

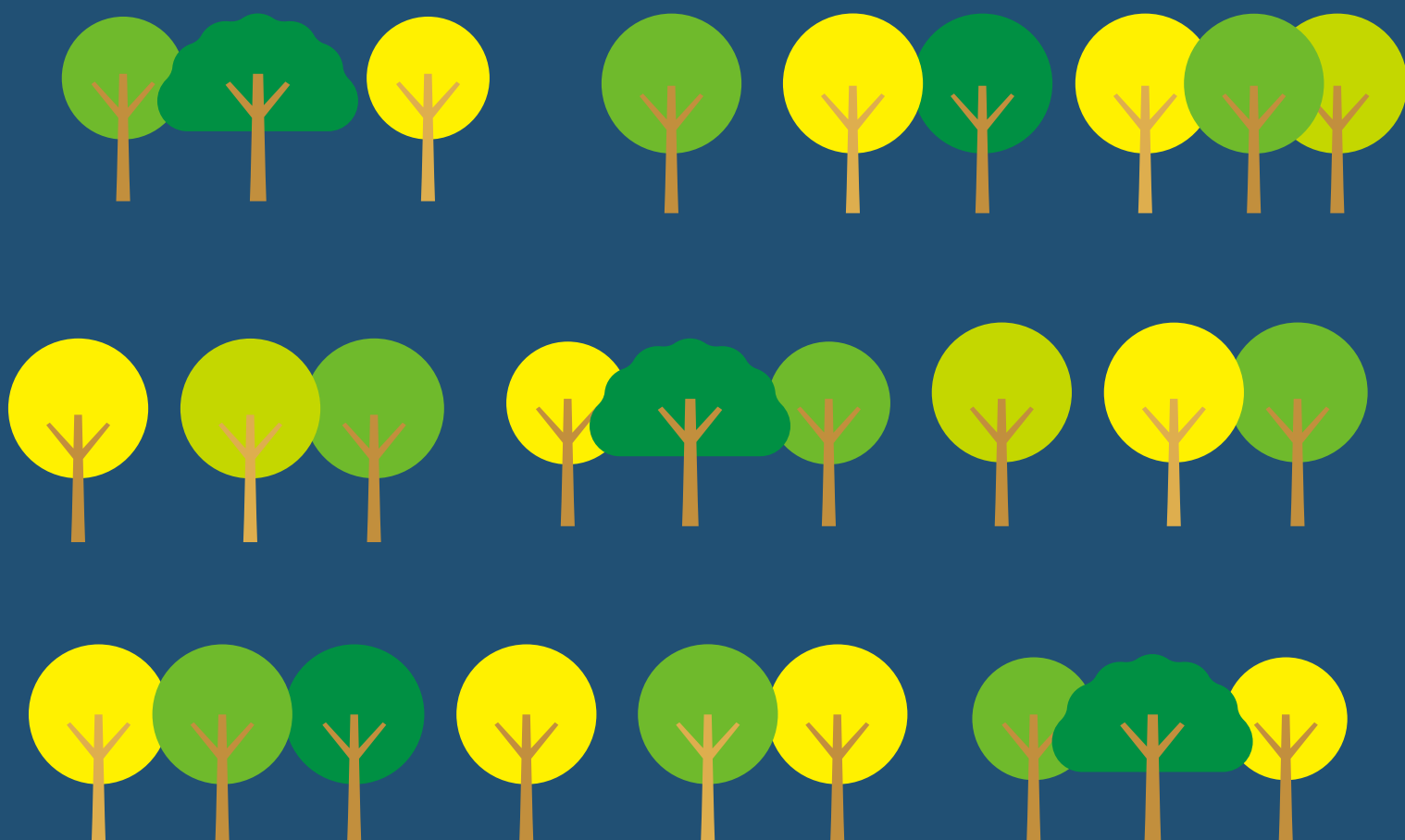
國泰公益集團2017年報

2017 Cathay Charity Group Annual Report



國泰有愛 與鄰同在

Love Your Neighbor as Yourself





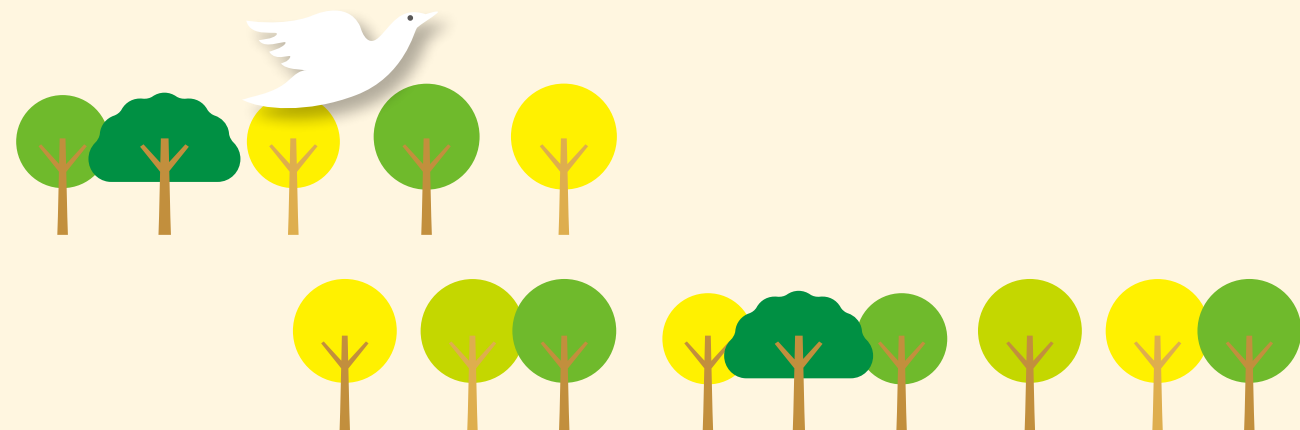
國泰有愛 與鄰同在

我們何其有幸，生活在物質條件相對富裕的現代，因此，人們對於精神上的追求更甚於以往。在過去，實現個人的財富與名望即謂成功，而今，有能力造福他人，才是我們真正嚮往的成就。

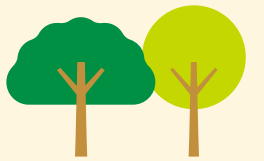
印度之父—甘地曾經說過，「我們人類偉大的地方不在於改變世界，那是原子時代的神話，應該是『能夠改變我們自己』才對。」這段話的意思，並非是要人們獨善其身，而是希望人們能夠將自己的善念轉化為善行，推己及人地從行為上去柔性地影響他人、兼善天下，而非強硬地扭轉整個世界。

有感於此，國泰公益集團懷抱著與社會共生共好的理念，將所有身處不幸的人視為鄰人，以同理心積極地去傾聽、去愛，並由集團所屬國泰人壽慈善基金會、國泰世華銀行文化慈善基金會、國泰建設文教基金會，長年地將兼愛精神付諸行動，關注社會中被忽略的弱勢小眾，持續地扶植偏鄉、原民以及新住民二代教育、倡導捐血反毒、關懷身心障礙者及監所收容人、寒冬送暖物資捐贈；同時也不忘友善地球，致力於植樹、淨灘等環保活動以及推廣藝文活動及藝術教育。心心念念，就是希望國泰公益集團的大樹能夠為所有需要遮蔭的人提供一個安心所在，使所有人都能感受到幸福。

「要仁慈，你所遇見的每個人都在打一場艱難的仗。」柏拉圖曾如是說。展望未來，國泰公益集團也將繼續努力在社會每個角落裡開枝散葉，將愛的資源不斷分享傳遞出去，幫助困境中的人們戰勝自己的人生，並期待這些人也能將逆轉勝的能量與經驗，複製、散播出去，幫助更多需要力量的人，讓人與人、每顆心緊緊相鄰，互助互愛，綿延至無盡的永恆。



Love Your Neighbor as Yourself



How lucky we are for being able to live in an affluent society with relatively better-off living conditions. That is why, today, we have strong motivation more than ever to pursue achievements at spiritual level. In the past, people defined success based on the acquisition of wealth and fame; while now, the ability to bless others molds the true achievement that we long for.

Mahatma Gandhi, the founding father of India, once said, "As human beings, our greatness lies not so much in being able to remake the world – that is the myth of the atomic age – as in being able to remake ourselves". The meaning behind his words is not that we should just change ourselves and feel complacent about it. But instead, Gandhi said this hoping people could turn their thoughts of kindness and love into action. We should be able to have empathy about others and carry forward a good deed through our behavior to remake the world, gently without leaving a trace, not forcefully.

At Cathay Charity Group, we echo to the same idea with our philosophy: working and prospering together with the society. We treat every less-privileged person as our beloved neighbor by wholeheartedly listening to their needs and spreading people's kindness. Throughout the years, every member of the foundations under Cathay Charity Group—Cathay Charity Foundation, Cathay United Bank Foundation, and Cathay Real Estate Foundation, has spared no efforts, at the same time with the spirit of universal love, channeling people's attention to care about the under-privileged communities who could easily fall into the margin of our society. Cathay Charity Group has been diligently and continuously catering to the needs of those living in remote country and indigenous tribes, physically and mentally disabled communities and prison inmates. Cathay gathers resources supporting the education of new immigrant children and promoting blood donation and anti-drug campaigns. At the end of the year, we recruit winter clothes and gifts and bring them to children during the holiday season. In addition, we organize environmental activities such as beach cleaning and tree planting and a variety of cultural events and artistic programs. With every bit we do, we hope the Cathay Charity Group can spread its canopy as large as possible to provide shelter for the needed so that they can feel relieved and being loved.

"Be kind, for everyone you meet is fighting a hard battle." Thinking of this quote by Plato and looking into the future, Cathay Charity Group expects itself to keep up these endeavors and inspire more people on board so that the good work would magnify. We hope those in difficult situation would have an opportunity to change the path of their life. And we believe one day, they would leverage their own winning experiences of life to help others in return, and such cycle of love will duplicate, multiply and extend to infinity.

珍惜當下，平安是福

2018 年 2 月 6 日的一場地震，讓臺灣陷入悲傷的情緒中。災後那些天，臺灣各地居民都持續關注著新聞的最新消息，萬眾一心地為花蓮地區祈福，希望能有更多奇蹟。

大家能夠在這塊土地上生活，身處同樣的時區，共賞日出月昇、潮起潮落，自是緣分匪淺，即使互不相識，但患難時刻我們總能真情立現，不分男女老幼，皆以人溺己溺的胸懷溫暖地伸出援手、為受難者集氣。這，就是我們臺灣人最珍貴的特質，惜情重義。

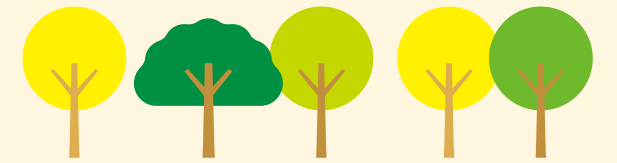
國泰公益集團在地耕耘數十載，如同所有人的老鄰居，時刻關懷著發生在這塊土地上的每一件事，盼能將集團的資源予以奉獻、回饋給深愛的這片土地，讓所有人都不虞匱乏而得以安身立命。

針對日趨多元的臺灣社會，國泰公益集團盡己所能地照顧各層面的需求，回顧 2017 年，茲就幾項重要成果在此總結：

關懷原民需求：2016 年花東地區遭颱風重創，國泰世華銀行基金會為幫助各界瞭解東部偏鄉需求，透過製播電視公益專題「島嶼之東的約定」，忠實地將東部的美麗及缺憾呈現在世人面前，希望藉此吸引各界資源的挹注。此外，國泰世華銀行基金會與花蓮門諾醫院更於 2016 年起推動「東部護理人員培育計畫」，提供公費培訓，並保障畢業生取得證照後回門諾服務的工作機會，以資金及行動，從根本改善花東的教育、就業與醫療不足等問題。

新二代培力：國泰公益集團已連續 8 年攜手伊甸基金會，辦理「新二代多元智慧培力課程」，持續強化新住民二代的多元教育，使之擁有更多專業技能。國泰人壽慈善基金會並續與國立臺北教育大學合作「新住民及其二代卓越幸福計畫」，於 2017 年補助 8 組親師生團隊回東南亞尋根，幫助新二代了解母國，肯定自身的雙重文化背景，並從不同的文化差異中汲取養分，成為自己未來的優勢。此外，舉辦「2017 年新住民二代培力國際研討會」，由隨團返回東南亞的基層教師們，將其設計的多元教案與經驗，無償分享給與會的有志教師。前述各項計畫，希冀能幫助臺灣各地的新二代有更好的學習發展，提升自我價值及競爭力，擁抱希望未來。

教育提升：2017 年國泰公益集團持續推動「國泰卓越獎助計畫」、「學童圓夢計畫」，以獎助金鼓勵青年學子、學童，發揮創意提案，大膽逐夢，自信迎向璀璨人生。以助學金捐助清寒、弱勢學童



的學雜費、餐費為主的「大樹計畫」，執行至今 14 年，累積捐贈逾新台幣 1.45 億元，幫助超過 9 萬 3 千名學童得以安心就學。今年開始，我們更與 TFT(Teach For Taiwan，為台灣而教) 進行為期三年的合作計畫，提供專業培訓，招募有志青年投入偏鄉教育，期待在集團與 NGO 組織的合作下，能消弭城鄉教育資源差距，落實平等受教的機會。

社會慈善：2017 是國泰公益集團最熱血的一年！夏日共募得 35,298 袋熱血，創下 18 年新高，大大紓解了夏日血荒。「寒冬送暖」活動，在短短數月內，足跡遍及全臺 59 所偏鄉小學，關懷逾 4,500 名學童，我們募集全體員工的愛心捐款，為偏鄉孩子添購禦寒物資，希望不只能幫他們暖身，也暖心。秉持對所有生命的熱忱，國泰公益集團愛地球不落人後，積極投入植樹、淨灘的活動，為環保盡一分心力；隨著動保意識高漲，我們也特別邀請旅美投手陳偉殷加入宣導「流浪犬認養行動」的行列，並義賣簽名球募資幫助流浪動物，將國泰公益集團的愛心觸角伸展得更廣、更遠。

藝文推廣：藝術具有心靈療癒功能，能使人走出低迷的氛圍，打開心房去感受生活之美，是大家目前最不可或缺的溫柔慰藉。國泰世華藝術中心今年共舉辦 10 檔畫展及其延伸的藝術講座暨活動，並精選 12 位臺灣知名藝術家精彩畫作設計製成藝術桌曆進行義賣，所得全用於幫助弱勢學童。「霖園圖書館」全臺 9 所分館，善盡書香藝文傳遞之職，於館內舉辦琳琅滿目的才藝課程，學習過程不但可紓壓、陶冶性情，同時也拉近了左鄰右舍的距離，促進社會之風雅與祥和。

人生就如一本書，我們應當細細閱讀，因為只能讀一次。國泰公益集團相信所有人的價值，所以我們致力於改善環境、扶持弱勢，希望人人都能在這塊土地上獲得最基本的保障與尊嚴，進而發揮智慧與為善潛能，寫就精彩、值得閱讀的人生。但願，這不僅僅是一棵大樹的夢想，也是全臺灣人對未來的期望。為下一頁的精彩，我們一起努力！

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

Fredrick F. Chien

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

Roger M. H. Lee

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

Ching-Kuei Chang

Treasure the Moment; Blessed are Those Who Stay Safe and Sound

On Feb. 6, 2018, a Richter 6.4 earthquake tore down buildings in Hualien and broke thousands of Taiwanese people's heart. During the few days after the main disaster, many people fixed their eyes on the latest news as rescuers hunt for survivors. More gave prayers for the victims in Hualien, hoping miracles could happen.

Living on this island under the same sky, people in Taiwan enjoy watching sunrise and sunset in the same time zone. Even though we don't know each other such unique relationship makes our fate intertwined. The most authentic characteristic dearest to us Taiwanese is that we wouldn't watch others suffer without feeling for them, or without stretching out a helping hand.

