

GOOD CORPORATE CITIZENSHIP

Mr Tung Chee Hwa, Chief Executive of HKSAR (4th from right), accompanied by Mr He Guangbei, our Vice Chairman and Chief Executive (3rd from right), Dr the Hon Patrick Ho, Secretary for Home Affairs of HKSAR (3rd from left), Mrs Harriet W Tung (4th from left) and Mrs Davina Francescotti (2nd from right), Co-chairwomen of the Ladies Committee of Hong Kong Philharmonic Society, and other guests, officiated at the ceremony of the Hong Kong Philharmonic Society 2003/2004 Season's Opening, *Music Addition*



As a leading banking group in Hong Kong and an active member of the community, the Group participates in and supports numerous social and community activities in Hong Kong, Macau and the Mainland of China. Through the co-operation with BOCHK Charitable Foundation (the “Charitable Foundation”), the Group has supported and pioneered a number of charitable activities related to education and training, medical and health, sports and recreation, environmental protection, social welfare and assistance to the needy.

Combating SARS

During the early part of the year, particularly from March to May, Hong Kong was adversely affected by the SARS outbreak. The Group was committed to caring for and protecting the health of 13,000 staff while providing services to customers in a quality hygienic environment. At the same time, joining hands with the whole society in the prevention and combat of SARS became a top priority for the Charitable Foundation. It helped the Hong Kong Red Cross prepare precautionary health packs and care packages for senior citizens living alone. Together with the School of Chinese Medicine of the Hong Kong Baptist University, it made 21,000 packets of Chinese medicine for the frontline medical staff of United Christian Hospital and Our Lady Hospital. The Charitable Foundation also sponsored the Charity Gala Dinner Show *Take Off with Hong Kong* to boost spirits during this trying time.

Promoting Public Health

With donations from the Charitable Foundation, the Hong Kong Baptist University Bank of China (Hong Kong) Chinese Medicines Centre was set up to help the research and development of Chinese medicine and pave the way for the standardisation and modernisation of Chinese medicine. The Centre displays more than 1,000 pieces of rare plant and animal specimens, some of which are categorised as national treasures. The establishment of the Centre no doubt creates favourable conditions for the research and analysis of Chinese medicine. Resources are now available for teaching and research purposes, and a reference library is open to help the general public identify Chinese herbs and differentiate between counterfeit and genuine Chinese herbs.

Promoting Harmony

Introspective of SARS, the society is placing greater importance on health and family. To promote harmony and in support of stronger family relationships, the Charitable Foundation organised *BOCHK Family Fun Day*, held on the Father's Day in 2003 immediately after the SARS outbreak. An event meant for the expression of love and thanks to fathers, it also raised funds for Yan Chai Hospital.

In mid-2003, the Charitable Foundation organised the second annual *Bank of China (Hong Kong) Badminton Doubles League Family Fun Day*, at which parents and children had the opportunity to participate as a team. The Fun Day was a popular event and it saw the number of families participating triple from 2002.

The Group encourages young people to contribute to society during the summer holidays, and the Charitable Foundation once again supported the *BOC Dynamic Teams of Love and Care Campaign*. With exposure to four types of volunteer service, participants raised the level of volunteer spirit and gained experience in serving the society.

Building a Greener Future

Every citizen has the responsibility to contribute to building a *Green Hong Kong*. SARS reminded us of the importance of a clean environment. Meanwhile, the Group continues to place a priority on the promotion of environmental awareness amongst the



The skillful athletes of the Inter-school Sports Competition endeavoured to make records

younger generation. The Charitable Foundation has sponsored the *Hong Kong Green School Award* for four consecutive years, to foster a sense of caring for the environment among primary and secondary students. It has also committed to the sponsorship of the first and second *Hong Kong Green Pre-School Award*, with the aim to enhance environmental education among pre-school students. The number of participating schools has increased year to year, with nearly 200 schools joining the campaign in 2003.

The Charitable Foundation sponsored the *Renewable Energy Programme*, initiated by the Better Environment Hong Kong Association to study the feasibility of converting organic and chemical wastes into diesel.

