

# 2013年國泰公益集團年報 目錄

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## 2013 Cathay Charity Group Annual Report Contents





## 愛，讓生命能量更豐沛！

「你要記得，永遠要愉快地多給別人，少從別人那裡拿取。」俄國文學家高爾基曾如此說過，這也是「施比受更有福」的真諦！國泰公益集團秉持著相同理念，對需要的人伸出關懷的援手，至今已跨越半世紀，到2013年，已陪伴人們走過51個年頭，始終像盞溫暖的燈火，持續不輟地照亮各個漆黑角落。

身為具有示範作用的企業領航者，在企業持續成長前進的同時，國泰公益集團始終不忘自身肩負的企業社會責任，努力地用愛傳播善心，對處在低谷中的人們伸手，扶持弱勢族群，掌心的溫度，總能暖了心頭，也讓社會更加有愛！因此集團所屬國泰人壽慈善基金會、國泰建設文教基金會、國泰世華銀行文化慈善基金會，以及霖園集團旗下的國泰綜合醫院，對公益總是不遺餘力。

國泰公益集團總是把目光看向社會最需要被照顧的一群人，而人數不斷攀升的新移民族群即是其一，根據統計，目前每10名國中小學生中，就有一名來自新移民家庭，預估到2030年，台灣30歲年輕人，有13.5%都來自新移民家庭！於是從9年前即投入關懷行列，2013年也辦理第三屆「新移民關懷國際研討會」，邀集國內外產官學的專家共同研討，期望給新移民更好的未來。此外，新移民教育更是刻不容緩的議題，國泰公益集團也舉辦了越南母語傳承計畫、新移民二代多元智慧培力營等。此外，蔡萬霖先生紀念獎學金鼓勵了優秀學子勇敢追夢的決心，兒童成長營則能開啟偏鄉原民學童對大世界的探索心；每年更於夏日舉辦捐血活動、寒冬辦理送暖活動，讓人們感受到全年度的溫暖。

除了集團共同參與的公益活動，國泰人壽慈善基金會也持續舉辦「監所及校園關懷」，讓受刑人與學子從殘障表演者的精采表演中，感受到對生命的熱情與活力。組自發的霖園志工團，繼續推動「訪視關懷服務」及「多元公益活動」，讓每個志工都能體會手心向下的快樂。此外，推廣種植社區故事樹，更能讓綠化的環保概念深入社區！如此熱心公益，也讓國泰人壽慈善基金會榮獲「社教公益獎」等獎項肯定！

社區藝文的深耕經營，國泰建設文教基金會亦不落人後，全台13所霖園圖書館，讓閱讀形成一種良好的風氣與習慣，更落實文化教育的推廣！亦在Plaza 7國泰廣場舉辦「台語金曲演唱會」，讓聽眾陶醉於悠揚樂音之中，為傳承發揚鄉土歌曲盡份心力。更舉辦孫運璿先生管理紀念講座，藉由當代各領域的領導者的分享，激發學子們的潛能並開拓其視野。此外，也辦理「陳偉殷棒球獎學金」，藉以鼓勵棒球的明日之星，能以學業與球技兼顧，無後顧之憂地努力。

而始終關心藝術文化的國泰世華銀行文化慈善基金會，2013年舉辦了專題展覽、2檔典藏展、9場藝文講座，更於Plaza 7國泰廣場舉行2場永恆的經典音樂會，讓藝術與民眾無距離。此外也關心弱勢孩童的受教問題，持續推動「大樹計畫」，捐贈近一千萬元；國泰世華銀行也響應舉辦越南大樹計畫，讓越南清寒學童能安心上學。同時也舉辦14場親子教育公益講座及出版親子教育書籍，還有童書與發票募集等活動。

回顧2013一整年，國泰公益集團與人們一同走過低潮與考驗，未來更將繼續扮演慈善公益的領頭羊，期許有更多人能一起攜手投入，讓善與愛，成為社會的基石，共創更美好的美麗新台灣！

國泰人壽慈善基金會董事長  
Chairman of Cathay Charity Foundation

邱復

Fredrick F. Chien

國泰世華銀行文化慈善基金會董事長  
Chairman of Cathay United Bank Culture & Charity Foundation

汪國華

Gregory K. H. Wang

國泰建設文教基金會董事長  
Chairman of Cathay Real Estate Foundation

張清樞

Ching-Kuei Chang

## Love makes life abundant!

*Maxim Gorky, the Russian writer, has said that we shall remember to always give more to others and take less from others with delights. This has exactly illustrated the spirit of "to give is more blessed than to take"! With the same motto in mind, until 2013, Cathay Charity Group has been helping those in need and continuously bringing lights to the dark corners of the society for 51 years.*

*As one of the exemplified business leaders, while on its way of progressing, Cathay Charity Group has always borne in mind its social responsibility by means of delivering good deeds with love, giving hands to those in need, and helping the disadvantaged. Those helping hands always warm the hearts and bring more love to the society! Members of Cathay Charity Group: Cathay Charity Foundation, Cathay Real Estate Foundation, Cathay United Bank Culture & Charity Foundation as well as the affiliated member of Lin Yuan Group, Cathay General Hospital, have always been devoted to charity with all their efforts.*

*Cathay Charity Group has always been paid attention to the disadvantaged in need in the society, such as the emerging new immigrants. Statistically, one out of ten students of the elementary and junior high schools is from the new immigrant families now in Taiwan. It is estimated that 13.5% of the 30-year-old generation will be from the new immigrant families in 2030. With this insight, we have been involving in the caring of the new immigrant families since 9 years ago, such as "The 3<sup>rd</sup> Caring for New Immigrants International Seminar" held in 2013, bringing experts with different backgrounds to help the new immigrants for the sake of a better future. In addition, having recognized the importance of education, Cathay Charity Group has held projects to help the new immigrants on educational issues, such as "The Vietnamese Language Inheritance Program" and "Leadership Development Camp", to name a few. However, more encouragements are also available as well, such as the Wan-Lin Tsai Scholarship for the talented students in pursuit of their dreams; the Cathay Children Development Camp for rural aboriginal children to inspire them to explore the world, the summer blood donation activities, and the Winter Warmth Program, bringing warmth and caring to the society all the year around.*

*Apart from the joint charity activities with the Group, Cathay Charity Foundation has been holding events of "Inmate and Children Care Program", with performances of the handicapped, in the attempt of bringing passion and energy to the inmate and the students. The autonomously organized and operated Lin Yuan Volunteer Group has kept devoting to visits and cares for those in need as well various charity activities, giving its members the opportunity to enjoy the delight of giving. Moreover, the activity of Community Tree Planting has helped further the green concept to the local communities! Because of this earnest passion of charity, Cathay Charity Foundation has won the Social Education Public Service Award as the recognition of its efforts in charity!*

*Community cultural cultivation is one of the focuses of Cathay Real Estate Foundation too. We have established 13 Lin Yuan Libraries around the island to help the local communities cultivate reading practices and promote cultural educations! The Foundation also organized Taiwanese Classic Songs concerts at Plaza 7 to entertain the attendants with melodious music, contributing to the development and inheritance of Taiwanese classics. In addition, the Yun-Suan Sun Memorial Lecture is held to inspire young generations with visions of leaders from all areas. In order to encourage young baseball talents, the Foundation provides the Wei-Yin Chen Baseball Scholarship to financially support their academic and professional advancements.*

*Aiming to cultural and artistic cultivation in Taiwan, in 2013, Cathay United Bank Culture & Charity Foundation hosted 8 special exhibitions, 2 collections, 9 cultural lectures, and 2 Eternal Classic Concerts at Plaza 7, bringing arts into communities. Moreover, in order to improve the disadvantaged children educationally, the Foundation has continued "Elevated Tree Program" and donated NT\$9,732,000(US\$326,249). Responding to the "Elevated Tree Program", Cathay United Bank has donated to disadvantaged children for their education in Vietnam. Meanwhile, there are diversified activities held by the Foundation for the educational purposes, such as 14 parenting education lectures, publications of parental educational books, and callings for the children's book and invoice donations.*

*Looking back at the year of 2013, Cathay Charity Group have gone through the downward and challenges with the community and shall continue to act as the model of charity contribution, with the hope of brining more people to participating in charity, spreading the good and love to the society. Together, we can make a better future for Taiwan!*





# Love

## speaks for happiness

Open your mouth, to chant the song of the supreme good.  
Utter a sound, the music may be dull and unfamiliar.  
However, gradually, more choruses join in.  
Slowly, without noticing, voices become more and more.

By giving, we shall see people smile.  
By caring, we shall feel abundant.  
Suddenly, we realize only love and the good are needed.  
This is the warmest Ode to Happiness!

Together,  
Let love speak, let happiness emerge!

# 愛

## 讓幸福發聲

張口，預備吟首善之曲，  
發聲，音階也許有些單調生澀，  
但慢慢，看見更多合音加入，  
緩緩地，聲部悄悄變多。

付出，讓我們看見人們的微笑，  
關懷，使自己感受到富足飽滿，  
忽然明瞭了，只要有愛，只需為善，  
那就是首溫暖無比的幸福頌！

讓我們一起，  
讓愛發聲，讓幸福發生！





## 國泰人壽慈善基金會 2013 年度工作報告

2013年度本基金會依照年度工作計畫，逐項推展業務，全年度支出總額為新臺幣37,994,691元整，是本會2013年度收入新臺幣39,838,112元之95.3%。茲就各項支出概況報告如下：

### 一・慈幼福利捐助

本會第十一年舉辦「國泰兒童成長營」，除邀請新竹、苗栗、南投及台南地區，更首邀離島蘭嶼弱勢家庭的原住民及新移民二代學童，北上體驗多元化文化之旅，讓小朋友們擴展視野及儲備未來競爭力。共捐支新臺幣662,704元。

### 二・學術教育捐助

為勵勉台灣優秀學子認真向學並回饋社會，「2013年蔡萬霖先生紀念獎學金甄選活動」拔擢105位菁英學子及團體，每名獎學金新臺幣10萬元等。共捐支新臺幣10,904,252元。此外，為鼓勵學子勇敢追夢並帶給青年人為自己奮鬥的動力，2013年蔡萬霖先生紀念獎學金得主聯誼會特於北、中、南辦理7場座談會，邀請各領域專家與青年學子近距離對談。

### 三・社會福利捐助

#### 1.台灣新移民關懷計畫：

本會2013年持續聚焦關懷新移民二代，累積前兩屆成功辦理經驗，本會第三度辦理「新移民關懷國際研討會」，以「新移民二代教育」為主軸，邀請國內外產、官、學界代表及實務工作者，共同替台灣新移民族群發聲。此外，本會首次與國立台北教育大學及桃園縣大成國小試辦「越南母語傳承計畫」，讓新移民孩童學媽媽的話，並資助學習表現優良的家庭回越南外婆家過年。本會亦與伊甸基金會、嘉義大學、法鼓山人文社會基金會一心劇團、世界和平會及善牧基金會等單位合作，分別舉辦「新移民二代多元智慧培力營」、「關懷新移民戲劇列車活動」、「新移民暨弱勢家庭子女說故事團體」及「新移民校園課輔計畫」、「新移民家庭理財暨居家安全」及「多元文化融合舞台劇巡演」等活動。

#### 2.霖園志工訪視關懷活動：

由國泰員工自組自發的霖園志工團，2013年持續推動「訪視關懷服務」及「多元公益活動」，訪視關懷弱勢對象近1千6百人次，經審查決議後的弱勢扶助金額約新臺幣402萬元，為近年來最高。並結合國泰51週年，動員全台逾2萬名霖園志工，發起「幸福公益日：遍地環保『讚』」活動，於全台舉辦303場公益活動。

#### 3.監所及校園關懷：

連續七年，本會與凌華教育基金會「混障綜藝團」合作辦理「監所及校園關懷」活動，持續深耕至校園。綜藝團團員以殘而不廢的演出，鼓勵收容人找回生命價值，亦感動眾多青年學子。共計辦理12場監所及校園演出。

#### 4.夏日捐血活動：

國泰「夏日捐血活動」為國內企業界響應捐血活動歷史最久之代表，已持續到第十四年，全台員工號召保戶共同挽袖捐血，於全台13個縣市73個據點，共募集到14,909袋，逾372萬c.c.之熱血。

#### 5.寒冬送暖活動暨圓夢計畫：

本會「寒冬送暖活動」邁入第十二年，前往彰化、雲林、宜蘭、屏東、花蓮等偏鄉地區，用溫暖的歌聲和表演關懷原鄉學童及弱勢長輩，並送上冬衣、書籍、二手玩具等禮品。接續著，農曆年前發起「把溫暖袋進偏鄉」活動，共捐贈近7,000個紅包給全台57所偏鄉地區小學、育幼院及托兒所的偏鄉原民、新二代孩童、弱勢長輩、及兒少社福團體等。系列活動總關懷人數逾10,000人。此外，為鼓勵偏鄉學童培養「助人助」的精神，2013年特結合本會過去寒冬送暖關懷的小學，舉辦「kituru・練習」國泰圓夢計畫，選出8所偏鄉小學，讓學童透過練習、達成目標後，由本會提供最高20萬元夢想基金，助學童圓夢。

#### 6.社區故事樹種植活動：

本會第三年辦理「社區故事樹種植活動」，結合霖園志工及社區居民親手栽種樹木，迄今已種下數萬棵小樹苗，並結合志工補植、認養，以持續照護的方式深化植樹活動。2013年，本會共辦理14場故事樹種植活動，種下6,800棵樹苗。

#### 7.生活自強戶急難救助：

當貧困家庭發生意外事故，經濟狀況陷入困頓，本會給予立即關懷及捐助。

以上共捐支新臺幣24,039,372元。

### 四・雜項支出

包括印製本會年報、印製志工通訊、模範志工表揚、志工團管理費用、會計師稅務簽證公費及其他雜項，共計新臺幣2,388,363元。

### 五・榮譽獎項

本會榮獲教育部「102年社教公益獎」，另與國泰人壽攜手合作，榮獲「第五屆：保險卓越獎：公益關懷卓越獎」、「2013年天下企業公民獎」、「2013年保險信望愛獎：最佳社會貢獻獎(個人類)」。

本年度各項公益活動皆順利圓滿完成，承蒙政府各級機關及社會福利團體等單位，與霖園志工團熱情協助及參與。往後本會將持續發揮「取之社會，用之社會」的精神，為打造安和樂利的社會環境繼續努力不懈。

## Cathay Charity Foundation 2013 Annual Report

In accordance with the annual plan of 2013, the Foundation has fulfilled its mission with annual total expenditure of NT\$ 37,994,691(US\$1,273,707), which is 95.3% of its annual income of NT\$39,838,112(US\$1,335,505). Details of the expense are reported as follows:

### I. Youth Welfare Donations

The Cathay Children Development Camp has been held for the 11<sup>th</sup> consecutive year in 2013. This year, in addition to those from Hsinchu, Maoli, Nantou and Tainan, children from the disadvantaged aboriginal families of Orchid Island and the new immigrants are also invited for the first time ever to Taipei for a trip of diversified cultural immersion. The purpose of the Camp aims to broaden their visions and equip them with better compatibility for the future. The total expense is amounted to NT\$ 662,704(US\$22,216).

### II. Academic and Educational Donations

In order to help talented students for academic pursuits and contribute to the society, The Wan-Lin Tsai Memorial Scholarship has chosen 104 young talented students and groups, awarding each with scholarship of NT\$ 100,000(US\$3,352) in 2013. The total amount of the scholarship is NT\$ 10,904,252(US\$365,546). Moreover, with the attempt to encouraging these young talents for pursuing their dreams, the 2103 Winners' Club has organized 7 symposiums in the northern, middle and southern parts of Taiwan respectively, bringing experts with professional backgrounds for the face-to-face discussions with the young talents.

### III. Social Welfare Donations

#### 1.New Immigrant Care Program:

With success from the previous two years, the Foundation has decided to keep caring for the new immigrants' young generation and hold the 3<sup>rd</sup> "Caring for New Immigrants International Seminar. Focusing on "educational issues for the new immigrants' young generation", the Foundation has invited experts, scholars, and practitioners from Taiwan and abroad with the attempt to speaking for the new immigrant group. Furthermore, the Foundation has worked with National Taipei University of Education and Dacheng Elementary School, Taoyuan for the pilot project of "Vietnamese Language Inheritance Program", teaching children from the new immigrant families to speak their mothers' native languages, and sponsoring families of the well-performed students to go back to their grandmothers' to celebrate the new year. In addition, the Foundation has organized activities with Eden Social Welfare Foundation, National Chiayi University, The Theatrical Troupe of Heart of Dharma Drum Mountain Humanities and Social Improvement Foundation, The World Peace League, and The Good Shepherd Social Welfare Services, such as Leadership Development Camp, Drama Shows, Storytelling Groups On-Campus Afterschool Tutoring, courses of Family Finance and Home Safety, and touring of the Diversified Cultural Stage Performance .

#### 2.Lin Yuan Volunteer Visiting Program:

The autonomous organized Lin Yuan Volunteer Group, by Cathay staff, has continued activities of Visiting Program and Diversified Welfare Services in 2013, reaching approximately 16,000 person-times of the disadvantaged, with authorized donations of NT\$ 4,020,000(US\$134,764) approximately, which is the highest amount ever in recent years. To celebrate the 51<sup>st</sup> anniversary of Cathay Group, Lin Yuan Volunteer Group, whose members exceed over 20,000 people in Taiwan, have initiated the event of "Cathay Charity Day Campaign: Green the Earth I 'Like'", holding 303 charity activities in Taiwan.

#### 3.Inmate and Student Care Program:

The Foundation has worked with Mixed Disabled Troupe of ADLINK Foundation, sponsoring the activity of Inmate and Student Care Program for seven consecutive years. The amazing performance of these physically challenged but not disabled members of Mixed Disabled Troupe has inspired many inmates and students with positive attitude. There are 12 performances held in prisons and on campus in 2013.

#### 4.Summer Blood Donation Campaign:

As one of the longest held blood donation activities sponsored by enterprises in Taiwan, Cathay Summer Blood Donation has reached its 14<sup>th</sup> anniversary in 2013. With the blood donated from all the employees and insurance policy holders, we have collected 14,909 bags of blood, amounting over 3,720,000 c.c. of blood.

#### 5.Winter Warmth and Dreams Come True Programs:

The Winter Warmth Program has reached its 12<sup>th</sup> consecutive year in 2013, entertaining students and the elders from the disadvantaged families with songs and performances in Changhua, Yunlin, Yilan, Pingtung, and Hualien, sending off winter clothes, books, and used toys as gifts. Next, the activity, "Warmth Enveloped for Remote Villages ", initiated before the Chinese New Year. Approximately 7,000 red envelopes are donated for 57 elementary schools in the remote villages, orphanages, day care centers for the aboriginal children, children from the new immigrant families, elders from the disadvantaged families, and youth welfare institutes. The total number of the people being cared has exceeded over 10,000. Moreover, in order to encourage children from remote villages to develop their abilities, the Foundation, in cooperation with all the elementary schools participating in Winter Warmth Program, has held the Cathay kituru• Practice Dreams Come True Program. Eight elementary schools of the remote areas are chosen for the program, awarded with fund amounted to NT\$200,000(US\$6,705) as the highest to help the children to fulfill their dreams.

#### 6.Community Tree Planting Campaign:

It has been the third consecutive year for the Foundation to hold Community Tree Planting Program. With the help of Lin Yuan volunteers and community residents, the Foundation has planted over ten thousands of saplings since the event started. Volunteers have been recruited for the replanting and adoption of the trees afterwards. Fourteen planting activities of story tree plantings, with 6,800 saplings planted in 2013.

#### 7.Emergency Assistance Program:

The Foundation has helped disadvantaged families encountering accidents and in need of emergent financial supports with the amount of NT\$ 24,039,372(US\$805,879) in 2013.

### VI. Miscellaneous Expenditures

The miscellaneous expenditure of printing the Foundation's annual report and volunteers address book, honoring the exemplified volunteers, management of the volunteer group, accountant assurance and other items is amounted to NT\$ 2,388,363(US\$80,066) in total.

### V. Honors

The Foundation has been awarded by Ministry of Education with "2013 The Social Education Public Service Award. In addition, with the joint efforts of Cathay Life Insurance, it has won The 5th Taiwan Insurance Best Performance Award: Best Community Care Award, 2013 Excellence in Corporate Social Responsibility as well as 2013 Faith, Hope & Love Awards of Insurance – Best Social Contribution Award (Personal Category).