For decades, Cathay Charity Group has been watching attentively to every incident, big or small, happening to our land. We want to give back to this land that we deeply love by devoting the Group's resources to those in need for them to be free from worrying about everyday life.

As Taiwan is evolving into a society full of diversity, Cathay Charity Group has been doing its best to attend to the needs of various groups of people. A summary of our achievements in 2017 is stated as below:

Initiatives for indigenous communities: In 2016, Hualien and Taitung, the east coast of Taiwan, were devastated by typhoons. In order to raise awareness of the indigenous country in Eastern Taiwan and hence to attract external resources, Cathay United Bank Foundation sponsored the production of a charity-themed TV series "The Promise on the East Coast", which faithfully depicts the crisis and limitations faced by this beautiful country located at the backside of the Central Range in Taiwan. Furthermore, in cooperation with Mennonite Christian Hospital, Cathay United Bank Foundation launched "Eastern Taiwan Paramedic Training Program" since 2016. This Program aims at providing scholarships to nursing students and guarantees job opportunities at Mennonite Hospital for program finishers. By providing funds and taking concrete actions, Cathay United Bank Foundation hopes that this Program would mitigate the problem of scarce resources in education, employment and medical support in Hualien and Taitung.

Empowerment for new immigrant children: For eight years in a row, Cathay Charity Group has worked with Eden Social Welfare Foundation to conduct Dedicated Empowerment Program for New Immigrant Children, supporting new immigrants' children to receive education of cultural diversity and learn professional skills. Also, Cathay Charity Foundation continued its endeavor in co-organizing Excellence and Happiness Project with National Taipei University of Education. In 2017, Cathay sponsored 8 groups of parents, children and their teachers to visit their homeland in South East Asian countries. This Project aimed at helping new immigrant children understand the country where their parents came from and find their own identity of a hybrid cultural background. These new immigrant children would learn to extract nutrients from their culture and turn these features as their advantages for the future. Lastly, the 2017 International Conference on Empowering the Second Generation of New Immigrants co-hosted by the foundation and Taipei University of Education focused on passing on the experience. The teachers who joined the Project and accompanied home-coming trips to South East Asian countries selflessly shared their diversity curriculum design and teaching experiences with all the attendees who also had the aspiration to do the same. Through these initiatives, we wanted to help new immigrant children, who are part of Taiwan's next generation, to have optimal learning opportunities, and

increase their self-confidence and competitiveness for a future full of hope.

Education initiatives: In 2017, Cathay continued to conduct Cathay Youth Excellence Scholarship and Dream Come True Program, offering scholarships and subsidies to help students boldly play with creativity and pursue their dream with confidence. Elevated Tree Program, which was of its 14th year in 2017, had recruited donations accumulatively over NT\$ 145 million (US\$ 4,892,038) and distributed subsidies to more than 93,000 students whose families are unavailable to pay for school meals and tuitions for them. Starting from this year, we launched a three-year cooperation project with Teach For Taiwan (TFT) providing training to young teachers who had passion for education in remote country. We hope Cathay's initiative with the non-government organization Teach for Taiwan will bring fairer opportunities to children in the remote country and help reduce the gap between urban and rural areas.

Social charity: 2017 marked the year that Cathay Charity Group recruited the most blood donation. During the period of our summer campaign, Cathay recruited 35,298 bags of blood, a record high in 18 years, offering sufficient supply for the season when blood supply was oftentimes in shortage. For our Winter Warmth Program, we went to 59 elementary schools residing in remote countries within months providing care to more than 4,500 children. With donation given by Cathay staff, we purchased and brought winter clothes to children living in remote countries for them to feel the warmth in winter. In addition, Cathay Charity Group cared about the earth. We organized environmental activities including tree-planting and beach cleaning. For animal protection, we invited Mr. Wei-Yin Chen, a widely-loved Taiwanese pitcher playing in the Major League Baseball, as the spokesperson for the Dog Adoption and Wei-Yin Chen Charity Trust Fund Kick-off Event. Mr. Chen provided his autographed baseball for fundraising and helped our campaign reach out to a larger public.

Promotion of art and cultural events: The healing power of art helps people break the depressed mood and open up their mind to appreciate the beauty of life. Art is a source of comfort, which we can't live without. During the year of 2017, Cathay United Art Center curated 10 exhibitions and extended Art Talk Lecture Series. The Art Center also launched 2018 art calendar made by selected paintings from 12 renowned Taiwanese artists for fundraising. The income from the fundraising is donated to the under-privileged school children. Furthermore, the 9 Lin Yuan Libraries located around Taiwan offered a variety of courses for people to learn new skills, release their pressure, and socialize with people from the same local neighborhoods.

Life is like a book. We should read it carefully because we only have one chance to do so. Cathay Charity Group believes each one of us exists for a significant reason. Therefore, we work hard to improve the environment and provide support to the under-privileged, hoping that each person would gain basic protection and dignity on this land. May everyone have the chance to make the best out of their strengths and potentials so that they will create a remarkable chapter for their life. May this vision born from Cathay be spread out to the entire Taiwan. We will work hard with a joint manner with all for the next chapter of excellence!



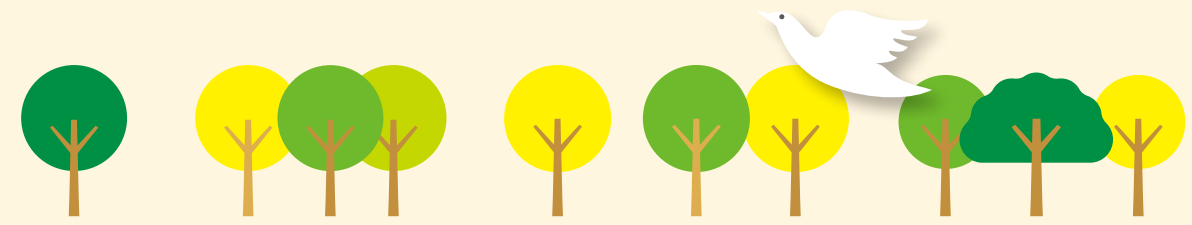
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希望之歌

螢火蟲啊！螢火蟲

為什麼小小的你要那麼努力地發光？

螢火蟲：「這樣大地才能在黑夜裡看見我呀！」

小草啊！小草

為什麼你總是那樣謙卑地仰望？

小草：「這樣太陽才能看見我、親吻我呀！」

那麼，你啊！你啊

努力地發光、謙卑地仰望，

又是為了被誰看見呢？

你仰起小臉看著我，眼睛笑得像一抹彩虹，

「為了希望啊！」



Song of Hope

"Little firefly, why are you working so hard to light up the night?"

Firefly said, "For the earth to see me in the night!"

"Little grass, why do you always lift your head up to the sky?"

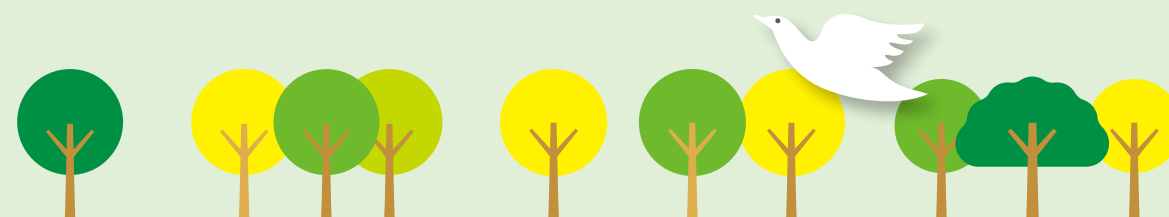
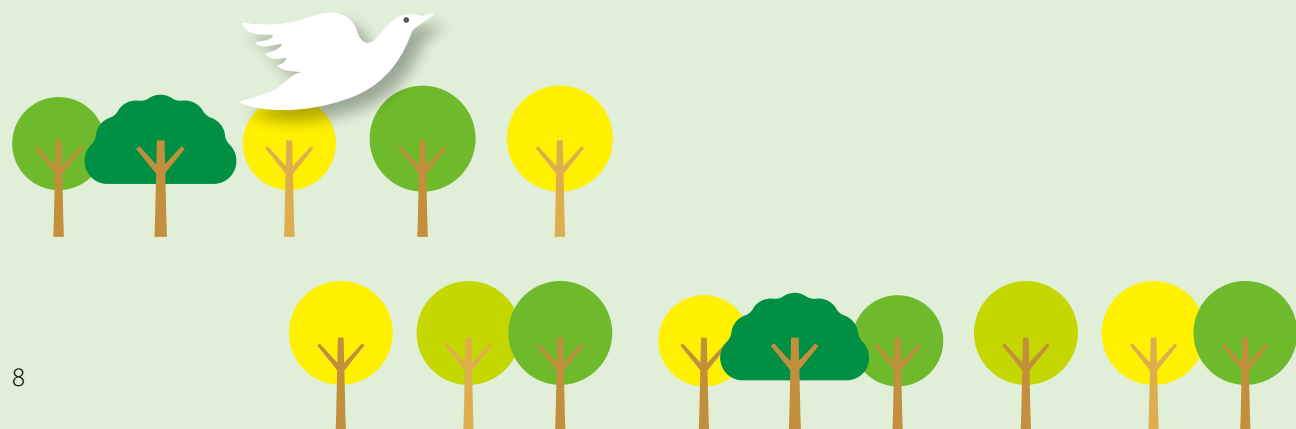
Grass said, "For the sun to see me and kiss me!"

"Then you, you..."

Why do you work so hard and lift your head up to the sky? Who do you hope to see you?"

Looking at me and smiling with your eyes like an arching rainbow,

You said, "For nothing but hope!"



國泰人壽慈善基金會

2017 年度工作報告



2017 年度國泰人壽慈善基金會依照工作計畫，投入各項社會福利、社會公益等服務方案，懷抱著「給人幸福，就是幸福」的公益理念，積極整合集團資源和志工網絡，關懷偏鄉學童、新住民二代、經濟弱勢家庭、身心障礙和急需醫療照顧者，透過扶助關懷、培力機制，陪伴受助者一起感受幸福，擁有實現夢想的能力。本會全年度支出總額為新臺幣 33,719,437 元整，茲就重大支出概況報告如下：

一、社會福利活動

1. 兒童福利

國泰長期扎根學童教育，培育更具競爭力之未來人才。延續多元倡議，2017 年持續關懷新住民家庭，與國立臺北教育大學、伊甸基金會、教育部國民及學前教育署、越南丁善理紀念中學、臺南市東山區學校及雲林縣崇文婦女協會等，建立深厚夥伴關係，為二代子女提供「卓越幸福計畫」、「多元智慧培力課程」、「英越語生活營」、「課後照顧班」等學習支援，強化二代競爭力，鼓勵其展現雙重優勢。

此外，續以新住民為主題舉辦國際研討會，上百位學者專家共聚一堂，為二代優勢與教學策略集思廣益；每年持續於臺北、臺中、高雄舉辦三場大型「愛心義賣會」，善款全數投注新二代教育培力。

第四屆「學童圓夢計畫」評選出 13 所偏鄉小學，頒發逾 200 萬元圓夢金，鼓勵近 300 位學童，執行有助環境、社會及自我能力提升的夢想；暑期並另規畫四天三夜「兒童成長營」，邀請圓夢小學師生齊聚研習，啟發孩子更多學習興趣與文化刺激。

「寒冬送暖活動」則前往 59 所偏鄉小學，送暖足跡涵蓋屏東林邊、澎湖望安、花蓮玉里等，跨及 15 縣市，關懷 4,500 位偏鄉學童。

2. 低收入戶及醫療補助

霖園志工長期自發性投入貧困家庭訪視，探訪關懷 401 個弱勢個案，經內部審查實際需求後，提供約 186 萬元補助金，協助案家解決生活困境。在地志工團亦持續針對中低收入戶、身心障礙者等對象，推廣微型保險及基本保障，或資助需要就醫照護的貧弱孩童，使其擁有完善診療資源。

3. 清寒獎助學金

透過國泰卓越獎助計畫，獎助家境清貧之績優高中、高職學生，合計錄取 30 位擁有卓越表現的低收入戶學子，幫助他們專心向學，透過教育逆轉未來人生。

4. 身心障礙者福利

支持身障者組成的表演團體「混障綜藝團」，進入校園及監所巡演 12 場，身體缺陷的舞者藉由舞臺表演，向臺下青年學子和社會邊緣人，傳遞自己殘而不廢的生命意義，激勵近 6,000 人重新反思人生、擁抱生命。

5. 臨時捐助及志願服務

贊助各項社會福利活動，補助大專服務性社團，提供急難救助、賑災協助等；並表揚年度熱心公益服務的集團志工。

前述各項社會福利活動合計支出新臺幣 25,585,251 元整。

二、社會公益活動

1. 國泰卓越獎助計畫

為帶動青年投入社會創新，持續舉辦「國泰卓越獎助計畫」，獎勵擁有特殊功績的學生，同時更鼓勵高中職以上學子提出具創新視野的特色研究或公益提案，領域涵蓋文化教育、社區關懷、永續經營、金融科技、反毒及詐騙防制等議題，共獎助 23 組優異個人及團體。

2. 夏日捐血活動

連續 18 年與「台灣血液基金會」合作，於暑假缺血期間辦理捐血活動，全臺設置 195 個捐血站，號召 24,392 位民眾捐血，募集 35,298 袋熱血，救助傷患及病友，有效疏解夏日血荒。

3. 種樹及淨灘活動

國泰志工與在地社區及非營利組織合作，響應南投、宜蘭、臺北市等 4 場植樹淨山行動；另號召近千名志工、社區居民及學童，參與苗栗龍鳳漁港、嘉義布袋漁港、屏東東港漁港淨灘，10 場共清除 1,237 公斤海洋垃圾。

4. 「Teach For Taiwan(為台灣而教)」合作案

國泰公益集團與 TFT 啟動三年合作計畫，由轄下三家基金會共同支持 TFT 招募及培訓偏鄉師資，鼓勵青年人才走進教室，為偏鄉孩子打造平等優質的教育環境，翻轉提升偏鄉教育品質。

前述各項社會公益活動合計支出新臺幣 7,648,074 元整。

The 2017 Annual Work Progress Report of Cathay Charity Foundation

Cathay Charity Foundation implemented all works, including charity and public welfare in accordance with its annual work plan in the year of 2017. Upholding to the idea of “Happiness is bringing happiness to others”, Cathay Charity Foundation, actively leveraging the Group resources and volunteer network, extended its care and services to school children in remote countries, new immigrant children, financially challenged households, the mentally and physically disabled, and those in urgent need of medical care. The foundation established mechanisms for providing support, care and empowerment so that those who received help could feel happiness and have the ability to pursue their dreams. In the year of 2017, the total expenditure was NT\$ 33,719,437 (US\$ 1,137,633). The information of the major expenditure is as follows:

I. Public welfare

1. Child welfare

Cathay had been allocating long-term focus on children’s education. In 2017, the foundation continued to care about new immigrant families in adherence to its advocacy of cultural diversity. In order to achieve its initiatives, the foundation partnered with National Taipei University of Education, Eden Welfare Foundation, K-12 Education Administration of Ministry of Education, Lawrence S. Ting Memorial School in Vietnam, various schools in Dongshan District of Tainan City, and Chongwen Women’s Association of Yunlin to provide new immigrant children learning support projects, including Excellence and Happiness Project, Dedicated Empowerment Program, English and Vietnamese Camp, and After-school Care Program. By offering these resources we hoped the new immigrant children would be able to increase their competitiveness and have the confidence to demonstrate their advantages from dual cultural background.

Furthermore, the foundation organized an international conference with a theme on new immigrant issues. Over a hundred of scholars and experts in this field gathered together exchanging ideas regarding new immigrant children’s advantages and specific teaching strategies for them. Again, three charity bazaars were held in Taipei, Taichung and Kaohsiung and the income from these events would be used for the purpose of providing more education resources to new immigrant children.

