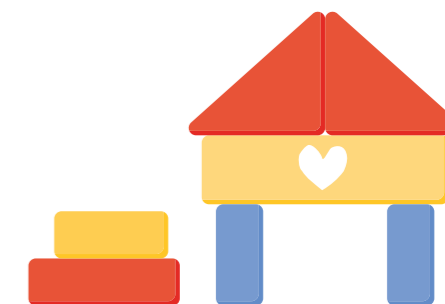


# 在一起就是家 Keeping families close™



# 目錄 CONTENTS



## ♥ Our Purpose

Caring for families with children who are ill or injured.

### 我們的宗旨

關懷患病或受傷兒童及其家庭。

## ♥ Our Vision

A world where every family has what they need to ensure the best health outcomes for their children.

### 我們的願景

為家舍家庭提供最適切健康支援。

## ♥ Our Mission

We provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

### 我們的使命

我們提供必須的服務，務求消除兒童尋求醫療保健時的障礙，加強家庭的凝聚力，促進病童的康復。

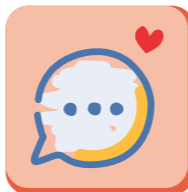
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黃馮慧芷女士  
Ms. Grace Fung Oei Wai Chi

全球麥當勞叔叔之家慈善基金董事委員會  
RMHC Global Board of Trustees  
香港麥當勞叔叔之家慈善基金董事會主席  
RMHC Hong Kong Chairperson



如果你曾為著照顧患病的摯愛，而徹夜未眠，我相信你一定能體會，病童家庭所面對的處境。

香港麥當勞叔叔之家慈善基金本著「以家庭為本」的宗旨，致力為病童家庭提供臨時住宿及心理社交支援。我們不止提供溫暖的空間及設備齊全的設施，我們的員工亦盡心盡力為家庭提供各類減壓活動及分享機會，讓同路人能互相支持，共同面對艱難的挑戰。

觀塘家舍於2023年底投入服務，與沙田家舍合共提供89間客房。而憑藉與香港兒童醫院的緊密合作，我們能有效地支援需要幫助的病童家庭。有家庭跟我們分享，「能跟家人們緊靠在一起，讓我們更有力量並肩前行。」家長們在公共廚房輕鬆交流、小朋友於兒童遊戲區快樂地玩耍，正正體現了我們為病童家庭提供「家以外的家」的使命。

感恩有各界慷慨支持，讓我們28年來能一直砥礪前行。因為有您們的關懷，接近3000位小朋友及其家人，於家舍中過著更舒適的生活。家庭能住進安全而潔淨的房間，同時得到額外的食物供應；孩子於患病期間仍能探索興趣，追求知識；照顧者於勞累的生活中，能以瑜伽、按摩放鬆身心。我們期盼未來能繼續與您同行，讓有需要家庭能持續感受到社會的關愛。

最後，我衷心感謝全體員工及義工的無私奉獻和努力。未來我們將憑著穩健的服務基礎，不斷延展及深化「以家庭為本」的服務理念，用心關懷每一個家庭，讓「在一起就是家」這份溫暖，在社區中代代相傳。

If you've ever stayed up all night caring for a sick loved one, then I believe you understand — truly understand — what families with seriously ill children go through.

At Ronald McDonald House Charities Hong Kong, we are driven by our mission to support these families with temporary accommodation and psychosocial support, all centered around the principle of family-centered care. We provide more than just a warm, well-equipped space. With our dedicated and caring staff, and tailored programs, it's a place where families going through similar challenges can lean on each other through shared conversations and calming activities.

With the opening of our Kwun Tong House at the end of 2023, we now offer a total of 89 rooms across both locations, including the Sha Tin House. Thanks to our close collaboration with the Hong Kong Children's Hospital, we're able to better serve families in need. As one family shared with us, "Being close together as a family gives us the strength to keep moving forward." Moments like parents chatting in the communal kitchen or children playing joyfully in the play area perfectly embody our mission to provide "a home away from home."

None of this would be possible without the generous support from all of you. Over the past 28 years, your kindness has enabled nearly 3,000 children and their families to live more comfortably during challenging times. Families have found peace in clean and secure rooms, received extra food supplies, and accessed resources that allow children to explore their interests and pursue knowledge even while unwell. Caregivers, too, find moments of solace in activities like yoga and massages, helping them recharge amidst their demanding lives. We look forward to continuing this journey together, ensuring that families in need continue to feel the love and care of our community.

Finally, I want to extend my heartfelt gratitude to our incredible staff and volunteers. Together, we will continue to grow and deepen our "Family-Centered Care" services, embracing every family with care and love. "Keeping families close" — a feeling that we are committed to nurturing across generations in our community.



錢靜蘭女士  
Ms. Vera Chin

香港麥當勞叔叔之家慈善基金行政總裁  
RMHC Hong Kong Chief Executive Officer



### 以家為本，用心守護

香港麥當勞叔叔之家慈善基金始終秉持「在一起就是家」的信念，為正在接受治療的病童家庭提供「家以外的家」，讓家人能夠陪伴在孩子身邊，減輕他們身心與經濟上的負擔。2024年，我們在觀塘及沙田家舍為456位家庭成員提供了免費臨時住宿，累計達11,261晚的安心休憩與支援。在家舍內，家庭可以洗衣、煮食、互相鼓勵，重拾日常的溫暖與力量。一位家長曾分享：「在這裡，我終於能好好陪伴孩子，而不只是奔波於醫院之間。」這正是我們「以家為本」服務的核心——看見每一位家人的需要，守護他們團聚相伴的珍貴時光。

感謝各位善長、義工及合作夥伴的信任與支持。正因為有您，我們在2024年得以維持每日接駁車服務，確保家庭往返醫院無憂，並為有需要的家庭送上節日關懷與生活支援。展望2025年，我們將繼續深化服務，主動接觸更多家庭，並與各界攜手擴大「家以外的家」的覆蓋範圍。為回應家庭日益增加的心理需求，我們將於沙田家舍2025年1月推出「家·油站」計劃，透過心理支援與社區關懷，進一步守護病童家庭的身心福祉，讓更多家庭實現「在一起就是家」的願景。

有您同行，病童與家人才能安心相伴。以家為本，用心守護。衷心感謝您與我們一起，守護每一個需要支持的家庭。

### Putting Families at the Heart of Care

When a child is diagnosed, the world shrinks to a hospital room. You help it expand again. In 2024, 456 parents and siblings slept in a warm bed — not a cold chair — because of you. They shared meals, did laundry, exchanged quiet words of encouragement, and found hope at our Kwun Tong and Sha Tin houses, adding up to 11,261 nights of comfort and care. One mum told us: "For the first time in weeks, I felt like a parent—not just a patient's mother." That's the power of a "home away from home," made possible because you showed up as donors, volunteers, and partners.

Because of your steadfast support in 2024, we were able to keep our daily shuttle service running — ensuring no family misses a critical appointment — and deliver holiday care packs and essential support to those who needed it most. Looking ahead to 2025, we're building on this foundation. Thanks to your continued trust, we will launch the Retreat and Recharge Program in January 2025 at Sha Tin House, a space where families share hot soup, breathe deeply during overnight stays, and rediscover that joy still lives here. We're also expanding mental wellness support, reaching more underserved families, and increasing the reach of our "home away from home."

This is what it means to put families at the heart of care: not just beds but belonging; not just shelter, but support that sees the whole person. You are not just supporters — you are the circle that keeps families close.

Thank you for walking this path with us. Putting families at the heart of care.



黃馮慧芷女士  
Ms. Grace FUNG OEI Wai Chi  
董事會主席  
Chairperson



黃福霖先生  
Mr. WONG Fook Lam, Raymond  
董事會成員及司庫  
Director & Treasurer



陳志峯教授  
Prof. CHAN Chi Fung, Godfrey  
董事會成員  
Director



張添珞小姐  
Ms. CHEUNG Tih Loh, Karen  
董事會成員  
Director



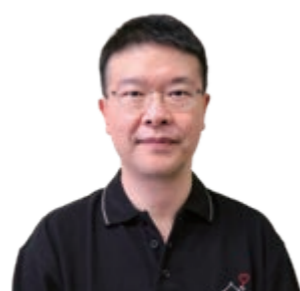
周敏小姐  
Ms. CHOW Ming, Alice  
董事會成員  
Director



何翠萍女士  
Mrs. Michelle HO PURA  
董事會成員  
Director



黎添詩小姐  
Ms. LAI Wai Sze, Randy  
董事會成員  
Director



李民瞻教授  
Prof. LI Man Chim, Albert Martin  
董事會成員  
Director



尹美芳小姐  
Ms. WAN Mei Fong, Jenny  
董事會成員  
Director



黃明沁醫生  
Dr. WONG Ming Sum, Rosanna  
董事會成員  
Director



甘希宏先生<sup>(i)</sup>  
Mr. KAM Hay Wung, Kevin  
董事會成員  
Director



張耀輝教授<sup>(ii)</sup>  
Prof. CHEUNG Yiu Fai  
董事會成員  
Director



<sup>(i)</sup> 任期由2024年5月20日起生效。  
Appointment effective from 20 May 2024.

<sup>(ii)</sup> 任期由2024年7月10日起生效。  
Appointment effective from 10 July 2024.

### 關於香港麥當勞叔叔之家慈善基金

香港麥當勞叔叔之家慈善基金(香港麥當勞叔叔之家)一直堅守其成立宗旨—「以家庭為本」的服務理念。麥當勞叔叔之家慈善基金於全球超過60個國家和地區服務，沙田家舍於1996年啟用，是亞洲首間「麥當勞叔叔之家」提供「家以外的家」服務。

麥當勞叔叔之家是香港麥當勞叔叔之家的核心計劃，致力為病童家庭提供臨時家園及適切的心理社交支援服務，與他們分擔因小孩患病而帶來的壓力與負擔。於香港賽馬會慈善信託基金的資助下，我們第二個家舍—麥當勞叔叔之家(觀塘)賽馬會大樓於2023年11月正式投入服務，以便服務更多需要幫助的家庭。

香港麥當勞叔叔之家是根據香港《稅務條例》第88條獲得免稅的慈善機構，更是香港社會服務聯會的成員。

### About Ronald McDonald House Charities Hong Kong

Ronald McDonald House Charities (RMHC Hong Kong) has always upheld its founding mission of providing "Family-Centered Care" to support ill children and their families. Operating in over 60 countries and regions, Ronald McDonald House Charities's first House in Asia was established in Sha Tin in 1996, offering a "Home Away from Home" for families in need.

