

國泰公益集團

2015 年 報

Cathay Charity Group

2015 Annual Report

愛無所不在
Love Everywhere

心在，愛 無所不在

獲得諾貝爾和平獎時，曾有記者訪問史懷哲博士 (Albert Schweitzer)：「什麼才是有價值、有意義的人生？」史懷哲博士答道：「有工作可做，有對象可愛，有希望可想。」對他而言，在信望愛之中，愛是最為首要的信仰，於是他終其一生將無私的愛奉獻給當時未開化的非洲，致力改善當地的衛生與醫療，自此被後人譽為「非洲之父」。

每個人的人生都有不同境遇，唯有愛能撫平生命的缺憾，使之圓滿、活出意義。或許我們自認渺小、能力有限，無法遠赴世界各地幫助他人，但是只要心中有愛，哪怕是為口渴的旅人遞一杯水、為受凍的心添一件外衣，都是生命中最美好的善行。史懷哲博士曾如是說：「我的生命對我來說充滿了意義，我身旁的這些生命一定也有相當重要的意義。如果我要別人尊重我的生命，那麼我也必須尊重其他生命。」

秉持與史懷哲博士相同的人道理念，國泰公益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，全體貫徹對愛的信仰，長年舉辦各類公益活動，範圍不僅涵蓋急難救助，更包括扶植偏鄉教育、關懷新住民、推廣在地藝文…等。透過日積月累地付出，國泰公益集團一步一腳印地將愛的種子，送達到社會中的每一個角落，讓愛在落地之處開花。

及時付出，更勝於承諾。國泰公益集團就如一棵大樹，隨著自身的茁壯，綠蔭也更加寬宏，我們一方面欣喜於有能力造福更多、承載更多，同時也謙卑地期盼自身能樹立社會典範，啟動正向循環，讓愛無所不在，感動著人們，攜手共進更和諧美好的未來。

Love Is Everywhere When You Care

Albert Schweitzer, at the time when he was granted Nobel Peace Prize, was asked by a journalist to describe how a person lives a meaningful life. Dr. Schweitzer said, "When one has something to do, someone to love, and something to hope for". He believed that the greatest among faith, hope and love, is love. He devoted his whole life with selfless love to Africa, an area seriously under-developed in his years, to improve the local infrastructure of health and medical services. Dr. Schweitzer has been revered greatly by the people of Africa, and the world.

Every man embarks different journey of life, but love can smooth out the pits and holes, making one to walk firmly along the way and to live a meaningful life. We may think we are little. We may think our strength is limited and we can not travel to other parts of the world to help others. However, we need to know that love prevails. Simply a glass of water for a thirsty traveler or a coat for a homeless person in a freezing day can be seen as the noblest deed for a life. In his book Philosophy of Civilization Dr. Schweitzer wrote, "My life is full of meaning to me. The life around me must be full of significance to itself. If I am to expect others to respect my life, then I must respect the other life I see."

Upholding the same humanistic view as Dr. Schweitzer, the foundations under the Cathay Charity Group—Cathay Charity Foundation, Cathay Real Estate Foundation, and Cathay United Bank Foundation, have been working for long years in the name of love holding various kinds of charity activities, not just providing aids for emergencies, but also extending support to children's education in rural areas, new immigrants and cultural activities. With these efforts accumulated day by day, and year by year, Cathay Charity Group has sown the seeds of love in corners of our society expecting the plants of love to flourish and bloom.

Timely help is better than words of commitment. Cathay Charity Group expects itself to be like a tree: when it grows bigger, the foliage provides wider shelter space. We are delighted we are capable of giving. At the same time, we hope we can make an example for the society and bring out the ripple effect of goodness so that more people would join our cause to take our society to a better future.

生命有時，愛無止境

2015 年，是國泰公益集團不忍回首卻又永恆追思的一年。

吾輩最尊敬的國泰世華銀行文化慈善基金會董事長汪國華先生，一位屹立於金融界近甲子的巨擘楷模，已溘然仙逝長辭，此消息令眾親屬、吾輩好友悲慟萬分，業界更痛失英才！

故汪董事長國華先生過去以超凡的經營智慧、前瞻思維，屢創業界之新，更因協助穩定臺灣金融秩序而兩度獲頒財政部獎章，業界地位德高望重。國華先生熱心公益不遺餘力，首開金融界之先例成立了「世華銀行文化慈善基金會」（即今日「國泰世華銀行文化慈善基金會」前身），並於數十年間積極推廣公益，自身亦時時慷慨解囊以作表率。凡此種種，歷歷在目，令人無限追思。

服膺於與國華先生同樣的公益理念，國泰公益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，創立迄今未敢忘卻初衷，明瞭企業的成就非一己所為，是承蒙忠實團隊與社會大眾之賜，才有今日之碩果，吾輩自當飲水思源，以身作則善盡企業責任，盼能拋磚引玉帶動善良風氣，偕各界延續故汪董事長國華先生的愛，將之落實於社會所有需要關懷的層面。

新住民方面：國泰人壽慈善基金會為提升新住民的學習教育與適應能力，自 2005 年起展開一系列「新住民多元關懷專案」；於 2015 年更擴大規模，偕同教育部與臺北教育大學合辦「跨國文化體驗教學實踐國際研討會」，邀集台越雙方學者專家近百人參與，針對「二代培力政策與計畫」進行探討，在在希望能輔導新住民順利融入社會之餘，深耕文化交流，進而讓臺灣文化發展更多元、更國際化。

教育投注：為培育廣大的下一代，使弱勢孩子亦能享有平等教育的機會，國泰公益集團近年來持續舉辦幫助家庭遭變或清寒學童就學的「大樹計畫助學金」、扶植偏鄉弱勢教育的「國泰兒童成長營」、獎勵清寒及優秀學子的「蔡萬霖先

生紀念獎學金」，讓千千萬萬個被忽視、處境艱困的孩子從學習中獲得鼓舞，更樂於向學，不放棄他日成為社會棟樑的夢想與希望。

慈善活動：國泰公益集團「寒冬送暖計畫」2015 年遍及全台 11 個縣市，辦理 77 場耶誕送暖及年前再送暖活動，於歲末寒冬為弱勢族群獻上歌聲、禦寒物品與小紅包，溫暖了成千上萬受凍的身心。國泰公益集團既熱心也熱血，為紓解夏季血荒而定期舉辦的「夏日捐血活動」，已邁入第 16 年，成為業界響應捐血活動歷史最悠久之代表。此外，由集團內部員工自願組成的霖園志工團隊（迄今累計達 11,935 人），除定期深入偏鄉探訪弱勢家庭外，維護環保也是志工們近年來努力的方向。志工們親力親為的「社區故事樹種植活動」，連續 5 年共捐贈種植逾 4 萬棵樹苗；2015 年於北中南所舉辦的「樹造幸福義賣活動」，則是將二手義賣所得全數捐助弱勢學童，不僅熱烈募得善款，更直接宣傳了環保益處。

藝文推廣：為傳承發揚本土文化，國泰公益集團每年於 PLAZA 7 舉辦多場演唱會，讓悠揚的旋律洗滌心靈，帶領人們探索音樂的美好，啟發對藝文的興趣。國泰世華藝術中心舉辦了 10 檔畫展，將各種風格畫派逐一介紹給大眾；此外尚有「藝術講堂」系列講座，邀請名師蒞臨講授不同主題，培養社會大眾對藝術的品味，讓人們擁有更富足美好的精神生活。

故汪董事長國華先生的人生故事在 2015 年劃下了句點，儘管心中滿懷不捨，我們卻必須勇敢地向前邁進。期望我們學會用有限的生命，讓愛無止境地延續下去。且讓我們把握今日、放眼未來，一起努力把 2016 年寫成永恆中最璀璨的回憶！

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
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李明賢

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

張清樹

Ching-Kuei Chang

Life May Come to an End, but Love Never Dies

2015 is a sorrowful yet memorable year for the Cathay Charity Group.

The revered Chairman of Cathay United Bank Foundation, Mr. Gregory K. H. Wang, who had been an important figure in Taiwan's financial industry, passed away last year. His family, friends and the industry are deeply sorry for their loss!

The late Chairman Wang was a pioneer for the development of Taiwan's financial industry. With his wonderful management skills and forward-looking insights, he achieved numerous innovations. He was awarded twice by the Ministry of Finance for his contribution in keeping the financial stability for Taiwan. Mr. Wang was highly esteemed across the industry. Furthermore, Mr. Wang was a philanthropist, as well. He founded the financial industry's first charitable foundation "United Bank Foundation" (the predecessor of Cathay United Bank Foundation) and since then had devoted to charitable causes for decades. He himself also made generous donations to those who are in need. His deeds are in our memory.

Believing in philanthropism as Mr. Wang did, every member of the foundations under Cathay Charity Group—Cathay Charity Foundation, Cathay Real Estate Foundation, Cathay United Bank Foundation, and Cathay General Hospital under Lin Yuan Group has never forgotten what the foundations set out to at the very beginning. All Cathay affiliates' achievements in business should not attribute to any individual but the efforts of the entire team and the support from the general public. Therefore, we should be thankful and fulfill our corporate social responsibility so as to make an example ourselves. Cathay Charity Group shall continue to hold on to Mr. Wang's vision delivering our efforts to those who are in need.

New Immigrant initiatives: Cathay Charity Foundation launched a series of causes for the "New Immigrant Care Program" since 2005 for the purpose of assisting new immigrant residents and their children to adapt to their new life in Taiwan. This Program was scaled up a notch in 2015. In collaboration with the Ministry of Education and Taipei Education University, Cathay Charity Foundation invited around 100 scholars and experts from Taiwan and Vietnam to the "International Conference on Teaching Practice for Cross-cultural Experiences" discussing the policies and programs catered for new immigrant children's development. In addition to helping new immigrants smoothly adapt to the Taiwanese society, this event also aimed at promoting the cultural exchanges and further making Taiwan a multi-dimensional and international society.

Education initiatives: In recent years Cathay Charity Group has allocated continuous support to under-privileged children for them to have equal educational opportunities. The Elevated Tree Program aims at providing scholarships to those who are raised in poor families or whose family members experience serious accidents. Cathay Children Development Camp is held for the children who live in rural and remote areas providing them with additional education resources. Furthermore, Wan-Lin Tsai Scholarship is granted to students who are from poor families but have outstanding academic achievements in schools. These programs have encouraged numerous children who may either be overlooked by adults or in difficult situation to keep pursuing opportunities to learning and to keep chasing their dreams.

Charitable events: Cathay Charity Group's 2015 Winter Warmth Program has carried out 77 Christmas and New Year events across 11 counties and cities in Taiwan, sending songs, winter clothes and red envelopes to thousands of people in need. The Cathay Charity Group hosted its 16th Summer Blood Donation Campaign, which has the longest history among Taiwan's business sponsored blood drives. The Lin Yuan Volunteer Group, consist of 11,935 Cathay staff as of now, continued its cause visiting disadvantaged families from previous years. Furthermore, environmental protection has become an important part for the Group's initiatives. The Community Story-tree Planting Campaign, an event carried out by the Lin Yuan volunteers from beginning to end, has entered its 5th consecutive year and has planted over 40,000 trees in total. In 2015, the income from the sales of charity bazaars, one of the tree-planting event series held in major cities in Taiwan, was donated to disadvantaged students. The charity bazaars not only successfully raised funds from a great number of supporters but also directly promoted the awareness about environmental issues.

Cultural activities: Cathay Charity Group hosts concerts every year in the Plaza 7 for people to enjoy beautiful melodies and re-discover the charm of music. Cathay United Art Center in 2015 held 10 exhibitions with different art styles. The Art Talk Lecture Series invited experts from different fields to talk about art topics for people to appreciate the essence of art and the life filled with beauty of art.

The late Chairman Gregory K. H. Wang has departed from us forever in 2015. We are filled with sorrow, but we have to move on. We need to pass on this limitless love within our limited life. Let us seize the day and look into the future, making 2016 a brilliant year in the memory.

國泰公益集團 2015 年報
Cathay Charity Group 2015 Annual Report

編輯手札	From the Editor	01
序言	Preface	02

工作進度報告 Annual Work Progress Report 8

國泰人壽慈善基金會	Cathay Charity Foundation	10
國泰世華銀行文化慈善基金會	Cathay United Bank Foundation	16
國泰建設文教基金會	Cathay Real Estate Foundation	20

活動報導 Events and Activities 24

慈善公益 Charity and Public Welfare

蔡萬霖先生紀念獎學金甄選活動	Wan-Lin Tsai Scholarship	26
霖園志工團	Lin Yuan Volunteer Group	32
ShoJio 相揪公益平臺	Charity Platform Website ShoJio	36
社區故事樹種植計畫	Community Story-tree Planting Campaign	40
夏日捐血活動	Summer Blood Donation Campaign	42
大專社團合作服務	Collaboration with University Clubs	44
監所及校園關懷	Inmate and Student Care Program	48
角落音樂會	Corner Concert	50

兒童關懷 Child Care

新住民關懷系列活動	New Immigrant Care Program	52
寒冬送暖系列活動	Winter Warmth Program	58
國泰兒童成長營	Cathay Children Development Camp	62
大樹計畫	Elevated Tree Program	66
大樹養成計畫 - 親子公益講座	Free Parenting Lectures	74

文化活動 Cultural Activities

Plaza 7 音樂會	Plaza 7 Concert	78
古諾楓之歌	Songs of Hunungaz	82

藝術活動 Art Activities

藝術系列活動	A Series of Art Activities	84
--------	----------------------------	----

文教活動 Cultural and Educational Activities

文教系列活動	A Series of Cultural and Educational Activities	96
--------	---	----

其他 Others

贊助系列活動	Sponsoring Activities	98
--------	-----------------------	----

年報數據 Income and Expenditure

國泰人壽慈善基金會	Cathay Charity Foundation	102
國泰世華銀行文化慈善基金會	Cathay United Bank Foundation	104
國泰建設文教基金會	Cathay Real Estate Foundation	106

附錄 Appendix

國泰綜合醫院	Cathay General Hospital	108
展望	Prospects	112

年度工作報告

Annual Work Progress Report



用愛開啟每一天

黎明將至
黑夜留下一滴露珠作為臨別前的餽贈
薄霧洗淨大地的臉龐 為日出清場

天亮了！
風兒、鳥兒 雀躍地張羅
金色的光線自雲端灑落
替一顆名為真善美的種子
蓋上泥土的被子
呵護備至 一如太陽的孩子

每一天 都是美好的開始
身為其中一份子
我們發自內心付出關懷
以愛與時間 培育希望的果實

Start a Day with Love

Upon the daybreak
dark night leaves a drop of dew as a gift on parting
and mist cleanses the earth as prelude for the dawn.

The sun rises!
Breezes blow; birds chirp.
Golden streams of light shed from the sky
covering the seed of the true, the good and the beautiful
with a thin layer of soil
with delicate care as it is the child of sun.

Every day is a good day.
As a part of the universe
from the bottom of our heart we care
and we nurture the fruit of hope with love and time.

國泰人壽慈善基金會 2015 年度工作報告

The 2015 Annual Work Progress Report of Cathay Charity Foundation

2015 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 38,780,310 元整，是本會年度收入新臺幣 40,908,134 元之 94.8%。茲就各項支出概況報告如下：

一、慈幼福利捐助

本會第十三年舉辦「國泰兒童成長營」，與圓夢計畫結合，邀請雲林、南投、臺南、高雄、屏東、宜蘭、花蓮等 9 所偏鄉學童，北上發表圓夢成果並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。

二、學術教育捐助

為勗勉臺灣優秀學子認真向學並回饋社會，「2015 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。此外，得主們依校分別組成跨系團隊，觀察社會現象並發揮創意、結合所學，辦理 7 場活動，活動類型為二手書義賣、偏鄉學童營隊、公益講座、社區文創旅行、育幼院長期志工招募，將青年行動浪潮向外擴散。

三、社會福利捐助

1. 臺灣新住民關懷計畫：

2015 年持續聚焦關懷新住民二代，本會與教育部、國立臺北教育大學擴大合作辦理「跨國文化體驗教學實踐國際研討會」，包括行政院、教育部、移民署官員、越南學者代表近百人參與，針對臺灣、越南關於「二代培力政策與計畫的執行與檢討」進行探討。此外，本會第三年與國立臺北教育大學辦理「卓越幸福計畫」，亦與伊甸基金會、臺南東山區 6 所國中小、雲林崇文婦女協會、國泰人壽分別舉辦「新住民二代多元智慧培力課程」、「課後照顧班」、「新住民幸福理財教育課程」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，2015 年持續推動「訪視關懷服務」及「多元公益活動」，訪視關懷 862 個弱勢家庭，經審查決議後的弱勢扶助金額約新臺幣 356 萬元。並於全臺灣北、中、南地區辦理 4 場大型義賣活動，義賣所得全數投入貧困新住民及單親家庭子女教育、課輔，協助弱勢學童持續學習。

3. 監所及校園關懷：

本會與混障綜藝團連續 9 年合作辦理「監所及校園關懷」活動，從監所及校園深耕生命教育。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 10 場演出活動。

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 16 年，全台員工號召保戶共同挽袖捐血，於全台 17 個縣市 114 個據點，共募集到 22,472 袋，逾 561 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」邁入第十四年，前往全台 11 個縣市辦理 77 場耶誕送暖及年前再送暖活動，其中，耶誕送暖用歌聲和表演關懷原鄉學童及弱勢長輩，並送上禦寒物品等禮品。接續著，農曆年前再送暖活動，共捐贈逾 5,000 個紅包給偏鄉學童及兒少社福團體等。系列活動總關懷人數近 10,000 人。此外，為鼓勵偏鄉學童培養「自助人助」的精神，2015 年舉辦國泰圓夢計畫成果發表會，9 所偏鄉小學學童透過練習、達成目標後，由本會提供夢想基金助學童圓夢。

6. 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，並透過志工補植、認養，以持續照護的方式深化植樹活動。2015 年，本會共辦理 9 場故事樹種植活動，5 年來共捐贈、種植逾 4 萬棵樹苗。

7. 大專社團合作：

2015 年以實際行動支持有志於服務弱勢的大專院校社團，共與 246 個社團合作推動寒暑期營隊服務活動，共有 3,008 位學生志工參與服務，關懷逾 17,618 人。

四、雜項暨其他支出

包括印製本會年報、模範志工表揚、志工團管理費用、官方網站運作、會計師稅務簽證公費及其他雜項，共計新臺幣 634,824 元。

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。

In 2015, the foundation implemented all works according to its annual work plan. The total expenditure in 2015 was NT\$ 38,780,310 (US\$ 1,182,687), which was equivalent to 94.8% of the foundation's annual income of NT\$ 40,908,134 (US\$ 1,247,579) of the year. The information of the expenditure details is as follows:

I. Youth Welfare Donations

The foundation held the 13th Cathay Children Development Camp. Combined with Dream Come True Program, it invited students from 9 remote schools in the counties of Yunlin, Nantou, Tainan, Kaohsiung, Pingtung, Yilan and Hualien to a trip of diversified cultural immersion in northern Taiwan, hoping to broaden their visions and to invest in their future competitiveness.

II. Academic and Educational Donations

To give encouragement to hard-working excellent students, the foundation carried on the Wan-Lin Tsai Scholarship and offered 105 outstanding students and groups NT\$ 100,000 (US\$ 3,050) scholarships per-person in 2015. The prize winners formed different teams to organize 7 activities based on their creativity and current social trends. The activities included second-hand book fundraising, camp for remote village children, charity lecture, community cultural trip, and recruiting event of long-term volunteers for youth welfare institutes. These activities allowed the young people to make a difference.

III. Social Welfare Donations

1. New Immigrant Care Program:

The foundation continued to provide care for the next generation of new immigrants in 2015. The foundation co-organized the International Conference on Teaching Practice of Cross-cultural Experiences with the Ministry of Education and National Taipei University of Education. Around 100 officials, experts and scholars from the Executive Yuan, the Ministry

of Education, and representatives from Vietnam attended this conference discussing the implementation of the development policies and programs for new immigrants' children in Taiwan and Vietnam. Moreover, 2015 was the 3rd year that the foundation worked with National Taipei University of Education to conduct Excellence and Happiness Project. The foundation also held New Immigrant Children Development Program, After-school Child Care, and New Immigrant Financial Planning Program individually with the Eden Social Welfare Foundation, 6 junior high and elementary schools in Dongshan District of Tainan City, and Chongwen Women's Association of Yunlin.

2. Lin Yuan Volunteer Visiting Program:

The Lin Yuan Volunteer Group, initiated by Cathay staff, continued its Visiting Program and Diversified Welfare Services in 2015. The volunteers visited nearly 862 disadvantaged families and donated approximately NT\$ 3,560,000 (US\$ 108,570) through resolution meetings. The volunteer group conducted 4 large-scale charity bazaars in northern, central and southern Taiwan. The total income from the sales was allocated to support the education and after-school tutoring programs for children from poor new immigrant families and single parent families. The income was also used to help disadvantaged students not to have disruption of their education.

3. Inmate and Student Care Program:

The foundation worked with Mixed Disabled Troupe for the 9th consecutive year to offer life education on campuses through the Inmate and Student Care Program. The program had staged 10 performances in prisons and on school campuses and the performers' positive attitude towards life had influenced many inmates and students.

4. Summer Blood Donation Campaign:

The Cathay Charity Group hosted its 16th Summer Blood Donation Campaign, which has the longest history among Taiwan's business sponsored blood drives. The group set up 114 blood donation booths in 17 cities and called for donors to donate blood. The campaign collected 22,472 bags of blood, or an equivalent to more than 5.61 million c.c. of blood in 2015.

5. Winter Warmth Program and Dreams Come True Program:

In the 14th year of the Winter Warmth Program, the foundation organized 77 Christmas and New Year events across 11 cities and counties in Taiwan, sending

songs and performances to aboriginal children and the elderly from disadvantaged families and bringing them winter clothes as gifts. Before the Chinese New Year, the foundation donated over 5,000 red envelopes to children from remote villages and youth welfare institutes. The series of activities under the program benefited nearly 10,000 people. In addition, in order to encourage remote school students to develop core abilities, the foundation launched the 2015 Dreams Come True Program and held a final presentation ceremony. Students from 9 remote elementary schools were required to set their goals and to practice in order to reach their goals while the foundation provided award money to help them fulfill their dreams.

6. Community Story-tree Planting Campaign:

Through the campaign Lin Yuan volunteers had planted trees together with community residents and were involved in replanting and adoption of those trees. The foundation held 9 tree-planting events in 2015. Over the past 5 years, the foundation had donated and planted over 40,000 saplings.

7. Collaboration with University Clubs:

In 2015, the foundation supported university clubs which focused on serving disadvantaged communities. The foundation had supported 246 clubs and their summer and winter camps. In total, 3,008 student volunteers participated in these service activities and these causes had reached out to 17,618 people.

IV. Miscellaneous Expenditures

The miscellaneous expenditure of printing the foundation's annual reports and volunteer books, honoring exemplary volunteers, management of the volunteer group, operation of the official website, accountant assurance and other items amounted to NT\$ 634,824 (US\$ 19,360).

The foundation had seen great success in every charity event thanks to the assistance of governmental agencies, charitable organizations and Lin Yuan volunteers' active engagement and participation. Going forward, the foundation will continue to hold close to the spirit of "giving back to society", endeavoring to build a peaceful and happy society.

