

愛 · 平安
商界參與計劃

Love & Peace
Corporate Engagement
Programme

「愛·平安」商界參與計劃

Love & Peace Corporate Engagement Programme



長者安居協會結合商界力量，推行「愛·平安」商界參與計劃，透過多元化的社區活動與商界攜手向本地長者傳送平安、凝聚力量、共同建構長者友善社區。企業藉著參與協會的義工服務及慈善捐款，鼓勵其員工關心並尊重長者，實踐企業的社會責任。計劃由 2013 年推出至今，有賴企業的支持，讓協會可持續幫助更多有經濟困難的長者及有需要人士受惠於「一線通平安鐘™」慈善計劃。

Through Love & Peace Corporate Engagement Programme, Senior Citizen Home Safety Association (SCHSA) partners with corporations to bring love and peace to the elderly and build an age-friendly community. Partner companies encourage their employees to show care and respect for the elderly through participation in our volunteer services and charitable donations thereby fulfilling their corporate social responsibility. Since the Programme's launch in 2013, donations from corporate partners have supported SCHSA's Care-on-Call Charity Programme and allowed the financially deprived elderly and those in need to enjoy our services.

90歲的植伯伯患上認知障礙症，其80多歲的妻子彭婆婆全天候照顧丈夫。有一次，婆婆發現伯伯洗澡良久沒有出來，開門一看發現伯伯跌倒地上。婆婆多次嘗試扶起不果，於是立即按動「室內平安鐘」求助。協會姑娘馬上召喚救護員到場，發現伯伯因光著身子躺在地上一段時間，已發高燒，需立即送院救治。協會「一線通平安鐘™」慈善計劃資助他們免費使用「室內平安鐘」，讓兩老每天平安。

慈善計劃個案分享

Sharing from the Charity Programme Beneficiary

Mr. Chek, 90-year-old, was diagnosed with dementia. His wife Madame Pang takes care of him day and night. One time Madame Pang realised Mr. Chek was taking an unusually long shower. Upon opening the door to check up on her husband, Madame Pang found him on the ground, helpless and unable to call for help. She failed to help him up, so she immediately pressed the help button on the Personal Emergency Link device. SCHSA's staff then promptly made the ambulance call for her. When the paramedics arrived on scene, they found Mr. Chek was lying naked on the floor and in a fever that required immediate hospitalisation. With the sponsorship of Charity Programme, Madame Pang and her husband can enjoy free Care-on-Call Service, and live with love and peace every day.

兩老無依
幸有
平安相伴

Elderly Couple
Benefit
from Charity
Programme



推介項目

Recommended
CSR Programme

樂於捐助 Donation

捐款支持「一線通平安鐘™」慈善計劃或「一線通®管家易」慈善計劃，讓經濟有困難的長者及有需要人士可以免費使用「一線通平安鐘™」24小時緊急支援及全面關顧服務或「一線通®管家易」的到戶式長者照顧、清潔及陪診服務。您的慷慨支持可提升受惠者在社區生活的質素，並將平安延伸至社會每個角落。

Donate to Care-on-Call Charity Programme or EasyHome Services Charity Programme, offering deprived elderly and others in need the free use of our Care-on-Call Service - a 24/7 emergency support and integrated care service; or free use of at-home care, cleaning and medical escort provided by EasyHome Services. With your generous support, deprived elderly and others in need can enjoy better quality of life and peace of mind.



鼓勵義務工作 Volunteer Services

鼓勵員工參與義工服務，包括：探訪長者、電話慰問服務或企業自組義工服務，身體力行向長者送上關懷。

Encourage employees to engage in volunteer services such as home visit and Care Calls to the elderly, or to organise activities to extend love and care for the elderly.



關懷員工 Caring for the Employees

安排員工參觀長者安居協會，或參加主題工作坊，令員工對長者有更深入的認知，培養溝通技巧、紓緩作為照顧者的壓力。

Arrange a tour to SCHSA Headquarter, or encourage employees to enroll in thematic workshops to learn about communication skills with the elderly, and relieve the pressure of being caregivers.