For the 4th Dream Come True Program, the judge panel at the foundation selected 13 elementary schools in remote countries. Almost 300 students received a sponsorship worth of over NT\$ 2 million (US\$ 67,476) in total to complete their projects that aimed at benefiting the environment and society or achieving self-fulfillment. During summer vacation, the foundation invited all Dream Come True participating teachers and students to a 4-day Cathay Children Development Camp with a purpose of bringing inspirations and cultural stimulations to children.

The Winter Warmth Program for 2017 was held in 59 remote country elementary schools across 15 counties/cities, including Linbian in Pingtung County, Wangan in Penghu County, Yuli in Hualien County and so on, benefiting 4,500 remote village students.

2. Subsidies for low-income households and medical services

Lin Yuan volunteers had taken initiative visiting financially challenged families for a long time. In 2017, Lin Yuan volunteers visited 401 families. The foundation had thus allocated subsidies of NT\$ 1.86 million (US\$ 62,753) after internal audit and approval to help them overcome economic difficulties. At the same time, local volunteer groups

kept their focus on these middle- and low-income households promoting micro-insurance and basic protection for them. They also helped poor families’ children to receive medical care.

3. Scholarship for financially challenged students

The Cathay Youth Excellence Scholarship was granted to 30 senior high school students who were from low-income families and had outstanding academic performance for them to focus on pursuing education and achieving greater goals in their life.

4. Welfare for the disabled

The foundation worked with Mixed Disabled Troupe to offer 12 performances in prisons and on school campuses. The physically disabled performers demonstrated positive attitude towards life and had influenced many inmates and young students to reflect the meaning and goals of life. The participants of these events reached almost 6,000 people.

5. Ad-hoc donations and voluntary services

The fund of this category was allocated to sponsor a variety of public welfare events and service clubs formed by college students, to provide donations to urgent needs and disaster relief, and to present recognitions to the Cathay volunteers who enthusiastically participated in public welfare events.

The total expenditure of the above-mentioned activities was NT\$ 25,585,251 (US\$ 863,200).

II. Public Welfare Activities

1. Cathay Youth Excellence Scholarship

Cathay Youth Excellence Scholarship aims at encouraging senior high school and higher education students to bring innovation to the society. This program provides awards to students who have special achievements and who are able to present special research or public welfare proposals with innovative visions. For the project subjects covering cultural or educational causes, community development, sustainability, fintech, anti-drug and anti-fraud issues, Cathay Youth Excellence Scholarship awarded 23 individuals and groups in 2017.

2. Blood Donation Campaign

In its 18th year working consecutively with Taiwan Blood Services Foundation, Cathay held the blood donation campaign yet again in summer when blood supply shortage was at peak. The 195 blood donation stations around Taiwan collected 35,298 bags of blood from 24,392 donors and had effectively alleviated the “drought” of blood supply during summertime.

3. Tree Planting and Beach Cleaning Campaign

Cathay volunteers worked with local communities and NPOs in organizing 4 tree-planting and mountain-cleaning events in Nantou, Yilan, and Taipei City. Cathay also successfully called for nearly 1,000 people, including volunteers, local residents and school students, to join the beach cleaning activities at Longfeng Fishing Harbor in Miaoli, Budai Fishing Harbor in Chiayi, and Donggang Fishing Harbor in Pingtung. The 10 beach cleaning activities removed 1,237 kilograms of garbage in total.

4. TFT Partnership Project

In this year, Cathay Charity Group kicked off a three-year cooperation with TFT where Cathay’s three foundations will jointly support TFT in recruiting and training teachers for remote countries. This initiative aims at sending young teachers to classrooms in remote countries, creating a fair and ideal environment and further enhancing the quality of education in such areas where educational resources are typically in scarcity.

The total expenditure of the above-mentioned activities was NT\$ 7,648,074 (US\$ 258,032)

國泰世華銀行文化慈善基金會

2017 年度工作報告



2017 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、藝術及各類贊助活動，全年度支出總額為新臺幣 28,679,443 元整（另支用 2013 年度結餘經費新臺幣 10,110,000 元整），茲就重大支出概況報告如下：

一、慈善公益及兒少關懷

1. 大樹計畫—讓幼苗長成大樹

持續推動「大樹計畫」良善種子，讓愛傳遞至需要幫助的學童身上，2017 年總計捐贈新臺幣 10,000,000 元助學金，幫助 6,937 名清寒國中小學生繳納學雜費、代收代辦費，另外捐贈新臺幣 1,000,000 元幫助越南地區清寒學童。另外本會積極推展親職教育理念，並嘗試加入樂活中年及銀髮照護等相關議題，共舉辦 15 場「家庭心關係～大樹計畫公益講座」（臺北 7 場、臺中 4 場）及臺東舉辦 4 場「原來，我們這麼近！大樹計畫公益講座」，出版親子教育推廣書籍「親子愛不礙」第五冊。為延伸大樹計畫—讓幼苗長成大樹之精神，推動「2017 與鄰居起 - 好鄰居體育計畫」以增強個人運動技能及增添國家榮譽為目標，為培育下一代優秀體育選手盡一分心力。持續支持門諾醫院「東部護理人員培育計畫」，鼓勵及獎助東部青年選讀護理專業，培養在地的護理人員，以上共支出新臺幣 14,317,858 元整。

2. 關懷偏鄉弱勢團體及其它

舉辦「成就您的公益創意與夢想」公益提案活動，發掘及激發更多公益夢想並協助實踐。布農文教基金會為自給自足設立「布農部落休閒農場」供當地原民就業及傳承原民文化，因接連的風災及豪雨，造成許多建築物、林木、農作遭到毀損，本會協助更新園區多項設備，扶持原民社企延續自助助人精神。愛心無「行」界，本會與金融同業瑞銀集團合作，舉辦「人團圓·愛蔓延」活動，邀請樂山教養院、唐氏症基金會及聖安娜之家等社福團體，舉辦中秋節送愛義賣活動，透過活動提升臺灣社福機構的能見度，同時也帶動兩家銀行的員工深入關懷身心障礙者，進而呼籲社會大眾關注身心障礙青年就業議題及本會受託代辦公益事業等業務，以上共支出新臺幣 5,330,402 元整。

3. 國泰公益集團共同辦理活動

參與「國泰卓越獎助計畫」、「支持偏鄉學童教育—TFT 合作計畫」、「國泰兒童成長營」、「新住民二代卓越幸福計畫」、「新住民二代多元智慧培力課程」、「寒冬送暖」及「樹造幸福·伊起傳愛」義賣活動，以及編製國泰公益集團年報，共支出新臺幣 5,107,800 元整。

二、藝術活動

國泰世華藝術中心每年邀請不同風格、不同畫派之藝術家前來展出，並配合國泰藝術節，舉辦新世紀潛力畫展，全年共計 10 檔展覽以及延伸辦理藝術家對談或藝術家現場寫生等活動；同時邀請學者及藝術家前來主講「藝術講堂」，並設計 2018 年國泰金融集團藝術桌曆等，共支出新臺幣 7,782,119 元整。

三、贊助活動

贊助臺陽美術協會「第 80 屆臺陽美展」；屏東縣 PUZANGALAN(希望) 兒童合唱團參加「2017 永恆羅馬國際合唱節暨比賽」；國立臺灣戲曲學院「希望種子」獎助學金；電影「老師你會不會回來」師生特映場；台北愛樂市民合唱團《市民新年音樂會活動》；國泰世華藝術中心贊助場地供育成社會福利基金會舉辦「夢想樂園—心智障礙者繪畫比賽成果公益展」；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；以及其他贊助，共支出新臺幣 4,391,400 元整。

The 2017 Annual Work Progress Report of Cathay United Bank Foundation



Cathay United Bank Foundation implemented all works, including charity and public welfare, care for children, art events and sponsorship, in accordance with its annual work plan. In the year of 2017, the total expenditure was NT\$ 28,679,443 (US\$ 967,593) plus NT\$ 10,110,000 (US\$ 341,093) from the surplus fund 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 support education for children through Elevated Tree Program. In 2017 the foundation donated a total of NT\$ 10,000,000 (US\$ 337,382) as tuitions and other school-related miscellaneous fees, benefiting 6,937 poor junior high school students and elementary school students. An additional NT\$ 1,000,000 (US\$ 33,738) was donated to poor students in Vietnam. Meanwhile, the foundation kept its long-term focus on parenting issues. Other than free parenting lectures, we additionally organized lectures on senior care. In total, we held 15 Elevated Tree lectures, including “A New Prospect for Family Relationships” (7 events in Taipei and 4 in Taichung) and “We are Closer than You Think” (4 events in Taitung). The foundation also published the fifth volume of the book “Love Without Barriers”. In order to further promote our spirit of cultivating little saplings, the foundation launched “2017 Sporting with Neighbors”, a sports project aiming at cultivating athletes of the next generation and supporting them to attend international sports games for the honor of Taiwan. Lastly, the foundation continued its collaboration with Mennonite Christian Hospital in supporting the Eastern Taiwan Paramedic Training Program. By providing scholarships, this program aims at encouraging young people to join the nursing industry and develop local nursing professionals for eastern Taiwan. The total expenditure in this regard was NT\$ 14,317,858 (US\$ 483,059).

2. Care for Under-privileged Communities and Others

In 2017, the foundation held Cathay CSR Project Proposal Contest within the enterprise and had thus stimulated and discovered abundant ideas for Cathay to conduct their charitable causes. Bunun Leisure Farm, a facility established by Bunun Cultural & Educational Foundation for the tribe’s self-sufficiency, had their buildings, forest and crops seriously damaged due to typhoons and storms. The foundation helped the Farm replace and restore the broken equipment, supporting Bunun’s social enterprise to continue their cause. Love is without “borders”. The foundation worked with its fellow banking group UBS jointly conducting a Mid-autumn celebration event “A Full Moon and Love in Bloom”. Partnering with other social welfare organizations, including Taipei Happy Mount, Down Syndrome Foundation, and St. Anne’s Home, Cathay and UBS held charity bazaar in the event, helping to increase the visibility of these organizations and to raise awareness of the two banks’ employees to care about

disability communities. The concept behind “A Full Moon and Love in Bloom” meant to appeal to the general public to care about the disabled youth’s employment issue and other charitable causes, which the foundation was commissioned to conduct. The total expenditure of the above works was NT\$ 5,330,402 (US\$ 179,838).

3. Campaigns organized across Cathay Charity Group

Cathay United Bank Foundation spent an expenditure of NT\$5,107,800 (US\$ 172,328) on the Cathay Youth Excellence Scholarship, TFT Partnership Project, Cathay Children Development Camp, Excellence and Happiness Project, Dedicated Empowerment Program for New Immigrant Children, Winter Warmth Program, charity bazaars, and editing and production of the annual report.

II. Art Events

Each year Cathay United Art Center invites artists of various styles and genres to do exhibitions and hosts Emerging Artist Exhibition during the Cathay Arts Festival. In 2017, Cathay United Art Center hosted 10 exhibitions, organized artist round-tables, sketching events, and Art Talk Lecture Series and launched 2018 Cathay Financial Group art calendars. In total an expenditure of NT\$ 7,782,119 (US\$ 262,555) was spent in this regard.

III. Sponsoring Activities

The foundation has sponsored various kinds of cultural events and charitable activities throughout in 2017, with an expenditure of NT\$ 4,391,400 (US\$ 148,158) spent on sponsoring the following events and activities: The 80th Tai-Yang Art Exhibition, the participation of Puzangalan Choir (formed by the Paiwan children in Pingtung) in Musica Eterna Roma International Choir Festival and Competition, “Seeds of Hope” Scholarships for National Taiwan College of Performing Arts, exclusive screening events of the movie “Turn Around”, and New Year Concert by Taipei Philharmonic Civic Chorale. The Cathay United Art Center also provided venue for Yu-Cheng Social Welfare Foundation to hold the exhibition titled “Paradise of Dream: the Mentally Disabled Painting Contest”. “Food and Happiness” campaign was sponsored by Cathay United Bank and organized by the foundation to provide student breakfast at seven 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).

國泰建設文教基金會

2017 年度工作報告



2017 年度國泰建設文教基金會依照年度工作計畫，為幫困助學，扶貧濟眾，勵精圖治於公益愛心的推廣，及推動藝文相關活動，藉此弘博美心美德，善盡社會責任，進而關懷弱勢族群讓愛無疆無界。為求教育學習不分老幼，資訊知識攝取便捷，本會於全臺設置圖書館並舉辦館內教學活動，書香馥郁孕育的芳鄰好伴，活絡街坊鄰里的學習熱情，達到互敬互愛的和諧社會。為情暖人間，長期舉辦夏日捐血、新住民關懷計畫、兒童成長營及寒冬送暖等活動，藉此讓愛心匯聚照料弱勢族群，亦贊助「國泰卓越獎助計畫」、「Teach For Taiwan 為台灣而教」、「國泰秀愛心、殷雄會善心」等活動，期盼幼苗成長茁壯，弱小生命真愛關懷，千百雙手傳遞愛的能量，灑遍無限的陽光大地。全年支出總額為新臺幣 11,389,612 元，茲就各項支出概況報告如下：

一、霖園圖書館

國泰文教基金會為倡導閱讀風氣，提供寬敞靜謐的優良環境，引領民眾享受遨遊書海的休閒樂趣，在閱讀中挖掘知識寶藏，並藉由舉辦拼布、水墨、插花…等館內教學活動，充實個人藝文涵養，增進鄰里情誼，相互扶持，培養多元專長的補給能力，在生活中灌溉能量，圖書館成為社區的知識門戶。共支出新臺幣 8,322,979 元整。

二、公益集團合辦活動

1. 臺灣新住民二代卓越幸福計畫

為培養新住民二代，不因文化種族的不同，在臺灣社會中擺盪不安，舉辦一系列新住民相關活動，引領孩子們能接納多元種族，以同理心的看待，讓新住民不被歧視排擠，藉此落實教育的跨文化認知，唯有彼此互信互重才能建立和諧社會與人際關係，同時並進人才栽培，盼能在激烈的競爭環境中展翅高飛，蛻變而成職場的菁英。另於 11 月與國泰商旅共同參與為關懷新住民二代所舉辦之「樹造幸福·伊起傳愛」愛心義賣會，結餘所得捐予伊甸基金會，作為新住民二代子女及家庭的專款。共支出新臺幣 250,000 元整。

2. 2017 捐血活動

熱血澎湃的捐血善行是沙漠裡的一泓清泉，國泰公益集團為紓解血荒，每年在風和日麗的夏季舉辦捐血活動，盼其國人有著人人為我、我為人人的奉獻精神，關懷生命拯救病患，讓捐血成為生生不息的愛心火種，綻放互助的熱誠，成就美好的社會。共支出新臺幣 50,000 元整。

3. 圓夢計畫暨兒童成長營

知識的灌溉在培育孩子的與日俱進，常備不懈的教學旅程，亦能在遇風驟雨的環境下開拓領域，讓偏遠孩童奠定學習基礎，精心策劃多樣而富豐的教學活動，盼其在生活中孜孜不倦勤勉耕耘，在未來收穫粒粒滿籬的稻菽。共支出新臺幣 150,000 元整。

4. 寒冬送暖活動

凝聚各界支援於偏遠鄉鎮，匯集而成的充沛物資，讓偏鄉地區湧進沁人心脾的甘泉，感受那一縷陽光，在寒冬中驅走冷冽寒霜，攜來春日的暖意，綻放愛心的蓓蕾在每個需要關懷的角落。共支出新臺幣 100,000 元整。

三、館內才藝教學活動

為增進鄰里情誼，加強社區服務，國泰文教基金會每年在霖園圖書館定期舉辦館內教學活動。專長與創作的啟蒙讓民眾動動巧手，在休閒生活中培養興趣，在歡樂課程中展現專才，在學習過程中呈現成果，藉由課堂上的互動讓多年鄰居倍加親密。共支出新臺幣 217,600 元整。

四、贊助活動

1. 國泰卓越獎助計畫

針對績優學子提供教育、經濟支援，盼其在貧弱的環境下翻轉人生，鼓勵青年熱衷各類專業領域，並對學習充滿熱情，積極發展無限創意，用成就來榮耀自己，幫助社會迎向更美好的未來。共支出新台幣 400,000 元整。

