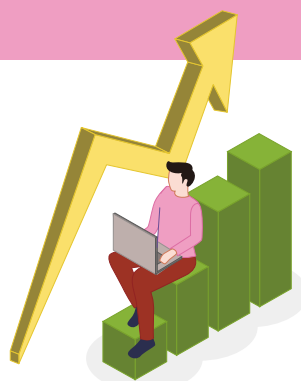
Through our extensive community network, we provide charitable organisations with unique access to target audiences, enhancing the reach and effectiveness of their services.



賦權促進成長 Empowerment

我們的願景是為社群帶來長期及可持續的效益，因此我們重視合作項目能否促進個人成長、教育水平和技能發展，擴闊社會各人塑造更光明未來的可能性。

We strive for sustainable, long-term change that benefits the wider communities. Through implementing projects that foster personal growth, education and skills development, we empower individuals to shape their brighter future.



2023/24 資助項目 Sponsored Projects

支持範疇 Focus Areas

- 環境可持續發展
Environmental Sustainability
- 共融及活齡社區
Inclusion and Active Ageing
- 青少年培育
Youth Empowerment



機構 Organisation

項目 Project

簡介 Introduction

小賣慈善基金
Bo Charity Foundation

惜食堂 — 惜食全方位食物
回收及社區關愛
Food Angel - We Link We
Share Programme

惜食堂自2016年於領展鮮活街市和商場進行食物回收，協助製作飯餐及食物包予有需要人士和家庭，以每年回收逾600噸食物為目標，惠及190萬人。本年度將繼續於不同地區的領展商場展示「流動惜食實體店」，增加與社區人士的交流，以有趣互動的形式推廣「惜食」及剩食捐贈理念。



Since 2016, Food Angel has been collecting surplus food at Link's fresh markets and shopping centres to help prepare meal and food packs for the needy. The project targets to benefit 1.9 million people through recycling more than 600 tonnes of food each year. Revolving pop-up stores will also be set up at Link's various shopping centres to promote food waste reduction and food donation to those in needs.

環保協進會

Environmental Association

連繫自然 2024- 2025

Nature LINK 2024-2025

環保協進會在過去數年間於領展旗下商場的戶外空間已建造八個蝴蝶園，同時於當區成立了八支義工隊維護蝴蝶園，成功建立環境和社區緊扣的生態網絡。為長遠發展全港性生態跳島，未來將繼續鞏固和擴展現有蝴蝶園及增建新的蝴蝶園，增加市區生物多樣性。社區方面，項目將與鄰近的學校合作，擴大接觸面，同時繼續在區內舉辦蝴蝶園設計比賽、蝴蝶攝影比賽、導賞等活動，透過蝴蝶園網絡推動可持續的社區發展，讓蝴蝶園成為連繫人與自然的紐帶，提升社區幸福感。



Over the past few years, the Environmental Association has built eight butterfly gardens across Link's properties, with each garden being maintained by its own dedicated volunteer team. The project has created an interconnected ecological network that harmonises the environment and the community. To develop a territory-wide urban "stepping stone" habitat for butterflies, the project will simultaneously maintain and expand the existing gardens, and build new ones to enhance urban biodiversity. To further engage the community, the project will collaborate with schools to broaden its outreach and organise various activities such as butterfly garden design competition, butterfly photo contest and guided tours. Its long-term goal is to promote sustainable development and enhance social well-being by connecting nature and humanity through the butterfly garden network.