As the core program of RMHC Hong Kong, Ronald McDonald House provides temporary accommodation and psychosocial support to alleviate the stress and burden on families caused by their child's illness. With the funding support of The Hong Kong Jockey Club Charities Trust, our second House - RMHC (Kwun Tong) Jockey Club Building - officially opened in November 2023 to extend our services to more families in need.

RMHC Hong Kong is a tax-exempt charity under Section 88 of the Hong Kong Inland Revenue Ordinance and a member of the Hong Kong Council of Social Services.



入住家庭總人數  
Total number of family members stayed overnight

456

使用「家」護客房\* 總人數  
Total number of family members used special needs room

51

家舍及義工活動受惠總人次  
Total number of beneficiaries (House & Volunteer Activities)

5,808

家舍小朋友及其家人  
Children and families at RMH

2,992

\* 累計數字 Accumulated Figures

參與義工服務人次  
Total number of volunteer service participations

4,953

義工服務總次數  
Total number of services

1,911

義工參與總時數(個人及團體義工)  
Total number of volunteer hours (Individual and Group Volunteers)

9,667  
小時 | Hours

為病童和家人提供住宿  
Provide for ill children and their families

11,261  
晚 | nights

\*「家」護客房：供剛完成骨髓移植之病童及家長暫宿  
Special needs room: For post-bone marrow transplant patients

入住家庭居住地區 Where Our Families Are From

屯門、元朗、天水圍  
Tuen Mun, Yuen Long, Tin Shui Wai

20%

其他  
Others

29%

北區、大埔、沙田、馬鞍山  
North District, Tai Po, Sha Tin, Ma On Shan

18%

九龍  
Kowloon

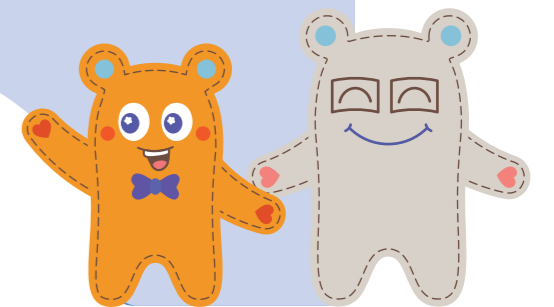
10%

將軍澳及西貢  
Tseung Kwan O and Sai Kung

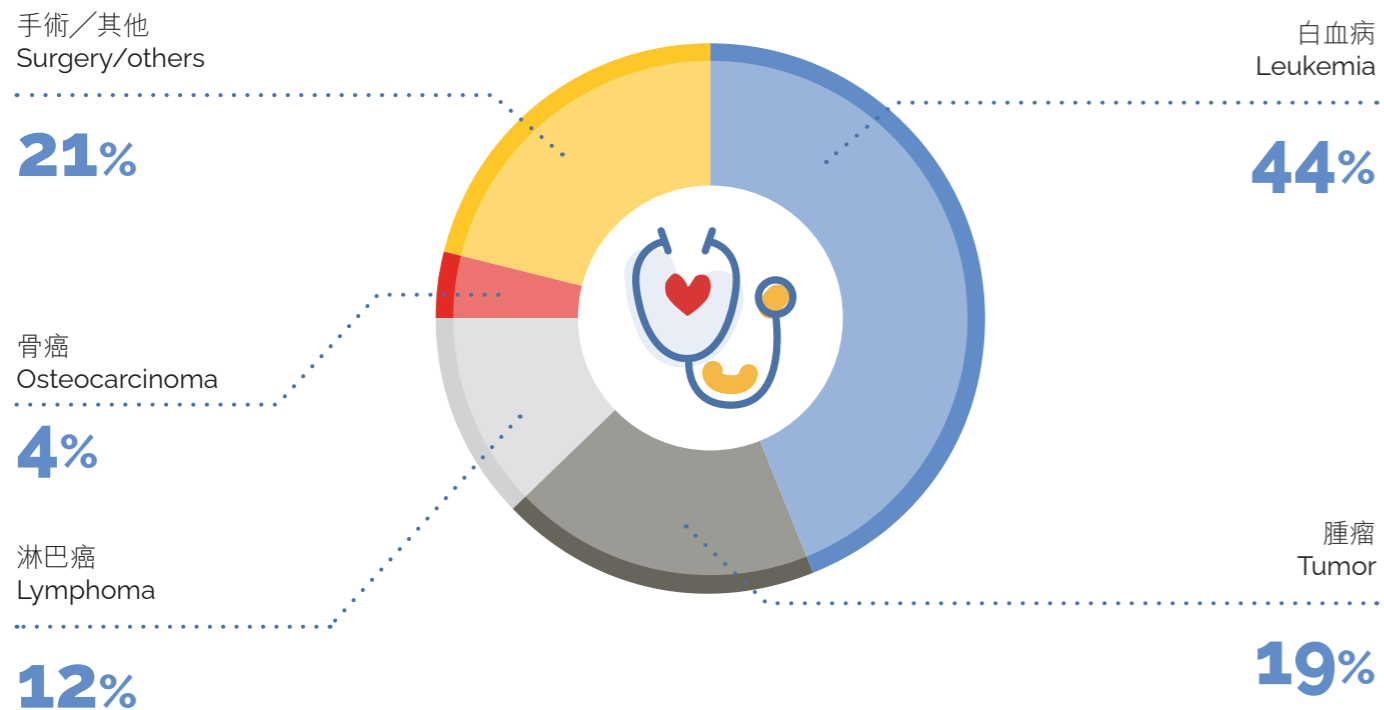
16%

香港及離島  
Hong Kong and outer islands

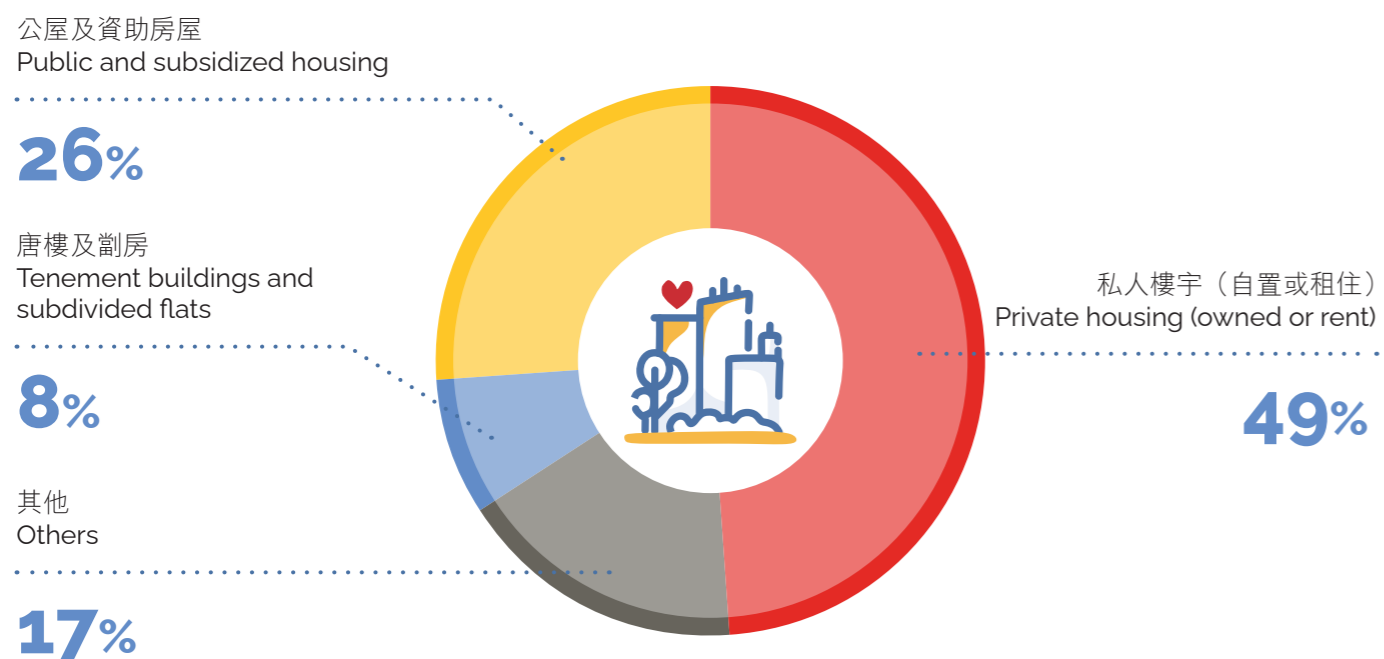
7%



入住病童病症統計 Patient Diagnosis



入住家庭的住屋狀況  
Housing Type



守護天使 – 生命小戰士背後的強大支柱  
Guardian Angels – The Strength Behind Every Little Warrior

「只要PY健康和快樂，就是我最大的欣慰。」 – PY媽媽

在香港麥當勞叔叔之家的孩子們常掛著燦爛笑容，彷彿忘卻病痛；笑容背後，是父母無私的愛與支持。年僅四歲的PY 2023年隨父母回港探親時，突然持續發燒，最終確診白血病。面對噩耗，父母無奈放下在英國的生活留港陪伴孩子接受治療。

治療之路充滿挑戰，藥物為PY帶來情緒波動與食慾異常等副作用。PY媽媽不僅全天候照料兒子的身體狀況，更關顧他的情緒，透過講故事，幫助年幼的PY理解自己的病情與治療過程，讓他學會勇敢面對身體不適。

在醫務社工協助下，一家人入住了香港麥當勞叔叔之家觀塘家舍。這不僅紓解了住屋與財務壓力，家舍更是一個互相支持的社群。PY媽媽坦言：「如果我們租住在普通的房子，當PY突然情緒失控時，鄰居會怎麼看待我們呢？」她感激家舍內其他家庭與職員的包容與關懷，讓她在照顧孩子之餘能稍作喘息。

PY媽媽訴說，自己常被孩子的健康狀況牽動思緒，幾乎無暇照顧身心，但PY平安快樂，就是她最大的欣慰與動力。她亦希望社會能多一分理解，「當大家在公共場合遇到情緒失控的孩子時，請不要急於批判或投訴。不妨給孩子和家長寬容的空間，因為那可能是他們與病魔長期抗戰的痕跡」。

當孩子與病魔奮戰，PY媽媽與無數病童家長一樣，化身為戰士背後的守護天使。香港麥當勞叔叔之家亦致力成為他們的「家以外的家」，讓每個家庭能在包容與支持中前行。



“I feel relieved only when PY is healthy and happy.”  
– PY's mother

At RMHC Hong Kong, children's joyful smiles often mask the pain of their illness. Behind those smiles stand parents whose love and strength carry their families through the darkest times. Last year, four-year-old PY was diagnosed with leukemia during a family visit to Hong Kong. His parents immediately gave up their lives in the UK to ensure he received timely treatment.

