

# Corporate Social Responsibility 企業社會責任

The Bank is committed to be a caring and responsible corporate citizen. In 2008, we continued to embrace our corporate philosophy of "Giving back to the Community" by organizing a variety of volunteering activities to benefit the people in need.

本行致力履行企業社會責任，積極關懷社群。2008年，本行繼續秉持「取之社會·用之社會」的企業理念，舉辦多項社會服務活動，以幫助有需要的人士。



- The Bank was awarded the Caring Company Logo by the Hong Kong Council of Social Service for the second consecutive year.

本行連續第二年獲香港社會服務聯會頒發「商界展關懷」標誌。

- The Bank raised a total of HK\$1,763,960 in donations to support the relief effort by the Hong Kong Red Cross following the devastating earthquake in Sichuan Province.

本行把籌得的1,763,960港元善款捐贈予香港紅十字會，以支持其在四川地震災區的救援工作。

## FRUITFUL YEAR FOR CORPORATE SOCIAL RESPONSIBILITY

Embracing Fubon Bank's corporate philosophy of "Giving back to the Community" and building upon the success of the Fubon Caring Ambassador Programme the previous year, the Bank participated in a variety of community relations activities in 2008. These included organizing a team of volunteer staff to take part in an array of social outreach programmes with NGOs, sponsoring a cultural event, donating to the victims of the Sichuan Earthquake, sponsoring underprivileged children of Po Leung Kuk, and helping charitable organizations to distribute donation forms through bank statements to customers. The Bank was also awarded the Caring Company Logo for the second consecutive year by the Hong Kong Council of Social Service, proving that the Bank's efforts in deepening its commitment of being a caring and responsible corporate citizen was recognized.

## 竭盡社會責任 積極回饋社會

秉持富邦銀行「取之社會·用之社會」的企業理念，並建基於去年「富邦關懷大使」計劃的成功，本行於2008年內參與了多項社會服務活動，包括組織義工隊與社會服務機構合作舉辦義工外展活動、贊助文化活動、捐款賑濟四川地震災民、捐助予保良局兒童，以及協助志願機構寄發募捐表格。本行更連續第二年獲得香港社會服務聯會頒發「商界展關懷」標誌，足見本行關懷社群、竭盡企業社會責任的努力被獲認同。





To promote cross-strait artistic and cultural exchanges, the Bank once again sponsored the Taiwan November in 2008 and presented one of its extravaganzas - *FROM HEARTBEAT TO PERCUSSION*.

為推動兩岸藝術及文化交流，本行於2008年再度贊助「台灣月」，並呈獻其中的一個精彩節目《擊心所樂》。

### DONATING TO THE NEEDY AND UNDERPRIVILEGED

The Sichuan Earthquake on 12 May 2008 resulted in drastic casualties and damage. To support the relief operation of the Hong Kong Red Cross in Sichuan Province, the Bank raised a total of HK\$1,763,960 from the Bank's donation of US\$200,000 and our employees' donation of HK\$203,600.

We recognize the importance of improving the welfare of underprivileged children so that they can have a happier childhood and brighter future. In view of this, the Bank joined the Po Leung Kuk Child Sponsorship Programme in 2008, with our sponsorship benefiting 80 children. We hope that our participation will bring warmth and happiness to these children and enable them to experience the love and care from the community.

### TAIWAN NOVEMBER

Fubon Bank is committed to promoting cross-strait artistic and cultural exchanges. Following the success of bringing U-Theatre's premiere of the *Sword of Wisdom* to Hong Kong in 2007, the Bank sponsored *FROM HEARTBEAT TO PERCUSSION* – one of the extravaganzas of the "Taiwan November" organized by Kwang Hwa Information and Culture Center and Shiren Foundation of Hong Kong and Macau Taiwanese Charity Fund Ltd. in 2008. Performed by the internationally renowned Ju Percussion Group of Taiwan, *FROM HEARTBEAT TO PERCUSSION* demonstrated the diverse creativity in the art of percussion. Again, admission to the performance was free to make the event fully accessible to the public.

