

EVERY CHILD

Hong Kong Committee for UNICEF 2021 Issue 49



Time flies and it has been 35 years since the founding of Hong Kong Committee for UNICEF (UNICEF HK) in 1986. As the only organization under the United Nations dedicated to protecting children rights, UNICEF works in the world's toughest places to reach the children and young people in greatest need. Thanks to your generous support, UNICEF HK has raised HK\$3.26 billion to support global health, nutrition, education, water and hygiene, child protection, disease prevention, social inclusiveness and climate change projects in over 190 countries and territories.

Here in Hong Kong, we are committed to advocating children's rights to local community. Nutritional needs of infants and young children is an important focus, our 'Say Yes to Breastfeeding' campaign is launched to enhance public awareness and positive attitude towards breastfeeding. From the founding of Baby Friendly Hospital Initiative Hong Kong Association in 1994 to the issue of Hong Kong Code of Marketing of Formula Milk and Related Products in 2017, and the recent breastfeeding discrimination and harassment law amendment in June 2021, UNICEF HK is proud to be one of the change makers.

We have also partnered with local service organizations on projects catered to different needs such as inclusive playground for children of all abilities; sexual abuse preventive programme for children with intellectual disabilities; "UNI-SKATE" youth outreach; and research studies on the well-being of ethnic minority children in Hong Kong.

In terms of all-rounded youth development, the Young Envoys programme and UNICEF Club have been running for 25 years and 16 years respectively. Over 1,300 young leaders were nurtured and diverse learning opportunities have been given to more than 3,400 students. Even amid the COVID-19 pandemic, we rolled out 'for every child, hygiene' that provided disinfection service and hygiene packs to over 10,000 grassroots families.

Credit must be given to our 470,000 donors, nearly 5,000 child advocates and volunteers, our corporate partners and staff members of UNICEF HK for their unceasing support and commitment over the years. On behalf of UNICEF HK, I would like to express my heartfelt gratitude to all of our friends and supporters.

"Those who refuse to take the easy path will succeed, those who meet challenges head on will prevail." Moving forward, with your trust and support, we will continue the meaningful journey to promote children's rights and bring hope to all children.

The world is constantly changing but our vision does not. UNICEF is committed to continue to strive and tackle the problems faced by children in need. Thank you for lending a helping hand and supporting us and thank you for walking with us shoulder by shoulder. Let us build a better future, for every child.

Ms Judy Chen, JP
Chairman, Hong Kong Committee for UNICEF

HONG KONG COMMITTEE FOR UNICEF

Hong Kong Committee for UNICEF (UNICEF HK) was founded in 1986 and was established as an independent local non-government organization to raise funds through public donations, partnerships with companies, special events, etc. to support UNICEF's work. UNICEF HK also promotes and advocates for children's rights via organizing education and youth programmes in Hong Kong.

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HONG KONG
for every child



‘for every child, hygiene’ campaign built a safety net for grassroots families together with 170 organisations

Over 10,000 grassroots families have received anti-epidemic materials

‘for every child, hygiene’ was successfully completed. UNICEF HK gave out anti-epidemic hygiene packs and personal hygiene education resources to over 10,000 grassroots families. They also visited 8,440 children and 6,430 grassroots families living in subdivided flats and provided free self-sanitizing coatings in their toilets to reduce COVID-19 infection risk.



▲ Over 10,000 grassroots families have received our anti-epidemic hygiene packs and personal hygiene educational resources.

From March 8, 2020 to March 31, 2021, UNICEF HK gave out more than 1.3 million face masks and 13,500 hygiene packs that benefited over 17,000 children and parents. UNICEF HK is grateful for the enthusiastic support of over 170 NGOs, schools and community partners. Training was provided to over 300 volunteers who took part in home visits and preparation for hygiene packs. 6,800 volunteer service hours were recorded, that included 550 hours serviced by caring volunteer team of our corporate partner Cathay Pacific Airways.

Olivia who is one of UNICEF HK’s experienced volunteers said, “When a beneficiary mother burst into tears in front of me, I was overwhelmed by her emotion. I used to think that volunteering was all about bringing joy to people, but now I realize that happiness brought to them can be short-lived. This campaign has provided real solutions to meet urgent needs of grassroots families.”

UNICEF HK has received very positive feedbacks -- over 90% of interviewed beneficiaries found the programme helpful and more than 98% were satisfied with service provided by volunteers. In addition, more than 95% of interviewees would recommend this programme to other families in need.



▲ ‘for every child, hygiene’ provided free self-sanitizing coatings in toilets of grassroots families living in subdivided flats.

‘Immunization Agenda 2030’ to save 5 million lives

Immunization can prevent more than 20 life-threatening diseases, helping people of all ages to live longer and healthier. Yet despite tremendous progress, many people around the world including 20 million infants every year still suffer from insufficient access to vaccines. Progress has been stalled or even reversed in some countries, a real risk that will undermine past achievements.

UNICEF along with the World Health Assembly has endorsed a new global vision and strategy -- Immunization Agenda 2030 (IA2030) and set an ambitious target of saving 5 million lives by immunization throughout the life span from infants, adolescents to elder age. All national members, regional institutions and partners act in unison to transform the vision into concrete plans, matched with sustainable development to achieve the health goals. Our immediate priority is to deal with COVID-19 pandemic and focus on fair distribution and expansion of COVID-19 vaccine programme, as well as rebuilding vaccination and basic health services to protect people in low-and middle-income countries. The agenda also provides guidance for countries to fight against the pandemic, with an aim to maintain hard-won gains in immunization, recover from the disruptions caused by COVID-19, and achieve even more -- by leaving no one behind, in any situation or at any stage of life.



▲ Immunization Agenda 2030 (IA2030) sets an ambitious global vision and strategy for vaccines and immunization.