## 國泰世華銀行文化慈善基金會 2013 年度工作報告

國泰世華銀行文化慈善基金會依年度計畫，在慈善公益方面，持續推展「大樹計畫」，2013年總計捐贈新台幣9,732,000元，幫助7,343名清寒學童；自2004年開辦至2013年，累計已捐贈逾新台幣1億元，幫助超過63,000人次。並持續進行童書募集嘉惠偏鄉，同時也舉辦14場親子教育公益講座及首度出版親子教育推廣書籍「親子愛不礙」；文化活動方面，舉辦2場音樂會及「小樹苗作文獎」；藝術活動方面，國泰世華藝術中心參與「2013台北國際藝術博覽會」，另舉辦8檔專題展覽、2檔典藏展、9場藝文講座等活動；並對外招募志工協助上述各項活動之進行。本會2013年全年支出總額為新台幣30,133,220元整，茲就重大支出概況報告如下：

### 一・慈善公益

捐贈「大樹計畫」助學金、舉辦「大樹養成計畫—滋潤的愛-傳家指南」親子教育公益講座（台北5場、台中4場、高雄5場）、出版「親子愛不礙」一書，並與國泰公益集團共同辦理活動（國泰兒童成長營、新移民關懷系列活動、寒冬送暖系列活動），以及其他慈善公益活動等，共支出新台幣14,690,365元。

### 二・文化活動

舉辦Plaza 7國泰廣場系列活動「永恆的經典-巨星音樂會」2場大型音樂會及其他藝文活動，並持續舉辦「小樹苗作文獎」，共支出新台幣2,217,448元。

### 三・藝術活動

國泰世華藝術中心參與「2013台北國際藝術博覽會」，並不定期舉辦各種不同風格、畫派之主題性展覽及典藏展覽，配合舉辦藝文講座，並設計2014年國泰金融集團藝術桌曆等，共支出新台幣9,272,773元。

### 四・贊助活動

贊助第76屆台陽美展；宜蘭縣大同鄉南山、寒溪、大同及四季國小2013學年度第1學期早餐；內部稽核協會「2013年內部稽核亞洲聯盟研討會」；國泰世華藝術中心場地供「跨閱・我城：2013台北文學季」舉辦「手繪/隨寫」文學生活講座；台南市新營國小吳同學學雜費、午餐費及醫療費用；台北兒童福利中心；高雄市永安國中清寒學童助學金及其他贊助，共支出新台幣1,402,300元。

## Cathay United Bank Culture & Charity Foundation 2013 Annual Report

Cathay United Bank Culture & Charity Foundation, based on its annual plan, continued to build on Elevated Tree Program to promote charity works. It donated a total of NT\$9,732,000(US\$326,249) in 2013, benefiting 7,343 children from the disadvantaged families. The accumulated donation of Elevated Tree Program has been amounted to over NT\$100 million(US\$3,352,330) from 2004 to 2013 with more than 63,000 cases helped. Meanwhile, children's book have been collected and sent to the remote villages and 14 parenting lectures have been held. The Foundation has also published a parental education book "Love Without Barriers" for the first time in 2013. For the cultural cultivation, the Foundation hosted 2 musical concerts and Little Sapling Writing Contest. For the artistic events, Cathay United Art Center participated in Art Taipei 2013 and hosted 8 special exhibitions, 2 collection exhibitions, and 9 cultural lectures. Moreover, the Foundation recruited external volunteers for the above activities. In the year of 2013, the Foundation spent a total expenditure of NT\$30,133,220(US\$1,010,165) and the major items of which are listed as follows:

### I. Charity and Public Welfare

An expenditure of NT\$14,690,365(US\$492,469) was spent on the Elevated Tree Program scholarship fund, free parenting lectures "Nurturing Love and Inheritance" (5 sessions in Taipei, 4 sessions in Taichung, and 5 sessions in Kaohsiung), publication of the book "Love Without Barriers", co-hosted activities with Cathay Charity Group, (Cathay Children Development Camp, New Immigrant Care Program, and Winter Warmth Program), and other charity activities.

### II. Cultural Events

An expenditure of NT\$2,217,448(US\$74,336) was spent on 2 large-scale concerts—Eternal Classic Super Star Concert—for the Plaza 7 Series Activities, various art and cultural activities, and Little Sapling Writing Award.

### III. Art Events

An Expenditure of NT\$9,272,773(US\$310,854) was spent by Cathay United Art Center on participation in Art Taipei 2013, hosting of various special exhibitions and collection exhibitions with different focuses, styles and themes, co-organization of art and culture lectures, and design of the 2014 Cathay Financial Group art calendars.

### VI. Sponsorship

An expenditure of NT\$1,402,300(US\$47,010) was spent on sponsoring activities including the 76<sup>th</sup> Tai-Yang Art Exhibition; breakfasts provided during the first semester of the school year of 2013 for Nanshan, Hansi, Datong and Skikun elementary schools of Datong township, Yilan County; the 2013 ACIIA Conference held by The Institute of Internal Auditors, ROC; venues provided by Cathay United Art Center for the Culture and Life Lecture of Hand Drawing / Free Writing of 2013 Taipei Literature Festival; tuition, lunch and medical expenses of one student from Tainan Municipal Sinying Elementary School; Taipei Children Welfare Center; scholarships for the disadvantaged students for Kaohsiung Yong-An Junior High School, and other sponsorship.



## 國泰建設文教基金會 2013 年度工作報告

2013年度國泰建設文教基金會依照年度工作計畫，提倡文教活動，關懷弱勢族群，培養國家未來人才，藉以回饋社會。本會在全台設置圖書館，方便民眾學習新知，增廣見聞，亦不定時舉辦館內教學活動增進鄰里情誼，並每年贊助孫運璿講座，引領學子們開拓視野，成為社會棟樑，今年更贊助「陳偉殷棒球獎學金」期待培養品學兼優的體壇新星。本會長期扶持弱勢，推廣公益，每年舉辦新移民關懷活動及夏日捐血等活動，讓溫暖與愛心，散佈在社會每個角落。全年支出總額為16,447,053元整，茲就各項支出概況報告如下：

### 一・霖園圖書館

本會在全台設置13所圖書館，寧靜清雅的閱覽環境，讓民眾自然放鬆沉浸在書香中，隨心所欲的吸收每日新知，滿足自發性的學習欲望。館內不定期更新資訊，提供各類新知快遞，讓時代社會的潮流，潛移默化得沁入在民眾生活中，默默涵養了社區的人文素質。共支出新臺幣10,384,457元。

### 二・Plaza7系列活動

為發揚台灣本土文化的精髓，本年度於Plaza 7國泰廣場的仲夏夜晚，舉辦「台語金曲演唱會」，聘請天王天后級台語歌手齊聚一堂，充滿深情又渾厚的歌聲繚繞在涼風星空中，曲調從經典到創新，傳唱濃郁風土人情，歌曲親土又親民，饒富情感，讓民眾渡過一個難以忘懷的仲夏之夜。共支出新臺幣1,271,000元。

### 三、公益集團合辦活動

#### 1.國泰「台灣新移民關懷」活動：

為協助台灣新移民與新移民二代順利適應台灣生活，致力深耕教育，舉辦一系列新移民關懷計劃活動，提供新台灣之子更優良的學習環境，並增加親子溝通管道與課程，建構兩代正向溝通的橋樑，引領學童認識母親母國文化，及適應在地教學進度，以另一視野成就自己的未來。共支出新臺幣250,000元。

#### 2.夏日捐血活動：

國泰公益集團舉辦捐血活動邁入十四年，藉由夏令時節廣設捐血據點，長期拋磚引玉，紓解夏日血荒，更藉由定期推廣，養成民眾定期性的捐血，用實際行動「捐血一袋，救人一命」，傳遞溫暖與善念。共支出新臺幣50,000元。

#### 3.兒童成長營：

配合多元化的教育活動，讓身處偏鄉的弱勢孩子，有機會拓展多元視野，啟發孩童自身潛力，點燃自尊自重的學習熱情，藉由實質的城鄉交流，引領弱勢孩子拓展學習領域，藉以建立更多自信，培養自我學習的動力，達到啟迪國家幼苗的使命。共支出新臺幣149,990元。

#### 4.耶誕寒冬送暖：

每年寒冬，國泰公益集團匯集各界愛心物資送達偏遠鄉鎮，長期關懷原住民孩童、長者與新移民二代，讓台灣每個偏僻的角落，都能被看到，各界溫暖、支持的力量，年年都以更大的迴響，持續散布在寒冬的角落。共支出新臺幣100,000元。

### 四・才藝教學相關活動

提供民眾發展多項才藝的機會，增進學習成就感，藉此達到發掘自身潛力，豐富日常生活。更藉由學習互動，增進社區情感交流，達到回饋社會的目的。共支出新臺幣332,800元。

### 五・贊助活動

#### 1.孫運璿先生管理紀念講座：

藉由當代各領域的領導者的分享，激發學子們的潛能並開拓其視野，期待能對國家建設有所貢獻。共支出新臺幣250,000元。

#### 2.蔡萬霖先生紀念獎學金：

為獎助菁英學子實踐夢想，並對社會有傑出貢獻，和個人事蹟堪為表率及對清寒殘障的績優學生，給予獎學金的資助，鼓勵其奮發圖強，能夠無後顧之憂勇敢追夢。共支出新臺幣500,000元。

#### 3.陳偉殷棒球獎學金：

為鼓勵棒球的明日之星，能以學業與球技兼顧，無後顧之憂地繼續努力，本年度開始辦理「陳偉殷棒球獎學金」，期待用實質幫助，培養品學兼優，努力不懈的棒球選手，成為國家體壇未來的棟樑。共支出新臺幣300,000元。

## Cathay Real Estate Foundation 2013 Annual Report

Cathay Real Estate Foundation has implemented its annual plan of cultural event promotions, the disadvantaged caring, and young talents development for the purpose of social contribution in 2013. The Foundation has established libraries around the island, bringing knowledge to the community at its convenience, and holding educational activities for the local neighborhood. The Yun-Suan Sun Memorial Lecture held annually are aimed at broadening visions of the young generations in the hope that they will be benefiting the society in the future. Moreover, the Foundation has sponsored the Wei-Yin Chen Baseball Scholarship to financially support the young baseball talents in pursuit of their academic and professional achievements this year. The Foundation has been supporting the disadvantaged and initiating charity activities for years, such as Care for New Immigrants and Summer Blood Donation Campaign, bringing warmth and love to every corner of the society. The total amount of the annual expenses is NT\$ 16,447,053(US\$551,359) with details as follows:

### I. Lin Yuan Library

The Foundation has established 13 libraries around Taiwan. The tranquil and elegant atmosphere of the library has provided a comfortable environment for the local neighborhood to total immersion in the savory of books, satisfying their thirst for knowledge. With the frequent updates of information, the library has provided all kinds of first-hand knowledge, introducing trends to the local residents and nurturing the community with cultural essence. The total expense of Lin Yuan Library project is NT\$ 10,384,457(US\$348,121) in 2013.

### II. Plaza 7 Series

Aiming to promote the essence of local Taiwanese culture, the Foundation has held “Taiwanese Classic Songs Concert”, inviting top Taiwanese performers to sing for the audience in the cozy midsummer night at Plaza 7. Under the starry summer night, their mellow, yet rich melodies echoed and lingered on with the breeze, from classics to novelties, sung with intense local passion, bringing the audience a wonderful midsummer night full of emotions. The expenditure of the Concert is amounted to NT\$1,271,000(US\$421,608).

### III. Joint Activities with Cathay Charity Group

#### 1.New Immigrant Care Program:

In order to help the new Taiwan immigrants and their children coping with the life in Taiwan, the Foundation has held series of activities of New Immigrant Care Program in the hope of providing the new immigrant children with better academic environment as well as better parent-child communications with adequate courses. All of the efforts are meant to lead the children to better understand their mothers' native cultures and help them to cope with academic requirements for a better future. The total amount of expenditure is NT\$250,000(US\$8,381).

#### 2.Blood Donation Campaign:

The blood donation campaign has been held by Cathay Charity Group for the 14<sup>th</sup> consecutive year in 2013. This long-term effort, with extensive blood donation stands set, has helped relieving the blood shortage in summer time. Many people have therefore been provided the opportunity to realize their wishes of One Bag Donated, One Life Saved with regular blood donations, in the hope of spreading warmth and goodwill around. The total expenditure of the campaign is NT\$ 50,000(US\$1,676).

#### 3.Children Development Camp:

The Foundation has sponsored diversified educational activities, helping the disadvantaged children from remote villages to broaden their visions as well as to develop their potentials, self-esteem and academic passions. With the interaction with children from cities, these children from the disadvantaged families are able to enlarge their scope of learning, become more confident and more autonomous in pursuit of academic achievement for better competitiveness in the future. The total amount of expenditure is NT\$149,990(US\$5,028).

#### 4.Winter Warmth Program:

Cathay Charity Group has been collecting charity supplies from the society for the residents of remote villages. With the long-term support for the aboriginal children, the elders, and the new immigrant children, we sincerely hope that every corner of the society in need of help could be seen and helped by the power of warm-heart. Together, the kindness and good will could be spread over to and echoed in every corner of the society. The total expenditure is amounted to NT\$ 100,000(US\$3,352).

### VI. Talent Learning Program

The Foundation has provided the local communities variety talent learning courses for the sake of cultivating their potentials and life enrichment. Moreover, with this kind of educational interaction with the communities, the Foundation is able to help building community rapports and thus contribute more to the society. The total expenditure is NT\$332,800(US\$11,157).

### V. Sponsorship

#### 1.Yun-Suan Sun Memorial Lecture:

With the generous sharing from leaders of all areas, young talents are able to broaden their visions and contribute more to the country in the future. The total expenditure is NT\$250,000(US\$8,381).

#### 2.Wan-Lin Tsai Scholarship:

In order to support young talents to fulfill their dreams and contribute to the society, the Foundation has granted scholarships to individuals with excellent achievements as well as to the students from the disadvantaged families and the disabled students in 2013 for years. The total expenditure is amounted to NT\$500,000(US\$16,762) in 2013.

#### 3.Wei-Yin Chen Baseball Scholarship:

In order to encourage the young baseball talents in pursuit of their academic and professional achievements, the Foundation has supported them with Wei-Yin Chen Baseball Scholarship, with the hope that they could become the future athletic stars for the country. The total expenditure is NT\$ 300,000(US\$10,057) in 2013.



# 善

## 與快樂共舞

一個人掌心的溫度，或許暖度不足，  
我們牽起手，緩緩傳遞那溫度，  
讓心房裡的愛與善，感染周圍。

我牽起你，你握住他，他亦伸手予她，  
慢慢地，溫暖之圈愈來愈大，  
用關懷，我們踏著舞步，  
用善念，我們揚起微笑，  
一起跳首愛的圓舞曲，  
用歡喜的腳步，用愉悅的樂音，  
讓無私的共好，撼動這世界！



## The Good Dances With The Happiness

Warmth from one hand, may be not warm enough  
If we hold hands, warmth shall be delivered gradually outwards  
Let the love and the good in heart influence those around

With your hand in mine, his in yours, and hers in his  
Slowly, the circle of warmth enlarges  
With care, we dance  
With the good will, we smile  
Let's dance a waltz of love  
With the steps of delight, with the music of joy  
Let the unselfishness serve for the mutual good, vibrating the world with love





## 鼓勵年輕學子 用勇氣追求夢想

### 蔡萬霖先生紀念獎學金 用愛挺百名學子圓夢

■主辦：國泰人壽慈善基金會 ■協辦：國泰建設文教基金會

「把愛傳出去、勇敢追尋夢想」，國泰人壽慈善基金會秉持著這樣的信念，支持優秀學子，延續「蔡萬霖先生紀念獎學金」往年傳統，分為「勤學向上組」、「特殊功績組」兩類甄選105名優秀學子。

國泰人壽慈善基金會錢復董事長於頒獎典禮致詞中指出，獲得獎學金的學生大多為傑出卓越青年，未來都是社會棟樑，年輕人要擁有四大勇氣：「誠實做自己、從小事做起、隨時調整自我、化夢想為真實」，面對大環境的不確定，年輕人更要拿出勇氣創新，多寄望於自己，最重要的是帶著「放大志向，讓社會更美好！」的信念，立志之餘，也要心存愛心。國泰人壽慈善基金會在這些優異學子圓夢的路程中，給予一臂之力，讓其無後顧之憂，更期待他們在未來也能用專長與愛心，回饋社會更多，並將此精神傳承給新的世代！

#### 創新Meet小聚，扮演「夢想創投」的翅膀

為鼓勵學子放膽追夢並提供串連學習、資源累積的平台，蔡萬霖先生紀念獎學金得主聯誼會特別為歷年得主成立「創新Meet小聚」座談會，由政治大學廖志豪擔任總召集人，於103年上半年分別在北、中、南辦理7場座談會，邀請公益、築夢、環保、職場心靈等領域專家，與青年學子近距離分享對談。國泰人壽慈善基金會亦扮演青年築夢推手，提供企業資源協助品學兼優的學子，以團隊合作的方式自力辦理7場跨校座談會，培養領導力、學習團隊力、開啟改變社會的影響力！



1. 國泰人壽慈善基金會董事長錢復勉勵獲獎學子以「放大志向，讓社會更美好」作為努力目標。

2. 國泰人壽慈善基金會董事長錢復（右三）與四位特殊功績獎得主文化大學許淑絮（左二）、台大飛越服務團代表吳育安（左三）、體育大學郭姍淳（右二）、台灣大學沈芯菱（右一）榮耀合影。

3. 國泰人壽慈善基金會董事長錢復（二排左七）與出席貴賓及兩百位得主大合照。

4. 蔡萬霖先生紀念獎學金得主聯誼會成員在跨年公益活動時與國泰集團主管開心合影。



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3



4

## Encouraging Young Talents to Pursue Dreams with Courage

### Dreams come true with love supported by Wan-Lin Tsai Memorial Scholarship

Organized by: Cathay Charity Foundation

Co-organized by: Cathay Real Estate Foundation

With the belief in mind that love should be forwarded to those who courageously pursue their dream, Cathay Charity Foundation has been supporting young generations of academic achievements with Wan-Lin Tsai Memorial Scholarship for years. According to the two criteria: Academic Excellence and Outstanding Achievements, there have been 105 students granted for the scholarship in 2013.

Fredrick F. Chien, Chairman of Cathay Charity Foundation, points out at the awarding ceremony that most of the awarded students are excellent young talents and will be the cornerstones of the society in the future. He encourages them to possess four kinds of courage: “to be true to himself/herself, to start from the trivial matters; to be able to adapt flexibly; to realize dreams into reality”. Faced with the uncertainty, the young generations should be more courageous in innovations, be confident, and the most importantly, commit to “broaden your horizon, make the society a better place”! With this commitment in mind, Mr. Chien also mentions that they should care for the society at the same time. While helping these excellent students to realize their dreams, freeing them from financial constraints, the Foundation would expect them to contribute the society with their expertise and compassion as well as pass forward this spirit to the next generations!

#### Innovation Meet Supports Young Talents with Inspirations

In order to encourage young generations pursuing their dreams and to provide a platform of learning as well as resources sharing and accumulations, winners of Wan-Lin Tsai Memorial Scholarship have established “Innovation Meet” symposiums, convened by Zhi-Hao Liao, a student of National Chengchi University. The symposium has organized 7 gatherings held respectively in the northern, middle and southern parts of Taiwan, inviting experts from the fields of charity, dream realization, environmental protection, and personal growth in work place to share their expertise with the students. Cathay Charity Foundation has also played a role in helping the talented students to realize their dreams, providing them with corporate resources to organize the event. There have been 7 symposiums held at different schools are organized by the students with teamwork spirits. Their leadership capability and teamwork learning have been built accordingly, making them more positively influential for a better Taiwan!

1. Frederick F. Chien, Chairman of Cathay Charity Foundation, encourages the scholarship winners committing to “broaden their horizon and make the society a better place”.

2. Frederick F. Chien (right 3<sup>rd</sup>), Chairman of Cathay Charity Foundation takes pictures with four winners of the Outstanding Achievements: Shu-Xu Hsu (left 2<sup>nd</sup>) of Chinese Culture University, Yu-An Wu (left 3<sup>rd</sup>) of representative of NTU Vietnamese Service Club, Xing-Chun Kuo (right 2<sup>nd</sup>) of National Taiwan Sport University, and Xing-Ling Shen (right 1<sup>st</sup>) of National Taiwan University.

3. Frederick F. Chien, Chairman of Cathay Charity Foundation (row 2, left 7<sup>th</sup>) takes pictures with honorable guests and two hundred winners

4. Members of Winners' Club of Wan-Lin Tsai Memorial Scholarship and managers of Cathay Group takes pictures at the yearend charity event.