關愛長者活動

Elderly Caring Activities



定期探訪活動 Regular Elderly Home Visit

- ♥ 服務對象 : 主要為獨居或兩老同住的65歲或以上長者
- ♥ 內容 : 3至4位義工一組，每次探訪約4至5戶長者，送上關懷及了解他們的需要。本會職員於活動前進行簡介，教授與長者溝通的基本技巧及探訪時的注意事項。
- ♥ 服務時數 : 約3小時
- ♥ 可參與人數 : 10至20人
- ♥ 歡迎員工與其家人一同參與
- ♥ 鼓勵公司贊助禮品送予長者
- ♥ Beneficiary : Elderly living alone or couples aged 65 or above
- ♥ Service Details: 3 to 4 corporate volunteers will form a group to visit 4 to 5 elderly-households to learn more about their lives and extend their care to the elderly. A briefing on effective communication skills will be given to corporate volunteers prior to the visit.
- ♥ Service Hours: Approx. 3 hours
- ♥ No. of Participants : 10-20 persons
- ♥ Employees' families are welcome to join
- ♥ Corporates are encouraged to sponsor gift packs for the elderly



自組生活關懷探訪活動 Customised Elderly Home Visit



- ♥ 服務對象 : 主要為獨居或兩老同住的65歲或以上長者
- ♥ 內容 : 企業自組義工服務，特定主題探訪活動，例如：為長者家居清潔或維修，給長者安全、舒適的生活環境。本會職員於活動前會為義工提供簡介及現場指導。
- ♥ 服務時數 : 每戶約3小時
- ♥ 可參與人數 : 10至20人
- ♥ 由企業承擔相關費用
- ♥ Beneficiary : Elderly living alone or couples aged 65 or above
- ♥ Service Details: Voluntary services initiated by corporate in order to better the living condition and environment of the elderly in need. Services including but not limited to, elderly-households cleaning service, repairing service, etc. Our staff will provide briefing before the activity and guidance on the spot.
- ♥ Service Hours: Approx. 3 hours per household
- ♥ No. of Participants : 10-20 persons
- ♥ Expenses are sponsored by corporates



電話慰問服務 Care Calls Service

- ♥ 服務對象 : 使用協會服務的本地長者
- ♥ 內容 : 企業員工可以學習有效的溝通技巧，向長者送上親切的關心和慰問。本會職員於活動前向員工提供電話慰問服務簡介會，教授與長者溝通的技巧。
- ♥ 地點 : 由長者安居協會提供
- ♥ 服務時數 : 約3小時
- ♥ 可參與人數 : 10至20人

- ♥ Beneficiary : SCHSA's elderly service users
- ♥ Service Details : Corporate employees can learn skills in communicating with the elderly and express their loving care and warm greetings to the elderly over the phone. A briefing on effective communication skills will be given prior to the service.
- ♥ Venue : Provided by SCHSA
- ♥ Service Hours : Approx. 3 hours
- ♥ No. of Participants : 10-20 persons



多種形式捐款支持長者服務

Select Your Donation Methods

作為自負盈虧的社會企業，協會將營運盈餘及公眾捐款用於照顧貧病長者，讓經濟有困難的長者及有需要人士，讓他們可以免費使用「一線通平安鐘™」24小時緊急支援及全面關顧服務或「一線通®管家易」的到戶式長者照顧、清潔及陪診服務，藉此提升受惠者在社區生活的質素，並將平安延伸至社會每個角落。

As a self-financing social enterprise, SCHSA needs your donation to offer deprived elderly and others in need the free use of our Care-on-Call Service - a 24/7 emergency support and integrated care service; or free use of at-home care, cleaning and medical escort provided by EasyHome Services. With this service, deprived elderly and others in need can enjoy better quality of life and peace of mind.

參與企業可考慮以下形式支持 Donation can be made in the following ways

- ♥ 企業捐款
- ♥ 鼓勵合作伙伴以捐款取代物品捐贈
- ♥ 企業按員工義工服務時數配對捐款
例如：每一小時義工服務，企業捐出港幣100元鼓勵員工參與本會的籌款活動
- ♥ 鼓勵員工參與本會的籌款活動
例如：「一人一利是」、關愛長者大行動、賣旗日等
- ♥ 邀請協會為員工提供講座，並安排籌款活動
- ♥ Corporate donation
- ♥ Encourage business partners to donate cash instead of in-kind
- ♥ Match donation amount with no. of volunteer hours by the employees
e.g. HK\$100 for every hour employee participates
- ♥ Encourage employees to support SCHSA's fundraising activities
e.g. Red Packets Giving Campaign, Flag Day, etc.
- ♥ Invite SCHSA to arrange seminars and fundraising activities