Vaccine equity challenges

- Virus is moving faster than global distribution of vaccines
- The vast majority of vaccine have been administered in high-income and high-to-middle-income countries
- Lower and delayed vaccination rollout in low-and-middle-income countries

Let’s Run for Every Child

UNICEF Charity Run supports ‘for every child, end AIDS’ cause

UNICEF Charity Run is sanctioned by the Association of International Marathons and Distance Races (AIMS) and Hong Kong Amateur Athletic Association (HKAAA) as the largest road-running charity event in Hong Kong.

Over 130,000 runners have joined UNICEF Charity Run and over HK\$135 million was raised to support UNICEF ‘for every child, end AIDS’ global campaign since 2006. More than 850 children are infected with HIV every day, mostly infected unknowingly through their mothers during pregnancy, labour or breastfeeding. UNICEF Charity Run will continue to mobilize broad based community support and run towards the goal of AIDS to ZERO by year 2030.



▲ UNICEF Charity Run mobilizes communities in support of ‘for every child, end Aids’ global campaign.

Innovative Virtual Fundraising Campaign Breaking Free from Time and Space Limits

UNICEF HK introduced an innovative virtual fundraising campaign ‘Discover, for every child’ when social distancing measures were in place. Participants could take part in 9 meaningful activities anytime, anywhere through Mobile App, collect points while having fun with friends and loved ones, and also receive medals and electronic certificates upon completion. Various fun elements and games in the App echoed UNICEF’s scope of work, including nutrition, education, water, sanitation and hygiene (WASH), and more. Net proceeds from this event will be contributed to UNICEF Humanitarian Action for Children Appeal.



Phase 2 of ‘Discover, for every child’ – Virtual Run started on December 21, 2021 till January 27, 2022. Participants got to break free from time and space limitation as they enjoyed the fun of running and supported children in need wherever and whenever they like.

Emergency Relief and Response

Alongside speedy reaction to COVID-19 pandemic, UNICEF also responded to 455 new and ongoing humanitarian situations in 152 countries, including 102 natural disasters, 72 socio-political crises, 211 health emergencies, 38 nutrition crises and 32 other situations.

UNICEF helped 39.1 million people gain access to safe drinking water, cooking and personal hygiene supplies, that included 4.5 million people in Yemen, where over 1.7 million also received a standard hygiene kit from us. In addition, UNICEF supported community-based handwashing promotion and COVID-19 news release in 110 countries. In 2020, UNICEF helped 13.4 million people gain access to basic sanitation services and an additional 5.6 million people were provided with urgent sanitation service.

When India was severely impacted by the pandemic, UNICEF sent critical lifesaving supplies including 3,000 oxygen concentrators, diagnostic tests, medical kits, and other equipment.



Ensure Fair Vaccine Distribution

UNICEF has been battling against the pandemic globally by playing a leading role in the COVAX facility that ensures fair procurement, distribution and delivery of COVID-19 vaccines. We collaborated with logistics partners to provide vaccines to low-and-middle-income countries, protecting frontline paramedics, social workers and disadvantaged people. COVAX planned to provide 38 million doses of COVID-19 vaccines to over 100 economies, finance 92 middle-to-low-income countries as well as assist 97 middle-to-high-income countries in vaccine procurement. Nearly 218 million doses of vaccines were shipped as at August 27, 2021 to ease vaccine inequality. Four-fifths of the world’s population will be vaccinated by the end of 2021. UNICEF also provided training and resources to hygiene workers, educated 3 billion people in 153 countries (including 1.53 billion women and girls, 810 million children) about COVID-19 risk and prevention. In addition, nearly 2.6 million health care workers were provided with personal protective equipment and 4 million of them have received infection prevention training. Furthermore, vaccination also safeguards livelihood by preventing up to US\$3,750 economic loss per month.



▲ COVAX facility planned to deliver more than 38 million doses of COVID-19 vaccines to over 100 economies.

Protect Breastfeeding: A Shared Responsibility

City-wide Support for Say Yes to Breastfeeding

UNICEF HK 'Say Yes to Breastfeeding' educates the public on needs of breastfeeding mothers and solicits community support since 2015.

Despite challenges of the pandemic World Breastfeeding Week 2021 virtual celebration was held successfully with the support of Food and Health Bureau and Department of Health of HKSAR Government. In addition to government officials, representatives from Equal Opportunities Commission, medical and business sectors as well as breastfeeding mothers jointly supported this year's theme, 'Protect Breastfeeding: A Shared Responsibility'.



UNICEF HK introduced Gold and Blue labels for easy identification of breastfeeding friendly premises.



UNICEF HK join hands with partners to build a breastfeeding friendly community.

UNICEF HK hosted 'Say Yes to Breastfeeding' 2019 award ceremony and presented certificates to 195 companies offering 653 breastfeeding friendly workplaces. Number of breastfeeding friendly premises has soared to 178 with wholehearted support of the hotel industry. They also introduced Gold and Blue labels to help breastfeeding mothers easily identify breastfeeding friendly premises near them.



A Step Forward for Betterment of Baby Friendly Health Care System

For two fruitful decades and counting, UNICEF HK and Baby Friendly Hospital Initiative Hong Kong Association has put in continuous efforts to improve Hong Kong's baby friendly health care system. Following the successful implementation of 'Ten Steps to Successful Breastfeeding' and official designation of Queen Elizabeth Hospital, Queen Mary Hospital and Prince of Wales Hospital as baby friendly hospitals, Kwong Wah Hospital was awarded the level 2 participation certificate in 2020. UNICEF HK welcomes maternal and child health centres at Ma On Shan, North Kwai Chung, Sai Wan Ho, Lam Tin and Tin Shui Wai joining the scheme - a forward leap in perfecting a baby friendly health care system.



UNICEF HK and Baby Friendly Hospital Initiative Hong Kong Association jointly promote a better baby friendly health care system.