## 多元文化共融扎根 挺向幸福新台灣

### 培力新移民二代 啟發多元教育新思維

■主辦：國泰人壽慈善基金會 ■協辦：國泰建設文教基金會 · 國泰世華銀行文化慈善基金會

根據統計，目前每10名國中小學生中，就有一名來自新移民家庭，預估到2030年，台灣30歲年輕人，有13.5%都來自新移民家庭，也因為比例非常高，進而衍生出許多新移民二代教育問題。而國泰人壽慈善基金會相信，完善的教育體制是提升台灣人口競爭力的最佳方式，因此與國立台北教育大學及嘉義大學合作，邀請內政部部長李鴻源、國民教育署署長吳清山以及前教育部長吳清基出席，共同深入探討現階段台灣新移民二代教育政策，並對未來政策擘畫提出願景。壓軸，則由內政部入出國及移民署署長謝立功擔任主持人，邀集具台灣新移民「母語傳承」教學辦理經驗的基層教育單位、專業社福機構及政府單位實務工作者，分享成果，共同研討未來推行方針。

#### 主題1：新移民關懷國際研討會 探討新移民二代教育

「新移民關懷國際研討會」的舉辦已邁入第3年，2013年以「新移民二代教育：新世代、新教育、新動力」為研討主軸，建立學術及實務的國際交流平台，為新移民二代教育提供創新方向及作為。透過產、官、學三方力量共同為新移民族群發聲。研討會中亦特別邀請到美國Patricia Schmidt教授、日本學者江源裕美等專家學者分享經驗，提供新移民二代教育借鏡。

#### 主題2：新移民理財規劃暨居家安全課程 聚焦理財知能

結合國泰集團資源與新北市西區跨國婚姻服務中心、台南疼厝邊全人發展關顧協會及牧德關懷協會等社福機構合作，聚焦於建立基礎理財知識與金錢觀，朝向提升新移民家庭知能之方向推行，系列課程從認識金錢、金錢規劃及與生活密切相關的勞健保出發，期能貼近新移民的就業與生活需求，讓無數新移民家庭受惠。

1. 2013年國泰人壽慈善基金會新移民關懷國際研討會特別邀請前內政部部長李鴻源（左四）、國民教育署署長（左二）、台灣教育大學系統總校長吳清基（左三）及國內外關心新移民二代教育的學者進行與談。

2. 新移民媽媽們親手製作家鄉料理，向講師表達感謝之意。

3. 特別在課程中加入「現金流遊戲」主題，以遊戲方式，讓學員在虛擬情境中了解金錢及投資風險觀念，實際操作如何投資與理財。



## Cultural Diversity for a Happy Taiwan

### Developing young immigrant generation with diversified education

■ Organized by: Cathay Charity Foundation

■ Co-organized by: Cathay Real Estate Foundation · Cathay United Bank Culture & Charity Foundation

Statistically, there is one out of the ten students is from the new immigrant families. It is estimated that there will be 13.5% of the generation aged 30 from the new immigrant families in the year of 2030. With this high percentage, inevitably there will be educational issues occurred for children from the new immigrant families. With the insight of it, Cathay Charity Foundation believes that the only solution to update competitiveness for Taiwan would be the well-planned educational system. Therefore, in cooperation with National Taipei University of Education and National Chiayi University, the Foundation has invited Hong-Yuan Li, Minister of Ministry of The Interior, Ching-Shan Wu, Director of K-12 Education Administration, and Ching-Chi Wu, former Minister of The Ministry of Education to explore the current educational policy for the young generation of the new immigrants in Taiwan, bringing new horizons for the future. Last but not the least important, with the host of Mr. Li-Kung Hsieh, Director of National Immigration Agency, Minister of The Interior, the Foundation has asked local educational institutes, non-profit organizations and practitioners from the governmental sector with experiences of the new immigrant language inheritance teachings to share current practices and explore options for the future.

#### No1: Caring for New Immigrants International Seminar Explores Educational Issues of Young Immigrant Generation

The Caring for New Immigrants International Seminar has been held for three consecutive years in 2013. The theme of 2013 is set as "Education of The Young Immigrant Generation: New Generation, New Education, New Momentum" with the attempt of establishing an international platform for the interaction between the academic and the practicing professionals as well as providing new horizons for the education of the young immigrant generation. The Conference is expected to speak for the new immigrants with the helps from the industry, the government, and the academia. Dr. Patricia Barbara Ruggiano Schmidt and Dr. Ehara Hiromi are invited to share their experiences with experts and scholars, hoping to provide some help for the educational issues of the young immigrant generation.

#### No2: Family Finance and Home Safety Program Helps New Immigrants with Financial Intelligence

With the joint efforts of Cathay Group, the International Marriage Service Center for the Western Area of New Taipei City, Tainan Neighborhood Development and Care Association and Shepherd Care Association, series of courses have been designed on the focus of developing financial intelligence of new immigrant families, including the essence of money, financial planning, knowledge of labor insurance and national health insurance. All the courses are designated to meet the needs of employment and everyday lives of the new immigrants, benefiting numerous new immigrant families.

1. Hong-Yuan Li (left 4<sup>th</sup>), Minister of Ministry of The Interior, Ching-Shan Wu (left 2<sup>nd</sup>), Director of K-12 Education Administration, Ching-Chi Wu (left 3<sup>rd</sup>), Head Principal of Taiwan University Education as well as local and international scholars have been invited to the 2013 Caring for New Immigrants International Seminar to exchange ideas for better educational measures of new immigrant children.

2. New immigrant moms make hometown cuisines to thank their teachers.

3. Cash Flow Game has been incorporated into the course in order to help the participants understand concepts of money, investment and risks.





### 主題3：新移民子女卓越幸福計畫 親子共學越語

與國立台北教育大學合作、由桃園縣大成國小承辦，自3月8日啟動典禮的鑼聲響起後正式開跑，以一個禮拜的越南週活動為起點，規劃一系列越南語學習活動，包含越南語班、暑期學習營隊、回外婆家跨國文化學習，及最後的學習成果發表會，鼓勵親子參與越南語學習計畫。

### 主題4：越南文化夏令營 讓越語生活化

國泰人壽慈善基金會認輔的大專社團一台大越南服務社，於6月舉辦為期3天「越南語生活夏令營」，將越南語融入各項遊戲中，包括「越南文遊戲」、「越南美食DIY」、「送愛到越南」、「百萬小學堂及烤肉活動」等多項特色活動，讓小朋友自然地把課堂所學的越南語應用在生活上。

### 主題5：2013年轉動幸福計畫 體會母親無私的愛

結合法鼓山人文社會基金會心劇團推動「2013年轉動幸福計畫」。計畫鎖定新移民二代比例較高的學校，藉由演出「媽媽萬歲」一劇，將表演藝術與族群融合精神帶入校園，培養學童學習尊重多元文化。雙方於2013年下半年度共同主辦台南場次巡演。

1. 法鼓山心劇團戶外戲劇改編自越南民間故事「媽媽萬歲」，傳達母愛之偉大。
2. 體驗越南美食動手做，品嚐越南的異國風情料理。
3. 新移民學童將手繪環保袋送給越南當地的弱勢學童，藉由愛心環保袋彼此交流情誼。
4. 大成國小藉由學童演出「媽媽的煩惱」情境劇為越南語教學班作校園宣導。



### No3: Learning Vietnamese Together For a Better Parent-Child Relationship

With the support from National Taipei University of Education and hosting of Dacheng Elementary School in Taoyuan, there have been series of activities held with 8th of March as the first day of the Vietnam Week. All the activities are centered around Vietnamese learning, encouraging parents and children to learn together, such as Vietnamese courses, summer camps, trans-cultural learning at Vietnamese grandmother's homes and the final presentation.

### No4: Cultural Summer Camps Bring Vietnamese to Life

The NTU Vietnamese Service Club, sponsored by Cathay Charity Foundation, has held a three-day event of "Vietnamese Language Summer Camp", incorporating games with Vietnamese, such as "Vietnamese Language Game", "Vietnamese Cuisine DIY", "Deliver Love to Vietnam", and "One Million Elementary Campus and Barbecue", helping the participating students utilize Vietnamese in daily lives.

### No5: 2013 Happiness Turn Around Program Elaborates Mothers' Love

With the joint effort of with the Theatrical Troupe of Heart of Dharma Drum Mountain Humanities and Social Improvement Foundation, the 2013 Happiness Turn Around Program has been inaugurated. The Program has focuses on schools with high percentage of new immigrants, trying to develop the students to respect diversified cultures with the play of "Long Live Mama". The performance in Tainan is co-organized by both in the second half of 2013.

1. The Theatrical Troupe of Heart of Dharma Drum Mountain Humanities and Social Improvement Foundation play revisions of Vietnamese folk story: Long Live Mama, to deliver the great love of mothers.

2. A taste of exotic Vietnamese cuisine with the experiences of DIY

3. Hand-drawn bags were given to local Vietnamese disadvantaged children from the new immigrant children for friendship.

4. A sitcom, Mother's Worries, performed by Dacheng Elementary School has been toured around to promote teaching of Vietnamese.



### 主題6：伊甸新移民二代培力營 戲劇展現多元文化共融

與伊甸基金會第四年合辦「新移民二代多元智慧培力暨親職增能計畫」，成果發表會上，新二代自行編、導、演舞台劇，以多元文化共融為戲劇主題介紹母親的家鄉文化，向偉大的媽媽們致敬。系列課程中也帶領學員至具歷史文化的剝皮寮練習攝影，學習用鏡頭表達不同故事，藉著攝影作品表現濃厚情感。此外，還安排親子共學課程，以同學會方式，藉由相見歡、親子律動等活動，增進家長間的支持網絡，消除親子間隔閡。

- 1.「新移民二代多元智慧培力營」成果發表會，孩子們自信唱越南歌謠。
- 2.「青春期工作坊」課程，透過騎單車、溯溪等極限運動，啟發學員各種前所未見的潛能，看見不一樣的自己。
- 3.向日葵兒童劇團巡演至溪州國小場吸引逾400名學生觀賞演出，創新的互動演出方式，現場氣氛熱鬧歡騰。
- 4.小蝌蚪夏令營成果發表會，孩子們以「烏克蘭麗麗」演奏兒歌，演出英語、越南語音樂劇。

### No6: Leadership Development Camp Explores Diversified Cultures with Dramas

The Leadership Development Camp for New Immigrant Children and Parental Capability Enhancement Program has been held for the 4<sup>th</sup> consecutive year with joint effort of Eden Social Welfare Foundation. The young immigrant generation has introduced cultures from their mothers' hometown via dramas, attempting to show their tribute to mothers. All the dramas are directed, played by, and based on the script written by the children themselves too. The participants have also visited the historical spot of Skin Peeling Hut to practice photographing skills, learning to tell stories via camera lens and expressing emotions through their photographic works. Moreover, there are co-learning courses for the parents and children in the forms of classmate reunion with activities such as happy gatherings and parent-child rhythmic movements in order to establish the supporting network among parents as well as to remove communication barriers between parents and children.



### 主題7：向下扎根 啟發新二代接納多元文化

與嘉義大學共同合作一系列關懷新移民活動，2013年小蝌蚪幼小銜接夏令營以「愛樂·愛越」為主題，營造一場音樂盛會。此外，向日葵兒童劇團持續將戲劇列車駛入各地校園，由「阿吉壤壤沒人愛」劇中主角「阿吉」帶領孩子們走進探索自我的童話之旅，生動地傳達正面價值觀、包容多元文化之意，以輕鬆的內容散播教育意義。

### 主題8：國泰幸福電影院開演 與弱勢家庭共享

為服務偏鄉地區弱勢學童及家庭，與影一製作所協力將「總舖師」帶入偏鄉，於台南東山區與苗栗南庄鄉，免費邀請當地居民、原住民及新移民學童，大手牽小手，一起在學校操場觀賞火紅國片「總舖師」。緊接著在年底，於台南、桃園及新北市舉辦《Linsanity-林書豪旋風》紀錄片放映活動，邀請新移民家庭觀賞勵志記錄片，期藉著林書豪追求夢想的心路歷程，鼓勵孩子勇於實踐夢想、永不放棄的精神。

- 1.Children sing Vietnamese folk songs with confidence at the Leadership Development Camp Presentation.
- 2.Juvenile Camp inspire the participants with extreme activities like cycling and river trekking.
- 3.Touring show of Sunflower Theatrical Troupe has attracted over 400 students with innovative interaction, bringing them happiness and joy at Xichou Elementary School.
- 4.Children play songs and musicals of English and Vietnamese with ukulele at the Little Tadpole Summer Camp Presentation.

### No7: Early Education Strengthens the Link Across Generations

With the joint efforts of National Chiayi University, series of care for new immigrant activities have been organized in 2013, such as the concert with the theme of "Love Music, Love Vietnam", an event of the 2013 Little Tadpole Summer Camp. In addition, the show of "Nobody loves bad, bad Jimmy" played by Sunflower Theatrical Troupe has demonstrated the children with the leading character Jimmy's journey of self-exploration, delivering positive attitudes and acceptance of diversified cultures with fun and educational catch.

### No8: Cathay Theater Brought Happiness to the Disadvantaged Families

In the hope of bringing happiness to the disadvantaged children and families in the remote villages, with the joint effort of 1 Production Film Company, the film of Zone Pro Site has been shown in Tung-Shan Area, Tainan and Nanchuang Township, inviting local residents, aboriginals and the new immigrant children to watch the movie in the school tracks. Next, in the end of 2013, the documentary of "Linsanity" has been shown in Tainan, Taoyuan and New Taipei City, inviting the new immigrant families to watch, hoping to inspire the children with Jeremy Lin's story to pursue their dreams bravely and perseveringly.



## 讓愛的關懷 遍布全台灣

每位志工仿若小火種 處處燃起溫暖花火

■主辦：國泰人壽慈善基金會 · 國泰世華銀行文化慈善基金會

1. 音樂會活動民眾主動愛心捐贈發票。
2. 音樂會活動民眾熱情響應捐贈童書。
3. 國泰人壽慈善基金會頒贈台灣慈善家陳樹菊（左）國泰行李箱，分享國泰人的幸福。
4. 各地霖園志工發揮愛心，從環保、社區環境整理做起，讓民眾感受公益之溫暖。
5. 國泰人壽慈善基金會主管們與參與國泰慈幼關懷日的家庭與孩童共同合影留念。

6. 內政部部长（後排中）熱情與霖園志工合影，以行動肯定志工們投身公益之精神。

1. Audience of the concerts spontaneously donated invoices for charity purposes.

2. Audience of the concerts donated children's books for the needed.

3. Cathay Charity Foundation give the philanthropist Shu-Ju Chen (left) a Cathay trunk to share the happiness from Cathay members.

4. Lin Yuan volunteers help community residents clean the environment at an charity event.

5. Managers of Cathay Charity Foundation and participants from the disadvantaged families take pictures at Cathay Youth Care Day activity.

6. Hong-Yuan Li (back row, middle) take pictures with Lin Yuan volunteers to recognize their charity efforts.

「對人來說，最大的歡樂與幸福是把自己的精神力量奉獻給他人！」蘇聯教育家蘇霍姆林斯基曾這樣說過。這樣的幸福，也是霖園志工最大的信念，帶著這股信念，持續透過「訪視關懷服務」及「公益活動參與」關懷「新移民家庭二代子女」及「卓越清貧學子」等公益活動，為公益獻上一己之力，志工們在各個角落揮灑汗水、奉獻點滴愛心，以行動體現大樹之愛，以幸福力量溫潤每個需要的心靈。

### 霖園志工 讓愛蔓延全台灣

自2009年起，國泰人壽慈善基金會開始推動「一日志工讓愛轉動」活動，到了2011年轉化為自組自發的「霖園志工團」，2013年參與各項公益活動之志工10,827人次，訪視關懷弱勢對象近1千6百人次，包括提供救濟物資、代繳學雜費、醫療補助等項目。

「國泰幸福公益日」於集團創業51週年紀念日9月10日推動「遍地環保『讚』」活動，共同執行社區公園美化、學校及街道環境整理，並於社區內設立資源回收站，募集廢乾電池、發票及童書，串連逾2萬名同仁關懷的心。除了號召各地志工辦理幸福公益日外，亦結合國泰員工家庭日，與大眾分享國泰人的幸福喜悅，10月10日上午於大佳河濱公園同時同地舉行國泰慈幼關懷日，結合集團資源，邀請弱勢家庭及孩童與國泰員工同樂。

此外，亦持續與YMCA合作，分別在台中、高雄地區辦理愛心義賣活動，其中於台中市新市政廣場前辦理「102年幸福公益日愛心義賣」，由中部地區霖園志工們與台中市基督教青年會協力募得近86萬元善款，全數捐贈予弱勢兒童及婦女服務計畫。

### 國泰世華銀行文化慈善基金會志工 愛心不落人後

國泰世華銀行文化慈善基金會自2011年起對外招募志工，在多項活動中都能看見志工的足跡，包括整理募得童書、永恆的經典巨星音樂會現場之義賣、募集活動及現場支援等，公益活動面向多元。



## Love Spreads Care Over Taiwan

### Volunteers Spark Warmth Everywhere

■ Organized by: Cathay Charity Foundation · Cathay United Bank Culture & Charity Foundation

Vasyl Sukhomlynsky, the famous Russian educationalist, has said that as a human being, the greatest joy and happiness is to devote his spirituality to others. Such happiness is also the conviction of Lin Yuan volunteers. With this conviction, they have been devoting efforts to charity activities such as visiting the disadvantaged families, participating charity activities, caring for the new immigrant children and the outstanding disadvantaged students. With their devotions of efforts, cares and actions, they have realized the spirit of the Elevated Tree, nurturing everyone in need with the power of happiness.

### Lin Yuan Volunteers Spread Love Over Taiwan

Cathay Charity Foundation has promoted the event of One-Day Volunteer Program since 2009, resulting the self-initiated Lin Yuan Volunteer Group in 2011. In 2013, members of Lin Yuan Volunteer Group have taken part in charity activities with 10,827 person-times, visiting the disadvantaged approximately 1,600 person-times, with sponsorships of supplies, tuitions and medical cares.

On September 10<sup>th</sup>, the 51<sup>st</sup> anniversary of Cathay Group, the Foundation has launched an event called "Cathay Charity Day: Green the Earth I 'Like'". Members of the Group helped the local community to beautify parks, schools and streets as well as to set up the community recycling stations to collect used batteries, invoices and children's books. Over twenty thousand employees are able to share their care for the environment via this event. Except calling the volunteers to taking part in the Cathay Charity Day, the Foundation has incorporated Cathay Family Day with Youth Care Day, inviting employees and their families to share the joy and happiness of being members of Cathay family in the morning of October 10<sup>th</sup> at Dajia Riverside Park. With the collected resources of the Group, the invited disadvantaged families as well as employees and their families have all enjoyed a wonderful day.

Moreover, with the continuous joint efforts from YMCA, the Foundation has held events of charity bazaars in Taichung and Kaohsiung respectively in 2013. The 2013 Cathay Charity Day Charity Bazaar held by Lin Yuan volunteers in Taichung, co-held with YMCA Taichung at the New City Hall Plaza Taichung, has raised approximately NT\$860, 000, which is all donated to plans for the disadvantaged children and women.

### Active Charity Participation of Cathay United Bank Culture & Charity Foundation

Cathay United Bank Culture & Charity Foundation has started to recruit volunteers since 2011. These volunteers have been actively participating in many charity activities, such as tidying up the donated children's books, organizing charity bazaar and collection of donated invoices and children's books as well as on-site supports of Eternal Classic Super Star Concerts, showing diversity of charity participation.





## 社區故事樹 植入綠化之愛

### 一起守護地球與最愛的家園

■主辦：國泰人壽慈善基金會

當溫室效應已經開始反撲地球，造成許多致命災害，而環境保護與節能減碳是讓地球減緩暖化現象的最好方式，因此，國泰人壽慈善基金會從2011年起，在全台灣推動「社區故事樹」活動，希望綠化能深入社區，從最小的角落做起。「社區故事樹」已邁入第三年，2013年以「社區綠化、節能減碳」的理念，號召新北市、基隆、花蓮、新竹、台南等地區霖園志工投入種樹活動，並邀請在地政府單位及NGO組織等環保團體共同合作營造社區綠美化和保育生態的行動，進而使志工與社區居民和諧互動、互助，延伸集團對「人」的關懷情感。

綠色行動從雨水豐沛、適合萬物生長的春季展開，全年度在台灣各地種植共6,800棵樹苗，除了特別將三月定為「植樹公益月」，更於新北市淡水區辦理植樹嘉年華，以補植、認養、持續照護的方式，深化植樹活動、營造綠美化的社區環境。

#### 響應植樹節 以綠化行動關懷社區營造

國泰人壽慈善基金會於3月結合霖園志工團，在淡水、汐止、瑞芳和基隆推動「國泰植樹公益月」社區種樹活動，其中，3月12日植樹節當天，霖園志工團淡水游分隊長為擴大響應植樹節，帶領60位志工走出戶外，為去年種下的兩千多株樹苗除草及環境整理。而在台灣東部，逾百位霖園志工與社區居民在花蓮壽豐鄉共和社區為老溪右岸的防汛道路，種植近四百株無患子和桂花樹苗，壽豐鄉長張懷文表示，將資源帶入偏鄉社區是對社區的關懷，期望居民多參與社區營造。



1. 母親節前夕，許多霖園親子志工體驗射箭文化在太魯閣文蘭社區，大手拉小手一起種「故事樹」。

2-3. 老溪旁種百棵又名為「肥皂樹」的無患子，取其諧音象徵「多子」，盼十年後綠樹成蔭，成為特有的社區人文地景。

4. 霖園志工以黃絲帶向大自然的好朋友 - 共和社區發展協會理事長表達思念與致敬之情。

5. 除了體驗賞花、植樹的樂趣，號召霖園志工們認養樹苗，期待樹苗茁壯長成大樹。



## Community Trees Plant Love For Green Homes

### Together, Let's Protect the Earth and the Beloved Home

■ Organized by: Cathay Charity Foundation

Greenhouse effect has started to counter-attack the earth, causing many deadly disasters. The best ways to decrease the warming phenomena are to protect the environment, save the energy, and reduce carbon emissions. Therefore, Cathay Charity Foundation has launched the event of Community Tree Planting since 2011, hoping to bring green to every corner of the community. It has been the third year of the Community Tree Planting event in 2013. With the attempt to Green the Community, Save Energy, and Reduce Carbon Emissions, the Foundation has called Lin Yuan volunteers from New Taipei City, Keelung, Hualien, Hsinchu and Tainan to plant trees for local communities. At the same time, the Foundation has invited local governments and Non-Profit Organizations (NGOs) to participate in the actions of community greening and ecological preservation. The event has established rapport between volunteers and community residents, extending the Group's humane caring for the society. The Green Move has started from the rain abundant, nurturing spring. There have been 6,800 saplings planted around Taiwan in 2013. In addition to naming March as the Tree-Planting Month, the Foundation has held tree-planting carnival in Tamsui District of New Taipei City, with efforts of supplement planting, adoption and persistent caring, in order to root the activity locally and crate a beautiful community.