2. 「Teach For Taiwan 為台灣而教」(簡稱 TFT) 合作案

「偏鄉學童關懷」為國泰公益集團策略之一，為將公益影響力有效延伸，與 TFT 成為長期策略夥伴，共同推動偏鄉教育。由國泰公益集團基金會每年共同贊助 400 萬元，自 2017 年起為期三年，作為教師教學經費。共支出新台幣 500,000 元整。

3. 國泰秀愛心、殷雄會善心

為關懷流浪動物，本會響應動物認養活動並結合義賣，呼籲民眾以領養代替購買，為小動物尋覓愛心主人，期盼拋磚引玉，共同為臺灣流浪動物盡一份心力，弱小生命不被社會集體的遺忘快速地消逝。

The 2017 Annual Work Progress Report of Cathay Real Estate Foundation



Cathay Real Estate Foundation had implemented its annual plan of supporting financially challenged students and the disadvantaged communities, promoting the public welfare events, raising awareness of charitable causes, and organizing various cultural activities in 2017. We hoped we would be able to fulfill our corporate social responsibilities by spreading the concept of love and actions of kindness to a larger public. Cathay Real Estate Foundation, with the purpose of promoting cultural events and bringing convenience and knowledge to local communities of all ages, established libraries throughout Taiwan. The diverse courses offered by the libraries had enriched and brought stimulations to the life of local residents. For the purpose of promoting harmony in the society, the foundation had been supporting the organization of Summer Blood Donation Campaign, New Immigrant Care Program, Cathay Children Development Camp and Winter Warmth Program. The foundation had also been sponsoring Cathay Youth Excellence Scholarship, TFT Partnership Project, and Dog Adoption and Wei-Yin Chen Charity Trust Fund Kick-off Event. In 2017, a total expenditure of NT\$ 11,389,612 (US\$ 384,265) was spent with details listed as follows:

I. Lin Yuan Libraries

Dedicated to promoting a culture of reading, the foundation has offered a quiet, spacious, and optimal environment for people to enjoy the fun of reading and explore the ocean of knowledge. By organizing various classes, such as patch work, ink wash painting, and flower arrangement, at the library branches, the foundation aims at promoting hobbies and skill learning for individuals and enhancing the relationships among community residents. Lin Yuan Libraries have become a source of skills and knowledge for people. The total expenditure in this regard was NT\$ 8,322,979 (US\$ 280,802).

II. Campaigns organized across Cathay Charity Group

1. Excellence and Happiness Project for New Immigrant Children in Taiwan

In order to develop new immigrant children, the foundation held a series of new immigrant related activities for them to not feel lost in their identity and to not be able to settle in the Taiwanese society. These activities aimed at teaching children to learn and accept cultural diversity. We believed a recognition of cross-cultural education should be thoroughly implemented, and empathy towards new immigrants and equality be promoted so that we could achieve equality in the society with harmony and mutual respect. Meanwhile, we also needed to work on human resource development so that our next generation would be able to succeed as elites in the competitive future. Furthermore, the foundation worked with Cathay Hospitality Management in November to hold charity bazaars. The income from the bazaars was donated to Eden Welfare Foundation as the earmarked funding for supporting new immigrant children and their families. The total expenditure in this regard was NT\$ 250,000 (US\$ 8,435).

2. 2017 Summer Blood Donation Campaign

Blood donation is a passionate action like offering water to someone in the desert. On a yearly basis, Cathay Charity Group holds blood donation activities in summertime when blood supply is typically at its shortage. We hope a simple action like blood donation would let people feel the joy of doing good to others and such spirit would pass on and influence more to do the same. The total expenditure for blood donation was NT\$ 50,000 (US\$ 1,687).

3. Dream Come True Program and Cathay Children Development Camp

Composed of abundant and diverse courses and activities, Dream Come True Program and Cathay Children Development Camp aimed at helping children living in remote countries build a foundation for their learning and develop a diligent spirit in their pursuit of knowledge, for their efforts in education to harvest great result in the future. The total expenditure in this regard was NT\$ 150,000 (US\$ 5,061).

4. Winter Warmth Program

Winter Warmth Program gathered resources of love and distributed them to remote countries where it was difficult for local people to obtain such luxuries. The Winter Warmth Program was chosen to be carried out during winter season so that we could bring our warm regards to and remove coldness from those in need. The total expenditure in this regard was NT\$ 100,000 (US\$ 3,374).

III. Talent Program

The foundation provides regular talent classes in Lin Yuan Libraries as a form of community services and means of strengthening the bonds within local communities. Our staff at different branches design specially oriented course menu for different communities. These talent courses are very popular among our dear neighbors. The total expenditure in this regard was NT\$ 217,600 (US\$ 7,431).

IV. Sponsorships Campaigns

1. Cathay Youth Excellence Scholarship

Cathay Youth Excellence Scholarship is established to provide assistance in education, financial support to well-performing students so that they have the opportunity overturning their life under less-satisfactory financial conditions. By providing substantial support, Cathay would like to drive young students to incorporate their passion into pursuing academic and professional achievements, and to develop their limitless creativity to seek personal achievements benefiting the society. The total expenditure in this regard was NT\$ 400,000 (US\$ 13,495).

2. TFT Partnership Project

Care to students in remote countries has been a central strategy for Cathay Charity Group. In order to extend our influence effectively in charitable causes, Cathay established long-term strategic partnership with Teach For Taiwan (TFT) jointly working for enhancing education quality in remote country. For this three-year partnership that has kicked off in 2017, the foundations under Cathay Charity Group will sponsor a total of NT\$ 4 million (US\$ 134,953) each year to TFT as the budget of hiring teachers. Cathay Real Estate Foundation's expenditure in this regard was NT\$ 500,000 (US\$ 16,869).

3. Dog Adoption and Wei-Yin Chen Trust Fund Kick-off Event

In response to the animal protection issue, the foundation held a dog adoption event combining with charity bazaar. In the event, the foundation urged the general public to adopt instead of buying. By taking this simple action we hoped we could save more lives of the little ones and the love for these furry kids will spread.



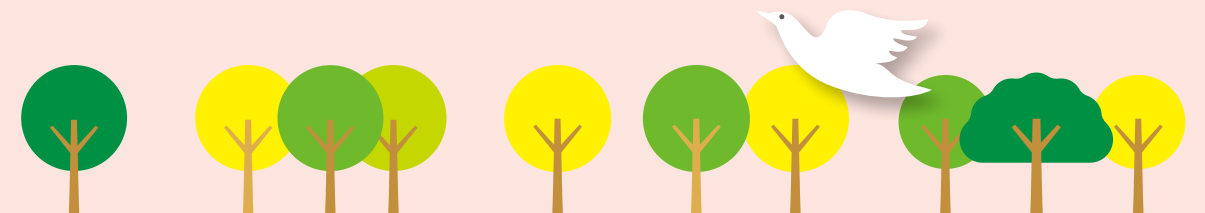
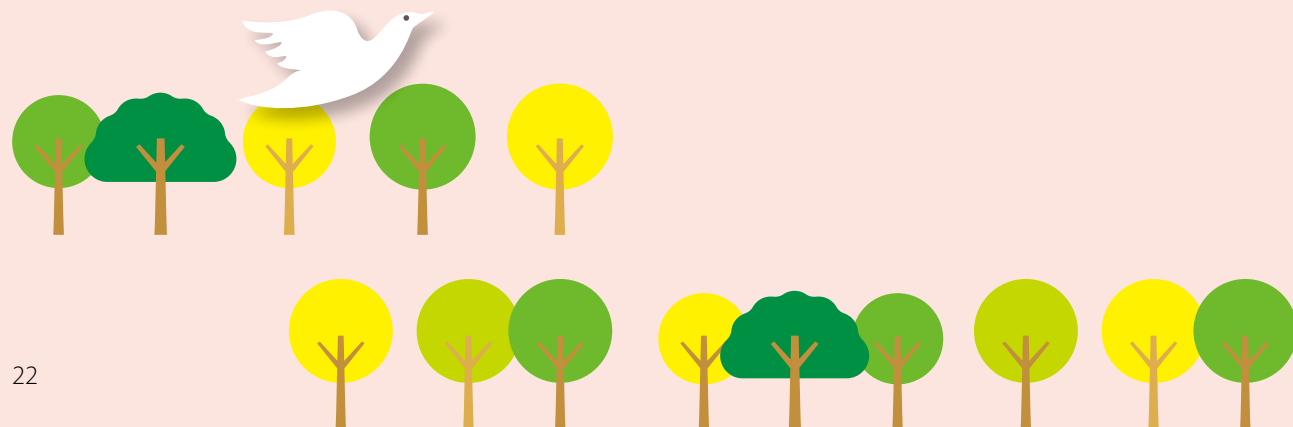
有愛才快樂

智者有云，世上最痛苦的是「得到」與「得不到」。
親愛的，無論你身處何種境地，
切莫讓嘆息蹉跎了生命，
瞧！時間的巨流正為生命刻畫著風景
抬起頭，用心看，
那些考驗著你的 都帶著使命。
遇見有困難的人 就去當他的鄰人吧！
當你下定決心去愛，
宇宙的回應 必將以光速穿越所有維度，
讓快樂盈滿你那 自以為渺小 卻強大無比的心靈。



You only feel happiness when you feel love

"The most painful thing in the world is 'getting' and 'getting nothing'", a wise man once said
No matter where you are in life,
Do not waste your life regretting
Look, the current of time is painting the picture of your life
Look up and pay attention,
Those that test you come with a purpose
Become a good neighbor when you see people in trouble
When you make up your mind to love,
The universe will send response to you at lightning speed
Happiness will fill up your heart, small but strong.



國泰卓越獎助計畫 鼓舞青年築夢 獎勵學子發揮創意，努力「翻轉」未來

A Force Encouraging Young People to Chase Dream For young people to play creativity and turn their future around

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

Organized by | Cathay Charity Foundation

Co-organized by | Cathay United Bank Foundation and Cathay Real Estate Foundation



2017 年「國泰卓越獎助計畫」自 8 月底開放報名，於 12 月 20 日舉行頒獎典禮，共獎勵三類優秀學子，第一類為家境清苦、表現卓越的高中職學子；第二類是在各領域表現傑出且具特殊功績的學生；第三類為熱衷投入文化教育、社區關懷、永續經營、金融科技以及新興議題的青年學子們。

甄選期間，國泰公益集團邀集高階主管及各領

域專家學者共同擔任評審，經過書面審查、面試、複審等嚴謹流程，共錄取 53 組（個人或團體），依組別可獲得 6 至 20 萬元獎助學金，總獎額超過 500 萬元。

只要不放棄，定能達成目標！

來自臺南應用科技大學餐飲系的四年級學生林頌閔，是本屆特殊功績類得主，參加「2017 馬來西亞吉隆坡廚藝挑戰賽」奪下現場烹飪西式

肉類雞肉組（專業組）銀牌、現場烹飪西式鮭魚學徒組金牌，優異表現獲頒總統教育獎，林頌閔表示，因家境不佳，國中時就試著做菜給弟弟吃，慢慢練就好手藝，他還記得第一次參加營隊，負責伙食，「看到同學們吃我做的菜，津津有味，一臉滿足樣，那種感動難以言喻，從此我就決定走這條路」。

「爸爸在我一歲時就過世，媽媽是菲律賓人，很小就離開我了，從小跟著大伯住」，正因如此，林頌閔比同齡者更加成熟懂事，深知自己須及早學習獨立，故自三年前開始參加國際賽事，獲獎連連，並從比賽中累積經驗、精進廚藝。林頌閔很感謝國泰這筆獎學金，他要用於參加 2018 年泰國廚藝大賽：「我希望告訴身邊的朋友，雖然現在背負學貸，人生好像看不到出口，但只要不放棄繼續向前，一定可以抵達目標」。

打破教條式宣導，將特技創意融入反毒教育

頒獎典禮的開場表演，由特色獎助類新興議題組獲獎團隊崇右影藝科技大學「撼動 H.D.A 團隊」揭開序幕。撼動 H.D.A 是由一群熱愛文化的大學生所組成，團員自小學四年級起學習特技，彼此培養了密不可分的向心力。近年他們發覺有些青年學子因誤信藥頭謠言，或受同儕與次文化影響而誤入毒海，決定結合自身所學發起反毒宣導運動，設計一連串特技、舞蹈、歌唱及音樂表演等，宣導反毒知識，自 2014 年 2 月起陸續巡迴全臺校園辦理 80 多場宣導，希望將熱愛生命與拒絕毒品的勇氣，傳遞給更多青年學子。

化學小天使陳姿鳳，立志幫助偏鄉醫療

卓越學子類獲獎得主之一、來自屏東縣枋寮高中的高三生陳姿鳳，亦是 2017 年總統教育獎得

主，她是位化學小天使，曾獲得「第 56 屆中小學科學展覽會」高中組化學科大會獎第一名，以及「2017 臺灣國際科學展覽會」化學科四等獎。她透露，爸爸因病過世，媽媽是印尼新住民，在單親家庭長大的她，直到進了高中，參加化學科展，一路過關斬將，不斷突破自我找回自信，也才慢慢摸索出自己的夢想，這次領到國泰獎學金，更是一次莫大的鼓勵。

陳姿鳳表示，自從得獎之後，很多學弟妹都受到鼓舞，想要嘗試參加化學科展，讓她覺得很開心。即將從高三畢業，陳姿鳳分享她最喜歡的一句話是「把愛傳出去」，主攻化學的她，第一志願是藥學系，希望將來能夠幫助偏鄉醫療，「我曾跟媽媽去過印尼，當地醫療資源缺乏，希望能夠盡我一己之力」。



53 組獲獎的卓越學子與青年團隊，期許自己以創意翻轉新視界。

53 groups of winners, expecting to see new horizons with innovation, joyously took a group photo in the presentation ceremony of 2017 Cathay Youth Excellence Scholarship.



卓越學子類得主陳姿鳳努力不倦，大步邁向藥學系的求學夢想。Tsu-Feng Chen, winner of Academic Group, took efforts to pursue her dream of studying pharmacy in the college.

「TimeMap」生涯探索地圖，從遊戲中探索人生目標

目前就讀臺北醫學大學醫學系大四生的劉俊毅，與劉佩宜、周軒正、王冠翔與陳安好等同學發起「TimeMap-生涯探索地圖」課程。他從多年家教經驗中，發現多數高中生缺乏生涯探索的主動性，「唸高職的學生，很早就鑽研技術、確立職涯發展，但普通高中的學生往往埋首讀書，不清楚未來要做什麼」，他認為高中是一個翻轉點，從高中開始發掘專長、探索志趣，日後選擇大學科系時就能有定向，避免虛度大學光陰。

雖然立意甚美，但劉俊毅直言，「TimeMap」課程推出不到半年，遇到重重阻礙，例如高中生參與度不高，加上團隊成員都是大學生，需兼顧學校功課，及設計課程、辦活動，若沒有堅強意志力，真的很容易放棄，「所以我非常感謝國泰這筆及時雨獎學金，支持團隊努力撐下去」。

劉俊毅提到，接下來團隊將運用國泰卓越獎助學金研發「生涯規劃卡牌桌遊」，藉由遊戲探索課程，讓高中學子從中了解自我專長，趁早尋找人生目標。

透過翻轉，縮短夢想距離

2017 年獎助計畫頒獎典禮主題訂為「翻轉」，國泰人壽慈善基金會錢復董事長致詞時勉勵年輕學子：「發揮青年朋友獨特創意，堅持信念、永不放棄，以行動翻轉外界眼中的不可能，不但能成就自我夢想，還能創造社會改變！」國泰期盼藉由獎助計畫，為獲獎學子增添鼓舞能量，持續為自己、家庭及社會而努力，攜手讓更多美好的可能，在我們的土地上幸福誕生。



TimeMap 創辦人劉俊毅獲選為特色獎助類得主，盼日後能幫助更多高中生精準規劃生涯。
Jun-Yi Liu, founder of TimeMap and winner of Specific Accomplishment Group, hoped to help more high school students discover their career possibilities.

