



Keeping families close™

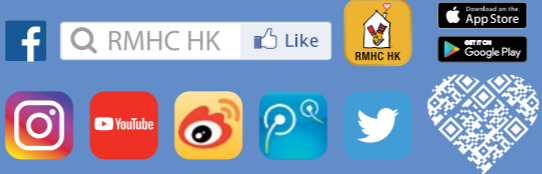
ANNUAL REPORT 2016

香港麥當勞叔叔之家慈善基金 2017 版權所有 Copyright©2017 Ronald McDonald House Charities® of Hong Kong



RMHC
Hong Kong

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願景與使命 VISION & MISSION



我們願望全世界每一個兒童都可享醫療照顧，家人能夠得到全面支援，並有能力給予孩子適切的照料。

我們的使命是創建、尋找和支持可以直接改善兒童健康及福祉的計劃。

We have a vision for a world where all children have access to medical care and their families are fully supported and actively involved in their children's care.

Our mission is to create, find and support programs that directly impact the health and well-being of children and their families.

二十而冠，在古代，男子年屆二十行「冠禮」，即是可以戴上帽子，表示已經成年，從此進入人生另一階段。2016年，香港麥當勞叔叔之家慈善基金成立20週年，誠然是重要里程碑。我們於1996年設立亞洲首個麥當勞叔叔之家™服務，20年來，照顧了超過5,400病童及其家庭，更連繫了各方關心病童家庭的社會賢達，攜手為改善他們的生活而努力。

我們既抱着歡欣的心情來慶祝，更懷着謙卑的自省進入下一個里程，希望為香港發揮更深遠、正面的影響力，其中在香港兒童醫院附近提供新的麥當勞叔叔之家服務將是重要的工作。我很高興與大家分享，我們正向這目標再前進一步。

2016年11月，我們收到食物及衛生局和勞工及福利局的來函，就我們為香港兒童醫院而在觀塘開展新的計劃，香港特區政府已給予政策支持。

香港兒童醫院預計於2018年底投入服務，而全球90%的頂尖兒童醫院會為病童提供「家庭為本」的服務，新服務投入後，能為香港兒童醫院的病童及家屬，提供更高質素的「家庭為本」照顧，以配合醫院致力邁向卓越兒科中心的發展目標。

我們正十分期待，新服務在各方面帶來的連鎖正面影響。全球麥當勞叔叔之家慈善基金的調查研究指出，麥當勞叔叔之家能幫助節省公共醫療開支，減輕對公立醫院資源的需求。醫院管理層亦確認，麥當勞叔叔之家的設施和服務，能夠給予病童及其家人重要支援，包括減輕所面對的精神壓力和經濟負擔，父母們就能全心全意照顧病童，一家人緊靠在一起與病魔作戰。

在香港，我們所照顧的大部分是低收入家庭，他們入住麥當勞叔叔之家後，能直接減低生活及交通上的開支。我們會繼續緊守崗位，為社會上最需要幫助的家庭而服務，以改善他們的生活質素。

在未來的日子，我們需要社會各界包括商界合作夥伴、每一位社會成員的慷慨支持，以落實新服務帶來的願景。能夠得到大家的支持，共同努力改善弱勢家庭的病童的福祉，是我們邁向三十而立的最佳序幕。

The year 2016 marked an important milestone for all of us at Ronald McDonald House Charities® Hong Kong (RMHCHK) as we completed our second decade of service in Hong Kong. Since launching the first Ronald McDonald House® (RMH) service in Asia in 1996, we have been able to serve over 5,400 children and their families. More importantly, we have brought like-minded members of the community together to support parents in the unfortunate situation of having a seriously ill child.



While we have celebrated and reflected on the past decades with fondness, we are motivated to increase our impact on our community in the years ahead. Towards this goal, we are edging closer to the establishment of a new RMH program in Hong Kong, which would support Hong Kong Children's Hospital (HKCH) upon its commencement of operation in end of 2018. We are very pleased to note that in November 2016, RMHCHK received written policy support from the Food and Health Bureau and the Labour and Welfare Bureau for the new RMH service to supplement the services at HKCH.

The new RMH service, which would help HKCH to deliver high-standard, family-centered care that 90 percent of the world's leading children's hospitals offer also would enhance its service and enable HKCH to fulfill its stated objective of becoming a center of excellence in paediatric.

We already are looking forward to the positive ripple effect that the new RMH service will have across the community. Global RMHC's studies have confirmed that RMH facilities are able to reduce the financial burden on the public health care sector, as well as lessen demand for public hospital facilities. What is more, hospital partners agree that RMH facilities are able to ease the stress and financial strain on families, thus enabling sick children to receive the undivided attention of their parents. And given that RMH principally serves children from low-income families in Hong Kong; its ability to partially relieve the monetary pressure on such families is all the more noteworthy. RMHCHK would continue to play a unique role in further improving the quality of life of the neediest segment of Hong Kong society.

To help bring the new RMH service to fruition, we will once again look to our generous staunch supporters: our corporate partners and members of the community. By working together, we can extend care to even more underprivileged children with critical illness and their families, which would be the perfect start for RMHCHK as it commences its third decade of service.

黃馮慧芷女士
Ms Grace Fung Oei
香港麥當勞叔叔之家慈善基金董事會主席
全球麥當勞叔叔之家慈善基金董事會委員
Chairperson of Ronald McDonald House Charities Hong Kong
Global Board of Trustees Ronald McDonald House Charities

“2016年是香港麥當勞叔叔之家慈善基金意義重要一年，這是我們成立二十週年的大日子，我們亦趁這個機會回顧過去、計劃未來。
While the end of one year invariably leads to the beginning of the next, this transition was particularly meaningful to all of us at RMHCHK as we entered 2016. The year of 2016 marked the 20th anniversary of RMHCHK, a time that allowed us to not only celebrate with the community, but also pause, gather our thought and plan for the future.”



麥當勞叔叔之家慈善基金充滿使命及挑戰性的任務，為我在麥當勞叔叔之家慈善基金工作的十九年裏，帶來不少難忘的片段。麥當勞叔叔之家慈善基金是一個國際非政府組織，於全球透過和醫療夥伴的緊密合作，服務逾710萬名兒童及其家人，為他們的生命帶來正面影響，這都是我引以為傲的成績。

香港是亞洲首個設立麥當勞叔叔之家服務的地方，20年來，我們給予病童及其家人「家庭為本」的照顧服務，包括提供了逾15萬個晚上的住宿。在病童生命最脆弱的時候，我們這個「家」令他們一家緊靠在一起，讓愛扶持生命，這是極具意義的。

家有孩子患上重病，在漫長的治療過程中，除了病童承受疾病的痛楚，家中每一位成員都會有惶恐、焦慮、憂心等不安與壓力。這時候，小朋友尤其渴望爸爸、媽媽陪伴左右、被擁抱、被呵護；為人父母就想爭取多一分一秒的相聚作最貼身的照顧。麥當勞叔叔之家服務讓病童和家人緊靠在一起，這裏不只是住所，而是給予關懷、支援、互相的「家以外之家」，更幫助他們重拾健康。