#### In Echo of Tree-Planting Day to Build the Community With Green Moves

Cathay Charity Foundation has worked with Lin Yuan volunteers to promote community tree planting activity in Tamsui, Xizhi, Ruifang and Keelung during the Cathay Tree-Planting Month in March. On the day of March 12<sup>th</sup>, the Tree-Planting Day, Mr. Yu, team leader of Tamsui Lin Yuan volunteers, lead 60 volunteers to clean the weeds for the two-thousand saplings planted in the previous year and the environment. At the same time, there have been over one hundred Lin Yuan volunteers, working closely with the local residents, to plant approximately four hundred saplings of Sapindus and Osmanthus fragrans, along the anti-flood road of the right bank of Lau River in Gonghe Community, Shoufeng Township, Hualien. Huai-Wen Chang, mayor of Shoufeng Township says that to bring resources into the remote villages is the act of community caring. He hopes that the local residents could participate in community development more actively.

1. Lin Yuan volunteers and their children experience archery culture and tree-planting at Taroko Gorge Wenlan community

2-3. A hundred Sapinduses, the so-called Soap Tree, have been planted along the banks of Lau River, hoping them to grow into woods 10 years from now to be in accordance with its homophonic meaning of "fruitful".

4. With loving memory of Managing Director of Gonghe Community, Lin Yuan volunteers have tied a yellow ribbon to a tree to recognize his contribution to the nature.

5. In addition to enjoying the beauty of flowers and the fun of tree-planting, Lin Yuan volunteers also take the initiative to caring the saplings, hoping them grow into big trees.





故事樹 化成文學藝術與守護海岸尖兵

活動延伸至台灣南端，5月於高雄美濃文學氛圍濃郁的鍾理和文學園區種植「文學故事樹」，愛鄉協進會特別安排美濃音樂人林老師彈唱其創作，讓霖園志工們透過音樂體會在地故事。同時，極端氣候下，種樹可減緩地球暖化，霖園志工團自三年前開始種樹，已在各地種下上萬株樹苗，希望居民與志工們長期照護「社區故事樹」，持續澆水灌溉，未來庇蔭後代子孫。

此外，國泰人壽慈善基金會與行政院農業委員會林務局合作守護台灣海岸線計畫，首次在台灣濱海地區規劃種樹活動，結合公部門資源，為海岸前線設置長600尺砂籠，由百位霖園志工帶著子女在竹南龍鳳漁港利用植被、圍籬等自然工法植林定砂亦營造紫斑蝶復育環境，誓願擔任環保小尖兵，為台灣美麗的沿海景觀盡一份心力，拉近人與海的距離。

2013 國泰社區故事樹活動一覽表

場次	地點	植樹成果
1	淡水文化園區	回歸樹之除草、補植
2	新北市汐止書樂幼稚園	60 棵
3	基隆七堵堵南國小	36 棵
4	花蓮壽豐共和社區	380 棵
5	新竹十八尖山	350 棵
6	基隆瑞芳吉安社區	500 棵
7	台南台江大道	1860 棵
8	嘉義布袋江山社區	450 棵
9	花蓮秀林文蘭社區	450 棵
10	高雄美濃鍾理和文學園區	218 棵
11	桃園中壢路得啟智學園	移植 50 年的大榕樹
12	苗栗竹南龍鳳漁港	100 棵
13	淡水文化園區	1,300 棵
14	南投埔里陳網少年家園	1,000 棵

1.霖園志工團共同以大樹精神，守護每一片土地，期待樹苗長成花滿園。

2.為維護新竹十八尖山的優美環境，國泰人壽慈善基金會與新竹國泰醫院、國泰建設和國泰產險共同捐贈百株「幸福樹苗」予新竹市府，以行動共同打造綠色城市。

3.花蓮縣長傅崐萁（左）感謝霖園志工將植樹活動結合文蘭部落文化，打造美麗家園、也象徵文化傳承的熱情。

4.霖園志工首次挑戰在海岸植樹，留下難忘的種樹經驗。

1. With the spirit of Elevated Tree, Lin Yuan Volunteer Group guard every piece of the land, expecting all the saplings grow into woods.

2. In order to keep the beautiful scenery of Eighteen Peaks Mountain in Hsinchu, Cathay Charity Foundation, Hsinchu Cathay General Hospital, Cathay Real Estate and Cathay Century Insurance have donated Hsinchu City government one hundred "Saplings of Happiness" for a greener city of Hsinchu.

3. Kun-Chi Fu (left), Mayor of Huanlien County, thank Lin Yuan volunteers for incorporating the tree-planting activity with Wenan's tribal culture, creating a beautiful hometown with cultural inheritance.

4. Lin Yuan volunteers challenge themselves for the unprecedented experience of planting trees along the seashore.

Community Trees Are Realized as Literature Arts and Seashore Guardians

The event has extended to the southern part of Taiwan, planting Community Literature Tree in May in the artistic Zhong Lihe Memorial Literature Park, Meinung District, Kaohsiung. Meinung People's Association has arranged Mr. Lin, the Meinung musician, to play his musical works, telling local stories to Lin Yuan volunteers. It is known that planting trees can reduce the global warming effect of the extreme climate. Therefore, Lin Yuan volunteers have been planting over ten thousand saplings since 2010, in the hope that the persistent care of the Community Tree from local residents and volunteers can benefit our future generations.

In addition, Cathay Charity Foundation has worked with Forestry Bureau, Council of Agriculture, Executive Yuan on the Coastline Protection Project, planting trees in the coastal regions of Taiwan for the first time ever. In cooperation with the public sector, the Foundation has established over 600 meters. Over one hundred Lin Yuan volunteers and their children have used natural means, such as vegetation and fens, for tree-planting, sand-grounding and establishing an environment for the rehabilitation of purple crow butterflies in Lungfeng Fishing Port, Zhnan. They are determined to devoting themselves to guarding the beautiful coastline of Taiwan, making a friendlier environment for the ocean.

Activities of Cathay Community Tree 2013

Activity	Place	Achievement
1	Tamsui Culture Park	Weed cleaning and supplement planting
2	Sula Kindergarten, Sijhih District, New Taipei City	60 trees
3	Du Nan Elementary School, Chi Du, Keelung	36 trees
4	Gonghe Community, Shoufeng Township, Hualien	380 trees
5	Eighteen Peaks Mountain, Hsinchu	350 trees
6	Chi-En Community, Ruifang, Keelung	500 trees
7	Taijian Blvd. Tainan	1860 trees
8	Chiangshan Community, Budai Township, Chiayi	450 trees
9	Wenlan Community, Shioulin Township, Hualien	450 trees
10	Zhong Lihe Memorial Literature Park, Meinung District, Kaohsiung	218 trees
11	Ruch Society for Disability, Zhongli, Taoyuan	transplanting the fifty-year-old banyan tree
12	Lungfeng Fishing Port, Zhunan, Miaoli	100 trees
13	Tamsui Culture Park	1,300 trees
14	Chen Chou Juvenile Home, Puli Township, Nantou	1,000 trees





## 用愛 為孩子插上夢想的翅膀

讓無助幼苗都能長成健壯大樹

■主辦：國泰世華銀行文化慈善基金會

比爾蓋茲曾說過：「教育是脫貧的階梯。」國泰世華銀行文化慈善基金會亦認為，教育之前應人人平等，為了讓家境清寒或家庭遭遇重大變故的學童能夠擁有平等受教的權利，無後顧之憂地上學，國泰世華銀行文化慈善基金會自2004年起開辦「大樹計畫－讓幼苗長成大樹」助學金捐贈，每年辦理2次，至2013年已屆10年，總捐贈金額超過新台幣1億元，並期待幼苗長成大樹後也能付出一己之力，回饋社會。

### 愛心助學金 成為弱勢學童最佳後盾

2012學年第2學期「大樹計畫」助學金捐贈典禮於4月23日舉行，典禮開場由新北市瓜山國小帶來擊鼓表演，中場則由宜蘭縣金岳國小演出原住民舞蹈。典禮中亦公布小樹苗作文獎得主，並發表親子教育宣導書籍「2012親子愛不礙」。共捐贈助學金新台幣4,732,000元予宜蘭縣、桃園縣、彰化縣、嘉義縣及高雄市等五縣市，共計331所國中小學、3,030名學童受惠。代辦專戶「廖添財暨廖邱甘慈善基金」亦提撥新台幣368,159元捐贈予桃園縣桃園國小及龜山國小。

2013學年第1學期「大樹計畫」助學金捐贈典禮，則在10月22日舉行，各項公益活動受贈對象代表宜蘭縣四季國小，至現場接受捐贈，也帶來精采的原住民歌舞表演。共捐贈助學金新台幣5,000,000元予宜蘭縣、彰化縣、雲林縣、嘉義縣及南投縣等五縣，共計有125所國中小學、4,313名學童受惠；代辦專戶「廖添財暨廖邱甘慈善基金」亦持續捐贈助學金予桃園縣桃園國小及龜山國小，共新台幣376,111元。

國泰世華銀行文化慈善基金會的公益熱誠也感染了許多企業一同響應，永紡企業暨玖龍展業沈金柱董事長及英紡企業葉淑麗董事長，捐贈6,500件禦寒外套予71所偏遠地區國小；國泰世華銀行文化慈善基金會汪國華董事長及宏群開發汪佳坤董事長，也致贈13,000顆棒球予偏遠地區國小，鼓勵學生健全發展、從事運動。同時，國泰世華銀行結合基金會辦理「食分幸福-幸福待用站」，捐贈營養早餐予宜蘭縣4所國小。



1. 新北市瓜山國小受邀到 4/23 的典禮中表演，熱情的鼓聲振奮人心。

2. 國泰世華銀行文化基金會董事長汪國華（中）及國泰世華銀行總經理李長庚（左）與助學金受贈縣市代表於 4/23 典禮中合影。

3. 永紡企業暨玖龍展業董事長沈金柱及英紡企業董事長葉淑麗於 10/22 典禮上捐贈外套予偏遠地區學童。

1. Students of Guashan Elementary School of New Taipei City entertained the audience with vigorous drumming performance at the awarding ceremony on April 23<sup>rd</sup>.

2. Gregory K. H. Wang (middle), Chairman of Cathay United Bank Culture & Charity Foundation, Chang-Ken Lee (left), President of Cathay United Bank, and representatives of the awarded cities and counties attended the awarding ceremony on April 23<sup>rd</sup>.

3. Johnny Shen, Chairman of Ever Shine Y&F Co. Ltd. & King Dragon International Co. Ltd., and Sally Yeh, Chairman of Ever Shine I&F Co. Ltd. donated coats to children of the remote villages at the ceremony on October 22<sup>nd</sup>.

## Love Wings Children With Dreams

Growing the Helpless Youngsters Into Elevated Trees

■ Organized by: Cathay United Bank Culture & Charity Foundation

Bill Gates has once said that education is the stepping stone out of poverty. Cathay United Bank Culture & Charity Foundation believes that everyone shall have an equal opportunity for education. With this aim in mind, in order to ensure children from the disadvantaged families or families undergoing drastic changes with equal educational rights, free from financial insufficiency, the Foundation has donated scholarship of Elevated Tree Program to Grow the Youngsters twice per year for ten years since 2004. Until 2013, the donation is over NT\$100 million(US\$3,352,330), hoping these youngsters can contribute to the society in the future.



### Scholarship With Love Supports the Disadvantaged Students

The Elevated Tree Program scholarship donation ceremony for the 2<sup>nd</sup> semester of school year 2012 was held on April 23<sup>rd</sup>. The Foundation invited Guashan Elementary School of New Taipei City to give drum performance in the opening and Yilan Jinyue Elementary School to perform the aboriginal dancing as a matinee. Winners of the Little Sapling Writing Contest were announced in the ceremony. The parental education book, "Love Without Barriers 2012" was also released. The total amount of the donation is NT\$ 4,732,000(US\$158,632), benefiting 3,030 students from 331 junior high schools and elementary schools in Yilan County, Taoyuan County, Changhua County and Kaohsiung City. The Foundation also withdrew NT\$368,159(US\$12,342) from the managed Tien-Tsai Liao and Gan-Ci Liao Memorial Fund to donate to Taoyuan Elementary School and Gueishan Elementary School in Taoyuan County.

Donation of the Elevated Tree Program scholarship for the 1<sup>st</sup> semester of the school year 2013 was held on October 22<sup>nd</sup>. Skikun Elementary School of Yilan represents of all the awarded to receive the donation and entertains the audience with spectacular aboriginal performances. There is NT\$5,000,00(US\$167,616) scholarship donated to 125 elementary and junior high schools in Yilan County, Changhua County, Yunlin County, Chiayi County and Nantou County, benefiting 4,313 students. At the same time, the Foundation continued to withdraw NT\$376,111(US\$12,608) from the Tien-Tsai Liao and Gan-Ci Liao Memorial Fund to donate to Taoyuan Elementary School and Gueishan Elementary School in Taoyuan County.

The charity devotion of Cathay United Bank Culture & Charity Foundation has influenced many companies to follow. Johnny Shen, Chairman of Ever Shine Y&F Co., Ltd. and King Dragon International Co., Ltd., with the joint efforts from Sally Yeh, Chairman of Ever Shine I&F Co., Ltd. has donated 6,500 coats to 71 elementary schools in remote villages. Another example is 13,000 baseball balls were donated for the remote-area elementary schools by Gregory K. H. Wang, Chairman of Cathay United Bank Culture & Charity Foundation, and Mr. Jack Wang, Chairman of Home Chain Construction Cooperation Co., Ltd., encouraging students to develop athletic abilities. Meanwhile, Cathay United Bank has cooperated with the Foundation for the event of Dining and Sharing, sponsoring breakfasts for 4 elementary schools in Yilan County.



1. 親子講座已舉辦 7 年，成為推展親子教育觀念的重要活動。

2. 國泰世華銀行文化慈善基金會秘書長張曙光(左二)、副秘書長李蕙婷(左一)與講師林文虎(右二)及「張老師」基金會副執行長林聯章於會前合影。

3. 基金會首度出版親子教育宣導書籍，由董事長汪國華(中)、「張老師」基金會副執行長林聯章(右)及親子教育專家楊俐容(左)於大樹計畫助學金捐贈典禮中發表。

1. The Parenting Lecture has been held for 7 years, making it an important event of parental education.

2. Alexander Chang (left 2<sup>nd</sup>), Secretary General of Cathay United Bank Culture & Charity Foundation, Tina Lee (left 1<sup>st</sup>), Deputy Secretary General, Wen-Hu Lin (right 2<sup>nd</sup>), the speaker, and Lian-Chang Lin, Deputy CEO of Teacher Chang Foundation had a picture taken before the Parenting Lecture began.

3. The first parental education book published by the Foundation was released by Gregory K. H. Wang (middle), Chairman of the Foundation, Lian-Chang Lin (right), Deputy CEO of Teacher Chang Foundation, and Li-Rong Yang, parental education expert at the donation ceremony of the Elevated Tree Scholarship.



### 國泰世華銀行越南大樹計畫 深耕並回饋在地

國泰世華銀行積極開拓越南市場，於當地深耕多年，發展有成，對公益亦不遺餘力。自2008年起開辦「越南大樹計畫」，與當地「丁善理紀念基金會」合作，透過「勸學會」了解需補助的學童，每年辦理2次助學金捐贈。2012年度第2學期及2013年度第1學期之捐贈典禮分別於廣南省(3/21、11/9)及胡志明市(3/23、11/15)舉行，共捐贈助學金越南盾6.6億元，共計1,200名學童受惠。

### 大樹養成計畫 舉辦親子公益講座並出版宣導書籍

國泰世華銀行文化慈善基金會自2008年起，與財團法人「張老師」基金會合作舉辦親子公益講座。2013年在台北、台中、高雄共舉辦14場次，講座主題緊扣現代父母最關心的教育制度變革及各種教養困境，由專家、老師們分析常見的問題，並給予父母最實用的建議。而為了更進一步推廣親子教育觀念，2013年首次將前年度講座內容精華編纂成冊，出版「2012親子愛不礙」共15,000本，並分送至國泰世華銀行各分行供民眾索取。讓無法親臨講座現場，關心親子教育的父母，也能獲得教養觀念的新知。

#### 「滋潤的愛~傳家指南」親子公益講座場次列表

主 題	日 期	地 點	講 師
教改震撼~快樂學習欣迎 12 年國教	5/10(五)	台北	林文虎老師
	8/9(五)	高雄	牧語軒老師
	8/24(六)	台中	楊寶琴老師
天賦自由~揭開孩子的潛能與天賦	5/24(五)	台北	楊聰財老師
	8/23(五)	高雄	蔡毅樺老師
	9/7(六)	台中	區雅倫老師
智慧教養~溝通夫妻的教養不一致	6/14(五)	台北	葛惠老師
	9/27(五)	高雄	張麗鳳老師
	9/28(六)	台中	劉福銘老師
武林霸王~涵養獨生子女的高EQ	6/28(五)	台北	汪詠黛老師
	9/6(五)	高雄	陳恆霖老師
手足閼牆~處理手足的競爭與爭寵	7/26(五)	台北	黃柏嘉老師
	8/3(六)	台中	汪詠黛老師
分離焦慮~處理孩子的拒學與懼學	9/13(五)	高雄	顏正芳老師

講座舉辦地點：台北-台北市立圖書館  
台中-國泰世華銀行台中分行  
高雄-大東文化藝術中心

### The Vietnam Elevated Tree Program Contributes to Local Communities

Cathay United Bank has been developing Vietnam market for years with established accomplishment and charity devotion. It has worked with local Lawrence S. Ting Memorial Fund, with the help of Vietnam Association for Promoting and Supporting Educational Development, donating scholarships to students in need twice per year. The donation ceremonies of the 2<sup>nd</sup> semester, school year 2012 and the 1<sup>st</sup> semester of school year 2013 were held respectively at Quang Nam Province (March 21<sup>st</sup>, November 9<sup>th</sup>) and Ho Chi Minh City (March 23<sup>rd</sup>, November 15<sup>th</sup>), with total donated amount of VND 660 million(US\$31,375), benefiting 1,200 students.

### Elevated Tree Program — Holds Parenting Lectures and Publishes Books

Cathay United Bank Culture & Charity Foundation has worked with Teacher Chang Foundation to organize free lectures of parental education since 2008. There have been 14 sessions held in Taipei, Taichung and Kaohsiung respectively in 2013. Education experts and teachers were invited to speak about the hottest topics, including the changes of the educational system and all kinds of parental difficulties. With the professional advises from experts and teachers on the most frequently encountered problems, parents are able to acquire the state-of-the-art parental knowledge. In order to promote the parental educations, the Foundation has consolidated contents of the lectures and published the book “Love Without Barriers 2012”, with 15,000 copies delivered to branches of Cathay United Bank for free giveaways. Parents who care about parental education but are unable to attend the lectures can acquire the professional educational advises from the experts via this book.



#### "Love Nurtured and Inherited" Lecture Timetable

Topic	Date	Place	Speaker
Shake of the Educational Reform — Embracing the 12-Year Compulsory Education	5/10(Fri)	Taipei	Wen-Hu Lin
	8/9(Fri)	Kaohsiung	Yu-Xuan Mu
	8/24(Sat)	Taichung	Bao-Qin Yang
Let Talents Free — Uncover Children's Potentials and Gifts	5/24(Fri)	Taipei	Tseng-Tsai Yang
	8/23(Fri)	Kaohsiung	Yi-Hua Tsai
	9/7(Sat)	Taichung	Ya-Lun Ou
Smart Education — Synchronizing the Educational Discrepancies Between Parents	6/14(Fri)	Taipei	Hui Ke
	9/27(Fri)	Kaohsiung	Li-Feng Chang
	9/28(Sat)	Taichung	Fu-Rong Liu
King of the World — How to Develop High Emotion Quotient of the Only Child	6/28(Fri)	Taipei	Yung-Dai Wang
	9/6(Fri)	Kaohsiung	Heng-Lin Cheng
Quarrels Among Siblings — Competition Management and Striving for Love	7/26(Fri)	Taipei	Po-Chia Huang
	8/3(Sat)	Taichung	Yung-Dai Wang
Separation Anxiety — Coping With Child's Refusal and Fear of the School	9/13(Fri)	Kaohsiung	Zheng-Fang Yan

Venue : Taipei - Taipei Public Library  
Taichung — Chung Taichung Branch, Cathay United Bank  
Kaohsiung — Dadong Arts Center



## 募集關懷 匯成幸福暖流

點滴愛心 齊力照顧偏鄉弱勢孩童

■主辦：國泰世華銀行文化慈善基金會

英國大文學家莎士比亞曾說過：「生活裡沒有書籍，就好像沒有陽光；智慧裡沒有書籍，就好像鳥兒沒有翅膀。」實實在在說出了閱讀對於人生的重要性，閱讀是各種學習力的基礎，也是啟發各領域興趣的基石，而閱讀對於資源相對較少的偏鄉孩童來說，更是一把通往寬闊世界的重要鑰匙！



### 童書募集 藉閱讀開拓孩子眼界

國泰世華銀行文化慈善基金會為了滿足偏鄉孩童對於知識的渴望，弭平與城市孩子間的知識落差，每年都會舉辦「讓愛延續・童書募集」活動。2013年共募集童書6,090冊，贈予偏遠地區國小、國中及偏遠鄉鎮圖書館，受贈單位遍及全台各地，總計有53個單位受惠。自2009年起至2013年止，國泰世華銀行文化慈善基金會已捐出書籍56,734冊，嘉惠333個偏遠單位。

### 發票募集 化成助學金嘉惠弱勢孩子

為了幫助弱勢國中小學童，國泰世華銀行文化慈善基金會在2013年4月及9月「永恆的經典-巨星音樂會」活動中，邀請民眾一同響應愛心捐贈發票活動。中獎的獎金全數存至「大樹計畫專戶」中化成獎助學金，幫助家境清寒或是突遭變故的弱勢孩子，使其得以無後顧之憂地安心上學。2013年共累計募集2,222張，中獎金額新台幣5,800元。

1. 訪視新北市澳底國小並捐贈童書。

2. 訪視新北市瓜山國小並捐贈童書。

3. 新北市瓜山國小李祈堯主任（左）致贈感謝狀予國泰世華銀行文化基金會副秘書長李蕙婷（右）。

1. The Foundation visited Aodi Elementary School of New Taipei City and donated children's books.

2. The Foundation visited Guanshan Elementary School and donated children's books.

3. Xin-Zhen Li (left), Director of Guanshan Elementary School of New Taipei City, gave a testimonial to Tina Lee (right), Deputy Secretary General of Cathay United Bank Culture & Charity Foundation.