國泰世華銀行文化慈善基金會 2015 年度工作報告

The 2015 Work Progress Report of Cathay United Bank Foundation

2015 年度國泰世華銀行文化慈善基金會依照年度計畫推動各項業務，包括慈善公益、兒童關懷、文化、藝術及各類贊助活動，全年度支出總額為新臺幣 25,136,114 元整（另支用 2013 年度結餘經費新臺幣 11,410,000 元整），茲就重大支出概況報告如下：

一．慈善公益及兒童關懷

1. 大樹計畫—讓幼苗長成大樹：

持續推動「大樹計畫」，從教育開始翻轉未來，2015 年總計捐贈新臺幣 10,000,000 元助學金，幫助 6,848 名清寒國中小學生。除了經濟上的支持，基金會也希望強化學童的學習動機，舉辦「童書募集」及「小樹苗作文獎」等活動。為增進親子溝通，舉辦 10 場「愛·零距離！大樹養成計畫親子公益講座」（臺北 6 場、臺中 4 場），並首次移師臺東舉辦 4 場「擁抱最棒的自己！大樹養成計畫親子公益講座」；出版親子教育推廣書籍「親子愛不礙」第三冊；為延伸大樹計畫精神，培養優秀體育人才，以「大樹茁壯計畫」幫助選手參與國際賽事爭取榮譽；為弭平城鄉差異，增廣見聞，「送愛到遠方」補助偏鄉孩童至臺北進行文化參訪。以上共支出新臺幣 13,318,789 元。

2. 角落音樂會及其他：

至各地養護中心或教養院等機構舉辦「角落音樂會」，希望以音樂療癒人心；持續辦理志工招募及受託代辦公益事業等業務。以上共支出新臺幣 4,593,591 元。

2. 國泰公益集團共同辦理活動：

參與國泰兒童成長營、「樹造幸福·伊起傳愛」義賣活動及寒冬送暖等活動，以及編製國泰公益集團年報，共支出新臺幣 345,747 元。

二．文化活動

舉辦 2 場 Plaza 7 系列活動「永恆的經典音樂會」；本會拍攝之紀錄片「古諾楓之歌」，入選「2015 臺灣國際民族誌影展」，舉辦發表會推廣本片。以上共支出新臺幣 3,063,746 元。

三．藝術活動

國泰世華藝術中心配合國泰藝術節，舉辦新世紀潛力畫展，以及其他各種不同風格、畫派之展覽共 10 檔。策畫「藝術講堂」系列講座，邀請名師開講，解析不同藝術派別的脈絡以及創作概念；設計 2016 年國泰金融集團藝術桌曆等，共支出新臺幣 8,748,858 元。

四．贊助活動

基金會也長期贊助藝文及各項公益活動，2015 年贊助活動如下：臺陽美術協會「第 78 屆臺陽美展」；國立臺灣師範大學藝術學院「流溢鄉情」水彩展；國泰世華銀行透過基金會辦理「食分幸福—幸福待用站」活動，贊助宜蘭縣大同鄉寒溪、大同、四季及南山國小、南投縣信義鄉信義國中、羅娜及東埔國小等 7 校營養早餐；臺灣民族誌影像學會「2015 臺灣國際民族誌影展」；財團法人布農文教基金會「五餅二魚服務計畫」及「布農工作學習獎學金計畫」；財團法人伊甸社會福利基金會「新移民成長學習暨親子情感加溫計畫」；天主教善牧基金會「大手牽小手～暴力預防教育行動計畫」；財團法人「張老師」基金會「關懷弱勢兒少公益音樂會」；國泰世華藝術中心贊助場地舉辦「2015 臺北文學季—跟舒國治、宇文正一起讀《水城臺北》」講座；以及其他贊助，共支出新臺幣 4,857,475 元。

Cathay United Bank Foundation implemented all works, including charity and public welfare, care for children, cultural events, art events and sponsorship, in accordance with its annual work plan. In the year of 2015, the total expenditure was NT\$ 25,136,114 (US\$ 766,579) plus NT\$ 11,410,000 (US\$ 347,972) surplus in 2013. The information of the major expenditure is as follows:

I.Charity ,Public Welfare and Care for Children

1.Elevated Tree Program—Grow A Big Tree From A Shoot:

Cathay United Bank Foundation continued to build on Elevated Tree Program. To change

the future, we need to start from children's education. In 2015, the foundation donated a total of NT\$ 10,000,000 (US\$ 304,971), which benefited 6,848 poor junior high school students and elementary school students. In addition to monetary help, the foundation cared for children's learning by hosting children's book donation activities and Little Sapling Writing Award, organizing 10 free parenting lectures "Love Brings Us Together" (6 sessions in Taipei and 4 in Taichung), for the first time holding the parenting lectures "Hugging My Best" in Taitung (4 sessions), and publishing the third volume of the book "Love Without Barriers". Moreover, the foundation implemented Thriving Tree Program to encourage students to engage in sports and to sponsor extraordinary student athletes participating in international tournaments. In the hope of diminishing the rural-urban gap and broadening children's vision, the foundation's "Sending Love to Someone Far Away" campaign sponsored children from remote villages for a trip to Taipei engaging in cultural activities. The expenditures for the above-mentioned activities totaled NT\$ 13,318,789 (US\$ 406,184).

2. Corner Concerts and others:

The Corner Concert campaign invited musicians to perform in senior care centers or nursing homes in the hope of conveying the healing power of music to people. It also continued to recruit external volunteers and to be entrusted with external public welfare affairs. The total expenditure for the above mentioned activities amounted to NT\$ 4,593,591 (US\$ 140,091).

3. Activities co-hosted within Cathay Charity Group:

An expenditure of NT\$ 345,747 (US\$ 10,544) was spent on the Cathay Children Development Camp, charity bazaars, Winter Warmth Program, and editing and production of the annual report.

II.Cultural Events

An expenditure of NT\$ 3,063,746 (US\$ 93,435) was spent on two Eternal Classic Concerts for the Plaza 7 Series Activities and the promotional events for the foundation sponsored documentary "Songs of Hunungaz" which was selected as the participating film for the 2015 Taiwan International Ethnographic Film Festival.

III.Art Events

An expenditure of NT\$ 8,748,858 (US\$ 266,815) was spent by Cathay United Art Center on the hosting of Emerging Artists Exhibition in the Cathay Arts Festival and 10 special

exhibitions and collection exhibitions with different art styles, organization of Art Talk Lecture Series on art genres and design concepts, and the design of 2016 Cathay Financial Group art calendars.

IV.Sponsoring Activities

The foundation has sponsored various kinds of cultural events and charitable activities for a long time. In 2015, an expenditure of NT\$ 4,857,475 (US\$ 148,139) was spent on sponsoring activities including the 78th Tai-Yang Art Exhibition, "Brimming with Nostalgia" the watercolor painting exhibition at the Art School of the National Taiwan Normal University, "Food and Happiness" campaign organized by Cathay United Bank to sponsor student breakfast at four elementary schools in Datong Township, Yilan County (i.e. Hansi, Datong, Skikun and Nanshan) and three schools in Xinyi Township, Nantou County (i.e. Xinyi Junior High School, Luona Elementary School and Tumpu Elementary School), the 2015 Taiwan International Ethnographic Film Festival hosted by Taiwan Association of Visual Ethnography, Bunun Cultural and Educational Foundation's Five Loaves and Two Fish Project and Bunun Scholarship Program, Eden Social Welfare Foundation's New Immigrant Development and Parent-children Bonding Program, Good Sheppard Social Welfare Foundation's Violence Prevention Task Force, Charitable Concert for Under-privileged Children hosted by the Teacher Chang's Foundation and "Reading the Water City Taipei with Kuo-Chi Shu and Wen-Cheng Yu" lectures in the "2015 Taipei Literature Festival".

國泰建設文教基金會 2015 年度工作報告

The 2015 Annual Work Progress Report of Cathay Real Estate Foundation

2015 年度國泰建設文教基金會依照年度工作計畫，長期深耕文教活動、傳承本土文化，資助弱勢族群。本會在全台廣設圖書館，推廣文藝，並每年舉辦「台語金曲演唱會」，傳承台語歌曲之美。持續贊助「孫運璿先生管理紀念講座」、「蔡萬霖先生紀念獎學金」，以培養寬闊視野、品學兼優的未來人才。長期支持公益，每年協辦新住民關懷計劃、夏日捐血、兒童成長營、寒冬送暖等活動，持續以行動回饋社會。全年支出總額為新臺幣 13,888,937 元整，茲就各項支出概況報告如下：

一．霖園圖書館

本會自 1983 年成立以來在全台設置 13 所圖書館。內部開放使用面積共達 700 多坪，每館藏書二千餘冊，館內長期訂閱各類書報雜誌，並定期的舉辦免費館內教學活動，希望藉此提供良好的閱讀環境，讓民眾自在學習、涵養生活，並增進鄰里情誼與和諧社區。共支出新臺幣 9,903,427 元。

二．Plaza7 系列活動

為傳承發揚臺灣本土文化精髓，於 Plaza 7 國泰廣場舉辦「台語金曲演唱會」今年已邁入第六年，活動前日颱風剛過，觀眾達 1500 名，卻為歷年來最多，活動在一首首經典閩南語情歌、盈滿情深雋詠的辭句，與觀眾的熱情支持中圓滿結束。共支出新臺幣 1,452,689 元。

三．公益集團合辦活動

1. 臺灣新住民關懷計劃：
協助臺灣新住民與新住民二代順利適應臺灣生活，消除適應上的隔閡，舉辦一系列新住民關懷計畫課程、致力深耕教育。以提供新住民彼此支持的力量管道。並啟發新二代接納多元文化，正視自我價值，建構兩代正向溝通的橋樑。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十六年，在夏令時節廣設捐血據點，定期

推廣，以紓解夏日血荒，長期拋磚引玉，讓捐血的善心義舉蔚成風氣。共支出新臺幣 50,000 元。

3. 國泰兒童成長營：
讓身處偏鄉的弱勢孩子，每年暑假，藉由接觸多樣化課程、拓展多元視野，啟發孩童探索自我，點燃未來志向，逐夢飛翔。共支出新臺幣 147,556 元。
4. 寒冬送暖活動暨圓夢計畫：
國泰公益集團，長期關懷原住民孩童、長者與新住民二代，年年匯集各界愛心物資送達偏遠鄉鎮，持續在寒冬中的每個角落散發溫暖、支持的力量。共支出新臺幣 100,000 元。

四．才藝教學相關活動

提供民眾學習各式才藝的機會，發掘生活新樂趣，藉由學習互動，和諧鄰里。達到寓教於樂，培養第二專長，豐富日常生活。共支出新臺幣 307,200 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實務成功經驗分享，激發學子潛能、開拓其視野。以培養具有前瞻性與卓越領導的未來人才，為國家經濟建設貢獻心力。共支出新臺幣 250,000 元。
2. 蔡萬霖先生紀念獎學金：
以品學兼優、具特殊功績貢獻及清寒殘障的績優學生為對象，給予獎學金的資助。希望藉由實質的支持及鼓勵，成為年輕學子的夢想守護者。期待學子們盡情綻放自我，未來以其專業回饋社會。共支出新臺幣 500,000 元。

Cathay Real Estate Foundation has implemented its annual plan of developing cultural education, promoting local cultures, and supporting the disadvantaged communities in 2015. The libraries set up across the island were hoped to make acquiring knowledge easier for the general public. The annual Taiwanese Classic Songs Concert was organized to pass on the beauty of Taiwanese songs to the next generation. The foundation kept its support to the Yun-Suan Sun Memorial Lecture and Wan-Lin Tsai Scholarship for the purpose of broadening visions of the next generation and developing them for the future. The foundation has initiated charitable activities for years and assisted in organizing New

Immigrant Care Program, Summer Blood Donation Campaign, Cathay Children Development Camp and Winter Warmth Program, hoping to give back to the society with care and actions. In 2015, a total expenditure of NT\$ 13,888,937 (US\$ 423,572) was spent with details listed as follows:

I. Lin Yuan Library

The foundation has set up thirteen libraries around the country since its establishment in 1983. The inner space of all library branches for the public to use is more than 700 pings (or approximately 2,314 square meters). Each of the branches collects more than 2,000 books in average. New collections of books, newspapers and magazines are included for readers to obtain the latest information in all types. Different types of courses are introduced for free on a regular basis. By providing a good reading environment, Lin Yuan Library aims at nurturing the community with cultural essence and further promoting the harmony and friendship among neighbors. An expenditure of NT\$ 9,903,427 (US\$ 302,026) was spent in this regard.

II. Plaza 7 Series Activities

The Taiwanese Classic Songs Concert hosted in the hope of passing down the local cultural heritage entered the 6th consecutive year at the venue Plaza 7 in 2015. Although a typhoon just hit Taiwan one day ago, the concert housed 1,500 people—the most audience ever! With beautiful melodies and heart-moving lyrics one after another, the concert closed the curtain filled with audience's cheers and applause. An expenditure of NT\$ 1,452,689 (US\$ 44,303) was spent in this regard.

III. Activities Co-organized Within Cathay Charity Group

1. New Immigrant Care Program:

An expenditure of NT\$ 250,000 (US\$ 7,624) was spent on the New Immigrant Care Program, which helped new immigrant residents and their children adapt to their new life in Taiwan. The Care Program held a series of courses for new immigrants in order to diminish the barriers for them to get used to the life in Taiwan and to provide a platform for them to acquire mutual support. The Care Program also put focus on new immigrant children: inspiring them to accept a multicultural environment, embracing their own roots and further constructing positive communication between generations. An expenditure of NT\$ 250,000 (US\$ 7,624) was spent in this regard.

2. Summer Blood Donation Campaign:

An expenditure of NT\$ 50,000 (US\$ 1,525) was spent on the 16th anniversary of the Blood Donation Campaign. Cathay Charity Group regularly set up blood donation booths through different channels and extensively set more donation stands in summer time

to help relieve blood shortage. It hoped to mobilize goodwill among the public to enthusiastically express care and love to others through actions.

3. Cathay Children Development Camp:

An expenditure of NT\$ 147,556 (US\$ 4,500) was spent on the Children Development Camp, where diversified fun educational activities were given to disadvantaged children living in remote villages in the hope of broadening their horizons, inspiring them to explore themselves and helping them to identify their aspirations and to chase their dreams.

4. Winter Warmth Program:

An expenditure of NT\$ 100,000 (US\$ 3,050) was spent on the Winter Warmth Program. Cathay Charity Group has cared for aboriginal children, the elderly, and children of new immigrant residents. Through this program, it brings resources donated by the public to remote villages, hoping that the goodwill could inspire more benevolence from the society.

IV. Talent Learning Program

The Talent Learning Program was to provide local residents opportunities to learn new skills, to discover new funs in life, and to get to know their neighbors and to develop harmonious interpersonal relationships in different courses. People could learn new things while have fun at the same time. The total expenditure in this regard was NT\$ 307,200 (US\$ 9,369).

V. Sponsoring Activities

1. Yun-Suan Sun Memorial Lecture:

An expenditure of NT\$ 250,000 (US\$ 7,624) was spent on Yun-Suan Sun Memorial Lecture. This lecture is designed to broaden visions of young talents, to help them discover their potentials, and to cultivate the leaders in the future for the economy of our nation, through leaders of all areas of society sharing their successful stories.

2. Wan-Lin Tsai Scholarship:

An expenditure of NT\$ 500,000 (US\$ 15,249) was spent on the Wan-Lin Tsai Scholarship. The scholarship is awarded to students with excellent academic performance and benevolent actions as well as disadvantaged or disabled students with the purpose of encouraging them to pursue their dreams and to courageously live to the fullness so that they will give back to the society in the future.

活動報導

Events and Activities



愛的進行式

我們必須聽不見喧囂
才能聽見角落的呢喃
必須看不見輝煌
才能看見黑暗中的螢光
愛的存在
是無法稀釋的回音
在我們付出時以共鳴回應
是時間蒸餾的光亮
在我們祈禱中延伸出光影
愛的運轉
讓世界有了生命力
讓生命有了安全感
沒有人應該置身事外
讓我們伸出手來 熱情地牽起彼此
點點相連的弧線 串起一個愛的圈圈
一個屬於你我 夢想中的樂園

The Presence of Love

Only when we ignore the noises of the crowd
shall we hear a whisper from the corner.
Only when we blind ourselves from the splendor
shall we see the fluorescence in the dark.

The existence of love
is an echo which cannot be diluted,
an echo in response to our actions;
it is the light distilled by time,
the beams of light projected from our prayers.

The flow of love
keeps the world alive and brings security to life.
No one shall stay away.
Let us take each other's hands and let passion solidify our union.
Let us make a circle of love, A dream paradise for you and me.

期勉學子「Be the Change」成為改變的起點

105 名青年創思獲獎 集結力量相揪做好事

Wan-Lin Tsai Scholarship Encourages Students to be the Change

105 award winners formed synergies to do good to others with their creativity

主辦：國泰人壽慈善基金會

Organized by：Cathay Charity Foundation

協辦：國泰建設文教基金會

Co-organized by：Cathay Real Estate Foundation

國泰「蔡萬霖先生紀念獎學金」12月16日在國泰金融會議廳舉辦頒獎典禮，經過四階段審查，共有105位青年學子脫穎而出，獲10萬元獎學金鼓勵。今年主題為「Be the change」，邀請申請者提出「相揪



為臺灣做一件好事」的創意構想，鼓勵年輕學子親身實踐，期許透過獎學金甄選，鼓勵認真上進的青年學子，免去經濟壓力，專心經營未來，厚植國際競爭力，成為臺灣向上改變、前進的重要力量。所有獲獎者皆成為「獎學金得主聯誼會」之當然成員，透過該平臺聚集志同道合力量，讓歷屆得主共同落實行動，激盪更強大的社會影響力。

國泰慈善基金會於12月16日假臺北國泰金融會議廳辦理「蔡萬霖先生紀念獎學金」頒獎典禮，共計105位優秀學子獲獎。
Cathay Charity Foundation held the award presentation ceremony of Wan-Lin Tsai Scholarship at Cathay Financial Conference Hall on Dec. 16, 2015. Award recipients included 105 young talents.

「蔡萬霖先生紀念獎學金」甄選分為「特殊功績獎」與「勤學向上獎」兩類。「特殊功績獎」獲獎者當中，視覺、聽覺雙障的暨南大學研究生周祺燁，不以身體殘缺為苦，不但是馬拉松、協力車國際級選手，更致力於社會政策及社工研究，期許能為身障族群發聲。而「勤學向上獎」的致詞代表、就讀臺大商研所的湛址傑說，「只有逆境才能真的讓人成長，努力挑戰，能改變逆境就能改變人生！」

大樹學子「Meet Ups!」用知識讓世界更美好！

2015年獎學金得主聯誼會活動主題定為「Meet Ups!」得主們依校分別組成跨系團隊，觀察社會現象並發揮創意、結合所學，辦理7場活動，活動類型為二手書義賣、偏鄉學童營隊、公益講座、社區文創旅行、育幼院長期志工招募，將青年行動浪潮向外擴散。

其中，5月12日清華大學與交通大學由兩校獎學金得主聯手辦理「溫柔的力量-從『心』發現臺灣」座談會，邀請生態綠創辦人余宛如小姐、城市浪人創辦人張希慈小姐兩位女性創辦人，暢談用愛創業的理想，鼓勵菁英學子思考、行動、走出舒適圈，視野與國際接軌。

此場活動結合國泰「ShoJio相揪公益平臺」網站宣傳，成為首波「熱血好行動」，未來該平臺將持續作為媒介，與社會企業合作讓更多人看見社會正在改變的角落，讓更多熱血人們透過參與新型態的公益旅程，成為改變社會的起點。



國泰建設董事長張清樾（中）與得獎的學子合影留念。鼓勵學子們努力向學，讓夢想成真。

Chairman of Cathay Real Estate Ching-Kuei Chang (center) took a photo with award winning students and encouraged them to keep pursuing their dreams.

2015 年蔡萬霖先生紀念獎學金聯誼會「Meet Ups!」系列活動

執行團隊	活動名稱	日期
中央大學	【你捐我買 Better World Books】 二手書義賣活動，推廣二手書再利用，找回書籍重生價值，所得全數捐贈予陽光基金會，幫助燒燙傷弱勢族群。	3/2-3/6
中正大學	【為偏鄉弱勢孩子，築一個夢想】 邀請偏鄉小學參訪中正大學「紫荊影展」並由中港臺大專志工帶領學童認識大學，希冀激發學童向學、勇於尋夢。	3/25
成功大學	【走讀五條港，刻印好風景】 採「微旅行」方式探索臺南古城，帶領民眾以攝影及手繪刻劃，體驗城市變遷的故事及創業家的信念和夢想。	4/18
政治大學	【偏鄉兒童英語教學一日遊】 邀請偏鄉學童參訪政治大學及動物園，透過大學教育及環境認識，激勵學童積極向學的動力，並營造英語學習情境。	5/7
清華大學 交通大學	【溫柔的力量～從「心」發現臺灣座談會】 近年來女性創立社會企業，藉由市場機制引領社會改變，透過座談會，讓民眾認識這股新興的溫柔力量。	5/12
臺北大學	【～大學與小學的 meet up～ 知識服務動起來】 以回收物製作道具，透過戲劇，將法學及環保融入戲劇中，協助學童認識社會現況、學習法律常識，寓教於樂。	5/27

The award presentation ceremony of Wan-Lin Tsai Scholarship took place at Cathay Financial Conference Hall on Dec. 16, 2015. 105 young students stood out among others and won the prize of NT\$ 100,000 (US\$ 3050) after four phases of review process. The theme of 2015 was "Be the Change". Applicants were required to submit an idea for the task "Together do a good thing for Taiwan" and to carry out the task by themselves. The scholarship aims at encouraging young people to chase their dream without worrying about the financial pressure so that they will possess international competitiveness and become important figures moving Taiwan forward. All the winners were the ex officio members of the winner's club. This club has become a platform that gathers the winners of previous years so that they could unite their actions making it a stronger force for the society.

The selection of Wan-Lin Tsai Scholarship recipients was sectioned into two categories: "academic diligence" and "special achievement". Chi-Yeh Chou, one of the winners in "special achievement" category, is a graduate student at National Chi Nan University. Suffering from visual and hearing impairment, he is not beaten by his dual disabilities and has made himself an international level marathon and tandem bicycle athlete. His academic work focuses on social policies and social work studies because he wants to speak up for the disabled people like him. Chih-Chieh Chan, a student from the Graduate Institute of Business Administration at National Taiwan University who gave a speech representing the "academic diligence" group, said, "Only a difficult situation makes a person grow. A person needs to fight and change the difficult situation to be able to change his life!"



「盲人導航跟屁蟲」團隊，研發視障朋友專用導航 APP「BlindNavi」，獲特殊功績獎。

Winning team "Navigators for the Blind" of special achievement category was awarded for their development of "BlindNavi", an app exclusively for the visually impaired.



臺大商研所的湛址傑同學不畏困境、勤奮向學，連續兩年獲得獎勵。

Chih-Chieh Chan from the Graduate Institute of Business Administration at National Taiwan University won the award for the second consecutive year for his great academic achievement despite all the adverseness in life.

Prize Winners Meet Up: Leverage Your Knowledge and Make a Difference!

The theme for the 2015 winner's club is set up as "Meet Ups!" for prize winners to form cross-school teams to organize 6 activities based on their creativity and current social trends. The activities included second-hand book fundraising, charity lecture, community cultural trip, and recruiting event of long-term volunteers for youth welfare institutes. These activities allowed the young people to make a difference by practical actions.

The prize winners from Tsing Hua University and Chiao Tung University teamed up and organized a seminar called "The Gentle Power: Discover the True Taiwan" on May 12th. Two women social enterprise founders, Wan-Ju Yu who founded Okogreen that sells fair-trade goods, and Hsi-Tzu Chang who created City Wanderer, an educational and entrepreneurial project, were invited to talk about how they started their business from their ideal of love.

The speakers used their own examples to encourage young people to think, take actions and walk out of the comfort zone to the international arena.

This event was put on Cathay's charity platform website ShoJio for promotion as the first event of "Hot Blooded Series". Going forward this platform will continue to work with more social enterprises for more people to witness the changes occurring in our society and allow more hot-blooded people to join this new type of causes.



中正大學得主結合校園力量，邀請偏鄉學童參訪中正大學，透過地震館的導覽說明，讓小朋友了解地震的由來及避難方式，建立正確觀念。

The prize winners from National Chung Cheng University combined the resources from campus to invite children from remote villages to visit National Chung Cheng University. The children were taking a tour at earthquake exhibition learning the knowledge about earthquake and the right way to take cover when earthquake strikes.

2015 Winners' Club of Wan-Lin Tsai Memorial Scholarship “Meetups!”
Series of Activities

Team	Event name	date
National Central University	【Better World Books】 Better World Books is an event where second-hand books were collected for sale and all the income was donated to the Sunshine Social Welfare Foundation to help the burn survivors and people with facial disfigurement.	3/2-3/6
National Chung Cheng University	【A Dream for Village Children】 This activity invited elementary school students from remote villages to attend the Zijing Film Festival held by Chung Cheng University and to have a campus tour guided by student volunteers from Taiwan, Hong Kong and China. This activity aimed at encouraging disadvantaged children to dare to chase their dreams.	3/25

National Cheng Kung University	【Mini Tour: Meet the Old Town Tainan】 The team from Cheng Kung University conducted this mini tour taking the participants to explore the old town of Tainan and experience the changes of the old town and local entrepreneur's belief through photo-taking, hand-painting and hand crafting activities.	4/18
National Chengchi University	【One Day English Camp for Village Children】 School children from remote villages were invited to visit Chengchi University and Taipei Zoo. This activity provided an English learning scenario and aimed at stimulating children from remote areas to keep learning through a tour to the university campus	5/7
National Tsing Hua University National Chiao Tung University	【The Gentle Power: Discover the True Taiwan】 In recent years more and more women started social enterprises which resulted in changes in the society through changes of market mechanism. The seminar introduced this emerging gentle power to the public.	5/12
National Taipei University	【Knowledge in Action: Let's Learn and Play!】 The team from Taipei University put up a play using props made by recycled objects and integrating legal knowledge and environmental concept for children to learn current social trends and useful legal knowledge.	5/27



成功大學得主結合在地社區發起「走讀五條港、刻印好生活」活動，邀請學生、民眾、文創工作者，走入社區、品讀文化，深受大家喜愛。

The team from National Cheng Kung University worked with local communities to launch "Mini Tour: Meet the Old Town Tainan" with participants ranging from students, general public and cultural workers. This mini tour took people to appreciate the beauty of local communities and culture and received rave review.