Reaching a New Milestone in Breastfeeding Protection Legislation

Breastfeeding gives every newborn the best start in life. UNICEF HK is committed to promoting, protecting and supporting breastfeeding in Hong Kong. On June 19, 2021, the protection on breastfeeding discrimination and harassment in The Sex Discrimination (Amendment) Bill 2020 and Discrimination Legislation (Miscellaneous Amendments) Ordinance 2020 took effect. UNICEF HK welcomes the enactment that will provide better protection for breastfeeding women. In addition, the Employment (Amendment) Bill 2019 that extends statutory maternity leave from 10 to 14 weeks was passed on July 13, 2020 to support working mothers to sustain breastfeeding. The Hong Kong Code of Marketing of Formula Milk and Related Products, and Food Products for Infants & Young Children requires that labels on breastmilk substitutes must indicate the benefits of breastmilk and health risks related to substitute products. UNICEF HK will keep educating the public about appropriate sales practices and safeguard proper breastmilk substitute options for babies.



In response to pandemic, this year's World Breastfeeding Week celebration was held online.

Implementation of Global WASH Programme in Hong Kong

Water-focused Little Makers STEAM Education Festival

UNICEF's Water, Sanitation and Hygiene (WASH) program strives to provide essential facilities and services in medical facilities and schools. 17 million people gained access to safe drinking water and 13.4 million people received basic sanitation service in 2020.

Victoria Educational Organisation (VEO) rolled out the 'Cherish Water' charity campaign with UNICEF HK. HK\$1 million was raised thanks to the generous support of VEO students and parents, CTF Education Group and Chow Tai Fook Jewellery Group. A highlight event of VEO's 55th anniversary celebration was the 'Little Makers STEAM Education Festival' held online during April 22-29, 2021. It provided children with an experiential journey and opportunities to build their own creations by putting creativity and language skills into practice. VEO also incorporated 'Cherish Water' into the VEO curriculum for 7 kindergartens and produced two family activity booklets. Students learned the importance of water conservation and gained hands-on experience such as usage of water purification tablets.



UNICEF is dedicated to offering children around the world a hygienic living environment.



Victoria Educational Organisation launched 'Little Maker STEAM Education Festival' and published two family activity booklets about 'Cherish Water'.

Washing Hands the Right Way

UNICEF works closely with partners to ensure every child's water, sanitation and hygiene (WASH) rights and provided 45 million people with safe drinking water in 2021. In response to the pandemic, UNICEF launched a hygiene campaign to help prevent the spread of COVID-19 as well as ensuring undisturbed provision of basic WASH facilities and services in underprivileged countries. UNICEF provided infection prevention supplies and professional guidance to community service, medical and education field workers. Locally, UNICEF HK launched 'for every child, hygiene', advocating the importance of washing hands correctly. UNICEF HK Chairman, Ms Judy Chen, set an example by making an educational video with her son by demonstrating the 7 steps of proper hand washing.



Ms Judy Chen made an educational video about proper handwashing alongside her son.

Adventure in the Woods

UNICEF HK advocates that every child should have at least one hour of free play every day. Play is one of three key elements of early childhood development (0 to 8 years old). UNICEF HK and China Everbright International jointly presented 'Adventure in the Woods' in 2019 where the whole family could learn to respect nature while children enjoyed free-play fun.

Both adults and children had the opportunity to climb up to tree canopies and ziplined through trees. Children could try speed tree climbing or simply relax at a tree swing or hammock. Education and arboriculture booths were also available. All participants were encouraged to be an eco-friendly role model by bringing their own dining wares and leaving no rubbish behind.

The event was a great success by virtue of Pro Tree Foundation's professional team, generous donation of principal sponsor, China Everbright International and venue sponsor, The Hong Kong Golf Club. This event attracted 800 participants and HK\$0.8 million was raised to help mothers and babies living in rural areas.



Children enjoying free-play out in the open.



'Adventure in the Woods' attracted 800 participants.



Safeguarding Children's Right to Learn

Provide Impoverished Children with E-learning Support to Bridge the Digital Divide

More than 250 million children and adolescents worldwide are deprived of education opportunities. Education and skills development crises are particularly serious for the most marginalised children and adolescents (i.e. girls and disabled children). More than one third of children (around 463 million) do not have access to the internet for remote learning. The World Bank estimated that without urgent action in solving the current child learning crisis, children and adolescents in this generation will lose US\$10 trillion of lifetime income.

The 'Reimagine Education' campaign upholds children's right to learn and creates necessary conditions for e-learning that make changes for vulnerable children's future. It solves children education crisis through multiple efforts including e-learning solutions and provision of network devices at schools.

UNICEF has partnered with Microsoft and the University of Cambridge on a Learning Passport online platform that enables displaced and refugee children to receive education through distance learning. Learning Passport was first launched in 12 countries and regions including Kosovo, Timor-Leste and Ukraine, allowing children and adolescents to receive education even during school closure. The platform offers localized resources for early childhood, primary and secondary education, as well as adolescents' vocational training. Learning Passport also provides teachers and parents with a wide range of information which help them teach their students or children.

In the meantime, UNICEF has partnered with The International Telecommunication Union (ITU) to launch the Giga initiative aimed at connecting every school in the world to the Internet. This empowered every child with the access of educational resources, opportunities and choices in a post-COVID world. From April to September 2020, the Giga team has raised funds and provided digital learning hardware and software in 11 countries severely impacted by COVID including Kenya, Niger, Sierra Leone and Kazakhstan.



▲ UNICEF 'Reimagine Education' campaign adopts a multi-pronged approach to solve children education crisis.



Nurture Young Power and Advocate Children's Rights



▲ Young Envoys Programme and UNICEF Club widen the global horizon of students.

