

EVERY CHILD

Hong Kong Committee for UNICEF Newsletter 2025 | Issue 55

I AM: Ready to Make A Difference ARE YOU?



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E-newsletter

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Chairman Message

ACTION IGNITES CHANGE AND REWRITES DESTINIES

Over the past six months, we have witnessed the power of perseverance as countless compassionate supporters have stood shoulder to shoulder with UNICEF HK. Recently, two devastating earthquakes in Myanmar have exposed children to significant risks, including disease, malnutrition, and psychological trauma. Like you, we feel the pain of those caught in conflict and adversity.

At UNICEF, our mission is to address both urgent and long-term needs of children. We go extra miles to reach the most vulnerable. This is only possible because of you—your generosity fuels our mission.

I am committed to standing up for children, and I invite you to join me. When their lives are at risk, will you help save and protect them? Please say, "I AM", and take action with us. Whether it's donating the cost of a coffee, joining the UNICEF Charity Run, or sharing our cause with a friend, every gesture matters.

True transformation does not happen overnight—it begins with a single, courageous step. Never underestimate the quiet power of your kindness; it ripples out, swelling into waves of transformative progress for children everywhere. Let's press on—one step, one child, one relentless act at a time. Together, we can rewrite children's destinies.

Judy Chen, JP
Chairman, Hong Kong Committee for UNICEF

Judy Chen



ABOUT HONG KONG COMMITTEE FOR UNICEF

Hong Kong Committee for UNICEF (UNICEF HK) was founded in 1986 and 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.

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Ms May Chiu

YOUR ACTION MATTERS

for every child throughout their first 7,000 days of life

UNICEF is dedicated to supporting the most vulnerable and ensuring every child has the opportunity to survive and thrive.

Myanmar Earthquake: A Race to Save Lives

Myanmar endured severe devastation from earthquakes in March, leaving children already facing hardships to experience profound loss and displacement. UNICEF, a steady presence before, during, and after

the disaster, was among the first to respond. Our teams on the ground promptly deployed pre-positioned resources in Myanmar to affected areas. Life-saving supplies continued to arrive from UNICEF Global Supply Hub after the earthquakes.

We supported over 300,000 people with water purification tablets, 250,000 individuals with emergency health supplies, and 30,000 children under five with nutrition service because every second counts when it comes to emergency response.



UNICEF provides 15,000 impacted households with hygiene kits, water purification tablets and a variety of emergency supplies.

Polio Vaccines in Gaza: Reaching the Unreachable

Children in Jabalia North received polio vaccines amid a ceasefire. While earlier vaccination campaigns achieved over 95% coverage, the hardest-hit areas remained unreachable. UNICEF strives to protect every child from preventable diseases.



Imagine making a lasting change,
addressing urgent needs, and
supporting emergency preparedness
for vulnerable children worldwide
alongside your friends and family!



Join Friends
of UNICEF
monthly donation
programme today.



Thank You HEROES!

Sprawling green fields, rhythmic thud of sneakers and a chorus of laughter echoing through the air — that's the magic of UNICEF Charity Run 'HERO RUN'. Every finish line crossed fuels UNICEF's mission to safeguard children's wellbeing. Everyone who steps up for a cause can be a hero.

Let's turn ordinary weekends into extraordinary adventures.
**See you at UNICEF
Charity Run 2025/26 this winter!**



Paralympic boccia gold medallist and Star Hero Ho Yuen Kei shared tips on ball-rolling skills.



Star Hero Chan Ka Ho and his wife Christy Yiu have joined UNICEF Charity Run for over 10 years.



Deputy Chief Secretary for Administration, Cheuk Wing Hing, commended runners for their charitable contributions.



Star Hero Raymond Wong broke his personal record on the scenic route.



Unlock the recap
— scan now



Families bonded over workshops and game stalls at the Fanling Golf Course.



Each obstacle mirrored real-life challenges in children's first 7,000 days of life.



Scan to see the
best moments



Runners rallied for good health and wellbeing of every child.



Olympic gold medallist in Women's Épée, Vivian Kong Man Wai, was appointed as UNICEF HK Ambassador.