The 2017 Cathay Youth Excellence Scholarship started to receive applications at the end of August and the presentation ceremony was held on Dec. 20. The scholarships are granted to senior high school level students with great school performance and financial difficulties, young students who achieve special honor in various fields, and those young students who invest their knowledge and skills in cultural or educational causes, community development, sustainability, fintech projects or other kinds of newly emerged issues.

Cathay Charity Group invited external experts, scholars, and Cathay's own senior managers to form the judge panel and conducted three rounds of deliberation including paper review, face-to-face interview and final review for the selection of winners. As a result, 53 winners (individuals or groups) were chosen to receive scholarships ranging from NT\$ 60,000 (US\$2,024) to NT\$ 200,000 (US\$6,748) according to their categories. The total amount of scholarships granted exceeded NT\$



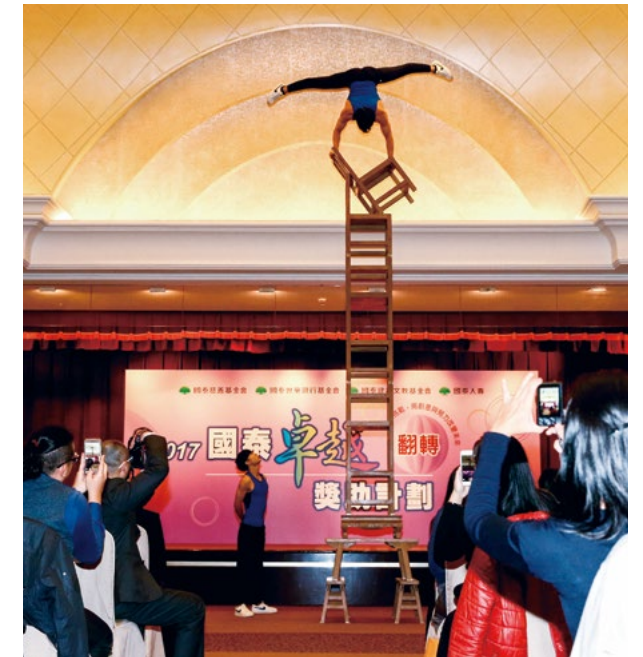
特殊功績類得主林頌閔，溫柔地將幸福美味傳達給每一位食客。
Song-Min Lin, winner of Special Achievement Group, shared his joy with people who enjoyed his delicious food.

5,000,000 (US\$ 168,691).

Do not give up, and you will reach your goal!

Song-Min Lin, a sophomore student in the Department of Food and Beverage Service from Tainan University of Technology and also a winner in Special Achievement Group, participated in the cooking contest 2017 Culinaire Malaysia and won a Silver Medal in the class of "Meat/Poultry Main Course (Western Cuisine) – Chicken" and a Gold Medal in "Fish/Seafood Main Course (Western Cuisine) – Cod". With his outstanding achievements Lin was also granted with a Presidential Education Award. He started to cook for his brother since his junior high school years due to heavy financial stress in the family. That was how he got his cooking skills sharpened. He remembered that he took the job of cooking in his first summer camp. "My classmates all enjoyed my cooking and looked so satisfied. That feeling was awesome. So I decided I will become a chef", said Lin.

"My father died when I was one year old. My mother is



特色獎助類得主「撼動 H.D.A 團隊」以特技及創意演出，走入校園宣導拒絕毒品誘惑。
"Han Dong Art", winner group of Specific Accomplishment Group, combined creative performance with acrobatics to promote anti-drug campaign on campus.

Filipino and she left me very early. I had lived with my uncle since childhood." Lin appeared to be more mature than his same-age peers. Knowing that he had to stand on his own feet as early as possible, Lin started to join international competitions three years ago. In addition to all the trophies he brought back, he also accumulated lots of experiences and enhanced his skills. Lin said he was very grateful to receive this scholarship and he would use this fund to pay for his cooking contest to be held in Thailand in 2018. "I want to let my friends know that even though I am in debt of student loan and I don't know when I will be able to pay off, I believe I will reach my goal as long as I keep going forward", said Lin.

Breaking propaganda: Anti-drug campaign combined with acrobatics

"Han Dong Art", the winner group in Specific Accomplishment Group, was invited to perform for the opening of the award presentation ceremony. This is a unique performing group formed by students from



國泰建設文教基金會張清樾董事長（中）頒發予卓越學子類得主。
Mr. Ching-Kuei Chang (central), Chairman of Cathay Real Estate Foundation, presented awards to winners of Academic Group.

Chungyu University of Film and Arts. The members had started practicing acrobatics since 4th grade and had thus developed close friendship among each other. Han Dong Art started doing anti-drug touring campaign because they saw a lot of young people were cheated by drug traders or influenced by peers or sub-culture and fell into the drug-taking hell. They designed their gigs with acrobatic, dancing and singing performance surrounding the anti-drug concept. Up until now Han Dong Art had done more than 80 performances in the schools around Taiwan since February 2014. They look forward to spreading their passion about life and the courage of rejecting drugs to more people.

Chemistry genius determined to devote herself to medical service in remote country

Tsu-Feng Chen, a senior student of Fangliao Senior High School in Pingtung County, was a winner in Academic Group. This chemistry genius girl had won numerous awards, including the 2017 Presidential Education Award, the first place in chemistry group of the 56th National

Primary and High School Science Fair, and chemistry award in 2017 Taiwan International Science Fair. Her father had died out of illness and her mother is an Indonesian immigrant. She grew up in a single-parent family. She said had she not achieved great result in the Science Fair in high school she didn't know what she wanted to do and she didn't have confidence for herself, either. She said the Cathay scholarship meant a great deal to her.

Chen said her winning of awards also inspired a lot of students in her school to try the same, and that had made her happy. The girl who is going to graduate from high school shared with us her favorite quote that goes "paying forward the love". She wants to study pharmacy in college so that she could do something for the medical service in remote country. "I went to Indonesia with my mom. There wasn't sufficient medical resource in local villages. I hope I could do my own bit in this regard".

TimeMap—exploring your goal of life through a game

Jun-Yi Liu, Pei-Yi Liu, Hsuan-Cheng Chou, Kuan-Hsiang Wang and An-Yu Chen, the students in their fourth year in Taipei Medical University, developed "TimeMap", a goal-developing program. Jun-Yi Liu, the program initiator, said he had been tutoring high school students for many years and he found that a lot of high school students lacked motivation to explore an interest for their future career development. "The students in vocational high school know what they are doing already. But the students from regular high school know nothing but just put themselves in the pile of textbooks. They rarely know what they want to do in the future". Liu said he thinks high school is a turning point for young people. It should be the time when young students start to develop their interests and potentials so that they wouldn't get lost after they go into universities.

Despite such great idea, Liu said they encountered lots of barriers in the first six months after they launched TimeMap. First of all, not many high school students had motivation to come to join the program. Also, the team members had to spend time covering their own study

in school and taking care of the program events at the same time. It took strong motivation to do this. "Therefore, I'm very grateful of this scholarship from Cathay. It is like a timely help for us to continue our cause", said Liu.

Liu mentioned TimeMap was going to launch a card game for "career plan development", helping high school students understand their potential and discover the goal of life when playing a tabletop game.

Flip the fate and shorten the distance to a dream

In the 2017 award presentation ceremony with a theme set up as "Flip", Fredrick Chien, the chairman of Cathay Charity Foundation said in his speech, "I urge all the young people to use their creativity and keep up chasing their dream. Take actions and flip around the impossibilities in others' eye. You will not only achieve your dreams and you will push the society to change!" With this scholarship project, Cathay expects that it would bring encouragement to the awardees to keep up their good work for themselves, their families and the society, and further for more beautiful possibilities to turn real on our land.



國泰世華銀行基金會洪遠蘭秘書長（右3）頒發獎狀給特色獎助類青年學子。
Ms. Nancy Hung (3rd from right), Secretary-General of Cathay United Bank Foundation, presented awards to winners of Specific Accomplishment Group.

霖園志工團 黃色背心點亮全臺灣
訪視孤苦 發起義賣 前進救災

The Yellow Vests Are Seen Around Taiwan

Lin Yuan volunteers conduct visiting program, charity bazaars, and post-disaster relief

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



穿上黃色背心，是我們最驕傲的時刻！國泰人壽專招岡山分隊蘇育冠分隊長在 2017 年國泰模範志工表揚典禮上，分享她多年來參與志工服務的內心感動，同時也道出所有國泰志工奉獻自我、關懷扶助弱勢者的大樹之愛。

霖園集團自 2009 年起發起「志工訪視關懷」活動，於轄下各關係企業號召全體同仁投入志工服務，之後轉型為長期經營之「霖園志工團」，平時利用公餘主動關懷訪視弱勢家庭，並視實際需求為其提報經濟扶助；或於急難發生之際投身賑災，幫助災民儘速恢復家園。在每一個有需要的地方，總能見到身著黃色背心的國泰

志工們，在第一時間伸出雙手，傳遞溫暖人心的關懷。

訪視弱勢家庭，義賣善款扶植教育

國泰志工網絡遍布全臺，深入各地鄰里社區，國泰人壽慈善基金會透過志工夥伴就近訪視急需扶助個案，2017 年共協力訪視 401 個弱勢家庭，並扶助 203 個案，補助金額 186.4 萬元。藉由國泰志工訪視關懷，除實質幫助生活困難者度過經濟難關，更能在心靈精神層面，給予支持打氣，盼透過一路支持陪伴，提供案家自信自立的機會與勇氣。

此外，國泰人壽慈善基金會每年與大型社福機

構合作，於臺北、臺中、高雄辦理三場愛心義賣會，各地志工分隊也全體總動員，義賣會前踴躍向親友及客戶募集物資，活動當天則用心布置攤位，製作大型布偶、看板吸引民眾目光，或賣力於會場走動販售。每一場義賣會，除有多位集團主管到場熱情響應，更有許多愛心廠商共襄盛舉，充分展現國泰公益集團內外部號召的社會影響力。

在國泰志工的愛心串聯下，2017 年度義賣成果創下歷年新高，集結眾人之力三場義賣共募得 405 餘萬元，全數投入新住民及單親家庭子女教育之用，以協助學童獲得更好的學習品質，扶植弱勢教育。

推廣微型保險，協助災區重整

配合政府及主管機關政策，國泰人壽慈善基金會近年持續與大型社福機構合作，擴大推廣「微型保險」的受惠對象，為投保者提供基本身故、殘廢及意外醫療等保障。此外，國泰志工亦發揮金融保險專業，以其深入各地基層的通路優勢，發掘經濟弱勢或特定身分者的保障缺口，為其規劃微型保險、傳遞保險知識，透過小額保費支出，盼能建構基礎風險保障，避免因家



讓愛走動的大樹
國泰人壽展業樹林分隊

「社會上存在兩個反差世界，一是經濟弱勢學童餓肚子、盼能上學；另一則是金字塔頂端家庭，提供雙語教育及才藝學習。」國泰人壽展業樹林分隊蔡武俊分隊長走訪各地，有這樣貼近底層的觀察。因為如此，無論業務再繁忙，他總不忘期勉展業樹林分隊扮演一棵「讓愛走動的大樹」，2017 年底在團隊通力合作下，創下單一攤位 24.4 萬元義賣佳績！

蔡武俊分隊長回憶道，位在新北市樹林區的「大安庇護農場」，是全台第一座由身心障礙者自產自銷的農場，2015 年因颱風侵襲導致房舍嚴重毀損，當時展業樹林分隊志工隨即發動愛心義賣，號召親屬、保戶募得修繕經費 70 餘萬善款，幫助農場完成修繕，也為身心障礙者重建一個永續安全的工作環境。

2017 年，展業樹林分隊再將大安庇護農場生產的手工香皂，運至國泰公益集團北區義賣會場銷售，可謂是一份善款，二份愛心；此外，夏日捐血、寒冬送暖、急難救助等活動，也經常可見分隊同仁身影，因為他們每一個人都是蔡分隊長口中「讓愛走動的大樹」。

中經濟支柱死亡或意外事故，導致後續更嚴峻的財務衝擊。2017 年以身心障礙者、中低收入戶、經濟貧弱之新住民家庭為投保對象，為 15,400 個家庭提供微型保障，以擴展金融包容性，填補社會保險缺口。

2017 年愛心義賣場次

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	11 月 05 日	12 月 16 日	01 月 14 日
活動地點	臺北市國父紀念館 中山公園廣場	臺中市健行國小 大操場	高雄市文化中心 圓形廣場
攤位及義賣所得	約 800 位志工、 設置 94 個攤位、 義賣所得 195 餘萬元	約 600 位志工、 設置 81 個攤位、 義賣所得 112 餘萬元	約 600 位志工、 設置 76 個攤位、 義賣所得 98 餘萬元
參與人次	約 5,500 人	約 5,000 人	約 4,800 人



2017 年「樹造幸福·伊起傳愛」義賣所得創下新高，善款幫助新二代學童強化自我培力。
The 2017 charity bazaars hit a record high in sales result. The income was donated to the initiatives for new immigrant children.

另外，2017 年 6 月 2 日受西南氣流及滯留鋒面影響，短時間在新北市金山、石門地區降下暴雨，強大雨勢宛若海水倒灌，於當地造成嚴重災情，除連外交通橋樑受損，主要道路亦瞬間變成泥流，金山區不少住家水淹逾 70 公分，嚴重災情頻傳。國泰人壽慈善基金會也於第一時間啟動志工團賑災，透過鄰近國泰志工提供金山災區民眾緊急物資支援，並投入現場救災重整工作，協助受災家庭及早重返生活軌道。

The proudest moment is the time when we are in the yellow vest! The captain of Gangshan Sub-team Ms. Yu-Kuan Su said so in the volunteer recognition ceremony of 2017. She shared with the audience her reflection of joining the voluntary services over the years. Her words also reflected the selfless love of all of the Cathay volunteers.

In 2009 Lin Yuan Group launched One-Day Volunteer Program which invites the staff under all of subsidiaries to join voluntary work. The program later evolved into a staff-initiated Lin Yuan Volunteer Group, in which volunteers took initiative visiting disadvantaged households, providing financial support when necessary, or conducting disaster relief when disaster occurs to help the victims recover their homes. Whenever and

wherever there are needs arising, the Cathay volunteers in yellow vest always come to the scene immediately to lend a helping hand and send out their care that warms people's heart.

Visiting disadvantaged households and supporting education with income from charity bazaars

Thanks to its widely-spread network, Cathay volunteers can reach every corner where needs arise for Cathay Charity Foundation to distribute urgent support. In 2017, Cathay volunteers visited 401 disadvantaged households and provided support to 203 cases with a total amount of NT\$ 1,864,000 (US\$ 62,888). In addition to tangible financial support, Cathay volunteers' visit and company further offered invisible support and relief to the target cases so that they would have courage to stand on their own feet again.

As usual, Cathay Charity Foundation worked with large social welfare organizations to conduct three charity bazaars in Taipei, Taichung, and Kaohsiung. All the volunteer sub-teams were fully mobilized in recruiting objects and resources prior to the charity bazaar. On the day of the event they worked hard decorating the booths with stuffed toys and advertising signs and walked around the venue to attract passers-by. Each charity bazaar was supported by many Cathay executive managers and vendors, showing Cathay Charity Group's



展業樹林分隊邀請年輕生力軍一起義賣「大安庇護農場」手工香皂，勇奪北部愛心義賣冠軍。
Shulin Sub-team was the sales champion at chairy bazaar by selling hand-made soaps from Daan Sheltered Farm.

social influence to its internal staff and external parties as well.

With the efforts from countless people, the 2017 charity bazaars reaped the highest result in record at NT\$ 4,050,000 (US\$ 136,640). All the income was going to be allocated to the educational causes for children from new immigrant families and single-parent families.