### 捐款扶助貧弱

2008年5月12日發生的四川大地震，造成嚴重的傷亡及巨大的破壞。本行共籌得1,763,960港元，以支持香港紅十字會在四川省的救災工作。而該筆善款中，200,000美元為本行的捐助，203,600港元則為本行員工的捐款。

本行深明改善貧困兒童福利的重要，好讓他們能擁有快樂的童年及美好的將來。因此，本行於2008年參加了保良局兒童助養計劃，惠及80位兒童。我們希望透過參加該計劃能為這些兒童帶來溫暖及快樂，並令他們感受到社會人士的愛護和關懷。

### 台灣月

富邦銀行在推動兩岸藝術及文化交流方面一直不遺餘力。本行繼去年成功呈獻「優人神鼓」在港作全球首演的《勇者之劍》後，於2008年再度贊助由光華新聞文化中心及港澳台灣同鄉慈善基金會世仁教育基金舉辦的「台灣月」，並呈獻其中的一個精彩節目《擊心所樂》。《擊心所樂》由國際知名的朱宗慶打擊樂團演出，展現出敲擊樂藝術中的多元創意。與去年的安排一樣，市民可免費索取入場券欣賞這項精彩表演。





The number of Fubon Caring Ambassadors rose nearly 50% in 2008.

「富邦關懷大使」計劃的成員人數於2008年增加了近50%。

## FUBON CARING AMBASSADOR PROGRAMME

Established in August 2007, the Fubon Caring Ambassador Programme engaged a team of nearly 100 members in 2008. Our community relations efforts focus on promoting art and culture, supporting the underprivileged and enhancing environmental awareness and protection. We organized a number of volunteer outreach programmes with various NGOs to benefit the elderly who live alone, students from lower-income families and children with family problems.

To show our respect and care for the elderly and encourage their participation in the community, we organized home visits and outings with the social service unit of the Methodist Church, Hong Kong and the Hong Kong Society For the Aged. We paid particular attention to the elderly who live alone in public housing estates.

Fubon Bank has made a commitment to protecting the environment. We also recognize the importance of educating our youth on environmental protection as they hold the keys to our future. In 2008, we partnered with St. James' Settlement to organize ecological tours for students from lower-income families, aiming to encourage the children to explore the natural wonders and help them to learn the importance of protecting and conserving the countryside of Hong Kong.

In 2008, we also organized other interesting volunteering activities, including cooking classes and art appreciation classes for the children from Po Leung Kuk and the Tung Wah Group of Hospitals.

Going forward, the Bank will continue to organize a range of more diversified volunteering activities to benefit a larger group of people in need so as to deepen our commitment to serving the community.

## 「富邦關懷大使」計劃

「富邦關懷大使」計劃於2007年8月成立，成員人數於2008年已增至近百人。本行的社會服務工作範疇主要為推廣藝術文化、扶助貧弱，以及倡導環境保護意識。本行亦與多個社會服務機構舉辦義工外展活動，受惠者包括獨居老人、低收入家庭的學童，以及受家庭問題影響的兒童。

為了對長者表示尊重及關懷，並鼓勵他們投入社會，本行與循道衛理教會社會服務單位及香港耆康老人福利會舉辦了家訪及旅行，並對居住在公共屋邨的獨居老人尤其關注。

此外，富邦銀行亦致力倡導環保。年青人是社會未來的棟樑，本行明白向他們灌輸環保知識的重要性。於2008年，本行與聖雅各福群會為來自低收入家庭的學童舉辦生態旅遊，希望鼓勵他們探索自然界的奧妙，並助他們認識保護香港郊區的重要性。

2008年，本行亦舉辦了其他具趣味性的義工活動，包括為來自保良局及東華三院的兒童舉辦烹飪班及藝術欣賞班。

展望未來，本行將繼續舉辦一連串更多元化的義工活動，讓更多人受惠，進一步貫徹我們服務社群的承諾。