機構 Organisation

項目 Project

簡介 Introduction

Arts' Options

「長·智·戲」金齡多元
藝術展航計劃

**Transformational
Multi-Performing Arts
Programme for Golden
Agers**



面對香港人口老化，Arts' Options 突破樂齡服務的界限，透過為金齡人士提供持續的專業戲劇培訓，改善他們身心健康和精神生活品質，發揮潛在創作力。經過數年的努力，香港首個長者專業劇團成功創立，並出訪海外進行戲劇交流。該劇團亦是一間社福機構，經專業培訓的長者戲劇導師將進入社區提供戲劇體驗，推廣長者藝術，為長者創造精彩的人生下半場。來年本計劃將舉辦香港首屆「金齡藝術節」，提升本地長者的藝術地位，推動長者藝術發展。

To support Hong Kong's ageing population, Arts' Options has broken new grounds in elderly services by providing professional drama training to seniors. The project aims to improve their physical and spiritual well-being and unlock their potential in performing arts. After years of effort, it has started Hong Kong's first senior theatre group in the form of a charitable organisation. The group has also embarked on an overseas exchange tour. Looking forward, the project will organise workshops by professionally-trained elderly drama instructors, in addition to Hong Kong's first "Golden Age Arts Festival" in the coming year to drive the development of local senior arts.

香港表達藝術治療服務中心
**Hong Kong Expressive
Arts Therapy Service
Centre**

《藝術生命軌跡》表達藝
術治療多元種族活齡社區
計劃

**'The Art of Life
Journey' Expressive
Arts Therapy
Multi-Ethnic Active
Ageing Community
Scheme**



由於語言限制和文化差異，非華裔長者在香港的情緒支援和生死教育資源有限。本計劃透過表達藝術治療及生死教育的介入，改善非華裔長者、照顧者及華裔長者的情緒及生命成長需要。透過藝術，長者可以突破語言限制，以視覺藝術、音樂、舞動等藝術媒介表達情緒和生死觀，從而紓緩個人焦慮和抑鬱。過程着重非華裔及華裔長者之間的互動，推動不同文化的長者以開放的心態互相學習和理解。本計劃亦組織展覽，讓長者展示其藝術創作，加強與公眾的互動，建立共融社會。

Due to language barriers and cultural differences, elderlies from non-Chinese groups in Hong Kong have had limited access to emotional support services and life-and-death education. This project seeks to fill this gap for both non-Chinese and Chinese elderlies, as well as their caretakers, through the use of expressive arts therapies and life-and-death education. The project uses various art forms such as visual arts, music, and dance to help seniors overcome language barriers. This allows them to express their emotions and thoughts on life and death as ways to cope with personal anxiety and depression. This process puts emphasis on artistic exchanges between elderlies from different ethnic groups to foster cross-cultural understanding. The project also hosts exhibitions that showcase senior artworks as a means to engage the public and promote an inclusive society.

機構 Organisation

項目 Project

簡介 Introduction

傲楹藝術教育慈善
基金

Art Mentor Education
Foundation

樂學

Musical Box



每位學童都應該有接受高水平英語教育和接觸藝術的機會。此項目以英語音樂劇作為媒介，為基層兒童提供聲樂、舞蹈、表演和舞台表演等培訓，讓學童能夠輕鬆融入英文世界，提升英語能力。項目亦透過社區巡迴演出及大型畢業製作，為學員提供珍貴的演出機會，盡展所長，增強自信，同時推廣音樂劇文化，將藝術融入社區。

Every student should have access to high-quality English education and exposure to the arts. This project utilises English musical theatre as a medium for training in singing, dancing, acting, and stage performance for children from disadvantaged backgrounds. The goal is to immerse them in a world where English is the main language, thereby enhancing their ability to hear, speak, write and read. Through outreach performances and large-scale graduation productions, it offers students valuable opportunities to showcase their talents, build confidence, and promote the culture of musical theatre within the community.

心光盲人院暨學校
Ebenezer School and
Home for the Visually
Impaired

視·人生 — 視障專業人生
教練培訓暨校園協作計劃

Live The Vision – Visually
Impaired Professional Life
Coach Training cum
School Collaboration
Project



本計劃旨在為視障青年提供專業人生教練培訓，提升他們的就業技能。經過一年的訓練，學員將進入校園實習，實踐所學。視障青年與眾不同的人生經歷和熱情，將會啟發和鼓勵普通學生培養積極的人生態度，以生命影響生命。

The project offers professional Life Coach training to visually impaired youth as a means to enhance their employment skills. After a year in training, they will put their learning into practice at schools. Through sharing their own life experiences and passion, it is hoped that visually impaired youths can inspire and encourage other students to develop more positive attitudes.