Promoting micro insurance and supporting disaster relief

In response to policy advocated by government and the authority, Cathay Charity Foundation has continuously worked with large social welfare organizations in expanding the number of beneficiaries of micro insurance, providing basic protection in death, disability and accident coverage to applicants. Moreover, Cathay volunteers who already possess financial and insurance knowledge reach out to local communities and promote micro insurance for those who are financially disadvantaged or qualified for certain status. Micro insurance allows such people to have basic protection with small amount of premium payment so that the family will be able to weather financial burdens when death or accident strikes. In 2017, Cathay offered micro insurance to 15,400 households, including physically and mentally disabled applicants, middle- and low-income households, and financially challenged new immigrants. By doing so, Cathay extended the financial safety net and filled the insurance gap in the society.



Cathay Life's Shulin Sub-team: A walking tree that extends the canopy of love to everywhere

"There are two worlds in our society at two extremes: one with financially challenged children who are hungry all the time and yearning to go to school, the other with rich parents offering everything including bilingual education and talent courses to their children", said Wu-Jun Tsai, the captain of Shulin Sub-team. Tsai had this observation because he had traveled all around and seen the bottom of society. Therefore, he always encourages his members at Shulin Sub-team to become a "walking tree that extends the canopy of love". In the 2017 charity bazaars, Tsai's team were out in full force and created a wonderful result of NT\$ 244,000 (US\$ 8,232) for a single booth!

Daan Sheltered Farm located in Shulin District, New Taipei City is the first shelter fully operated by the disabled. However, it was seriously damaged by typhoon in 2015. At that time, Shulin Sub-team quickly arranged a charity bazaar and recruited over NT\$ 700,000 (US\$ 23,617) from their friends, families and policyholders as funding for building repair. A safe and sustainable workplace was hence built from then on.

For the 2017 charity bazaars, Shulin Sub-team sold hand-made soaps produced by Daan Sheltered Farm at their booth. The income from the charity sales had double-layered influence. In addition, the members of Shulin Sub-team also actively joined the Group's other charitable activities, including Blood Donation Campaign, Winter Warmth Program and urgent support. Each of the members indeed has become a "walking tree that extends the canopy of love".

On Jun. 2, the Jinshan and Shimen area in New Taipei City was seriously flooded due to sudden pouring rain. The bridges in connection with Jinshan, Shimen and external areas were broken and the main traffic routes turned into muddy rivers. Many houses in Jinshan were flooded over 70 centimeters. Cathay Charity Foundation sent out volunteer groups right away to provide resource supply. They also went into the flooded area for disaster relief, helping the victims to recover their life as soon as possible.

Charity Bazaars in 2017

Result	Northern Taiwan	Central Taiwan	Southern Taiwan
Co-organizer	Eden Social Welfare	YMCA Taichung and Tatun Community College	YMCA Kaohsiung
Date	Nov. 05	Dec. 16	Jan. 14
Venue	Dr. Sun Yat-sen Memorial Hall, Taipei	Jianxing Elementary School, Taichung	Kaohsiung Cultural Center, Kaohsiung
Booth and Income	94 booths with 800+ volunteers; Income of the day: approximately NT\$ 1,950,000 (US\$ 65,789)	81 booths with 600+ volunteers; Income of the day: approximately NT\$ 1,120,000 (US\$ 37,787)	76 booths with 600+ volunteers; Income of the day: approximately NT\$ 980,000 (US\$ 33,063)
Turnout	Approximately 5,500 people	Approximately 5,000 people	Approximately 4,800 people

種下社區故事樹 播撒綠意盎然

國泰愛樹護樹，打造永續生態

Story Trees Spread Out Greenness in Community

Cathay helps building sustainability for environment

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



近年極端氣候變遷與生態保育議題，成為全球顯學。身為企業公民，國泰公益集團有責任一同守護我們生存的環境，並以實際作為倡議各項愛護地球的綠色行動。

2017 年國泰人壽慈善基金會透過在地志工，持續參與南投、宜蘭、臺北市等多場綠樹種植活動，響應生態保護。3 月份，國泰人壽展業南投分隊陳信奇分隊長帶領 50 名志工，參加南投縣政府植樹節活動；竹山分公司志工亦響應集集鎮公所推動之「環保淨山愛地球」健行活動，邀請家人、客戶等全家老少擔任環保尖兵，健走同時一邊撿拾垃圾，恢復山林原始的美麗面貌，可謂一舉數得。

此外，為拔除外來入侵植物「小花蔓澤蘭」（俗

稱綠癌），羅東林管處於宜蘭縣壯圍鄉公館海邊，辦理「小花蔓澤蘭防治宣導」活動，當天亦有國泰人壽展業礁溪分隊 80 多名志工響應，與當地民眾合計清除 1,720 公斤綠癌，還給臺灣原生植物一個合適的生長空間。

12 月上旬，國泰贊助臺灣原生植物保育協會，於臺北市文山區溪口國小舉辦「2017 植樹嘉年華會」，當日種植的原生植物包括喬木、灌木、藤本及草本植物等，希望營造校園生態棲地，讓學童及附近居民可以重新找回蟲鳴鳥叫的環境，齊力打造「校園諾亞方舟」。

Climate change and environmental sustainability have become pressing issues for the world. As a corporate citizen, Cathay Charity Group is fully aware of its responsibility in advocacy of all kinds of pro-Earth actions.

2017 年國泰志工參與綠色行動場次

活動日期	活動名稱	活動地點	活動總參與人數	活動總成果
03 月 11 日	南投縣政府植樹節	南投縣會展中心後方滯洪池綠地	1,200 人	種植 3,000 株
03 月 11 日	「環保淨山愛地球」健行活動	南投縣集集鎮武昌宮至鎮國寺	300 人	撿拾垃圾落葉
09 月 02 日	小花蔓澤蘭防治宣導	宜蘭縣壯圍鄉公館海邊	300 人	清除綠癌 1,720 公斤
12 月 03 日	原生植物保育協會「植樹嘉年華」活動	臺北市溪口國小	300 人	種植 2,000 株



展業南投分隊響應當地植樹節，種下愛護地球的綠樹。
Nantou Sub-team supported tree-planting event for Tree-planting Festival.

In 2017, the foundation kept its endeavor and mobilized its volunteers to participate in tree planting events in Nantou, Yilan, and Taipei City. In March, Hsin-Chi Chen, the captain of Nantou Sub-team, led 50 volunteers participating in the Tree-planting Festival event held by Nantou County Government. Cathay volunteers from Zhushan Branch also joined “Love Our Planet”, the mountain cleaning and hiking event, held by Jiji Township. Cathay volunteers invited their families and customers to support this meaningful event altogether, helping remove garbage in the mountain and restore the beauty of the nature.

Taiwan’s forest is facing the invasion of an alien plant Mikania micrantha, nicknamed “green cancer”. Luodong



國泰人壽展業北三大隊朱孝華大隊長（中）率領志工，參與原生植物保育協會發起的植樹嘉年華。
Mr. Hsiao-Hua Chu (central), senior vice president of Cathay Life Insurance's Taipei Block Business District III, led volunteers to join Tree-planting Fiesta held by Taiwan Native Plant Society.

Forest District Office held a green cancer prevention and removal event at Gongguan Beach in Yilan County. More than 80 volunteers from Cathay's Jiaoxi Sub-team joined the event and removed green cancer of 1,720 kilograms together with the locals, helping restore an optimal growing environment for the Taiwanese native plants.

In early December, the foundation sponsored Taiwan Native Plant Society to hold the 2017 Tree-planting Fiesta at Xikou Elementary School in Wenshan District, Taipei City. The event participants planted lots of native plants including trees, shrubs, vines, and herbaceous plants so that this place in the campus will grow into an ecological habitat where birds and other creatures live happily.

Cathay volunteers’ participation of environmental events in 2017

Date	Event Name	Venue	Turnout	Result
Mar. 11	Tree-planting Festival in Nantou	Nantou Expo Center	1,200 people	3,000 trees planted
Mar. 11	“Love Our Planet” Hiking Event	Jiji Township, Nantou County	300 people	Garbage and leaves cleaned
Sep. 02	Green Cancer Prevention and Removal Event	Gongguan Beach, Yilan County	300 people	Green cancer of 1,720 kilograms removed
Dec. 03	Tree-planting Fiesta held by Taiwan Native Plant Society	Xikou Elementary School, Taipei City	300 people	2,000 trees planted

國泰海好有你 一起淨灘愛地球

守護臺灣美麗海岸，淨幸福！

Cathay Invites All to Preserve the Beautiful Ocean

Cathay takes concrete actions to help preserve Taiwan's beaches

主辦 | 國泰金控、國泰人壽、國泰世華銀行 協辦 | 國泰人壽慈善基金會

Organized by | Cathay Financial Holdings, Cathay Life Insurance, and Cathay United Bank

Co-organized by | Cathay Charity Foundation



國泰以實際行動守護臺灣海洋，率先響應行政院環保署發起之「422 地球日全國揪團認養淨灘活動」，自 2017 年 4 月起，分由國泰人壽、國泰世華銀行認養苗栗龍鳳漁港、嘉義布袋漁港、屏東東港漁港三處沿岸海灘，國泰環保代言人北極熊與南極企鵝也共同響應，除號召國泰志工身體力行愛地球，更希望喚起社會大眾對環境保護的意識，一起加入淨灘行列。

臺灣擁有豐富的海洋資源及海岸景觀，但人為垃圾卻破壞了沿岸生態，隨處可見被丟棄的玻

璃瓶罐、廢棄漁網、保麗龍、寶特瓶等。為重現臺灣美麗海洋，國泰善用集團據點及人力資源，透過環境教育之推廣與深化，集結員工、客戶及眾人之力，於 2017 年辦理 10 場淨灘活動，共有 970 人次參與，且無論烈日高照或寒風刺骨，皆無損志工們大手牽小手，定期為海洋換上一片乾淨新裝的決心，年度合計清除 1,237 公斤海岸垃圾，共同打造永續家園。

經由事前完整規畫，此次國泰海岸認養活動，更結合淨灘與環境教育，邀請在地非營利組織及合作夥伴參與。例如嘉義場次與「布袋嘴文化協會」合作，由協會人員向志工講授布袋海岸變遷與海洋垃圾成因，宣導如何從海洋垃圾中去反思改變生活習慣；苗栗場則特別邀請上緯新能源股份有限公司同仁，於現場講解綠能發電，幫助國泰志工更加了解再生能源發展，增進國泰志工之環保素養。

Cathay helped the preservation of Taiwan's beaches with concrete actions. In response to "422 We Love Taiwan Coastal Clean-up", the Earth Day campaign initiated by the Environmental Protection Administration, two of the Cathay affiliates—Cathay Life Insurance and Cathay United Bank—proactively picked Longfeng Fishing Harbor in Miaoli, Budai Fishing Harbor in Chiayi,



國泰響應地球日，認養苗栗、嘉義、屏東三處漁港和沿岸，揪團淨灘愛海洋。
In its support of Earth Day, Cathay conducted beach cleaning activities at Miaoli, Chiayi and Pingtung.



國泰志工通力合作，拔出埋在苗栗龍鳳漁港沙灘裡的廢棄漁網。Cathay volunteers worked together to pull out a deserted fish net buried in the sands at Longfeng Harbor in Miaoli.



嘉義布袋海堤淨灘當日艷陽高照，國泰志工揮汗清出數大袋海洋垃圾，滿足成就感。
For the beach cleaning activity in Chiayi, Cathay volunteers sweated under the sun and cleaned out bags of marine garbage.

and Donggang Fishing Harbor in Pingtung as their responsibility since April, 2017. In its promotional event aiming at environmentalism, Cathay called for Cathay volunteers to take actions and also urged the greater public with polar bear and penguin as mascots to join the cause of beach cleaning.

Taiwan is surrounded by beautiful ocean and has abundant marine resources and magnificent coastline. However, the precious coastal ecology now is seriously damaged by man-made garbage. Walking around the beaches, glass, fish net, Styrofoam containers, plastic bottles can be seen deserted everywhere. In order to restore the beautiful ocean, Cathay utilized its widespread presence and human resources in raising awareness of environmental protection. In 2017, Cathay mobilized its staff, customers and enthusiasts and conducted 10 beach cleaning activities with 970 participants in total. In whatever weather condition, Cathay volunteers were determined to clean the beaches. In this year, Cathay's beach cleaning campaign cleaned out garbage of 1,237 kilograms in total, marking an important progress in building a sustainable homeland.

For our ocean campaign, Cathay conducted a detailed and organized planning and combined beach cleaning



海堤上許多被任意丟棄的保麗龍、瓶罐等，需仰賴人力撿拾。Deserted bottles and Styrofoam containers had to be picked up by hand.

activities with environmental education provided by local NPOs and campaign partners. In the beach cleaning held in Chiayi, Budaizhui Cultural Association were invited to talk about Budai's coastline transformation and reasons behind marine garbage, and they taught the volunteers about what people could do to change their habits and hence reduce the amount of waste they produce. For the Miaoli event, experts from Swancor Renewable Energy were invited to talk about green energy and electricity for Cathay volunteers to have a deeper understanding about the development of renewable energy.

國泰熱血救人 18 年不間斷 穩定暑期血庫 響應捐血 宣導反毒

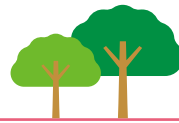
A Never-ending Cause for 18 Years for Cathay

Ensuring summer blood supply, boosting blood donation and promoting anti-drug campaign

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

Organized by | Cathay Charity Foundation

Co-organized by | Cathay United Bank Foundation and Cathay Real Estate Foundation



生活中充滿各種意外風險及疾病威脅，嚴重時甚至需要手術才能挽救生命健康，為在暑假最缺血時期，幫助急需輸血的病患和傷者，國泰人壽慈善基金會已連續 18 年辦理「夏日捐血活動」，希望在緊要關頭貢獻己力，救助每一條寶貴生命，守護每一個家庭幸福。

2017 年國泰人壽慈善基金會與台灣血液基金會轄下五大捐血中心合作，發揮「捐血一袋、救人一命」的互助精神，於 5 月 14 日至 9 月 30 日期間，在全臺 20 個縣市相繼設置 195 個捐血站，共募得 35,298 袋熱血，突破往年捐血紀錄！



熱情接力 18 年，國泰在夏日血荒時期全員出動，募集救人性命的熱血。
For 18 years, Cathay volunteers were out in full force in summertime to recruit bags of blood that save lives.

台灣血液基金會說明，每年夏季因天氣炎熱影響民眾外出捐血意願，加上暑期年輕學子捐血人數減少，故血荒問題相對嚴重。為了補足夏日血庫缺口，國泰人壽慈善基金會透過各地志工分隊，規劃合適場地和時程，並運用個人或志工分隊之社群媒體，於活動前加強廣宣，大力鼓吹親友、客戶踴躍參加，甚至安排現場互動遊戲，提升民眾捐血誘因。

令人欣慰的是，2017 年共有 123 個志工分隊響應夏日捐血活動，國泰人壽慈善基金會亦透過公開表揚，嘉許推動成果優異的分隊及志工，正因為血液至今仍無法以人工製品取代，故每一袋透過國泰志工號召所募集到的熱血，都是延續他人生命的重要支柱，讓大樹志工們倍覺驕傲，也增添未來持續動力。

另外，考量國內毒品問題日趨嚴重，為免更多無辜學子遭受毒害，國泰人壽慈善基金會響應內政部警政署刑事警察局「暑期青春專案系列活動」，結合部分捐血場次，注入反毒宣導元素，透過熱血志工們共同宣揚「勇於向毒品說不」的理念。



國泰志工於捐血站現場，協助民眾填寫資料、完成捐血事前諮詢等作業。
Cathay volunteers helped donors in administrative matters at blood donation station.



志工拋磚引玉，趁活動空檔加入捐血行列，號召更多民眾響應。
Volunteers took time to donate blood themselves.

Accidents and illness may strike us anytime. Sometimes in severe conditions we need surgery to recover our health. In summertime when the blood supply is typically extremely low, Cathay Charity Foundation conducts Summer Blood Donation Campaign, a cause that has been continued for 18 consecutive years. Cathay hopes this campaign would make timely contribution at urgent moment to help saving every precious life and keeping every family happy.