HERO RUN - WONDERUN

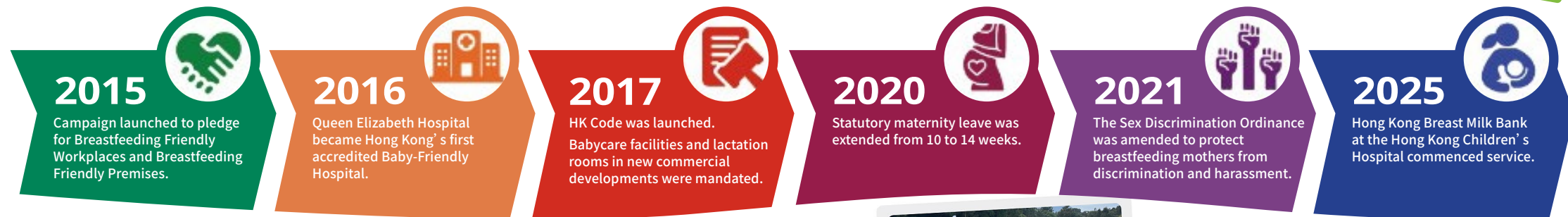


HERO RUN - POWERUN





A decade of progress. LET'S SAY YES!



LET'S TALK ABOUT MENTAL RESILIENCE!

Do you know almost 1 in 4 children in Hong Kong experienced mental health condition over the past 12 months? We must not stand idly by!

UNICEF HK and Sino Group partnered to promote positive parent-child interactions



More than 200 parents and children have dived into the world of expressive arts, unleashing creativity and co-creating stunning artworks during 10 sessions of Art X Well-being Workshop co-organised by UNICEF HK and Hong Kong Arts Centre.

Ten years ago, UNICEF HK embarked on a mission to transform breastfeeding support in Hong Kong. Partnering with the Health Bureau and Department of Health, the 'Say Yes To Breastfeeding' Campaign has reshaped public perceptions and policies to create a more breastfeeding-friendly community.

To date, over 2,800 corporates and commercial outlets, from bustling malls to serene offices, have pledged as Breastfeeding Friendly Premises and Workplaces. Looking ahead, UNICEF HK is dedicated to nurturing a more child-friendly Hong Kong where every child thrives.



The 'Say Yes To Breastfeeding' Acknowledgement Ceremony 2024/25 featured an expert discussion, including (from left to right) UNICEF HK Council Members Dr Barbara Lam and Dr Ko Wing Man; Director of the Hong Kong Breast Milk Bank, Dr Rosanna Wong; and Advanced Practice Nurse at the Hong Kong Breast Milk Bank, Ms Christine Lam.



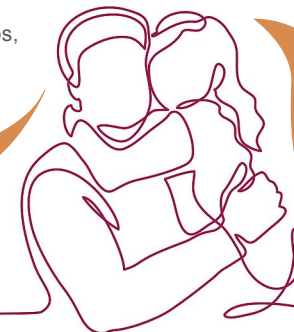
Scan to see Breastfeeding Friendly Premises and Workplace near you



3,000+ PARTICIPANTS

Sino Group also supported a mental health booth at 'UNICEF Charity Run - WondeRun'. It created a supportive environment for families to engage and connect through play workshops, emphasizing the importance of positive parent-child interactions.

Using drawing as a way to **create memories** between parents and children and taking the co-created artwork home **brought us positive energy and happiness.**



I felt **completely relaxed**, and my heart was filled with joy!



How can you build resilience? Scan to find out!

unicef | for every child

世界兒童日 World Children's Day 11.20

For 75 years, UNICEF has been saving children's lives, defending their rights, and helping them fulfil their potential, from early childhood through adolescence, adulthood, and beyond.

How do we make a difference? 我們如何締造改變?

自1946年起，聯合國兒童基金會（UNICEF）一直致力於保護兒童的權利，促進兒童發展，並為他們提供機會，讓他們在成長過程中發揮潛能。我們相信，每個孩子都有改變世界的力量。

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unicef

LISTEN

to the Future

What can you achieve in 7,000 days? This is the time it takes for a child to reach adulthood — critical years filled with growth and potential. However, for many children worldwide, these days are marked by struggles for survival, health and education.

UNICEF HK's '7,000 Days of Life' Exhibition at Lok Fu Place and Times Square conveyed a message loud and clear — 'Listen to the Future'. It celebrated World Children's Day on 20 November, promoting international togetherness and improving children's welfare.