清華、交通大學得主聯手邀約百餘位優秀學子齊聚，聆聽社會企業的創新思維。

The team from National Tsing Hua University and National Chiao Tung University invited more than 100 college students to listen to social enterprise founders' innovative concepts.

慈善不是義務，而是一種生活態度

霖園志工愛心遍全臺 把善念善行向外擴散

Charity is Not an Obligation. It is an Attitude of Life
Lin Yuan volunteers spread the thoughts and deeds of kindness throughout Taiwan

主辦：國泰人壽慈善基金會 Organized by：Cathay Charity Foundation



霖園集團子公司高級主管熱情響應 9 月 12 日愛心義賣活動，於中正紀念堂藝文廣場前合影留念。
Executive managers from the affiliate companies of Lin Yuan Group supported the charity bazaar on Sep. 12 and took a picture at the square of Chiang Kai-shek Memorial Hall.

2009 年起，霖園集團發動「一日志工訪視關懷」活動，邀請集團全體員工投入體驗志工服務的樂趣，接著深化成自發性的、長期經營的「霖園志工」活動，至 2015 年累計共 11,935 人自願加入，長期無私奉獻愛心，服務範圍涵蓋弱勢家庭關懷訪視、社區環保活動、銀髮族陪伴、卓越清貧學子助學及各項關懷活動等，志工們在各個需要的角落揮灑汗水、奉獻點滴愛心，以行動體現大樹之愛，以幸福的力量溫潤每一個失落的心靈。

給人幸福 就是幸福

國泰人壽慈善基金會邀請霖園志工，一起關懷社會角落，2015 年訪視關懷 862 個弱勢家庭，扶助 288 人，補助金額為 355.9 萬元，並辦理逾 18 場志工服務活動，藉由志工親身體驗與服務，用心感受每一個社會角落的故事，讓善與愛的力量在全臺各地發光、傳播。

二手義賣 做環保散播愛

國泰人壽慈善基金會動員在地志工團的力量，於臺北、臺中、高雄與在地社福機構合作舉辦大型「樹造幸福義賣活動」分別於 1 月 10 日臺中市府前廣場、1 月 31 日高雄文化中心、9 月 12 日臺北中正紀念堂、12 月 12 日臺中健行國小辦理 4 場，年度義賣所得 474 餘萬元，將全數投入貧困新住民及單親家庭子女教育、課輔，協助弱勢學童持續學習，希冀透過教育擺脫弱勢。

活動成果	北部	中部	南部
合作單位	伊甸基金會	臺中市 YMCA、大墩社區大學	高雄市 YMCA
活動日期	9 月 12 日	1 月 10 日	12 月 12 日
活動地點	臺北中正紀念堂	臺中市府前廣場	臺中市健行國小 大操場
攤位及義賣所得	合計有 100 個攤位，當日總義賣所得約 193 萬元	700 多位志工、認養了 83 個攤位，義賣所得 83 餘萬元	700 餘名霖園志工設置 79 個攤位，義賣所得超過 88 萬元
參與人次	約 5,000 人	約 5,000 人	約 5,000 人

志工捐贈救護車 用愛守護每一個生命

2015 年重大災害頻傳，有鑒於運送傷者的救人急迫性，霖園志工發起捐贈救護車活動，由展北投分隊陳秀苗志工等 12 位捐款者共同捐贈救護車乙台予國泰綜合醫院，希冀拋磚引玉能鼓勵更多志工夥伴響應，於 6 月 18 日舉辦捐贈儀式，由國泰綜合醫院李發焜院長代表受贈，所有捐贈者也將救護車鑰匙交予其子女接手，透過代代傳承愛心捐贈，持續守護更多珍貴的生命。

微型保險用心服務，為弱勢創造新價值

「微型保險」為低收入及特定族群提供生命各種風險保障，創造更高的社會經濟價值，改善生活。國泰人壽慈善基金會結合金融本業，透過在地志工的協助，針對經濟弱勢民眾安排的保險計畫，藉由小額支出，提升弱勢族群身故、殘廢及意外醫療的保障，不因發生事故後使家庭或個人陷入困境中。2015 年以新住民、身心障礙者、中低收入戶等弱勢族群為主要投保對象，共協助 19,015 位弱勢人士投保。



霖園志工熱情響應愛心義賣活動，動員家人及保戶一起義賣做愛心。
Lin Yuan volunteers supported the charity bazaars bringing their families and customers to join the cause.

In 2009 Lin Yuan Group launched One-Day Volunteer Program to invite all staff to join the volunteer force. The program later evolved into staff-initiated Lin Yuan Volunteer Group campaign, in which volunteers have continued to participate in welfare services. As of the year 2015, the number of volunteers has totaled 11,935 people. Those volunteers have involved in visiting disadvantaged families, community environmental protection activities, visiting the elderly, after-school tutoring for financially challenged students and etc. They have offered themselves to serve those in need and have warmed the heart of the lost with practical actions.

More Blessed to Give

Cathay Charity Foundation invited Lin Yuan volunteers to share love and kindness across the country together. In 2015 Lin Yuan volunteers had visited 862 disadvantaged families, supported 288 individuals, donated charitable fund up to NT\$ 3,559,000 (US\$ 108,539) and conducted 18 volunteering events. Through these voluntary experiences, they felt for the people living in the margin of society. What they could do is try to strengthen and spread out the power of kindness across Taiwan.

Charity Bazaars: Be Kind to the Environment and Help the People in Need

Cathay Charity Foundation mobilized the local volunteer groups in Taipei, Taichung and Kaohsiung and worked with local social welfare organizations to conduct 4 large-scale charity bazaars at: Taichung City Hall Plaza on Jan. 10, Kaohsiung Cultural Center on Jan. 31, Chiang Kai-shek Memorial Hall on Sep. 12 in Taipei, and Jianxing Elementary School on Dec. 12 in Taichung. The total income of more than NT\$ 4,740,000 (US\$ 144,556) from the bazaars would be donated to the programs supporting the education and tutoring of the children from poor new immigrant families and single parent families, and the continuation of learning for disadvantaged children in the hope that the disadvantaged children could get out of the situation by receiving education.

Event Result	North Zone		Central Zone		South Zone
Co-organizer	Eden Social Welfare Foundation		YMCA Taichung and Tatun Community College		YMCA Kaohsiung
Date	Sep. 12		Jan. 10	Dec. 12	Jan. 31
Venue	Chiang Kai-shek Memorial Hall, Taipei City		Taichung City Hall Plaza, Taichung City	Jianxing Elementary School, Taichung City	The plaza of Kaohsiung Cultural Center, Kaohsiung

Booths and Income	100 booths; Income of the day: approximately NT\$ 1,930,000 (US\$ 58,859)	83 booths with more than 700 Lin Yuan volunteers; Income of the day: approximately NT\$ 830,000 (US\$ 25,313)	79 booths with more than 700 Lin Yuan volunteers; Income of the day: approximately NT\$ 880,000 (US\$ 26,837)	78 booths with more than 700 Lin Yuan volunteers; Income of the day: approximately NT\$ 1,100,000 (US\$ 33,547)
	approximately 5000 people	approximately 5000 people	approximately 5000 people	approximately 5000 people

Volunteers Donated Ambulance

In 2015, serious disasters struck Taiwan. Considering the pressing need of transporting the injured victims, Hsiou-Miao Chen and the other 11 volunteers from Chan Beitou volunteer team jointly donated an ambulance to Cathay General Hospital, in the hope that this act would encourage people to do the same. The donation ceremony took place on Jun. 18 and the superintendent of Cathay General Hospital Fa-Kun Lee represented the Hospital to receive the ambulance. In the ceremony all donors handed the car key to their children, symbolizing their benevolence of such act was passed on to the next generation who would help more lives.



國泰慈善基金會與熱血志工共同捐贈救護車予國泰醫院，希冀能搶救每一個瀕危生命。

Cathay Charity Foundation and volunteers jointly donated an ambulance to Cathay General Hospital, in the hope of saving every life in danger.

Micro Insurance Creates Value for Disadvantaged People

Micro insurance provides protection for low-income people and certain disadvantaged groups of people. Micro insurance creates economic value for them so as to improve their life. Thanks to the help of volunteers, Cathay Charity Foundation provides insurance plans tailor-made for economically disadvantaged people. With small amount of payments, they could also have insurance coverage (including death, disability and accident benefits) so that individuals or their families would not be trapped into difficult conditions when unexpected accidents come. In 2015, the foundation helped 19,015 disadvantaged people (who mainly were new immigrants, physically or mentally disabled people, and middle and low income families) to apply for micro insurance.

ShoJio 相揪推廣好心善行 改變社會的起點 讓「共好」成為可能

ShoJio Promotes Benevolent Actions

Motivating changes for the society; making "mutual benefit" possible

主辦：國泰人壽慈善基金會

Organized by：Cathay Charity Foundation

「ShoJio 相揪公益平臺」於 2015 年 1 月正式上線，初階段主要對集團員工宣傳。該網站成立主要是為扶植「社會企業」成長，傳達用商業模式解決社會問題的正向力量，提供一個分享小人物好故事的場域，同時也是志工訊息、熱血行動發動的舞臺。

2015 年全年度持續透過主題式行銷活動曝光，以推廣「好心市集」（社企好商品）為主要目標，導購至神坊電子商城公益商品專館銷售，同時搭配「熱血好行動」（社企好行動）推廣，讓集團員工親身體驗志工活動及公益小旅行。2015 年共推動 30 場創意主題式行銷活動，產品銷售量達 161 萬元，6 場熱血行動計有逾千人參與。

好心市集：買到的不只是產品，而是良善的品牌故事

2015 年相揪公益平臺與 10 家社會企業及公益團體合作，這些團體有的從事輔導原民、小農進行有機耕作，如：「臺灣原味」、「光原社會企業」；有的則為身體不自由者提供一個培養技能、發揮所長的工作場所，如：「慢飛兒」、「小貝殼」等庇護工場；有的則與社區共生共存，賦予社區新生命，如：「2021 社會企業」、「老寮」。相揪公益平臺不斷透過網路宣傳與實體活動曝光社企好理念，鼓勵公益消費，讓更多人認識良善品牌的故事。

熱血好行動：身體力行，每個人都有改變社會的力量

除社企商品銷售外，相揪公益平臺亦積極推動「熱血好行動」，鼓勵身體力行做好事。2015 年與社會企業「老寮」、「金瓜三號」等合作公益小旅行活動，創新員工聯誼及親子活動型態，深受員工喜愛；也透過和公益團體「樂山教養院」、「慢飛兒庇護工場」合作志工招募，提供員工親身參與熱血好行動的各種機會！相揪公益平臺主張，把員工的興趣和專長，與公益團體的需求做媒合，平臺就像槓桿的支點，能夠撐起的世界以及帶來的加乘效應，將有改變社會的力量！



「慢飛兒庇護工場」採購具公平貿易國際認證的咖啡，消費者每買一杯咖啡就蘊含三份關懷：幫助身障、公平貿易、保護地球

When a consumer buys a cup of the internationally certified fair-trade coffee procured by Man Fair Sheltered Workshop, three things are achieved: helping the disabled, supporting fair-trade and saving the planet.



2021 社會企業重建、再興遭受莫拉克颱風重創的高雄台 20、21 線地區產業為願景。運用當地盛產的「青梅」，輔以獨家醃梅技術，製成各式美味與健康兼具的食品，並將產業鏈全部留於當地，試圖打造深具特色的「老梅經濟圈」

The vision of NEWAYS 2021 is to rebuild the industry destroyed by Typhoon Morakot of Provincial Highway 20,21. They produce delicious and healthy plum food with exclusive expertise and try to make industry chain stay locally, creating the economic circle of plum.

Charity Platform Website ShoJio officially went live in January, 2015. Its promotion focus was mainly for the staff of the Cathay Group at the beginning. The objective of this website is to support the growth of social enterprises. ShoJio positions itself as a media that tells the positive stories of these establishments which aim at solving social issues through commercial models, and it is also a place that promotes voluntary events and benevolent deeds.

For the whole year of 2015 ShoJio achieved high exposure through a series of themed marketing events. ShoJio put its main promotional focus on Goodwill Market, a section that introduced social enterprises' products and the sale of the products was provided through the link to the charity section of the Tree Mall website. Moreover, ShoJio promoted the events of Hot Blooded Series for Cathay staff to choose what voluntary activities or mini tours they wanted to take. ShoJio launched 30 creative themed marketing events in 2015, resulting in product sales of NT\$ 1,610,000 (US\$ 49,100) and a turnout of more than 1000 participants for the 6 events of Hot Blooded Series.



ShoJio 相揪公益平臺網站：<https://www.shojio.org.tw/>

Goodwill Market: Not Just Products It Sells, But Stories of Kindness Behind Them

ShoJio worked with 10 social enterprises and charity associations last year. Some of these organizations, such as Taiwan Way and Aurora Social Enterprise, focus on helping aboriginal people and individual farmers to conduct organic farming. Some like Man Fair Sheltered Workshop and The Little Shell Workshop provide workplaces where people with autism or development issues can learn skills and work. Others like 2021 Social Enterprise and Mountain Lodge work on revitalizing old communities. ShoJio has kept making these social enterprises, their concepts and their brand stories known through promotional events on the website and encouraging people to buy their products.



國泰金融中心於平安夜辦理「松仁七號擁愛耶誕」活動，邀請公益團體擺攤，與同仁們歡慶耶誕節。圖為小貝殼手工皂工作坊的夥伴們。

Cathay Financial Conference Hall held "Christmas Party at No. 7 Songren Road" event on Christmas Eve, inviting charity groups to set up stalls to sell their hand-made products and celebrate Christmas with the Cathay staff. The photo shows the staff of the Love Soap Workshop.

Hot Blooded Series: With Practical Actions Everyone Is Able to Change the Society

In addition to promoting social enterprises' products, ShoJio also allocated a lot of efforts in promoting Hot Blooded Series, encouraging people to take good deeds by practical actions. In 2015, ShoJio worked with Mountain Lodge and Pumpkin No. 3, a hostel located in the mountains of Pinglin, to provide charitable mini-tours which took place as staff trips in an innovative style and were highly praised by staff. ShoJio also worked with two facilities for mentally disabled people, Happy Mount and Man Fair Sheltered Workshop, in volunteer



樂山教養院透過相揪公益平臺徵求志工，協助籃球競賽活動中的小幫手，圖為樂山天使與志工們合影留念。

Happy Mount recruited volunteers through ShoJio to help them holding a basketball competition. Volunteers and the Happy Mount residents took a photo together.



位於苗栗南庄的社會企業「老寮」，帶國泰員工們體驗一場刺激的溯溪活動，看見不一樣的苗栗好風景。

The social enterprise Mountain Lodge located in Nanzhuang, Miaoli County planned an exciting river trekking activity leaving the Cathay staff a unique experience in Miaoli.

recruiting programs which also provided opportunities for the staff to join charitable causes. ShoJio's mission statement is that it would like to play a role of media bringing the staff's interest and skills to match the charity groups in need. ShoJio is like a pivot that could lift a world in which we have the power to change our society.

霖園志工發揮大樹精神 全台動員護地球 樹造低碳家園新森活

Lin Yuan Volunteers Advocate "Green" Lifestyle
Volunteers around Taiwan plant trees building low-carbon communities

主辦：國泰人壽慈善基金會

Organized by：Cathay Charity Foundation



(右起)本會林幸川副總幹事、公園處張郁慧處長、工務局彭振聲局長、本會龔志榮總幹事、萬華區黃國彥區長、萬華區李重華里長等共同植樹象徵愛護環境的決心。

(from right to left) Deputy Director-General of Cathay Charity Foundation Hsing-Chuan Lin, Park and Street Light Office Director Yu-Hui Chang, Commissioner of Public Works Department Zhen-Sheng Peng, Director-General of Cathay Charity Foundation Chih-Jung Kung, Wanhua District Office Director Kuo-Yen Huang, and Chief of Tengyun Li Chung-Hua Li planted saplings together to show their commitment in environmental protection.

自 2011 年國際森林年起，以綠色大樹為企業標誌的國泰人壽及國泰人壽慈善基金會即在全臺發起「社區故事樹種植活動」，號召全臺各地志工投入種樹活動，並邀請在地政府單位及環保團體合作營造社區綠美化和保育生態的行動，五年來已在全臺種下近三萬多株樹苗，除了每年的植樹活動，更推動「回歸樹」活動，透過每年持續陪伴小樹茁壯，為人與地球建立永續生存的橋樑。

臺北市萬華區青年公園「香花圓滿環繞」樹造綠色希望

國泰人壽慈善基金會自 2012 年起連續三年與青年公園合作，年年帶領霖園志工與居民捐贈並種植樹苗，2015 年 5 月 23 日再度舉行「香花圓滿環繞」捐贈種植活動，共捐贈 2 千株樹苗，並號召近 120 名志工、保戶、眷屬及社區居民一同種植故事樹，深耕永續臺灣理念。

國泰人壽慈善基金會總幹事龔志榮表示，為貫徹大樹精神，實踐永續發展信念，青年公園種樹活動規劃為三年階段性計畫，營造青年公園蓮花池畔綠色繽紛風貌。更透過社區里民和霖園志工親身參與，種樹護地球的價值和精神深植當地社區，凝聚為一股綠色動能，引領社會大眾共同重視臺灣綠色原貌。此外，國泰人壽慈善基金會植樹活動更與社區合作，透過「認養」方式，以確保樹木的「存活率」。每一棵樹都如同播下幸福種子，藉由全臺種樹活動，企業、保戶、社區每一位民眾對土地的熱情發芽成長，讓臺灣土地得以永續。

Cathay Life Insurance, the insurer known to the public with a green tree as its logo, and Cathay Charity Foundation launched the Community Story-tree Planting Campaign in 2011, the International Year of Forests, inviting Lin Yuan volunteers around Taiwan to take on the initiative of tree-planting, and local governments and environmental groups to join the causes of "greening local communities" and ecology protection. Thanks to the campaign that has continued for five years, more than 30,000 saplings were planted throughout the country. In addition to tree-planting, Cathay also carried out "Return for Tree" campaign—each year volunteers visit and take care of the trees planted in the hope of building the concept of sustainable living for people.



11 年 15 日展北投分隊於臺北市新民國中植下小樹，以綠蔭守護校園。

Lin Yuan Beitou team led volunteers to plant saplings in Xin Min Junior High School on Nov. 15.

Saplings are Planted for a Green Future in the "Fill the Youth Park with Fragrant Flowers" Campaign

Cathay Charity Foundation has cooperated with Youth Park in Wanhua District, Taipei since 2012, to hold the sapling-planting activity. In the past three consecutive years the foundation and Lin Yuan volunteers donated saplings and planted these saplings with local residents. For the activity "Fill the Youth Park with Fragrant Flowers" held on May 23, 2015, the foundation donated 2,000 saplings and called 120 volunteers, customers and their families, and Wanhua residents to plant the saplings together in Youth Park, further strengthening the idea of sustainability.

According to the Director-General of Cathay Charity Foundation Chih-Jung Kung, in order to realize the vision of sustainability the foundation designed the tree-planting campaign at Youth Park as a 3 year project for the objective of creating the green scenery around the lotus pond in Youth Park. With the participation from Wanhua residents and Lin Yuan volunteers, the idea and value of tree-planting to protect the environment has been deeply rooted among local communities and turned into a green force, making other people in the society to take account of the green nature of Taiwan.

Furthermore, the Cathay Charity Foundation worked with local communities who would ensure the "survival" of trees by "adopting" the saplings planted in their own areas. Every time we plant a sapling, we sow a seed of happiness. Through our tree-planting campaign that take place around Taiwan, we hope every company, every customer, and every member at every community would also see their passion for this land grow and bloom so that we will see sustainable development in Taiwan.

活力樂捐血 助人又助己 夏日熱血袋袋相傳 16 年不間斷

Blood Donation Benefits Both Donors and Receivers

Summer Blood Donation Campaign has been carried out for 16 consecutive years

主辦：國泰人壽慈善基金會

Organized by：Cathay Charity Foundation

協辦：國泰建設文教基金會

Co-organized by：Cathay Real Estate Foundation

每年的仲夏溽暑，學子返鄉及出國旅遊者增加，各地捐血人數驟減，國泰人壽慈善基金會為因應血液量不足的危機，邀集企業集團同仁、親朋好友、保戶，及各地民眾，捲起衣袖，踴躍捐血，讓暑假期間需要用血之傷病患者不虞匱乏。自稱「血牛」的志工蔡明和，十年來，每月率領同仁和家人，挽袖捐血，從不間斷。蔡明和感慨說：「別以為捐血很簡單，很多人生病、或年齡超過 65 歲，都不能捐血，小小一袋血，可救人一命，不少人就因為理念相同，最後加入國泰團隊，變成員工，一起行善」。

國泰人壽慈善基金會發起的「夏日捐血活動」，今年邁入第 16 年，透過歷年辦理捐血成績優異的志工分隊分享辦理模式，活動自 5 月 31 日由嘉義市起跑，與全臺 6 個捐血中心合作，於 17 個縣市設置 114 個捐血站，84 個分隊參與，至 9 月 12 日圓滿結束，共募得 22,472 袋，勇破前一年度 17,232 袋紀錄！



國泰志工率先挽起袖子捐出熱血。

Lin Yuan volunteers made example by being the first to donate blood.



國泰志工號召保戶及民眾一同「捐血一袋，救人一命」！

Lin Yuan volunteers urged customers and the general public to donate blood.

When it comes to summer the number of blood donors decreases because a lot of people travel abroad and students leave for vacation. In order to tackle the potential crisis of insufficient stock during the summer time, Cathay Charity Foundation invites the Cathay staff, their customers, families and friends, and the general public to join the blood donation campaign so that the patients who need blood transfusion would not need to face the crisis.

The volunteer Ming-Ho Tsai, who claimed himself a "professional donor", had continued leading his colleagues and family to donate blood every month for ten years without missing any month. He said, "Don't take blood donation an easy task to accomplish. One would be rejected due to sickness or age over 65. A small bag of blood can save a life. I know quite a few people joined Cathay because they share the same vision and they can do good things together".

Summer Blood Donation Campaign initiated by Cathay Charity Foundation celebrated its 16th anniversary in 2015. For the 2015 campaign, the volunteer teams who achieved great contribution in past years shared their success stories first. Then, the campaign with the collaboration of six donation centers across Taiwan kicked off in Chiayi City on May 31 with 114 donation booths set up in 17 cities and counties and participation from 84 volunteer teams. At the time when it ended on Sep. 12, the campaign collected 22,472 bags of blood, which broke the record of 17,232 bags in previous year.

大專社團合作鏈結資源

青年學子熱血組隊創意課程 讓學童 high 翻假期

Connecting Resources by Collaborating with University Clubs
College youngsters put up creative programs for school children to have fun vacation

主辦：國泰人壽慈善基金會 Organized by：Cathay Charity Foundation

國泰人壽慈善基金會與大專院校社團結合，透過社團的力量將關懷服務足跡遍佈全臺，一起為偏鄉學童教育深耕努力。2015 年與 246 個大專團隊合作，共有 3,008 位學生投入服務行列，關懷逾 17,618 人，並於 11 月 6 日舉辦成果發表會，邀請 6 個社團分享成果，讓年輕學子彼此觀摩、激盪出創新思維。

大專院校社團 6 大主題服務成果：

主題	分享社團代表	服務內容
社區服務	臺北教育大學 社會與區域發展學系 學會	藉由與小朋友的互動，加深服務員與居民間的情感交流，並了解當地社區的生活形態、休閒娛樂，進而思考如何對當地進行社區活化。
陪讀輔導	政治大學 IC 部落社	秉持「永續陪伴」的概念重新回到部落，持續關懷當地原民學童並體驗部落文化。
生命教育	陽明大學 十字軍社	將環境保育、永續發展、節能減碳等重要教育議題融入課程與活動中，透過多元的活動設計，讓學童在參與營隊的過程中，能有所獲得與成長。
育樂營隊	臺灣大學 慈幼會山地服務團	於每堂課程中設計一個難關，當小朋友通過挑戰後就能提升相對應的能力，藉此讓小朋友學習「勇於挑戰，進步不斷」的精神。
環保創意	臺灣科技大學 嚕啦啦康輔社	利用各項資源回收品製成 DIY 手工藝，讓孩子們透過實作的過程中，化腐朽為神奇，更能從中學習珍惜資源，了解環保的重要性。
衛生教育	師範大學 健康促進與衛生教育 學會	將環境保育、永續發展、節能減碳等重要教育議題融入課程與活動中，讓學童在參與營隊的過程中，能有所獲得與成長。

Cathay Charity Foundation collaborates with university clubs. Through the combined forces from the university students, Cathay Charity Foundation reaches out to the education services for children from remote villages. In 2015, the foundation sponsored 246 university clubs and had helped 3,008 student volunteers to provide care services to more than 17,618 people. Six clubs attended the final presentation ceremony held on Nov. 6 to share the results and mutually learn from each other's care programs.