企業自組籌款活動

Corporate-initiated Fundraising Event

協會希望透過不同類型的籌款活動，喚起社會大眾多關注、尊敬及愛護身邊長者。企業可發揮創意，設計專屬您們的慈善活動，並命名「長者安居協會」為受惠機構，攜手為貧病無依的長者送上平安：

By initiating various fundraising events, SCHSA hopes to call upon the general public to pay greater attention to, as well as to respect and care for elderly living among us. By hosting your exclusive fundraising event and naming SCHSA as the event beneficiary, we could work together to show unceasing loving care for the elderly who are in need:

♥ 自組籌款活動並選擇本會為活動的受惠機構

例如：慈善餐舞會、慈善義賣等

♥ 成為本會籌款活動的贊助商

例如：活動贊助、廣告贊助、場地贊助等

♥ 協助本會擺放捐款箱、捐款單張或

海報以鼓勵顧客或訪客捐款

♥ Organise fundraising activities and name SCHSA as your beneficiary

e.g. charity ball, charity sale, etc.

♥ Sponsor a designated fundraising project

e.g. event sponsorship, venue sponsorship, advertising sponsorship, etc.

♥ Place SCHSA's donation box, leaflet and poster in offices and/ or shops to encourage donation from customers or guests.



香港旺角希爾頓花園酒店
月餅慈善義賣

Hilton Garden Inn
Hong Kong Mongkok
Mooncake Charity Sales



商業電台
《十八樓C座》50周年郵票義賣

Commercial Radio
"18/F Block C"
50th Anniversary Stamp Charity Sale



永嘉集團控股有限公司
自組籌款活動

Win Hanverky Holdings Ltd
Initiated Fundraising Campaign



富臨集團
糰子有愛相隨

Fu Lum
Rice Dumpling
Charity Sales


參觀長者安居協會


Tour of SCHSA



座落於何文田愛民村的總部，是24小時全天候支援「一線通平安鐘™」服務使用者的服務熱線中心。企業透過參觀長者安居協會，除了讓員工更了解協會運作及「一線通平安鐘™」服務的發展，亦為這個急速老齡化的城市中，注入跨代共融的正能量。


此外，觀塘翠屏北商場的「樂齡服務中心」透過多元化的義工計劃，設計剪裁適合樂齡人士、企業、學校、社區團體及個人參與的義工培訓、活動和服務，以擴闊義工的學習機會和社交網絡發展。亦提供各類型迎合樂齡人士生活需要、支援家庭照顧崗位、自我增值及圓滿人生的工作坊。


-  地點：a) 長者安居協會總部 · 何文田愛民廣場二樓S2
b) 長者安居協會樂齡服務中心 · 香港九龍觀塘翠屏(北)商場 M2層1A號

 參觀時間：1 至 1.5 小時

SCHSA Headquarter is located at Oi Man Estate in Ho Man Tin, which is the 24-hour Care-on-Call Centre providing tele-based comprehensive assistance, support and care service. By joining the tour, participants will have a better understanding of our seniors, and will be inspired by possibilities of a happy ageing Hong Kong.

At the same time, "Active Ageing Services Centre" in Tsui Ping North Shopping Circuit, Kwun Tong tailor makes volunteer trainings, activities, and services suitable for senior citizens, corporates, schools, community organisations, and individuals to participate, through a variety of volunteer programmes, in order to broaden learning opportunities and social network development of volunteers. We provide various workshops that cater to the needs of active ageing people, support family care positions, self-value added and fulfilling lives. Volunteer Care Calls Centre allows trainees to provide constant and individual care services.

-  Venue：a) SCHSA Headquarter S2, 2/F, Oi Man Plaza, Homantin
b) SCHSA Active Ageing Services Centre No.1A, M2/F, Tsui Ping (North) Shopping Circuit, Kwun Tong

 Duration：1 to 1.5 hours

過往活動精彩回顧

Reviews of CSR Programme



企業分享

Corporate Sharing



創興銀行

Chong Hing Bank



本行一直關懷社群、熱心公益。透過贊助中學生參與活動、組織員工參加長者安居協會長者探訪日，向社會大眾傳遞愛心與關懷，建設更美好的社區。

The Bank sponsored a group of secondary students to join activities and organised staff members to join the Elderly Visit Day. Through these events, the Bank showed its love and care for those in need, thus helping to create a better community.



