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150  
YEARS OF

# COMMUNITY RESPONSIBILITY

A Tradition of Philanthropy

**T**he Hongkong and Shanghai Hotels (HSH) and its majority shareholders, the Kadoorie family, have always believed in giving back to the communities in which they prospered.

From the outset, the Kadoorie family helped establish hospitals, old-age homes and community centres in Hong Kong. Believing that “wealth is a sacred trust to be administered for the good of society”, Elly Kadoorie built schools and hospitals worldwide, and even lent his palatial Shanghai home to any charitable society with a worthy moneymaking purpose.

His sons Lawrence and Horace inherited his largesse, founding small hospitals and clinics in Hong Kong’s rural districts. In 1951 they formed the Kadoorie Agricultural Aid Association, which donated village houses, farm animals and materials to destitute refugees in Hong Kong to give them a source of income and dignity.

Today, the family’s charitable works thrive under the direction of Sir Michael Kadoorie, Lord Lawrence Kadoorie’s son. He has also initiated the Hong Kong Heritage Project to document Hong Kong’s heritage – through his family history – for the local community.

Meanwhile, the Kadoorie philanthropic spirit is entrenched in HSH’s Sustainable Luxury Vision 2020, which commits the company to achieving over

50 economic, social and environmental goals by 2020.

CEO Mr Clement Kwok commented: “Looking back at our history, our group has always been a responsible corporate citizen, but we needed a more consistent group-wide policy. We have managed to reinforce the importance of sustainability in a way that people now live and breathe it within their operations.”



During its 150th Anniversary year, HSH's myriad community activities in Hong Kong included a carnival weekend for over 1,000 underprivileged and special needs children at The Repulse Bay, and art workshops for disadvantaged children. Underprivileged elderly people and children enjoyed heritage tours and scavenger hunts at The Peninsula Hong Kong and special offers at The Peak Complex, which also produced 150 umbrellas for the homeless.



HSH Head Office partnered with the New Life Psychiatric Rehabilitation Association and Kadoorie Farm, while Tai Pan Laundry joined forces with the Salvation Army, to distribute foodstuffs to the elderly. For the community at large, The Peninsula Boutique gave away 15,000 gourmet treats in an online draw.

# Worldwide

All these activities reflect the ethos of community responsibility that underpins HSH's international reputation.



## New York

**The Peninsula New York** volunteers donated more than 126 hours to maintenance projects for The New York Center for Children.

## Chicago

**The Peninsula Chicago** organised an event with Little Brother's Friends of the Elderly, for 100 guests, and prepared Thanksgiving food bags for elderly people.

## Beverly Hills



**The Peninsula Beverly Hills'** chefs, in partnership with local charity A Place Called Home, orchestrated cooking programmes, lunches and after-school activities for underprivileged children.

## Carmel

**Quail Lodge & Golf Club,** Carmel raised \$57,500 for Rancho Cielo, a learning and social services centre for underserved youth, by selling Charitable Patron tickets for its *Motorsports Gathering*.



# Community Activities

## Paris

**The Peninsula Paris** partnered with Apprentis d'Auteuil, providing pastry and carpentry lessons, and sports activities for orphanages. It also sold books to support the charity.



## Beijing

**The Peninsula Beijing** worked with Beijing Fengtai Lizhi Rehabilitation Center, helping people with mental illness. It also held an outdoor hot chocolate sale, to fund the planting of 1,500 trees in The Shanghai Roots & Shoots Million Tree Project.

## Shanghai

**The Peninsula Shanghai** undertook repairs, maintenance and painting for local children's cerebral palsy charity CereCare. Partnering with The Library Project and Raleigh China, the hotel also provided a new library in a remote school, which its engineering team helped set up.



Paris

Beijing

Shanghai

Tokyo

Hong Kong

Bangkok

Vietnam

Manila

## Tokyo

**The Peninsula Tokyo** created the Chiyoda-ku Volunteer Supporting Company, which undertakes bed-making, cleaning, cooking and entertainment for the elderly.

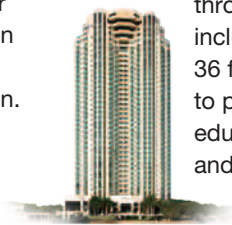
## Manila

**The Peninsula Manila** completed the "Hope for the Philippines" The Peninsula – Gawad Kalinga Village, creating homes for 75 families devastated by Typhoon Haiyan. It also supported Liter of Light, which provides affordable solar light to places lacking electricity.



## Vietnam

**The Landmark Vietnam** organised an outing to Tho Trang Park for impoverished children from Christina Noble Children's Foundation.



## Bangkok

**The Peninsula Bangkok** raised one million Thai baht through various initiatives, including a sponsored run up 36 flights of stairs to its rooftop, to provide 150 years' worth of education for ethnic minority and underprivileged children.

## Bangkok

**The Thai Country Club** cleaned and tidied a popular local temple.