臺北教育大學社發系學會帶領學生認識家鄉社區發展，並製作建築模型，透過觀察及 DIY 建立在地情感。Students from the Department of Social and Regional Development, Taipei University of Education taught children the development of their hometown and built architecture models together, intending to create children's bonding with their own neighborhoods through these activities.



11 月 6 日大專院校社團成果發表會，邀請 6 個社團進行分享交流，慈善基金會廖昶超幹事（右 7）與熱血學子歡樂合影。

The six university clubs attended the final presentation ceremony held on Nov. 6. Director of the foundation Chang-Chao Liao (the 7th from the right) representing the foundation took a group photo with student volunteers.

The results from the university clubs' service programs categorized by 6 major themes:

Theme	University club representing the theme	Program content
Community services	National Taipei University of Education Student Association of Social and Regional Development	The service program put focus on the interaction with children so as to establish the bonding between volunteers and local residents. By understanding local communities' life style and entertainment activities, volunteers pondered further on how to conduct revitalization program for the communities.
Helping children with their study	National Chengchi University IC Tribal Club	With the self-expectation of providing "long-term company", volunteers came back to tribes providing continuous care to aboriginal children and experienced tribal culture.
Life education	Yang-Ming University Crusaders Club	The service program integrated important issues including environmental protection, sustainable development, and energy conservation into diversified courses and activities for school children to take away from their participation of the program.
Camps	National Taiwan University NTU Shanfu Club	NTU Shanfu Club designed a challenge in every course. Children participants would increase relevant skills when they passed the challenges. This is also a design for children to learn the spirit of daring to challenge for self-improvement.
Innovative environmental services	National Taiwan University of Technology Lulala Club	Lulala Club thought children using all kinds of recycled items to create hand-made objects for them to learn the importance of treasuring resources and environmental protection.
Health education	National Taiwan Normal University Student Association of Department of Health Promotion and Health Education	The service program integrated important issues including environmental protection, sustainable development, and energy conservation into diversified courses and activities for school children to take away from their participation of the program.



小朋友使用鋁罐種植綠色盆栽綠化環境同時，也將鋁罐環保再利用。
While using aluminum cans to make potted plants, children also learned to re-use the cans.



與大自然合為一體，由大專志工帶領學童進行肢體律動開發，體驗竹筍破土而出的力量。
College student volunteers led the children to do rhythmic body movements, imitating bamboo shoot emerging from the ground.

霖園志工與混障綜藝團攜手合作 頌愛巡迴公演 見證生命的奇蹟與感動

Jointly Presented by Lin Yuan Volunteer Group and Mixed Disabled Troupe
The tour performance "Sing and Send Love to Prison" touched the heart of audience

主辦：國泰人壽慈善基金會

Organized by：Cathay Charity Foundation

國泰人壽慈善基金會與混障綜藝團合作辦理頌愛到監所及校園活動，自 2007 年起至今已邁向第 9 年，今年全臺巡演 5 場校園、5 場監所共 10 場活動，包括高雄市立溪埔國中、高雄市林園高中、臺東縣都蘭國中、花蓮縣新城國中、苗栗高商、基隆監獄、雲林監獄、臺北少年觀護所、臺南看守所、臺中監獄等，共 3,105 人觀賞，希望透過頌愛到監所校園巡迴公益列車演出，引導觀眾體會的生命價值，進而珍惜生命、建立良善社會！

「要為成功找方法，不要為失敗找藉口！」「混障綜藝團」團員、44 歲的舞者劉祥榮分享人生經驗，強調自己雖罹罕見疾病，但流著賽德克族強悍的血液，從始至終，不曾放棄對輪椅舞的熱愛，試圖喚起受刑人善良的一面，也呼籲要把握光陰，努力活出自我。



9 月 9 日由霖園志工中華分隊協助混障綜藝團團員至臺中監獄演出。

With the assistance from the Lin Yuan Chuan Chunghua team, Mixed Disabled Troupe gave performance at Taichung Prison on Sep. 9.

Inmate and Student Care Program, initiated in 2007, is a collaborative campaign between Cathay Charity Foundation and Mixed Disabled Troupe. Marking its 9th anniversary, the program had staged 10 performances in 5 prisons and 5 schools (i.e. Sipu Junior High School and Lin Yuan Senior High School in Kaohsiung, Dulan Junior High School in Taitung, Sinchen Junior High School in Hualien, Miaoli Senior Commercial Vocational School, Keelung Prison, Yunlin Prison, Taipei Juvenile Detention House, Tainan Detention Center, and Taichung Prison), giving a total audience of 3,105 people the opportunity to appreciate life and the value of kindness.

"Find a way to success. Do not find excuse for failure". Hsiang-Jung Liu, the 44-year-old wheelchair dancer from Mixed Disabled Troupe, shared with us his life story. Although he suffered from physical inconvenience caused by rare disease, he said in his blood he was a tough Seediq man. He never gave up his passion on wheelchair dance. By performing for inmates, he wanted to encourage people to embrace their true inner self.



10 月 16 日頌愛列車至花蓮新城國中演出，學生專注觀賞體會生命的力量。

Mixed Disabled Troupe performed at SinChen Junior High School in Hualien on Oct. 16. Students concentrated on watching the performance

音樂無礙 溫暖傳愛 角落音樂會 療癒心靈的聲音

Music Transcends Boundaries
Corner Concerts convey the healing power of music

主辦：國泰世華銀行文化慈善基金會 Organized by：Cathay United Bank Foundation

國泰世華銀行文化慈善基金會除大樹計畫助學金捐贈外，更擴大對社會關懷的面向，自 2014 年發起「角落音樂會」活動，以「音樂無礙・溫暖傳愛」為主題，為行動不便的身心障礙者、家庭遭變的孩子、年長病痛的長者，傳遞愛與幸福的音符，撫慰療癒他們的心靈。

兩年來基金會共舉辦 17 場「角落音樂會」，足跡踏過臺北、三峽、八里、桃園、新竹、苗栗、臺中、彰化、雲林、嘉義、臺南、宜蘭、花蓮等地的安養中心、育幼院、身心障礙機構，為了短短 40 分鐘左右的小型音樂會，時常需要花費 3~4 小時的來回車程。院所內的小小交誼廳，甚至電梯前的一小片空間，都可以變身為演奏廳。表演風格及曲目多元，可以是海頓、巴哈的古典名曲，也可以是望春風、四季紅的臺灣小調，基金會排除萬難、克服一切，引領音樂家及音樂系學生團體深入偏鄉小鎮，期望能建構一個傳愛的平台，結合社會大眾一起來關懷角落裡的弱勢族群。

2015 年「角落音樂會」辦理情形：

日期	機構	表演內容
04/10(五)	臺中市市立德水園身心障礙教養院	鋼琴三重奏
04/29(三)	財團法人台南市私立長泰教養院	弦樂四重奏
05/21(四)	雲林縣私立平安老人長期照顧中心	弦樂四重奏
06/18(四)	財團法人苗栗縣私立廣愛教養院	弦樂四重奏
08/05(四)	桃園縣私立懷德風箏緣地育幼院	弦樂四重奏
09/17(四)	新北市三峽區 / 清福養老院	弦樂四重奏
11/12(四)	新北市八里區 / 樂山教養院	弦樂四重奏

In addition to the Elevated Tree program, Cathay United Bank Foundation expanded the scope of its charitable causes by launching the Corner Concert campaign starting from 2014. The Corner Concert series themed "Music Transcends Boundaries" aimed at providing care and healing to the physically or mentally disabled, children whose family experienced serious accidents, and the elderly suffering from diseases through melodies of love.



國泰世華銀行台南分行協理蔡明男積極響應本會活動。
Senior Vice President Ming-Nan Tsai from Cathay United Bank Tainan Branch supported the foundation's event by real action.

Over the last two years, the foundation had held 17 Corner Concerts in nursing homes, youth welfare institutes, and facilities for the disabled located in Taipei, Sanhsia, Bali, Taoyuan, Hsinchu, Miaoli, Taichung, Changhua, Yunlin, Chiayi, Tainan, Yilan and Hualien. Oftentimes the staff and musicians had to spend three to four hours on driving just for holding a 40-minute concert. A small area of a recreational room or even a space in front of an elevator could be turned into a concert hall. The concerts played a variety of songs and music genres, from classical music of Hayden and Bach to traditional Taiwanese songs like Longing for the Spring Breeze and Song of Four Seasons. In order to carry out the concerts, the foundation overcame a lot of difficulties taking musicians and student music groups to remote villages, in the hope of establishing a platform for more people to provide their care to disadvantaged people living in the corners of society.

The following is the timetable of the Corner Concert campaign in 2015.

Date	Location	Programs
04/10 (Fri)	Deshui Yuan Institute for the Disabled, Taichung City	Piano trio
04/29 (Wed)	Chang Tai Home for the Disabled, Tainan City	String quartet
05/21 (Thu)	Ping An Aged Care Home, Yunlin County	String quartet
06/18 (Thu)	Kuan Ai Nursing Home for the Disabled, Miaoli County	String quartet
08/05 (Thu)	White Kite Youth Welfare Institute, Taoyuan County	String quartet
09/17 (Thu)	Chheng Hok Senior Home, New Taipei City	String quartet
11/12 (Thu)	Happy Mount, New Taipei City	String quartet

新二代、新勢力！積極培育南進人才 國泰關注新住民二代培力 發揮潛在優勢

A New Force of the Next Generation: New immigrant children will Lead Taiwan Going South

Cathay cares about the development of the second generation of new immigrants, helping them to play to full potential

主辦：國泰人壽慈善基金會 Organized by：Cathay Charity Foundation
協辦：國泰建設文教基金會 Co-organized by：Cathay Real Estate Foundation & 國泰世華銀行文化慈善基金會 Cathay United Bank Foundation

臺灣與東南亞接軌，在金融拓展層面已密不可分，但早在 2005 年國泰人壽慈善基金會就已意識到新住民在臺種種問題，展開一系列「新住民多元關懷專案」，從新住民媽媽、二代、家庭，延伸發展「學媽媽家鄉話」以及「回外婆家」一系列教育深化影響，其中，「卓越幸福計畫」自 2013 年啟動以來，於新北市、桃園市開設 6 個越南語班，補助全臺 4 個縣市 19 個親師生團隊回外婆家，此成效獲教育部國教署青睞，邀請參與推動教育部「樂學計畫」。

主題 1：跨國文化體驗教學實踐國際研討會

由國泰人壽慈善基金會與國立臺北教育大學主辦的「2015 年跨國文化體驗教學實踐國際研討會」，於 12 月 19 日在國泰金融會議廳舉行。研討會主軸為「二代培力政策與計畫的執行與檢討」，邀請臺灣、越南學者共同探討臺越在教育文化的合作及新住民二代的教學策略，期盼透過研討會的分享凝聚共識，讓臺越共同落實跨文化校園教育。

此次研討會中，有許多重量級的貴賓，行政院新住民事務協調會報謝立功副召集人、教育部國民及學前教育署黃子騰署長特蒞臨現場給予支持及肯定，研討會上午以臺越學者針對「新二代培力策略」進行交流，由越南河內國家大學所屬人文與社會科學大學阮文慶校長及東方系杜翠蓉教授進行講演，下午則由國泰卓越幸福計畫返越團隊教師，分享校園跨文化教學實踐成效；以及內政部移民署李明芳專門委員、世新大學夏曉鵬教授、南洋臺灣姊妹會梁組盈執行祕書、高雄師範大學鍾鎮城教授、國立臺北教育大學丁氏蓉兼任講師共同探討東南亞母語師資培訓推動經驗與成效，其中母語師資培育經驗分享場次擠滿聽眾，其中不乏移民署、教育部、各大專院校學者參與，顯示母語師資培育已是臺灣未來人才培育趨勢。

本次研討會內容涵蓋政策面、學術面及實務面，國泰人壽慈善基金會期待透過辦理國際交流平臺，促使新住民族群能發揮原生多元文化背景，建構出平等且包容的臺灣教育環境。



國泰慈善基金會錢復董事長（後排左六）、行政院新住民事務協調會報謝立功副召集人（後排左七）、教育部國教署黃子騰署長（後排左五）以及臺越專家學者、教師、新住民二代齊聚，共同為研討會揭開熱鬧序幕。

Chairman of Cathay Charity Foundation Fredrick F. Chien (the 6th from left in second row), Li-Kung Hsieh, the deputy conveyor of the board for new immigrant affairs coordination of the Executive Yuan (the 7th from left in second row), Director-General Tzu-Teng Huang from the K-12 Education Administration, Ministry of Education (the 5th from left in second row), scholars, teachers, new immigrant children coming from Vietnam and Taiwan took the group photo at the opening ceremony for the conference.

主題 2：國泰新住民家庭卓越幸福計畫

國泰人壽慈善基金會持續第三年與國立臺北教育大學合作辦理創新培力方案，分別針對新住民及其二代、國中小教師分別辦理「兒童越南語課程」、「母語師資培訓課程」、「教師多元文化課程實踐競賽」，並結合親師生三者規劃辦理「親師生手牽手回越南外婆家」，協助新住民家庭了解自我價值，翻轉親師生三者學習思維，卓越計畫獲各界高度肯定，2015 年高雄師範大學、世新大學響應加入，更與教育部國民及學前教育署合作贊助推動「新住民語文學習樂學計畫」，結合產官學界三者力量，共同推動全方位培力計畫，協助臺灣發展正面種族認同，打造文化共榮的社會。

主題 3：與伊甸基金會合作辦理「新住民二代多元智慧培力課程」

「新住民二代多元智慧培力營」已開辦第六年，2015 年辦理「多元文化戲劇教學」活動，讓國小新二代在遊戲中，學習自我表達、認識問題與解決問題的能力，同時，透過角色扮演，讓孩子建立自信心，提升自我認同感。

而針對青春學員，則特別著重在「兩性人際關係」及「多元生涯興趣」的探索，以成立社團的方式，培養學員們自主、負責的領導能力並發掘自己的興趣，以培育學員朝向「種籽志工」發展。為幫助孩子發展全方位的能力，課程規劃除了包含跨越國界的多元文化學習、兩性EQ提升、社會公益服務等，今年辦理的「新住民二代青春工作坊」夏令營活動邀請國際志工、原住民學童與新二代互動，體驗原汁原味的泰雅族部落生活，更特別與莊敬高職合作培力計畫，透過專業的技職教育課程，激發新住民二代對未來生涯規劃的思考，培養其多元才藝。



新住民二代多元智慧培力營成果展在 200 位學員的精彩表演下圓滿結束。

The final presentation of Leadership Development Camp for New Immigrant Children closed after great performances delivered by 200 students.

主題 4：臺南東山區、雲林口湖鄉蚵仔寮課輔班

臺南市東山區教育資源缺乏，加上高比例的單親、隔代教養家庭，使得該地區新移民子女產生嚴重學習落差現象。自 2011 年起本會持續於臺南市東山區東原國中、青山國小、東原國小、東山國小、聖賢國小、吉貝耍國小 6 所學校實施課後輔導課程，關懷 333 位新住民學童。此外，雲林縣口湖鄉蚵寮村因人口外移嚴重、資源匱乏，致使學童學習落後，自 2013 年起本會協助開設國小學童課後輔導班，發起人陳玉釵女士表示經長期輔導，學童已無吸毒情況發生。2015 年 9 月起，本會將關懷對象擴及至國中，並將課輔班上課實況拍攝成紀實片《小椅子上的幸福》，關心 40 位弱勢孩童的學習成長。

主題 5：「新住民幸福理財的六堂課」理財教育課程

國泰人壽慈善基金會與國泰人壽、基隆市政府外籍配偶家庭服務中心合作，於 5 月 6 日起舉辦為期 2 個月「新住民幸福理財的六堂課」理財教育課程，以生活理財觀念設計課程，包含理財目標設定、消費習慣建立、製作家庭收支帳本、信用卡運用、社會保險權益等內容。參加人員有外籍配偶及其家人共計 20 名。

Taiwan has developed close relationships at financial service levels with the countries in South East Asia. However, long ago in 2005 Cathay Charity Foundation noticed the various issues that new immigrants encountered in Taiwan, and had launched the New Immigrant Care Program since then. Starting from the programs targeting new immigrant mothers, their children, and their family issues, the foundation further initiated a series of educational programs, such as Vietnamese learning program and a Vietnamese Multicultural Camp new immigrants and program staff to visit immigrants' hometowns in Vietnam. The "Excellence and Happiness Project" kicked off in 2013 had established 6 Vietnamese programs in New Taipei City and Taoyuan City and sponsored 19 Vietnamese Multicultural Camp from 4 cities and counties to visit Vietnam. The result of "Excellence and Happiness Project" was appreciated by the Ministry of Education and our team was invited to join the promotion of the Ministry of Education's "Enjoy Learning Project".

No. 1: International Conference on Teaching Practice of Cross-cultural Experiences

The 2015 International Conference on Teaching Practice of Cross-cultural Experiences was jointly held by the Cathay Charity Foundation and Taipei University of Education at the Cathay Financial Conference Hall on Dec. 19. The conference invited scholars from Taiwan and Vietnam discussing the implementation of the development policies and programs for new immigrants' children in Taiwan and Vietnam. The participants of the conference reviewed Taiwan and Vietnam's educational cooperative projects and the education strategies for new immigrant children, aiming at reaching a consensus for the realization of a cross-cultural education in the campus by Taiwanese and Vietnamese education workers.

Many important figures, such as Mr. Li-Kung Hsieh, the deputy conveyor of the board for new immigrant affairs coordination of the Executive Yuan, and Director-General Tzu-Teng Huang from the K-12 Education Administration, Ministry of Education, attended the conference showing their support. The morning session focused on the development strategies for new immigrant children featuring the keynote speeches given by Prof. Dr. Nguyen Van Khanh and Prof. Do Thuy Nhung from University of Social Sciences and Humanities, VNU. In the afternoon session, the teacher who joined Excellence and Happiness Project Vietnamese Multicultural Camp presented the result of their cross-cultural teaching program. Other speakers, including Ming-Fang Li from Immigration Agency, Ministry of Interior, Prof. Hsiao-Chuan Hsia from Shih Hsin University, Executive Secretary Tsu-Ying Liang of TransAsia Sisters Association, Prof. Chen-Cheng Chung from National Kaohsiung Normal University, and Lecturer Dinh Thi Dung shared their experiences and exchanged their opinions about the training program for teaching South East Asian

languages. The session talking about instructor training program attracted a full house of audience from Immigration Agency, Ministry of Education and other academic institutions, revealing the growing need the training for South East Asian language instructors.

The agenda of this conference covered the topics related to policies, academic researches and actual practices. Cathay Charity Foundation looked forward to encouraging the new immigrant communities to embrace their ethnic cultures through this international platform and promoting an environment of education that celebrates equality and esteem of other cultures in Taiwan.

Topic 2: Cathay New Immigrant Excellence and Happiness Project

Cathay Charity Foundation entered the third consecutive year cooperating with National Taipei University of Education on conducting of innovative development programs for new immigrants and their children. The programs combining the forces of elementary school and junior high school teachers included Vietnamese Language Course for Children, Training of Vietnamese Language Teaching for Vietnamese Mother, and cultural diversity curriculum design contest. The foundation also supported the Vietnamese Multicultural Camp to Vietnam project for new immigrant parents, children and teachers to visit Vietnam experiencing new immigrant mothers' ethnic culture so that the new immigrant families could find their identity and the learning concepts for parents, children and teachers could be turned around. This Excellence and Happiness Project received huge recognition from different fields. In 2015, Kaohsiung Normal University and Shih Hsin University responded to this cause by their participation. The foundation also received sponsorship from the K-12 Education Administration, Ministry of Education, to jointly conduct the Enjoy Learning Project for New Immigrant Languages. The triple force from the industry, government and academic circle now come together promoting a well-rounded development program to build Taiwan as a society that celebrates multi-ethnic backgrounds and multi-ethnic cultures.

No. 3: Leadership Development Camp for New Immigrant Children jointly held with Eden Social Welfare Foundation

In 2015, also the 6th year of its implementation, the Leadership Development Camp for New Immigrant Children had provided Diversified Cultural Play Program which allowed new immigrant children at elementary school level to learn to express themselves, identify issues and solve issues. Meanwhile, children could establish self-confidence through role-play and further enhance their self-recognition.

For the adolescent students, this Camp focused on taking them to explore the inter-

relationship with the other sex and the options of future careers. Students formed clubs by themselves for the purpose of cultivating their capabilities of being a leader and at the same time discovering their interest. By doing so the Camp also aimed at developing these young people to become "volunteers-to-bes". In order to help children to take on comprehensive development, the courses included diversified cultures, relationship education, social service, etc. In 2015, the Leadership Development Camp provided New Immigrant Youth Summer Camp where international volunteers, aboriginal children and the second generation of new immigrants were mixed up living together and experiencing the authentic Atayal tribal life style. The Camp also worked with Juang Jing Vocational High School to provide vocational training program hoping that the second generation of new immigrants would carefully think about their choices of future career.

No. 4: Tutoring Program in Tainan and Yunlin

Tungshan District in Tainan City is an area where educational resources are in serious shortage and a high percentage of children are from single parent or grandparenting families. As a result, the new immigrant children in Tungshan District generally fall behind in school. The foundation continued to hold the after-school tutoring program which was initiated in 2011 in 6 schools (i.e. Dongyuan Junior High School, Chingshan Elementary School, Dongyuan Elementary School, Shengsian Elementary School, Dongshan Elementary School and Ka-Bua Sua Elementary School) located in Dongshan District, Tainan City, offering care to 333 new immigrant children. On the other hand, the school children living in Oyster Shack Village in Kouhu Township, Yunlin County, also suffered from scarcity of educational resources because this area had experienced serious problem of population outflow. The foundation started helping the local elementary schools to set up tutoring programs since 2013. Yu-Chai Chen, the program initiator, said this long-term program had successfully eliminated the drug issues among the children. The foundation had expanded the program to junior high school level starting from September, 2015, and produced a documentary "Happiness on School Chairs" by filming 40 children's learning and growth from the care program.

Topic 5: Family Finance for New Immigrant Families

Cathay Charity Foundation worked with Cathay Life Insurance and Keelung City Service Center for International Families conducting a two-month financial planning program "Family Finance for New Immigrant Families" from May 6. This program covered general finance concepts, including setting up financial planning goals, shaping consumption habits, keeping family expense book, using credit cards smartly, and learning the social insurance. The program attracted 20 foreign spouses and their families in total.

