

GOOD CORPORATE CITIZENSHIP

As a major banking group listed in Hong Kong, the Group undertakes its responsibility as a good corporate citizen. In 2004, in cooperation with the BOCHK Charitable Foundation (the "Foundation"), the Group participated in a broad range of community activities or initiatives that could help to make our community a better place to live and work in. Our support during the year extended to more than 36 charitable activities in Hong Kong, Macau and the Mainland of China in the areas of education, sports and recreation, medical and health care, environmental protection, social welfare and assistance to the needy.

Fund-raising for Tsunami Victims

At the end of 2004, a tsunami triggered by an earthquake in Indonesia created a natural disaster of unprecedented scale in South and South East Asia. In order to provide timely assistance to victims in the afflicted areas, the Foundation appealed to the Group's 13,000 staff to join in the drive for donations. For every dollar donated by staff, the Foundation pledged an equal amount. A designated account was also set up to collect donations from customers and the general public. As of mid-January 2005, the Foundation has raised over HK\$7 million in donations for tsunami victims and the afflicted countries. The donation proceeds have been dispatched to the Hong Kong Red Cross for timely and proper distribution.

Nurturing the Young

Education of the younger generation has been a focus of our charitable activities for years. In 2004, the Foundation provided scholarships and bursaries of HK\$1.07 million to eight universities and two tertiary education institutions in Hong Kong in



To help nurture talented students, the future pillars of our society, we provide tertiary education scholarships and bursaries



Ms Wang Chen, Hong Kong Badminton Team Member, demonstrates her skillful technique at the BOCHK Hong Kong Badminton Doubles League Family Fun Day

recognition of outstanding students and to assist those in need of financial aid. Since 1990, the Foundation has contributed HK\$7.5 million in the form of tertiary education scholarships and bursaries, which have been awarded to a total of 725 students.

Last year, the Foundation sponsored a conference on *Creativity in School Leadership* in celebration of the fortieth anniversary of the Hong Kong Association of Heads of Secondary Schools and to support and promote creative education and school management.

Promoting Sports Development

The Group is an avid supporter of badminton in Hong Kong. Through the Foundation, it has been sponsoring the *Hong Kong*

Badminton Promotion Scheme since 1999, with a total contribution of HK\$5.34 million. The number of participants in the Scheme has increased every year, reaching 290,000 by the end of 2004. The Foundation also piloted the *Bank of China (Hong Kong) Badminton Ambassadors School Roving Demonstration* for primary and secondary schools. Since its formation, the ambassador teams have visited 32 schools and reached out to 6,800 students. The third annual *Bank of China (Hong Kong) Badminton Doubles League Family Fun Day* also received enthusiastic response from the public.

Riding on the success of the *Inter-school Sports Competition – Hong Kong Island and Kowloon Secondary Schools Region* in the last two years, the Foundation has

continued its sponsorship of the event from 2004 to 2006. The *BOCHK Bauhinia Bowls Award* and the *Outstanding Athlete Award*, sponsored by the Group, give due recognition to aspiring young athletes and help foster a strong sense of sportsmanship among them. A total of 265 schools joined the 2004 event, with more than 40,000 athlete enrolments. An aggregate of 8,000 matches under this competition took place and was the largest number of matches ever recorded in any year of the event.

Improving Public Health Care

The Foundation donated HK\$3 million to Tung Wah Groups of Hospitals (TWGHs) to establish the *TWGHs BOCHK Diabetes Centre*, which was officially opened in November 2004. Occupying an



TWGHs BOCHK Diabetes Centre provides a quality one-stop medical service for diabetic patients. The opening ceremony was officiated by Mr Lam Yim Nam, Deputy Chief Executive (1st from left); Dr William Ho, Chief Executive of Hospital Authority (1st from right) and Mr Christopher Chan, Chairman of Tung Wah Group of Hospitals (2nd from right)

area of 3,000 square feet, the Centre provides a range of quality one-stop medical services, consisting of diagnosis, nursing, screening of complications, and diabetes education for diabetic patients. Its clinical facilities include a retina examination room, a triage station, a treatment room, a diabetes resources centre, a multi-function room and an auditorium. The Centre is expected to handle more than 9,000 patient cases each year.