我們不自滿於20年來的服務成果，決心更貼近社區、服務基層，因此，我們推出了醫院探訪及「悅」讀愛世界等社區服務，增加了我們和社區之間的互動。

在進入第三個十年之際，當前的重大發展，是配合座落於啟德的香港兒童醫院而提供新服務，並把我們的影響力帶到另一層次。

我們心懷大志，但同時心繫病童、毋忘初衷，致力改善病童的福祉，並為病童家人提供社會心理支援，和他們共渡時艱。

要成功，我們必須得到更強大的支援。在此，我呼籲各界的支持者，繼續擔當我們實現發展藍圖的動力，給予捐助與支持，而我們勤奮、專業的工作團隊，以及一班出色的義工更是必不可少。我有信心，未來，我們定能幫助更多有需要的家庭，增加我們對社會的影響力。

RMHC has an honorable yet highly challenging mission. In my 19 years working at RMHC, I have had many unforgettable moments due to these challenging yet immensely rewarding efforts. As a leading global NGO, I am proud to say that we have made a significant impact on the lives of over 7.1 million children and their families worldwide through strong partnerships with the medical community. Here in Hong Kong, our RMH service is in fact the first in Asia, and has already provided family-centered-care services that include more than 150,000 nights of accommodation for sick children and their family members over the past two decades.

Treatments for a child diagnosed with a life-threatening illness can take months or even years, which place great strain on the entire family as each member has to face their own stress, tension, fear and anxiety. Children desperately need their mums and dads close by for comfort and reassurance. Creating a home-away-from-home not only enables children and families to be stronger, but also helps them to lead healthy lives again.

Though we have established a 20-year track record of success, we can never grow complacent. To continue making strides forward, we have sought to introduce programs that bring us closer to the community, as well as encourage the community to come closer to us. Consequently, our Love Companion Hospital Visit outreach initiative and Read the World program are just some of the more recent ways in which we have promoted interaction.

Certainly another important undertaking is the new RMH service, which we aim to operate near HKCH located at Kai Tak. The new RMH service will enable us to enter the next decade with added vigor and enhanced presence. Of course the principal objective of our service remains unchanged: to improve the wellbeing of young patients as well as offer psychosocial support to their loved ones during the most trying times. Thanks to the unwavering diligence and professionalism of our staff, we are confident in meeting our responsibilities, even on an expanded scale. We are determined to help even more children and families in need, and expand our impact on the community.

It is only by working together that we can achieve great things. To fulfill our aspirations, we will call upon our public and private sector friends for support. No less important is our staff and devoted volunteers whose efforts in the past have enabled us to realize our various plans, and will undoubtedly remain the backbone of our future successes.

黃婷女士
Ms Iris WONG
香港麥當勞叔叔之家慈善基金總幹事
Executive Director, Ronald McDonald House Charities Hong Kong



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Director & Treasurer | 江毓星先生
Mr. KONG
Yook Seng
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Director & Vice Treasurer | 阮文賓教授
Prof. YUEN
Man Pan, Patrick
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Director | 梁廷勳教授
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Director | 黎韋詩小姐
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Director | 包偉龍先生
Mr. Robert Le Roy
VALLONE
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Ms. CHEUNG
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後補董事會成員
Alternative Board of Director |
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上排由左至右 Upper row from left:

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|---|---|---|--|--|---|---|
| 李福添
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Ronny TANG
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會計及行政助理
Accounting & Administration Assistant | 邱紹彰
Keith YAU
院舍經理
House Manager | 李淑明
Olivia LEE
院舍行政主任
House Administration Officer | 羅慧芬
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Summi IP
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Fundraising & Communications Coordinator |
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Candy LEUNG
院舍總務員
House Attendant | 黃婷婷
Iris WONG
總幹事
Executive Director | 黃紫萍
Barbara WONG
發展總監
Director of Development
(Till Nov 2016) |
|---|--|--|

香港兒童醫院行政總監 李子良醫生訪問 INTERVIEW WITH DR LEE TSZ LEUNG, HCE OF HONG KONG CHILDREN'S HOSPITAL



為配合位於啟德的香港兒童醫院之啟用，香港麥當勞叔叔之家慈善基金正積極拓展服務，在香港兒童醫院附近，為病童家庭提供新的「臨時家園」服務。我們非常榮幸，邀請到香港兒童醫院行政總監李子良醫生接受訪問，為我們介紹香港首間專注照顧兒童的醫院。

問：香港麥當勞叔叔之家慈善基金
李：李子良醫生

問：香港兒童醫院目前的籌建進度如何？預計何時落成？醫院會於何時正式投入服務？

李：醫院大樓興建工程預計2017年底完工，之後會進行一連串驗收、安裝及測試醫療儀器等工作。為確保病人安全、運作暢順及服務質素，香港兒童醫院將於2018年底開始分階段投入服務，首階段專科服務包括兒童腎科、腫瘤科、心臟科及深切治療部等。

問：香港兒童醫院是香港公營醫療體系內首間集中提供大部分第三層醫療服務的專科醫院，主力接收病況複雜、罕見及需要跨專科治理的兒科轉介個案。李醫生可否為我們解釋一下「第三層醫療服務」的意思？

李：舉例來說，小朋友發燒一般會到普通科門診或私家診所看醫生，緊急的就到急症室，這些都是第一層醫療服務。發燒可以是傷風感冒引起，情況輕微，可以即時回家休息。

第二層是住院服務。小朋友或需入院接受觀察及簡單治療，但病情並非嚴重，通常兩至三天便康復出院，亦無長期後遺症。

如住院期間醫生發現小朋友有癌症病徵，之後確診，這就屬於第三層個案。服務對象為情況複雜嚴重，影響單一或多個身體器官，甚有生命危險，需要跨專科團隊治理，較長期住院及覆診跟進的個案。日後所有癌症病童都會轉介至香港兒童醫院處理。

問：香港兒童醫院對香港兒童的醫療照顧有何重要性？

李：香港兒童醫院的誕生有助提升整體兒科服務水平。在臨床服務方面，將複雜罕見個案、醫護專才和先進儀器集中在一起能促進經驗累積、各兒科副專科專業發展，及制訂劃一治療

With the Hong Kong Children's Hospital (HKCH) scheduled to open in Kai Tak, RMHCHK is planning to establish another RMH programme near the new hospital. We are much honored to meet and talk with Dr Lee Tsz Leung, Hospital Chief Executive of HKCH to understand Hong Kong's first and only children hospital in detail.

Q: RMHCHK
Lee: Dr Lee Tsz Leung

Q: What is the latest progress of HKCH? When will it open?

Lee: Construction of the hospital buildings is expected to be completed by the end of 2017, followed by a series of inspection, installation and testing of medical equipment. To ensure patient safety, smooth operation and quality of service, HKCH will commence service in phases starting late 2018. Services in the initial phase include paediatrics nephrology, oncology, cardiology and intensive care.

Q: HKCH is going to be a tertiary referral centre focusing on complex and rare paediatric cases which require multidisciplinary management. Can you explain to us what "tertiary service" mean?

Lee: For example, children who have fever usually go to a general out-patient clinic or private clinic to see a doctor, or attend the A&E for emergency. This is what we call primary service. Fever can be caused by cold or flu. If condition is mild, they can go home right after consultation.

