

## Corporate Citizenship

# Cultivating a Caring

At NWS Holdings, we create a caring spirit across the Group. NWS Volunteer Alliance helps to translate this philosophy into reality. Since its inception in 2001, it has successfully mobilized staff throughout the company to help support the needy. To date, we have organized and participated in no less than 140 charitable events, involving about 2,500 volunteers and their associates who together devoted more than 9,700 hours to meet genuine social needs.

In appreciation of their dedication and enthusiasm, and to recognize individual business or corporate units engaged in community service, we present the Corporate Volunteer Award at our annual Management Conference. We also recognize individuals who help people in need by making annual awards to our top 10 outstanding volunteers.

### Making a Gift of Service

In providing community support, we call upon our workforce and our diverse businesses. The year under review provides many good examples. Hong Kong Island Landscape Company Limited recommended the greening of a drug rehabilitation centre and facilitated this by donating plants. Our food trader True Success

Hong Kong Limited donated 4,000 packs of frozen food to the underprivileged. New World First Travel Services Limited took a group of youths in a drug rehabilitation programme on a Christmas bus tour in an open-top double-decker.

### Reaching Out to Small Groups

When it comes to care, we set no artificial boundaries. Over the past three years, we have collaborated with 28 non-profit organizations, large and small. We have supported young and old, low-income families, new arrivals to Hong Kong, disabled people, psychiatric patients, youths in drug rehabilitation programmes and more. We initiate and support projects



wherever we can add value, never hesitating to reach out to small organizations and vulnerable groups. The following three projects undertaken during the year are good examples of the breadth and depth of our community involvement.



# We care!

## Culture

### Soup for Single Elderly People

As a part of our food donation project for the underprivileged, more than 60 volunteers from NWS Volunteer Alliance visited 200 single elderly people in Lam Tin with packets of Chinese soup ingredients. The service was coordinated with Kwun Tong Methodist Social Service.

### Life Rejuvenation Scheme for Drug Dependent Persons

Now in its second year, the Life Rejuvenation Scheme expanded its focus from psychiatric patients to youths in drug rehabilitation programmes. Jointly organized with Caritas Wong Yiu Nam Centre, the project helped young people starting out on a new life through sports and leisure activities.

### Fun with English for "new arrival" children

This pilot project helped "new arrival" children starting out at kindergartens learn the basics of English phonics. A total of 47 volunteers taught 60 pupils at the Moon Lok Kindergarten in Tsuen Wan over a period of three months. The programme featured interactive games with our volunteers designing the curriculum and preparing course materials. We will run similar projects in the future.

Our community involvement goes far beyond these few examples. We have supported large charitable events such as Hong Kong's ACCA Charity Fun Day, environmental campaigns including Corporate Afforestation as



well as schemes to recycle eyeglasses and CDs. We are equally committed to less prominent initiatives, such as providing haircuts for elderly people. If it helps society, we get involved.



### Winning Recognition

Our work has won wide praise. Since 2001, we have won the Gold Award for Volunteer Service from Hong Kong's Social Welfare Department three years in a row. The same organization named NWS Holdings as one of the top 10 corporations in Hong Kong in 2002 in terms of the number of service hours it has contributed.

Our community project that boosted public morale during the 2003 SARS crisis was a key achievement. Including an essay competition and a SARS commemorative book to raise funds for charity, our work won the silver award in the Community Relations category of the Sixth China Golden Awards for Excellence in Public Relations.

Our values are shared throughout the Group. In 2004, eight of our subsidiaries joined NWS Holdings in gaining recognition from the Hong Kong Council of Social Service as Caring Companies. We promote corporate citizenship among many companies in Hong Kong, sharing our experience through workshops organized by Hong Kong's Social Welfare Department. NWS Holdings is committed to cultivating a caring culture. We believe that by working together we can build a more compassionate society.