啟動關懷列車 將溫暖載往偏鄉 匯聚集團內部熱情 傳遞歲末溫馨

Care Program Sends Love to Remote Country

Cathay staff came together providing care to people before year-end

主辦：國泰人壽慈善基金會

Organized by: Cathay Charity Foundation

協辦：國泰建設文教基金會

Co-organized by: Cathay Real Estate Foundation &

國泰世華銀行文化慈善基金會

Cathay United Bank Foundation

寒冬送暖系列活動自 2002 年啟動，每年結合在地志工分隊規劃一系列活動，一同關懷偏鄉學童：「耶誕寒冬送暖及再送暖」活動中，致贈禦寒物資及新年紅包、辦理四天三夜參訪臺北的「兒童成長營」，並自 2013 年起辦理「國泰學童圓夢計畫」，鼓勵學童透過努力進而圓夢。

國泰寒冬送暖 足跡踏遍偏鄉

寒冬送暖系列活動，每年於農曆年前夕、歲末耶誕節，國泰公益集團啟動關懷列車，匯集集團同仁的愛心樂捐，將每一筆善款化成禦寒的圍巾手套與小紅包，由在地分隊志工親自送至偏鄉交給孩童，每一份小禮物與小紅包都代表一份來自遠方的愛，並藉由影音紀錄分享至社群平臺，讓全臺各地國泰集團員工感受到付出愛的溫暖。

年前送暖活動自 1 月 16 日起至 30 日，霖園志工送小紅包足跡遍布新北瑞芳、臺中東勢、南投埔里、屏東牡丹、花蓮玉里等跨 11 縣市、24 鄉鎮區，舉辦 34 場送暖活動，共計 42 所偏鄉小學參加，送出逾 5,000 個紅包。耶誕寒冬送暖自 12 月 14 日起至 26 日止共計舉辦 35 場活動，將 4,500 份手套、圍巾、手提包的溫暖送給偏鄉學童，度過冷冽的 12 月寒冬。

圓夢計畫力挺學童，直到夢想到手！

圓夢計畫的價值，在於偏鄉孩童持續鍛鍊自己、肯定自己進而超越自己，並從中發掘自我價值，發展一輩子帶著走的能力。自 2013 年開辦以來，孩子們自我挑戰的汗水過程，透過影音力量傳播，打動許多人的心，因此在 2014 年第二屆圓夢計畫開放報名之際，報名件數持續增加，2015 年報名件數已達 70 件。

圓夢計畫甄選過程嚴謹，邀請衛福部社會及家庭署、兒童福利聯盟、臺灣芯福里情緒教育推廣協會、原住民族文化事業基金會、天下雜誌教育基金會、公共電視文化事業基金會、政大教育系等各界專家進行評選，2015 年共選出 10 件圓夢計畫及 4 件贊助專案。

在學童努力圓夢的過程中，國泰公益集團亦不缺席，結合在地志工、圓夢評審前往學校實地訪視，為學童加油打氣，並將訪視內容拍攝成紀錄片，於圓夢成果發表會，與所有圓夢學童分享、回憶圓夢的歷程及揮汗過後所獲得的甜美果實。



國泰產險吳明洋總經理撥冗親赴苗栗泰安鄉參與耶誕送暖活動，頒贈耶誕禮物。

General Manager of Cathay Century Insurance Ming-Yang Wu squeezed time from busy schedule for attending the Christmas Winter Warmth event in Taian Township, Miaoli County.



國泰慈善基金會龔志榮總幹事（著黃背心）贈送背包及禦寒小禮，偏鄉學童個個樂開懷！

Director-General of Cathay Charity Foundation Chih-Jung Kung (in yellow vest) presented backpack and gift set to children.



國泰慈善基金會林幸川副總幹事（第三排中著黃背心）、國泰投信張錫董事長、國泰產險吳明洋總經理及多位集團主管與苗栗 6 所國小學童同歡。

Chairman of Cathay Securities Investment Trust Hsi Chang, Deputy Director-General of Cathay Charity Foundation Hsing-Chuan Lin (in yellow vest standing in the center of the third row), General Manager of Cathay Century Insurance Ming-Yang Wu and many other Cathay executive managers were having fun together with the children from 6 elementary schools in Miaoli County.

The Winter Warmth Program first took place in 2002 and since then Cathay worked with its local volunteer teams to design a variety of activities every year providing care to children living in remote villages. To name a few, the Christmas and Chinese New Year Winter Warmth events donated winter clothes and red envelopes to children. The Cathay Children Development Camp invited remote village children visiting Taipei for a four day trip. The Dreams Come True Program which was initiated in 2013 aimed at encouraging teenagers to boldly pursue their dreams.

Cathay Volunteers Send Love to Remote Villages

Every year the Cathay Charity Group held Winter Warmth events before Christmas and Chinese New Year. Every donation from Cathay staff would turn into red envelopes and winter gloves and scarf gift sets which are sent to the remote village children through the efforts of Lin Yuan volunteers around Taiwan. Each red envelope and gift set represents someone's love from afar. All events are recorded and shared through social network platform for the entire Cathay staff to feel the happiness of helping others.

For 2015, the Chinese New Year Winter Warmth program was held from Jan. 16 to 30. Lin Yuan volunteers held 34 events in 24 townships across 11 cities and counties, such as Juifang in New Taipei City, Dongshi in Taichung City, Puli in Nantou County, Mudan in Pingtung County, and Yunlin, Hualien County, sending out more than 5,000 red envelopes to event participants from 42 elementary schools. From Dec. 14 to 26, 2015, Christmas Winter Warmth Program had seen 35 events sending 4,500 gift sets composed of a pair of gloves, scarf and a handbag to children in remote villages for the cold winter.

Dreams Come True Program Helps Children Realize Their Dreams!

The essence of Dreams Come True Program is to allow children from remote countries to keep challenging themselves, working on self-improvement and to have self-esteem so that when they grow up they still keep these positive characteristics. In 2013 when the program first initiated, the process of children working hard to reach their goals was spread through the form of videos and had touched the heart of many people. As a result, in 2014 when the program was announced applicants increased sharply, and in 2015 the program received 70 applications.

Dreams Come True Program took a strict selection process. Experts from the Social and Family Affairs Administration, Child Welfare League Foundation, Happiness Village Association, Indigenous Peoples Cultural Foundation, Commonwealth Magazine Education Foundation,

Taiwan Public Television Service Foundation, and Education Department of Chengchi University were invited to join the review of all applications and they elected 10 Dream Come True projects and 4 sponsoring projects for the 2015 program.

During the course while the participants worked hard to reach their goals, the Cathay Charity Group kept company with them all the time. Volunteers and judges visited the children to boost their morale. The whole process was made into a documentary and played in the final presentation ceremony for all the participants as sweet and bitter memory.



國泰慈善基金會龔志榮總幹事至花蓮縣港口國小，為獨木舟隊的苦練加油打氣！

Director-General of Cathay Charity Foundation Chih-Jung Kung visited Makota'ay Elementary School in Hualien County to root for the kayak team.



宜蘭東澳國小射箭隊，正為全國射箭比賽努力練習，他們要用射箭讓世界看見！

The archery team of Dongao Elementary School in Yilan County was practicing for the national contest. They wanted to prove they were the best!

兒童成長營暨圓夢計畫成果展 深耕偏鄉教育 開拓孩子們的夢想新視野

Final Presentation of Cathay Children Development Camp and Dreams Come True Program

Focusing on education in remote areas and broadening children's horizons for them to chase their dreams

主辦：國泰人壽慈善基金會 Organized by：Cathay Charity Foundation
協辦：國泰建設文教基金會 Co-organized by：Cathay Real Estate Foundation & 國泰世華銀行文化慈善基金會 Cathay United Bank Foundation

開辦至今邁入第 13 個年頭的「國泰兒童成長營」，今年首度與圓夢成果發表會結合，於 8 月 3 日假臺北喜來登大飯店舉辦，由國泰人壽慈善基金會錢復董事長主持，2014 年第二屆圓夢計畫 9 所小學齊聚一堂，發表堅持、苦練、毅力的逐夢成果。典禮中，除了首播紀錄片呈現 9 所圓夢小學的逐夢歷程，現場更特別安排花式獨輪車、跆拳道等演出，並將 2 艘實體獨木舟，搬到現場進行互動體驗，十分吸睛。錢復董事長更親自了解各校圓夢任務，高度展現國泰公益集團深耕偏鄉教育的決心，會場小朋友爭相合影，為圓夢成果發表會的氣氛推向最高點。

為了協助 9 所圓夢小學開拓視野，國泰公益集團於 8 月 3 日至 6 日舉辦「來學習吧！國泰兒童成長營」，營隊活動整合集團企業資源，課程涵蓋各領域，從西餐禮儀、理財規劃、醫療常識、籃球運動到科普教育等，非但開啟孩童嶄新視野，並成為偏鄉師生前進的動力。



民族大愛國小的孩子透過影片分享逐夢歷程，堅毅不拔的毅力，令人感動！

The documentary showed the practices of the children from MintzuTaai Elementary School and touched the heart of a lot of viewers.



錢復董事長（第三排中）承諾深耕偏鄉教育，9 所偏鄉小學齊圓夢。

Chairman Fredrick F. Chien (in the center of the 3rd row in the group photo with children from 9 elementary schools) made a commitment on supporting the education for children in remote villages.



與集團金融核心職能結合，設計理財保險課程，學童們藉由闖關活動，認識保險的重要性！
Utilizing the core competency of Cathay Group, the Development Camp allocated the resources to provide the financial planning and insurance course. The participating children learned the importance of insurance through the playing of games.

2014 年第二屆圓夢成果發表會參與學校及其圓夢特色

No.	學校	族群	圓夢特色
1	屏東縣武潭國小（佳平分校）	排灣族	跆拳道隊夢想在 2015 年 6 月前累計達成 10 面金牌並完成 2 次晉級的目標。
2	宜蘭縣東澳國小	泰雅族	夢想達到 2015 年全國青年盃射箭錦標賽個人前 8 名！
3	高雄市民族大愛國小	布農族	投進 150,000 顆籃球為目標、取得高雄市代表權，參加國小組籃球決賽資格。
4	花蓮縣港口國小	阿美族	承襲祖先冒險犯難精神，用獨木舟划向秀姑巒溪。
5	南投縣桐林國小	新住民	通過小提琴檢定並用琴聲帶給老人院的爺爺奶奶快樂和幸福！
6	臺南市內角國小	新住民	以愛心灌溉農場，愛地球、顧健康，有機農作為愛圓夢。
7	屏東縣加祿國小	新住民	完成「獨輪夢翔，金加厲害」的目標，前往金門環島一圈。
8	臺南市青山國小	新住民	傳承武術精神，全力完成每一場演出！
9	雲林縣明德國小	新住民	完成「藝術壯遊-藝術博物館之旅」的夢想！



西餐禮儀課程對於學童是嶄新體驗，未來與人交際用餐時都有相當的幫助。

Learning of western table manners for many children is brand new experience and that will be very helpful for them after they grow up.

Entering its 13th year, Cathay Children Development Camp for the first time had its opening jointly held with the final presentation of the Dreams Come True Program. The final presentation took place at Sheraton Hotel Taipei on Aug. 3 and hosted by the Chairman of Cathay Charity Foundation Fredrick F. Chien. The children from 9 participating elementary schools for the 2014 Dreams Come True Program gathered together and presented the results of their hard work, efforts and perseverance. In the ceremony, the documentary about 9 participating schools practice process were presented and the kayak experience zone set up in the venue received a lot of popularity. Moreover, the children gave unicycle performance and tae kwon do performance as the result presentation. Chairman Chien watched the presentations of each team's Dream Come True project attentively, demonstrating Cathay Charity Group's determination on working on the education of remote village children. The children cheered and bustled to the front to take pictures with Chairman Chien, boosting the mood of the event to the highest point.

In order to help broadening the horizon of the children from the 9 participating schools, the Cathay Charity Group held Cathay Children Development Camp from Aug. 3 to 6. The camp allocated the business resources from Cathay Group providing courses ranging

from western table manners, financial planning, medical knowledge, basketball to popular science, hoping to providing renewed vision for children and providing motivation to move forward for the children and teachers in remote villages.

2014 Dreams Come True Program: Participating schools and projects

No.	School	Ethnic group	Project
1	Wutan Elementary, Pingtung County (Chiaping Branch)	Payuan	The tae kwon do team targeted to win 10 gold medals before June, 2015 and to achieve level upgrade for two times.
2	Dong Ao Elementary School, Yilan County	Atayal	Members of the archery team targeted to achieve top 8 of individual group in National Youth Cup Archery Championships.
3	Mintzu Daai Elementary School, Kaohsiung City	Bunun	The target of the basketball team members was to shoot in the hoop for 150,000 times and to gain the qualification to represent Kaohsiung City to play in the final game of elementary school basketball contest.
4	Makota'ay Elementary, Hualien County	Amis	These Amis children would like to take the adventurous spirit of Amis Tribe and ride the kayaks to Xiuguluan River.
5	Tong-lin Elementary School, Nantou County	New immigrant children	Little violinists from Tong-lin Elementary School pitched to pass the violin qualification examination and play violin to the elderlies living in the elderly facilities.
6	Neijiao Elementary School, Tainan City	New immigrant children	The Neijiao Team challenged themselves by taking on organic farming.
7	Jialuh Elementary School, Pingtung County	New immigrant children	The children from Jialuh Elementary School pitched to achieve the goal of traveling around the island of Kinmen by riding unicycle.
8	Chingshan Elementary School, Tainan City	New immigrant children	The martial art team vowed to take the best efforts in every performance.
9	Mingte Elementary School, Yunlin County	New immigrant children	The children from Mingte Elementary School had the aspiration to complete the grad tour of art galleries.

大樹計畫—讓幼苗長成大樹 以愛與陽光灌溉 扶植弱勢教育

Elevated Tree Program—Grow a Big Tree from a Shoot

Supporting disadvantaged children to receive education with love

主辦：國泰世華銀行文化慈善基金會

Organized by：Cathay United Bank Foundation



國泰世華銀行文化慈善基金會故董事長汪國華（中）、國泰世華銀行董事長陳祖培（左一）頒贈助學金予各縣教育機關代表。（攝於 04/24）

The late Chairman of Cathay United Bank Foundation Gregory K. H. Wang (center) and Chairman of Cathay United Bank Tsu-Pei Chen (first from left) presented scholarship fund to delegates of recipient educational associations. (Photo taken on Apr. 24)

大樹計畫助學金 紮根立足式平等教育

1966 年聯合國公約已宣示了受教育是基本人權的一環，但有許多家境清寒或家庭遭遇重大變故的學童，卻無法安心享有這項權利。為了幫助這些學童，藉由教育翻轉未來，國泰世華銀行文化慈善基金會於 2004 年開辦「大樹計畫—讓幼苗長成大樹」，每年辦理 2 次助學金捐贈，累計捐贈金額已逾新臺幣 1.2 億元，幫助近 79,000 人次，用涓滴愛心澆灌幼苗長成大樹。

基金會在 4 月 24 日舉行 2014 學年度第 2 學期大樹計畫助學金捐贈典禮，邀請嘉義縣重寮國小演出「隍將舞」，「隍將舞」是以嘉義地區傳統「八家將」為

精髓所創作出的特色舞蹈，同時結合音樂、武術等元素。基金會頒贈大樹計畫助學金新臺幣 5,000,000 元予宜蘭、苗栗、彰化、南投及嘉義等 5 縣 244 所國中小 3,337 名學童。受託代辦專戶「廖添財暨廖邱甘慈善基金」也捐出助學金新臺幣 329,333 元予桃園市桃園及龜山國小 127 名學童。國泰世華銀行將公益結合核心職能，持續提撥信用卡持卡人新增餐飲消費金額 0.3%，透過基金會捐贈予宜蘭縣寒溪、大同、四季及南山國小，以及南投縣信義國中、羅娜及東埔國小等 7 校 525 名學童的營養早餐補助經費新臺幣 1,420,275 元。



嘉義縣重寮國小於 4 月 24 日的典禮中演出「隍將舞」。Students from Chong-Liao Elementary School in Chiayi County performed “Huangjiang Dance” in the ceremony held on Apr. 24.

2015 學年度第 1 學期大樹計畫助學金捐贈典禮則於 10 月 27 日舉辦，邀請宜蘭縣寒溪國小表演泰雅族傳統舞蹈。基金會頒贈大樹計畫助學金新臺幣 5,000,000 元予宜蘭、新竹、苗栗、彰化及嘉義等 5 縣 316 所國中小 3,511 名學童。受託代辦專戶「廖添財暨廖邱甘慈善基金」持續捐出助學金 340,773 元予桃園市桃園及龜山國小 122 名學童。熱衷公益的永紡暨玖龍公司董事長沈金柱及英紡公司董事長葉淑麗，也響應大樹計畫，捐贈近 7,500 件外套予偏遠地區國小學童。國泰世華銀行亦持續提撥早餐補助經費新臺幣 1,744,000 元，透過基金會捐贈予 7 所國中小 551 名學童。



永紡企業暨玖龍展業董事長沈金柱（前排左三）、國泰世華銀行董事長陳祖培（前排右四）及資深副總經理謝伯蒼（右三）共同代表捐贈外套及飛盤文具組予學童。（攝於 10/27）

Chairman of Ever Shine Y&F Co., Ltd. and King Dragon International Co., Ltd. Johnny Shen (third from left), Chairman of Cathay United Bank Tsu-Pei Chen (fourth from right in the front row), and Senior Executive Vice President Po-Tsang Hsieh (third from right) donated coats and frisbees to student representatives on behalf of the foundation. (Photo taken on Oct. 27)

2015 年大樹計畫助學金捐贈典禮辦理情形：

項目	捐贈金額 / 數量	受惠人次
「大樹計畫」助學金	新臺幣 1,000 萬元	宜蘭、新竹、苗栗、彰化、南投及嘉義等縣 560 所國中小 6,848 人次受惠
受託代辦專戶「廖添財暨廖邱甘慈善基金」助學金	新臺幣 670,106 元	桃園市桃園及龜山國小 2 校 249 人次受惠
「食分幸福－幸福待用站」早餐補助	新臺幣 3,164,275 元	宜蘭縣寒溪、大同、四季及南山國小，以及南投縣信義國中、羅娜及東埔國小 7 校 1,076 人次受惠
永紡、英紡及玖龍企業捐贈外套	捐贈外套近 7,500 件	偏遠地區 74 所國小



廣南省培訓與教育廳副理黎文正（後排左）、國泰世華銀行萊萊分行協理阮豐利（後排右）與受獎學生合照。

The official from the educational authority of Quan Nam Province Le Van Chinh (left in the back row) and Senior Vice President Feng-Li Juan (right in back row) took a photo with scholarship awardees.



臺北市東園國小參加亞太區 LLB 少棒錦標賽榮獲冠軍。

The baseball team from Dong-Yuan Elementary School in Taipei City won the champion of Little League Baseball Asia-Pacific Series.

越南大樹計畫 落地生根回饋當地

國泰世華銀行長期深耕東南亞市場，除了推動業務之外，也全力投入公益。延伸基金會的大樹計畫理念，於 2008 年開辦「越南大樹計畫」，與當地「丁善理紀念基金會」合作，並透過「勸學會」調查需要補助的學童名單，每年辦理 2 次助學金捐贈。2014 年度第 2 學期及 2015 年度第 1 學期之捐贈典禮，分別在胡志明市（04/03、09/24）及廣南省（04/10、09/28）舉行，共捐出越南盾 7.2 億元 (US\$32,892)，1,200 名學童受惠。

大樹茁壯計畫 強健體能昂首國際

為扶助國家幼苗，鼓勵學生提升體育運動競技能力、強化學校體育教學，以參加國際比賽方式，增強運動技能及增添國家榮譽，國泰世華銀行文化慈善基金會補助優良潛力選手及隊伍，參與國際賽事，共支出新臺幣 873,157 元，贊助 126 名選手，受惠學校 16 所，取得 15 金 10 銀 19 銅亮眼成績。

送愛到遠方 探訪城市之美

為促進偏遠地區國小學童透過接觸都市藝文資源，增廣視野、吸收藝術及文化新知，厚實藝術創新力，國泰世華銀行文化慈善基金會贊助偏遠地區國小學童至臺北探索城市，共支出新臺幣 886,495 元，贊助 27 所偏遠地區國小 732 名學童快樂出遊，足跡踏遍整個臺北市，不僅開闊了孩子們的視野，拉近城鄉的距離，也傳遞了基金會的熱忱與溫暖。



臺中市達觀國小師生與國泰世華銀行資深副總經理陳晏如（中）及基金會同仁，於臺北 101 大樓前開心合影。

Teachers and students of Da-Guan Elementary School in Taichung City, Senior Executive Vice President of Cathay United Bank Grace Chen and the staff of the foundation took a group photo in front of TAIPEI 101 tower.

小樹苗作文獎 激勵孩子思考與寫作能力

為了培養國小學童閱讀習慣，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。2015 年小樹苗作文獎，以「成長」為題，徵文對象為全國國小 5、6 年級學童，自 2015 年 6 月 1 日至 7 月 31 日止，共 248 所學校參與投稿，總計收到 645 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 158 位。

童書募集送書到偏鄉 滿足孩子對閱讀的渴望

閱讀，對於資源貧乏的偏鄉孩子來說，是一扇通往世界的窗，因此，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，國泰世華銀行文化慈善基金會舉辦「讓愛延續·童書募集」活動，2015 年共募集童書 3,227 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 33 個單位受惠。自 2009 年起至 2015 年止，基金會已捐出書籍 65,669 冊，嘉惠 439 個偏遠單位。

為幫助弱勢國中小學童，基金會在 2015 年 4 月及 9 月「永恆的經典音樂會」活動中，邀請民眾一同響應愛心捐贈發票活動。中獎獎金全數存至「大樹計畫專戶」中化成助學金，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。2015 年共累計募集 2,514 張，中獎金額新臺幣 6,200 元。隨著公益活動越趨多元及專業化，各項使命需要更多人共襄盛舉，傳播愛心。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，包括整理童書、音樂會現場義賣等活動支援。

Elevated Tree Program Scholarships Provide Equal Opportunities to Education

The 1966 UN covenant recognizes the right of everyone to free education. However, many children cannot have this right out of poverty or because their family encounter serious accidents. In order to help these children receiving education so that they can turn around their future, the Cathay United Bank Foundation has launched and carried on the Elevated Tree Program—Grow A Big Tree From A Shoot to offer scholarship aid twice a year since 2004. The accumulative fund of donation had exceeded NT\$ 120 million (US\$ 3,659,652) and helped almost 79,000 students receiving education without extra worries.

The Elevated Tree Program scholarship award ceremony for the second semester of school year 2014 was held on Apr. 24 of 2015. The foundation invited Chongliao Elementary School to perform Temple General Dance, a folk dance performance combining the essence of folk religious ritual the Eight Infernal Generals and the elements of folk music and martial arts, in the ceremony. The Elevated Tree Program scholarship, a fund of NT\$ 5,000,000 (US\$ 152,486), was presented to 3,337 students from 244 junior high schools and elementary schools from Yilan County, Miaoli County, Changhua County, Nantou County and Chiayi County. The foundation withdrew NT\$ 329,333 (US\$ 10,044) from the managed Tien-Tsai Liao and Gan-Ci Liao Memorial Fund to donate to 127 students studying at Taoyuan Elementary School and Kuei-Shan Elementary School in Taoyuan County. In addition, through the foundation, Cathay United Bank made a donation of NT\$ 1,420,275 (US\$ 43,314), equaling 0.3% of food and beverage consumption paid via Cathay credit cards, to student breakfast at four elementary schools in Yilan County (i.e. Hansi, Datong, Skikun and Nanshan) and three schools in Nantou County (i.e. Luona Elementary School, Tumpu Elementary School and Hsinyi Junior High School), benefiting 525 students.

For the first semester of school year 2015, the award ceremony was held on Oct. 27, and Hansi Elementary School was invited to perform Atayal tribal dance. The foundation made a charitable contribution of NT\$ 5,000,000 (US\$ 152,486) to help 3,511 students from 316 junior high schools and elementary schools in Yilan County, Miaoli County, Changhua County, and Chiayi County. It also withdrew NT\$ 340,733(US\$ 10,391) from the managed Tien-Tsai Liao and Gan-Ci Liao Memorial Fund to donate to 122 students studying at Taoyuan Elementary School and Kuei-Shan Elementary School in Taoyuan County. In the ceremony, 7,500 coats from Johnny Shen, Chairman of Ever Shine Y&F Co. Ltd. and King Dragon International Co. Ltd., and Sally Yeh, Chairman of Ever Shine I&F Co. Ltd., who have

been devoted to charity for years, were made for remote elementary school students. In addition, Cathay United Bank once again through the foundation made a donation of NT\$ 1,744,000 (US\$ 53,187) to student breakfast at 7 junior high schools and elementary schools, benefiting 551 students.



10月27日大樹計畫助學金捐贈典禮後，所有與會人員合影。
All of the ceremony attendees took a group photo after the donation ceremony of Elevated Tree Program Scholarship held on Oct. 27.

Details of 2015 Elevated Tree Program Scholarship

Donation	Amount of donation	Benefited person-time
Elevated Tree Program scholarship	NT\$ 10,000,000 (US\$ 304,971)	6,848 person-times at 560 junior high schools and elementary schools in Yilan County, Hsinchu County, Miaoli County, Changhua County, Nantou County, and Chiayi County
The managed Tien-Tsai Liao and Gan-Ci Liao Memorial Fund	NT\$ 670,106 (US\$ 20,436)	249 person-times at Taoyuan Elementary School and Kuei-Shan Elementary School in Taoyuan County

Dining and Sharing Campaign (subsidies for student breakfast)	NT\$ 3,164,275 (US\$ 96,501)	1,076 person-times at 4 elementary schools (Hansi, Datong, Skikun and Nanshan) in Yilan County and 3 schools (Luona Elementary School, Tungpu Tumpu Elementary School and Hsinyi Junior High School) in Nantou County
Donated by Ever Shine Y&F Co. Ltd., Ever Shine I&F Co. Ltd. and King Dragon International Co. Ltd.	7,500 coats	74 elementary schools located in remote areas

Elevated Tree Program in Vietnam Gives Back to Local Communities

Cathay United Bank has aggressively developed the markets in Southeast Asia and has put focus on the charitable causes in local markets at the same time. As an extension of the campaign in Taiwan, the bank launched the Elevated Tree Program in Vietnam in 2008 and has worked with local Lawrence S. Ting Memorial Fund and Study Encouragement Association to identify students in need and to offer financial support twice a year. In 2015, Cathay United Bank Foundation made a donation of VND 720 million (US\$ 32,892) to the Elevated Tree Program in Vietnam, benefiting 1,200 students. The scholarship award ceremonies for spring and fall semesters in 2015 were hosted in Ho Chi Minh City on Apr. 3 and Sep. 24 and in Quang Nam Province on Apr. 10 and Sep. 28 respectively.