The treatment journey was tough—medication brought emotional swings and physical discomfort. PY's mother not only cared for his body but also gently helped him understand his illness through storytelling.

With support from a medical social worker, the family moved into our Kwun Tong House. This eased their financial stress and offered a compassionate community. PY's mother is grateful for the understanding shown by the staff and other families, which gave her the strength to keep going.

Though she rarely has time for herself, PY's well-being is her greatest comfort. She also hopes society can show more empathy: “When you see a child struggling in public, please offer patience. Their behavior may reflect a long fight with illness.”

Behind every brave child is a guardian angel like PY's mother. RMHC Hong Kong strives to be their “home away from home,” a shelter of warmth, strength, and hope.

### 巧手傳愛 – 以手作延續善意、療癒心靈 Crafting Love: Healing Hearts Through Handmade Creations

「請始終相信，還有很多人會幫助你。」—「愛心伙伴計劃」成員 Catherine

在香港麥當勞叔叔之家，除了入住家庭互相扶持與職員悉心照料，還有一群「愛心伙伴計劃」的成員帶來豐富活動，Catherine便是其中之一。曾入住沙田家舍的她，如今成為觀塘家舍常駐導師，透過手藝與親身經歷，將曾獲得的善意延續，陪伴病童家庭走過治療之路。

Catherine一家原居粉嶺，兒子昊樺確診白血病後，需每日往返沙田威爾斯親王醫院接受治療。他們後來入住距醫院僅十分鐘路程的沙田家舍，家舍的開放式設計促進家庭間的交流，小朋友可自由玩樂，家長則在公共空間分享經歷。Catherine形容這裡是「中途加油站」，不僅環境舒適，更是病童家庭互助與重拾力量的地方。

昊樺康復後，一家人加入了「愛心伙伴計劃」。昊樺曾擔任慈善高爾夫球賽的球僮，亦協助售賣獎券。Catherine則憑藉作為病童家長的經驗及美術教學背景，教授其他家長製作適合病童食用的壽司，並舉辦手作工作坊。她最難忘的是製作熱縮膠鎖匙扣課堂，孩子們畫出心中圖案並加熱成獨一無二的作品，展現豐富的內心世界與創意，成品亦為他們帶來自信。

作為過來人，Catherine深明家長在孩子患病時的無助與焦慮，希望透過手作，幫助他們消磨時間、釋放情緒。成為「愛心伙伴」的經歷亦令她感恩，為自己的手藝能調劑病童家庭的生活而高興，使她更加熱愛手作、熱愛生活。



**"Always believe that there are many people who will help you." — Catherine, Member of "Love Companion Program"**

At RMHC Hong Kong, support comes not only from families helping one another and dedicated staff, but also from a group of members in the "Love Companion Program". Catherine and her family exemplify this spirit. Formerly a resident of the Sha Tin House, Catherine—now a regular craft instructor in Kwun Tong House—organizes workshops that leverage her skills and experience to bring comfort and creativity to families facing similar challenges.

Originally living in Fanling, Catherine's family had to travel daily to Prince of Wales Hospital in Sha Tin for her son Ho Wa's leukemia treatment. They then moved into the Sha Tin House, located just ten minutes from the hospital. The House's open design encouraged interaction. Children played freely while parents found connection and support. Catherine describes it as a "pit stop for recharging," a place of rest, warmth, and shared strength.

Even after Ho Wa's recovery, the family maintained a close bond with RMHC Hong Kong through the "Love Companion Program". Ho Wa served as a golf caddie at charity tournaments and helped sell raffle tickets. Catherine, drawing on her background in art education and her experience as a caregiver, teaches other residents how to make sushi suitable for children with dietary restrictions and leads monthly craft workshops. Her most memorable session involved shrink-plastic keychains, where children created personal designs that transformed into unique keepsakes, boosting their confidence and joy.

Through crafting, Catherine hopes to ease the emotional burdens of families with ill children and pass on the kindness she once received. Joining the "Love Companion Program" deepened her love for crafting—and for life.



### 喘息空間 – 「Day Pass」服務為照顧者注入力量 A Space to Breathe – The "Day Pass" Service Recharges Caregivers with Strength to Carry On

「長久以來都是我照顧女兒，但那一刻完全感受到別人關心自己的那份溫暖！」—「Day Pass」使用者 June



當子女健康出現問題，照顧者往往身心俱疲。香港麥當勞叔叔之家一直關注患重病兒童及其家庭的需要，於2024年推出「Day Pass」服務，正是為照顧者在頻繁往返醫院期間提供喘息空間，讓他們能稍作休息，重新整頓身心，繼續堅持照顧孩子的重任。

June的女兒患有良性骨腫瘤，10歲時因病情惡化需接受手術，並以外置支架協助骨骼生長。手術後，她需每日到醫院清洗傷口及調整支架。June一家居於偏遠地區，往返沙田威爾斯醫院需時約三小時。女兒住院期間，June日夜守候，只能在醫院沙發短暫休息，每隔數日回家洗澡再趕回醫院，甚至曾因過度疲累而暈倒。

經醫務社工轉介，June獲安排使用沙田家舍的「Day Pass」服務。她每次逗留約四小時，可在乾淨床鋪上真正休息，亦能善用洗衣機、浴室等設施。她留意到家舍職員為她準備了杯麵與手機充電器，小小舉動令她陪感窩心。她感動地分享道：「長久以來都是自己照顧女兒，但那一刻完全感受到別人關心自己的那份溫暖！」這份細心也令她能好好「充電」，重新上路照顧女兒。

「Day Pass」服務目前於沙田家舍提供，設施包括浴室、睡房、洗衣機、乾衣機及廚房。服務未來將擴展至觀塘家舍，期望為更多病童家庭提供便利與支援。

**"I've been caring for my daughter alone for so long, but in that moment, I truly felt the warmth of someone caring for me." — June, "Day Pass" user**

When a child's health is compromised, caregivers often find themselves physically and emotionally exhausted. RMHC Hong Kong understands these challenges and introduced the "Day Pass" service in 2024, offering caregivers a quiet space to rest and recharge during hospital visits.

June's daughter was diagnosed with a benign bone tumor. At age 10, her condition worsened, requiring surgery and an external brace to support bone growth. Post-surgery, she needed daily hospital visits for wound care and brace adjustments. Living in a remote area, June's family endured a three-hour round trip to Prince of Wales Hospital in Sha Tin. During her daughter's hospital stay, June slept on a hospital sofa and returned home every few days just to shower—until exhaustion caused her to collapse.

Referred by a medical social worker, June began using the "Day Pass" service at the Sha Tin House. Each visit gave her four hours of rest in a clean bed, plus access to laundry and bathroom facilities. She was especially touched to find instant noodles and a phone charger thoughtfully prepared by staff. "I've been caring for my daughter alone for so long," she shared. "But in that moment, I truly felt someone cared for me."

Currently available at the Sha Tin House, the "Day Pass" service will soon expand to the Kwun Tong House, offering vital support to more families in need.



## 助人自助 — 從陪伴中學習與成長 Volunteering Story — Learning and Growing Through Companionship

「我很喜歡家舍小朋友的正能量，令我對生活變得積極。」— 義工 Akina

擔任義工不僅是付出，更是一段充滿收穫與啟發的旅程。對香港麥當勞叔叔之家義工 Akina 而言，陪伴病童的過程不但讓她學習和成長，更令她深深感受到孩子們的正能量，使她對生活充滿希望與動力。

Akina 與家舍的緣分始於數年前，當時她參與前公司舉辦的義工活動，曾到沙田家舍為病童家庭準備大食會。雖然當時只是短暫接觸，但已在她心中埋下了善意的種子。疫情過後，她透過義工配對應用程式再次與香港麥當勞叔叔之家連繫，正式成為家舍義工。



雖然加入家舍義工時間不長，但 Akina 參與的範疇十分廣泛，包括獎券義賣、慈善晚宴等活動。她回憶去年參與慈善晚宴時首次使用付款終端機，感覺新奇又有趣，「很多事情在日常生活中根本不會接觸到，義工工作讓我有機會體驗不同角色，學習新技能」。

Akina 在家舍的另一個特別角色，是擔任孩子們的「遊樂玩伴」，陪伴小朋友玩耍。她笑說，「一開始真的很具挑戰，要走進小朋友的世界並不容易，要建立信任、了解他們的喜好，還要學會用他們的語言與他們溝通，少一點耐性也不行。」

不過，她仍然非常享受這個過程，更形容孩子們讓她成長。她稱，「他們與病魔奮鬥，勇氣令人敬佩，而且同時對世界充滿好奇，不斷學習新事物。我很喜歡他們的正能量，令我對生活變得積極」。



“I always enjoy the positive energy among the kids.” — Akina, Volunteer

Volunteering is not just about giving – it's a journey filled with growth and inspiration. For Akina, a volunteer at RMHC Hong Kong, supporting children with serious illnesses has been a deeply enriching experience. Through her time at the House, she's learned, grown, and been uplifted by the children's resilience and positivity, which in turn gave her renewed hope and energy in life.