上海思麥公益基金會
Shanghai Smiles
Foundation

中等職業教育助學項目
(物業管理班)

Vocational Education Project
(Estate Management)



上海思麥公益基金會於2011年成立，聚焦教育公益領域，開展公益助學項目。獲領展資助的二十名四川省瀘州市貧困家庭學生已修畢第二個學年，並將繼續接受助學金，在上海完成為期三年的中等職業教育。本計劃透過為學生提供教育、培訓、實習等機會，幫助其獲得一技之長，依靠自身努力擺脫困境，改變命運，同時為城市提供技能型人才。

Founded in 2011, Shanghai Smiles Foundation focuses on youth education by providing sponsorship to students in need. The 20 sponsored students from underprivileged families in Sichuan have just completed the second year of their three-year estate management course in Shanghai. Through education, vocation training and internship, they will have the opportunities to acquire the skills that can help them escape hardship and change their lives. At the same time, the project can also help address the shortage of skilled workers in the city.

機構 Organisation

項目 Project

簡介 Introduction

凝動香港體育基金
InspiringHK Sports
Foundation

「愛·運動·展·關懷」
領跑計劃
SportsLINK Home Run
Community Project



運動能提升青少年的抗逆力，本計劃繼續向基層青年提供專業長跑訓練，鍛鍊體魄同時紓緩壓力，建立積極健康的生活方式。為了讓更多青年受惠，本計劃將擴展至十區，因應參加者程度提供不同訓練，並安排參加公開比賽、生涯規劃、義工等活動，以擴闊視野、提升自信心。參加者將設計社區跑步路線和跨區跑活動，提升對社區的認識和歸屬感。運動時數更會轉化為運動關懷包，贈予區內長者及基層家庭，帶動人人運動的健康風氣。

Through providing professional long-distance running training, the project seeks to strengthen resilience among underprivileged youth, in addition to promoting physical fitness and stress relief, as well as building a positive and healthy lifestyle. To ensure that more youth can benefit from the project, it will expand to ten districts and offer different levels of training based on participants' abilities. Participants are provided with opportunities to engage in open competitions, career planning, volunteering activities and community running route design. These will help broaden horizons, boost self-confidence and enhance their sense of belonging within the community. Participants' sports hours are accumulated and converted into sports packs as gifts to be distributed to elderly and underprivileged families.

啟勵扶青會
KELY Support Group

齊來茁壯 — 青年社區精神
健康計劃
Together, we Flourish! - a
community youth mental
health initiative



青少年在成長期間面對各樣的問題和壓力，健康的精神和情緒管理能力尤為重要。啟勵扶青會旨在建立一套雙語社會情感學習課程，強調以朋輩支援改善年輕人的精神健康，長遠消除社區對精神議題的標籤，鼓勵青少年遇到情緒困擾時積極尋求協助。本計劃以黃大仙區為試點，連結地區組織、中學和青年，設計以青年為本的課程。本計劃設有包括青年精神健康嘉年華實體及線上外展活動，將精神健康訊息帶進社區，促進建立一個互相理解、具有同理心和抗壓力的群體。

Dealing with problems and pressure is an important part of growing up. It is how many of us learn to develop the necessary mental and emotional management skills to succeed in life. To help teenagers get through these experiences, KELY Support Group aims to establish a bilingual Social and Emotional Learning Curriculum that emphasises peer support. Its long-term goal is to reduce mental health stigma and encourage youth to seek assistance when in need. The programme will be piloted in Wong Tai Sin District to connect district-based groups, secondary schools, and youth to design a youth-centric curriculum. Physical and online outreach such as youth wellbeing carnival will be organised to highlight the importance of mental health in the community, promoting a culture of understanding, empathy and resilience.