Secondary service refers to hospitalization. Sometimes feverish children need to be admitted to the hospital for observation and simple treatment. Their conditions are usually not too serious and they can be discharged after a few days without any long-term complications.

If cancer symptoms are found with subsequent confirmed diagnosis, it becomes a tertiary case. Tertiary service is for patients with serious and complex conditions which affect a single or multiple organs and are even life-threatening. They require multidisciplinary management, extended hospitalization and long-term follow up. In the future, all paediatric cancer cases will be referred to the HKCH.

Q: What is the importance of HKCH to the healthcare of Hong Kong children?

Lee: HKCH can help advance the overall standard of paediatric service in Hong Kong. By gathering caseload, expertise and advanced equipment under one roof, we can foster experience accumulation, paediatric sub-specialties development and alignment of treatment protocols. We will also closely collaborate with universities to promote research, teaching and training.

In addition, our environment, facilities and services are child and family-friendly. Equity is achieved as all patients can access the same service regardless of where they live and their social status. In HKCH, there are abundant play facilities, animal themed wayfinding system and toilet sinks and handrails catered for children's height. To facilitate parents to take care of their sick children, there

標準。我們亦將與大學緊密合作，大力推動科研、教學及醫護人員培訓。

另外，兒童醫院的環境、設施和服務都是以病童及家庭為本的，不論貧富或居住地區都能平等地享用。例如有遊玩設施、動物為主題的引路標示、切合小朋友高度的洗手盆和欄杆等。為方便家長照顧病童，病床邊會有陪宿設備、病房內有茶水間，亦有留宿房間供接受深切治療或隔離的病童家長入住。

問：我們知道，香港兒童醫院致力以成為兒科的卓越中心為目標，院方會如何邁向這個目標？

李：要達到卓越水平包括三個範疇。第一，是提供優質及安全的醫療服務。第二是讓病童及家庭感受到關懷，有正面的醫療體驗。第三是所提供的服務是負擔得起兼可持續的。我們希望營造到一個文化，讓每一位同事都朝着這個方向去做，但這是需要時間的，不是一朝一夕就能成事。

問：你認為麥當勞叔叔之家的服務，可以如何配合香港兒童醫院的工作、發展及服務？

李：達致良好治療效果是醫療團隊的責任；而給予病人支援、令他們有正面的醫療體驗，正是醫院需要和外界合作的。

小朋友住院時會感到孤單焦慮，最好就是有父母陪伴左右照顧。上面提到我們院內有一些家長留宿房間，但只供短期休息之用。麥當勞叔叔之家能提供一個更貼近「家」的環境，供病童全家人入住，又有團體活動、義工及專業人士支援，服務更加全面，雙方互相補足。

舉例來說，骨髓移植病人的抵抗力較差，如他們家中環境衛生欠佳，或要長途跋涉乘搭公共交通工具回來醫院跟進都較易受到感染。麥當勞叔叔之家的鄰近醫院住宿服務便能給予幫助。

問：最後，可否和我們分享一下，你成為香港兒童醫院行政總監後，在籌建新醫院的工作過程中的心情？

李：我懷着三個「心」來面對我的工作。第一是「感恩心」。我本身是兒科醫生，深深感受到病童及家人面對的困難、憂慮和徬徨。我以前是以醫生身分去幫助他們，現在成為院長，責任大了，但十分榮幸可以將過去二十多年的臨床及行政經驗奉獻給兒科服務。

第二是「慈悲心」。若對病童及家人感其所感，就會對他們有愛心，並想辦法支援他們，為他們拔苦。

第三是「謙卑心」。要將服務做好，絕對不是靠個人力量，而是靠團隊中每一個成員的付出，集大家的智慧及經驗才能成事。我會虛心聆聽各界聲音，接納不同意見。

will be accommodation facilities at bedside, ward pantry, and overnight rooms for parents of patients under intensive care or isolation.

Q: We understand that HKCH has a goal of being a centre of excellence in paediatrics. How would HKCH achieve this goal?

Lee: To become excellent, we have to look at three areas. First, the clinical service is safe and of high quality. Second, a positive patient experience is created where sick children and their family can feel that they are being cared about. Third, the services provided are affordable and sustainable. We wish to create a hospital culture that all team members would strive to achieve such a goal, but it will take time. We cannot do this overnight.

Q: In your opinion, how can RMH services support HKCH?

Lee: It is the responsibility of our healthcare team to achieve good treatment outcome. For offering a positive patient experience, we need to collaborate with our community partners.

Children staying in hospital often feel lonely and anxious. The best comfort for them would be having their parents around to take care of them. As mentioned above, there will be parent overnight rooms at HKCH but they are only for short-term staying. RMH offers a more home-like environment for the entire family, with the support of volunteers and professionals. It is more comprehensive and complements our service.

For example, bone marrow transplant patients have very weak immunity. There is risk of infection if the hygiene condition at their home is not good, or if they need to travel long distances to the hospital via public transport. Having the RMH close to the hospital can offer good support.

Q: Finally, what is your reflection in commissioning the Hong Kong Children's Hospital?

Lee: I tackle my work with three hearts. First is a grateful heart. I am a paediatrician and I truly understand the difficulties and worries of sick children and their family. Being the hospital chief executive is certainly challenging, but I am honoured that I can dedicate my over 20 years of clinical and management experience to the paediatric service.

Second is an empathetic heart. I always remind myself to feel what the sick children and their family feel. This is what drives me to do whatever I can to help them overcome their difficulties.

Third is a humble heart. Good service is the result of collective wisdom, experience and contribution of all team members. I will try my best to listen to the feedback and suggestions from different people for continuous improvement.



我們的家人 MEET OUR FAMILIES

康復並回家了的小朋友，不時會回來參加活動、做義工，我們都樂見他們精神飽滿、笑容掛臉走入「家」門；可惜，有些小朋友因為癌病復發，再度入院而回到這個「家」居住。

2013年暑假，四歲的東東確診急性淋巴球白血病，由媽媽帶着乘坐巴士與火車，從上水往來沙田威爾斯親王醫院檢查，每一次都是辛勞、漫長的旅程。東東一家接受麥當勞叔叔之家服務後，我們看著東東接受治療、身體康復，更和他們一起迎接小生命的降臨——東東的弟弟就是在這段日子誕生的，我們為他取了一個親切的別名「西西」。

小生命的誕生來慶祝東東的康復，原以為是美滿的結局，怎料在2016年，7歲的東東癌病復發。

東東的媽媽每日奔走於醫院，家中無人照顧不足兩歲的西西，於是請之前在麥當勞叔叔之家所認識的家長朋友，幫她暫時托管西西。她聯絡我們之時，我們亦已從其他家長口中，得知東東一家的情況，於是盡快為他們安排再次入住。

東東的媽媽說：「入住後，不單方便了我全力、勇敢地照顧一家人，這裏的服務、職員，以及其他家長，都讓我得到心靈上的平靜，我不是獨自面對的。如果沒有這個『家以外的家』，我難以想像可以怎樣撐下去，但我現在沒有這份憂慮。」

東東的媽媽曾說過，她十分感恩入住了麥當勞叔叔之家，讓她可以和兒子一起，在就近醫院兼環境舒適的地方作戰癌症，更認識了一班遭遇相近的家長，互相照顧與支持。我們同樣感恩，在艱難的日子裏，東東的媽媽想起我們，讓我們向她伸出援手。

We are always delighted to welcome the children used to stay at our "home-away-from-home" to return for activities or be our volunteers. Unfortunately, we see some children again because their cancer comes back.