Akina's connection with the House began years ago when she joined a volunteer event organized by her former company. She helped prepare a feast for families staying at the Sha Tin House, planting the seed of compassion that would later flourish. After the pandemic, she reconnected with RMHC Hong Kong through a volunteer-matching app and officially became a House volunteer.

Though she hasn't been with the House long, Akina has taken part in a wide range of activities, from raffle tickets sale to gala dinner. She recalls the excitement of using a payment terminal for the first time at the gala dinner, saying, “Volunteering gives me the chance to try things I'd never encounter in daily life and learn more fully.”



## 初心不忘 — 月捐者十年如一的堅持 Unwavering Commitment — A Decade of Monthly Giving

「捐款能轉化成他人更好的生活，讓他們在苦中感受到一點甜，自己亦倍感滿足。」  
— 月捐支持者 Peggy



香港麥當勞叔叔之家是全港唯一為病童家庭提供臨時家園的機構，而每一位月捐者，正是我們持續支援病童家庭不可或缺的力量。支持我們逾十年的 Peggy 深信，慈善機構不能單靠企業捐助，更需要市民的長期參與，才能穩定運作，幫助更多有需要的人。

Peggy 自幼喜歡到麥當勞餐廳，那是她與摯愛的婆婆共度美好時光的地方，也因此對我們產生了親切感與信任。長大後，她投身財富管理行業，並特別關注長者與兒童的福祉。了解到香港支援患病兒童的機構不多，而病童家庭往往承受巨大壓力，她決定成為月捐者，以行動實踐對社會的承擔。

十多年來，即使面對經濟波動，Peggy 從未間斷捐款，並隨收入增長考慮提升捐款金額。她將月捐視為日常開支的一部分，與衣食住行同等重要，認為在經濟不景氣時，堅持捐款尤其關鍵。

Peggy 參觀觀塘家舍後，感受到家舍環境充滿愛與細節：圓角設計、柔和燈光、繽紛色彩與豐富玩具，處處體現對病童家庭的關懷。她看到家長在公共廚房互相交流支持，孩子們在遊戲區歡笑玩耍，深深體會到其捐款能幫助他人過上更好的生活，讓他們「在苦中感受到一點甜」，令她感到由衷的滿足。

她至今仍珍藏每年收到的感謝信，提醒自己不忘初心。她期望未來退休後能加入義工團隊，繼續貢獻力量，也誠意邀請更多人加入月捐行列，讓病童家庭在治療路上感受到社會的溫暖與陪伴。

“Donations can transform someone's life, bringing a touch of sweetness in the midst of hardship — and that gives me deep fulfillment.” — Peggy, Monthly donor

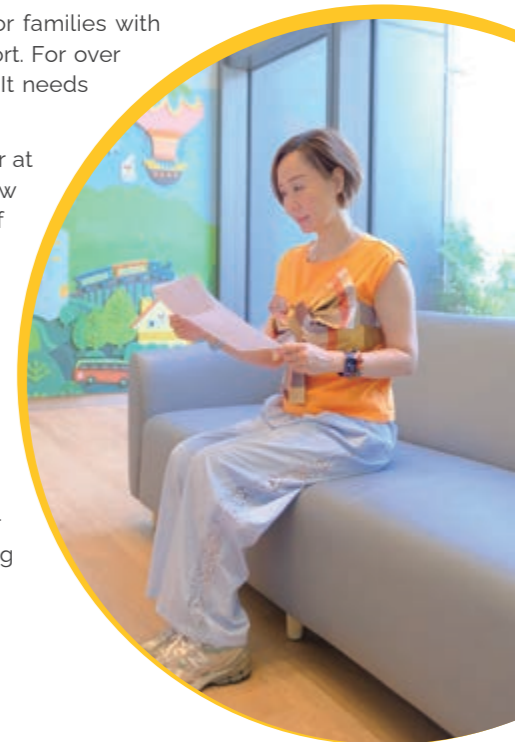
RMHC Hong Kong is the city's only organization providing temporary accommodations for families with seriously ill children. Monthly donors like Peggy are the backbone of our continued support. For over ten years, Peggy has believed that charity cannot rely solely on corporate sponsorship. It needs consistent public participation to thrive and reach more families in need.

Her connection began in childhood, sharing joyful moments with her beloved grandmother at McDonald's restaurant, which fostered a sense of trust and warmth toward the charity. Now working in wealth management, Peggy is especially concerned about the wellbeing of the elderly and children. Recognizing the limited support available for ill children in Hong Kong, she chose to become a monthly donor to fulfill her social responsibility.

Despite economic ups and downs, Peggy has never paused her donations. She treats them as essential as food and shelter, and even considers to increase her contributions as her income grows. During a visit to the Kwun Tong House, she was moved by the thoughtful design and joyful atmosphere. Seeing families connect and children laugh, she felt the true impact of her giving.



Peggy still keeps every thank-you letter she receives, reminding herself to stay committed. She hopes to join the volunteer team after retirement and encourages others to support monthly giving, bringing warmth and hope to families on the road to recovery.



麥當勞叔叔之家慈善基金國際會議回顧

2024年麥當勞叔叔之家慈善基金國際會議於美國芝加哥舉行，香港麥當勞叔叔之家與來自全球逾1,700位代表聚首一堂，共同慶祝成立50周年的重要里程碑，見證我們支援全球病童家庭的努力。

我們很榮幸在會議上獲頒「Impact Award - McDonald's Partnership」，認可我們與香港麥當勞的合作。香港麥當勞不僅協助我們的籌款工作，更積極提升公眾對香港麥當勞叔叔之家的使命與願景的認同，我們對此表示衷心感謝。

我們亦在會議期間參觀了位於芝加哥的設施，了解當地在照顧病童方面的經驗與成果，並積極參與座談會，與來自不同地區的代表分享理念，並探討如何與企業夥伴建立更有效的合作關係，推動跨地域協作。

這次會議促進了全球成員之間的深度交流，啟發大家以創新方式提升服務質素。我們亦從中獲得寶貴啟發，將所學融入本地工作，進一步加強對病童家庭的支援，為他們帶來希望與力量。

RMHC International Conference Recap

2024 RMHC International Conference was held in Chicago, where RMHC Hong Kong joined over 1,700 delegates from around the world to celebrate RMHC's 50th anniversary – a milestone that reflects the organization's global impact in supporting families in need.

We were deeply honored to receive the Impact Award – McDonald's Partnership at the conference. Our heartfelt thanks go to McDonald's Hong Kong for their unwavering support over the years. Their dedication has not only strengthened our fundraising efforts but also raised public awareness of RMHC Hong Kong's mission and vision.

During the conference, We also toured the facilities in Chicago and witnessed firsthand the outstanding work being done to care for children and their families. We also participated in various panel discussions, exchanging ideas with international peers and exploring strategies for building effective partnerships with corporate collaborators.

The conference fostered meaningful connections among RMHC Chapters worldwide, inspiring innovative approaches to enhance service quality. The insights gained will be integrated into our local initiatives, strengthening our support for families and reinforcing our commitment to bringing hope and care to those in need.



獲獎動態

麥當勞叔叔之家(觀塘)賽馬會大樓於2024年度榮獲三項建築界殊榮：

- ♥ 香港建築師學會：
  - ♥ 優異獎(境內) – 機構建築
  - ♥ 主題獎 – 人類及社會共融
- ♥ 香港規劃師學會：周年大獎 2024 – 銅獎

這些獎項不僅嘉許了建築物設計，更肯定項目在推動社會共融與社區關懷的理念。大樓外觀以繽紛的「禮物盒」為設計理念，希望營造出喜悅與療癒的空間氛圍，為面對重大醫療挑戰的家庭注入希望與力量，讓他們在困境中感受到溫暖與支持。

Awards & Recognition

The RMHC (Kwun Tong House) Jockey Club Building was recognized in 2024 with three prestigious honors for its architectural excellence:

- ♥ Hong Kong Institute of Architects:
  - ♥ Merit Award 2024 (Local) – Institutional Building
  - ♥ Special Award 2024 – Human & Social Inclusion
- ♥ Hong Kong Institute of Planners: Annual Awards 2024 – Bronze Award

These accolades affirm not only the building's architectural excellence but also its heartfelt commitment to fostering inclusivity and community care. With its vibrant "gift-box" facade, the building offers a joyful and healing environment that brings comfort, hope, and meaningful support to families navigating serious medical challenges.



感謝 Leighton Aveda 髮型師團隊

2024年1月19日，Leighton Aveda 髮型師團隊為病童及家人提供義剪服務。自2018年起，Jobby與團隊以一剪一梳，不僅為家庭帶來煥然一新的造型，也送上關懷。

Gratitude to the Leighton Aveda Stylists Team

On January 19, 2024, the Leighton Aveda team provided volunteer haircuts for families. Since 2018, Mr. Jobby Lee and his team have brought joy and confidence to children and their family members through caring, professional styling.



感謝展亮技能發展中心的導師及學員

觀塘家舍自2024年起與展亮技能發展中心合作，讓15歲或以上的殘疾學員在導師帶領下參與清潔工作。這不僅為家舍家庭提供潔淨環境，也讓學員累積經驗，為未來正式投身社會工作做好準備。

Thank You to VTC-Shine Skills Centre

Since 2024, trainees from VTC-Shine Skills Centre have helped clean Kwun Tong House as part of their vocational training. This partnership maintains a clean environment while empowering youth with disabilities to develop practical skills for future employment.



感謝星光大道扶輪社義工

星光大道扶輪社每週於觀塘家舍舉辦聚餐活動，義工們更親手熬製湯水，並與家庭共享美味餐點，讓病童與家人感受社區的關愛與陪伴。

Appreciation for the Rotary Club of Star Avenue

The Rotary Club of Star Avenue hosted weekly lunch gatherings at Kwun Tong House, serving delicious meals and homemade soup. Their heartfelt efforts created a warm and comforting dining experience for families.

