

您我一心，

為兒童勾畫更好未來。

TOGETHER, let's reimagine
the future for every child.

unicef
聯合國兒童基金會香港委員會
攜手為兒童



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親愛的捐款者，

執筆之時，香港正處於嚴峻的第五波新冠疫情，超過百萬市民染疫。疫情繼續打亂我們的生活及生計，而脆弱的孩子往往受害最深。正當世界面對各種人道主義危機及衝突之際，我們尤其感激您一路支持，不離不棄，因為唯有善長的愛心捐助，才能讓弱勢兒童看到黑暗盡頭的希望之光。

2021年適逢聯合國兒童基金會 (UNICEF) 成立75週年，以及聯合國兒童基金會香港委員會 (UNICEF HK) 成立35週年，我們藉此機會向您致以最衷心的感謝：謝謝您為了保護全球兒童權益而作出的長遠承諾。承蒙您的慷慨支持，UNICEF HK自1986年成立以來，已籌集32.6億港元，不但為本地兒童賦權增能，更大力支持UNICEF在全球超過190個國家和地區的人道工程。在疫情期間啟動了「童你抗疫」及「童心共濟」緊急支援行動，為全港有需要的基層家庭提供消毒服務和抗疫物資包，並關注兒童在長期社交距離措施下的情緒及心理健康。全靠您的不懈支援，我們才能讓全球數以百萬計無法遙距學習的弱勢兒童停課不停學，為他們送上太陽能手動收音機，收聽廣播課程。

在這特別的時刻，很高興能與您分享我們迄今所取得的成果：這些年來我們的重要里程碑就在本頁的背面。全賴包括您在內的470,000名慷慨善長，35年來不離不棄的支持，我們才可實現這些目標。在未來，我們將建基於今日的成果，竭盡所能向更多兒童伸出援手，拯救更多生命；也正因如此，我們比以往更需要您的支持。

您我一心，攜手合作，定能為每個孩子建構更美好的未來。

聯合國兒童基金會香港委員會主席
陳晴謹上

二零二二年四月

Dear Donor,

At the time of writing Hong Kong is experiencing its fifth wave of COVID-19 outbreak with over 1 million residents tested positive. The pandemic continues to upend our life and livelihood, children are always hit the hardest. As the world faces more humanitarian crises and conflicts, your continuous support is especially appreciated and more essential than ever to help vulnerable children find the light of hope at the end of the tunnel.

2021 marks the 75th anniversary of UNICEF and 35th anniversary of the HK chapter, we'd take this opportunity to express our heartfelt gratitude to your inspiring commitment in protecting children's rights around the world. UNICEF HK has raised HK\$3.26 billion since 1986 from your generous support to empower local children and UNICEF's initiatives in over 190 countries and territories. During the pandemic, we rolled out 'for every child, hygiene' and 'for every child, care & relief' campaigns to provide disinfection service and hygiene packs for 10,000 grassroots families in Hong Kong, and the much needed care for children's emotional and mental health amid prolonged social distancing measures. Only with your unrelenting help, could we provide solar wind-up radios and radio lessons to millions of underprivileged children worldwide with no access to remote learning during school closures.

On this special occasion, we are proud to share overleaf the key milestones accomplished all through the years. We couldn't have achieved these without the incessant support from our 470,000 generous donors and you. I assure you UNICEF will build on these successes to reach out to more children, we need you by our side more than ever.

Together, you and UNICEF will work hand in hand to reimagine a better future for every child.

Judy Chen, Chairman
Hong Kong Committee for UNICEF

April 2022



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全賴您的鼎力支持，UNICEF HK才有如此豐碩的成果！
We couldn't have made it without you!



unicef
for every child

75

unicef
聯合國兒童基金會
攜手為兒童

35

重要里程碑

Major Milestones

1991

首度與國泰航空合作啟動「零錢布施」機上籌款計劃，以援助全球各地的弱勢兒童和婦女。

In conjunction with Cathay Pacific Airways, UNICEF HK launched 'Change for Good' (CFG) inflight fundraising programme to support deprived women and children worldwide.



2006

創辦「聯合國兒童基金會慈善跑」，籌得善款用於保護嬰幼兒免受愛滋病感染，並為受愛滋病影響的母親及兒童提供治療、輔導及支援。截至2018年，活動已成為全港最大規模的慈善公路長跑賽事，累計吸引超過13萬名善心跑手參加，籌得超過港幣1.3億元，讓全球八成感染愛滋病的孕婦能享用相關服務。

UNICEF Charity Run made a debut to raise fund for the prevention of AIDS infection among infants, and for the treatment, counselling and support provided to mothers and children affected by HIV and AIDS. By 2018, it had become the largest road-running charity event in Hong Kong, cumulatively attracting over 130,000 runners, raising over HK\$130 million, enabling related services to reach 80% of HIV-positive pregnant women globally.