香港交易所

Hong Kong Exchanges and Clearing Limited



香港交易所致力促進和推動金融市場及社區的發展與繁榮。我們一直支持長者安居協會，安排義工參加長者探訪活動，並捐款支持「兩老·有伴」計劃，向長者家庭提供24小時的緊急支援及關愛服務。2019年，香港交易所為一眾長者舉辦理財教育講座，教授基本理財知識以便他們作出更良好的財務規劃。

HKEX works to promote and progress our financial markets and the communities they support. We continue to support SCHSA by arranging volunteers to participate in a home visit to elderly, and also making a donation to support "My Stress Button" programme, which provides 24/7 emergency support and care services to households with seniors. In 2019, HKEX arranged a financial literacy workshop for the elderly on basic financial management concepts, which seeks to help the participants to prepare a better financial plan.



大快活快餐有限公司 Fairwood Fast Food Limited



探訪長者
Elderly Home Visit

樂於捐助
Donation

聯繫社區、關愛長者一直是大快活的服務重點之一。我們鼓勵前線員工積極參與長者安居協會舉辦的義工服務，發揮關愛長者精神同時提升其同理心，提倡互相幫助和社會融和的精神，實踐「食得開心·活得精彩」的企業使命。

Connecting the community and caring for the elderly have always been the focus of our service direction. We encourage our frontline staff participating in various volunteer activities organized by SCHSA, to increase the empathy and care towards the elderly in our society. We constantly promote collaboration and social integration to deliver our company vision "Enjoy Great Food. Live a Great Life".



香港機場經理協會 Hong Kong Airport Managers Association



探訪長者
Elderly Home Visit

樂於捐助
Donation

香港機場經理協會與長者安居協會自2009年成為友好的社會合作夥伴。我們熱衷參與能夠扶持弱勢社群的慈善活動。「愛·平安」商界參與計劃正好給予我們履行社會責任及向社會提供義工服務的機會。

HAMA has been SCHSA's CSR partner since 2009. We have always been keen on joining various philanthropic events to support the disadvantaged. The Love and Peace Corporate Engagement Programme provides us with the opportunities to put corporate social responsibility into practice and contribute to society.



運動家有限公司 Sportshouse Limited



樂於捐助
Donation

運動家有限公司本著「運動·關懷」的企業精神，相信透過運動能帶出正能量，並希望以運動回饋社會。自2015年與長者安居協會合作，支持協會舉辦不同活動，並參予「隨身寶®」及「兩老·有伴」長期資助計劃，幫助患腦退化症的長者，以及為年老照顧者提供緊急支援及關懷服務。

With the company mission "Sports & Care", Sportshouse Limited believes that positive energy can be delivered through sports and contributed to the society. Since 2015, Sportshouse Limited has joined forces with SCHSA and support various activities. As a caring company, Sportshouse is committed to Mobile Link™ and "My Stress Button" long-term funding schemes to assist elderly with dementia and provide emergency help and care services to elderly caregivers.



關於長者安居協會

ABOUT SCHSA



長者安居協會於1996年成立，為香港最具規模的社會企業之一，同時為自負盈虧的非牟利慈善團體。協會提供全面的24/7支援服務 - 「一線通平安鐘™」，以緊急支援、綜合關顧、日夜守護、健康管理、樂齡服務、生活輔助為主要的服務範疇。協會的服務結合科技及人本元素，以創新的理念及手法，務求讓每位用戶都能居家安老，享受有質素的生活。

Senior Citizen Home Safety Association ('SCHSA') was founded in 1996 as a non-profit charitable organisation with a self-financing model. Today it is one of the most established social enterprises in Hong Kong. SCHSA provides Care-on-Call Service, a comprehensive 24/7 support service in the territory consisting of emergency aid, integrated care, around-the-clock vigilance service, health management, active ageing services and day-to-day living assistance. Our mission is to enable all service users to age in place with a quality life by incorporating technology and innovation in our people-centric services.

長者安居協會 Senior Citizen Home Safety Association
(籌款部 Fundraising Department)

☎ 2952 7330 / 2338 8312

☎ 2797 8990

✉ fundraising@schsa.org.hk

🌐 www.schsa.org.hk