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UNICEF HK Chairman Judy Chen, Secretary for Labour and Welfare Chris Sun, and UNICEF Regional Ambassador for East Asia and Pacific Miriam Yeung toured the exhibition, which featured a Voice Wall where visitors shared their vision of a child-friendly Hong Kong.

Visitors experienced the challenges children face from water-fetching simulation, walking in the shoes of underprivileged children who must travel long distances daily for something as basic as water.



During the Ceremony, Miriam shared insights from her parenting journey, highlighting the importance of two-way communication.

Cinema Screens Hope for Children



Supported by UNICEF HK, Emperor Cinema held a series of charity movie screenings to raise awareness of child rights. Over 2,000 free tickets were given out to underprivileged children and their parents and caretakers.



Video featuring Junior DJs of UNICEF HK 'for every child, we listen' programme was played before movie screening.



Fiona Zhuang, member of Advocacy Committee of UNICEF HK (left), Wong Kam-po, UNICEF HK Ambassador (right) and Timothy Yuen, General Manager of Emperor Cinemas Group (middle) hosted the premiere screening.

Honouring the Heroes Behind the Change



UNICEF HK Chairman Judy Chen, Secretary Cherry Tse, Fundraising Committee Member William Lo, and staff honoured the impact that every donor has made on children's lives in over 190 countries and territories.

UNICEF HK organised Thankathon 2025 to express sincere gratitude to supporters in person.



Be future ready HARNESSING AI FOR CHILDREN

In a world where artificial intelligence (AI) is transforming how we live, education is riding the wave of this global trend. UNICEF HK turns this vision into action, partnering with the Association of Pacific Rim Universities (APRU), a network of 61 top universities, to unlock youth's potential by extending AI education to secondary and primary schools, shaping future leaders and innovators. Locally, a Memorandum of Understanding was signed with HKU Academy for the Talented (HKU ACT) to support a reform in learning where technological innovations can benefit children and youth equitably while contributing to Hong Kong's development as a child-friendly city.



UNICEF HK Chairman Ms Judy Chen (fifth left) with Dr Thomas Schneider, Chief Executive of APRU (fifth right), and representatives from APRU and Ms Isabella Wong (third right), Chief of Staff of HKU.

(Left to right) Mr Richard Tsang, Council Member of UNICEF HK; Prof May Chiu, Executive Director of UNICEF HK; Mr Leo Kung, Council Member and Chairman of the Information and Technology Committee of UNICEF HK; Prof Bennett Yim, Chairman of HKU ACT; and Prof Ian Holliday, Vice-President and Pro-Vice-Chancellor (Teaching and Learning) of HKU, welcomed the partnership.



When Businesses Give, Children Everywhere Gain

The Bank of East Asia (BEA): Corporate Gifts That Carry Compassion

BEA supported UNICEF's child protection efforts by donating on behalf of their corporate partners. As a token of appreciation, BEA presented them with a paper art decoration featuring the Year of the Snake, designed by a local paper artist and crafted by differently abled individuals in a sheltered workshop.



ifc mall: A Joyful Festival of Giving

From 'Santa Meet and Greet' to digital games, ifc mall gathered families to create Christmas memories while supporting UNICEF's vulnerable children with winter supplies pack to keep them warm in the winter.

UNICEF 'Champions for Children' Corporate Membership Scheme



Join us in making a difference! We extend a warm welcome to our new Diamond member, Vistra, who will be partnering with us on our mission to safeguard children's rights and welfare.



For details, please contact us at:
Email: corp_donation@unicef.org.hk | Tel: 2836 2970

Transform ripples
into waves
of hope for
children



Acknowledgements

We sincerely thank all our sponsors and partners for their support.

UNICEF's Programmes Worldwide

The Bank of East Asia, Limited
ifc mall
Hongkong Land Home Fund Limited
Kellett School Association Limited

UNICEF's Emergency Response in Lebanon and South Sudan

Chellaram Foundation Limited, Hong Kong

UNICEF Charity Run 2024/25

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UNICEF 'Champions for Children' Corporate Membership Scheme 2025-26

Vistra

Arts X Well-being Workshop

Sino Group

'Kids for a Better World' Charity Screening

Emperor Cinemas Group

'7,000 Days of Life' Exhibition - Venue Sponsor

Lok Fu Place
Times Square

New Donation Box Supporting Organizations

Ipsos Asia Limited
Ramada Hong Kong Grand