The Young Envoys Programme launched in 1996 aims to provide a valuable opportunity for local youngsters to explore global and local issues in relation to children's rights to survival, protection, development and participation. Since 2007, the establishment of UNICEF Club has taken a further step in connecting us with secondary school students.

UNICEF HK's youth development programmes cultivate child rights advocates, boost their leadership and communication skills, expand their global horizon by raising awareness on rights, challenges and threats faced by children around the world. Participants also gain a more comprehensive understanding on UNICEF's field works on improving children's lives.

In the past 5 years, UNICEF HK has nurtured a total of 350 Young Envoys and supported 190 student committees. Around 770 school based and community activities were initiated and implemented through Young Envoys and UNICEF Club, and reached 150,000 people. For example, Young Envoys 'Under the Same Roof' project promoted the importance of positive parent-child communication to over 20,000 people. Despite pandemic related disruptions, training and school activities continued online. UNICEF HK hopes to educate more local youngsters on the challenges children are facing and how one can contribute to help.

520 Hong Kong Teenagers Told Their 1-minute Video Stories

UNICEF has partnered with The One Minutes Foundation to organize The One Minutes Jr. since 2002. Nearly 4,000 youngsters from 121 cities and countries have produced short videos about stories of underprivileged and marginalized teens.

From 2012 to 2018, UNICEF HK's 'Make A Video' (MAV) project has motivated teenagers to create over 520 one-minute videos about their growing-up anxieties, concerns and needs. In addition, MAV provided an opportunity for adults to listen non-judgmentally and respond to the expectations and concerns of children and teenagers.

In 2017, UNICEF HK engaged film director Adam Wong Sau-ping and his crew to join hands with three teenagers to produce a documentary, 'The Way Out' that captured the lives and struggles of Hong Kong youths. 5 public screenings and over 20 school screenings were organized and deepened public understanding of youth perspectives.



▲ 'The Way Out' documentary captured the growing-up struggles of Hong Kong youth.

Hong Kong's First Inclusive Playground

Play is a natural urge of every child and one of three key elements for early childhood development. But many Hong Kong kids are deprived of this simple joy. UNICEF HK advocates 1-hour free play a day that is spontaneous and unstructured. It does not involve electronic entertainment or extra-curricular activities arranged by parents. Free play nurtures a child's autonomy, social skill, physical and mental health development.

UNICEF HK is a supporter of inclusive playgrounds that cater to children of different ages, mental and physical abilities. Hong Kong's first inclusive playground in Tuen Mun Park opened in 2018 has adopted winning designs of 'UNICEF Inclusive Play Space Design Ideas Competition' organized by UNICEF HK, Playright Children's Play Association and the Hong Kong Institute of Landscape Architects in 2015. UNICEF HK is looking forward to more children's playgrounds that incorporate inclusive design elements.

UNICEF HK and Playright also conducted a study on conditions of local inclusive playgrounds, experience and needs of children with physically disabilities, and published the first ever internationally recognized Inclusive Play Space Guide. It helped stakeholders gain better understanding on inclusive play and promoted equal right to play entitled by every child.



▲ Opening of the first inclusive playground in Tuen Mun Park.

Free Play from Land to Sea

UNICEF HK conducted an online survey about local parents' knowledge on children's free play in 2018. Results showed that a vast majority of over 1,000 interviewees understood the importance of free play to the healthy development of children, despite the many misconceptions on free play. UNICEF HK launched the 'for every child, #EatPlayLove' campaign as a platform for local parents to learn more about early childhood development through Imagination Playground, simulated play at home, workshops and more. The 23 day event held in East Point City attracted over 40,000 visitors.

'for every child, #EatPlayLove' 2019 was hosted in Stanley Plaza and the "Ferry Floating Classroom" was a new addition to the event. Around 2,600 parents and children took part in the event, which provided interactive games, workshops and seminars for parents as they cruised along scenic Stanley and Aberdeen shores.

According to a study conducted by The University of Michigan, children on average have lost 1.7 hours of free play every day since late 1970s. At the same time, the number of obese children aged 2 to 11 has doubled. American Academy of Pediatrics also found that children who have lost free play time are more prone to depression and anxiety. UNICEF HK hopes to promote the importance of free play and encourage more people to speak for children through 'for every child, #EatPlayLove' campaign.



▲ 'For every child, #EatPlayLove' campaign promotes the importance of free play and positive parenting to parents and children.

Little Artists Big Dreams Drawing Competition Put into Colors the Spirit of Kids Helping Kids

Since 2013, UNICEF HK has allocated proceeds from 'Little Artists Big Dreams Drawing Competition' to improve maternal and child health services in 15 rural counties in Yunnan, Gansu and Sichuan. Through Cash Transfers for Deprived Children project, cash subsidies are given to beneficiaries so that they can receive vital maternal and child health services such as antenatal care visit, hospital delivery and vaccinations for their babies. It increased the number of hospitalized delivery mother by about 20 per cent, and nearly 95 per cent of the pregnant women were supported by hospital services.

'Little Artists Big Dreams Drawing Competition' 2019 was successfully held at Central & Western District Promenade and attracted over 1,500 children aged 12 or below. Participants expressed their visions of 'for every child, a better world' by drawing and playing on the grass, establishing a bond

with nature and enjoying the spirit of kids helping each other out. More than HK\$1.55 million was raised with the generous support of principal sponsor Chow Tai Fook Jewellery Group Limited and our creative sponsors, China Resources Charitable Fund Limited and LEGO® Hong Kong Limited. Young children also explored sound and music through participating in musical booth activities.

UNICEF HK Ambassador Ms Gigi Leung spoke about her field trip to Qinghai at the event, "I remember those mothers-to-be are so poor that they couldn't even afford to pay for their trips to the hospital. With cash subsidies, this project offers safety and peace of mind to pregnant women in receiving proper health services. I am glad that it has made much progress towards reducing maternal and infant mortality and offered help to those in need."