In 2013 summer, four-year-old Tung Tung was diagnosed with acute lymphoblastic leukemia. Tung Tung's mom had to travel between Sheung Shui and Sha Tin for Tung Tung's medical treatments, which were long, hard and tiring journeys for them. After stay at our "home-away-from-home", it was very encouraging to see Tung Tung recovering and regaining his health. We were excited to share the joy of Tung Tung being a big brother – Tung Tung's mom gave birth to a baby during the family's stay here. We gave the nickname "Sai Sai" to the baby boy.

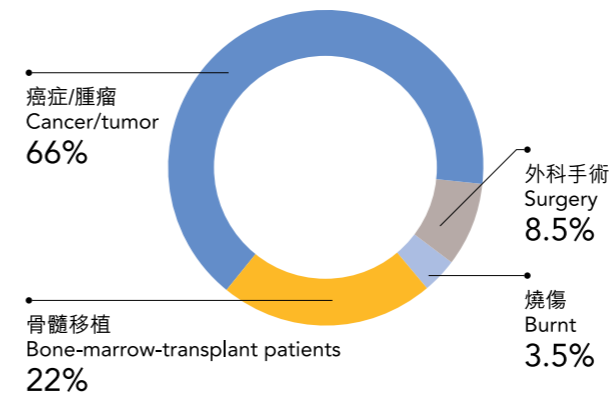
It was beautiful to celebrate Tung Tung's recovery with having a new family member. Sadly, Tung Tung's cancer recurred in 2016 when he was seven.

Since then, Tung Tung's mom was busy at the hospital, leaving two-years-old Sai Sai to the parents who she had known during her previous stay with us. When she contacted us that she found it difficult to manage, we had already learnt about her situation from other parents. We therefore arranged her family to live here again as soon as possible.

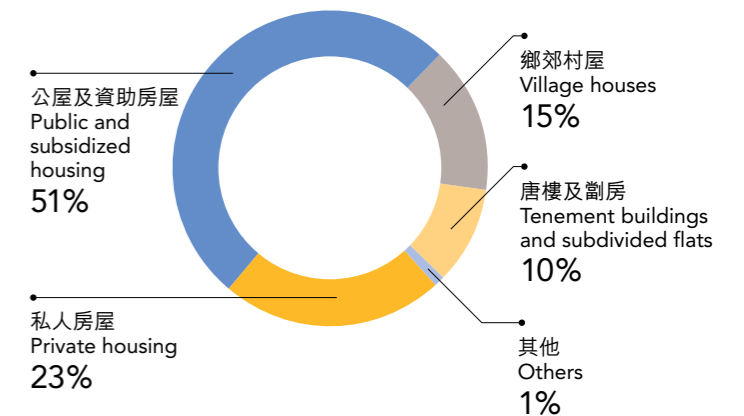
Tung Tung's mom, "RMH is not only a room for staying. It gives me the power, strength and courage to face the difficulties during the lowest point in my life, and step up for my family. The staff, volunteers and other parents here always stand by me, and give me a peace of mind. I know that I am not alone to face it. Without this 'home', I can't imagine how I could survive, but I don't have the worry now."

Tung Tung's mom is very grateful to the RMH. She is able to stay together with her sons in the vicinity of the hospital when fighting against the cancer. She gets a lot of supports from other parents who have similar experience. We are also grateful that, in the difficult days, Tung Tung's mom thinks of RMH and let us to help her and her family.

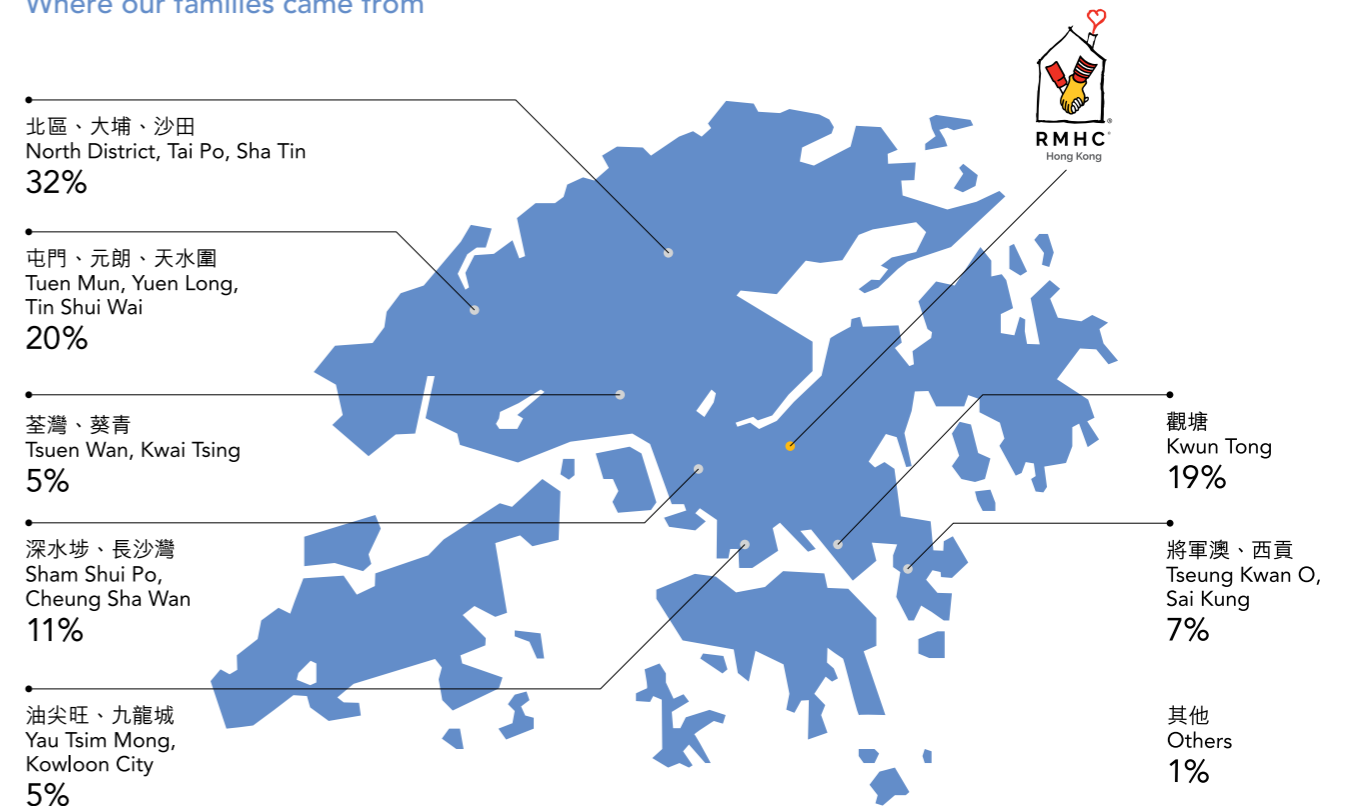
入住病童比例 Patient Diagnosis



入住家庭的住屋狀況 House Type



入住家庭的居住地區 Where our families came from



在家的生活 OUR SERVICES & ACTIVITIES



節日慶祝活動
Festival celebrations



為病童及其兄弟姐妹安排的興趣班
Interest classes for sick children and their siblings



生日會
Birthday party

麥當勞叔叔之家的服務不僅是一個住所，而是給予關懷、支援、互相的「家之外之家」，我們給予病童及其家人的社會心理支援，能夠加強他們應付逆境的能力，減輕其經濟負擔。

The program of RMH is not just a room to stay in, but a home-away-from-home, where we provide comfort, support and resources to families with sick children. RMH's services can provide psychosocial support helping children and families cope better, and help to reduce the financial burden that comes with having a sick child.