## Care Raised Becomes Flow of Happiness

Care Accumulated Helps The Disadvantaged Children in Remote Villages

Organized by: Cathay United Bank Culture & Charity Foundation

How important reading is to our life? William Shakespeare, the renowned British litterateur, has said that a life without books is like a life without sunlight; wisdom without books is like a wingless bird. Indeed, reading is the foundation of knowledge acquirement and inspirations. For those children living in remote villages, reading definitely serves as their essential key to the world!



### Children's Books Raised to Broaden Children's Vision

In order to satisfy the thirst for knowledge of the disadvantaged children in remote villages and reduce the knowledge gap between children of the city and those of the villages, Cathay United Bank Culture & Charity Foundation has held the annually event "Let Love Live On" for years. 6,090 books were raised and given to elementary schools, junior high schools and libraries in remote villages, benefiting 53 organizations in 2013. The Foundation has donated 56,734 books, benefiting 333 organizations in the remote areas of Taiwan, from 2009 to 2013.

### Raising Invoices to Support The Disadvantaged Children

In order to help the disadvantaged students of elementary and junior high schools, Cathay United Bank Culture & Charity Foundation invited audiences of The Eternal Classic Super Star Concert, held in April and September, 2013 respectively, to donate invoices for the disadvantaged students. The total amount of the winning-numbered invoices has been deposited to the account of Elevated Tree Program and given out as scholarship to financially support disadvantaged students from destitute families or families encountering sudden and drastic upheavals. There have been 2,222 invoices donated, winning the amount of NT\$5,800(US\$194) in 2013.





1. 參加成長營的學童在中山親子館裡玩出不一樣的快樂童年。

2. 在結業式的現場，南投平靜國小學童，以傳統賽德克族『戰舞』展現士氣與活力。

3. NBA 馬刺隊球員（後排左三）親臨中山親子館，與學童們相見歡，鼓勵大家從小培養對籃球的興趣。

4. 虛擬的看診情境，體驗當個小小醫護師。

5. 搭乘高速電梯直達於 89 樓的 101 觀景台，俯瞰繁忙的都市美景，是成長營學童們最期待的行程。

## 拓展多元視野 啟發孩子潛力

### 國泰兒童成長營 培養自我學習動力

■主辦：國泰人壽慈善基金會 ■協辦：國泰建設文教基金會、國泰世華銀行文化慈善基金會

跨越十年，國泰兒童成長營已經邁入第11年了，也成為弱勢學童每年暑假最期待的活動，2013年成長營活動從7月15日起，為期四天的豐富行程，讓偏鄉地區國小原住民、新移民孩童渡過一個難忘的暑假！國泰公益集團除了邀請來自新竹、苗栗、南投、台南等弱勢家庭的學童北上參與多元文化之旅，更首度邀請來自離島蘭嶼的小朋友，讓他們體驗不同於純樸鄉間的都市光景。營隊活動涵蓋各領域，從藝文體驗、西餐禮儀、理財規劃、醫療常識到科普教育一網打盡，今年特別安排前往台北101觀景台，讓孩子們欣賞都市美景。

#### 多樣化課程教學 豐富孩子視野

為了讓孩子們在這趟學習之旅中，接觸到各個領域的豐富知識，國泰公益集團整合集團內部資源並與城邦文教基金會、台北市立教育大學、台北喜來登大飯店等外部專業單位合作，透過多樣化的課程教學，探索自我興趣，建立未來志向，此外，也特別邀請NBA馬刺隊的「聖堂射手」--丹尼爾格林至中山親子館，與孩子們同樂，High翻現場氣氛。

而來自偏鄉的孩子們，在這趟旅程中，對於台北101都抱著無限期待，在隊輔的帶領下，從觀景台的各角度觀賞台北街景，孩子們從至高點向下望去，對觀景台上的各種事物與風景都相當好奇且感興趣，不斷發出興奮的驚呼聲，更許下未來要與家人一起欣賞台北美麗風景的心願。

此外，在小小醫學課程中，在護理人員細心的指導下，小朋友們都專心聽講，也實際操作如何在遇到受傷情況時，作簡易的消毒與包紮，除了實際操作包紮方式外，也參觀國泰醫院裡各醫療部門，院方特地設計問診情境，讓小朋友們扮演小小護理師，體驗如何量血壓、測體溫，將所學知識運用在日常生活中，有些孩子也因此定下未來從醫的志向。



## Broaden Diversified Vision to Inspire Potentials out of Children

### Cathay Children Development Camp Motivates Autonomous Learning

■ Organized by: Cathay Charity Foundation

■ Co-Organized by: Cathay Real Estate Foundation, Cathay United Bank Culture & Charity Foundation

The Cathay Children Development Camp has been held for the 11<sup>th</sup> consecutive year in 2013. It has become one of the most expected annual activities for the disadvantaged children during summer vocation. The 2013 Camp starts from July 15<sup>th</sup>, providing aboriginal children from the remote elementary schools and the new immigrant children a memorable summer vocation with a four-day intensive courses! In addition to inviting the disadvantaged children from Hsinchu, Maoli, Nantou and Tainan to Taipei for a trip of diversified culture, Cathay Charity Group has also invited children from Orchid Island in 2013 for the first time ever. Courses of the Camp includes cultural events, western food etiquette, financial management, medical knowledge, and popular science. A trip to Taipei 101 Observatory has been organized for these children this year, providing them the delightful experience of appreciating the spectacular city scenery.

#### Diversified Courses Broadens Children's Vision

With the attempt to broaden knowledge scope of the children during this trip of learning, Cathay Charity Group has integrated all the internal resources as well as those from Culture & Arts Foundation, National Taipei University of Education and Sheraton Grande Taipei Hotel, providing them with diversified courses to explore their potentials and goals for the future. Moreover, the Foundation has even invited Daniel Green of NBA's San Antonio Spurs to play basketball with children at Zhongshan Kids Park for an extremely exciting afternoon.

Children from the remote villages have all highly expected for the trip to Taipei 101 during the trip. With the assistance of camp counselors, they have enjoyed the landscape of Taipei from every angle of the observatory with great curiosity and excitement, accompanying with joyful shouts, making wish for future visits to the beautiful scenery of Taipei with their families

In addition, the children have paid closely attention to the guidance from the medical professionals during the medical courses. They have learned some basic skills of sterilization and bandaging for the injury cares. Besides practicing these skills, they have also toured all the medical departments of Cathay General Hospital. The Hospital has designed virtual diagnosing scenarios for the children to play the role of registered nurses, to learn how to measure blood pressure and body temperature so that they could practice in daily life. Some children have therefore made up their minds to become medical professionals in the future.

1. Participants of Cathay Children Development Camp held at Zhongshan Kids Park enjoy themselves a lot.

2. Students from Pingjing Elementary School, Nantou County perform the tradition Seediq Dance of War to demonstrate their morality and vitality

3. Daniel Green (back row, left 3<sup>rd</sup>) of NBA's San Antonio Spurs encourage children to develop interests in basketball at Zhongshan Kids Park.

4. Virtual medical scenarios provide the disadvantaged children to practice being nurses.

5. Taking the high-speed elevator to the 89th floor of Taipei 101 Observatory to enjoy the spectacular landscape of Taipei is one of the most expected activities for participants of the Children Development Camp.







## 一袋熱血 讓一個家庭免於破碎

夏日活力樂捐血 挽袖做善心

■主辦：國泰人壽慈善基金會 ■協辦：國泰建設文教基金會

1. 台灣夏天氣常遇颱風來襲，但民眾的愛心源源不絕，運用颱風假前往各地捐血站挽袖捐血響應公益。

2. 國泰夏日捐血活動開辦至今已募集 13 5,251 袋熱血，14 年來透過此活動讓民眾關注社會所需，有機會奉獻回饋投入公益。

3. 今年在全台共辦理 73 場，其中，更邀 NBA 球星伊曼尚波特（右二）至捐血站號召球迷響應捐血。

夏季，暑期戶外活動增加，因意外事故衍生出的血量需求，較其他季節高，加上捐血量下降，讓各地血庫總在此時節鬧血荒。也因見到這種需求，國泰公益集團每年皆舉辦夏日捐血活動，本活動已邁入第14年，2013年更結合臉書(Facebook)、Youtube等社群媒體，透過社群網路號召社會大眾加入捐血行列，特別在國泰人壽粉絲團中，設計「活力樂捐血」應用程式，傳達無私奉獻、回饋社會的觀念，邀大眾一起「熱血一下」。

### 愛讓全台熱血沸騰

捐血是利人利己的善行，捐血者慷慨捐獻血液供給需要急救的傷、病患者使用，除了為別人帶來一線生機，更能挽救一個家庭的破碎，袋袋熱血匯成無限大愛；而對自己而言，也能夠促進人體血液循環與新陳代謝，十分有益於自身健康，可說是一舉兩得的大善行。

夏日捐血活動自6月26日起跑，與全台6個捐血中心合作，於全台13個縣市設置73個捐血站，共募集了14,909袋血液。而2013年也第12度獲得台灣血液基金會表揚頒發「捐血績優社團」獎，肯定國泰公益集團連年持續不輟地發起捐血救人之精神，有效紓解各地血荒，造福更多生命，用實際行動「捐血一袋，救人一命」，傳遞溫暖與善念！

## A Bag of Blood Saves a Family From Broken

### Happy Summer Blood Donation For Charity

■ Organized by: Cathay Charity Foundation

■ Co-Organized by: Cathay Real Estate Foundation

It has always been the case that the need for blood donation soars in summer because of more accidents caused by the increased outdoor activities. Moreover, the blood donation often decreases at the same time, resulting blood shortage for all blood banks. Viewing this need, Cathay Charity Group has held the annual event of summer blood donation for years, reaching the 14<sup>th</sup> consecutive year in 2013. The Foundation has integrated social media such as Facebook and Youtube to promote the event, calling the society to act for blood donation, with an APP called Happy Blood Donation embedded in Facebook page of Cathay Life Insurance to deliver the message of selfishness devotion to and feedback to the society, inviting the general public to donate blood.

### Love Ebulliates Taiwan

Blood donation is an act benefiting both the donator and the donee. With one bag of blood donated, not only does the donator save lives of those in need but also free their families from being broken. With the accumulation of every bag of blood donated, love is thus spread around. For the donator, blood donation helps blood circulation and metabolism, benefiting his/her health. In short, blood donation is a good deed with double benefits.

The Summer Blood Donation Campaign has started on June 26<sup>th</sup>, in cooperation with 6 blood donation centers, establishing 73 blood donation stands in 13 counties and cities around Taiwan. 14,909 bags of blood have been donated. Taiwan Blood Services Foundation has awarded Cathay Charity Group with “Excellent Donation Organization Award” for the 12<sup>th</sup> consecutive year in 2013, recognizing the Group’s persistent devotion to advocating blood donation, saving lives with practical actions of “One Bag Donated, One Life Saved”, delivering warmth and good will to the society!

1. It is customary to have typhoons during summer time in Taiwan. However, it does not prevent people from donating blood at donation stands during the typhoon day off.

2. There have been 135,251 bags of blood donated from Cathay Summer Blood Donation Campaign since it starts. For the last 14 years, the Campaign has provided people the opportunity to contribute to the society with charity efforts.

3. There have been 73 activities held around the island in 2013. NAB star Iman Shumpert (right 3<sup>rd</sup>) shows up at the blood donation stand to encourage fans for blood donation.





1. 除了關懷偏鄉校園學童，霖園志工也在寒流來時，前往安養院分送圍巾、毛帽並陪伴長者歡度聖誕節。
2. 看見聖誕老人到來，小朋友們都興奮地歡呼，全場氣氛熱鬧歡騰。
3. 小朋友們收到最夯的黃色小鴨午安枕，臉上掛滿幸福笑容。
4. 霖園志工一起和孩童同樂。

1. In addition to students of the remote villages, Lin Yuan volunteers also visit nursing homes in winter, sending scarves and hats to the elderly as Christmas gifts.

2. Seeing Santa Clause, all the children have shouted with excitements, pushing the event to a new high.

3. After receiving the most popular gifts of Yellow Duck pillows, the children all smile with content and happiness.

4. Lin Yuan volunteers enjoy themselves with the kids.

## 千里傳愛 寒冬送暖最感心

### 關懷弱勢偏鄉 更鼓勵孩子圓夢有計畫

■主辦：國泰人壽慈善基金會 ■協辦：國泰建設文教基金會・國泰世華銀行文化慈善基金會

對於位處偏遠的原住民部落，一直是國泰公益集團關心的所在，而寒冬送暖系列活動，至2103年已邁入第12年，集團員工在這十多年來不間斷地奉獻愛心，由國泰人壽慈善基金會在每年歲末年初之際，分送到無數個偏鄉部落及弱勢族群手中。此外，也號召集團員工共同加入偏鄉送暖活動的志工行列，親手將國泰人的幸福傳遞到孩童手中。活動延續至104年1月20日，全台共辦理90場的關懷活動，關懷逾10,000位偏鄉弱勢族群。

### 凜冬送溫暖 各地志工讓愛不停歇

由國泰人壽慈善基金會、國泰世華銀行文化慈善基金會及國泰建設文教基金會共同舉辦的耶誕寒冬送暖活動，在國泰人壽總公司的耶誕點燈儀式中宣布活動起跑！除了安排表演團體到30處偏鄉小學、育幼院及養老院中，與孩童及長者同樂，也派出聖誕老公公發送禦寒物資等禮物。接著在農曆年前，發送愛心紅包，將國泰員工的愛心，交付到需要幫助的孩童與長者手裡。歲末送暖，國泰集團主管及同仁亦熱情加入送暖行列關懷偏鄉學童，國泰投信董事長張錫受邀與本會副總幹事龔志榮一同將愛心禮物送至宜蘭武塔及金洋國小。

「散播幸福 分享愛」是本集團從事慈善活動的宗旨，送暖列車首場至彰化漢寶國小與200位師生同樂。接著送暖列車繼續往東至花蓮康樂國小，孩子們都有個穿新鞋的夢，新北市蘆洲分隊志工們一早帶著興奮心情搭上火車來到花蓮，特地為46個弱勢家庭的孩子送來禮物。而魔術師粘立人為偏鄉孩童帶來的魔術表演，更是深深吸引他們的目光，現場驚呼連連，氣氛開心至極！

### 〔kituru・練習〕圓夢計畫 努力拚夢想

為培養孩童努力不懈的精神，並在練習過程中，瞭解夢想需要從自我實踐做起。特辦理「2013年〔kituru・練習〕國泰圓夢計畫」，讓歷年寒冬送暖關懷過之偏鄉學校，提出圓夢目標參與本計畫，藉此鼓勵孩童透過努力練習，達成挑戰目標、獲取圓夢基金，經評審遴選出8所小學，於2014年驗收練習成果，入選學校也分別為挑戰目標立下圓夢宣言。

## Delivering Love Without Distance But Only Warmth in Winter

### Disadvantaged Children Makes Their Dreams Come True

■ Organized by: Cathay Charity Foundation

■ Co-Organized by: Cathay Real Estate Foundation, Cathay United Bank Culture & Charity Foundation

The aboriginal tribes living in remote villages have always been the caring focus of Cathay Charity Group. The Winter Warmth Program has reached the 12th consecutive year in 2013. With consistent devotion from employees of the Group for over ten years, Cathay Charity Foundation has delivered the warmth to numerous remote villages and the disadvantaged groups. In addition, the Group has encouraged its employees to volunteering for the event, delivering the happiness of Cathay Group to the children in need. The Program has lasted to January 20<sup>th</sup>, 2014, with 90 activities held island-wide, taking care of over 10,000 disadvantaged persons in need.



### Warm the Hash Winter With Endless Love From Volunteers

The event of Christmas Winter Warmth Program co-held by Cathay Charity Foundation, Cathay United Bank Culture & Charity Foundation and Cathay Real Estate Foundation takes off after the Christmas Light the Light ceremony at the headquarter of Cathay Life Insurance! Besides performance groups being arranged to entertain 30 elementary schools in remote villages, orphanages and nursing homes, Santa Claus is also sent out to deliver gifts of winter clothes and supplies. In the eve of the Chinese New Year, red envelopes, prepared by Cathay employees with love, are delivered to those children and the elderly in need. In order to warm the winter of those in need, managers and staff of Cathay Group have actively participated in the Winter Warmth Program to care children living in remote villages. Hsi Chang, Chairman of Cathay Securities Investment Trust and Chih-Rong Kung, Deputy Secretary Executive of the Foundation, have been invited to deliver gifts to Uta Elementary School and Kingyang Elementary School in Yilan.

“Happiness Spread and Love Shared” has always been the purpose of the Group’s charity endeavors. The first stop of the Winter Warmth Program is Hanbao Elementary School in Changhua with warmth sent to over 200 students and teachers of the school. Next stop is bound east to Kanle Elementary School, Hualien. In order to fulfill children’s dream for new pairs of shoes, members of Luzhou Lin Yuan Volunteer Group of New Taipei City have taken the morning train to Hualien with excitement, delivering gifts to children from 46 disadvantaged families. The magic performed by magician Li-Ren Nian has attracted the attentions from all the children, arousing joyful shouts one after another, bringing them great happiness!

### 〔kituru・Practice〕Dreams Come True Program Helps Children Realize Their Dreams

With the attempt to bring the spirit of perseverance out of the disadvantaged children, let them understand self-realization is the first step toward their dreams, the Foundation has organized the event of 2013〔kituru・Practice〕Cathay Dreams Come True Program, inviting all the remote schools being helped before to propose their dreams to be fulfilled. In order to encourage the children to go for their dreams, the Foundation has provided dream fund for those who have accomplished their goals. 8 elementary schools have been selected with their performance to be appraised in 2014. These schools have all vowed for the accomplishment of their challenging goals.





## 感受無礙勇氣 啟發對生命的熱情

監所與校園關懷 正面能量使人動容

■主辦：國泰人壽慈善基金會

身障作家乙武洋匡曾寫道：「既然有殘障者做不到的事，應該也有『只有』殘障者做得到的事。上天是為了叫我達成這個使命，才賜給我這樣的身體。」「混障綜藝團」的生命鬥士們，就是以如此精神，努力將自身天賦發揮地完美極致。於是，國泰人壽慈善基金會與凌華教育基金會連續7年合作舉辦「國泰頌愛·生命無礙」監所及校園生命教育巡演活動，2013年「混障綜藝團」共演出12場，持續將生命教育列車開往各地校園與監所，讓各地收容人與青年學子一起分享這份感動。

### 走出障礙 舞動生命

三位聽障女孩所組成的「聾舞仁妃」，將首場表演獻給桃園監獄，三人從小熱愛舞蹈，成長過程中，不受先天聽障阻礙，反用腳底感受音樂震動地面的每個節奏，自信展現流行舞蹈的力與美，現場受刑人深受她們「走出障礙、舞動生命」的精神深深感動。

除了監所外，生命教育列車亦駛進台東大學附設小學，當日聚集了近300位師生家長到場參與，罹患罕見疾病「遺傳性痙攣性下身麻痺」的輪椅舞者--祥榮，個性中帶著原住民的樂觀豁達，即使病情惡化到舉步維艱、僅上半身能行動的情況，他仍以自信笑容答道：「我真的很喜歡輪標舞，即使最後我會癱瘓在床無法行動，我仍想繼續跳下去！」語氣中表達對輪標舞的堅持與熱愛。

展桃市分隊范志工表示，混障綜藝團演出的是生命樂章，雖然身有殘缺，卻對生命充滿熱情。從他們的身上體會到沒有奮鬥過的人生不美，沒有經過風霜的柿子不甜。當看見獄友給混障綜藝團熱情讚聲，使我深信人之初，性本善，未來將用更多熱情擁抱週遭的朋友。



1.「國泰頌愛·生命無礙」活動巡演至新北市平溪國中，團員們體驗當地的特色文化—放天燈，在天燈上寫下祝福。

2.輪標舞者祥榮與舞伴，不受輪椅框限，以曼妙與自信肢體展現高難度的國標舞。

3.年輕學子把身障團員們視為學習的偶像。

4.「聾舞仁妃」克服聽障，展現俐落舞姿，每個節奏與動作都精確到位。

1.After the performance of Sing and Send Love to Prison and School at Pingxi Junior High School, members of Mixed Disabled Troupe try out the local cultural event of Sky Lanterns, writing down best wishes on the lanterns.