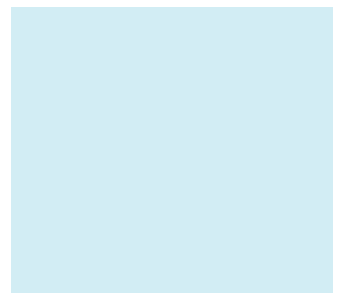
▲ "Little Artists Big Dreams Drawing Competition" participants put into picture their visions of the wonderful world.

Coloring Every Child's World with 35 Rainbows

The Hong Kong Committee for UNICEF (UNICEF HK) published the "Coloring Every Child's World with 35 Rainbows" commemorative book as a tribute to unsung heroes who have supported them over the past 35 years. This book introduces various UNICEF HK projects and unfolds touching insider stories of individuals and corporate partners from their perspectives. UNICEF HK would like to thank all supporters for their unwavering support and trust.



Our cooperation started with breastfeeding campaign and we keep advocating for children's rights.
Dr. Ko Wing-man,
UNICEF HK Council Member



We must protect children's health and broaden their horizons.
Mr. Jackie Chan,
UNICEF Goodwill Ambassador



Children are our hope and future.
Mrs. Purviz Rusy Shroff,
Chairman of Rusy and Purviz Shroff Charitable Foundation



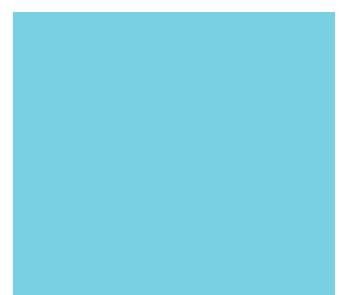
Inspire students to think, feel and care.
Mrs. Jennifer Yu Cheng,
Deputy Vice Chairwoman and Group President of CTF Education Group (and Supervisor of Victoria Educational Organisation)



A first-time mum supported UNICEF HK education programme and discovered an enriching life.
Ms. Andrea Chan,
UNICEF Club Key Supporter



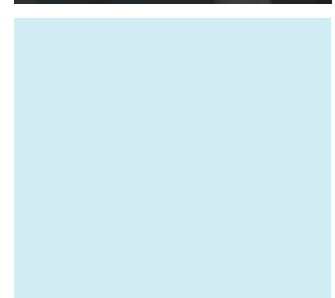
Helping children in need, giving our next generation care and protection.
Mr. Liang Sen Lin,
Chairman of China Cinda (HK) Holding Company



Giving back to our community, bringing warmth and hope to more children around the world.
Mr. Martin Lee,
Vice-Chairman of UNICEF HK



I will do my best, for every child.
Ms. Guo Jingjing,
UNICEF HK Ambassador



Together we bring the joy of free play to children in Hong Kong.
Ms. Kathy Wong,
Executive Director of Playright Children's Play Association



Hotel industry stands united for charity to accentuate brand image of Hong Kong.
Mr. Patrick Kwok,
Executive Director of Hong Kong Hotels Association



Organising the most fun-filled charity run for 15 years in defiance of any obstacles.
Mr. Alan Wong & Mr. Paul Yeung,
UNICEF Charity Run Consultants



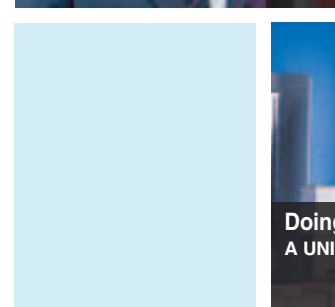
Compiled corporate governance manual and implemented local projects, be a pioneer.
Ms. Leonie Ki,
UNICEF HK Honorary Council Member



30 years of breastfeeding advocacy in health care system has come to fruition.
Dr. Patricia Ip,
Founding Member of Hong Kong Association Baby in health care system Friendly Hospital Initiative



Connecting people through music, be an advocator of children's right.
Mr. Trey Lee,
UNICEF HK Ambassador



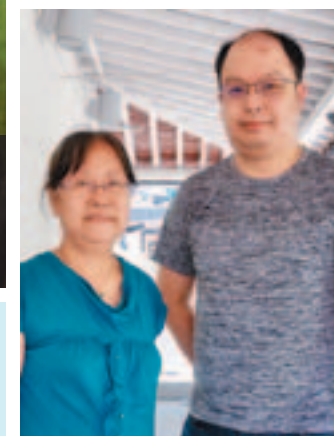
Doing my best to relieve hardships of others. A UNICEF HK Young Envoy turned corporate partner.
Mr. Vincent Fong, Co-founder & CEO, Raze Technology Limited



UNICEF HK's accomplishments are for all to see, I hope we keep improving Hong Kong children's rights.
Ms. Wong May-wai,
UNICEF HK long-term supporter



A single elderly benefactor donating 50 dollars a month to help children.
Mr. Chau Cheung-ming,
UNICEF HK supporter



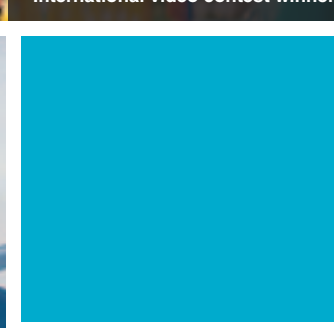
Veteran volunteers taking the lead and passing charitable values to our next generation.
Ms. Stella Mak & Mr. Vincent Lau,
UNICEF HK volunteers