義工為病童家庭安排的膳食聚餐
Meal programs arranged by volunteers

2016精彩活動 EVENT HIGHLIGHT IN 2016



著名法國漫畫家Yoann Chivard探訪
A visit by renowned French comics artist Yoann Chivard



聖誕慶祝活動
Christmas celebration



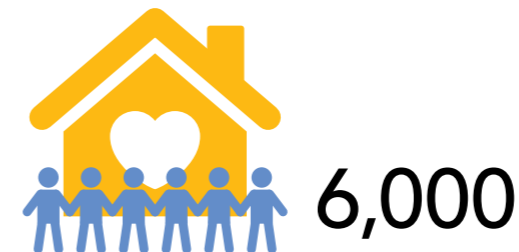
參觀有機農場
Visited an organic farm



參加「飛上雲霄」學生航空體驗計劃
Joined the "Triumph Sky High" Junior Program

社區服務 OUTREACH SERVICES

愛心伙伴醫院探訪計劃全年受惠人次
Total number of beneficiaries of the Love Companion Hospital Visit Program



「悅」讀愛世界計劃受惠學生人次
Total number of benefited students of Read the World Program



我們的義工 MEET OUR VOLUNTEERS

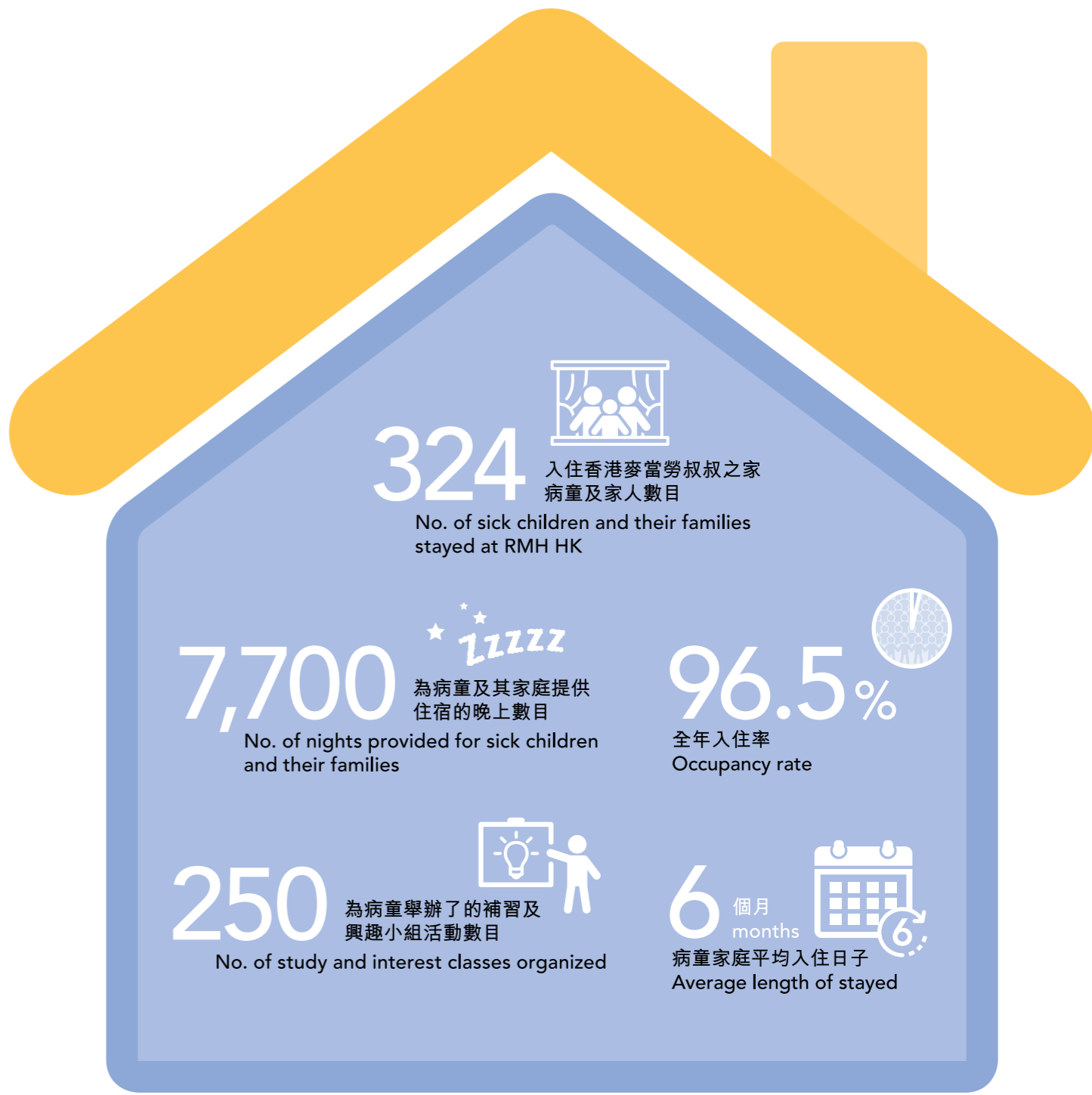
2016年，超過 We had help from over

1,150 volunteers supporting the mission in 2016.

義工 與我們並肩服務。



服務成果 OUR IMPACT



我們的籌款活動 FUNDRAISING ACTIVITIES



麥當勞叔叔之家慈善基金是政府註冊非牟利機構，我們的服務經費一分一毫都是靠籌募工作及各捐助而來，主要收入來源一般來自個人的捐款和公司慈善捐贈。2016年，我們的主要籌款活動包括慈善高爾夫球賽、慈善餐舞會、慈善獎券義賣、慈善音樂會，以及「讀樂樂顯愛心」。

RMHC is an independent non-profit organization. It is 100% financed by the local community. Its main source of income generally comes from individual's donations and funding from charitable grants of companies. In 2016, the key RMHC fundraising activities included Charity Golf Tournament, Gala Dinner, Raffle Ticket Sales, Charity Music Concert, and Read for Ronald program etc.