領展大學生獎學金 Link University Scholarship

領展大學生獎學金是我們支持青少年發展的旗艦計劃，透過向家庭三代中的首代大學生提供獎學金，減低他們接受大學教育時的經濟負擔，鼓勵青年向上流動。

Link University Scholarship is our flagship programme to support talent development for the future. Through providing scholarships to students who are the first in three generations of their families to attend universities, we hope to help them reduce the economic burden of education and also to promote upward mobility.



成立於

Established in

2015



獎學金數目

No. of Scholarships

1,600



投放總額

Committed Donations

\$32M

專業評審 Professional Judges

領展邀請來自公營機構、非政府機構、商界、媒體、教育等不同界別代表組成評審團，與學生進行面試。

Link invites esteemed members from public sectors, NGO, business, media and education as panel of judges to conduct interviews with students.



「參加『領展同學會』的剩食回收義工服務讓我發現社會上有很多不同需要，啟發我加入關懷無家者行列。獎學金又讓我可以報讀手語課程，實現了我其中一個目標，期望日後能夠學以致用，幫助更多人。」

"The experience with Link Scholar Alumni's food waste recycling volunteer team has opened my eyes to the needs from different groups in society. It has inspired me to care for the homeless. The scholarship also allowed me to realise my life goal of taking sign language classes. I hope I can use the skill I learned to help more people in the future."

領展大學生獎學金得主
Recipient of Link University Scholarship

領展同學會 Link Scholars Alumni

領展同學會作為領展大學生獎學金的延伸，透過舉辦各類型活動，讓得獎學生拓寬視野，協助他們實踐理想；同時成為互助平台，讓學生共同成長，面對未來挑戰。

As an extension of the Scholarship programme, Link Scholars Alumni aims to help scholarship recipients broaden their exposure and nurture personal growth through various engagement activities.

職業發展 Career Opportunity

得獎學生有機會參與領展暑期實習生培訓計劃和管理培訓生計劃，透過實踐學習、了解不同部門的業務運作等，發掘職業潛能。

Alumni will have the opportunity to join Link's Summer Internship Programme and Management Trainee Programme, which are set up to enrich students' professional journeys with on-the-job training to help them identify their career aspirations.



個人發展 Personal Development

我們舉辦多元化活動及工作坊，以擴闊青少年的思維空間及社會眼界，令他們在規劃未來時能探索不同新事物。

To provide more diversified exposure for our alumni, we organise a wide range of activities and workshops to broaden their social perspectives.

義工服務 Volunteering Services

透過與社福機構合作舉辦義工活動，鼓勵學生積極參與社會服務。

Through volunteer activities, we encourage alumni to participate in community services.

同輩交流 Peer Networking

我們連繫來自不同院校、不同學科的學生，提供平台讓大家互相交流，鼓勵他們共同成長，面對未來挑戰。

We connect alumni from diverse disciplines and background with our networking platform, through which students can grow and support each other.



連繫社區 Community Engagement

領展除了提供資金讓社福機構開展慈善服務外，亦善用社區網絡及企業資源以連繫社區，共創價值，實踐領展連繫好生活的理念。

Apart from funding charities and their projects, Link leverages its extensive network in the local communities and works with other stakeholders to create value and link people to a brighter future.



地區支援 Community Support

領展與地區持份者包括社區領袖及公共屋邨的居民團體等密切合作，協力在區內建立網絡，關顧有需要人士，為他們提供食品及日用包。

Link collaborates with local stakeholders, such as community leaders and resident groups in public housing estates, to build local network and identify people in needs, providing them with food and grocery packs.

領展義工 Link Volunteers

領展與不同社福機構及持份者合作，鼓勵員工帶同其家人及朋友一起參與義工服務；透過慈善跑、海岸清潔、為低收入家庭分發節日福袋和編織頸巾等各類義工活動傳遞關愛訊息，為社區帶來正面的影響。去年領展員工的義工服務達到470人次，時數超過2,800小時。

In partnership with NGOs and other stakeholders, Link encourages employees, with their friends and families, to participate in various community services, such as charity runs, coastal clean-up, distribution of festive goodie bags and scarf knitting for low income households, to spread their positivity to the community. A staff count of 470 volunteered a total of over 2,800 hours for volunteer services.