Nurturing Our Future Pillars

Education of the younger generation is a cornerstone for the future development of our society, and it has become a key sponsorship area for the

Charitable Foundation. During the year, the Charitable Foundation continued to provide scholarships and bursaries to the University of Hong Kong, Chinese University of Hong Kong, University of Science and Technology, Hong Kong Polytechnic University, City University, Baptist University, Lingnan University, the Open University, Shue Yan College and the Hong Kong Institute of Education. By the end of 2003, a total of 616 students have been benefited from our tertiary education scholarships and bursaries.

Supporting Sports Development and Recreation

Promotion of sports is good for public health. To further support the development of the sport of badminton locally, the Charitable Foundation has been sponsoring the *Hong Kong Badminton Promotion Scheme* since 1999, with total participants in the Scheme reaching 220,000 by the end of 2003. The

Charitable Foundation also organised the *Bank of China (Hong Kong) Badminton Ambassadors School Roving Demonstration* for primary and secondary schools. Since its formation, the ambassador teams have visited 14 schools and reached out to 2,800 students. Featuring a wide range of activities to promote the sport of badminton, the programme has been well received by the youngsters in Hong Kong.

The Group supported youth sports development in a broader scope with sponsorship of *The Inter-school Sports Competition — Hong Kong Island and Kowloon Secondary Schools Region*, the largest school sports competition of its kind in Hong Kong. Amongst the event's activities, the *BOCHK Bauhinia Bowls Award* recognises the most outstanding students in sport. The Charitable Foundation established a new award in 2003, the Outstanding Athlete Award, for the young athletes with the most remarkable performance in each one of the 41 categories of sports. More than 250 schools and 37,000 athletes participated in the competition during the year.

In addition to sports projects, the Charitable Foundation sponsored the Hong Kong Philharmonic Orchestra's 2003/2004 Season's Opening, *Music Addition*, to help enrich cultural life. It also donated HK\$500,000 to the China Space Foundation to support China space research and development, following the successful launch of China's first manned spaceship in mid-October and the visit of the manned space mission to Hong Kong in early November.

Contributing to the Society

In early 2003, the Charitable Foundation participated in the *Walk for Millions in the New Territories* followed by its donation of \$100 and \$500 banknotes from the new series to The Community Chest in support of services for the disabled in November 2003. The Charitable Foundation also helped set up a brand new fund, *The Community Chest BOCHK Rainbow Fund*, with donations of HK\$1 million. The fund provides emergency relief to the needy.

Our sponsorship of the *Let There Be Light* charity walk organised by the Hong Kong Society for the Blind raised funds for rehabilitation services for the visually impaired and the blind in Hong Kong.

In 2003, the Charitable Foundation continued to sponsor the *BOCHK Walkalong for Light* by Lifeline Express. This charity walk aims to raise funds

for free medical treatment provided to blind cataracts patients in the remote areas of the Mainland of China. Over HK\$3 million was raised in this activity. More than 1,000 employees from BOCHK joined thousands of citizens in the Walk.

The Charitable Foundation also continues to sponsor fund-raising events organised by local charitable institutions. To name just a few, donations were made to the Tung Wah Group of Hospital's annual *Charity Gala Show*, serving as the Diamond Sponsor for the sixth consecutive year under the *Annual Diamond Sponsor Scheme* of Po Leung Kuk, as well as attending the Pok Oi Hospital's television fund-raising events. In 2003, the Charitable Foundation assisted six charitable organisations by enclosing 2.09 million appeal leaflets and pamphlets in BOCHK's bank statement inserts. These generated positive responses from our broad customer base.



Bank of China (Hong Kong) Badminton Family Fun Day, organised to promote harmonious family relationships, has been enthusiastically received



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通知存款	0.35%	隨時
定期存款	0.45%	隨時
零存整取	0.55%	隨時
存本付息	0.65%	隨時
整存整取	0.75%	隨時
整存零取	0.85%	隨時
零存零取	0.95%	隨時
存本付息	1.05%	隨時

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