2020

新冠疫情初期，全港缺乏口罩等抗疫物資，UNICEF HK遂展開「童你抗疫」衛生行動緊急防疫項目，為一萬戶基層家庭噴灑消毒自潔塗層，教育他們防疫意識，並送上抗疫物資包。承蒙李家誠先生慷慨贊助，是次項目共派發一百萬個兒童口罩贈與基層家庭。

As COVID-19 broke out, anti-epidemic supplies such as face masks were hard to come by. UNICEF HK thus launched 'for every child, hygiene' to disinfect homes of 10,000 grassroots families, educate them on disease prevention, and provide them with hygiene supplies. Gratitude to Mr Martin Lee Ka-shing, his donation of 1 million child face masks were distributed among underprivileged families.



2022

香港疫情爆發第五波，UNICEF HK發起「童你共濟」緊急社區支援行動，向超過7,500戶有兒童或孕婦同住的基層家庭提供食材及抗疫物資。是次行動亦特別關注兒童長期留守家中抗疫的情緒及精神健康。準備了線上、線下兒童發展學習材料及情緒輔導指引，讓同學在提前放假時，留家抗疫也可善用時光，充實自學，並保持身心健康。

When Hong Kong was hugely impacted by the fifth wave of COVID-19 outbreak, UNICEF HK launched 'for every child, care & relief' campaign, to provide food and relief packages to 7,500 grassroots families and caring for the emotional and mental health of children when they stayed at home to combat the pandemic. Online and offline resources for learning and recreation, as well as guidelines on emotional support were provided. Students could make good use of their spare time and broaden their horizons during the extended lock down while keeping their physical and emotional health in shape.

為打破數碼鴻溝，促進數碼共融平等，UNICEF啟動「重塑教育」計劃，目標是在2030年前，向全球35億兒童提供數碼學習機會，計劃包括與微軟合作開發「學習護照」平台、改善數碼不發達地區的網絡覆蓋，以及提供低成本電子設備。



UNICEF launched Reimagine Education, a programme to close the digital gap towards global digital equity by connecting 3.5 billion children to digital learning solutions by 2030. The programme covers a Learning Passport developed with Microsoft, improved network coverage in digitally less developed places, and provision of low-cost digital devices.

1986 - 1990s

1996

展開「聯合國兒童基金會青年使者計劃」，讓青年人了解影響本地及全球兒童權益的不同議題。

UNICEF Young Envoys Programme was launched to provide young people in Hong Kong with an invaluable opportunity to explore global and local issues related to child rights.



1986

適逢UNICEF成立40週年，聯合國兒童基金會香港委員會(UNICEF HK)成立。

In the year of UNICEF's 40th Anniversary, the Hong Kong Committee for UNICEF (UNICEF HK) was founded.

2000s

2008

為四川地震籌得港幣1億4,632萬元，佔全球善款總數的近半

Raised HK\$146.32 million for Sichuan earthquake, close to half of the total amount raised worldwide.



2004

為南亞海嘯救援工作籌得港幣2億447萬元

Raised HK\$204.47 million for South-east Asia Tsunami Recovery.

2010s



2015

與食物及衛生局和衛生署合辦「Say Yes to Breastfeeding 母乳育嬰齊和應」運動，提升公眾對哺乳媽媽所需支援的認識，支持媽媽持續母乳餵哺，建立母乳餵哺友善的社區。

In collaboration with Food and Health Bureau and the Department of Health, UNICEF HK launched Say Yes to Breastfeeding campaign to educate the public on breastfeeding mothers' needs, encouraging mothers to sustain breastfeeding, and building a breastfeeding-friendly community.



2020

2021

2021

UNICEF慶祝成立75週年；UNICEF HK慶祝成立35週年。

UNICEF celebrated its 75th Anniversary whilst UNICEF HK celebrated its 35th Anniversary.

UNICEF HK舉行「還童心導遊」及「還童心導遊」虛擬跑籌款活動，在疫情中繼續守護兒童，並在後疫情時代為兒童重塑教育。UNICEF HK launched "Discover, for every child", and "Discover, for every child" - Virtual Run fundraising campaigns, protecting children amid the pandemic and reimagining education for children in the post-pandemic era.

2019冠狀病毒疫苗實施計劃(COVAX)是確保全球各地能獲公平分配新冠疫苗的倡議。身為COVAX的主要採購及運輸夥伴，UNICEF截至2022年2月為止，已將超過10億劑疫苗送抵144個國家或地區，保護兒童免受疫情威脅。

COVID-19 Vaccines Global Access (COVAX), is a worldwide initiative aimed at ensuring equitable access and distribution of COVID-19 vaccines. As COVAX's key procurement and delivery partner, UNICEF has delivered over 1 billion doses of vaccines to 144 countries as of February 2022, mitigating the pandemic's threat to children.



展望將來
Looking ahead

世界在變，但我們的願景堅定不移。
The world changes, but our vision doesn't.

