

Operation Santa Claus raises more than HK\$15 million for charities helping Hong Kong's disadvantaged

- The fundraiser, jointly run by the South China Morning Post and public broadcaster RTHK, will direct the money raised to 13 different organisations
- Charities helping underprivileged youth, the visually impaired and migrant mothers and children are among those to benefit

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Schoolteacher Brian Bittner does the bucket challenge at the Shung Tak Catholic English College fundraising fair for Operation Santa Claus in Yuen Long. The school won the Most Creative School Fundraiser award. Photo: Dickson Lee

More than HK\$15 million (US\$1.9 million) was raised for Hong Kong's needy during the 32nd edition of Operation Santa Claus, the annual Christmas fundraising drive organised by the South China Morning Post and public broadcaster RTHK.

This year's fundraiser benefited 13 charities that are directing aid to the city's underprivileged as well as individuals with mental and physical disabilities.

"It gives [RTHK director of broadcasting] Mr Leung Ka-wing and I great pleasure to announce that we have exceeded our donations target in support of our 13 beneficiaries, whose work is vital to Hong Kong and deserve our attention and contribution," Post chief executive officer Gary Liu said.



Morgan Stanley Asia Pacific COO Harish Rajaram (right of Santa Claus) and colleagues are joined by 30 pupils in red gowns from the Hong Kong Society for the Protection of Children at the 17th annual Directors' Choir performance to raise money for Operation Santa Claus. Photo: David Wong

"We look forward to many more years of serving our community through OSC. Together, we will elevate this city and make a lasting difference."

RTHK's Leung echoed the sentiment, saying hardships currently facing the city have not dimmed its spirit.

"I couldn't be prouder of our wonderful community and my colleagues and friends at RTHK and the SCMP for the amazing results they have achieved in three short, difficult months. As you're just about to find out, Hong Kong's spirit is as strong as ever," Leung said.

While the annual closing gala, which was to have been themed “From Hong Kong With Love”, was cancelled because of the coronavirus epidemic, four schools and corporations were honoured for their fundraising efforts.

OPERATION SANTA CLAUS

Amount raised 總籌款額
\$15,203,916

South China Morning Post

MAJOR DONORS 主力贊助

From Hong Kong with Love 2019

Donors listed on the tree include: Morgan Stanley, HONG KONG GOLF CLUB, UBS, SEGANTII, CREDIT SUISSE, HKEX 香港交易所, SWIRE PACIFIC, SWIRE PROPERTIES, PACIFIC PLACE, HONG KONG DISNEYLAND, DEACONS 的近律師行, KPMG, 4IP HEALTHIER, LONGER, BETTER LIVES, Wing Ding Squash, CLIFFORD CHANCE, 大新銀行 DAH SING BANK, ETAK International Ltd, HANG SENG BANK, L'hotel, SINO GROUP, zeshan 澤善 FOUNDATION, Kowloon Shangri-La HONG KONG, SINO HOTELS 信和酒店, Consulate General of Sweden Hong Kong, Delia, S, DISCOVERY MIND EDUCATIONAL ORGANIZATION, and ST. CLARE'S GIRLS' SCHOOL.

Major donors who contributed to the 31st annual Operation Santa Claus. Photo: SCMP

Morgan Stanley was named Top Corporate Fundraiser for raising a record-breaking HK\$4 million with their choir performances, while the Hong Kong Sanatorium and Hospital took the Most Creative Corporate Fundraiser award for their festival, which included a cooking competition.

Discovery Mind Educational Organisation and Shung Tak Catholic English College took Top School Fundraiser and Most Creative School Fundraiser, respectively.

This year's beneficiaries include the ChickenSoup Foundation, which works to empower underprivileged children and their families, and the Rolling Books & Audio Description Association Hong Kong, which promotes reading and audio description to help the visually impaired.

The Hong Kong Women Workers Association dedicated to women's labour policies and PathFinders, the only NGO in Hong Kong providing aid to migrant mothers and children are also among the beneficiaries.

Source:

<https://www.scmp.com/news/hong-kong/society/article/3051795/operation-santa-claus-raises-more-hk15-million-charities>