感謝周大福創建慈善基金有限公司及周大福創建愛心聯盟

周大福創建慈善基金有限公司贊助觀塘家舍照顧者按摩服務，舒緩身心壓力；同時，周大福創建愛心聯盟義工亦化身「遊樂玩伴」，陪伴孩子們玩耍，一同享受輕鬆愉快的午後時光。

Gratitude to CTF Services Charity Foundation Limited and CTFS Volunteer Alliance

CTF Services Charity Foundation Limited sponsored massage services for carers at Kwun Tong House, offering stress relief and emotional support. Volunteers from CTFS Volunteer Alliance also became "Play Buddies," engaging with children and creating joyful, relaxing afternoons.





### 觀塘家舍：在一起就是家

觀塘家舍是香港麥當勞叔叔之家設立的第二個家舍，致力為患病兒童及其家庭提供一個寬敞、舒適且貼心的「家以外的家」，減輕他們因長期住院而生的情緒與經濟壓力。

### Kwun Tong House: Keeping Families Close

Kwun Tong House is RMHC Hong Kong's second facility, offering a more spacious, comfortable, and thoughtful "home away from home" for seriously ill children and their families. It aims to ease the emotional and financial burdens brought on by long-term hospital stays.

### 以家庭為本的心理社交支援

孩子患病期間，家庭成員各自承受不同壓力。團隊秉持家庭為本的理念，為家庭提供全面評估、情緒支援及社區資訊，包括將有社工服務需要的家庭，轉介至我們合作的非牟利機構，以獲得適切支援。我們希望協助他們認領自身內外的力量，並連結有相似經歷的家庭與「愛心伙伴」，讓他們在變化的生活中重新掌握自身節奏。

### Family-Centered Psychosocial Support

When a child falls ill, each family member faces unique emotional challenges. Our team adopts a family-centered approach, providing comprehensive assessments, emotional support, and access to community resources. We also refer families in need of social work services to our partnered non-profit organizations for appropriate support. By connecting families with others who share similar experiences and compassionate companions, we help them rediscover their inner strength and external resources, regain a sense of mastery over their life's journey, and reignite hope.



### 共享食物，關心照顧者

照顧者常因忙於照料病童而忽略自身需要，我們於家舍二樓及三樓廚房外設置共享食物櫃，將善長捐贈的食物與飲品轉贈照顧者，鼓勵他們關心自己，陪伴孩子走得更遠。

### Food Corner: Caring for Caregivers

Caregivers often devote themselves entirely to their child's needs, neglecting their own well-being. To support them, we've set up Food Corners outside the 2<sup>nd</sup> and 3<sup>rd</sup>-floor kitchens, where donated snacks and drinks are available. These small gestures encourage caregivers to care for themselves, so they can continue walking alongside their children with strength and resilience.



### 凝聚善心，共建支援網絡

除了照顧家庭的日常需要，家舍亦積極連結社會善心人。我們在2024年接待逾200個團體，透過參觀及展示願望清單，傳遞服務理念與家庭所面對的挑戰，冀集結社會資源，關懷病童家庭。

### Building a Caring Community

We strive to bring together not only our families but also the wider community. In 2024, we welcomed over 200 organizations to tour the House, learn about our mission, and better understand the challenges families face. Through wish lists and shared stories, we unite resources and goodwill to provide holistic support to families in need.



玫瑰崗舊生會自2015年起，每年為我們送上美味的節日午餐，並捐贈家庭所需物資，為病童及家人送上溫暖與關懷。

The Rosaryhill School Old Students Association has generously provided festive meals and donated essential items to our families since 2015, bringing warmth and care to children and their loved ones during challenging times

新利欄鮮果批發有限公司自2024年7月起，每月捐贈時令水果，為病童及家人補充營養，維持健康。

Sun Lee Lann Wholesale Food Limited has been donating seasonal fresh fruits monthly since July 2024, helping to enrich the diets of seriously ill or injured children and their families, and supporting their overall wellness.

沙田凱悅酒店自2015年起每年為病童家庭舉辦聖誕聚餐；更於2016年9月起，每月捐贈30份營養午餐，支持病童家庭的健康飲食。

Hyatt Regency Hong Kong, Sha Tin has hosted our annual Christmas House Meal Program since 2015. Since September 2016, the hotel has also donated 30 nutritious lunch boxes each month, providing consistent support for our families' dietary needs.



## 沙田家舍活動：全新「家·油站」計劃 Sha Tin House Activities: Introducing the "Retreat and Recharge" Program



沙田家舍於2024年推出「家·油站」計劃，為年齡介乎0至18歲、長期患病或面對醫療挑戰的兒童及其家庭提供全方位支援。透過休憩活動、親子互動及營養膳食，紓緩病童家庭壓力，並聯同社福機構，包括兒童癌病基金及善學慈善基金，以及FranklinCovey等企業夥伴，建立關愛與互助的社區網絡。

計劃突破傳統支援模式，特別為照顧者設計多元化活動，包括「忘憂日營」、「充電宿營」及專題工作坊，讓他們在輕鬆環境中獲得喘息空間，促進家庭成員之間的情感交流。活動不僅提供實質支援，更強調心理健康與社群連結的重要性。我們計劃於2025年展開義工培訓，邀請專業人士講解精神健康及心理支援知識，並教授與病童有效溝通的技巧，提升服務質素。

透過跨界合作，「家·油站」致力建立關懷的支援網絡，讓每個家庭都能感受到理解與支持的力量。我們深信，當照顧者獲得適切支援，整個家庭便能更有力量面對未來挑戰。



In 2024, RMHC Hong Kong launched the new "Retreat and Recharge" Program at the Sha Tin House, designed to provide holistic support for children aged 0 to 18 who are living with chronic illnesses or facing long-term medical challenges, along with their families. Through thoughtfully curated rest activities, parent-child bonding experiences, and nutritious meals, the program aims to ease family stress and rebuild emotional connections. By working closely with social service organizations such as the Children's Cancer Foundation and Sheen Hok Charitable Foundation, as well as corporate partners like FranklinCovey, we are creating a compassionate and collaborative community network that supports families in need.

This innovative initiative marks a departure from traditional support models. It focuses on the well-being of caregivers by offering a diverse range of activities such as "Joy Day Camps," "Recharge Overnight Retreats," and themed workshops. These experiences provide caregivers with much-needed breathing space in a relaxed setting, while also strengthening emotional ties among family members. Beyond practical assistance, the program emphasizes the importance of mental wellness and social connection. In 2025, we plan to launch a volunteer training program featuring expert-led sessions on mental health and psychological support, as well as practical skills for communicating effectively with children facing illness.

Through strong partnerships with NGOs and corporate collaborators, the "Retreat and Recharge" Program is committed to building a sustained support network where every family feels understood and cared for. We firmly believe that when caregivers receive the right support, the entire family gains the strength to face future challenges with resilience and hope.



## 撐起病童家庭

我們集結團體與個人義工的力量，推動七大核心計劃，為病童家庭在艱難時刻提供全方位支持，包括提供營養膳食、衛生居住環境及心理社交支援，陪伴他們走過困境，重拾希望與力量。

## Standing Strong with Families

We harness the collective dedication of both group and individual volunteers to power seven core programs that provide support to families with seriously ill children. Our services span nutritious meals, a clean and hygienic living environment, and psychosocial care – walking alongside families as they navigate hardship and rediscover hope.



## 愛心伙伴計劃

在每月早餐會及雙週茶聚上，曾入住家庭化身為愛心伙伴，與現住家庭建立連結，分享親身經歷與照顧心得，讓現住家庭更有信心面對孩子病情，建立溫暖互助的網絡。

## Love Companion Program

This initiative connects former Ronald McDonald House families ("Love Companions") with current ones, forming a unique peer support network. Through monthly breakfast clubs and bi-weekly tea gatherings, Love Companions share personal experiences and caregiving insights, offering emotional reassurance and practical guidance. These heartfelt exchanges help families face their child's illness with greater confidence and build a warm, supportive community.



## 「有營」膳食計劃

為減輕照顧者的備餐及採購壓力，我們定期安排膳食及共餐時段，讓照顧者能稍作歇息，病童家庭亦可在輕鬆氛圍中交流，互相打氣。特別鳴謝星光大道扶輪社慷慨贊助每週午餐及自家湯水，以美食傳遞關懷。

## House Meals Program

To ease the daily burden of meal preparation, we provide regular nutritious meals and create shared mealtime opportunities. These moments allow caregivers to rest and families to bond in a relaxed setting. Special thanks to the Rotary Club of Star Avenue for generously sponsoring weekly lunches and homemade soups, delivering care through every bite.



## 兒童及青少年發展計劃

我們設計幼兒遊戲及多元探索課程等活動，培養病童及其兄弟姊妹的學習熱誠與創造力，並協助他們建立社交圈子，適應群體學習環境，促進身心發展。

## Child & Youth Development Program

We offer a range of activities, such as toddler playgroups and exploratory learning sessions, designed to nurture curiosity, creativity and joy in children with illnesses and their siblings. These recreational and educational experiences foster confidence, build friendships, and support group learning, even during treatment.

### 照顧者支援計劃

照顧者照顧病童期間面對巨大身心壓力，我們提供多項紓緩活動，包括由愛心伙伴帶領的瑜伽課程，以及周大福創建慈善基金有限公司贊助的按摩工作坊，讓照顧者獲得喘息空間。

### Carer Program

Recognizing the physical and emotional demands faced by carers, we introduced initiatives that offer essential respite and opportunities for self-care. Weekly yoga sessions led by a Love Companion and massage workshops sponsored by CTF Services Charity Foundation Limited helped carers recharge and restore wellbeing.



### 家庭同樂計劃

我們定期舉辦節慶及親子活動，並獲新世界發展有限公司支持季度生日會，讓病童與家人共度歡樂時光，重拾笑容與力量。

### Family Program

To foster connection and joy, we created meaningful moments for families to come together. With generous support from New World Development Company Limited, we hosted quarterly birthday celebrations for children, alongside regular family activities and festive events that uplifted spirits and strengthened bonds.