共融社區 Inclusive Community

現時領展在香港的全部物業均已配備基本無障礙通道設施。我們亦是香港首個提供場地作導盲犬培訓用途的商場網絡，致力建立共融社區。

All of Link's Hong Kong properties have now been fitted with basic Barrier-free Access, or BFA facilities. We are also the first in Hong Kong to open its properties for guide dog puppies training, as we aim to promote an inclusive community.

場地贊助 Venue Sponsorship

在上一個財政年度，領展向社福機構及政府部門提供逾760日次*的場地贊助，支持社區公益活動。

In the previous financial year, Link offered over 760 days* of venue sponsorships to NGOs and government departments to organise community activities.

* 由2022年4月至2023年3月 from April 2022 to March 2023

特惠租金 Welfare Rent

以特惠租金形式提供約531,000平方呎*地方予110個*社福機構，提供便捷地點讓機構接觸更多目標受眾。

Link provided approximately 531,000 square feet* of space at concessionary rental rates to 110 non-government organisations*, enabling them to reach more target beneficiaries at convenient community locations.

* 截至2023年3月 as at the end of March 2023





「透過人生教練課程，我發現不僅可以幫助他人認識自我，亦讓我對自己有更深入的了解。感謝導師的教導，同時感謝機構給予我這寶貴的學習經歷。希望未來能夠有更多實習機會，甚至就業機會。」

"What I realise is that life coach training not only allows me to help others learn about themselves, but it also helps me learn more about myself. I am grateful for both the guidance from the mentors and for the valuable learning experience provided by the institution. I look forward to having more opportunities to put what I learned into practice, and to making a career out of it."

視·人生 — 視障專業人生教練培訓暨校園協作計劃學員
Participant of Live The Vision – Visually Impaired
Professional Life Coach Training cum School
Collaboration Project



「長智戲的戲劇訓練要求甚高，絕非一般興趣班。我的自信心、記憶力、溝通技巧都因此大大提升。我本是一個含蓄、內斂的人，如今卻成為了站在台上的表演者。我更擔負起長智戲董事的責任，推動金齡藝術，盼望更多長者因戲劇藝術而活得更豐盛。」

"Unlike your average hobby groups, the theatre training at Inspirational Drama Programme for Elderly is very demanding. It has given a huge boost to my self-esteem, memory, and communication skills. I am normally quite shy and a bit of an introvert, but now I'm performing on stage. I am even taking up the responsibility of a board member, hoping play my part in helping to promote golden age arts. I hope more seniors can live more fulfilling lives through participating in dramatic arts."

「長·智·戲」長者戲劇藝術啟導計劃學員
Participant of Inspirational Drama Programme for Elderly

2023/24年度資助申請時間表 Important Dates for 2023/24 Application

社會項目資助 Project Fund

2024

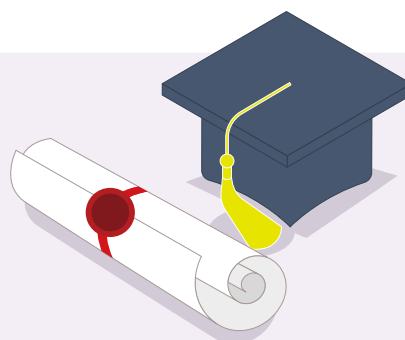
- 4月至5月
April to May
接受提交項目建議書
Call for proposals
- 5月至7月
May to July
複審、甄選及面談
Review, select and interview
- 10月至翌年9月
October to September of the following year
項目執行期
Project implementation

