



Corporate Social Responsibility

企業社會責任



Reflecting its commitment to corporate social responsibility, the Bank actively contributes to social well-being through serving the community. In 2009, we continued to embrace our corporate philosophy of "Giving back to the Community" by organizing a variety of volunteering activities to benefit more people in need.

本行致力履行企業社會責任的使命，積極回饋社會，服務社群。本行於2009年繼續以「取之社會·用之社會」的企業理念，積極舉辦不同類型的社會服務活動，讓社會上更多有需要之人士受惠。

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

本行連續第三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\$234,456 in donations to support the emergency relief, reconstruction and disaster preparedness operations of the Hong Kong Red Cross following the devastating floods in Taiwan.

本行把籌得的234,456港元善款捐贈予香港紅十字會，藉以支持其於台灣水災地區的緊急賑濟、重建及備災等救援工作。



GIVING BACK TO THE COMMUNITY

As the Bank continued to embrace the corporate philosophy of “Giving back to the Community”, we launched a variety of community relations activities in 2009. These included organizing volunteering services involving Fubon Caring Ambassadors and NGOs, donating to typhoon victims in Taiwan, sponsoring activities held by public welfare organizations, and helping charitable organizations to distribute donation forms through bank statements to customers. The Bank was also awarded the Caring Company Logo for the third consecutive year by the Hong Kong Council of Social Service in recognition of its commitment to being a responsible corporate citizen.

DONATING TO THE NEEDY AND UNDERPRIVILEGED

On 8 August 2009, Typhoon Morakot swept across Taiwan causing heavy flooding on the island. Given the severity of the disaster, the Bank together with its employees raised a total of HK\$234,456 in donations for the Hong Kong Red Cross in support of its emergency relief, reconstruction and disaster preparedness operations in the affected areas.

「取之社會·用之社會」

本行於2009年繼續以「取之社會·用之社會」的企業理念，積極舉辦不同類型的社會服務活動，包括「富邦關懷大使」攜手與社會服務機構舉辦義工活動、捐款賑濟台灣風災、支持公益團體舉辦之活動，以及協助志願機構寄發募捐表格等。本行今年更連續第三年獲得由香港社會服務聯會頒發的「商界展關懷」標誌，這確是對本行竭力履行企業社會責任的認同。

捐款扶貧

2009年8月8日莫拉克颱風席捲台灣，造成嚴重水災，面對嚴峻的災情，本行上下一心，一共籌得234,456港元，善款全數捐贈予香港紅十字會，藉以支持其於台灣水災地區的緊急賑濟、重建及備災等救援工作。

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SUPPORTING CHARITY

As a Caring Company, the Bank actively participates in and supports the activities and events of charitable organizations, such as the Corporate and Employee Contribution Programme and the Community Chest Green Day organized by The Community Chest of Hong Kong. Employees were encouraged to make donations to The Community Chest and to adopt a green lifestyle as well.

CARING FOR THE COMMUNITY

Through a community relations programme to benefit the community, the Bank promotes arts and culture and enhances environmental awareness. Since its establishment in August 2007, the Fubon Caring Ambassador Programme has continued to attract new members. They take part in the social outreach programmes organized jointly with various NGOs to serve the underprivileged.

In 2009, the Bank organized a one-day trip to Lau Fau Shan with The Hong Kong Society for the Aged. We also worked with the Yang Memorial Methodist Social Service, Choi Hung Community Centre for Senior Citizens to hold a dough figurine making workshop. These activities reflected the Bank's respect and care for the aged and encouragement towards senior citizens to lead an active social life.

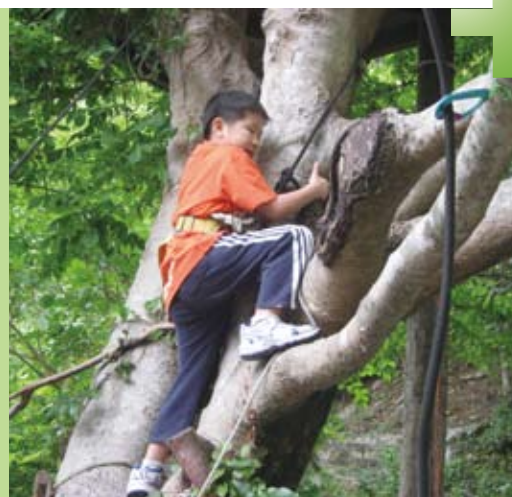
支持公益活動

作為一家獲得「商界展關懷」殊榮的企業，本行積極參與及支持公益團體舉辦的活動。於本年度，本行參加了香港公益金的「商業及僱員募捐計劃」，及「公益綠「識」日」，分別直接捐款予香港公益金及鼓勵本行員工在參與募捐之餘，走近綠色生活。

關懷社群

本行透過推行社會服務項目、同時推廣藝術文化，及倡導環境保護意識以回饋社會。「富邦關懷大使」計劃自2007年8月成立以來不斷有新成員加入，參與由本行與多個社會服務機構舉辦的義工外展活動，扶助貧弱。

於本年度，本行與香港耆康老人福利會及循道衛理楊震社會服務處彩虹長者綜合服務中心分別舉行了「流浮山一日遊」及麵塑工藝坊。本行希望藉著這些活動，鼓勵長者投入社會，亦藉以對他們表示尊重及關懷。



Whilst serving the underprivileged through a number of volunteering activities, the Bank also actively promotes environmental protection to increase the awareness of young people towards the importance of environmental care.

在扶助貧弱的同時，本行亦致力提倡環保，希望透過義工活動向年青一代灌輸環保知識的重要性。

During the year, we also held a wide array of volunteering activities to provide interesting learning opportunities for participants. These included a cooking class for the children of Christian Action, a magic show as well as T-shirt painting class for young children of the Hong Kong Society for the Protection of Children, and a ceramic workshop with St. James' Settlement for children from low-income families.

The Bank also actively promotes environmental protection. Through a number of volunteering activities, we hope to make the young people of Hong Kong more aware of the importance of environmental care. In 2009, a day camp at Tree Top Cottage was organized for children of St. James' Settlement to encourage the enjoyment of the great outdoors while learning about ways to protect Hong Kong's natural environment. The recycled paper-making workshop during the camp taught the children methods of waste recycling and just how valuable nature's bounty is.

Based on our corporate philosophy of "Giving back to the Community" and to fulfil our corporate social responsibility, we will be organizing an even more diversified range of volunteering activities in 2010 to benefit a greater number of people in need.

此外，本行亦舉辦了多個富趣味性的義工活動，為參加者提供學習機會，包括為基督教勵行會的學童舉辦烹飪班、安排魔法雜技表演及T恤彩繪班予香港保護兒童會的幼童，及與聖雅各福群會為來自低收入家庭的學童舉行陶瓷工作坊。

本行亦致力提倡環保，希望透過義工活動向年青一代灌輸環保知識的重要性。於2009年，本行舉辦了樹屋田莊體驗日營予聖雅各福群會的兒童，希望鼓勵他們欣賞大自然的同時，可學懂保護香港的自然環境。當中的環保再造紙工作坊亦可讓義工及兒童認識廢物循環再造的竅門，從而意識大自然資源之珍貴。

展望未來，本行會繼續秉持「取之社會·用之社會」的企業理念，舉辦更多元化的義工活動，幫助社會上更多有需要的人士，履行企業社會責任。

We will organize an even more diversified range of volunteering activities in 2010 to benefit a greater number of people in need.

本行將會舉辦更多元化的義工活動，幫助社會上更多有需要的人士。