第19屆
慈善高爾夫球賽
The 19th Charity
Golf Tournament



A Superheroes Night
慈善餐舞會
A Superheroes Night
Gala Dinner



「夏日麥麥顯愛心」慈善獎券義賣
Summer Campaign
Raffle Ticket Sales



第3屆搖滾慈善音樂會
The 3rd Rock Music Charity Concert



「讀樂樂顯愛心」
Read for Ronald

麥當勞凝聚愛心力量 全力支持麥當勞叔叔之家慈善基金。 McDONALD'S® SUPPORT TO RONALD McDONALD HOUSE CHARITIES®

香港麥當勞成立至今逾40載，一直不遺餘力支持「麥當勞叔叔之家慈善基金」，透過籌款和探訪等活動貫徹「取諸社會，用諸社會」的精神，為患病兒童及其家人送上關懷與祝福。

香港麥當勞多年來舉辦重點籌款活動「麥當勞兒童愛心馬拉松」，凝聚一眾企業伙伴和全港家庭的愛心力量，一同實踐「愛跑 愛世界」及「小朋友幫助小朋友」的信念。第11屆「麥當勞兒童愛心馬拉松」適逢「麥當勞叔叔之家」成立20周年紀念，愛心滿溢的樂壇天后容祖兒小姐再度擔任「麥當勞兒童愛心馬拉松大募集隊長」，帶領全場9千名大、小健兒完成原地跑20秒的善舉，象徵「麥當勞叔叔之家」20年來一直愛不停步，為有需要的病童服務。在各界善長熱烈支持下，香港麥當勞成功為「麥當勞叔叔之家」籌得428萬港元善款。11屆「麥當勞兒童愛心馬拉松」以來，總參與人數達44,000之多，為基金籌得逾3,800萬元善款。

此外，香港麥當勞義工隊亦不時探訪「麥當勞叔叔之家」，與一眾小朋友開派對、講故事和玩遊戲，在這個「臨時家園」共度笑聲滿載的快樂時光。「麥當勞叔叔之家」、義工隊及各個家庭之間的互勉互助、彼此支援，無疑令這個「家」分外溫暖，成為支撐小朋友對抗病魔的力量。未來，香港麥當勞會繼續支持「麥當勞叔叔之家」，幫助更多有需要的家庭。

Since its establishment more than 40 years ago, McDonald's Hong Kong has been committed to supporting the Ronald McDonald House Charities (RMHC). Through various fundraising activities and visits, McDonald's shows love and care for the seriously ill children and their families.

McDonald's Hong Kong has been organizing the iconic charity event "Kidathon" for many years, gathering support from business partners and local families to promote the "Run for Fun, Run for Love" vision and bring the "kids helping kids" spirit into play. The 11th Kidathon coincided with the 20th anniversary of Ronald McDonald House of Hong Kong. Once again, the kind-hearted and renowned singer Ms. Joey Yung took the lead as the Kidathon Ambassador, leading 9,000 parents and kids to jog on-the-spot for 20 seconds to symbolize the House's unflinching efforts in providing sick children a "home-away-from-home" in the past two decades. Thanks to the generous support from the community, the 11th Kidathon successfully raised HK\$4.28 million for RMHC. The past 11 Kidathons have been supported by more than 44,000 participants in total, raising over HK\$38 million for RMHC.

In addition to Kidathon, the McDonald's Volunteer Team regularly visits the Ronald McDonald House (RMH), bringing happy moments to the "home-away-from-home" by organizing parties, telling stories and playing games with the children. Thanks to the love and care from RMHC, the Volunteer Team and the families, the RMH gives children extra strength on their journey to recovery. In the future, McDonald's Hong Kong will continue to support RMHC to help the families in need.



香港麥當勞義工隊不時探訪「麥當勞叔叔之家」，與小朋友開派對、講故事和大玩遊戲，讓「家」中充滿歡樂笑聲。 McDonald's Volunteer Team visits the RMH to organize parties, tell stories and play games with the sick children, bringing joy and laughter to the kids.

麥當勞叔叔之家慈善基金®熱心支持者 RONALD McDONALD HOUSE CHARITIES® COMMITTED SUPPORTER

劉德華 — 麥當勞叔叔之家星級監護人

香港巨星劉德華先生一直心繫社會，積極推動公益服務。劉德華先生自2007年起擔任「麥當勞叔叔之家星級監護人」，藉著他的強大號召力，呼籲大眾透過不同的方式支持「麥當勞叔叔之家」，關懷居住在這個「臨時家園」的患病兒童及其家人。

對慈善工作不遺餘力的劉德華先生曾多次探訪「麥當勞叔叔之家」，身體力行支持病童及家長，為他們送上溫暖祝福。我們衷心感謝劉德華先生多年來對「麥當勞叔叔之家慈善基金」的慷慨支持及貢獻。

Mr. Andy Lau – Prestigious Guardian of Ronald McDonald House

Hong Kong superstar Mr. Andy Lau cares deeply about society and actively engages in charity work. Ever since taking up the role of Prestigious Guardian of the Ronald McDonald House in 2007, Andy has been leveraging his influence to encourage the public to support the RMH and show love and care to the sick children and their families in the "home-away-from-home".

Andy has also paid various visits to the RMH to show support and send blessings to the children and their families. We would like to extend our heartfelt gratitude to Andy for his generous support and tremendous contributions to the RMH.



第11屆「麥當勞兒童愛心馬拉松」有9千名大、小朋友踴躍參與；香港麥當勞首席執行官黎韋詩小姐、全球麥當勞叔叔之家慈善基金董事會委員及香港董事會主席馮馮慧芷女士在起跑區率領一眾健兒為慈善出一分力。

The 11th Kidathon garnered the support of 9,000 athletes. Ms. Randy Lai, CEO of McDonald's Hong Kong, together with Ms. Grace Fung Oei, Global Board of Trustees, Ronald McDonald House Charities & Chairperson of Ronald McDonald House Charities Hong Kong, cheered for the participants' charitable efforts at the starting point.



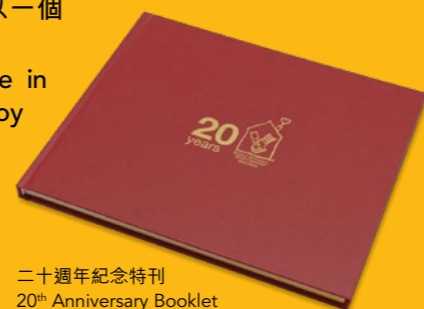


20週年慶祝活動 20TH ANNIVERSARY CELEBRATION

開放日
Open Day

香港麥當勞叔叔之家於2016年成立20週年，我們舉辦了連串活動，與曾受惠的病童家庭、支持者、捐款者及廣大市民一同慶祝、分享成果及喜悅，並以一個星光熠熠的新聞發佈會為這個大日子揭開序幕。

2016 marked the 20th anniversary of the establishment of RMH service in Hong Kong. We staged a series of celebratory activities to share the joy with the families we had served, our supporters, donors and the local community. Our celebration was kicked off by the star-studded press conference and followed by a collection of fun-filled public engagement events throughout the year.



二十週年紀念特刊
20th Anniversary Booklet

名人支持 CELEBRITIES SUPPORT

感謝一班名人對麥當勞叔叔之家的支持，讓更多人了解到病童及其家人的需要並伸出援手。
We are proud to have the support of a number of passionate, high-profile supporters, who champion us to a wide audience.