### 家舍清潔計劃

我們致力為病童家庭提供舒適整潔的居住環境，計劃獲展亮技能發展中心(觀塘)支持，學員每週清潔兩次，並獲太古可口可樂有限公司參與，每兩週進行清潔。

### Housekeeping Program

A clean, comfortable environment is vital for families staying with us. Thanks to the dedicated students from Shine Skills Centre (Kwun Tong), who provided twice-weekly housekeeping services, and Swire Coca-Cola Limited, whose team conducted bi-weekly deep cleaning, we maintained a welcoming and hygienic space for all.



### 「家FUN車」醫院探訪計劃

「家FUN車」流動玩具圖書車載滿故事書、桌遊及手工材料，定期探訪四間合作醫院，包括香港兒童醫院、威爾斯親王醫院、將軍澳醫院及聯合醫院，由義工與病童及家人玩遊戲及互動，送上歡樂與鼓勵，將麥當勞叔叔之家的關懷延伸至醫院。

### Hospitality Cart Program

Our mobile Hospitality Carts, filled with storybooks, games, toys, and craft materials, brought moments of joy to hospitalized children and their families. Volunteers visited four partner hospitals – Hong Kong Children's Hospital, Prince of Wales Hospital, Tseung Kwan O Hospital, and United Christian Hospital – extending RMHC's care beyond our Houses.

每位義工的付出，都在改寫病童家庭的生命故事，延續愛與希望。

The compassion and dedication of our volunteers continue to make a lasting impact, bringing comfort, hope, and strength to families during their most challenging times.

### 「讓夢想飛翔」慈善晚宴

香港麥當勞叔叔之家於2024年10月19日假香港海洋公園萬豪酒店舉行年度慈善晚宴。晚宴以「讓夢想飛翔」為主題，寓意將愛與希望傳遞至社會每一個角落。活動吸引逾380位善長踴躍支持，共籌得超過456萬港元善款，將用於香港麥當勞叔叔之家日常營運。

晚宴星光熠熠，出席嘉賓包括藝人余詩曼、香港演藝人協會副會長余安安、理事徐智勇(小肥)及著名模特兒周汶錡，並由蘇頌輝擔任司儀。當晚節目內容豐富，包括病童家庭分享經歷、歌手小肥與曾入住家舍的失明青年合唱，以及Susan Wong聯同小朋友的演出，場面動人。



### "Let the Dream Fly" Gala Dinner 2024

On October 19, 2024, RMHC Hong Kong hosted its annual Gala Dinner at the Hong Kong Ocean Park Marriott Hotel, themed "Let the Dream Fly". The event celebrated the spread of love and hope throughout society. With the generous support of over 380 donors, the evening raised more than HK\$4.56 million to sustain RMHC Hong Kong's daily operations.

The night featured appearances by renowned artists Charmaine Sheh, Candice Yu, and Terence Siufay, Vice President and Council Member of the Hong Kong Performing Artistes Guild, alongside model Kathy Chow. Emceed by Desmond So, the program included heartfelt stories from families of the House, a moving duet by Terence Siufay and a visually impaired former resident, and a touching performance by Susan Wong with children. Each moment highlighted the transformative power of compassion.

### 慈善高爾夫球經典賽2024

香港麥當勞叔叔之家於2024年9月20日舉行年度慈善高爾夫球經典賽。活動不僅是高爾夫盛事，同時籌集善款，為患病兒童及其家庭提供「家以外的家」。特別鳴謝香港高爾夫球會慷慨提供場地，亦感謝合作夥伴TMS持續與我們合作，讓活動圓滿成功。

### Charity Golf Tournament 2024

Held on September 20, 2024, at the Hong Kong Golf Club, the RMHC Charity Golf Classic blended sport with philanthropy. Thanks to the club's venue support and the partnership with TMS, the event successfully raised funds to provide a "home away from home" for families with seriously ill children.



### 第24屆慈善獎券義賣活動

慈善獎券義賣活動今年為第24屆，在各志願團體、商業機構以及公眾人士的鼎力支持下，為期兩個月的活動共籌得超過160萬港元。善款將用於家舍的日常營運，確保病童及家人獲優質服務。

### 24th Charity Raffle Ticket Sale

Now in its 24th year, Charity Raffle remains a cornerstone fundraising initiative. With support from volunteers, businesses, and the public, the two-month campaign raised over HK\$1.6 million. Proceeds will fund daily operations and ensure continued delivery of high-quality, family-oriented services to ill children and their families.



### RMHC冒險「家」慈善定向賽及嘉年華

香港麥當勞叔叔之家去年首度舉辦「AIRSIDE呈獻：RMHC冒險「家」慈善定向賽及嘉年華」，並獲九龍城民政事務處及九龍城區議會合辦。活動吸引近1,000位選手參與，穿梭觀塘、九龍城及黃大仙區，以行動支持病童及其家庭，為提供「家以外的家」籌募經費。

大會同日於啟德社區會堂舉行嘉年華，成功召集逾900位市民共同創作馬賽克圖畫，打破可持續發展目標(SDG)世界紀錄，成為最多人一同承諾關懷病童家庭的創舉。此舉亦回應聯合國17項可持續發展目標中的第3項「健康與福祉」、第4項「優質教育」、第10項「減少不平等」及第11項「可持續城市與社區」，為建構共融社區出一份力。

### RMHC Homebound Adventurers Charity Orienteering Challenge and Carnival

RMHC Hong Kong hosted the inaugural "AIRSIDE Presents: RMHC Homebound Adventurers Charity Orienteering Challenge and Carnival," in collaboration with the Kowloon City District Office and District Council. Nearly 1,000 participants explored Kwun Tong, Kowloon City, and Wong Tai Sin to raise funds for families of ill children, helping provide a "home away from home."

The event concluded with a carnival at Kai Tak Community Hall, where over 900 participants co-created a mosaic artwork, setting a Sustainable Development Goals (SDG) World Record for the largest number of people pledging support for ill children and their families. The event aligned with the United Nations' Sustainable Development Goals, particularly Goal 3 (Good Health and Well-being), Goal 4 (Quality Education), Goal 10 (Reduced Inequalities), and Goal 11 (Sustainable Cities and Communities), making a meaningful impact toward global sustainable development.



### 「家・天使」會員計劃

重病兒童的家庭往往面對沉重壓力，同行者的支持，能為他們帶來希望。每月捐款不僅為我們提供穩定資源，更是守護病童家庭的重要力量。

「家・天使」會員計劃設有「個人會員」、「家庭會員」與「企業及團體會員」三大類別，只需每月捐款港幣180元(個人)或380元(家庭)，即可成為會員，獲得專屬襟章及證書。我們亦會安排家舍探訪、親子活動及工作坊，讓會員瞭解病童家庭的需要，成為這個小社區的一員。

### House Angel Membership Program

The House Angel Membership Program invites monthly donors to become long-term companions to RMHC families. With three categories – Individual, Family, and Corporate/Group – members deepen their connection through exclusive activities such as house visits and workshops.

Monthly donations of HK\$180 (Individual) or HK\$380 (Family) grant membership, along with a pin, certificate, and priority access to RMHC events. House Angels help sustain vital services and foster a caring community.



### 守護病童「延」亮未來遺贈計劃

每一份遺贈，都是照亮病童未來的火苗。為推廣遺贈文化，我們設立「延」亮未來遺贈計劃，鼓勵市民透過遺產捐贈、保單捐贈或紀念性捐贈等，支持病童及其家庭。過去一年，我們舉辦生命教育及法律講座，聯同保險機構參與大型活動，並安排家舍探訪，積極推廣遺贈理念，香港麥當勞叔叔之家去年更成為最多人選擇捐贈保單的慈善機構之一。

### Legacy Program – Illuminating the Lives of Ill Children

To promote legacy giving, RMHC Hong Kong launched this program to encourage supporters to contribute through legacy gifts, policy donations, or memorial giving. Over the past year, RMHC Hong Kong organized seminars, partnered with insurance institutions, and hosted house tours to raise awareness. RMHC Hong Kong became one of the most chosen charities for policy donations, proving that every legacy gift helps brighten a child's future.

### 2024 林村許願節

香港麥當勞叔叔之家成為2024林村許願節唯一受惠慈善機構，期間設義賣攤位及「生命樹」供市民留下祝福。

### 2024 Lam Tsuen Wishing Festival

RMHC Hong Kong was the sole charity at the 2024 Lam Tsuen Wishing Festival, hosting a fundraising booth and a "Tree of Life" where visitors could leave heartfelt blessings.



### 「和諧之心」慈善音樂會

音樂會在2024年7月舉行，成功籌得超過十萬港元善款，為有需要的家庭送上音樂的力量與溫暖。

### "Harmony of Hearts" Concert

The July 2024 concert raised over HK\$100,000, bringing joy, warmth, and the healing power of music to families in need.



### 2024-2025 讀樂樂。顯愛心閱讀計劃

計劃鼓勵學童閱讀，同時為病童家庭籌款，最終吸引逾5,000名學生參與，並於7月13日舉行頒獎禮。

### 2024-2025 Read for Ronald

The program encouraged students to read while raising funds for families with ill children. It ultimately engaged over 5,000 participants and concluded with an award ceremony on July 13.



### 星級心靈音樂之夜

我們於12月7日首次舉辦現場及網上直播慈善音樂會，邀得音樂人伍仲衡、布志綸及洪心怡演出，最終籌得超過17萬港元，吸引逾259,000人次觀看。

### Charity Mini Concert

On December 7th, a hybrid charity concert featuring Harry Ng, Alan Po, and Hung Sum-yeek raised HK\$170,000 and engaged over 259,000 online viewers, spreading positivity for RMHC HK.



### 開心聖誕派對

聖誕前夕，歌手王菀之、謝安琪和張繼聰齊聚觀塘家舍，為150位家舍大小朋友送上音樂與節日祝福，並籌募善款。現場設有互動遊戲及慈善攤位，讓病童家庭感受到社區的關愛與支持。

### Charity Christmas Party

Singers Ivana Wong, Kay Tse, and Louis Cheung performed for 150 guests at Kwun Tong House, spreading festive cheer and raising funds. The event featured interactive games and charity booths, bringing warmth and joy to families.