2.Wheel chair dancer Rong Xiang and his partner perform with elegant and confident body movements without restrictions from the wheel chairs.

3.Students praise members of the Mixed Disabled Troupe highly as their idols.

4.Three Dancing Princesses of the Deaf overcoming their hearing disability dance with elegance and accuracy.

## Courage Without Barriers Inspires Passion of Love

Caring for Inmates and the Students Touches Heart With Positive Energy

■ Organized By: Cathay Charity Foundation

Otake Hirotsada, the renowned Japanese disabled writer, has said that since there are things that the disabled are unable to do, there should also be things that that ONLY the disabled are able to do. In order to accomplish this mission, God has given him this body. With exactly the same spirit in mind, members of the Mixed Disabled Troupe are such fighters for life that they have completely brought out their gifts. In light of this, Cathay Charity Foundation has organized with ADLINK Foundation for the event of Sing and Send Love to Prison and School, touring performances of life education around prisons and schools for 7 consecutive years. The Mixed Disabled Troupe has performed 12 shows in 2013, successfully inspiring the inmates and the students with real-life touching stories.

### Dance the Beauty of Life Out of Handicaps

Three Dancing Princesses of the Deaf, a performance group of three hearing disabled girls, has given their first performance to Taoyuan Prison. They have loved dancing since childhood, though disabled in hearing, they have developed the ability to catch the musical rhythm by sensing the vibration of the floor with feet. The power and beauty of their confident performance deeply moved the prisoners with their spirit of "Out of Handicaps and Dance for Life".

In addition to prisons, the inspiring life education has also been demonstrated to National Taitung University Laboratory Elementary School, entertaining an audience of over 300 students, teachers and parents. Rong Xiang, a wheel chair dancer with rare deteriorating disorder of Hereditary Spastic Paraplegia, causing him unable to walk and could only dance with his upper body which is not paralyzed, has expressed with confident smiles and said: "I really like Standard Wheel Chair Dancing, even though I will paralyze and stay in bed eventually, I still want to dance!" His optimistic and open-minded personality has served as the stronghold of his passion for and persistence in dancing, inspiring the audience a lot.

Mr. Fang, a volunteer of Taoyuan Lin Yuan Volunteer Group, said: "The performance of the Mixed Disabled Troupe is a magnificent movement of life. Though they are disabled, they are so passionate to life. Indeed, they have demonstrated us that life cannot be beautiful without striving, persimmons cannot be sweet without the challenge from the weather. Witnessing the heartfelt applause from the inmates to members of the Mixed Disabled Troupe, I am convinced that everyone is born with good nature. I shall be more passionate to all my friends in the future."





## 樂音悠揚滿社區 共享藝文之夜

### 感動人心的 Plaza 7 音樂會

■主辦：國泰建設文教基金會、國泰世華銀行文化慈善基金會

音樂，具有撫慰人心的力量，快樂的音符讓人快樂加倍，而療傷的音樂具有滌淨傷心的能力，可以安撫心緒。音樂，就是這麼神奇！因此，音樂會一直是國泰公益集團每年都會舉辦的文化活動之一。



#### 懷念台語金曲 永恆傳唱不輟

國泰建設文教基金會為發揚台灣本土文化的精髓，於Plaza 7國泰廣場的仲夏夜晚，舉辦「台語金曲演唱會」，再次邀請台語金曲歌后曾心梅主持，介紹台語歌曲的歌詞意境優美、旋律動聽，表達台灣人的感情與勵志。之後邀請黃思婷上台演唱「夜來香、何日君再來」組曲開場。接著又唱心靈歌曲「一切隨緣」、「愛情恰恰」、以及「滿天星」並且送上螢光棒與台下聽眾們互動。

從五〇年代用精湛的歌聲、豐富的戲劇表現及逗趣的綜藝表演、透過多年的台灣行腳-「草地狀元」節目陪著大家與時代成長的高雄囡仔黃西田，以他獨特的舞台魅力，唱出充滿感情的經典歌曲「英雄」以及代表作「田莊兄弟」、「流浪到台北」、「放伴洗身軀」最後與主持人曾心梅合唱一首「望春風」。主持人曾心梅除了有台語歌手的高度技巧性，並因為長年歌唱的經驗累積，唱出最道道地地的台灣味，代表歌曲「思念你的心肝你敢知」唱出許多在地人對愛情無奈卻感動的心聲。金曲歌王翁立友，唱出自己的主打歌「堅持」，勉勵大家遇到困境或挫折時，也絕不輕言放棄。此外，當天，場邊服務台亦發起樂捐發票給世界和平基金會的活動，讓民眾欣賞歌手精湛的歌藝外，也能隨手作公益。

1. 伴隨動人的優美歌聲，聽眾沉醉在夏日晚風中。
2. 全場坐無虛席，秩序井然。
3. 國泰文教基金會董事長張清樞（左）及副總經理董自立（右）在演唱會圓滿結束後與台語歌手翁立友合影留念。
4. 心靈教主「黃思婷」以「夜來香、何日君再來」組曲開場，台下聽眾沉浸在浪漫的氣氛中。
5. 台語歌曲天后「蔡秋鳳」用充滿苦澀的哭腔、獨特的嗓音，唱得曲曲令人動容。
6. 歌王「翁立友」出場，用渾厚的歌聲贏得全場聽眾之滿堂喝采。
7. 主持人曾心梅，除主持全場帶動氣氛，也帶來兩曲好歌，讓台下聽眾大飽耳福。

## An Artistic Night for the Community With Entertaining Music

### The Touching Plaza 7 Concerts

■ Organized by: Cathay Real Estate Foundation, Cathay United Bank Culture & Charity Foundation

Music has the power of comforting. The merry musical tones always double the happiness we feel. The healing effect of music can often purge away sorrow and calm the troubling hearts. That's the magic of music! With this insight, musical events have always been one of the major annual cultural activities of Cathay Charity Group.



1. Accompanied by the beautiful songs, the audience are totally immersed in the melodies with the tender summer night breeze.

2. Full-housed and in good order.

3. Ching-Kuei Chang (left), Chairman of Cathay Real Estate Foundation and Daniel Tung (right), Vice General Manager take picture with Taiwanese singer, Li-Yu Weng after the concert.

4. Sheryl Huang, the Mental Diva, opens the concert with the suite of "Tuberose & When Will You Come Again", entertaining the audience with romantic atmosphere.

5. Kerris Tsai, Diva of Taiwanese Songs, performs with her unique sad vocal, touching the audience heartedly.

6. Li-Yu Weng, winner of the Golden Melody Award, entertains with his inspiring low and thick vocal, gaining big hands from the audience.

7. Xin-Mei Zeng, hostess of the Concert, in addition to spurring the atmosphere, also performs two songs to entertain the audience.

#### Nostalgia Taiwanese Classics Echo Forever

In order to preserve the essence of local Taiwanese culture, Cathay Real Estate Foundation has held the Taiwanese Classic Songs Concert at Plaza 7. Xin-Mei Zeng, winner of the Golden Melody Award of Taiwanese Songs, is invited to host again, introducing the beautiful lyrics and melodies of Taiwanese songs which have been expressing the emotions and aspirations of Taiwanese people at the beginning of the Concert. Afterwards, Sheryl Huang is invited, as the first singer, to perform the suite of "Tuberose & When Will You Come Again". Coming next are the aspiring songs of "Everything Goes as It Shall Be", "Chacha of Love", and "Starry Night". Light sticks are delivered to the audience for better rapport at the same time.

Xi-Tian Huang, a well-established entertainer born in Kaohsiung, has been in the entertaining business with his excellent performance of dramas and shows for years. His show, Champion of the Village, introducing interesting people and places in Taiwan, has accompanied us over the years. With his unique stage charm and emotions, he has entertained the audience with classic songs like "Hero", "Brother of the Village", "Drifting to Taipei", "Taking Bath Together", ending with "Expecting the Spring Breeze" sung with the hostess Xin-Mei Zeng. With her sophisticated performance skills and experiences of Taiwanese songs, Ms. Zeng, the hostess, has sung out the most authentic essence of Taiwan with her signature song "Do You Know My Heart Is Missing You", elaborating the helpless but touched feelings of love. Li-Yu Weng, winner of the Golden Melody Award, has encourages the audience to persist when encountering difficulties and frustrations with his signature song "Persistence". At the same time, the service counter of the concert has invited the audience to donate invoices to the World Peace Organization, providing the audience the charity opportunity while enjoying the Concert.



### 永恆的經典～巨星音樂會

國泰世華銀行文化慈善基金會則在2013年於Plaza 7國泰廣場舉辦「永恆的經典～巨星音樂會」2場大型音樂會，累計已舉辦22場Plaza 7 系列活動，表演型態包括舞蹈、搖滾、爵士、歌劇等不同風格，近年則以邀請歌手現場演唱為主，廣受民眾好評。2013年首場音樂會於4月13日舉行，邀請萬芳與微笑巴士樂團、王宏恩及謝沛恩現場演出。王宏恩演唱多首歌曲，包括思鄉情懷濃厚的「月光」、熱門戲劇插曲「現在開始」及「我不會喜歡你」等；壓軸的萬芳與微笑巴士樂團，除了演唱近期作品外，也帶來令人懷念的經典戲劇主題曲「猜心」、「碧海情天」及「我記得你眼裡的依戀」等膾炙人口的歌曲。

9月7日的第二場音樂會邀請曾心梅及辛龍，曾心梅除了演唱多首經典閩南語歌曲之外，也演唱日文歌「淚光閃閃」及英文歌「Saving all my love for you」，展現超群實力。辛龍以「小薇」一曲連續模仿十多位歌手，觀眾笑聲不斷，最後演唱「朋友」將氣氛炒到最高點。此外，音樂會也結合公益，2013年首場音樂會邀請「台北兒童福利中心育幼院」的院童及老師到場同歡。每場活動也號召志工，協助現場童書及發票募集活動、義賣活動等，音樂會全年共募得約2,000張發票及近500冊童書。



### 小樹苗作文獎 培養閱讀好習慣

為了培養學童閱讀習慣，國泰世華銀行文化慈善基金會透過徵文比賽，希望小朋友看書、愛書，進而提升作文能力。2013年小樹苗作文獎，由宜蘭縣政府教育局指導，以「幸福」為題，徵文對象為宜蘭縣國小5、6年級學童及國中學生，自2013年1月1日至3月10日止，共53所學校參與投稿，總計收到538份稿件，經過專業老師評審，頒發特優、優等、甲等、各項最佳獎及佳作等共84位，於4月23日「大樹計畫」助學金捐贈典禮進行頒獎。

1. 歌手曾心梅（左）由基金會董事長汪國華（右）牽引上台。

2. 觀眾們引頸期盼的萬芳與微笑巴士樂團壓軸演出。

3. 王宏恩的歌聲感動人心。

4. 基金會董事長汪國華（左二）、國泰世華銀行董事長陳祖培（右一）、總經理李長庚（左一）與歌手萬芳（中）及嘉賓合影。

5. 基金會董事長汪國華（右）及國泰世華銀行總經理李長庚（左）頒贈獎狀予獲獎的小作家們。

1. Xin-Mei Zeng (left), the singer, was led by Gregory K. H. Wang (right) to the stage.

2. The much expected entertainers One-Fang & The Smiling Bus Band ended the Concert with their wonderful performance.

3. Biung Wang touches the audience with his hearty performance.

4. Gregory K. H. Wang (left 2<sup>nd</sup>), Chairman of the Foundation, Tsu-Pei Chen (right 1<sup>st</sup>), Chairman of Cathay United Bank, Chang-Ken Lee (left 1<sup>st</sup>), President, and One-Fang (middle) had a picture taken.

5. Gregory K. H. Wang (right), Chairman of the Foundation and Chang-Ken Lee (left), President of Cathay United Bank awarded Certificates of Honor to the winning writers.

### Eternal Classic Super Star Concert

Cathay United Bank Culture & Charity Foundation has held 2 big-scale concerts, Eternal Classic Super Star Concert, at Plaza 7 in 2013. There have been 22 activities held for the Plaza 7 Series by the Foundation, including performances of dancing, rock & roll music, Jazz, operas. The recent focus of Plaza 7 series is inviting singers for live performances, which has been highly praised. The first concert of 2013 was held on April 13<sup>th</sup>, inviting One-Fang & The Smiling Bus Band, Biung Wang, and Aggie Hsieh to perform. Biung Wang has performed several songs, including the homesick-telling song, “Moonlight”, the popular episode song, “From Now On”, and “I Will Not Like You”. One-Fang & The Smiling Bus Band have acted as the grand finale. Except for their recent works, they have also brought universally appreciated episode songs to the audience, such as “Guessing Your Heart”, “Ocean of Endless Love”, and “I Remember the Attachment in Your Eyes”.

The second concert was held on September 7<sup>th</sup>, inviting Xin-Mei Tseng and Shin-Lung to entertain the audience. In addition to performing classic Taiwanese songs, Xin-Mei Tseng has sung the Japanese song, “Nada Sousou”, and an English song, “Saving All My Love For You”, expressing her supreme singing skills. Shin-Lung has imitated over ten singers’ performance of the classic song, “Wei”, making the audience laugh, and ended his performance with “Friends”, bringing the climax to the concert. In addition, the Foundation has invited the children and teachers from Children’s Home of Taipei Children’s Welfare Center to enjoy the performance of the first concert in 2013. The Foundation held children’s books donation, invoices donation, and charity bazaar at the concert, and recruited volunteers to give on-site support. In 2013, 2,000 invoices and 500 children’s books were collected at the concerts.



### Little Sapling Writing Contest Helps Develop Habit of Reading

In order to develop children the reading habit and better writing skills, Cathay United Bank Culture & Charity Foundation has organized writing contests for students of elementary and junior high schools. With the direction from the Yilan County Government Education Department, the 2013 Sapling Writing Contest is themed as “Happiness”, inviting students of the 5<sup>th</sup> and 6<sup>th</sup> grader and junior high schools located in Yilan County to participate. There were 538 works submitted by students from 53 schools during January 1<sup>st</sup> to March 10<sup>th</sup>, 2013. After the professional appraisal from the judges, 84 winners are awarded with the prizes of Distinguished Excellence, Excellence, Good, Best Choice and Choice at the scholarship donation ceremony of the Elevated Tree Program on April 23<sup>rd</sup>.





1.「寧靜的力量－謝宏達、陳歡、蘇瑞明油畫聯展」開幕，藝術家謝宏達致詞感謝嘉賓並闡述創作理念。

2.「台灣美術發展新局面(一)」展覽開幕現場，邀請藝術家林中信為大家導覽作品。

3.「新生・新象－黃進龍師生聯展」開幕，國泰世華銀行文化基金會董事長汪國華(中)、秘書長張曙光(左)、參展藝術家黃進龍(右三)、尤瑋毅(右一)、劉佳琪(左四)、李雨樵(左二)和林岡弘(左三)共同合影。

## 享受繪畫之美 培養藝文氣息

體驗藝術感染力 領略動人作品意涵

■主辦：國泰世華銀行文化慈善基金會

寧靜的力量－謝宏達、陳歡、蘇瑞明 油畫聯展(3月2日~3月30日)

俄國藝術大師康丁斯基曾著作「藝術的精神性」，其意旨在喚起觀者體驗藝術作品之精神性的能力，其背後信念是藝術應找到感性表達力與知性掌握力，以提昇人類的性靈境界。此展以「寧靜的力量」為題，除希展現大自然景物之浩瀚美好外，也希望能藉由藝術作品來關懷這片土地上的自然美景，以藝術柔性的精神力量來關注與思考和自然環境相關之保護議題。

台灣美術發展新局面(一)－李正郎/楊自然/林中信/吳俊昇/張宜蓁  
(4月13日~5月4日)

經歷四百年來政治與文化的淘洗，台灣的藝術變得更加堅韌而豐富，至今百家爭鳴、風貌各異，在接受世界文化潮流的衝擊後，如何仍能保留本土人文精神，是此展探討之主題。五位藝術家以真誠創作態度擷取時代菁華，展現在作品中，忠實傳遞出台灣的人文風景與歷史精神，以及對傳統繪畫創作的執著，作品充滿對台灣的關懷及對這片土地的情感。

「新生・新象－黃進龍師生聯展」－尤瑋毅/劉佳琪/李雨樵/林岡弘  
(5月11日~6月8日)

自然風景的幻化多變與花卉的妍麗色彩向來是藝術家喜於描繪的主體，此展以「新生・新象」為題，邀請國立台灣師範大學藝術學院院長黃進龍教授與其碩/博士班學生，也是四位優秀的新生代藝術家－尤瑋毅、劉佳琪、李雨樵、林岡弘共同展出，呈現一股傳承與創新之新意象，也展現新生代藝術家在傳統的花卉風景主題下，詮釋出不同以往的新生命力。

1.The artist Hong-Da Hsieh gave a talk to elaborate his creative ideas at the opening ceremony of Power of Serenity - Joint Exhibition of Oil Paintings by Hong-Da Hsieh, Huan Chen and Jui-Ming Su.

2.The artist Chung-Hsin Lin was invited to tour the art works exhibited at the opening ceremony of New Horizon of Art in Taiwan Part I.

3.Gregory K. H. Wang (middle), Chairman of Cathay United Bank Culture & Charity Foundation, Alexander Chang (left), Secretary General as well as the participating artists: Jin-Long Huang (right 3<sup>rd</sup>), Wei-Yi Yu (right 1<sup>st</sup>), Chia-Chi Liu (left 4<sup>th</sup>), Yu-Chiao Li (left 2<sup>nd</sup>) and Kang-Hong Lin (left 3<sup>rd</sup>) took pictures at the opening ceremony of New Born-New Face - Joint Exhibition of Jin-Long Huang and His Students.

## Enjoying the Beauty of Painting to Cultivate Artistic Capability

Experiencing the Emotions and Meanings of Art Works

■ Organized By: Cathay United Bank Culture & Charity Foundation

The Power of Serenity, Joint Exhibition of Oil Paintings by Hong-Da Hsieh, Huan Chen, Jui-Ming Su (March 2<sup>nd</sup> ~ March 30<sup>th</sup>)

Wassily Kandinsky, the great Russian Artist, has once said in his book, Concerning the Spiritual in Art, that art should arouse the spiritual ability of artistic experience out of the viewers, stressing the underlying belief that art should find its way of sense and rationality for an elevated spirituality of human beings. The exhibition, themed as The Power of Serenity, is aimed to present the grand beauty of the nature as well as to express care for the beautiful landscape of Taiwan. The exhibiting artists hope to demonstrate their cares and reflections concerning issues of the nature and environmental protections with the tender spirituality of art.

New Horizon of Art in Taiwan Part I by Long Li / Zi-Jan Yang / Chung-Hsin Lin/ Chun-Sheng Wu / Yi-Jen Chang (April 13<sup>th</sup> ~ May 4<sup>th</sup>)

After being immersed by the political and cultural powers for the last four hundred years, the art in Taiwan has become resilient and sophisticated, resulting diversified voices and styles. The theme of this exhibition is how to maintain the local humanity after encountering the cultural impact from the world outside Taiwan. With the attitude of sincerity and originality as well as the essence of times, five artists have demonstrated the genuine humanity and history of Taiwan as well as their attachment to traditional paintings. These exhibited works have shown their cares and affections toward Taiwan.

New Born・New Look – Joint Exhibition of Jin-Long Huang and His Students –Wei-Yi Yu / Chia-Chi Liu / Yu-Chiao Li / Kang-Hong Lin (May 11<sup>th</sup> ~ June 8<sup>th</sup>)

The versatile changes of nature and ravishing colors of flowers have always been the favorite themes for artists. The theme of the exhibition is New Born・New Look. Jin-Long Huang, Director of College of Arts, National Taiwan Normal University, and his students from the master and doctoral classes, four outstanding artists of new generation –Wei-Yi Yu, Chia-Chi Liu, Yu-Chiao Li, and Kang-Hong Lin, are invited to co-exhibit. Together, they have demonstrated a new look of inheritance and creativity as well as new vitality from the new generation's fresh interpretation of the traditional themes of flowers and scenery.



- 1.「海口紀事—蕭芙蓉個展」開幕現場，前師大教授暨藝術家施並錫先生蒞臨致詞。
- 2.「懷鄉映記—楊永福、陳阿發、楊居澧油畫聯展」舉辦藝術講座，邀請藝術家楊永福主講「走入油畫的世界」。
- 3.「馮佩韻的人生初見」油畫個展開幕現場，國泰世華銀行董事長陳祖培（左二）、基金會秘書長張曙光（右一）、副秘書長李蕙婷（左一）與藝術家馮佩韻（右二）共同合影。
- 4.「邱顯德六十回顧大展」盛大開幕，基金會秘書長張曙光（右）與藝術家邱顯德（中）一起合影。

### 「海口紀事」—蕭芙蓉個展（6月15日～7月6日）

以一貫感性的筆觸婉約詮釋台灣美麗風光的蕭芙蓉，作品從蕾絲系列、田園景色、花卉靜物到近期的海口系列，每階段都流露出不同創作關懷，靜靜的洋溢著恬淡與溫潤的氣氛。作品主要集中在2005年至2007年間其遠赴王功、麥寮、東石一帶取景的人文形貌，以及2007年至今描繪淡水河、北海岸到宜蘭之間各港口的漁港海光。

### 「懷鄉映記」—楊永福/陳阿發/楊居澧 油畫聯展（7月13日～8月31日）

從藝術風格緊扣著時代性的變遷與發展來看，鄉土寫實繪畫風格的產生與1970年代的台灣局勢有密切關聯性，當時台灣面對一連串重大外交危機，如退出聯合國及中美斷交等事件，使社會掀起一股強烈自覺，開始尋找自身主體性。於是70年代台灣美術界開始盛行鄉土寫實繪畫，此展以「懷鄉映記」為題，邀請藝術家陳阿發、楊永福、楊居澧三人參展，以這片土地與人民為關懷對象，帶領觀者尋回早期的農村記憶，也喚醒最可貴的台灣人民勤奮努力之精神。



1. Bing-Xi Shi, formal professor of National Taiwan Normal University and artist, was invited to give a talk at the opening ceremony of Journal of Fishing Ports Exhibition of Fu-Rong Hsiao.