In 2017, in collaboration with five donation centers under Taiwan Blood Services Foundation, Cathay Charity Foundation set up 195 donation booths in 20 cities across Taiwan during the period from May 14 to Sep. 30. The campaign collected 35,298 bags of blood, a record high over the years.

According to Taiwan Blood Services Foundation, summer is the season when blood supply is typically of shortage because the sweltering temperature often keeps people staying inside and the number of young students who donate blood dwindles. Therefore, in order to fill up the gap, the foundation relied on its local volunteer sub-teams planning for suitable locations and schedule

for the campaign. All sub-teams and individuals also strongly promoted the blood donation campaign through social media to urge their families, friends and customers to support the campaign. On the spot of the donation booth, Cathay volunteers even organized little games to attract passers-by.

Much to our delight, there were 123 volunteer sub-teams joining the summer blood campaign in 2017. The foundation also offered public recognition to the sub-teams and volunteers who yielded great results. Up until now, there is still no artificial solution that can replace blood. Therefore, each single bag of blood collected means a great deal to someone's life. This has made the Cathay volunteers feel proud and has become significant momentum for them.

Additionally, to keep innocent young students away from drugs, Cathay responded to the "Summer Youth Campaign" organized by the Criminal Investigation Bureau of the National Police Agency in the combat against drugs by adding anti-drug program in several blood donation events. Cathay volunteers helped promote the idea "Say No to Drugs".

混障綜藝團巡演 傳遞正能量

課堂上沒教的事，團員們用生命闡述

Mixed Disabled Troupe Conveys Positive Attitude in Performance

Members tell their life stories never taught in classrooms

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關懷身體不自由者，長期支持混障綜藝團（由多位肢障者組成之表演團隊），11 年以來投入經費近千萬元，已辦理 94 場公益演出，巡迴全臺校園及監所，透過身障人士努力扭轉劣勢和困境的案例，傳達永不放棄的生命價值，每年激勵數千名年輕學子及收容人。

2017 年「校園及監所關懷」專案持續前進 7 所校園、3 所監所，分別是屏東內埔農工、臺南第二監獄、南投仁愛高農、臺中僑泰中學、彰化少輔院、新竹香山高中、苗栗中興商工、雲林虎尾高中、臺東戒治所、國立花蓮女中等，另外並進行 2 場公益演出，累計接觸人次超過 6,000 人。

「校園及監所關懷」巡演之後，經常可以看到年輕學子熱情分享：「又能重新拾起勇氣，面對挫折！」而在戒備森嚴的監所場次，也總是能感動收容人，鼓勵他們立定決心早日重回社會，收容人寫下這樣的話語：「不管以後如何，我堅持悔改的信念，已深植心中，他日有機會，希望我也能像表演者一樣，幫助提攜別人。」

每一場混障綜藝團的演出，都為青春學子、監所收容人，及現場協助服務的國泰志工們，上



一場表演，讓我知道：
「我錯了，錯得離譜！」

今天的表演，著實給我滿滿感觸，在此之前，我從沒有靜下心來，仔細去體會這些雖然遭遇不幸、但卻心態光明的人生故事。我過去總認為，這些人事物並非發生在我周遭，何必花時間去認識？經過這一場表演後，便讓我知道，我錯了，而且錯得離譜。

明明是重度肢障，他們卻能堅持完成自己夢想，並且還想著要帶給別人幸福。相較之下，我憑什麼再埋怨現在所遇到的考驗？為什麼還能身在福中不知福呢？

僑泰中學 國一學生

了一堂笑中帶淚的生命課程，「樂觀的人永遠有路可走，悲觀的人永遠無處可去」這正是臺灣今日社會，最迫切需要的正向能量！

Cathay Charity Foundation has been providing long-term support to Mixed Disabled Troupe (a performing group formed by physical disabled performers). Over the past 11 years, the foundation had sponsored nearly NT\$10 million (US\$ 337,382) for Mixed Disabled Troupe to put up 94 performances in prisons and schools around Taiwan. The members of Mixed



混障綜藝團巡演至南投仁愛高農，展現強韌生命力，帶給年輕學子滿滿感動！
Mixed Disabled Troupe performed in Ren-Ai Agricultural Vocational High School in Nantou. The disabled dancers' performance touched the young students.

Disabled Troupe shared their life stories and expressed a spirit that never surrenders through their performance, bringing hope to thousands of inmates and young students every year.

The 2017 Student and Inmate Care Program reached out to 7 schools, including Nei-Pu Senior Agricultural-Industrial Vocational High School, Ren-Ai Agricultural Vocational High School, Chiao Tai High School, Hsiang Shan High School, Chung Hsing Commercial Industrial Vocational High School, Hu-Wei Senior High School, and Hualien Girls' Senior High School, and 3 correctional facilities, including Tainan Second Prison, Changhua Reform School, and Taitung Drug Abuser Treatment Center. The Mixed Disabled Troupe reached out to more than 6,000 people in total if the other two charitable performances were included.

After the performances offered by the Student and Inmate Care Program, we often received letters written by students saying "I feel I have courage to deal with my difficulties". The performances staged in the strictly guarded prisons also cheered up the inmates, bringing encouragement to them to return to the society as early as possible. A letter from an inmate went, "No matter what the future will be like, my thought of repentance is



團長劉銘老師（左）及團員郭韋齊（右）以殘而不廢的生命故事，向收容人及學子傳遞正向人生觀。
Mixed Disabled Troupe's coach Ming Liu (left) and member Wei-Chi Kuo (right) shared their life stories, conveying positive attitude towards life.



This performance made me realize that I was so wrong!

Today's performance was very inspiring. Before today, I never took a deeper thought of why those who suffered misfortune in their life could still keep a positive mind. Neither did I know these people nor encounter such things. Why did I have to spend time on this? But after watching the performance, I realized that I was so wrong.

Being heavily disabled, the performers insist chasing their dreams and they even desire to bring happiness to others. Comparing to the situations they're in, I am much luckier. Why did I complain all the day? Why didn't I realize I am already a lucky person?

From a first grade student of Chiao Tai High School

deeply rooted. I hope I will also have the opportunity to help others like these performers".

Every performance of Mixed Disable Troupe was like a life lesson mixed with laughs and tears. Optimism will always help people find a way while pessimism will lead to a dead end. Such positive energy conveyed by Mixed Disable Troupe is something we need the most in Taiwan.

國泰化身體育推手 贊助原民運動會

「2017與鄰育起」好鄰居體育計畫

Cathay Sponsored Indigenous Game

2017 Sporting with Neighbors

主辦 | 國泰世華銀行文化慈善基金會

Organized by | Cathay United Bank Foundation



國泰一向是大家的好鄰居，對於公益的支持及推廣更是不遺餘力，國泰世華銀行基金會更以鼓勵學生提升體育運動競技能力、支持學校強化體育教學，以培育更多優秀的體育選手、持續成為學校的體育推手為目標！同時鼓勵優秀的體育選手參與國際賽事，增廣見聞放眼世界、擴展學生國際視野，尤其是偏遠地區、少數族群的體育選手，更是本會積極關懷的對象。2017年基金會特別贊助以原住民為核心的全國原住民族運動會「全原出運」，鼓勵

原住民積極參與運動，提升健康體能，透過切磋、觀摩學習以傳承優良文化。

2017年共核定補助10所學校、2項全國性體育賽事（106年全國原住民族運動會「全原出運」及臺東縣「旭村盃」全國少年足球邀請賽）贊助金額計新臺幣1,450,130元，總受惠人數逾千人，其中6所學校出國比賽共獲得5金6銀3銅成績卓著。

Over the years Cathay has spared no efforts, like a good neighbor, supporting all kinds of public



竹山高中曲棍球隊於68年成立迄今，多次過關斬將，在國際及國內賽事中表現亮眼。

Formed in 1979, the hockey team of Zhushan High School had won numerous medals in domestic and international games.



臺東體中國女足球隊參加2017江門國際青少年室內五人制足球邀請賽摘金奪銀。

The soccer team from Taitung University Affiliated Physical Education Senior High School won a gold and silver medal in the 2017 Jiangmen Youth and Junior Futsal Game.



國泰世華銀行基金會李明賢董事長（中）與泰安鄉偏遠山區的汶水國小原住民棒球隊合影。
Chairman of Cathay United Bank Foundation Roger M. H. Lee took a photo with the indigenous children baseball team of Wenshui Elementary School located in the mountains of Taian Township.

welfare events and programs. Cathay United Bank Foundation has set up a goal for itself: encouraging students to increase their skills and capacity, supporting schools to strengthen sports program, and becoming a force supporting the nurturing of great athletes within the school system. At the same time, by taking real action the foundation encourages great athletes to participate in international games, and to expand young people's vision by seeing other parts of the world. The foundation extends focused care specifically to the athletes who are from remote areas or minorities. In this year, the foundation sponsored the 2017 Indigenous Game in Hsinchu County, supporting indigenous athletes to actively participate in sports games so as to enhance their own skills and promote their culture.

In 2017, the foundation provided sponsorship to 10 schools and 2 national sports games (2017 National Indigenous Game in Hsinchu County and Sunrise Village Cup National Junior Soccer Game held in Taitung County) with a total amount of NT\$ 1,450,130 (US\$



臺東旭村盃以發展原民學童足球運動為志業，更提供與國外球隊交流的機會，對於原民學童是難得的學習經驗。
Sunrise Village Cup National Junior Soccer Game held in Taitung opened up an opportunity for indigenous children players to compete with international teams.

48,925), benefiting more than 1,000 people. Six of the sponsorship receiving schools sent their student athletes to international games and won 5 gold, 6 silver and 3 bronze medals with their outstanding results.

「島嶼之東的約定」關懷偏鄉 看見臺灣之美 錄製電視公益專題，激起對土地的認同感

“The Promise on the East Coast” Shows the Beauty of Eastern Taiwan

A public welfare TV series advocates recognition to our motherland

主辦 | 國泰世華銀行文化慈善基金會

Organized by | Cathay United Bank Foundation



臺灣美麗的島嶼之東，是許多人嚮往與獲得養分的美好土地。國泰世華銀行基金會也投入大量心力關懷這塊土地，2016 年颱風連續重創花東，災後重建急需資源，2017 年基金會以實際行動帶領外界關懷並了解東部偏鄉地區的需求，透過製播電視公益專輯「島嶼之東的約定」，希望讓更多朋友關注偏鄉部落的發展，進而

回饋這塊土地上的人事物，一起讓臺灣更加美好！

國泰以愛傳光 守護東部護理

國泰世華銀行基金會與花蓮門諾醫院自 2016 年開始推動「東部護理人員培育計畫」，辦公費生專班，以獨立招生的方式招募設籍花東的國中應屆畢業生，就學期間由該計畫提供 5 年



國泰世華銀行基金會李明賢董事長（右）點亮傳承門諾醫院「東部護理人員培育計畫」。
Chairman of Cathay United Bank Foundation Roger M. H. Lee (right) lighted up a candle as a symbol of inheritance in the press conference for the Eastern Taiwan Paramedic Training Program.



布農青年與伊甸新二代學員一起參與學習體驗工作坊互相學習及交流。
Bunun teenagers and new immigrant children joined workshops together and learned from each other.

公費，畢業取得護理師證照後，保障回門諾服務。2017 年再度捐助 80 萬元專用於「醫療發展基金」更新醫療設備，偕同門諾醫院一起培養東部護理人才，挹注東部護理資源，藉此為臺灣及偏遠地區醫療貢獻一份心力。

國泰世華銀行基金會董事長李明賢表示，「很榮幸能與門諾醫院共同實現『東部護理人員培育計畫』，讓孩子們學習一技之長，兼顧自己與家人的生活，同時累積工作專業並回饋社會，並朝夢想前進。因為每一位年輕朋友的專業付出與認真貢獻，讓我們一起朝『點亮臺灣、讓愛永遠』的目標前進，造福人群也實現自我。」

新住民 × 原住民 激起對土地的認同

臺東延平鄉的「布農部落」2016 年經歷尼伯特颱風重創，嚴重毀壞家園與交通幹道後，國泰世華銀行基金會心繫部落的受災狀況，希望能協助布農部落重建各項軟硬體進而推廣觀光，讓更多朋友知道在中央山脈腳下還有這麼幽靜美麗的原住民部落。

國泰集團從十年前便開始關注新住民與他們的後代，2017 年更由國泰世華銀行基金會與伊甸基金會共同促成布農原住民與伊甸新二代學員的文化交流，讓擁有多元文化優勢的新二代，透過參與在地原住民服務學習的過程，開拓彼此的視野，共同激起對這塊土地的認同感及對人的同理心。

島嶼之東的「美」人盡皆知，但人們卻常忽略了這塊土地的「缺」，為了讓這份「美」與「缺」能完整的呈現在社會大眾面前，國泰世華銀行基金會特意籌劃的電視公益專輯「島嶼之東的約定」，忠實紀錄下「東部護理人員培育計畫」、「部落關懷」、「新二代培力」以及「再生電腦捐贈」等公益行腳，期望藉此喚起更多朋友對臺灣東部偏鄉的關注，進而同響應，讓這個島嶼更加美好！

The east coast of Taiwan is a broadly recognized beautiful land where many people long for. It is also a place where Cathay United Bank Foundation has

cared about. Hualien and Taitung area was devastated by severe typhoons in 2016 and urgently needed resources for local relief. Therefore, the foundation took concrete actions in 2017 for the purpose of channeling external attention to the needs in eastern Taiwan. The TV series "The Promise on the East Coast" took the viewers to have an in-depth understanding of the development of the tribes in remote country. We hoped by doing our bit we could benefit our motherland and jointly make Taiwan a better place.

Cathay supports the nurturing of paramedics in the East

Cathay United Bank Foundation and Mennonite Christian Hospital jointly launched the Eastern Taiwan Paramedic Training Program in 2016. This Program exclusively recruits junior high school graduates of the year who have their home addresses registered in Hualien and Taitung and provides scholarship to the qualifiers for their five-year training in nursing school. After they complete their study and obtain certification, they will be guaranteed with a career in Mennonite Hospital. In

2017, the foundation made another donation of NT\$ 800,000 (US\$ 26,991) to the Medical Development Fund for the purchase of new medical equipment. The foundation worked with Mennonite Christian Hospital together in the nurturing of nurses and paramedics for the eastern area. By injecting resources to the East, the foundation would like to make its contribution to the medical services in the remote areas in Taiwan.

Mr. Roger M. H. Lee, the Chairman of Cathay United Bank Foundation, said, "It is our pleasure to work together with Mennonite Christian Hospital in realizing the 'Eastern Taiwan Paramedic Training Program'. This Program allows our young people to learn professional skills and cover their and their families' living. They will be able to accumulate experiences in their ascending in this career, and to chase their dream and pay back to the society at the same time. Thanks to each of these diligent and hard-working young people, our efforts will be paid off one day. Let us 'light up' Taiwan, bring happiness to more people and realize our own dream".



白牧師（左二）與國泰世華銀行基金會李明賢董事長（左一）及新二代學員參與布農「五餅二魚」送餐給有需要的布農族人。
Pastor Pai (2nd from left) and Chairman of Cathay United Bank Foundation Roger M. H. Lee (1st from left) took a photo with new immigrant children program participants in the event of Five Loaves and Two Fishes.



白牧師（中）與英紡董事長葉淑麗（左）及國泰世華銀行基金會李明賢董事長（右）於布農羊舍合影。
Pastor Pai (central) took a photo with Chairman of Ever Shine I&F Co., Ltd. Sally Yeh (left) and Cathay United Bank Foundation Roger M. H. Lee (right) in front of the goat pen at Bunun Farm.

Care to new immigrants and indigenous communities—a creation of renewed recognition to our country

In 2016, Typhoon Nepartak raged through the entire Taitung. There was nowhere for the important tribal facility Bunun Leisure Farm located in Yenping Township to escape the power of this super typhoon. Many of the Farm's buildings were severely damaged and its access roads collapsed. At Cathay United Bank Foundation, we were worried about the Farm and hoped that we could assist all kinds of the restoration for Bunun Leisure Farm. The foundation's objective was to help promote tourism for the Farm and make more people aware there was such a quiet and beautiful indigenous community sitting at the foot of Central Mountain Range.