### 香港麥當勞繼往開來支持香港麥當勞叔叔之家：與病童家庭「麥麥」分享愛

香港麥當勞多年來一直透過不同推廣活動和渠道支持香港麥當勞叔叔之家。香港麥當勞於2024年繼往開來，沿用三大策略「Move your mouth」、「Move your heart」及「Move your feet」來舉辦一連串精彩籌款活動，以支持香港麥當勞叔叔之家，並籌得逾1,400萬港元善款，為歷年最高籌款額。

三大策略分別代表三項大型推廣活動，包括「Move your mouth」－香港麥當勞自2023年起連續兩年推出「Big Mac Big Heart」市場推廣活動，並再次與香港麥當勞叔叔之家慈善大使姜濤攜手合作，藉「Big Mac Big Heart」活動呼籲大眾繼續支持基金，麥當勞每售出一份巨無霸或脆雞巨無霸套餐，就會捐出其中\$1支持香港麥當勞叔叔之家；「Move your heart」－再次於電視台及網上頻道播放微電影《在一起才是家》，讓觀眾可再次重溫受惠家庭潘氏的真實個案，進一步

了解香港麥當勞叔叔之家提供「以家庭為本」的支援及服務；「Move your feet」－舉辦年度籌款盛事「麥當勞兒童愛心馬拉松」，吸引6,000名大小善長身體力行參與活動，實踐「小朋友幫助小朋友」的理念。同時，麥當勞亦利用其強大的夥伴網絡，與不同機構攜手合作推出一連串「SHOW畀你睇」愛心慈善活動，App用戶只需在App或於餐廳內的自助點餐機使用指定捐款券捐款指定金額予香港麥當勞叔叔之家，便有機會一邊做善事支持病童家庭，一邊獲得大熱活動門票。

香港麥當勞未來會繼續回饋社區，除了「麥麥」支援重病兒童家庭，亦會號召社會各界一同攜手合作，「麥麥」分享愛與關懷。

### Sharing Love and Support: McDonald's Hong Kong Reaffirms Its Commitment to RMHC and Families with Ill Children

McDonald's Hong Kong remains committed to supporting RMHC Hong Kong through a variety of promotional campaigns and channels. Building on the consistent strategies of "Move your mouth," "Move your heart," and "Move your feet" in 2024, McDonald's Hong Kong continued its fundraising efforts and successfully raised over HK\$14 million — marking a record-high donation amount.

"Move your mouth" focused on the re-launch of the "Big Mac Big Heart" promotion, which ran for two consecutive years. To further amplify the campaign's impact, McDonald's Hong Kong once again invited Keung To to serve as the RMHC Hong Kong ambassador for the collaboration. For every Big Mac or Chicken Big Mac meal set sold, McDonald's Hong Kong donated \$1 to RMHC Hong Kong. "Move your heart" was about re-running the microfilm "Home Is Wherever We Are Together," inspired by the real-life story of an RMHC beneficiary - the Poon family. Broadcast on TV and online platforms, the film allowed the public to gain a deeper understanding of the family's journey and how RMHC's family-centered care services empower families with ill children. "Move your feet" engaged 6,000 child and parent runners to take part in the annual McDonald's Kidathon, promoting the shared goal of encouraging children to help one another. In addition, McDonald's Hong Kong also leveraged its strong network with various partners, creating a series of "Show Your Support" campaigns. App users stood a chance to win sought-after concert or drama tickets once a designated donation amount was made to RMHC via the McDonald's App or at any self-ordering kiosk at McDonald's restaurants.

In the future, McDonald's Hong Kong will continue to give back to the community and seek support from different stakeholders to show love, care and support for ill children and their families.



### 香港麥當勞叔叔之家2024年年度業績財務回顧

香港麥當勞叔叔之家於2024年全面營運設有66間客房的觀塘新家舍（「觀塘家舍」），連同現時擁有23間客房的沙田家舍，讓更多重病兒童及其家人可以受惠於我們提供「以家庭為本」的服務。

儘管香港經濟當前正面對各種挑戰，我們的籌款活動已全面恢復，並積極探索新的活動以籌募款項及將我們的服務與使命進一步推廣至社區。

本年度綜合收益總額為港幣1,050萬元，較去年的港幣3,030萬元減少了港幣1,980萬元，主要原因如下：

- 1) 公眾捐款，贊助收益及籌款活動收入減少了港幣960萬元（2024年為港幣4,320萬元對比2023年為港幣5,280萬元）；
- 2) 服務及項目支出因觀塘家舍的全面營運而增加了港幣1,160萬元（2024年為港幣2,760萬元對比2023年為港幣1,600萬元）。

展望未來，除了繼續提供「以家庭為本」的服務，以幫助病童及其家人減輕在治療和康復過程中面對的身心負擔外，亦透過將推出創新的「家·油站」計劃來增強服務，與社福機構及企業夥伴合作，精心設計「忘憂日營」、「充電宿營」及專題工作坊等活動，為慢性疾病兒童家庭帶來紓壓及重拾力量體驗。

我們衷心感激社會各界的捐款和贊助，令我們的使命得以推進。我們將盡力接觸新捐助者，同時保持與現有捐助者的友好聯繫，以支持我們的服務擴展。

### Financial Review of RMHC Hong Kong's 2024 Annual Results

In 2024, RMHC Hong Kong fully operated the new 66-room Ronald McDonald House (RMH) in Kwun Tong, along with the 23-room RMH in Sha Tin. More seriously ill children and their families benefited from the family-centered care services we provided.

Despite the challenges facing the Hong Kong economy, fundraising activities have fully resumed, and we have explored new initiatives to raise funds and promote our services and mission to the community.

The total comprehensive income for the year was HK\$10.5 million, down from HK\$30.3 million last year.

The decrease of HK\$19.8 million was mainly attributable to:

- 1) The net decrease in contributions and donations from the public, sponsorships, and income from fundraising activities of HK\$9.6 million (2024: HK\$43.2 million vs. 2023: HK\$52.8 million); and
- 2) The additional service and programme expenses of HK\$11.6 million (2024: HK\$27.6 million vs. 2023: HK\$16.0 million) were attributable to the full-year operation of the RMH in Kwun Tong in 2024.

Looking ahead, beyond providing family-centered care that helps to ease the emotional and physical burdens of seriously ill children and their families during their treatment and recovery, we enhance our continuum of care service by introducing a pilot program "Retreat and Recharge" to enhance the wellness and resilience for families with children facing chronic illnesses. This program includes thoughtfully organized Joy Days, Overnight Retreats, and specialized workshops, partnering with NGOs and corporate volunteers in the community.

We highly appreciate the effort of all parties in our communities who have contributed to RMHC Hong Kong's mission through donations and sponsorships. We have geared up our fundraising and public relations efforts to maximize outreach to new donors while maintaining cordial relationships with existing ones to ensure our expanded scope of service is well supported.

損益及其他綜合收益報表

Statement of Profit or Loss and Other Comprehensive Income

截至2024年12月31日止年度	Year ended 31 December 2024	2024 HK\$	2023 HK\$
<b>營運收益</b>	<b>OPERATING INCOME</b>		
住宿行政費收入	House guest administration fee	734,620	277,600
公眾捐款	Contributions and donations from the public	18,145,382	16,728,442
籌款活動收入	Income from fundraising activities	15,391,115	10,451,224
贊助收益	Sponsorship income	9,646,793	25,627,840
其他營運收益	Other operating income	394,523	89,755
專項項目收入	Income on specific projects	12,914,522	2,065,257
		<b>57,226,955</b>	<b>55,240,118</b>
<b>其他收益</b>	<b>OTHER INCOME</b>		
銀行利息收入	Bank interest income	6,180,092	4,828,258
<b>營運支出(附註一)</b>	<b>OPERATING EXPENSES (Note 1)</b>		
服務及項目支出	Service and programme expenses	(27,641,106)	(15,981,924)
籌款支出	Fundraising costs	(5,129,931)	(3,720,853)
行政支出	Administrative expenses	(3,834,282)	(2,777,802)
折舊	Depreciation	(14,297,622)	(3,536,647)
香港政府－地稅及差餉	Hong Kong Government - rent and rates	(2,014,400)	(196,640)
項目支出	Project expenses	—	(3,511,740)
		<b>(52,917,341)</b>	<b>(29,725,606)</b>
<b>年度盈餘及年度綜合收益總額</b>	<b>SURPLUS FOR THE YEAR AND TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>	<b>10,489,706</b>	<b>30,342,770</b>

財務狀況報表

Statement of Financial Position

於2024年12月31日	31 December 2024	2024 HK\$	2023 HK\$
<b>非流動資產</b>	<b>NON-CURRENT ASSETS</b>		
物業, 設備及器材	Property, plant and equipment	383,322,998	394,452,308
按金	Deposits	575,100	792,125
<b>非流動資產總額</b>	<b>Total non-current assets</b>	<b>383,898,098</b>	<b>395,244,433</b>
<b>流動資產</b>	<b>CURRENT ASSETS</b>		
其他應收款項	Other receivables	2,280,566	997,192
預付款項	Prepayments	831,011	131,571
現金及現金等價物	Cash and cash equivalents	204,136,835	178,071,935
<b>流動資產總額</b>	<b>Total current assets</b>	<b>207,248,412</b>	<b>179,200,698</b>
<b>流動負債</b>	<b>CURRENT LIABILITIES</b>		
其他應付款項及應計款項	Other payables and accruals	30,970,547	57,194,396
遞延收益	Deferred income	416,936	246,712
<b>流動負債總額</b>	<b>Total current liabilities</b>	<b>31,387,483</b>	<b>57,441,108</b>
<b>流動資產淨值</b>	<b>NET CURRENT ASSETS</b>	<b>175,860,929</b>	<b>121,759,590</b>
<b>資產總值減流動負債</b>	<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>559,759,027</b>	<b>517,004,023</b>
<b>非流動負債</b>	<b>NON-CURRENT LIABILITIES</b>		
其他應付款項	Other payables	6,387,500	6,387,500
遞延收益(附註二)	Deferred income (Note 2)	295,227,571	262,962,273
<b>非流動負債總額</b>	<b>Total non-current liabilities</b>	<b>301,615,071</b>	<b>269,349,773</b>
<b>總資產淨值</b>	<b>NET ASSETS</b>	<b>258,143,956</b>	<b>247,654,250</b>
由以下代表 儲備	REPRESENTED BY: <b>RESERVES</b>	<b>258,143,956</b>	<b>247,654,250</b>

附註一：  
所有董事會成員均以義務性質參與，並無收取任何報酬。

附註二：  
此款項主要為香港賽馬會慈善信託基金的撥款，只可用作麥當勞叔叔之家觀塘家舍的建造和裝修費用。

附註三：  
以上財務資料摘自截至2024年12月31日止年度經審計的財務報表。安永會計師事務所已對2024年財務報表進行了審計並出具了無保留意見，確定該等財務報表已根據香港財務報告準則規定，真實而中肯地反映了香港麥當勞叔叔之家的財務狀況，財務表現及現金流量。

Note 1:  
All Board Members work on a voluntary basis and receive no remuneration for their services in supporting RMHC Hong Kong.