Thriving Tree Program Supports Young Athletes to Shine in International Arena

Cathay United Bank Foundation launched Thriving Tree Program—Sports Sponsorship to offer outstanding public junior high school and elementary school student athletes special grants for joining international tournaments, giving them greater room for development. In 2015, the foundation granted 126 student athletes from 16 schools with a total of NT\$ 873,157 (US\$ 26,629) sponsoring them to join international sports contests. The students who received scholarships in total won 15 gold medals, 10 silver and 19 bronze medals.

Sending Love to Someone Far Away:Exploring the Beauty of Taipei

Cathay United Bank Foundation initiated "Sending Love to Someone Far Away" campaign to sponsor remote elementary school students for a one-day tour to Taipei in the hope of broadening their visions, giving them more access to art and cultural resources, and developing their artistic creativity. In 2015, this campaign spent NT\$ 886,495 (US\$ 27,036)

sponsoring trip in Taipei for 732 students from 27 remote elementary schools, which broadened these children's visions, shortened the gaps between them and city children, as well as passed the foundation's love and warmth.

Little Sapling Writing Contest Encourages Students to Think and Write

In order to cultivate reading habits among elementary school students, Cathay United Bank Foundation has organized the Little Sapling Writing Contest to encourage children to read, cherish books, and enhance writing ability. The essay topic for the 2015 writing contest was "Growth". The contest was open to fifth- and sixth-grade elementary students nationwide. 645 entries from 248 schools were received from Jun. 1 to July 31, 2015. A total of 158 students won the awards, which included outstanding awards, distinction awards, merit awards, excellence awards, and selected awards.

Children's Book Donation Program Sending books to remote villages to quench children's thirst of knowledge

Reading is a window to the world for children in remote areas lacking of resources. Cathay United Bank Foundation launches the 'Let Love Live On' Children's Book Donation Program in the hope of fulfilling their desire for knowledge, mitigating any knowledge gap between rural and urban students, as well as opening that window for them for a wonderful future. In 2005, the foundation had collected 3,227 children's books and donated to elementary schools, junior high schools, and libraries in remote towns, benefiting a total of 33 organizations. From 2009 to 2015, the foundation had donated 65,669 children's books, benefiting 439 organizations in remote areas.

In order to help disadvantaged students in elementary schools and junior high schools, the foundation invited the audience of Eternal Classic Concert (held in Apr. and Sep., 2015) to donate invoices. A total of 2,514 invoices were collected. An amount of NT\$ 6,200 (US\$ 189) was earned from the invoice prize and donated as scholarship fund to the Elevated Tree Program Donation Account to help financially-challenged students or students who suffer unexpected major incidents in their families.

As welfare programs become more diversified and specific, more people are needed to accomplish each milestone. Since 2011, Cathay United Bank Foundation has recruited volunteers from outside. Those volunteers have engaged in numerous activities such as putting donated children's books in order and giving on-site support in concerts, courses for the visually challenged and one-day tours.

大樹養成計畫－親子公益講座 陪伴父母解決教養難題

Free Parenting Lecture
Help Solve Parenting Issues

主辦：國泰世華銀行文化慈善基金會 Organized by：Cathay United Bank Foundation



講師黃柏嘉（右四）、國泰世華銀行資深副總經理陳晏如（左四）和聽眾合影。
The speaker Po-Chia Huang (fourth from right) and Senior Executive Vice President of Cathay United Bank Grace Chen (fourth from left) took a photo with the audience.

基金會自 2008 年起，委託財團法人「張老師」基金會舉辦親子公益講座，至今已逾 110 場次，頗受民眾好評。為擴展活動區域及影響力，除續委託「張老師」基金會辦理臺北及臺中場次外，2015 年首次與「臺東縣故事協會」合作，希望與臺東的朋友分享親子教養之道。為了將精彩的演講內容完整保存，2015 年持續出版「親子愛不礙」第三冊，分送至國泰世華銀行各分行及講座現場供民眾索取，並期許此書能成為家庭教育的工具書。

2015 年「愛・零距離！」大樹養成計畫親子公益講座辦理情形：

主題	日期	地點	講師
品嚐情緒湯～如何分享孩子的喜怒哀樂	05/08（五）	臺北	張艾如老師
	10/17（六）	臺中	吉靜嫻老師
濃情巧克力～如何投資夫妻婚姻真美滿	05/22（五）	臺北	孫頌賢老師
	10/03（六）	臺中	饒夢霞老師
親心貼童心～如何提昇親子教養心模式	06/12（五）	臺北	許皓宜老師
高效學習法～如何開啟孩子專注金鑰匙	07/03（五）	臺北	李偉文老師
	10/31（六）	臺中	王意中老師
勇氣加油站～如何翻轉孩子生命好正向	07/17（五）	臺北	黃柏嘉老師
教出好品格～如何培養孩子未來大能力	07/31（五）	臺北	廖偉凡老師
	09/19（六）	臺中	林攸餘老師

2015 年「擁抱最棒的自己！」大樹養成計畫親子公益講座辦理情形：

主題	日期	地點	講師
從陪伴孩子到放手單飛	05/17（日）	臺東	洪 蘭老師
情緒教養，從家庭開始	05/30（六）	臺東	楊俐容老師
大人有時要聽小孩的話	06/06（六）	臺東	楊茂秀老師
發揮創意教孩子	06/13（六）	臺東	鄭石岩老師

講座舉辦地點：臺北－臺北市立圖書館 / 臺中－國泰世華銀行中台中分行 / 臺東－臺東縣政府文化處藝文中心演講廳



2015 年「愛・零距離！」大樹養成計畫親子公益講座臺北場實況。
The Taipei session of 2015 Elevated Tree Program Free Parenting Lectures— “Love Brings Us Together” .

Since 2008, Cathay United Bank Foundation has hosted free parenting lectures in joint effort with Teacher Chang Foundation. As of today more than 110 lectures had been held and had received great response. The foundation continued to hold lectures in Taipei and Taichung with Teacher Chang Foundation in 2015, and launched its first collaboration with Taitung Story Association to host lectures so that the parents in Taitung could be benefited, too. The foundation also published the third volume of the book "Love Without Barriers", which preserved the great contents of the lectures. These books were sent to the branches of Cathay United Bank and the lecture venues and offered to the public for free, in the hope that they would become a practical tool for parenting.

The following is the timetable of the 2015 Free parenting lectures:
Love Brings Us Together

Topic	Date	Location	Speaker
How Do Parents Understand Children's Emotions?	05/08 (Fri)	Taipei	Ai-Ju Chang
	10/17 (Sat)	Taichung	Ching-Hsien Chi
Make Investment in Your Marriage	05/22 (Fri)	Taipei	Sung-Hsien Sun
	10/03 (Sat)	Taichung	Meng-Hsia Rau
Bring Your Hearts Close to Children's Hearts: Improve Your Parenting Skills	06/12 (Fri)	Taipei	Hao-Yi Hsu
Help Children Concentrate on Learning	07/03 (Fri)	Taipei	Wei-Wen Li
	10/31 (Sat)	Taichung	Yi-Chung Wang
How do Parents Develop Children's Positive Attitude?	07/17 (Fri)	Taipei	Po-Chia Huang
Establish Good Character in Children for Their Future	07/31 (Fri)	Taipei	Wei-Fan Liao
	09/19 (Sat)	Taichung	James Lin

The following is the timetable of the 2015 free parenting lectures:
Hugging My Best

Topic	Date	Location	Speaker
How to Let Go As Your Children Grow?	05/17 (Sun)	Taitung	Daisy L. Hung
Emotional Education Begins in the Family	05/30 (Sat)	Taitung	Li-Jung Yang

You Need to Listen to Your Children Sometimes	06/06 (Sat)	Taitung	Mao-Hsiou Yang
Teach Children with Creativity	06/13 (Sat)	Taitung	Shih-Yen Cheng

Venues: Taipei – Taipei Public Library

Taichung –Chung Taichung Branch, Cathay United Bank

Taitung–Auditorium in the Art and Culture Center, Taitung County Cultural Affairs Department



2015 年臺東場「擁抱最棒的自己」大樹養成計畫親子公益講座，首場邀請知名講師洪蘭分享教養之道。
The first Taitung session of 2015 Elevated Tree Program Free Parenting Lectures — “Hugging My Best” invited the famous speaker Daisy L. Hung to talk about parenting.



講師楊茂秀（左三）、國泰世華銀行文化慈善基金會副秘書長陳育諄（中）等人合影。
The speaker Mao-Hsiou Yang (third from left) and Deputy Secretary-General of Cathay United Bank Foundation Joan Chen (center) took a group photo with the guests.



2015 年臺東場「擁抱最棒的自己」大樹養成計畫親子公益講座實況。
The Taitung session of 2015 Elevated Tree Program Free Parenting Lectures— “Hugging My Best” .

Plaza 7 音樂會 形塑社區藝文新氣象 情牽公益 交織出最動人樂章

Plaza 7 Concerts Enrich the Cultural Essence for Local Communities
The charitable cause sends most touching melody

主辦：國泰世華銀行文化慈善基金會
協辦：國泰建設文教基金會

Organized by：Cathay United Bank Foundation
Co-organized by：Cathay Real Estate Foundation



國泰世華銀行董事長陳祖培(右二)、資深副總經理陳晏如(左二)及資深副總經理謝伯蒼(右一)、副總經理洪遠蘭(左一)與張秀卿(中)合影留念。(攝於 09/19)

A group photo of Chairman Tsu-Pei Chen (second from right), Senior Executive Vice President Grace Chen (second from left), Senior Executive Vice President Po-Tsang Hsieh (first from right), Executive Vice President Nancy Hung (first from left) from Cathay United Bank and singer Hsiu-Chin Chang (center). (Photo taken on Sep. 19)

的片頭曲—「彩虹」，隨後演唱多首膾炙人口的歌曲，「愛情釀的酒」、「讓每個人都心碎」等，同時也與現場觀眾及主持人陳偉民有許多互動。金曲歌后林淑容著粉紅長禮服壓軸出場，一登台就搏得滿場喝采。林淑容以模仿鳳飛飛成名，有著「影子歌后」的美稱。她先以成名曲「安娜」帶領觀眾回到另一個年代，又以多首經典歌曲「祝你幸福」、「昨夜星辰」、「好好愛我」等，讓全場氣氛更加融入。還有黃梅曲調的「訪英台」，仿佛上演一齣戲劇。「無言的結局」則將音樂會帶入高潮，最後以安可曲「海海人生」為當日活動完美收場。

基金會主辦的 2015 年度第二場「永恆的經典音樂會」於 9 月 19 日週六晚間在國泰金融會議廳開唱，演出者為臺語天后張秀卿、星光歌王林俊逸及金曲玉女吳申梅等實力派歌手。開場的吳申梅不僅長相甜美，歌聲也相當柔美動聽，中

永恆的經典音樂會 常駐心底的聲音

2015 年度國泰世華銀行文化慈善基金會所主辦的第一場「永恆的經典音樂會」於 4 月 18 日週六晚間在國泰金融會議廳舉行，邀請金曲歌后林淑容、星光 Man 哥張心傑、星光歌姬林芯儀，以及樂團大師孔鏘老師現場演出，場外雖下著滂沱大雨，場內卻是熱鬧非凡。三位歌手都演出多首歌曲，開場由林芯儀演出高人氣的抒情歌，也是電影《等一個人咖啡》的主題曲—「等一個人」，接著詮釋多首 A-mei 的歌曲，炒熱現場氣氛。中場由張心傑接力演出他的出道成名曲，也是電視劇《名揚四海》

場的林俊逸最為人熟知的就是「五燈獎小朋友組第一位五度五關得主」及高亢清亮的嗓音，加上模仿費玉清的功力，他也帶來多首膾炙人口的好歌。壓軸出場的張秀卿發揮往昔的秀場功力，能歌善舞說唱俱佳，讓現場觀眾 high 到最高點！永恆的經典音樂會在優美的歌聲和一片歡樂的氣氛當中圓滿落幕！

每場音樂會現場都設有發票募集箱及「童書募集」活動，加上今年適逢「國泰世華藝術中心」成立十五週年，為了讓更多人欣賞到本土藝術家創作之美，同步於活動現場義賣十五週年藝術紀念品「油畫圖案杯墊」、「油畫圖案紙膠帶」及紀念畫冊「壹伍藝時」，希望能讓更多人在欣賞藝術之餘，發揮愛心「藝」起響應公益。

台語金曲演唱會 重溫在地情懷

國泰建設文教基金會主辦的『阮的情 阮的歌』台語金曲演唱會，2015 年已邁入第 6 年了。吸引愛好台語歌曲的觀眾年年熱情參與活動，共享浪漫的仲夏之夜。活動開場前，由國泰健康管理顧問公司體適能教練示範健康操，請民眾一起為健康動起來。而再次邀請金曲、金鐘歌后曾心梅主持，她簡單介紹台語歌曲的時代意義與傳承的重要。此次邀請孔鏘樂團全程伴奏，增加了演唱會的專業度與趣味性。由「本土一哥」蔡佳麟一曲「龍飛鳳舞」與華麗的舞群熱鬧開場。他再唱了「我問天」、「心肝亂啥米」、「拼裝歌」等三首經典歌曲，實力唱將陳淑萍以三立連續劇主題曲「阮的幸福」驚豔全場，溫暖道地的唱腔，全場不禁一起哼唱，令觀眾沉醉不已。

活動進行間，金曲主持人曾心梅演唱了「媳婦」、「四月望雨組曲」等金曲，將台語情深雋詠的辭境，表現得絲絲入扣、感染全場。渾身喜感的閩南語歌王陳雷以一曲「歡喜就好」，與兩位伴舞熱力登場，活力四射的演出逗樂全場，接連演唱數首金曲「媽媽請妳保重」、「有影無」等，並與主持人曾心梅、伴奏大師孔鏘三人互動，氣氛逗趣，為演唱會掀起了一波波高潮。

晚會壓軸歌壇大姐大陳盈潔登台，她以渾厚滄桑的嗓音唱出「風飛沙 + 毛毛雨組曲」、「呼我醉」等首首膾炙人口的歌曲，讓全場歡聲雷動，精彩的演出搏得現場觀眾熱烈的掌聲。她與主持人曾心梅的詼諧互動，更讓觀眾捧腹不已，最後安可曲「海海人生」在華麗亮眼的舞群中，帶來晚會的最高潮。此場演唱會亦與世界和平基金會合作發票募集活動，民眾反應熱烈，在欣賞歌手天籟歌聲外，也順手做公益。

Eternal Classic Concerts Brings the Enchanting Sound

The first Eternal Classic Concert in 2015 was held by Cathay United Bank Foundation on a Saturday night of Apr. 18 at the Cathay Financial Conference Hall, featuring Golden Melody Awards winner Anna Lin, all-star entertainer Mark Chang and Shennio Lin from "One Million Star" talent show, and the famous musician Chiang Kung-Chiang. The concert opened by Shennio Lin singing "Waiting for the one", the widely-loved ballad and the theme song of the movie Café Waiting Love. Lin went on singing a medley of A-mei's songs and got the atmosphere heated up right away. Mark Chang then took over the stage singing "Rainbow", his debut song and also the theme song of TV drama Get Famous Friends. Chang followed on singing many popular songs such as "the Wine Made from Love" and "Love Breaks Everyone's Heart". He had a lot of interactions with the emcee Wei-Min Chen as well as with the audience. Lastly, the award-winning singer Anna Lin entered the stage in a long pink gown. The audience cheered up when she showed up on the stage. Anna Lin, nicknamed "Shadow Singer", won her fame by imitating singer Fei-Fei Feng at the very beginning of her singing career. Lin started by singing her hit song "Anna" which immediately brought the audience back to the good old times and then enchanted the audience with golden oldies, including "My Best Wishes", "Stars of Last Night", "Love Me True" and many more. The song from Huangmei Opera "Visiting Ying-Tai" created a theatrical atmosphere on the stage. "Wordless Ending" brought the concert to the climax, and she closed the concert with encore song "The Bumpy Road of Life".

The second Eternal Classic Concert for 2015 took place on the evening of Sep. 19 at the Cathay Financial Conference Hall, featuring Taiwanese song singer Hsiou-Ching Chang, and Sean Lin and Gigi Wu, two singers emerging from singing contests. Following Gigi Wu's opening show with her sweet and soft voice, Sean Lin, the singer famous for his championship of the singing contest



三井工程協理邱基坤（後中）、國泰建設文教基金會總幹事經理廖雅芬（後左一）、歌手陳盈潔（後左二）、主持人曾心梅（後右二）、伴奏大師孔鏘（後右一）會後合影留念。

Assistant Vice President of San Ching Engineering Chi-Kun Chiu (center in the back row), Director-General of Cathay Real Estate Foundation Silvia Liao (first from left in the back row), singer Ying-Jie Chen (second from left in the back row), show host Xin-Mei Zeng (second from right in the back row) and musician Chiang Kung (first from right in the back row) took a picture after the concert.

Five Lights Award, took over the stage singing a series of popular songs with his high-pitched voice and imitating singer Yu-Ching Fei. The grand finale of the concert was no doubt brought by Hsiou-Ching Chang, a wonderful entertainer and female singer, who successfully push the concert to the crescendo. The concert closed in beautiful tunes and rounds of applause.

Collection boxes for receipt invoice donation and children's book donation were set up in the venue of each concert. Moreover, as a celebration of the 15th anniversary of Cathay United Art Center and promotion for local art, the Art Center set up booth selling 15th anniversary souvenirs: coasters, masking tape and oil painting album, at the concert venue for charitable causes.

Local Melodies Resounded in Taiwanese Classic Songs Concert

The Taiwanese Classic Songs Concert has been organized by Cathay Real Estate Foundation for the 6th year in 2015. The Taiwanese Classic Songs Concert had attracted Taiwanese song lovers every year to enjoy a romantic mid-summer night of music. Before the concert commenced, the fitness trainer from Cathay Healthcare Management led the audience doing a short physical session to promote the importance of exercise. The award winning singer Xin-Mei Zeng was invited once again to host the concert. She briefly introduced the cultural importance of preserving and passing on the Taiwanese songs. The musician Chiang Kung and his band were invited to perform, adding a lot of fun to the concert. Coming to the stage with dancers dressed in gorgeous costumes, Chia-Lin Tsai opened the concert with the lively performance of the song "Dragon Dance". Tsai then followed by singing "God Knows How Much I Love You", "Unsettling Heart", and "Puzzle Song". Female singer Shu-Ping Chen gave an impressive performance singing "My Happiness". She charmed the audience with her voice full of warmth.

In the middle of the concert, the event host Xin-Mei Zeng sang "Daughter-In-Law" and the suite of "April Rain". Her sophisticated interpretation of the songs conveyed the subtlety behind the lyrics making the whole house deeply touched. The funny Taiwanese song singer Lei Chen started his performance with his hit song "Stay Positive Everything Will be OK" and two dancers doing funny moves. His amusing performance sparked waves of laughter from the audience. Then he went on singing more popular songs such as "Mommy Please Take Care" and "Is It True?". His amusing interactions with the host and the band leader kept the concert at its high note.

In the finale session, senior singer Ying-Jie Chen entered the stage singing her widely loved songs, "Windy Flying Sand," "Drizzling Rain" and "Just Let Me Get Drunk" with her powerful voice, bringing thunderous applause from the audience. Her humorous conversation with the host Zeng brought the audience bursts of laughter. She pushed the event to the climax with the encore song "The Bumpy Road of Life". For this concert, the foundation worked with the World Peace Foundation setting up collection boxes in the venue for concert viewers to donate invoices.

布農天籟 原音重現 古諾楓之歌紀錄片發表會

The Re-creation of Sound of Heaven Release of documentary "Songs of Hunungaz"

主辦：國泰世華銀行文化慈善基金會 Organized by：Cathay United Bank Foundation

國泰世華銀行文化慈善基金會於 8 月 11 日在國泰金融會議廳舉辦「古諾楓之歌」紀錄片發表會，邀請知名布農族歌手王宏恩擔任主持人暨表演者，並放映紀錄片部份片段及舉辦小型映後座談。

「古諾楓之歌」是一部關於布農族的紀錄片，由基金會出資拍攝及出品。為了倡議多面向的原住民關懷及紀錄偏鄉學童的生活現況，基金會委託拍攝團隊耗費近一年的時間，紀錄與觀察花蓮縣卓溪鄉古楓部落的生活及教育現況。以花蓮縣卓溪鄉卓楓國小的三位學生為主要拍攝對象，以他們的生活、視角及話語為主軸串起全片，並收錄原民童聲及部落八部合音，以最真實簡樸的運鏡保留了孩子們的純真和部落的傳統。基金會藉由拍攝紀錄片，為在地部落及卓楓國小留下了珍貴紀錄，希望能引領大眾以不同視角來感受部落生活，了解偏鄉部落發展的努力與掙扎。



國泰世華銀行董事長陳祖培（後排右六）、總經理李長庚（後排左六）率主管與拍攝團隊及來賓合影。
Chairman Tsu-Pei Chen (sixth from right in the back row), President Chang-Ken Lee (sixth from left in the back row), and other members from Cathay United Bank took a group photo with the film crew and the guests.

「古諾楓之歌」入選 2015 年「第 8 屆臺灣國際民族誌影展」，該影展是由「臺灣民族誌影像學會」所主辦的雙年展，由中央研究院民族學研究所博物館等單位協辦。影展主題是「生命的風景」，全球各地共有 734 部作品報名參選。入選作品共有 35 件，其中臺灣的作品有 8 件。本片於影展期間（10/05）在臺北市真善美劇院播映，且於 6 月及 10 月分別在公共電視高畫質頻道及原住民族電視台播出。

Cathay United Bank Foundation held a press conference on Aug. 11 for the release of documentary Songs of Hunungaz. The Bunun singer Biung was invited to host the press conference and a small round-table session and perform in the event. A part of the documentary was played in the press conference.

Songs of Hunungaz is a documentary about the Bunun Tribe with its filming and release sponsored by the foundation. As a response to its advocacy of providing multi-dimensional care to aborigines and the children in remote villages, the foundation commissioned the current crew to record the life and education in GuFeng Village located in Zhuo Xi Township, Hualien County. The filming was focused on three students from Zhuofeng Elementary School in Zhuo Xi Township. The documentary is composed of their life, their words and their angles of seeing things. Children's innocence and the tribal traditions were documented through the non-filtered lens. The foundation would like to use this rare opportunity for the public to perceive the life at the tribe and understand more about the local people's struggles in the course of the development at the tribe.

Songs of Hunungaz was selected as a participating film in the 2015 Taiwan International Ethnographic Film Festival. It is a biannual film festival organized by Taiwan Association of Visual Ethnography and co-organized by the Museum of Institute of Ethnology, Academia Sinica. The 2015 Taiwan International Ethnographic Film Festival featured the theme "The Scenes of Life" with 734 films enrolling from around the world. There were 35 films being selected for viewing, and 8 of which were Taiwanese productions. Songs of Hunungaz was played in Wonderful Theatre on the day of film festival (Oct. 5) and later was played on Public Television Service channel and Taiwan Indigenous TV in Jun. and Oct. respectively.