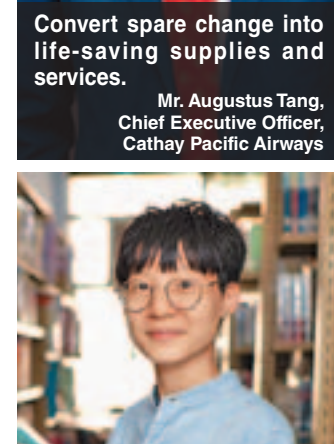
Short film 'Puppet Girl' calls on parents to give space to children's development.
Ms. Miumiu Ng,
International video contest winner



Convert spare change into life-saving supplies and services.
Mr. Augustus Tang,
Chief Executive Officer, Cathay Pacific Airways



Put people first. Protect child's right and build a better future.
Mr. Kent Wong,
Managing Director, Chow Tai Fook Jewellery Group



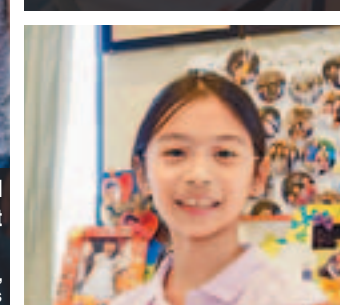
Safeguarding healthy upbringing of our next generation and build a sustainable future together.
Mr. Wang Tianyi,
Chairman of the Board, China Everbright Environment Co. Ltd.



Integrating child rights education and helping students to expand horizon.
Ms. Titans Tam,
Participating teacher of UNICEF HK School Partnership Scheme



A single elderly benefactor donating 50 dollars a month to help children.
Mr. Chau Cheung-ming,
UNICEF HK supporter



Design greeting cards to spread love and happiness.
Anna Brontie,
a 9-year old supporter



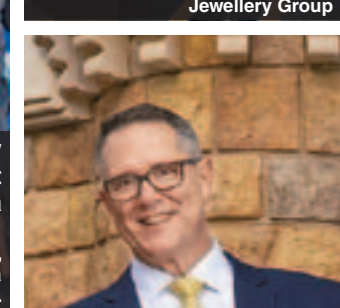
Every mile on our charitable journey counts.
Mr. Paul Smitton,
Director Customer Lifestyle of Cathay Pacific Airways and CEO of Asia Miles Ltd.



Let's join hands in ensuring equal opportunities for grassroot children.
Mr. Phillip Chen,
Chairman, The Hong Kong Jockey Club



Loving memories with my father at Charity Run motivate me to keep going.
Mr. Arthur Ling,
UNICEF Charity Run participant



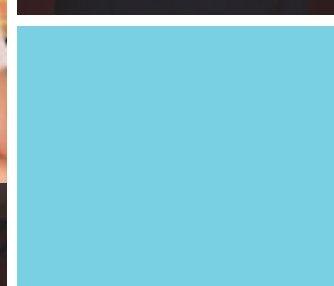
Empowering children to pursue their dreams.
Mr. Michael Moriarty,
Managing Director, Hong Kong Disneyland Resort



Fulfill her late husband's last wishes and make monthly donation to change the lives of children in need.
Granny Yip,
UNICEF HK long-term supporter



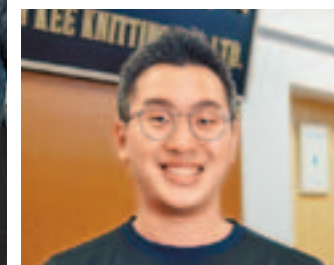
UNICEF HK is our partner in nurturing Young Envoys to become rising stars of our society.
AEON Credit Service (Asia) Co. Ltd.



Paint and bring to life the spirit of children helping children.
Lee Tsz-kin,
Little Artists Big Dreams Drawing Competition Participant



We can go further hand in hand with kindred spirit.
Mr. Daryl Ng Win Kong,
Deputy Chairman, Sino Group



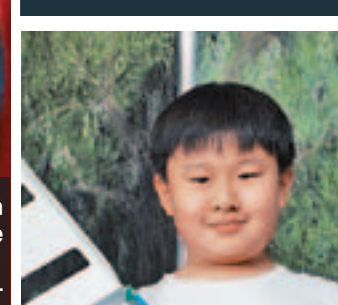
Integrating corporate values with social responsibilities, fight for well-being of children.
Ms. Charlize Liu,
Head of Public Affairs & Communications, S.F. Express (Hong Kong) Limited



Made a voice at United Nations Youth Assembly about education.
Mr. Harrison Chung,
UNICEF HK Young Envoy



Fulfill her late husband's last wishes and make monthly donation to change the lives of children in need.
Granny Yip,
UNICEF HK long-term supporter



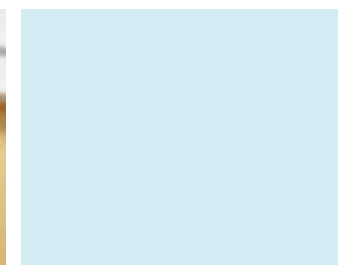
Every mile on our charitable journey counts.
Mr. Paul Smitton,
Director Customer Lifestyle of Cathay Pacific Airways and CEO of Asia Miles Ltd.



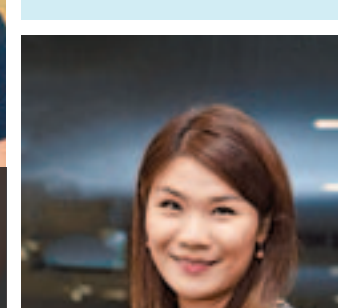
Let's join hands in ensuring equal opportunities for grassroot children.
Mr. Phillip Chen,
Chairman, The Hong Kong Jockey Club



We can go further hand in hand with kindred spirit.
Mr. Daryl Ng Win Kong,
Deputy Chairman, Sino Group



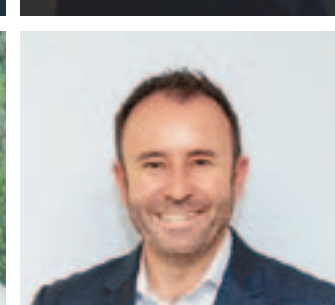
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Fully devoted to a job that would help protect disadvantaged children.
Mr. Yu Sze-yuen,
UNICEF HK staff



