



OPERATION SANTA CLAUS

South China Morning Post 
愛心聖誕大行動

30th Anniversary

Changing Lives for Good



WE
MADE A
Difference
你的善心，可改變他們一生

I've been living with rheumatoid arthritis for over 30 years. The pain was so unbearable that I couldn't even get up from bed.
MY CHRISTMAS WISH IS...
DAISY CHEUNG
A rheumatoid arthritis sufferer
我患上類風濕關節炎超過三十年，關節痛一直折磨着我，甚至令我無法起床。
我的聖誕願望是...
張成雲 類風濕關節炎患者



I'm 11 years old and was diagnosed with Spinal Muscular Atrophy (SMA) since birth. I'm wheelchair-bound so I need someone to assist me with bathing, using the toilet, turning my body at night and etc.
MY CHRISTMAS WISH IS...
LAI KWAN-YI A SMA patient
我今年11歲，自出生便患有肌肉萎縮症，我平日要坐輪椅，日常生活需要別人幫助，例如洗澡、上厕所、睡覺時轉身等。
我的聖誕願望是...
賴君怡 肌肉萎縮症患者

Independent Charity Advisor

惠施·捐獻文化
WiseGiving 

A Joint Effort

Uniting thousands of compassionate donors in a wide variety of community events



Corporate volunteering



Staff engagement



Make an impact



Bring love and laughter



Be creative and have fun



Fundraise through sports events

What is Operation Santa Claus?

Operation Santa Claus (OSC) is the **South China Morning Post (SCMP)** and **Radio Television Hong Kong's** annual Christmas fundraiser. It has brought joy, goodwill and, since 1988, HK\$260 million in assistance to over 250 charities in Hong Kong.

What We Do?

We support local charities in their efforts to alleviate suffering and create a better living environment for the needy in our community.



OSC 2016 Closing Ceremony

L-R: Mr Gary Liu, CEO of South China Morning Post; Mrs Regina Leung, Wife of then-Chief Executive; Mr Leung Ka Wing, Director of Broadcasting of RTHK

Our Objectives

- **Fundraise** for smaller and lesser-known charities registered in Hong Kong
- **Increase public awareness** of the neediest people, sharing the gift of hope to those who lack the means to improve their lives



Media Coverage

South China Morning Post

OPERATION SANTA CLAUS



Children are only too happy to lend a hand as they have fun at an event organised by Hang Seng Bank at the Hans Andersen Club in Wong Tai Sin. Photo: Jonathan Wong



Club stories have a happy ending for youngsters

Action speaks louder than words as Hang Seng Bank backs charity drive

Kinling Lo
kinling.lo@scmp.com

A group of energetic children immediately went quiet as a Hang Seng Bank employee in a green jacket walked up to the stage holding his arms above his head to form a triangle.



We often meet

"Our children are familiar with the customs of big festivals like Christmas because they learn about them from storybooks even if they may not have very festive items at home," Karen Lai Kai-yun, club project officer, said.

The charity is a beneficiary of Operation Santa Claus (OSC), the annual fundraiser held by the

Jeffrey Chan Ying-kit, Hang Seng's vice president of corporate banking, said he was not tired even after having to squat and get down to the children's level to be a Christmas tree for 15 minutes of storytelling. The bank score of the donors to the fundraising campaign this year.

"I enjoyed it a lot, and I could feel that the more I engaged in my acting, the more the children would naturally engage in the

HOW YOU CAN GIVE

* Donate online by credit card at osc.scmp.com/donate

* Donate at an ATM or any branch of HSBC (account number 302-676299-001 for SCMP Charities Ltd - Operation Santa Claus)

* You can donate with a cheque

Each year, OSC generates over 60 newspaper stories and 30 radio interviews of our beneficiaries and donors activities via SCMP and RTHK.

Operation Santa Claus

OSC Funding Projects

- Selection committee
 - RTHK, SCMP, Donors, HKCSS
- Key selection criteria include:
 - Project theme
 - Project sustainability
 - Economic feasibility
 - Convincing project plan
 - Small organisation with lesser fundraising ability
 - Past grant history
 - Well-managed organisational structure
 - Transparency

Past beneficiaries:



Project Monitoring

- To ensure all moneys raised are used to optimal effect, all OSC beneficiaries are required to submit:
 - Project progress reports and presentations of project achievements to the OSC Steering Committee
- OSC staff also visit each project periodically and may request information and meetings with beneficiaries to monitor the progress of their work on behalf of the disadvantage.



Project Governance

惠施 · 捐獻文化
WiseGIVING



- On fund application, we ask applicants to provide organisation information, management structure, staff no. etc.
- Independent Charity Advisor – WiseGiving
- Due diligence - WiseGiving provides due diligence checking of shortlisted OSC beneficiaries. Charities are required to provide information of its mission, structure, activities and financial situation.
- Charity disclosure - all selected OSC beneficiaries are required to disclose their information on Wisegiving website.