國泰世華藝術中心十五週年 眾彩交響・藝樹繁花 共賞天地大美

Cathay United Art Center Celebrates 15th Anniversary

Symphony of colors leads art lovers to appreciate the beauty of nature

主辦：國泰世華銀行文化慈善基金會
所屬藝術中心

Organized by: Cathay United Bank Foundation
Affiliate Art Center

2000 年春天，國泰世華藝術中心在臺北市敦化北路綠樹成蔭的敦北分行大樓打開了藝術之門，成為國內最早由金融業所建立的大型藝文展覽空間。秉持著對本土藝術的熱愛與支持，走過 15 年，雖歷經臺灣經濟及藝術市場的起起伏伏，始終不忘初衷，持續灌溉藝術的沃土，成就一棵蓊鬱的大樹。

國泰世華藝術中心自成立以來，為了支持本土藝術，每年邀請臺灣知名藝術家或具有潛力的藝術新秀前來舉辦展覽，除了提供創作者更多元、更完善的展覽場域，更為藝術家及喜好藝術的社會大眾，架構了親切無障礙的交流平台，許多創作者在此卓然成長為藝術名家，更有不少的銀行客戶與藝術愛好者，在此開啟了人生的藝術寶庫，無論是欣賞或購藏，都因此接觸並感受到藝術動人的內涵。

2015 年國泰世華藝術中心歡慶成立十五週年，除了在藝術之路上與創作者以及收藏家並肩成長，持續展現充沛的藝術能量外，也將和所有愛好藝術的朋友們，一同迎接更美好的未來。

李隆吉 2015 個展 01/24~02/14

2015 年國泰世華藝術中心首檔展覽，特別舉辦旅日藝術家李隆吉 2015 個展。目前旅居日本的藝術家李隆吉，繪畫受到中國宋朝花鳥冊頁以及日本藝術的長期薰陶，擅長以花、鳥、風月以及四季風景為題材，作品予人一種寧靜祥和、質樸靜謐之感。李隆吉一系列的作品不僅僅是寫生的記錄，而是透過



「李隆吉 2015 個展」，藝術家李隆吉（中）與時任國泰世華銀行文化慈善基金會副秘書長李蕙婷（右）合影

Artist Lung-Chi Lee (center) and Tina Lee (right), then Deputy Secretary-General of Cathay United Bank Foundation took a picture at the venue of “Lung-Chi Lee 2015 Solo Exhibition”.

寫生以及造型的檢討，對自然感性的對話。李隆吉以穩健的腳步走過數十年的歲月，執著於自己的理念，獨立地思考，堅強地走下去。此次 2015 的新作發表，不但仍保持著一貫渾厚而細膩、溫馨而富律動的畫面，更融合了理性的構成與感性抒懷，使作品益加和諧而豐富。



「靈光物語聯展」開幕，國泰世華銀行資深副總經理陳晏如（中）與藝術家王午（右二）、李昕恩（右三）、江鳳婭（左一）及董小蕙（左二）、巴東（左三）合影。

A group photo of Senior Executive Vice President of Cathay United Bank Grace Chen (center), and artists Wu Wang (second from right), Hsin-En Lee (third from right), Lii Chiang (first from left), Shaw-Hwei Dong (second from left) and Tong Ba (third from left) at the opening of the joint exhibition “Moments of Aura”.

靈光物語—王午、李昕恩、江鳳婭聯展 03/07~04/04

德國哲學家班雅明曾提出「靈光」概念，以一種詩意般的意境，指出藝術作品的獨特性與時間性，也提及在複製技術的介入下，同時開啟藝術創作、風格與形式的改變。國泰世華藝術中心以「靈光物語」為此展主題，邀請王午、李昕恩、江鳳婭三位年輕藝術家，展出木刻版畫及油畫。作品均以大自然與生命為題材，在不同的媒材下，同樣能深刻地表現出一種素樸質誠的風格。透過這些作品，除了讓我們與自然萬物的靈光相遇外，也可同時思考藝術作品背後

不單是生產技術的轉變，而是改變作品的形態，也或因著科技的創新而讓藝術從神聖的獨特性轉化至普及性後所產生的社會與文化意涵。

自然之美— 2015 林政伯七十個展 04/11~05/02

藝術家林政伯謙稱自己是到了人生半百才正式學習繪畫創作，卻也是他對自身藝術天份的實踐與展現。職場生涯都在視覺藝術的領域裡發光發熱，一旦拾起畫筆、專注於創作，所展現的藝術能量，自然也澎湃動人。來自學術與工作經驗的養成，使林政伯具備更優於一般人客觀理性的細膩觀察，而來自影視設計的無限創意，則使林政伯自小蘊藏的藝術夢想得以具體呈現。從寫實到印象派的畫風，再到近年帶有幾何抽象風格的創作，都讓人看到他在藝術創作領域的求新與精進，而無論風格與技法如何轉變，其創作精神始終不離人文的關懷，作品主題也多來自他對土地與生活環境的細心觀察，尤其是對四時更迭的品賞以及對自然生態的珍視與描繪，都在此展裡一一呈現。



「壹伍藝時－國泰世華藝術中心十五週年特展（一）」開幕，國泰世華銀行董事長陳祖培（前中）與藝術家（前排由左至右）陳銀輝、陳輝東、王守英、賴武雄等人合影。

後排（由左至右）為藝術家蔡正一、陳香吟、紀美華、蕭芙蓉、謝明鋈、楊永福，資深副總經理陳晏如，藝術家蘇憲法、紀宗仁、蔡文雄，總稽核賴耀群、副總經理李素珠，及藝術家簡昌達，以及副總經理黃啟彰。

A group photo for the opening of “Art of 15 Years - Special Exhibition I for the 15th Anniversary of Cathay United Art Center”: Chairman of Cathay United Bank Tsu-Pei Chen (center in the front row), artists Yin-Huei Chen, Huei-Tung Chen, Shou-Ying Wang, Wu-Hsiung Lai, (from left to right in the front row), and Cheng-I Tsai, Hsiang-Yin Chen, Mei-Hua Chi, Fu-Rong Hsiao, Ming-Chang Hsieh, Yung-Fu Yang, Senior Executive Vice President Grace Chen, artists Hsien-Fa Su, Tsung-Zen Chi, Wen-Hsiung Tsai, Chief Auditor Yao-Cyun Lai and Executive Vice President Sally Lee from Cathay United Bank, artist Chang-Ta Chien, and Executive Vice President John Huang (from left to right in the back row).

壹伍藝時－國泰世華藝術中心十五週年特展（二）06/13~07/11

有別於第一檔資深藝術家高度藝術性的成熟經典特質，第二檔特展邀請葉繁榮、陳香吟、王健碧、董小蕙、簡昌達、黃進龍、梁晉嘉、李正郎、林榮、楊淑惠、陳崑鋒及蘇瑞明等十二位中生代藝術家共同展出。立基於紮實的繪畫基礎，中生代藝術家在題材上也加入更多的主觀詮釋，運用不同媒材，發展出風格鮮明的藝術語彙，展現臺灣藝術家追求自我、超越窠臼的創作形式。

心境·遊藝－林仁山、蔡勝全、吳麗玉、歐紹合四人聯展 07/18~08/22

以「心境·遊藝」為題，邀請藝術家蘇憲法四位優秀學生－林仁山、蔡勝全、吳麗玉及歐紹合共同展出。林仁山以自然為本，將大自然豐富萬千的色彩、奇特的結構造型和四季幻化的面貌以印象派技法描繪自然，並藉以表達內在感

壹伍藝時－國泰世華藝術中心十五週年特展（一）05/09~06/06

為慶祝成立十五週年，特別邀請二十四位臺灣本土藝術家一同舉辦「壹伍藝時－國泰世華藝術中心十五週年特展」，分為兩檔展出，從資深藝術家到中生代藝術家，作品風格包含泛印象派、鄉土寫實、抽象表現以及精細寫實等形式，每位藝術家作品都為一時之選，同時兼具其個人創作風格，也呈現臺灣藝術多元融合的樣貌，象徵本土藝術的傳承與創新。

第一檔特展邀請藝術界極具分量的大師，計有陳銀輝、王守英、陳輝東、賴武雄、紀宗仁、蕭芙蓉、蔡文雄、蘇憲法、蔡正一、楊永福、謝明鋈及紀美華等十二位共同展出。無論對藝術中心或對國內畫壇而言，這十二位畫壇先進，在繪畫的藝術成就及藝術教育方面，都堪稱執當今畫界之牛耳。

受。蔡勝全以漁人辛勤勞動與大海搏鬥的毅力勇氣作為創作靈感，將漁人蘊含血淚的歷練表達出生命真實的呈現。吳麗玉使用柔美色調、抽象造型，以圖案似於二維與三維間穿梭的空間結構，營造出迷濛幻境感，表達當代女性的新圖象。歐紹合則藉由日常生活感動與經驗，提煉出屬於個人的內在情愫，深刻的表現出凝視、微觀的內心境域，藉著濃厚裝飾性與高雅氣質的圖騰烘托出圖象背後另一層的象徵價值。

漫·遊－單煒明、郭心漪、蕭漢雲三人聯展 08/29~09/26

十九世紀法國詩人波特萊爾曾將在城市中無目的性漫步、觀看的人稱為「閒遊者」、「都市漫遊者」，其以一種城市觀察者的姿態，尋找存在於城市角落中的記憶痕跡。而德國哲學家班雅明則以「晃遊者」一詞指出那些為了體驗城市，而在城市中紀錄與觀察的人是一種具備了藝術家及詩人性格與美感的特殊族群，同時他們也為閱讀城市的方式提供了一個重要角度。此展以「漫·遊」為題，邀請三位藝術家單煒明、郭心漪、蕭漢雲共同展出，他們則以森林、池塘等為藍本，將自身漫遊在自然中的層層記憶，構築成一份心靈地圖，在不同的時空及敘事手法下，將畫面呈現出一種夢幻又真實的空間，期能帶領著觀者展開對自然萬物的想像與體驗，開啟一番新的視覺經驗。

萍·嬉·游·憶－陳文輝個展 10/03~10/24

身為外省第二代的藝術家陳文輝用創作找尋自己「由何而來」的解答。尋覓多年他選擇「平溪」作為創作的繆思，圭臬他對「思鄉」的渴慕，並成為他藝術經營下永遠的想望，因而被喻為「平溪藝術家」。此展完整呈現其創作四十餘年來經典之「平溪系列」、「超現實系列」創作，以此向觀者完整呈現他以藝術生命所實踐架構自己文化歸屬的成就，跳脫討論史觀時的爭執或哀愁，表現臺灣之珍貴美善。藉藝術尋根，藝術家在平溪找到歸屬；透過藝術家的作品，或許觀者也能憶起、追尋自身的故鄉。



「漫·遊三人聯展」開幕，駐臺北土耳其貿易辦事處代表 Ismet Erikan（右四及右五）伉儷、基金會副秘書長陳育諄（左五）與藝術家郭心漪（右三）、蕭漢雲（右二）、單煒明（右一）等嘉賓共同合影。

At the opening of the joint exhibition “Wandering”, Mr. and Mrs. Ismet Erikan, representative of Turkish Trade Office in Taipei (fourth and fifth from right) took a photo with Deputy Secretary-General of Cathay United Bank Foundation Joan Chen (fifth from left), artists Hsin-I Kuo (third from right), Faith Xiao (second from right), Wei-Ming Shen (first from right) and other guests.



「生命之光－溫宗益油畫 2015 個展」，藝術家溫宗益(右)與基金會副秘書長陳育諄(左)合影。
Artist Tsung-Yi Wen (right) took a picture with the Deputy Secretary-General of Cathay United Bank Foundation Joan Chen (left) at his 2015 solo exhibition "Light of Life".

生命之光－溫宗益油畫 2015 個展 11/21~12/12

生命的終極在宇宙，而「光」孕育了宇宙萬物，它讓悲傷的世界充滿了希望與溫暖；生命的旅程，是「光」的旅程，也是「心」的旅程。早年行醫的藝術家溫宗益以「生命之光」為題，希望找回人類本來所有的愛與慈悲。看似一系列的風景描繪，但其中夕陽、雲彩與畫中景物的光影變化，透過技法以及顏料的充分交融與滲透，展現屬於光的無盡變化。此光不僅是

希望與光明的隱喻，更是溫宗益長期思索換取的宇宙視角，以及閱覽生命百態後的凝縮，並在眾多複雜思考的交融間，幻化成一幕幕的動人景致以及其所乘載的心靈感悟。本持「無緣大慈，同體大悲」的情懷，讓觀賞者體會到大自然的平易近人和滿盈的愛與溫暖。

藝術講堂系列講座

為了推廣藝術教育，國泰世華藝術中心自 2014 年起每月開辦「藝術講堂」系列講座，讓喜愛藝術的朋友在參觀展覽的同時也能有機會學習及了解藝術的發展與脈絡，講座一律免費參加。2015 年藝術講堂係以介紹西洋美術史為主，藉由西洋藝術史的流變、當代藝術的賞析、到藝術品創作媒材的簡介以及保存修復的觀念，讓參與民眾對繪畫藝術不僅有史觀概念，更有技術層面的瞭解。



單煒明老師主講「20 世紀西方藝術的百年回顧」等課程。
Professor Wei-Ming Shen gave a lecture series "The Hundred Years of Western Art in the 20th Century".



楊永源老師主講「未來派繪畫」等課程。
Professor Yung-Yuan Yang spoke of "The Art of Futurism".

2015 年「藝術講堂」辦理情形：

日期	主題	主講者
01/14(三)	戰爭中的嘲諷與反叛～淺談達達	
02/11(三)	另種現實的探詢～超現實主義的源起及發展	陳貺怡－國立臺灣藝術大學美術學系系主任
03/11(三)	符號與隱喻～超現實主義藝術家米羅	
04/15(三)	二十世紀初期的抽象繪畫	
05/13(三)	未來派繪畫	楊永源－國立臺灣師範大學美術系所教授
06/10(三)	歐洲無形式繪畫與美國抽象表現主義繪畫	
07/08(三)	20 世紀西方藝術百年回顧	
08/12(三)	20 世紀墨西哥壁畫影響下的美國藝術	單煒明－嶺東科技大學設計學院副教授
09/09(三)	美國女性藝術的當代表現	
10/14(三)	色彩與媒材概論	
11/11(三)	創作基底材簡介	
12/09(三)	藝術品保存與修復	范定甫－國立臺南藝術大學古物維護所碩士，現任藝術修復機構負責人

2015 年其他講座活動辦理情形：

日期	主題	主講者
03/28(六)	2015 臺北文學季－跟舒國治、宇文正一起讀《水城臺北》	舒國治－知名作家、美食家 宇文正－知名作家

設計藝術桌曆及多款藝術商品

以「盡善盡美」為主題，精選沈哲哉、王守英、賴武雄、蘇憲法、李隆吉、蔡正一、紀美華、葉繁榮、陳香吟、簡昌達、黃進龍、林榮以及陳銀輝、謝明錫

等多位臺灣知名藝術家的精彩畫作設計製作 2016 年藝術桌曆以及新春賀卡。同時為了慶祝國泰世華藝術中心成立 15 週年，特別精選國泰世華銀行典藏畫作出版「壹伍藝時」15 週年畫冊，並設計製作藝術杯墊、藝術紙膠帶等多款藝術商品，作為義賣，邀請大家一同來欣賞藝術之美，同時傳遞社會正能量。



國泰世華藝術中心 2015 年設計品，包括成立十五週年之紀念畫冊及商品、藝術桌曆及賀卡。

The Art Center's 2015 souvenirs and publications include the 15th Anniversary Art Album, coasters masking tapes, Desk Calendars and New Year cards.

In the spring of 2000, the Cathay United Art Center was established. It is the first art gallery sponsored by financial institution in Taiwan. Cathay United Art Center has gone through a journey of 15 years all the way with the love and support to local art. Despite the ups and downs experienced by the local economy and local art market, the Art Center has hung on to what it set out to do and kept its support to the local art.

Ever since its establishment, Cathay United Art Center has invited famous Taiwanese artists or new artists to hold exhibitions. In addition to providing a multi-functional and fully-equipped space, the Art Center also serves as a friendly platform for artists and art lovers. Countless creators have grown at this place and many more art lovers and Cathay United Bank customers find their love about art here. Cathay United Art Center celebrated its 15th anniversary in 2015. It shall keep growing with creators and collectors together and will continue to work for the bright future to come.

Lung-Chi Lee 2015 Solo Exhibition Jan. 24 - Feb. 14

Cathay United Art Center hosted the first exhibition of 2015 by the painter Lung-Chi Lee. Lee has lived in Japan for a long time. There is strong influence of Song Dynasty's bird and flower painting and Japanese art. He specializes in the theme of flowers, bird, romance and sceneries of four seasons and expresses the feeling of peace and tranquility through his art. Lee's paintings are not just about the drawing of nature, but about embarking on a conversation with nature through the sketching. Lee has walked on the journey as an artist for decades with the ideal concept he insists on and will continue to do so for more years to come. The 2015 exhibition that displayed his new works consisted of delicate roughness and warm liveliness, filled with sensible structure and romantic emotions which enrich the paintings and enhance the harmony to another level.

“Moments of Aura”, Joint Exhibition of Wu Wang, Hsin-En Lee, and Lii Chiang, Mar. 7- Apr. 4

Walter Benjamin, the German philosopher, introduced the idea of "Aura". The original artwork, whose uniqueness is inseparable within certain time frames, is independent of the copy, yet through the act of reproduction the creation, style and format are altered from the original by changing its context. Cathay United Art Center invited three young artists Wu Wang, Hsin-En Lee, and Lii Chiang to show their wood engravings and oil paintings under the theme "Moments of Aura". The artists took the theme of nature and life presenting simplicity and sincerity with different materials. The art works introduce the experiences for the viewers to see the aura of life. The contemporary art now has a variety of facets because of the transformation of production skills and the status of art. The progressing technology transforms the divine uniqueness of art and makes it accessible to the general public, further generating new social and cultural context.

“Nature of Beauty”, Jumbo Lin 2015 Solo Exhibition, Apr. 11 - May 2

Although Jumbo Lin modestly claims he learned how to paint at the age of 50, such deed actually revealed the fact that he eventually chose to practice and express his art. Professionally he has worked as a visual artist throughout his career. Once he takes the brush and devotes himself into creation, he shows an astounding amount of energy in art. Benefited by his experiences from professional and academic fields, Lin observes things with more subjectivity and rationality than others. His unlimited creativity from commercial design has helped him realize his artistic dream. From realistic to impressionist style,

to abstract creation in recent years, art lovers can see his progression in the creation of art. No matter he adopts what kind of styles or skills, his creation has been true to humanism. The themes of his work are mostly his delicate observation on land and the living environment. The exhibition especially displays his appreciation of the changes of four seasons and the natural environment.

“Art of 15 Years - Special Exhibition I for the 15th Anniversary of Cathay United Art Center”, May 9 - Jun. 6

As a celebration for its 15th anniversary, Cathay United Art Center invited 24 Taiwanese artists to show their work in two "Special Exhibitions for the 15th Anniversary of Cathay United Art Center". The two Special Exhibitions showed a variety of genres of impressionism, rustic realism, abstract expressionism, and detailed realism from senior artists to mid-career artists. Each artist's work shown in the exhibitions were carefully selected to represent the artist's personal style and portrait the diversity of Taiwanese art. The Exhibitions presented the Taiwanese art's inheritance and innovation.

The Special Exhibition I invited 12 art masters including Yin-Huei Chen, Shou-Ying Wang, Huei-Tung Chen, Wu-Hsiung Lai, Tsung-zenChi, Fu-RongHsiao, Wen-Hsiung Tsai, Hsien-Fa Su, Cheng-ITsai, Yung-Fu Yang, Ming-Chang Hsieh and Mei-Hua Chi to jointly show their work. The 12 masters are important figures in their personal achievement and in the Taiwanese art education world.

“Art of 15 Years - Special Exhibition II for the 15th Anniversary of Cathay United Art Center”, Jun. 13 - Jul. 11

To differentiate from the sophistication in the first Special Exhibition, the second Exhibition invited 12 mid-career artists including Fan-Jung Yeh, Hsiang-Yin Chen, Chien-Pi Wang, Shaw-Hwei Dong, Chang-Ta Chien, Chin-Lung Huang, Chin-Chia Liang, Long Li, RongLin, Shu-Hui Yang, Kun-Feng Chen and Rui-Ming Su to show their work. With their solid painting skills, mid-career artists infuse their work with more subjective interpretation and adopt a variety of media to develop distinctive style of art. Their creation shows how Taiwanese artists try to express themselves by breaking the stereotype.

“Mind and Reflection of Nature”, Joint Exhibition of Ren-Shan Lin, Sheng-Chuan Tsai, Li-Yu Wu, and Shao-HeOu, Jul. 18 - Aug. 22

The exhibition Mind and Reflection of Nature invited Hsien-Fa Su's four outstanding students, Ren-Shan Lin, Sheng-Chuan Tsai, Li-Yu Wu, and Shao-HeOu, to show their work.

Ren-Shan Lin painted the abundant colors, intriguing forms and the changing seasons of nature with impressionist skills to express his inner self. Sheng-Chuan Tsai took inspiration from fishermen's fighting against the dreadful sea to capture the true moments of life. Li-Yu Wu expressed the mind of contemporary women using soft colors and abstract forms to construct a dreamy space between two-dimensional and three-dimensional structure. Shao-HeOu used his experiences and touching moments extracted from daily life to reflect the microcosmic world of inner-self. The meaning behind symbols was mirrored among decorative and elegant patterns.

“Wandering”, Wei-Ming Shen, Hsin-IKuo, and Faith Xiao Joint Exhibition, Aug. 29 - Sep. 26

The "wanderer" or "urban explorer" coined by Charles Pierre Baudelaire, the French poet in 19th century, refers to the kind of people who walk around and see around in the cities. They search the memories that exist in the corners of the city. The concept of "flâneur", meaning the stroller, was further developed by the philosopher Walter Benjamin to refer to those people, especially artists and poets, who loaf around in the city to see and observe. They offer a special point of view to see the city. The exhibition “Wandering” invited three artists Wei-Ming Shen, Hsin-IKuo, and Faith Xiao to show their work jointly. Showing the pictures of forest and pond, the three artists' work presented a map of mind portraying the layers of artist's memories wandering in the nature. With the use of different narrating approaches and space-time, the paintings led the viewers entering a real and yet dream like space, hoping to spark the viewers' imagination about the nature and the world.

“Duckweed, Amusement, Memory and Pingxi”, Wen-Hui Chen Solo Exhibition, Oct. 3 - Oct. 24

Wen-Hui Chen whose grandparents were born in mainland China searched his root and identity through artistic creation. Chen lived in Pingxi for years because this mountain town was his muse. Pingxi has become an important place in his nostalgia and the place in his dream under his artistic exploration. Chen was thus called the artist of Pingxi. This Exhibition completely presented his classic series, "Pingxi Series" and "Surreal Series" throughout the forty years of his career. He presented the results of self-exploration of years, also the achievements he constructed with his art. The true beauty and virtues of Taiwan was conveyed in his paintings outside the controversy of historical points of view. The artist found identity in Pingxi. Viewers might be reminded of their own hometowns when watching his paintings.

“Light of Life”, Tsung-Yi Wen 2015 Solo Exhibition, Nov. 21- Dec. 12

The ultimate form of life exists in the universe. "Light" is the origin of the creatures in the world. It fills hope and warmth to the world of sadness. The journey of life is the journey of light and heart. Tsung-Yi Wen, who spent his early life as doctor, put up this exhibition with the theme "the light of life", hoping to find out the love and mercy of mankind. His drawings of seeming sceneries captured the changing light and shadow in the setting sun, clouds, and sceneries in the painting. The magnificent skills of the blending and permeating of paints expressed the unlimited faces of light. Light symbolizes hope and brightness. Light also exemplifies Wen's perspective looking out to the universe and concludes his reflections after seeing countless lives. He turned these complicated thoughts about life to the scenes that touch the viewers' heart. Through appreciating his paintings viewers could feel the accessible and abundant love and warmth from the nature.

Art Talk Lecture Series

Since 2014 Cathay United Art Center has offered free monthly lecture series "Art Talk" to the general public who would like to know more about the development of art. All of the Art Talk lectures are provided for free. The Art Talk lectures focus on western art history, contemporary art, media for art creation, and art work conservation and restoration, for the attendees to touch on the development of art as well as the technical side of art.

The following is the timetable of Art Talk lecture series in 2015.

Date	Topic	Speaker
01/14(Wed)	Dadaism: the Irony and Rebellion in War	Kuang-Yi Chen, Chairperson of Department of Fine Arts, National Taiwan University of Arts
02/11(Wed)	Another Kind of Reality: the Origin and Development of Surrealism	
03/11(Wed)	The Symbol and Metaphor in the Art of Joan Miró	
04/15(Wed)	Abstract Art in Early 20th Century	Yung-Yuan Yang, Professor of Fine Arts, National Taiwan Normal University
05/13(Wed)	Paintings of Futurism	
06/10(Wed)	European Informalism and American Abstract Expressionism	

07/08(Wed)	The Hundred Years of Western Art in the 20th Century	Wei-Ming Shen, Associate Professor of College of Design, Ling Tung University
08/12(Wed)	The 20th Century American Art Influenced by Mexican Murals	
09/09(Wed)	Contemporary Art of American Female Artists	
10/14(Wed)	Colors and Media	Ting-Fu Fan, owner of art restoration company, M.A. of Graduate Institute of Cultural Relics, Tainan National University of the Arts
11/11(Wed)	Introduction of "Support"	
12/09(Wed)	Conservation and Restoration of Arts	

The following is the timetable of other lectures in 2015.