吳卓羲
Ron NG



林子祥
George LAM



(左起) Gin LEE、陳慧嫻、江海迦
(From left) Gin LEE, Priscilla CHAN, Aga KONG



新聞發佈會
Press Conference



香港華人女子高爾夫球總會主辦慈善高爾夫球賽
Hong Kong Chinese Lady Golfers Association Charity Golf Tournament



(左起) 衛蘭、鍾舒漫
Janice VIDAL, Sherman CHUNG



譚詠麟
Alan TAM



肥媽瑪莉亞
Maria CORDERO

多謝各捐助機構、個人及每月捐款者，全賴您們的善款及支持，我們得以幫助患病兒童和其家人更靠近就醫資源、更靠近希望、也讓家人緊緊相繫，一起跨越人生低潮。多謝大家！

We would like to extend our heartfelt thanks for the generous donations from our corporate, individual and monthly pledged donors. Your support to us helps families stay together, and close to the care they need, when they have a sick child.

衷心感謝
With Gratitude



友好機構及個人捐助，能令服務精益求精。

With donations from supportive individuals and organizations, we are able to offer excellent service to the sick children and their families.

Donation of HK\$100,000 or above

Golden Burger (Macau) Food Co., Limited
Hong Kong Chinese Lady Golfers Association
Keystone Foods APMEA
McDonald's Hong Kong
New Island Printing Co. Limited
Sogo Hong Kong Limited
The Canadian Chamber of Commerce in Hong Kong
The Chen Wai Wai Vivien Foundation Limited
The Kowloon Dairy Limited
Vervain Resources Limited

Donation of HK\$50,001 to HK\$99,999

Able Peace International Limited
AL Insurance Consultants Limited
Cargill Meats Thailand Limited
Chen Yang Foo Oi Foundation Limited
Combine Will Ind. Co. Limited
DDB Worldwide Limited
Lan Kwai Fong Holdings Limited
Midland Charitable Foundation Limited
Pricewaterhousecoopers Foundation
Quo Pro Limited
Shiner Limited
The Marketing Store Worldwide (Asia) Limited
The Marketing Store Worldwide (HK) Limited
卓爾畫室十週年學生作品展學生

Donation of HK\$10,000 to HK\$50,000

Aryzta Malaysia SDN BHD
BB Dub Production House Co. Limited
Beijing Bama Food Processing Co. Limited
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Choy Hung Decoration Co.
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Cos Max Medical Centre Limited
Creative China Creations Limited
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DP World Asia Holdings Limited
Dragon Team Trading Limited
Dynaoh Hong Kong Corp. Limited
Ecolab Limited
Electronic Theatre Controls Asia Limited
Emperor Foundation Limited
First Grace Limited
Forever Coatings Limited
Globe Printing & Polybag Limited
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Great Kingdom Enterprises Limited
Havi Logistics Services (HK) Limited
Havi Supply Chain Solutions
Hexon Enterprises Limited
Hill & Knowlton Asia Limited
Hing Fat Plastic Manufacturing Co. Limited
Hing Lin International Printing Co. Limited
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Hoyu Tooling Limited
Imax China (Hong Kong) Limited
Intertek Testing Services Hong Kong Limited
ISA Boutique
Keyhinge Enterprises MCO Co. Limited
Kingswell Construction & Engineering Co. Limited

Klarenken Enterprise Limited
Lai Sun Development Co. Limited
Land Master & Associates Values Limited
Lap Chi Moulding Co. Limited
Loving Power
Matrix
Mayer Brown JSM
Mustela
NWS Holdings Limited
ONC Lawyers
Oriental Engineering Co., Limited
Panocean Secretarial Services Limited
PrimeCredit Limited
Pro-Tooling (HK) Limited
Pure Good Foundation
Right Source Premium Manufacturing Limited
Scholastic Hong Kong Limited
Sealy Asia (Hong Kong) Limited
Shun Hing Technology Co. Limited
Standard Chartered Bank (Hong Kong) Limited
Sun Hing Printing Company Limited
Sun Hung Kai Real Properties Limited
Sunta Chemical Limited
Swire Coca-Cola HK
Technical Model Design Limited
Techtree Limited
The Bank of East Asia Limited
Tsit Wing Coffee Co. Limited
Tsuen Lee Group (Holdings) Limited
UA Cinema Circuit Limited
Vang Iek Motors (HK) Limited
Vigor Toys Limited
Wai Hing Ind. (HK) Co Limited
Weebo Corporation Limited
Wines Connection Limited
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怡豐國際創建有限公司
商業電台馬路的事

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機構捐助 Corporate

4M Industrial Development Limited
A.R. Medicom Inc. (Asia) Ltd.
ABA Productions Ltd
Able Concept (Asia) Ltd.
Able Jewellery
Adidas Group
Amway Hong Kong Limited
Arrow Pacific Company Limited
Ascot Chang
Bentley Communications Ltd.
Bliss & Bless International Limited
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Flight Centre Travel Group
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Golden Resources Development Ltd
Golf Digest Magazine (HK Edition)
Good-Life Consumer Products Ltd
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Hong Kong Airlines
Hong Kong Gold Coast Hotel
Hong Kong String Orchestra
Hotel Icon
Hung Fook Tong Holdings Ltd
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Jetour
JK Rainbow Ltd.
Jumpin Gym U.S.A.

JW Marriott
Ka Kee Gallery of Objects
Kennex (Hong Kong) Limited
Keyhinge Enterprises MCO Co. Ltd
Kowloon Shangri-La, Hong Kong
Le Meridien Cyberport
LEGO Hong Kong
Lily & Bloom
Magic Fun Bowling World
Marks & Spencer (Asia Pacific) Limited
McDonald's Hong Kong
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Techtree Limited
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The Peninsula
The Popsy Room
The Standard
Tiger Curry
T-Link Inspiration Limited
Tsit Wing Coffee Co. Ltd.

Tsuen Lee Group (Holdings) Ltd
UA Cinemas
VEA Restaurant & Lounge
Vini Superiori
W Hong Kong
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Watson's Wine
Yarns Limited
Zhongke Health Int'l (Asia) Co. Ltd.
中國投資基金有限公司

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損益及其他綜合收入報表
STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

截至2016年12月31日止年度	Year ended 31 Dec 2016	2016 HK\$	2015 HK\$
收益	INCOME		
籌款活動	Fund raising activities	5,442,272	4,701,843
公眾捐款	Contributions and donations from the public	6,217,673	6,537,442
獎券義賣	Sale of raffle tickets	1,326,423	1,534,852
贊助收益	Sponsorship income	1,499,650	1,002,054
其他營運收益	Other operating income	9,836,639	1,620,681
		<u>24,322,657</u>	<u>15,396,872</u>
營運支出 (附註一)	OPERATING EXPENSES (note 1)		
服務及項目支出	Service and programme expenses	(2,922,734)	(2,894,590)
籌款支出	Fundraising costs	(1,056,613)	(1,139,545)
行政支出	Administrative expenses	(1,775,007)	(1,680,413)
折舊	Depreciation	(2,248,293)	(2,237,052)
香港政府 — 地稅及差餉	Hong Kong Government - crown rent and rates	(210,360)	(198,040)
項目支出	Project expenses	(385,839)	(561,951)
銀行費用	Bank charges	(24,291)	(24,012)
		<u>(8,623,137)</u>	<u>(8,735,603)</u>
其他支出	OTHER EXPENSES		
外匯虧損淨額	Net of foreign exchange - gains/(loss)	(1,490,474)	(850,319)
其他	Others	(160,779)	(147,885)
		<u>(1,651,253)</u>	<u>(998,204)</u>
年度盈餘	SURPLUS FOR THE YEAR	<u>14,048,267</u>	<u>5,663,065</u>
其他全面收益	OTHER COMPREHENSIVE INCOME/(LOSS)		
	Other comprehensive income/(loss) to be reclassified to profit or loss in subsequent periods:		
可供出售之投資	Available-for-sale investments:		
公允價值變動	Changes in fair value	505,292	(371,098)
年度其他全面收益總額	TOTAL COMPREHENSIVE INCOME FOR THE YEAR	<u>14,553,559</u>	<u>5,291,967</u>