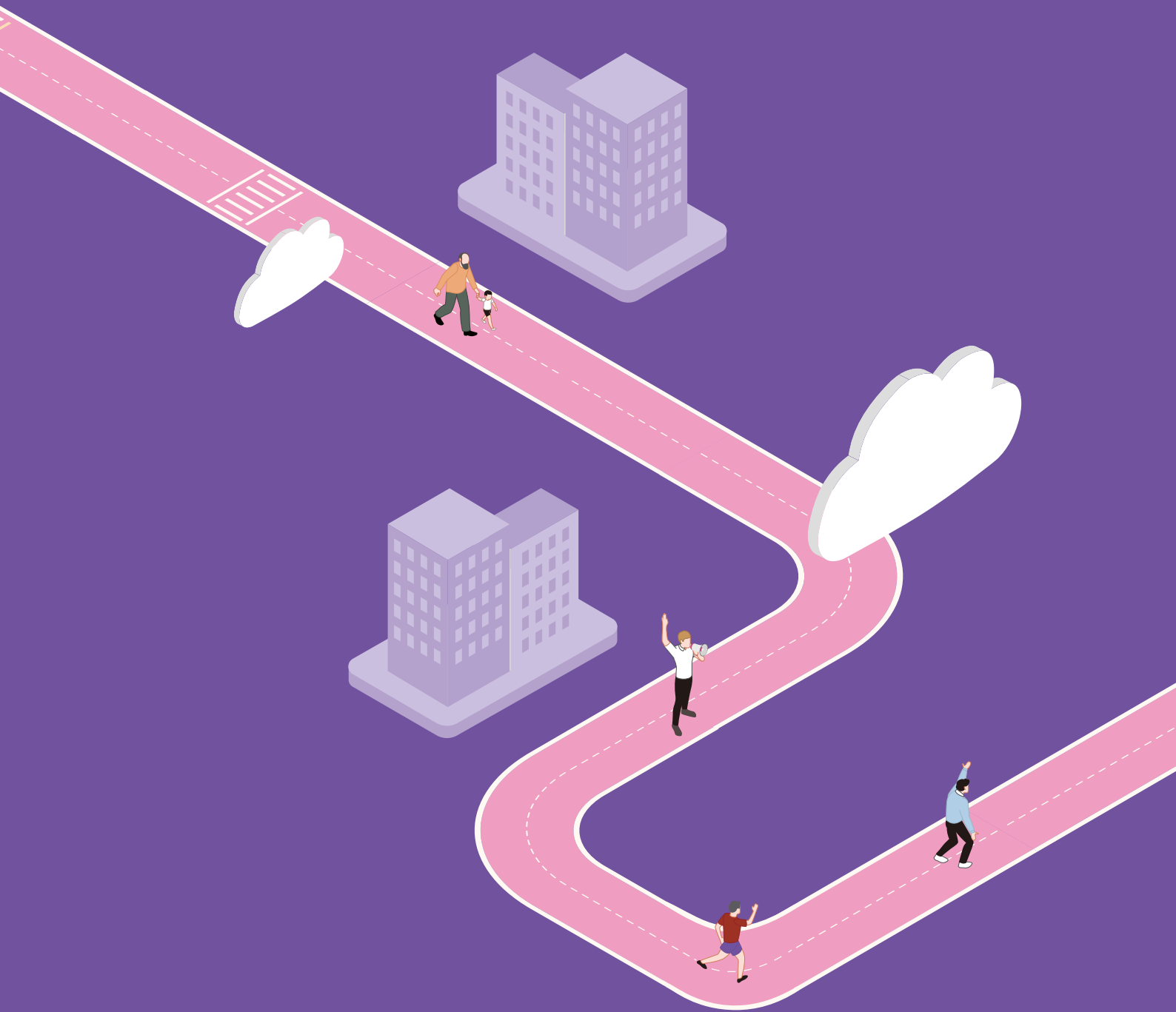


領展大學生獎學金 Link University Scholarship

2024

- 5月至6月
May to June
邀請中學校長提名合資格中六學生申請大學一年級獎學金
Invite school principals to nominate eligible secondary six students for the scholarship of year 1 university studies
- 5月至8月
May to August
接受學生申請大學二年至四年級獎學金
Call for applications for the scholarship of year 2-4 university studies





領展企業網站
Link's corporate website



領展愛·匯聚計劃
Link Together Initiatives
Facebook page



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