Date	Topic	Speaker
03/28(Sat)	Reading “The Water City Taipei” with Kuo-Chi Shu and Wen-Cheng Yu	Kuo-Chi Shu, Writer and Gourmet Wen-Cheng Yu, Writer

Design of Desk Calendar and Art Products

Based on the theme of the "beauty to perfection", the Art Center selected works from Taiwanese artists including Che-Tsai Shen, Shou-Ying Wang, Wu-Hsiung Lai, Hsien-Fa Su, Lung-Chi Lee, Cheng-I Tsai, Mei-Hua Chi, Fan-Jung Yeh, Hsiang-Yin Chen, Chang-Ta Chien, Chin-Lung Huang, Rong Lin, Yin-Huei Chen and Ming-Chang Hsieh, and made the 2016 Desk Calendar and New Year cards with those painting print. Moreover, as a celebration of the 15th anniversary of Cathay United Art Center, the Art Center selected from its collection and published 15th Anniversary Art Album. Other products with art prints on included coasters and masking tapes were produced for charity sale, hoping to share the beauty of art and promote charitable causes at the same time.

開啟閱讀風氣 打造書香社區 霖園圖書館與您共享生活的喜悅

Building a Community Where Everyone Reads

Lin Yuan Libraries share the joy of life with the public

主辦：國泰建設文教基金會

Organized by：Cathay Real Estate Foundation

霖園圖書館

國泰建設文教基金會為回饋社會，自1983年成立以來，以提倡藝文活動為宗旨，於全臺北、中、南設立13所霖園圖書館，內部開放使用面積共達700多坪，圖書館內，舒適整潔、寬敞幽靜、窗明几淨，藉此提供民眾良好的閱讀環境，培養國民閱讀的習慣，提升閱讀風氣。

霖園圖書館為一個民眾自我學習與鄰里交流的場所，館內除訂購數份報紙，更長期訂閱各類旅行、財經、幼教、生活等雜誌，讓民眾放鬆的吸收各式新知。紮實回饋、靜默耕耘三十年，在工商社會的忙碌步調，提供民眾一個寧靜空間沉澱。館內設備寬敞明亮，並匯集書藏二千餘冊，讓民眾徜徉在書海中，盡情學習。本年度入館人數累積達十萬次。霖園圖書館已是社區中，民眾閱讀、溫書、沉思與交流互動的場所，間接打造溫情的社會氛圍。

館內教學活動

為了讓民眾充實生活，圖書館每年舉辦各項DIY的才藝課程，各式教學配合社區文化，今年內容有「科學童玩」、「烏克蘭麗麗」、「美術班」、「台式點心」、「拼布班」…等。霖園圖書館多年來定期多元課程，讓民眾自在的學習新技能，在課程中獲得樂趣與成就感，滋養生活與培養自信。藉由學習分享生活點滴，加深鄰里情誼，多年來為和諧社區的磐石、默默涵養社區人文素質的深度。



寬敞的空間、明亮的照明是莘莘學子 考試溫書、沉潛實力的最佳場所。(圖為高雄苓雅館)

A spacious and bright environment is the best choice for students to read and to study. (Photographed at Kaohsiung Linya Lin Yuan Library)

Lin Yuan Libraries

Cathay Real Estate Foundation, with the purpose of promoting cultural events and giving back to the society, has established 13 Lin Yuan Libraries in northern, central, and southern Taiwan since 1983, with the total floor area reaching more than 700 pings. Those libraries provide a bright, well-ventilated, clean, spacious and quiet place for the public. The foundation hopes that it could help more people to acquire the habit of reading by offering high quality reading space.



板橋館舉辦的館內教學「水墨畫」課，老師示範「枝幹」的基本畫法，學員 無不專心聆聽。

Students were watching attentively while the teacher was demonstrating the basic painting skills of branches in a Chinese ink painting class held in Banciao Lin Yuan Library.

Lin Yuan Libraries have been destinations where people can pursue personal growth and engage with neighbors. Every Lin Yuan Library subscribes multiple copies of newspapers and offers collections of periodicals and magazines in the area of travel, finance, early childhood education and lifestyle. For the past thirty years, in every spacious and bright Lin Yuan Library with a stock of more than 2,000 books, residents are able to reflect and to read in quietness away from the busy pace of modern life. Receiving over 100,000 visits in the year of 2015, Lin Yuan Libraries indeed have become an important place where people can read, study, spend lone time, and engage with other people, indirectly fostering warmth and harmony for the society.

Classes Organized by Lin Yuan Libraries

Every year the libraries would organize various talent learning courses and DIY classes in accordance with local community cultures to cultivate residents' interests and talents. The classes offered in 2015 include hand-made toys, ukelele, painting, baking, and fabric collage. Those courses have let people to learn new skills without worries, to gain confidence and a sense of achievement, to build relationships with neighbors, and to consequently create a loving community and harmonious society. Lin Yuan Libraries had helped building the cultural essence for local communities.

從精神到物質 多管道贊助民生

具體而微的付出與關懷 為心靈開啟希望之窗

A Variety of Sponsoring Activities are Conducted through Multiple Channels

Opening a window of hope by providing physical help and care

主辦：國泰世華銀行文化慈善基金會

Organized by：Cathay United Bank Foundation

國泰建設文教基金會

Cathay Real Estate Foundation



台灣高鐵公司劉維琪董事長演講「如何創造高速時代的T Life」分享台灣高速鐵路系統不僅扮演「交通運輸業」角色，也是一個多角化經營的「生活服務業」，以貼近社會大眾需求，開創台灣新生活與永續發展的動力。

In his speech titled "How to Build a T Life in the Age of High Speed", Wei-Chi Liu, Chairman of Taiwan High Speed Rail, shared with the audience how Taiwan High Speed Rail provide diversified services to people in a addition to simply moving people from one place to another. His vision was to meet the real needs of the public and build the momentum for the new style of life for the people in Taiwan.

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」，2015 探討主題【如何創造高速時代的 T Life】、【LOHAS 從食品安全到糧食安全】台灣高鐵公司劉維琪董事長以「如何創造高速時代的 T Life」為題，與我們分享台灣高速鐵路系統；期許高鐵不僅扮演「交通運輸業」角色，更是一個多角化經營的「生活服務業」，貼近社會大眾需求，開創臺灣新生活與永續發展的動力。義美食品股份有限公司高志尚董事長，以「LOHAS 從食品安全到糧食安全」為題，以「好食品供應者」的義美食品角度與我們分享如何透過政府、消費者與供應

商三方建立管理機制，建立食品安全生態環境；並期待以真誠、勤儉的企業文化，持續造就老品牌、新風貌的形象豎立起食品產業標竿。



國泰建設文教基金會贊助的孫運璿先生管理紀念講座，每年吸引眾多的莘莘學子到場聆聽，藉此激發年輕人潛能並開拓視野。

The Yun-Suan Sun Memorial Lecture sponsored by Cathay Real Estate Foundation attracted a full house of students every year so as to broaden young people's horizon and to encourage them to live up to their potential.

食分幸福－幸福待用站

從 2013 年 7 月開始，國泰世華銀行希望結合廣大卡友的力量，共同參與公益，因此提撥較去年新增餐飲刷卡消費額 0.3%，透過國泰世華銀行文化慈善基金會捐助予偏鄉地區學童營養早餐，至今已送出超過 22 萬份早餐。2015 年共捐贈新臺幣 3,164,275 元予宜蘭縣南山、四季、大同及寒溪國小、南投縣信義國中、東埔及羅娜國小等 7 校，共 1,076 人次受惠。

其他贊助

國泰世華銀行文化慈善基金會贊助台陽美術協會「第 78 屆台陽美展」；國立臺灣師範大學藝術學院「流溢鄉情」水彩展；臺灣民族誌影像學會「2015 臺灣國際民

族誌影展」；財團法人布農文教基金會「五餅二魚服務計畫」及「布農工作學習獎學金計畫」；財團法人伊甸社會福利基金會「新移民成長學習暨親子情感加溫計畫」；天主教善牧基金會「大手牽小手～暴力預防教育行動計畫」；財團法人「張老師」基金會「關懷弱勢兒少公益音樂會」；國泰世華藝術中心贊助場地舉辦「2015 臺北文學季－跟舒國治、宇文正一起讀《水城臺北》」講座；以及其他贊助。

Yun-Suan Sun Memorial Lecture

Cathay Real Estate Foundation has been sponsoring Yun-Suan Sun Memorial Lecture for years. In the lecture titled "How to Build a T Life in the Age of High Speed", Wei-Chi Liu, the Chairman of Taiwan High Speed Rail shared with the audience how Taiwan High Speed Rail provides diversified services to people in a addition to simply moving people from one place to another. His vision was to meet the real needs of the public and build the momentum for the new style of life for the people in Taiwan. Hanry Kao, the Chairman of I-Mei Foods, gave his speech with the topic as "From Food Safety to Grain Safety" from the point of view of I-Mei, the provider of good food, talking about how Taiwan should build a three-party (i.e. government, consumers, and provider) management mechanism for reaching the goal of food safety. Holding on the corporate values that celebrate integrity and diligence, I-Mei would like to keep refreshing this old brand with the highest standards in the industry.

Dining and Sharing Campaign

Cathay United Bank started this campaign which combines the joint efforts from its credit card holders from July, 2013. For the year of 2015, Cathay United Bank donated a 0.3% share of the year-on-year increase of food and beverage consumption paid by Cathay credit card. As of now, Cathay United Bank had financed over 220,000 breakfasts to remote children through Cathay United Bank Foundation. For 2015, Cathay United Bank donated NT\$ 3,164,275 (US\$ 96,501) to seven schools in Yilan County (i.e. Hansi, Datong, Skikun and Nanshan Elementary Schools) and in Nantou County (i.e. Luona Elementary School, Tumpu Elementary School and Hsinyi Junior High School), benefiting 1,076 students.

Other Sponsorship

Cathay United Bank Foundation sponsored the 78th Tai-Yang Art Exhibition, "Brimming with Nostalgia" watercolor painting exhibition at the Art School of the National Taiwan Normal University, the 2015 Taiwan International Ethnographic Film Festival hosted by Taiwan Association of Visual Ethnography, Bunun Cultural and Educational Foundation's Five Loaves and Two Fish Project and Bunun Scholarship Program, Eden Social Welfare Foundation's New Immigrant Development and Parent-children Bonding Program, Good Sheppard Social Welfare Foundation's Violence Prevention Task Force, Charitable Concert for Under-privileged Children hosted by the Teacher Chang's Foundation and "Reading the Water City Taipei with Kuo-ChihShu and Wen-Cheng Yu" lectures in the "2015 Taipei Literature Festival".



國泰文教基金會贊助的孫運璿先生管理紀念講座，邀請義美集團 - 高志尚董事長演講「LOHAS 從食品安全到糧食安全」。分享如何透過政府、消費者與供應商三方建立管理機制，建立食品安全生態環境。

Cathay Real Estate Foundation invited Henry Kao, Chairman of I-Mei Foods, to give a speech with the topic "From Food Safety to Grain Safety" in one of Yun-Suan Sun Memorial Lectures. Mr. Kao shared his view about how Taiwan should build a three-party (i.e. government, consumers, and provider) management mechanism for reaching the goal of food safety.



國泰建設文教基金會贊助的孫運璿先生管理紀念講座，邀請義美集團 - 高志尚董事長演講「LOHAS 從食品安全到糧食安全」。會後與學子們合影留念

Cathay Real Estate Foundation invited Henry Kao, Chairman of I-Mei Foods, to give a speech with the topic "From Food Safety to Grain Safety" in one of Yun-Suan Sun Memorial Lectures. Mr. Kao took a group photo with some of the students from the audience.

國泰人壽慈善基金會

2015 年經費運用情形及歷年支出報告

2015 年收入部分

項目	金額（元）
利息收入	2,855,375
投資收益	12,543,429
捐贈收入	25,509,330
合計	40,908,134

2015 年支出部分

項目	金額（元）
兒童福利	12,077,326
少年福利	2,544,410
老人福利	50,000
身心障礙者福利	1,082,681
急難救助	240,000
低收入戶補助	4,529,166
志願服務	383,008
清寒獎助學金	3,699,957
社會公益活動	13,538,938
雜項暨其他支出	634,824
合計	38,780,310

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
2012-2014	127,324,556
2015	38,780,310
合計	1,123,671,605

Cathay Charity Foundation 2015 Income and Expenditure Report and Historical Spending

Income for 2015

Item	Amount (USD)
Interest income	87,080
Investment income	382,538
Donation income	777,961
Total	1,247,579

Expenditure for 2015

Item	Amount (USD)
Child welfare	368,324
Youth welfare	77,597
Senior citizens' welfare	1,525
Welfare for the disabled	33,019
Disaster relief	7,319
Low income subsidy	138,126
Volunteer services	11,681
Scholarships for poor students	112,838
Social welfare activities	412,898
Miscellaneous expenditure and other	19,360
Total	1,182,687

Historical Spending

Item	Amount (USD)
1980-1991	6,500,604
1992-2001	8,817,194
2002-2011	13,885,213
2012-2014	3,883,030
2015	1,182,687
Total	34,268,728

國泰世華銀行文化慈善基金會

2015 年經費運用情形及歷年支出報告

2015 年收入部分

項目	金額（元）
孳息收入	7,864,123
租金收入	5,810,798
證券投資收入	14,612,386
捐贈收入	9,990,094
其他	333,133
合計	38,610,534

2015 年支出部分

項目	金額（元）
慈善公益及兒童關懷類	23,115,602
文化活動類	3,063,746
藝術中心	8,748,858
業務費用	1,617,908
小計	36,546,114
使用 2013 年度結餘經費	(11,410,000)
合計	25,136,114

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
2012-2014	88,254,775
2015	36,546,114
合計	796,983,889

Cathay United Bank Foundation 2015 Income and Expenditure Report and Historical Spending

Income for 2015

Item	Amount (USD)
Interest income	239,833
Rent income	177,213
Security investment income	445,635
Donation income	304,669
Other	10,160
Total	1,177,510

Expenditure for 2015

Item	Amount (USD)
Charity, public welfare and care for children	704,959
Cultural activities	93,435
Art Center	266,815
Operational costs	49,342
Sub-total	1,114,551
Using 2013 annual surplus fund	(347,972)
Total	766,579

Historical Spending

Item	Amount (USD)
1980-1991	3,805,154
1992-2001	7,949,405
2002-2011	8,745,075
2012-2014	2,691,515
2015	1,114,551
Total	24,305,700

國泰建設文教基金會
2015 年經費運用情形及歷年支出報告

2015 年收入部分

項目	金額（元）
利息收入	2,480,288
現金股利	4,708,588
其他收入	600,000
捐贈收入	5,150,000
投資收入	317,533
合計	13,256,409

2015 年支出部分

項目	金額（元）
霖園圖書館	9,903,427
7 號廣場系列活動	1,452,689
關懷新住民活動	250,000
捐血活動	50,000
兒童成長營	147,556
寒冬送暖活動暨圓夢計畫	100,000
才藝教學	307,200
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	150,000
其他支出	778,065
合計	13,888,937

歷年支出部分

年度	金額（元）
1983-1991	152,557,709
1992-2001	159,751,502
2002-2011	147,840,785
2012-2014	47,912,084
2015	13,888,937
合計	521,951,017

Cathay Real Estate Foundation 2015 Income
and Expenditure Report and Historical Spending

Income for 2015

Item	Amount (USD)
Interest income	75,642
Cash dividend	143,598
Other income	18,298
Donation income	157,060
Investment income	9,684
Total	404,282

Expenditure for 2015

Item	Amount (USD)
Lin Yuan Libraries	302,026
Plaza 7 Series Activities	44,303
New Immigrant Care Program	7,624
Summer Blood Donation Campaign	1,525
Cathay Children Development Camp	4,500
Winter warmth Program	3,050
Talent Program	9,369
Yun-Suan Sun Memorial Lecture	7,624
Wan-Lin Tsai Scholarship	15,249
Wei-Yin Chen Baseball Scholarship	4,575
Other expenditure	23,729
Total	423,572

Historical Spending

Item	Amount (USD)
1983-1991	4,652,568
1992-2001	4,871,958
2002-2011	4,508,716
2012-2014	1,461,180
2015	423,572
Total	15,917,994

醫療無國界 獲頒外交之友貢獻獎 全力搶救塵爆傷患 關懷弱勢愛家園

Cathay's International Medical Mission was Awarded for Contribution in International Medical Service

Cathay General Hospital took the best efforts to save explosion victims and provided care to the disadvantaged



2015 年 8 月 19 日獲外交部林永樂部長（右）頒贈外交之友貢獻獎予本院，由李發焜院長（左）代表受獎。
Foreign Affairs Minister David Y. L. Lin (right) presented Friend of Foreign Service Medal to Cathay General Hospital for the Hospital's international medical services, and Superintendent Fa-Kung Lee (left) attended the ceremony on Aug. 19, 2015 to receive the medal.

國泰綜合醫院秉持「以醫療服務回饋社會」為宗旨，在 2015 年 627 塵爆事件跨科團隊傾全力救治，展現醫療人員奉獻精神，另外並發揮愛無國界精神，數度派遣醫療團至巴拉圭、斐濟、印度藏人屯墾區等地進行國際醫療服務。以專業、高品質的醫療服務，盡心盡力回饋社會。

一、國際醫療援助 獲頒外交貢獻獎

國泰綜合醫院與財團法人國際合作基金會（國合會）合作，自 2007 年起已三度提供巴拉圭醫療援助服務。2015 年 5 月醫療團再赴巴拉圭完成數十例全人工膝關節置換手術與教學；12 月，由我駐巴大使與巴拉圭政府簽署「巴拉圭醫療資訊管理效能提升計畫」，本院協助巴拉圭政府建立醫療資訊系統、數位學習課程教材能力及醫療管理制度，以提升巴國醫療品質。

2014 年起，本院參與衛生福利部「太平洋友邦及友我國家醫療合作計畫」，組成行動醫療團前往斐濟進行醫療服務。2015 年由耳鼻喉科、小兒科、心臟內

科醫師、護理等團隊進行中耳炎篩檢、內外科門診及臨床手術等巡迴醫療與教學合作服務，完成 2 千人次服務量，使台灣的醫療專業技術與關懷傳送至斐濟，深獲當地居民好評，建立良好國民外交。

牙科於 2015 年 7、8 月分三梯次前往北印度藏人屯墾區 Bir 進行義診及口腔健康促進醫療教學服務；而汐止國泰綜合醫院牙科也於 2015 年 1 月及 7、8 月分別至越南胡志明市舊市區及南印度藏人屯墾區 Kollegal 為當地居民檢查口腔，並給予口腔衛教，期提升當地口腔醫療衛生水準及協助弱勢居民獲得相關醫療服務。

外交部感謝國泰綜合醫院長期在國際醫療援助上的付出與貢獻，於 2015 年 8 月 19 日頒贈外交之友貢獻獎予本院。

二、醫護上下一心 全力搶救塵爆傷患

6 月 27 日晚間八仙樂園發生粉塵爆炸意外，本院即刻加入救援行列，啟動綠色 999 大量傷患湧入機制，緊急召回 200 名醫師、護理師及相關人員，不眠不休搶救 18 名住院傷患，經兩個月來全力投入救治，患者全數康復出院，充分展現極佳的醫療專業團隊合作與服務奉獻的精神。

三、募集愛心物資 寒冬送暖關懷弱勢

2015 年 12 月舉辦「寒冬送暖 物資募集」活動，募集家電、衣服、兒童讀物等物資幫助北台北家扶中心、財團法人天主教光仁社會福利基金會、台東縣萬安國小及尚武國小的弱勢族群與偏鄉兒童，累計募得 101 箱愛心物資，成果豐碩，為弱勢等需要關懷的人重展美麗人生。

With its mission of giving back to the society with medical services, Cathay General Hospital dedicated the full force from the entire staff to offering emergency treatment and care to the victims of the dust explosion accident occurred in Formosa Fun Coast on Jun. 27, 2015. Moreover, the hospital even goes the extra mile to send medical teams to Paraguay, Fiji and Tibetan settlements in India for the world's needy. Cathay General Hospital makes its best to give back to the society with professional and high quality medical services.



2015 年 7 月斐濟醫療團隊於當地 Fiji-Ministry of Health 合影。

All members of the Fiji medical mission team took a group photo at the Ministry of Health of Fiji in July, 2015.

I. Cathay was Awarded for Contribution in International Medical Service

Since 2007 when starting its collaboration with the International Cooperation and Development Fund, Cathay General Hospital had sent out the international medical mission to Paraguay for three times. In May 2015, the medical mission departed for Paraguay again and completed dozens of surgeries of total knee replacement and education. In

December, Taiwan ambassador to Paraguay signed the Paraguayan Medical Information Management Improvement Project on behalf of Cathay General Hospital with Paraguay government. This project aimed at helping the Paraguayan government establish medical information system, e-learning material development, and medical system management.

Cathay General Hospital was commissioned by the Ministry of Health and Welfare in 2014 to carry out the "Pacific Allies and Friendly Nations Medical Cooperation Program", forming mobile medical missions to Fiji to provide medical services. In 2015, Cathay's medical mission consisting of ENT doctors, pediatricians, cardiologists and nurses provided otitis media exams, outpatient services and clinical surgeries to 2000 patients through medical tours and education programs. The mission's professional skills and sincere care for the patients received great praises from local people and helped establish relationship between Fiji and Taiwan.

In July and August 2015, Cathay General Hospital sent three teams to Bir, a Tibetan settlement in northern India, providing dental services and dental education program. This was the second term in a three years project which trained 14-20 dental therapists for most of the Tibetan settlements all over India. This project is to train the Tibetan dental therapists/nurses to do simple regular dental works and most importantly to teach people, especially children, how to perform correct oral hygiene. Their services covered a large territory and more than 200,000 populations. Also, in January, July and August 2015, the Sihih Branch sent medical teams to the old town area of Ho Chi Minh City, Vietnam

and Kollegal, a Tibetan settlement in southern India, respectively to offer dental services and health education about oral hygiene to local residents, hoping to improve the local medical level and help the disadvantaged residents receive medical treatment.

The Ministry of Foreign Affairs presented an award for Cathay General Hospital's contribution in international medical services as appreciation on Aug. 19, 2015.

II. Entire Staff of Cathay General Hospital Took the Best Efforts to Save Explosion Victims

On the night of Jun. 27 when Formosa Fun Coast Explosion occurred, Cathay General Hospital immediately kicked off Green 999 emergency response mechanism by calling back 200 doctors, nurses and other staff to save 18 patients sent urgently. All of these patients recovered and were discharged after two months when the medical team dedicated 100% of energy and resources to treat them.

III. Donation Collection Event for Care for the Disadvantaged

In December, 2015, the hospital organized a Winter Donation Collection event to collect and donate household appliances, clothing and children's books to Northern Taipei City Branch Office, Taiwan Found for Children and Families, Catholic Kuang Jen Social Welfare Foundation, and the disadvantaged children from Wanan Elementary and Shangwu Elementary School in Taitung County. The event collected 101 boxes of donation and successfully helped the groups of people in need.



2015 年 11 月斐濟醫療團協助當地小朋友進行耳部檢查。

Fiji medical mission team conducted ear exams for local children in November, 2015.

展望

Prospects



給一雙翅膀，讓愛飛翔

A Pair of Wings to Fly

一陣陣的微風捎來遠方的消息
陽光從葉的縫隙眨了眨眼睛
「希望」昂然地站在樹梢那端
「愛」走向它 並肩眺望
再見了，那些等待的時光
永別了，綑綁自由的重量
「希望」張開雙臂 擁抱著「愛」
幻化成一對強壯的翅膀
在「愛」的背上
「希望」之翼 讓「愛」更勇敢
越過低谷 拋開烏雲
筆直地朝向未來
那更遼闊的天空 飛翔

Breezes bring the news from afar.
Sunlight blinks through the leaves.
Hope stands proudly on the top of tree.
Love walks towards it looking out side by side.
Adieu, the days of purely waiting.
Farewell, the weight that restricts freedom.
Hope opens its arm to embrace Love,
turning to a pair of wings
on the back of Love.
The wings of Hope give courage to Love
to fly through the valley, away from dark clouds,
directly to the future,
the vastness of sky.



國泰公益集團
Cathay Charity Group



國泰慈善基金會
Cathay Charity Foundation

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