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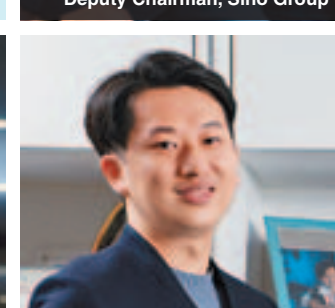
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UNICEF HK Celebrates their 35th Anniversary

Creating a book to share and unveil the touching stories of their Unsung Heroes



Since the establishment in 1986, UNICEF HK has been focusing on protecting children's right, all over the world. Other than the efforts of team members, countless "unsung heroes" in society have shown their support to UNICEF HK silently from behind the scenes for 35 years. They have bettered the life of more children and families, giving them the happy childhood they deserve. To pay tribute to these "unsung heroes", UNICEF HK compiled 35 of their stories into a book titled "Coloring Every Child's World with 35 Rainbows", with an official Book Launch Ceremony on November 29, 2021 alongside celebrating UNICEF HK's 35th Anniversary.

35 Unsung Heroes gather together and share joy

The 35th Anniversary Commemorative Book Launch Ceremony can be described as a gathering of kind-hearted souls. UNICEF HK invited Mr. Henry Tang, Honorary Advisor of UNICEF HK; Mr. Zhang Zhihua, Director of the Youth Department at Liaison Office of the Central People's Government (LOCPG) in the Hong Kong Special Administrative Region (HKSAR); Mr. Wang Qi, Director-General of the Department of International Organizations and Conferences at The Office of the Commissioner of the Ministry of Foreign Affairs in the HKSAR and Ms. Judy Chen, Chairman of UNICEF HK as the officiating guests. Many social elites, enthusiasts, UNICEF ambassadors and volunteers who have

always supported UNICEF HK gathered together to celebrate and send blessings to UNICEF HK on its 35th anniversary.

Ms. Judy Chen, Chairman of UNICEF HK, noted in her opening address that the book "Coloring Every Child's World with 35 Rainbows" recorded 35 touching stories. She highlighted that there are not only 35 unsung heroes, but also many more friends supporting UNICEF HK's work in safeguarding the wellbeing of children. Many others who have lent their support over the years, are like rainbows; they bring colour and hope into the lives of children in need.

Ms. Judy Chen also mentioned in her speech, "2021 marks the 35th Anniversary of the Hong Kong Committee for UNICEF. We are proud to have achieved many important milestones to protect the rights of every child across more than 190 countries and territories, including Hong Kong. "Over the past 35 years, we have raised HKD 3.26 billion, a feat that would not be possible without the steadfast support of our unsung heroes, donors, corporate partners, volunteers, and colleagues," she emphasized.

Mr. Zhang Zhihua, Director of the Youth Department at LOCPG stated, "Since its establishment 35 years ago, UNICEF HK has been working hard, selflessly dedicating numerous efforts to create and organize various charity activities that meet the needs of young people, while advancing children's rights through advocacy work alongside the support of people from different walks of life. UNICEF HK contributes to the development of the local community while also supporting UNICEF's initiatives for children in over 190



countries and territories." He expressed his high expectation of UNICEF HK in the future, with the belief that it can leverage its advantage as an international organization with extensive reach to promote youth development and charity projects through multiple channels.

Mr. Henry Tang, Honorary Advisor of UNICEF HK stated, "UNICEF HK has been the cornerstone of child rights advocacy in Hong Kong since its establishment 35 years ago. I am grateful not only for the selfless devotion of the 35 heroes featured in the book, but also for the many other unsung heroes and our 470,000 donors, who have been supporting us over the years. UNICEF HK will continue to do our best to create a brighter future for every child, everywhere."

At the ceremony, Ms Judy Chen on behalf of UNICEF HK, presented "Certificates of Appreciation" to all unsung heroes and representatives who were present as a token of appreciation for their support. UNICEF HK ambassador, and internationally renowned cellist Mr. Trey Lee and pianist Ms. Yim Wan gave a virtuoso performance, which touched the audience's hearts. On the other hand, 35 children from Victoria Nursery (Harbour Heights) Student's Choir also performed the song 'Little Dream' with their angelic singing, winning applauses from the audience.

▲ Chairman of UNICEF HK, Ms. Judy Chen presented certificates of appreciation as a token of thanks to all the unsung heroes.



▲ Virtuoso Performance by internationally renowned cellist and UNICEF HK Ambassador, Mr. Trey Lee



▲ Mr. Henry Tang, Honorary Advisor of UNICEF HK truly appreciated unsung heroes who are recorded in the commemorative book and everyone who have long been supportive behind the scenes.



▲ Mr. Zhang Zhihua, Director of the Youth Department at LOCPG hoped that UNICEF HK can give full play to the strength as an international institution, and promote youth development and charitable projects in a multi-channel approach on all fronts.



▲ Ms. Judy Chen, Chairman of UNICEF HK took group photos with numerous officiating guests and initiated the 35th Anniversary Commemorative Book Launch Ceremony.

Choir Performance presented by Victoria Nursery (Harbour Heights) Student's Choir

Children's voices are voices of the future generation. A choir of 35 students from Victoria Nursery (Harbour Heights) Student's Choir was also one of the guest performances for this event. They voiced their hope for the future during the performance, such as "I want to be a superhero to help others when I grow up." Their singing and vision moved every guest's heart. The choir then performed two songs, "Little Dream" and "We are the World" to send blessings to UNICEF HK.



▲ Victoria Nursery (Harbour Heights) Student's Choir came as one of the guest performances and performed moving songs to celebrate the 35th anniversary of UNICEF HK.