2. Art Lecture held with Nostalgia Reflections - Oil Paintings Joint Exhibition of Yung-Fu Yang, A-Fa Chen, and Chun-Li Yang invited artist Yung-Fu Yang to give a talk on the topic of "Walking into the World of Oil Paintings".

3. Tsu-Pei Chen (left 2<sup>nd</sup>), Chairman of Cathay United Bank, Alexander Chang (right 1<sup>st</sup>), Tina Lee (left 1<sup>st</sup>), and the artist Pei-Yun Fong took pictures at the opening ceremony of The First Encounter of Pei-Yun Fong Oil Painting Exhibition.

4. Alexander Chang (right), Secretary General of the Foundation and the artist Hsien-Te Chiu (middle) took pictures at the opening ceremony of Hsien-Te Chiu: Retrospection of Sixty Grand Exhibition.

### 「馮佩韻的人生初見」—油畫個展（9月7日～9月28日）

在馮佩韻的「人生初見」個展中，她將數十年生命的起落塵緣，揮灑成一幅幅畫作。色彩，是她看待世界的方式；自由，是她面對世界的態度；而分享，是她迎向世界的唯一技巧。從素描、水彩、國畫、書法，一直到美工與設計相關的美學訓練，馮佩韻以敏銳美感，透過自由隨性的風格，她的畫不講究花俏技法，但多層次色彩運用，讓人驚歎，純熟奔放中洋溢著對生活的美好期盼與對生命的深刻體會。

### 「邱顯德 六十回顧大展」（10月5日～11月2日）

邱顯德以大地為題，他畫遍台灣各地，後來遠征大陸各省，最後到了遼闊蒼茫的西藏高原，那裡也成為影響他創作最深之處。為了追求創作的純粹，無懼困難環境，每張作品都是探險路程，此展展出邱顯德自2004至2013年的作品。他的作品中體現大自然的浩瀚無窮與壯魄氣勢，更感受到人類的有限，讓我們謙卑面對萬事萬物。邱顯德的人生充滿傳奇色彩，可說他是個以生命來創作的藝術家！

### Journal of Fishing Ports—Fu-Rong Hsiao (June 15<sup>th</sup> ~ July 6<sup>th</sup>)

With her usual sentient and subdued style illustrating the beautiful scenery of Taiwan, Fu-Rong Hsiao has created original works ranging from lace series, farm fields, flowers, still life paintings, and the latest fishing port series. Every works from her different stages have all brimmed with a quiet sense of tranquility and gentleness, demonstrating different focuses of humanity. The focus of this exhibition is paintings of fishing ports like Wangong, Miaoli, and Dongshi, drawn between 2005 and 2007, as well as those of Tamsui River and seashore scenery of fishing ports along the north coast between Taipei and Yilan, drawn since 2007.

### Nostalgia Reflections— Joint Exhibition of Oil Paintings by Yung-Fu Yang/ A-Fa Chen / Chu-Li Yang(July 13<sup>th</sup> ~ August 31<sup>st</sup>)

The development of artistic styles cannot easily immune from changes of the times. The emergence of Local Realistic Paintings is closely related to Taiwan's international situation during 1970's when Taiwan had encountered series of diplomatic crisis, such as the withdrawal from U.N. and breaking off diplomatic relations with U.S.A, resulting in a surge of strong self awareness that urged many people to search for their own grounds. The Local Realistic Paintings thus became popular among local Taiwanese artists during the 70's. Themed as "Nostalgia Reflections", the exhibition has invited artists, A-Fa Chen, Yung-Fu Yang, and Chu-Li Yang to exhibit their works, bringing the early memory of farm lives to the audience as well as arousing the precious spirits of diligence and hard working of Taiwan.



### The First Encounter of Pei-Yun Fong Oil Painting Exhibition (September 7<sup>th</sup> ~ September 28<sup>th</sup>)

With decades of her splendid journey of life, Pei-Yun Fong has drawn paintings after paintings being presented at the exhibition of "The First Encounter". Colors are her window to the world; freedom is her attitude toward the world; and sharing is her only skill to the world. Her acute sense of beauty and free style has been developed by years of trainings in the fields of sketching, watercolor painting, Chinese painting, calligraphy as well as art design and other aesthetical trainings. There are no fancy skills demonstrated in her paintings. However, her sophisticated skills of colors are very impressive, expressing her hope for a better future and deep insight of life.

### Hsien-Te Chiu: Retrospection of Sixty Grand Exhibition (October 5<sup>th</sup> ~ November 2<sup>nd</sup>)

The land has been the theme of Hsien-Te Chiu's paintings. His quest of art has first started from drawings of the landscapes of Taiwan, then that of China and finally of the vast, boundless Tibetan Plateau, by which he is most influenced. In pursuit of pure creativity, regardless of difficulties ahead, he has explored Tibetan Plateau for inspirations, resulting in spectacular works produced. Paintings of the exhibitions are drawn between 2004 and 2013. The infinite grandeur of the nature is instantiated in his paintings, showing the finiteness of human beings and bringing humbleness to us. The legendary life of Hsien-Te Chiu has made him an artist who creates arts with life!





1. 國泰世華銀行董事長陳祖培（中）蒞臨「2013台北國際藝術博覽會」現場，與基金會副秘書長李蕙婷（左一）、藝術家蘇憲法（左二）、董小蕙（右一）與簡昌達（右二）一起合影。

2. 「心靈畫旅－陳秋玉油畫展」開幕現場，國泰世華銀行董事長陳祖培（右二）與前總統府資政陳金讓賢伉儷（中）共同蒞臨，藝術家陳秋玉（左二）導覽畫作後合影。

3. 2013年藝術中心出版物及重要文宣品，包括「2014年藝術桌曆」、2013各檔展覽之邀請卡、書籤及立式套卡等。



### 2013台北國際藝術博覽會（11月8日～11月11日）

以「鏡像凝視」為主題，特別邀請到蘇憲法、董小蕙與簡昌達共同展出，三位藝術家各具豐富強烈的視覺語彙，在凝視作品的同時，也讓觀者開啟心底的意象，作品自身彷彿成為一面鏡子，鏡中的風景使彼此之間產生聯結與對話。透過此展，期能讓作品本身成為一個起點，在深度凝視作品的過程中，展開觀者與作品間的心靈碰觸和體驗。

### 「心靈畫旅」－陳秋玉油畫展（11月30日～12月21日）

投身繪畫二十餘年，一直在找尋自己的繪畫風格，陳秋玉運用多年所學各種畫派理論及技法，例如印象派的光影、立體派的分割、未來主義的動式及形象畫派的造型變化等，創造出包含集錦、印象、心象等為主要創作元素的「集象主義」，讓觀賞者充滿豐富的視覺趣味，力求獨特性及個人特色。

### 設計2014年度國泰金融集團藝術桌曆

以「藝語心象」為主題，精選國泰世華銀行典藏之蘇憲法、簡昌達、楊永福、陳阿發、蕭芙蓉、林榮、楊居澧等七位藝術家的精彩作品設計成桌曆，在風格各異的作品中，希望體現藝術之美，更期望一起看見藝術最深刻的價值－真、善、美。

### 舉辦「藝術專題講座／藝術家沙龍」

日期	主題	主講者
3/23(六)	藝術的寧靜與激昂	單煒明
4/20(六)	藝術家下午茶沙龍 I	李正郎 / 楊自然 / 林中信 / 吳俊昇 / 張宜蓁
4/27(六)	藝術家下午茶沙龍 II	李正郎 / 楊自然 / 林中信 / 吳俊昇 / 張宜蓁
5/18(六)	藝術家下午茶沙龍	黃進龍 / 尤瑋毅 / 劉佳琪 / 李雨樵 / 林岡弘
7/27(六)	原鄉情－藝術中的土地與鄉愁	單煒明
8/17(六)	走入油畫的世界	楊永福
9/12(六)	藝術家下午茶沙龍	馮佩韻
10/5(六)	專題演講：天堂西藏・十年地獄行	邱顯德
12/14(六)	專題演講：旅行與集象主義	陳秋玉

1. Tsu-Pei Chen (middle), Chairman of Cathay United Bank visited 2013 Art Taipei and took pictures with Tina Lee (left 1<sup>st</sup>), Deputy Secretary General of the Foundation as well as the artists: Hsien-Fa Su (left 2<sup>nd</sup>), Shaw-Hwei Dong (right 1<sup>st</sup>), Chang-Ta Chien (right 2<sup>nd</sup>).

2. At the opening ceremony of A Passage to Heart-Oil Painting Exhibition by Chiu-Yu Chen, Tsu-Pei Chen, Chairman of Cathay United Bank(right 2<sup>nd</sup>), Jin-Rang Chen (middle), formal Senior Advisor to the President, and his wife took a picture after the artist Chiu-Yu Chen (left 2<sup>nd</sup>) introducing her art works.

3. Publications and important printed matters of the Art Center in 2013 have included 2014 Art Desk Calendar, invitation cards of all the exhibitions, bookmarks, and standup card collections etc.

### Art Taipei 2013 (November 8<sup>th</sup> ~ November 11<sup>th</sup>)

With the theme of “Gaze of Mirror Reflections”, Cathay United Bank Culture & Charity Foundation has invited artists, Hsien-Fa Su, Shaw-Hwei Dong, and Chang-Ta Chien to co-exhibit. The vibrant visual vocabulary of these three artists has brought out images deep inside the viewers when gazing at the paintings. The paintings themselves have served as mirrors, producing connections and conversations between them and the viewers’ image in mind. The purpose of this exhibition is to develop the mental encounter and experience between viewers and the art works through profound gazing at the works as a starter.

### A Passage to Heart – Oil Painting Exhibition by Chiu-Yu Chen (November 30<sup>th</sup> ~ December 21<sup>st</sup>)

Being devoted to painting for over twenty years, Chiu-Yu Chen has been searching for her own artistic style. She has applied theories and skills learned for years, such as the light and shadow of the Impressionism, the cutting skills of the Cubism, the movement

of Futurism and juxtaposition of the Imagism, creating the “Co-Visionism”. With elements of collage, impressions and mental images, her works have brought rich visual pleasure to the viewers with her signature style.

### 2014 Cathay Financial Group Art Calendar

With the theme of “Artistic Image of Mind”, the Art Center has chosen collections of Cathay United Bank the splendid works of Hsien-Fa Su, Chang-Ta Chien, Yung-Fu Yang, A-Fa Chen, Fu-Rong Hsiao, Rong Lin and Chu-Li Yang for the art calendar of 2014. With the diversified styles of these art works, the calendar has exhibited the beauty of art as well as the most profound values of art – the true, the good and the beautiful.



### Art Lectures / Artist Salon

Date	Topic	Speaker
3/23(Sat)	The Tranquility and Arousal of Art	Wei-Ming Shan
4/20(Sat)	Tea Time at Artist Salon I	Long Li / Zi-Jan Yang / Chung-Hsin Lin / Chun-Sheng Wu / Yi-Jen Chang
4/27(Sat)	Tea Time at Artist Salon II	Long Li / Zi-Jan Yang / Chung-Hsin Lin / Chun-Sheng Wu / Yi-Jen Chang
5/18(Sat)	Tea Time at Artist Salon	Jin-Long Huang / Wei-Yi Yu / Chia-Chi Liu / Yu-Chiao Li / Kang- Hong Lin
7/27(Sat)	Hometown Attachment – the Land and the Homesick in Art	Wei-Ming Shan
8/17(Sat)	Explore the World of Oil Paintings	Yung-Fu Yang
9/12(Sat)	Tea Time at Artist Salon	Pei-Yun Fong
10/5(Sat)	Keynote Speech: Paradise in Tibetan Ten Years of Passage to Hell	Hsien-Te Chiu
12/14(Sat)	Keynote Speech: Travel and Co-Visionism	Chiu-Yu Chen



1. 苓雅館館內教學活動舉辦兒童美勞，小朋友開心地展示自己所做的作品。
2. 華園館館內教學「中式點心班」，學員們興致昂然地做各式五行湯圓。
3. 內湖館的館內教學「國畫班」老師示範竹葉的基本畫法。
4. 名人館的館內教學「拼布班」，老師教同學如何整合出完整、協調的縫布珠花包包。
5. 圖書館內清靜而明亮，是學生讀書寫字、認真用功的最佳場所。
6. 在圖書館吸取新知、清雅的環境讓人放鬆，沉澱心靈。(圖為霖園圖書館凱旋館)
7. 優質的讀書環境，是莘莘學子們考試溫書，沉潛實力的最佳場所。(圖為苓雅館)



## 暢遊書海 閱讀讓人生更飽滿

### 霖園圖書館 社區的學習好朋友

■主辦：國泰建設文教基金會

「書籍是改造靈魂的工具，人類所需要的，是富有啟發性的養料。而閱讀，則正是這種養料。」法國文學家雨果曾如此說過。閱讀不但是個人探索這世界第一把鑰匙、最簡易的工具，更讓人具備多元思辨能力！國泰建設文教基金會於1983年開始，於全台北、中、南設立了13所霖園圖書館，使用面積共達700多坪，希望能提供給民眾一個優質的閱讀環境，讓閱讀的習慣扎根於社區。

#### 掌握新知、自我學習的最佳場域

霖園圖書館為提供民眾能掌握各式新知，館內除訂購數份報紙，更長期訂閱各類旅行、財經、生活等雜誌，讓民眾在繁忙的工商社會中，放慢腳步，能有一個豐富生活與學習知識的寧靜角落。館內設備明亮寬敞，並匯集書藏，讓民眾自在學習。本年度入館人數累積達十萬人次，霖園圖書館已是社區中不可獲缺，提供民眾交流互動、自我學習成長的場所。

#### 各式館內教學活動 學習並加深鄰里情誼

才藝教學配合社區文化，讓民眾培養各式興趣，圖書館今年舉辦各項DIY才藝學習課程，內容共有「拼布班」、「國畫班」、「美術班」、「中式點心」…等。在課程學習互動中，加深鄰里情誼，課後更成為相知相惜的好厝邊。間接打造溫馨社區生活，趣味豐富的才藝教學並配合生活實用，讓民眾在課程中獲得學習的自信與成就感，默默涵養人文素質的深度與和諧社會的情感交流。



## Reading Enriches Life

### Lin Yuan Library Brings Knowledge to Community

■ Organized by: Cathay Real Estate Foundation

Victor-Marie Hugo, the French writer has said that books are the tool to transform our souls. What human beings need is the nourishment with inspiration; reading is exactly this kind of nourishment. Indeed, not only is reading the first key and the easiest tool for us to explore the world, but it also helps establishing diversified thinking ability. Cathay Real Estate Foundation has established 13 Lin Yuan Libraries in the northern, middle and southern parts of Taiwan since 1983. The total area of these libraries has amounted to approximately 2400 square meters, providing local residents quality environments for their cultivation of reading habits.

#### The Best Place to Acquire Knowledge and Learn

In order to provide local residents with state-of-the-art knowledge, every Lin Yuan Library subscribes all kinds of newspapers as well as periodicals of travels, finances and life. The residents are able to enjoy a tranquil corner with abundant knowledge provided for a breakaway from the bustling life. The bright and spacious library offers residents with rich collection of books. There have been over 100,000 accumulated visits to Lin Yuan Libraries in 2013. Lin Yuan Library has become the indispensable place for the community members to interact with neighborhood as well as to acquire knowledge.

#### Versatile Educational Activities Enrich the Neighborhood Rapport

The Library also provides all kinds of educational courses in accordance with local culture for the community members to cultivate their interests and talents. The DIY programs offered this year include quilting, Chinese painting, paintings and crafts, Chinese deserts etc. Through interactions in the courses, local residents are able to connect with community neighborhood, building bonds and friendship afterwards. The community has therefore become a place full of warm rapport. The versatile courses with practicality has provided the residents the opportunity to gain confidence and achievement, nurturing them with in-depth culture and harmonious emotional bonds.



1.Children happily display their art works at the Children's Paintings & Crafts Class held by Linya Lin Yuan Library.

2.Participants are making the five element rice balls at the Chinese Deserts Class held by Huayuan Lin Yuan Library.

3.The teacher of Chinese Painting Class demonstrates basic skills of bamboo leaves painting at Neihu Lin Yuan Library.

4.The teacher shows participants how to incorporate the fabric into an coordinating stitched bag with beads at Mingren Lin Yuan Library.

5.The quiet and bright environment of the library is the best place for students to study.

6.Acquiring knowledge at the refined environment of the library has the effect of relaxing and tranquilizing. (picture taken at Kaisyuan Lin Yuan Library).

7.Quality environment for studying is the best place for students to study. (picture taken at Linya Lin Yuan Library).





1. 陳偉殷和棒球獎學金得獎者合影留念。

2. 國泰建設文教基金會贊助之「孫運璿先生管理紀念講座」邀請財團法人商業發展研究院董事長徐重仁先生，以「一生感動 一生青春」為題，就自己經營統一超商的經驗及智慧引導莘莘學子們。

3. 國泰世華銀行資深副總楊俊偉（左）於 10/22 大樹計畫助學金捐贈典禮中頒贈早餐贊助予四季國小黃成志校長。

1. Wei-Yin Chen take pictures with winners of Wen-Yin Chen Baseball Scholarship.

2. The Yun-Suan Sun Memorial Scholarship sponsored by Cathay Cultural Foundation has invited Chun-Jen Hsu, Chairman of Commerce Development Research Institute, to give a talk of "A Lifetime Attachment and Youth", inspiring students with his profound experiences and wisdom of running 7-Eleven Taiwan.

3. Chun-Wei Yang (left), Senior Executive Vice President of Cathay United Bank awarded the breakfast sponsorship to Cheng-Jhih Huang, Principal of Skikun Elementary School at the awarding ceremony on October 22nd.

## 盡己所能 各類活動贊助

運動・藝文・慈善多面向 和民眾共同成長

■主辦：國泰建設文教基金會、國泰世華銀行文化慈善基金會

國泰公益集團除舉辦眾多慈善公益活動外，也贊助了許多諸如文教、藝術、慈善、教育、運動等活動，讓公益觸角更多元。

### 陳偉殷棒球獎學金

2012年起，旅美台灣投手陳偉殷在每年球季結束回台灣之際，與國泰金控共同舉辦「陳偉殷棒球訓練營」，期許能提供最好的教練師資及最新的棒球訓練觀念及課程，幫助國內國、高中棒壇最具潛力的菁英選手及教練持續進步、保有國際競爭力。國泰建設文教基金會於2013年辦理「陳偉殷棒球獎學金」總獎金30萬元，於12月22日舉辦頒獎典禮，從少棒至青棒共有34人得獎，期盼能幫助更多品學兼優的未來體壇棟樑。

### 孫運璿先生管理紀念講座

國泰建設文教基金會長期贊助「孫運璿先生管理紀念講座」，2013年探討主題【文學與歷史 - 從《台北人》到《父親與民國》】、【一生感動 一生青春】，白先勇先生期待用文學力量喚起年輕學子對優雅精緻文化的渴望以及對民國歷史的關切。財團法人商業發展研究院董事長徐重仁先生，以「一生感動 一生青春」為題，藉由當代領導者管理實務的成功經驗的分享與探討，激發學子的潛能並開闊視野。

### 第76屆台陽美展

走過76年的台陽美展，每年舉辦展覽提供新銳藝術家表現的機會，也讓不同世代的藝術家能互相交流切磋。國泰世華銀行文化慈善基金會自1990年起贊助台陽美展，而台陽美展也特別設置「國泰世華銀行獎」。第76屆展覽於2013年6-7月間在國父紀念館及桃園縣政府文化局展出。

### 食分幸福-幸福待用站

國泰世華銀行提撥信用卡卡友新增餐飲消費的0.3%，透過基金會捐贈予偏鄉地區的國小，讓學童能享用豐盛早餐。2013學年度第1學期捐贈新台幣663,300元予宜蘭縣南山、四季、大同及寒溪等4所國小，共有335名學童受惠。

### 2013國際內部稽核協會亞洲聯盟研討會

國泰世華銀行文化慈善基金會贊助內部稽核協會主辦之2013國際內部稽核協會亞洲聯盟研討會，會議於11月3日-11月5日假圓山大飯店舉辦，進行經驗交流與研討。

### 其他贊助

國泰世華藝術中心贊助場地，供「跨閱・我城：2013台北文學季」於3月16日舉辦「手繪/隨寫」文學生活講座，由雷驤及恩佐主講；贊助台南市新營國小吳同學學雜費、午餐費及醫療費用；贊助台北兒童福利中心；以及高雄市永安國中清寒學童助學金等。

## Sponsorship with Utmost Efforts

Versatile sponsoring dimensions of sports, arts and charity to grow with the community

Organized by: Cathay Real Estate Foundation, Cathay United Bank Culture & Charity Foundation

In addition to sponsoring charity activities, Cathay Charity Group has sponsored various cultural, artistic, charity, educational, and sports activities too.