UNICEF在這75年來，奮力為全球每個兒童爭取權益。面對未來的挑戰，UNICEF將好好利用75年來的經驗，以確保每個孩子：For 75 years, we have worked for the rights of every child across the globe. In the face of upcoming challenges, UNICEF leverages our 75 years of experience to ensure every child's:

- 均享有生存權利：為全球兒童提供疫苗，免受致命疾病威脅；
Survival by providing vaccines against fatal diseases,
- 均享有學習權利：跨越數碼鴻溝，革新學習和技能發展；
Right to education by bridging the digital divide and revolutionizing learning and skill development,
- 均獲得心理健康支援：防止兒童遭受忽視、虐待，免受其他心理創傷；
Mental health by ending neglect, abuse and childhood trauma,
- 均可在安全健康的環境下成長，盡量減少氣候變化及食水資源短缺對兒童的影響。
Right to grow up in a safe and healthy environment, by limiting the impact of climate change and water scarcity.

但為了實現我們的目標，我們比以往更需要您的信任和持續支持。
您我一心，攜手為孩子創建更美好的世界。
To realize our vision, we need your trust and ongoing support more than ever. Together, let's build a better world for our children.



掃描以觀看我們為您準備的影片
Scan to see the video we prepared for you

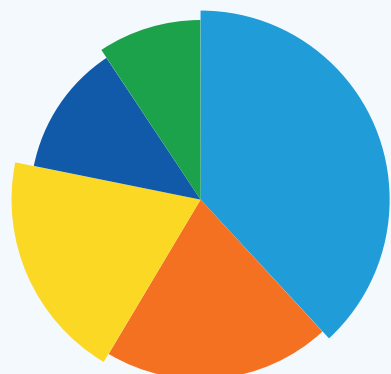
UNICEF Direct Programme Expenses, 2020

聯合國兒童基金會 2020 年度全球項目開支

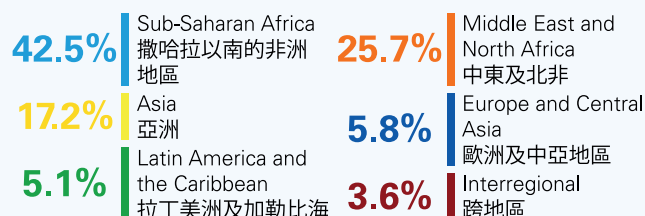
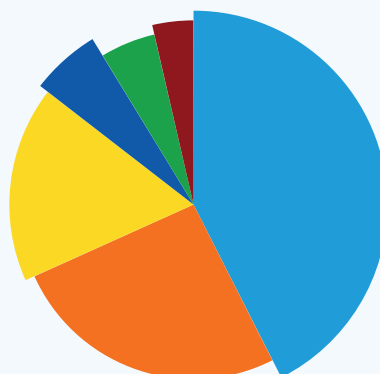
TOTAL EXPENDITURE 總開支 (港幣)

HK\$ 44,577,000,000

BY GOAL AREA 按項目分佈



BY REGION 按地區分佈



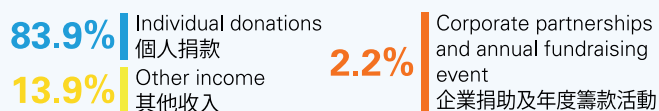
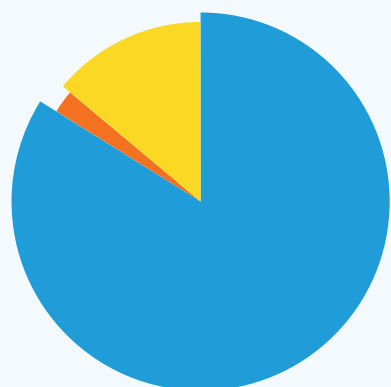
UNICEF HK Financial Highlights, 2020

聯合國兒童基金會香港委員會 2020 年度財政摘要

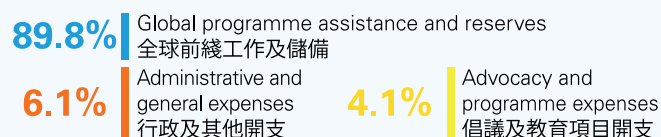
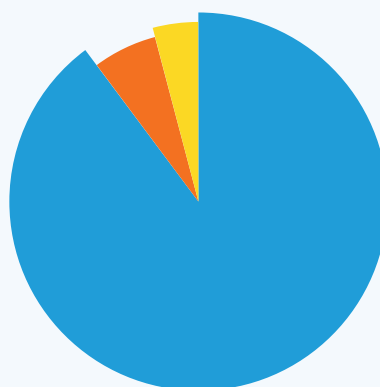
FUNDS ALLOCATION TOTAL 善款用途合共 (港幣)

HK\$ 155,000,877

REVENUE BY SOURCE 收入來源



FUND ALLOCATION 善款用途



UNICEF HK generates its revenue from donations and sponsorship from individuals, charitable foundations and corporations.

聯合國兒童基金會香港委員會的收入來自個人、慈善基金、企業捐助以及各方面的贊助。