The Exhibition Area displayed UNICEF HK's milestones

UNICEF HK's fruitful achievements in these years were showcased in an exhibition in the event venue for visitors to learn more about UNICEF HK's work by viewing different exhibition panels, such as UNICEF Charity Run, Young Envoys Programme, breastfeeding initiative, "for every child, hygiene" and "Discover, for every child" campaign. In the exhibition area, visitors can also access UNICEF supplies used in crisis areas and learn more about UNICEF's work on emergency relief. In addition, postcards were prepared for guests to write down messages to UNICEF HK and put them into the post box prepared. The encouraging messages from the guests gave UNICEF HK great motivation to continue their work in helping children in need.

Inspiring stories under the new normal

"Coloring Every Child's World with 35 Rainbows" commemorative book unveils the touching stories of 35 unsung heroes with various backgrounds, indicating their extraordinary motivation in supporting UNICEF HK. Ms. Judy Chen, Chairman of UNICEF HK, revealed that the publication of the book was inspired by the Thankathon event hosted during the COVID-19 pandemic in 2020. She said at that time, UNICEF HK members communicated directly with supporters through the phone to personally thank them for their support over the years and send them our greetings. "The event was intended to express gratitude to all supporters," she explained. "We were surprised that our kind supporters have shared so many touching stories and we got unexpected warming feedbacks."



Ms Judy Chen recalled, "During the Thankathon, we heard of the many kind gestures that happened behind the scenes and we were all very touched by them. What impressed me the most was the phone conversation with granny Yip who was already 80 years old. She told us that no matter the weather, she still goes to the bank counter personally every month to donate money to UNICEF HK, which lasted for six years. When I asked her why she has such strong dedication, she said that her late husband had supported UNICEF for a long time before he passed away. Therefore, she decided to carry on her husband's will and pass on his kindness." Inspired by this story, UNICEF HK then decided to share these stories with the public and pay tribute to every unsung hero.

Sharing from UNICEF HK ambassadors

Ms Guo Jing Jing stated "I have been an ambassador for over 7 years and participated in many different activities. One of the most remarkable events was a visit to subdivided flats during the pandemic. Seeing they have poor living conditions and a very small living place, I want to try my best to appeal to the community to pay more attention and help them."



Mr Wong Kam-po stated "I am honoured to be UNICEF HK's ambassador. As a father, I encourage all of you to spend more time with your family and children. Even just a little more time can help children have a better future development."



Director Adam Wong stated "I hope there will be more chances to collaborate with UNICEF. At the same time, I would like to pledge adults to stand on the point of view of young people. This can help adults to understand young people and truly connect with each other, helping all of us to have a better tomorrow."





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'Change for Children' Hotel Fundraising Programme

Hong Kong Hotels Association

'Change for Good' Inflight Fundraising Programme

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'for every child, hygiene'

Henderson Development Anti-Epidemic Fund
Rusy and Purviz Shroff Charitable Foundation
Wong Check She Charitable Foundation
Bright Diva International Limited
Circle K
Hengan International Group
Hong Kong Unilever
Lalamove (Easy Mobile Logistics
Hong Kong Limited)
New World Development Company Limited
P&G HK Ltd
Raze Technology Limited

UNICEF's Programmes Worldwide

Asia Miles Limited
Caffco International Limited

Emergency Appeal - COVID-19 Emergency Relief Work in India

Rusy and Purviz Shroff Charitable Foundation
CLP Holdings Limited
Chellaram Foundation Ltd
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JK Capital Management Ltd.

'Hamper of Hope' Fundraising Campaign

Primavera Capital Limited
The Bank of East Asia Charitable Foundation
Limited
Bright Smart Securities Group
Henderson Land Group
South Asia Textiles (Holding) Ltd
Chief Securities Limited
Puyi Optical Limited

UNICEF Young Envoys Programme 2021

AEON Credit Service (Asia) Company Limited

"Discover, for every child"

China Cinda (HK) Holdings Company Limited
The Joseph Lau Luen Hung Charitable Trust
S.F. Express (Hong Kong) Limited
Chow Tai Fook Jewellery Group Limited
Asia Miles Limited
Sino Group
Moody Tiger Limited
Lexington Limited
Logitech Asia Pacific Limited
Nutriworks Limited
VTech Holdings Limited
Chun Au Knitting Factory Ltd
Fenix Outdoor Asia Limited
Bright Diva International Limited
Polar Electro H.K. Ltd.

Adventure in the Woods

Everbright Environment Charitable Foundation
Company Limited
Hong Kong Golf Club
Protree Foundation Limited

UNICEF HK 'Little Artist Big Dreams Drawing Competition' 2019

Chow Tai Fook Jewellery Group Limited
China Resources Charitable Fund Limited
LEGO® Hong Kong Limited
Fubon Bank (Hong Kong) Limited
Sino Group

Little Makers STEAM Education Festival

CTF Education Group
Chow Tai Fook Jewellery Group Limited
Victoria Educational Organisation

Reimagine education

Infants Toddlers & Twos Limited

QR code pioneers new trend of electronic donation

Following our partnership with PayMe at the end of 2019 to enable quick donation by scanning a QR code, UNICEF HK responded to the #PayMeForGood 24-hour campaign on 15 September 2020. For every donation of HK\$50 or above to UNICEF HK via the PayMe app, PayMe would match an additional HK\$10 to increase the donation amount to support the local emergency action, 'for every child, hygiene'

Donate Now

If you need a receipt for donation above HK\$100, please input your email address in the transaction.

Subsequent applications will not be accepted.

*Applicable to [PayMe](#), [UnionPay](#) and [WeChat Pay](#) users



Alipay HK users should input your phone number in the transaction and send a screenshot of the transaction to donor@unicef.org.hk, indicating "Donation Receipt Application".