### The Wei-Yin Chen Baseball Scholarship

Wei-Yin Chen, the current Baltimore Orioles baseball pitcher from Taiwan, has held "Wei-Yin Chen Baseball Camp" with sponsorship from Cathay Financial Holdings during his annually home coming holiday after the season ends since 2012. The Camp aims to offer the talented baseball players and coaches of junior and senior high schools the state-of-the-art concepts and trainings as well as best courses for coaches so that they can keep progressing with highly international compatibility. Cathay Cultural Foundation has started to provide the "Wei-Yin Chen Baseball Scholarship" with the total amount of three hundred thousand NT Dollars (\$US10,057) since 2013. The awarding ceremony is held on December 22<sup>nd</sup>. Twenty-three baseball players of little and youth leagues are awarded the scholarship. Both Wen-Yin Chen and the Foundation hope that they could help more sports talents in the future.

### Yun-Suan Sun Memorial Lecture

Cathay Real Estate Foundation has been sponsoring the Yun-Suan Sun Memorial Lecture for years. 【Culture and History - From Taipei People】to 《Father and the Republic Era》】and 【A Lifetime of Attachment and Youth】are two themes of 2013. Mr. Hsien-Yung Pai, the speaker, inspires the young generation with delicate culture and profound concern for the history of the Republic era. Mr. Hsu Chun-Jen, Chairman of Commerce Development Research Institute, speaks on the topic of "A Lifetime of Attachment and Youth", sharing successful management practices of contemporary business leaders, inspiring their potentials and broadening their visions.

### The 76<sup>th</sup> Tai-Yang Art Exhibition

The 76-year-old Tai-Yang Art Exhibition held annually has been providing new artists the opportunity to exhibit their works as well as serving as the venue for the interaction among different generations of artists. Cathay United Bank Culture & Charity Foundation has been sponsoring the Tai-Yang Art Exhibition since 1990. Tai-Yang Art Exhibition has therefore set up the "Cathay United Bank Award" accordingly. The 76<sup>th</sup> exhibition has been held respectively at National Dr. Sun Yat-sen Memorial Hall and the Department of Cultural Affairs, Taoyuan County Government from June to July, 2013.

### Dining and Sharing

Cathay United Bank has donated 0.3% of the authorized amount of food expenditure from its card holders to elementary school students in remote villages, with the help of the Foundation, to provide these students breakfasts to eat. The total donated amount is NT\$ 663,300 for the 1<sup>st</sup> semester of the school year 2013, benefiting 335 students of four elementary schools: Nanshan, Skikun, Datong, and Hansi in Yilan County.

### 2013 ACIIA Conference

Cathay United Bank Culture & Charity Foundation has sponsored the 2013 ACIIA Conference held by The Institute of Internal Auditors, R.O.C., from November 3<sup>rd</sup> to 5<sup>th</sup> at The Grand Hotel. The conference was for the auditing professionals and participates to discuss the themes and share experiences.

### Other Sponsorships

Cathay United Art Center has sponsored venue for 2013 Taipei Literature Festival to hold the "Hand Drawing / Writing" Lecture of Literature and Life, with Lei Xiang and Enzo as the keynote speakers on March 16<sup>th</sup>. The Foundations have sponsored one student from Tainan Municipal Sinying Elementary School for his tuition, lunch and medical expenses, Taipei Children Welfare Center, and scholarship for the disadvantaged students of Kaohsiung Yong-An Junior High School.



1. 「102 年社教公益獎」頒獎典禮，由國泰基金會龔志榮副總幹事代表受獎。

2. 本會 102 年度獲新北市政府副市長侯友宜頒贈「績優捐血團體獎」。

1. Chih-Rong Kung, Deputy Secretary Executive of Cathay Charity Foundation represents the Foundation to receive 2013 Award of Social Education Public Service.

2. Yu-Yi Hou, Deputy Mayor of New Taipei City awards the Foundation with The Best Blood Donation Group Award 2013.



## 熱心回饋社會 感謝獎項肯定

國泰人壽慈善基金會 落實企業社會責任

■主辦：國泰人壽慈善基金會

成立於1980年的國泰人壽慈善基金會，始終秉持著「回饋社會造福人群，促進社會祥和美滿」的理念，積極從事各種社會公益活動，亦於2011年成立霖園志工團，辦理各項慈幼、捐血、銀髮族關懷及新移民、植樹、淨山淨灘、社區環保、災區賑災等活動。

### 榮獲教育部頒發「社教公益獎」

為推動終身學習，表揚社教有功人員，教育部假臺大醫院國際會議中心舉行「102 年社教公益獎」頒獎典禮，評選年度推展社會教育有功團體與個人，本會榮獲教育部頒發團體組「社教公益獎」，肯定本會用愛關懷社會之精神。

### 獲選「第五屆保險卓越獎：公益關懷卓越獎」

本會與國泰人壽攜手參加由保發中心舉辦「第五屆保險卓越獎」，本會提供各項會務活動相關內容及執行成果，並輔以國泰人壽提倡多元價值的學術、藝術、體育、環保等面向之公益活動介紹，共同完成參選報告書，並獲得公益關懷卓越獎的殊榮，為第五度獲得此獎項。

### 獲選「2013天下企業公民獎」

本會與國泰人壽共同參加由天下雜誌舉辦的2013天下企業公民獎社會參與類項目，本會以新移民關懷為主題，提供各項相關內容及執行成果，並輔以國泰人壽於公司治理、企業承諾、環境保護等面向，共同完成參選報告書，榮獲2013天下企業公民獎大型企業前10名。

### 獲選「2013保險信望愛獎」最佳社會貢獻獎（個人類）

本會推薦國泰人壽鹽埕分公司志工黃張水好參選，以黃張水好將管理能力結合公益活動之個人特質為主軸，撰寫參選報告，榮獲2013保險信望愛獎之最佳社會貢獻獎（個人類）。

## Contributions to the Society Acknowledged by Awards

### Cathay Charity Foundation Realizes Its Social Responsibility

■ Organized by: Cathay Charity Foundation

Being established in 1980, with the mission of “Contribute to the society, Foster harmony and happiness” in mind, Cathay Charity Foundation has always actively participating in all kinds of charity activities. The Lin Yuan Volunteer Group is established in 2011, holding various activities such as caring for the disadvantaged children, the elderly, and the new immigrants as well as blood donation, tree planting, mountain and beach cleaning, community environmental protection, and natural disaster relief etc.

### Honored with the Social Education Public Service Award by the Ministry of Education

In order to promote lifetime learning, awarding individuals and organizations with outstanding contribution to the society in 2013, the Ministry of Education has held the awarding ceremony of the 2013 Social Education Public Service Award at NTUH International Convention Center. The Foundation is honored with the group award of Social Education Public Service by the Ministry of Education, recognizing its spirits of caring for the society with love.

### Honored with the 5<sup>th</sup> Taiwan Insurance Best Performance Award: Best Community Care Award

The Foundation and Cathay Life Insurance have applied for the 5<sup>th</sup> Taiwan Insurance Best Performance Award held by Taiwan Insurance Institute. The performance report is composed of the various charity activities organized and executed by the Foundation as well as the diversified charity activities of academics, arts, sports, and environmental protections introduced by Cathay Life Insurance. Together, we have won the honorable award of Best Community Care for the 5<sup>th</sup> consecutive year.

### Honored with the Excellence in Corporate Social Responsibility

The Foundation and Cathay Life Insurance have jointly participated in the competition for the 2013 Excellence in Corporate Social Responsibility, held by the Common Wealth Magazine. The performance report is composed of all the activities themed as new immigrants care program performed by the Foundation as well as dimensions of Corporate Governance, Corporate Commitment, and Environmental Protection from Cathay Life Insurance. Together, we are honored as the Top 10 winners of the 2013 Excellence in Corporate Social Responsibility.

### Honored with 2013 Faith , Hope & Love Awards of Insurance - Best Social Contribution Award (Personal Award)

The Foundation has recommended Ms. Shui-Hao Huang Chang, a volunteer of Yancheng branch office, Cathay Life Insurance to compete for the award. The performance report is composed of her management skills, together with her personal characteristics of charity participation, which made her winner of the 2013 Faith, Hope & Love Awards of Insurance – Best Social Contribution Award (Personal Award).



## 國泰人壽慈善基金會

### 2013 年經費運用情形及歷年支出報告

#### 2013 年 收入部分

項 目	金 額 (元)
孳息收入	2,915,584
現金股利	9,112,021
財務投資	8,292,879
捐贈收入	19,517,628
合計	39,838,112

#### 2013 年支出部分

項 目	金 額 (元)
慈幼福利捐助	662,704
學術教育捐助	10,904,252
社會福利捐助	24,039,372
雜項支出	2,388,363
合計	37,994,691

#### 歷年支出部分

年 度	金 額 (元)
1980-1991	213,154,807
1992-2001	289,115,790
2002-2011	455,296,142
2012	30,024,420
2013	37,994,691
合計	1,025,585,850

## Cathay Charity Foundation

### 2013 Expenditure and the Historical Annual Expenditure Report

#### 2013 Annual Income

Item	Amount (USD)
Interest income	97,740
Cash dividend	305,465
Financial investment	278,005
Donation income	654,295
Total	1,335,505

#### 2013 Annual Expenditure

Item	Amount (USD)
Donations towards youth welfare	22,216
Academic and educational donations	365,546
Social welfare donations	805,879
Miscellaneous expenditure	80,066
Total	1,273,707

#### Historical Annual Expenditure

Year	Amount (USD)
1980-1991	7,145,652
1992-2001	9,692,115
2002-2011	15,263,028
2012	1,006,517
2013	1,273,707
Total	34,381,020



## 國泰世華銀行文化慈善基金會

### 2013 年經費運用情形及歷年支出報告

#### 2013 年 收入部分

項 目	金 額 (元)
租金收入	8,770,638
利息收入	6,798,778
投資收益	6,382,541
捐贈收入	9,729,004
財產交易利益	308,950,716
其他收入	12,552,866
合計	353,184,543

#### 2013 年 支出部分

項 目	金 額 (元)
慈善公益類	16,092,665
文化活動類	2,217,448
藝術中心	9,272,773
其他支出	2,550,334
合計	30,133,220

#### 歷年支出部分

年 度	金 額 (元)
1980-1991	124,771,000
1992-2001	260,661,000
2002-2011	286,751,000
2012	29,395,284
2013	30,133,220
合計	731,711,504

## Cathay United Bank Culture & Charity Foundation

### 2013 Annual Expenditure and the Historical Annual Expenditure Report

#### 2013 Annual Income

Item	Amount (USD)
Rental income	294,021
Interest income	227,917
Investment income	213,964
Donation income	326,148
Property transaction gain	10,357,047
Other income	420,814
Total	11,839,911

#### 2013 Annual Expenditure

Item	Amount (USD)
Charity & public welfare	539,479
Cultural activities	74,336
Art center	310,854
Other expenditure	85,496
Total	1,010,165

#### Historical Annual Expenditure

Year	Amount (USD)
1980-1991	4,182,735
1992-2001	8,738,217
2002-2011	9,612,839
2012	985,427
2013	1,010,165
Total	24,529,383



## 國泰建設文教基金會

### 2013 年經費運用情形及歷年支出報告

#### 2013 年 收入部分

項 目	金 額 (元)
利息收入	2,545,512
現金股利	4,237,095
其他收入	600,000
捐贈收入	9,300,000
合計	16,682,607

#### 2013 年 支出部分

項 目	金 額 (元)
霖園圖書館	10,384,457
7 號廣場系列活動	1,271,000
關懷新住民活動	250,000
捐血活動	50,000
兒童成長營	149,990
耶誕活動	100,000
孫運璿先生管理紀念講座	250,000
蔡萬霖先生紀念獎學金甄選活動	500,000
陳偉殷棒球獎學金	300,000
其他支出	765,000
投資損失	2,426,606
合計	16,447,053

#### 歷年支出部分

年 度	金 額 (元)
1983-1991	152,557,709
1992-2001	159,751,502
2002-2011	23,521,002
2012	16,782,312
2013	16,447,053
合計	493,379,361

## Cathay Real Estate Foundation

### 2013 Annual Expenditure and the Historical Annual Expenditure Report

#### 2013 Annual Income

Item	Amount (USD)
Interest income	85,334
Cash dividend	142,041
Other income	20,114
Donation income	311,767
Total	559,256

#### 2013 Annual Expenditure

Item	Amount (USD)
Lin Yuan Libraries	348,121
Plaza 7 Series	42,608
New Immigrant Care Program	8,381
Blood Donation Program	1,676
Children Development Camp	5,028
Christmas activities	3,352
Yun-Suan Sun Memorial Lecture	8,381
Wan-Lin Tsai Scholarship	16,762
Wei-Yin Chen Baseball Scholarship	10,057
Other expenditure	25,645
Investment loss	81,348
Total	551,359

#### Historical Annual Expenditure

Year	Amount (USD)
1983-1991	5,114,238
1992-2001	5,355,397
2002-2011	4,956,111
2012	562,598
2013	551,359
Total	16,539,703





1. 汐止國泰綜合醫院牙科陳錦松主任於藏人養老院口腔衛教。

2. 汐止國泰綜合醫院與汐止區健康管理委員會在汐止區 31 里舉辦健康篩檢活動與宣導健康自我管理概念。

3. 新竹國泰綜合醫院護理師與振興社區發展協會，共同進行社區居家關懷訪視。

4. 總院林志明院長（左四）、創世基金會莊玉菁督導（右一）與愛心大使藝人莎莎（左一），聯手呼籲各界化小愛為大愛，共助植物人安養。

5. 公益醫學夏令營小朋友認真玩人體拼骨遊戲。

6. 總院護理部魏芳君督導（左二）於國泰兒童成長營中指導小朋友傷口護理方式。

## 以醫療援助發揮公益服務精神

### 國泰綜合醫院 公益慈善共享愛

「以醫療服務回饋社會」為宗旨的國泰綜合醫院，除致力追求提供高品質醫療服務外，不忘熱心公益回饋社會，幫助偏鄉及社區民眾照護自己健康，並與公益團體合作舉辦義賣及協助募款等等義行，更發揮大愛精神，派遣醫療團至南印度藏人屯墾區義診，以實際醫療援助及人道關懷，發揮公益服務精神，善盡社會責任。

#### 南印度藏人屯墾區牙醫服務

牙醫師於2013年6月-10月分4梯次至南印度藏人屯墾區進行牙醫服務，這是繼2008年起連續6年提供的愛心服務。由汐止國泰綜合醫院牙科陳錦松主任及劉真廷等牙醫師組成醫療團親赴偏遠南印度藏人屯墾區Bylakuppe，提供當地小學學童、藏人養老院及藏人僧院的喇嘛牙科義診服務，並教導正確口腔清潔觀念及技巧。

#### 照護偏遠地區及社區民眾健康

為照顧社區民眾健康，汐止國泰綜合醫院推動癌症篩檢、健康講座、減重課程等自我健康管理活動，使民眾隨時掌握健康，另也長期支援偏鄉救護服務，於2013年榮獲國民健康署健康促進醫院典範獎及新北市醫療公益獎殊榮。另新竹國泰綜合醫院也與新竹市社區辦理多項健康促進活動，如關懷居家老人、居家安全探視等，讓新竹市東區於2013年獲得WHO CCCSP國際安全社區認證，提升該地區民眾健康生活品質。

#### 與公益團體合作舉辦義賣

2013年5月及9月分別與創世基金會、華山基金會合辦愛心義賣及募款活動，籌募植物人安養經費及資助弱勢長者，並邀請藝人莎莎擔任創世基金會活動愛心大使，與國泰綜合醫院林志明院長共同呼籲大眾關心植物人及其家屬。

#### 公益醫學夏令營

2013年暑假分別舉辦公益「小小營養師營」及「小學生醫學夏令營」，希望透過活潑式分組教學與參觀醫療作業流程，讓小學生認識營養、醫學知識，希望引發他們對醫學領域的興趣；另外國泰公益集團辦理的「國泰兒童成長營」，也安排原住民等弱勢兒童認識醫療專業體系及指導傷口護理等課程，希望作為偏鄉學童職業選擇參考及提升自我照顧能力。

## Humanitarian Spirit with Medical Aid

### Cathay General Hospital shares love through public services

With the mission of “giving back to the society with medical service” in mind, Cathay General Hospital, in addition to providing high quality medical services, has taken up the social responsibility by helping residents of remote villages and communities to take care of their own health as well as working closely with other non-profit organizations for acts of charity bazaars and fund raisings. Moreover, the hospital has been sending medical teams to Tibetan Settlements in South India, fulfilling the social responsibility with practical medical aid and humanitarian care in the spirit of charity service.

#### Free Dental Services in Tibetan Settlements in South India

Four teams of dentists have been sent to the Tibetan settlements in south India from June to October, 2013. This is the 6th consecutive year of the free dental services since 2008. The teams are made up of dentist from the Hospital, such as Dr. Chin-Sung Chen, Chief of the Dentistry Department of Sijhih Cathay General Hospital and Dr. Zhen-Ting Liu. They have visited the Tibetan settlement Bylakuppe, offering free dental services. At the same time, they have taught local children, the elderly of the Tibetan nursing home, and Tibetan monks the correct oral hygiene concepts and skills.

#### Care for the Health of Remote Villagers and Community Residents

With the attempt to caring for the health of the community residents, Sijhih Cathay General Hospital has promoted various autonomous health management activities, such as cancer screening, health lecture, and weight control, helping the general public to take care of their own health. In addition, the Sijhih Cathay General Hospital has been supporting medical aid for the remote villages for years and thus gained the honors of Outstanding Fulfillment of HPH Standards Award by Health Promotion Administration, Ministry of Health and Welfare, as well as the New Taipei City Medical Community Service in Excellence Award. At the same time, Hsinchu Cathay General Hospital has worked with local communities for various health promotion activities too, such as caring for the solitary senior citizens as well as regular visits for home security. The east part of Hsinchu is therefore certified as a secure community by the international organization, WHO CCCSP, because of its greatly improved quality of health.

#### Charity Bazaars Co-Organized with Non-Profits Organizations

Cathay General Hospital has held activities of charity bazaars and fund raisings with Genesis Social Welfare Foundation and Huashan Social Welfare Foundation respectively for the rehabilitation of vegetarian patients and the disadvantaged senior citizens. It has invited entertainer Sasa to act as the Caring Ambassador for Genesis Social Welfare Foundation. She and Chih-Ming Lin, Superintendent of Cathay General Hospital have worked together, appealing to the general public to care for the vegetarian patients and their families.

#### Charity Medical Summer Camp

The Hospital has held free Little Nutritionist Camp and Children Medical Camp respectively during summer vocation of 2013. Aiming to provide students of elementary schools with knowledge of nutrition and medicine, the camps are designed with active group teaching and touring of medical procedure in the hope to aspire their interests in medicine. In addition, Cathay Charity Group has also held Cathay Children Development Camp, arranging the disadvantaged aboriginal children to visit Cathay General Hospital, teaching them wound caring skills, with the hope to provide children of remote villages directions for future career and improve their ability to care for themselves.

1.Chin-Sung Chen, Director of Dentistry Department of Sijhih Cathay General Hospital, demonstrates oral hygiene at a Tibetan nursing home.

2.Sijhih Cathay General Hospital and Sijhih District Health Management Committee co-hold activities of health checkup and autonomous health management concepts promotion.

3.Registered nurses of Hsinchu Cathay General Hospital and Cheng-Hsin Community Development Association visit the disadvantaged families.

4.Chih-Ming Lin (left 4<sup>th</sup>), Superintendent of Cathay General Hospital, Yu-Ching Chuang (right 1<sup>st</sup>), Supervisor of Genesis Social Welfare Foundation and entertainer Sasa (left 1<sup>st</sup>) appeal to the general public to financially support vegetarian patients' medical care.

5.Children of the Free Medical Summer Camp play the skeleton jigsaw attentively.

6.Fang-Chun Wei (left 2<sup>nd</sup>), supervisor of Department of Nursing, Cathay General Hospital, instructs participants of the Children Development Camp the wound-caring skills.





## 手牽手，大步走

伸出手，朝向那些凜寒角落，  
獻上愛，走入那些陰暗低谷，  
將發現，一點一滴的溫暖改變，  
因為有你，凜寒暖了，  
因為有你，陰暗光亮了，  
我們微笑、喜悅、滿足，只因懂得付出。

手挽手，握住需要你的手，溫暖它；  
手拉手，帶入更多善心手，付出愛。  
心暖心，讓善變成一個漣漪圓，  
心連心，讓圓一圈又一圈，無限擴大。

走吧，手牽手，朝著未來，  
用愛的步伐，大步大步走！

## Hand in Hand Striding for the Future

Hands offered towards those trembling corners of coldness  
Love devoted to those valleys of darkness  
Little by little, warmth shall be discovered  
Because of you, the trembling coldness has become warm  
Because of you, the darkness has become bright  
We smile with joy and contentment because devotion is all we know

Hand in hand, hold the hand in need of you and warm it  
Hand in hand, bring more hands with kindness to devote love  
Hearts warmed one by one, circles of kindness rippled out  
Hearts connected, circles after circles without limitation  
Let's go, hand in hand, to the future  
With the stride of love, let's go!