BOCHK also sponsored the 2004 Hospital Authority Convention and Hong Kong SARS Forum. Healthcare professionals from Hong Kong, the Mainland and around the world gathered there to exchange ideas, shaping the direction of healthcare development in the years to come.

Promoting the Green Message

The Group believes that the fostering of environmental awareness should begin at primary and secondary schools. Through the Foundation's sponsorship of the *Hong Kong Green School*

Award for the fifth consecutive year, environmental awareness has increased in schools, homes and the community at large through student activities that promote a healthier and green environment. For the past four years, more than 800 schools have participated in the award programme, of which 169 schools were selected as winners. The Foundation also supported the *Second Hong Kong Green Pre-School Award* to increase children's understanding of the inter-dependence between humans and the eco-system.

Providing Community Support

The Foundation donates to and participates in the charitable activities of community organisations. A donation of HK\$1 million from the Foundation in early 2004 enabled the establishment of the *Community Chest BOCHK Rainbow Fund*, which provides emergency relief to the needy. The Foundation also



Mr He Guangbei, Chief Executive (4th from right) and Mrs Rita Fan Hsu Lai-tai, President of the Legislative Council (5th from left); Dr Sarah Liao, Secretary for Environment, Transport and Works (4th from left) and Mr Joseph Lee, Chairman of the Environmental Campaign Committee (3rd from right), officiating at the launch ceremony of the Fifth Hong Kong Green School Award cum the Second Hong Kong Green Pre-School Award

donated HK\$800,000 to the Community Chest and the Hong Kong Police to organise the *Police Community Carnival 2004*. BOCHK promoted the event through the sale of souvenirs and raffle tickets in its branches. A charitable lunch was organised for the event's benefactors. A total of approximately HK\$6 million was raised for the Community Chest.

The *BOCHK Walkalong for Light* raises funds to provide free medical treatment to blind cataract patients in the remote areas of the Mainland of China. Sponsored by the Foundation, the charity walk organised by Lifeline Express has run for three consecutive years. About 1,000 staff members and their families joined in the walk, and around HK\$2 million was raised.

In 2004, the Foundation also sponsored a number of other fund-raising events, including:



Young athletes realising their potential at the HK Island & Kowloon Regional Inter-school Sports Competition

- *Po Leung Kuk Bank of China (Hong Kong) Charity Carnival* – the Group served as the Diamond Sponsor of Po Leung Kuk for the seventh consecutive year;
- *Yan Chai – BOCHK Subsidy for New Arrival Students Account* – which provides education funds for children from low-income immigrant families;
- *Charity Family Fun Fair of UNICEF China Children's Week Fundraising Campaign* – which helps to raise the health and living standard of children in the Mainland;
- *17th Cup of Kindness Charity Day 2004*; and
- Pok Oi Hospital's annual television fund-raising event.

In 2004, the Foundation assisted in the fund-raising initiatives of six charitable organisations by including 3.53 million donation leaflets with BOCHK's bank statement mailers. These generated positive response from our customers and helped the organisations raise a total of more than HK\$1.2 million in donations.

The Group will continue to maintain a strong sense of social responsibility. This commitment is one of its core corporate values and will be demonstrated through its active support of a wide spectrum of community and charitable activities.



Mr He Guangbei, Chief Executive (4th from right) and the officiating guests, including Mr Niu Mao-sheng, Chairman of the Subcommittee of Ethnic and Religious Affairs, National Committee of the CPPCC (5th from left); Mr Yan Da-kui, President of the Chinese Medical Doctor Association (5th from right); Mr Wang Yi-fu, 2004 Olympics Gold Medalist (3rd from right); Mr Li Ching (1st from left) and Mr Ko Li Chak (2nd from left), 2004 Olympics Silver Medalists, and Mrs Pamela Tan, Director of Home Affairs, HKSAR (4th from left) officiating at the BOCHK Walkalong for Light which brings hope to blind cataract patients in the Mainland of China