財務狀況報表
STATEMENT OF FINANCIAL POSITION

於2016年12月31日	31 Dec 2016	2016 HK\$	2015 HK\$
非流動資產	NON-CURRENT ASSETS		
物業、設備及器材	Property, plant and equipment	41,372,909	43,162,532
持有至到期之投資	Held-to-maturity investments	9,360,573	9,401,156
可供出售之投資	Available-for-sale investments	4,699,668	4,194,376
公用事務按金	Utility deposits	85,150	85,150
非流動資產總額	Total non-current assets	<u>55,518,300</u>	<u>56,843,214</u>
流動資產	CURRENT ASSETS		
其他應收款項	Other receivable	111,463	672,324
預付款項	Prepayments	10,929	142,077
現金及現金等價物	Cash and cash equivalents	76,842,560	60,260,015
流動資產總額	Total current assets	<u>76,964,952</u>	<u>61,074,416</u>
流動負債	CURRENT LIABILITIES		
應付關連公司款項 (附註二)	Due to a related company (note 2)	29,640	21,608
其他應付款項及應計款項	Other payables and accruals	674,982	670,951
		<u>704,622</u>	<u>692,559</u>
流動資產淨值	NET CURRENT ASSETS	<u>76,260,330</u>	<u>60,381,857</u>
總資產淨值	NET ASSETS	<u>131,778,630</u>	<u>117,225,071</u>
由以下代表：	REPRESENTED BY:		
儲備 (附註三)	Reserves (note 3)	<u>131,778,630</u>	<u>117,225,071</u>

附註一：
所有董事會成員均以義務性質參與，並無收取報酬。

附註二：
應付關連公司款項
麥當勞有限公司代表麥當勞叔叔之家慈善基金有限公司在餐廳收集善款，並會定期將善款交回慈善基金。該筆善款在財政年度完結前已全數交回慈善基金。

附註三：
本慈善基金正在籌備各項擴展服務計劃。部份盈餘已撥入此儲備，限制作其他用途。

Note 1:
All Board Members are volunteers and receive no remuneration for their services in supporting the Charity.

Note 2:
Due to a related company
McDonald's Restaurants (Hong Kong) Limited collects donations at its restaurants on behalf of RMHC and settles the fund to RMHC on a regular basis. The balance had been fully settled subsequent to the end of the reporting period.

Note 3:
RMHC is considering various service expansion projects. Portions of the surplus has been transferred to a reserve fund for these projects, which is restricted as to use.

捐款表格 DONATION FORM

- 我願意參加「麥當勞叔叔之家™之友會」，每月定額捐款（直至另行通知），以支持患病兒童及其家人入住麥當勞叔叔之家的費用：
I would like to join the "Friends of Ronald McDonald House®" monthly donation program, to support the sick children and their families to stay in Ronald McDonald House (until further notice):
 HK\$100 HK\$300 HK\$500 HK\$1,000 Other amount HK\$ _____
- 我願意一次過捐款
I would like to make an one-off donation
 HK\$500 HK\$1,000 HK\$5,000 Other amount HK\$ _____

捐款方法 DONATION BY

- 劃線支票（抬頭請寫「麥當勞叔叔之家慈善基金有限公司」）
Cheque payable to "Ronald McDonald House Charities H.K. Ltd."
 直接存款至「麥當勞叔叔之家慈善基金」渣打銀行戶口447-1-060619-5
Direct debit cash to Standard Chartered Bank Account No. 447-1-060619-5
 信用卡 - 請由以下信用卡戶口付款
Credit Card - Please debit the following credit card account directly
 VISA Master

信用卡號碼 _____ 有效日期至 _____
Credit Card No. _____ Expiry Date (MM/YY) _____
持卡人姓名 _____ 持卡人簽署 _____
Cardholder's Name _____ Cardholder's Signature _____

個人資料 PERSONAL DETAILS

姓名 _____ 先生/女士/小姐
Name _____ Mr. / Ms./ Miss
地址 _____
Address _____
團體名稱 _____ 職位 _____
Company / Organization _____ Title _____
電話 _____ 傳真 _____
Tel. _____ Fax _____
電郵 _____
Email _____

備註 Notes:

- 請把表格連同支票或銀行存款收據正本寄回麥當勞叔叔之家慈善基金（郵寄地址：香港沙田多石村多石街23號）。
Please send your cheque or original bank-in slip to Ronald McDonald House Charities (Address: 23 To Shek Village, Shatin, Hong Kong).
- 信用卡捐款可傳真至2947 8780。Credit card donation can be faxed to 29478780.
- 捐款港幣\$100或以上可申請扣稅。Donations of HK\$100 or above are tax deductible.

個人資料收集聲明 Personal Information Collection Statement

香港麥當勞叔叔之家慈善基金盡力遵守《個人資料(私隱)條例》(條例)中所列載的規定，確保儲存的個人資料準確無誤，及有妥善的儲存方法，並依照在收集資料時所說明的目的使用該等資料。為保障你的利益，本慈善基金只處理填寫於本表格欄內的聯絡人/機構有關的事宜。本慈善基金將運用你的個人資料（包括你的姓名、電話、傳真、電郵及郵寄地址），以便本慈善基金日後與你通訊、籌款、作活動邀請或收集意見的用途。倘本慈善基金未得到你的同意之前，本慈善基金不可以使用你的個人資料。你並可以隨時要求本慈善基金停止使用你的個人資料，費用全免。日後查閱或更新資料，請隨時致電29478778。Ronald McDonald House Charities of Hong Kong (RMHC) undertakes to comply with the requirements of the Personal Data (Privacy) Ordinance to ensure that personal data kept are accurate, securely kept and used only for purposes for which they have been collected. To safeguard your interest, RMHC will only handle correspondence for the contact person/organization registered on this form. RMHC intends to use your personal data (name, telephone number, fax number, email and mailing addresses) for the purposes to provide you with information of RMHC, fundraising and appeal, activities invitation as well as for survey collection. However, we cannot so use your personnel data unless we have received your consent. Upon your request at any time and at no charge, we will cease to use your personal data. You may contact us at 2947 8778 for enquiry or updating of your personal data.

倘你同意本慈善基金的安排，請於下方簽署。
Please sign at the end of this statement to indicate your agreement to such use of personal data.

簽署 Signature: _____

姓名 Name: _____

日期 Date: _____

如你不同意本慈善基金安排，請在簽署前於下欄加上“✓”號表示。
Should you find such use of your personal data not acceptable, please indicate your objection before signing by ticking the box below.

本人不同意上述有關使用個人資料的安排。
I object to the proposed use of my personal data as stated above.