Note 2:  
Balance mainly represents grants from The Hong Kong Jockey Club Charities Trust, which are solely for the building and fitting-out costs of the RMH in Kwun Tong.

Note 3:  
The above financial information is extracted from the audited financial statements for the year ended 31 December 2024. Ernst & Young has audited the 2024 financial statements and reported on unqualified opinion that the financial statements give a true and fair view of the financial position, financial performance and cash flows of RMHC Hong Kong in accordance with Hong Kong Financial Reporting Standards.

物品或服務捐贈 (機構/基金會/非政府組織)  
Donation-in-Kind (Corporate/Foundation/NGO)

捐贈 HK\$50,000 或以上 | Donation of HK\$50,000 or above

C VISION	L'Occitane	Oxford University Press (China) Ltd.
DCL Logistic China Ltd	Megeve Beauty & Medical Centre Limited	POAD Group Limited
Ecolab Hong Kong	Megan's Kitchen	Rotary Club of Star Avenue
Family Mask	MHK Restaurants Limited	Venture Studios (HK) Limited
Groundswell 浪谷	Nan Fung Group	YGM Trading
Hong Kong Ferry (Holdings) Company Limited	New Island Printing Group Co., Ltd.	
	NOC Coffee Co.	

捐贈 HK\$10,000 至 HK\$49,999 | Donation of HK\$10,000 to HK\$49,999

Asphodel Fitness	Lee Kum Kee Group	Richemont Asia Pacific Limited
BCT Group	Living Kingdom (Natural Care Hong Kong) & BB Barbecue Company Ltd	Shiny Phonics
Blooms Coffee	Luen Hing Hong Building Materials Limited	Sino Group
Charm Day Limited	Ma Pak Leung Co., LTD	Studio 83
Citybase Property Management Limited	Mandarin Oriental, Hong Kong Limited	Swire Coca Cola Hong Kong
Custom Live	Musical Chaos Foundation	Swire Properties
Dr. Kong Footcare Limited	MTR	The LEGO Group
e-banner	Myer Jewelry Mfr. Ltd.	The Peninsula Hong Kong
Foodlink Foundation Limited	New World Development Company Limited	TOD'S Hong Kong Limited
Fuji Photo Products Co. Ltd.	Ocean Park Corporation	Toppan Nexus Limited
Goodwell Property Management Limited	Olympus Corporation of Asia Pacific Limited	Toyzeroplus
Griffith Foods Limited	Origin Mattress	Well Synergy International Limited
Hexxa International Industrial Limited	Playright Children's Play Association	Wipro Unza Cathay Ltd
Hoi Tin Tong	POLA Cosmetics (HK) CO., LTD	
Hyatt Regency Hong Kong, Sha Tin		

捐贈 HK\$5,000 至 HK\$9,999 | Donation of HK\$5,000 to HK\$9,999

1957 & Co.	New World Development Company Limited	The "Star" Ferry Co., Ltd.
Hong Kong Golf and Tennis Academy	Private Wealth Management Association	The Marketing Store Worldwide (Asia) Limited
Hong Kong Ocean Park Marriott Hotel	Rosaryhill School Old Students Association	Tiny Memory Limited
Hong Kong Performing Artistes Guild	Semk Products Ltd	Tour Mechanics
Microsoft Hong Kong Limited	Shang Healthcare Limited	
MHK Restaurants Limited	SoftwareOne Hong Kong Limited	
Nestle Hong Kong Limited	Sun Ferry Services Company Limited	

捐贈 HK\$1,000HK 至 HK \$4,999 | Donation of HK\$1,000 to HK \$4,999

Bentley Communications Limited	Hung Fook Tong Group Holdings Limited	Ngong Ping 360 Limited
Boobu101	Integrated Market Services Asia Limited	Ocean Park Hong Kong
Coca Cola Pacific	JP Morgan Chase Bank, National Association	On Kee Dry Seafood Co., Ltd
Ding Yi Feng Holdings Group Int'l Ltd.	Jumpin Gym USA Limited	Smilecare
Dreams of You Company	Kadoorie Estates Limited	St. Margaret's Church
Golden Bauhinia Women Entrepreneur Association	Kao (Hong Kong) Limited	Sun Lee Laan Wholesale Food Ltd
Grand Hyatt Hong Kong	Kelme Hong Kong	The Ritz-Carlton, Hong Kong
Harilela Hotels Ltd	Kennex (Hong Kong) Limited	Trappist Dairy Limited
Health Aims	Lane Crawford	Unilever Food Solutions
HeterMedia Services Limited	Live Play Love Charity Co. Ltd.	YAMA Foundation
Hong Kong Youth Arts Foundation	Mameshare	Zitao Zhu
	Megaman (HK) Electrical & Lighting Limited	油漆佬

物品或服務捐贈 (個人)  
Donation-in-Kind (Individual)

捐贈 HK\$10,000 或以上 | Donation of HK\$10,000 or above

Ada Cheung	Barbara & Anthony Rogers	Sze Wing Karen Lee
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捐贈 HK\$5,000 以下 | Donation below HK\$5,000

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機構/基金會/非政府組織捐助  
Corporate/Foundation/NGO Donation

捐贈 HK\$5,000,000 或以上 | Donation of HK\$5,000,000 or above

The D. H. Chen Foundation Assets Limited
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捐贈 HK\$500,000 至 HK\$999,999 | Donation of HK\$500,000 to HK\$999,999

CTF Services Charity Foundation Limited	Martin & Cathy Lee Charitable Foundation Limited
Hongkong Land	

捐贈 HK\$100,000 至 HK\$499,999 | Donation of HK\$100,000 to HK\$499,999

A&O Shearman	Creative China Creations Limited	SC Gallery
BOCI Securities Limited	Golden Burger (Macau) Food Company Limited	Sino Group
Coda Bridge Limited	Karen Jewel Co.	The Chen Wai Wai Vivien Foundation Limited
Chan Sui Kau Family Benefits and Charitable Foundation Limited	Keung Show Hong Kong Fan Club Limited	The Marketing Store Worldwide (Asia) Limited
Chen Yang Foo Oi Foundation Limited	Mckey Food Services (Hong Kong) Limited	To Be Big Company Limited
CHOU'S FOUNDATION	MHK Restaurants Limited	Wealth Union Limited
CITIC Capital/Trustar Capital	New Island Printing Group Co., Ltd.	

捐贈 HK\$50,000 至 HK\$99,999 | Donation of HK\$50,000 to HK\$99,999

Cargill Meats (Thailand) Limited	Hong Kong Ferry (Holdings) Company Limited	The Hong Kong Golf Club
Care Freight Logistics (HK) Limited	John Swire & Sons (H.K.) Limited	The Hui Sai Fun Charitable Foundation
陳定幫工作室有限公司	Kao (Hong Kong) Limited	The University Lodge of Hong Kong, No. 3666 E.C.
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Combine Will Industrial Company Limited	Ninety One Hong Kong Limited	Wai Hing Industrial (Hong Kong) Co. Limited
DDB Worldwide Limited	S.F. Express (Hong Kong) Limited	
Dulce Jewellery	Swire Group	
EverMind Marketing & Production Limited		

捐贈 HK\$10,000 至 HK\$49,999 | Donation of HK\$10,000 to HK\$49,999

A Circle Limited	Hung Hing Printing Group Limited	PrimeCredit Limited
APAC Intelligence Group Limited	Integrated Chinese Medicine Holdings Ltd.	Pro-Tooling Holdings (HK) Limited
Amtek Limited	Intermediate Capital Group	Robiff Trading Company Limited
Automated Systems (H.K.) Ltd.	K&K Charity Limited	Soap Studio Company Limited
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Hexon Enterprises Limited	New World Development Company Limited	
Hong Kong Express Airways Limited		
Hong Kong Health Check & Medical Diagnostic Centre Limited		

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捐贈 HK\$1,000,000 以上 | Donation of HK\$1,000,000 above

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本列表按字母順序排列 | The list is arranged alphabetically.

您的善心捐助，能幫助更多有需要的家庭，立即捐款！  
Your generous donation can help more families in need. Donate Now!

善款用途參考：  
Donations will be used for:

 <p><b>港幣HK\$ 500</b></p>	<p>Provide 1 ill child or their sibling to attend educational or interest-based programs, with psychosocial support. 為1名病童或其兄弟姐妹提供教育或興趣班活動，並提供心理支援。</p>
 <p><b>港幣HK\$ 850</b></p>	<p>Support 1 family with a meal program, helping to ease their financial burden and reduce stress. 讓1個家庭參與煮食活動，減輕經濟壓力與生活負擔。</p>
 <p><b>港幣HK\$ 1,500</b></p>	<p>Support 1 family with free shuttle bus services between Kwun Tong House and the hospital for a month. 為1個家庭提供免費穿梭巴士服務，於一個月內往返家舍及醫院。</p>



♥ 「家•天使」會員計劃  
(月捐計劃)  
House Angel Membership Program  
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852 2947 8778

852 2947 8780

 [www.rmhc.org.hk](http://www.rmhc.org.hk)

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