Cathay Charity Group had started paying close attention to new immigrant communities and their children 10 years ago. In 2017, Cathay United Bank Foundation and Eden Social Welfare Foundation jointly brought together the Bunun indigenous communities and Eden's new immigrant children members in a cultural exchange event. The new immigrant children who have diverse

cultural background participated in the service learning activities with tribal communities. The participants from both parties had a great opportunity to learn the culture and unique position about each other, and hence had a renewed sense of recognition to our motherland.

Even though everyone knows the beauty of eastern Taiwan, not many know that this place is in want of lots of things. Therefore, Cathay United Bank Foundation coordinated to complete the production of TV series "The Promise on East Coast" which faithfully documented Cathay's causes for Eastern Taiwan Paramedic Training Program, Bunun Leisure Farm, new immigrant children empowerment initiative, and the donation project of recycled computers in order to present the eastern country's beauty and, more than that, its "want" to the greater public. By doing so, the foundation would like to raise people's awareness about Eastern Taiwan and urge more people to support the causes for this part of Taiwan.

「人團圓・愛蔓延」國泰 × 瑞銀攜手送愛 愛心無行界，支持社企不分你我

“A Full Moon and Love in Bloom”
Cathay and UBS joint hand in supporting social enterprises

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



國泰世華銀行基金會及瑞銀總部因著地緣關係且有著共同的公益理念，由基金會董事長李明賢與瑞銀集團董事總經理暨臺灣區總經理陳允懋促成了合辦公益活動的美事，成為金融業內少見的公益共同合作案例。

在 2017 年中秋佳節前夕，瑞士銀行與國泰世華銀行基金會共同邀請唐氏症基金會、樂山教養院等公益團體，參與「人團圓・愛蔓延」中秋

送愛活動，國泰世華基金會董事長李明賢表示「只要願意付出，不論你我，都可以為社會帶來一些的正向的能量；只要願意分享，不分大小，定能讓社會多點溫暖、多點愛」。

簡單地期盼透過每次的活動能拋磚引玉，並提升臺灣社福機構的能見度，同時也帶動兩家銀行的員工深入關懷身心障礙者，進而呼籲社會大眾一起關注唐氏症與心智障礙青年就業議題。



唐寶寶各個活力十足，開心的在台上勁歌熱舞，展現自信。
Down Syndrome children danced on the stage with full energy and confidence.



國泰世華銀行基金會董事長李明賢（右一）、瑞銀集團董事總經理暨臺灣區總經理陳允懋（左一）攜手出席「人團圓・愛蔓延」中秋送愛活動，用行動支持臺灣社企團體。
Chairman of Cathay United Bank Foundation Roger M. H. Lee (1st from right) and CEO of UBS Taiwan Dennis Chen (1st from left) attended Mid-autumn Event "A Full Moon and Love in Bloom", supporting social enterprises with actions.

Cathay United Bank Foundation and Union Bank of Switzerland share close idea in public welfare (and both are geographically close too). As a result, Mr. Roger M. H. Lee, the Chairman of Cathay United Bank Foundation, and Mr. Dennis Chen, the CEO of UBS Taiwan, pushed the two organizations to jointly launch a public welfare event, a rarely seen collaboration among financial institutions in Taiwan.

Last year right before Mid-Autumn Festival, the foundation and UBS invited Down Syndrome Foundation and Taipei Happy Mount, the facility for the disabled, to jointly launch the event "A Full Moon and Love in Bloom". In his speech Mr. Lee said, "Each of us can bring positive momentum to the society. As long as we are willing to share, we can bring more love and warmth for the society".

We sincerely hope each time our events would lead to more people's support and participation. This Mid-Autumn event also helped the employees at Cathay

United Bank and UBS show their care to the mentally and physically disabled communities. We also urged the general public to pay attention to the employment issue for young people with Done Syndrome and mental illnesses.



樂山天使不僅熱愛畫畫也相當喜歡唱跳，以精彩的表演贏得滿堂喝采。
Little dancers from Taipei Happy Mount won rave reviews with their performance.

鼓動員工熱情 點燃企業活力 成就公益創意與夢想提案活動

Stir up Staff's Passion and Boost Corporate Vitality
For an ambitious vision in public welfare activities

主辦 | 國泰世華銀行文化慈善基金會 協辦 | 國泰世華銀行
Organized by | Cathay United Bank Foundation Co-organized by | Cathay United Bank



國泰世華銀行基金會在 2017 年初舉辦了「成就您的公益創意與夢想」公益提案選拔活動，除了發掘及激發更多公益夢想與創意，也鼓勵更多同仁參與公益行動。果不其然，短短一個月的提案期收到將近 85 件公益提案，每一件都是嘔心瀝血之作，為免遺珠之憾特別經過兩次評審會議，最終評選出六名勝出的最佳提案，分為『支持社企 / 社福團體』及『偏遠地區教育提升』二個主軸來實踐『屬於自己的』公益夢想。

熱動人心餐車 + 大樹守護的天使 = 最有溫度的分行

『支持社企 / 社福團體』由中崙分行及松山分行提案，在同仁主動積極參與下，經過一個月緊鑼密鼓的規劃與安排，分別在分行營業廳舉辦了兩場喜憨兒愛心義賣會，分行總動員「樓頂揪樓腳」、「客戶加朋友」一起來用行動支持社福團體自給自足，兩場義賣活動總計募集超過 18 萬元全數捐贈予「喜憨兒社會福利基金會」。證明了，每個人心中都有愛的種子，透過基金會的點燃，同仁們有機會能將公益的熱情與夢想付諸實現，同時因為邀請客戶參與公益活動，讓更多關係人感受到國泰世華銀行給人幸福就是幸福的溫度。

通路 + 業管 關懷偏鄉教育大家一起來

『偏遠地區教育提升』由福和、新泰分行及國外部提案，通路及業管部門串連經過 2 個多月的開會討論，精心規劃了『2017 理財童樂會』活動，內容結合了銀行核心職能的理財教育小講座及具風險觀念的桌遊，此次活動讓同仁們有機會付出實際行動幫助別人，不僅是在付出，更能進一步看到小朋友們開心獲取知識，讓幸福的感受透過善行，在彼此的心中傳遞開來；藉由理財教育及桌遊活動，引導小朋友們提高對理財的興趣，在活動中學習到理財的觀念，共同度過快樂又有意義的 2 小時，也讓小朋友們提前度過一個愉快的耶誕節。



國泰世華銀行基金會李明賢董事長（中）以及辛苦的評委，百忙中仍審慎評選出最佳的提案。
Chairman of Cathay United Bank Foundation Roger M. H. Lee (central) and the judges selected the best proposal out of their busy schedule.



國泰世華銀行松山分行現場滿溢著客戶及同仁們無價的愛心。Clients and colleagues at Sungshan Branch of Cathay United Bank supported the charity event.



國泰世華銀行志工與偏鄉學童共渡「理財童樂會」。
Volunteers from Cathay United Bank spent a happy hour at the 2017 Children's Camp in Personal Finance.

At the beginning of 2017, the foundation held a CSR Project Proposal Contest for the purpose of discovering more creative ideas for public welfare causes and boosting the employees' participation. Within just one month, the hosting department received 85 proposals and each proposal project appeared to be meticulously thought. In order not to miss out any good ones, the hosting department arranged two rounds of deliberation and selected the best six proposals in the themes of "supporting social enterprise and social welfare group" and "boosting education in remote area".

Working with Children Are Us, branches share love and kindness

The proposal "supporting social enterprise and social welfare group" was submitted by Jhonglun Branch and Sungshan Branch. After careful planning and coordination in one month, this project was put together with help and support from branch colleagues. Two charity bazaars selling Children Are Us Foundation products were held in the branch lobby and received enthusiastic support from the branch staff and their customers and friends. The income from the two bazaars was over NT\$ 180,000 (US\$ 6,073) and was donated to Children Are Us Foundation. This smaller scale event showed us there is a hidden flame of love in each one of us. The foundation uncovered the flame and helped

the staff at Cathay United Bank carry out their idea about charity and public welfare. Also, they also reached out to customers and shared the Bank's motto about happiness to more people.

Cross-department efforts help support education for children in remote country

The proposal "boosting education in remote area" was jointly submitted by Fuhe Branch, Shintai Branch and International Banking Department and later joined by Business Management Department. After a cross-department collaboration of more than two months, the project participants came up with "2017 Children's Camp in Personal Finance". The Camp offered banking related finance seminar and tabletop games that combined risk concept. Through this event, the Bank colleagues were able to help the participating children with real actions and to try to increase their interest in finance. The children learned about personal finance and spent a happy and meaningful 2-hour session before Christmas.

國泰秀愛心 殷雄會善心 以領養代替購買 讓愛不再流浪

Dog Adoption and Wei-Yin Chen Charity Trust Fund Kick-off Event

Adopt instead of Buying

主辦 | 國泰建設文教基金會

Organized by | Cathay Real Estate Foundation



呼籲民眾愛護動物，為流浪動物的照顧募款飼料經費，國泰建設文教基金會與創意家行銷聯手捐款 40 萬元，旅美投手陳偉殷化身動保公益大使分享照顧毛小孩的經驗，更配合參加「流浪犬認養行動」以身作則領養了流浪狗「KARA」，另加碼義賣送出簽名球，希冀民眾以領養代替購買，讓流浪動物有個溫暖的歸宿。

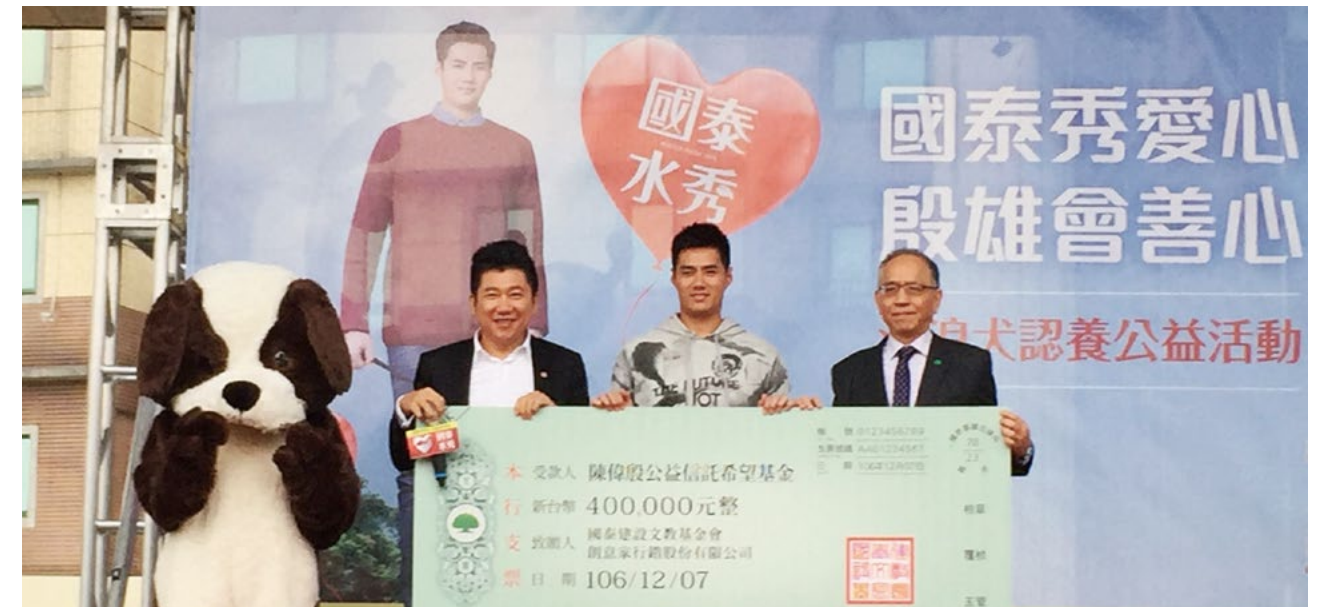
現場同時舉辦「殷仔加碼送簽名球」活動，只要捐贈新臺幣 5000 元狗飼料，即可獲得陳偉殷簽名球，球迷踴躍參與，並搶先與陳偉殷拍照，其中有球迷自備新球，自掏腰包新臺幣 5000 元響應活動，一同為流浪犬盡份心意。

國泰建設文教基金會董事長張清樾表示自己是球迷，也是愛狗人士，盼藉由公益活動，資助流浪動物的媒合平台進而找到認養家庭、協助飼主辦理寵物登記。



國泰建設董事長 張清樾 及陳偉殷共同為流浪動物發聲，希望民眾愛護動物，並幫助流浪犬找到溫暖的家。
Chairman of Cathay Real Estate Foundation Ching-Kuei Chang and Wei-Yin Chen spoke out for animals, urging people to adopt instead of buying.

活動報導 | Events and Activities



國泰建設文教基金會、創意家行銷公司資助新臺幣 40 萬元捐贈「陳偉殷公益信託希望基金」，專款用於協助流浪動物，呼籲大家關心流浪動物。
Cathay Real Estate Foundation and Creator Marketing jointly donated NT\$ 400,000 (US\$ 13,495) to Wei-Yin Chen Charity Trust Fund which solely dedicated to animal rescue.

In the "Dog Adoption and Wei-Yin Chen Charity Trust Fund Kick-off Event", Cathay Real Estate Foundation and Creator Marketing jointly donated NT\$ 400,000 (US\$ 13,495) to the Fund for the purpose of raising awareness of animal protection and recruiting funds for buying kibbles. Mr. Wei-Yin Chen, the famous Taiwanese pitcher playing in the Major League Baseball, was invited to take the role of event spokesperson. He shared with the event participants about his experiences of taking care of his fur kid and he even adopted a dog Kara as an example. Mr. Chen also donated his autographed baseballs for charity fundraising. The event urged people to adopt instead of buying, hoping that all stray animals would find their forever home.

Mr. Chen donated his autographed baseballs for charity sale. Any participant who donated kibbles worth of NT\$ 5,000 would get a Chen's autographed baseball. This activity received great support from Chen's fans who also eagerly took photos with him. Some fans even prepared their own baseball and donated NT\$ 5,000 in order to get Chen's autograph and do their bit for animals at the same time.



陳偉殷與踴躍參與認養動物的球迷大方簽名合照，並現場義賣簽名球，為流浪動物募款。
Wei-Yin Chen provided autographed baseball for charity sale and took photo with enthusiastic fans.

Confessing himself being a baseball fan and dog lover, Mr. Ching-Kuei Chang, the Chairman of Cathay Real Estate Foundation, said he hoped this charity event would help the animal shelter to raise the awareness about adopting instead of buying, and help animal owners to register for their loved ones.

發揮新住民二代優勢 培育國際觀人才 設計培力課程 探尋母國文化 強化認同與自信

Culture of Diversity Brings New Immigrant Children Advantage in International Vision

Empowerment program + visit of mother's home country = a boost in self-identity and confidence

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

Organized by | Cathay Charity Foundation

Co-organized by | Cathay United Bank Foundation and Cathay Real Estate Foundation



臺灣是一個多元族群的社會，新住民二代人數已達 39 萬人，隨著新二代年齡增長，主要求學階段也由國小進入國中、高中，未來新住民二代學子將成為臺灣發展主力族群之一，此外臺灣經濟環境伴隨全球趨勢出現轉型與挑戰，過往傳統教育策略也面臨時代考驗。

國泰人壽慈善基金會長期投入新住民二代培力，透過各項強化其雙重文化優勢的服務方案，除可提升新二代自身競爭力，更希望透過基層教師在校教學影響力，將東南亞各國豐富多元的文化內蘊，於校園中傳遞給臺灣下一代，為社會文化注入源源不斷的新活力。



國泰人壽慈善基金會錢復董事長（後排左 6）、鍾茂季總幹事（後排左 4）、林幸川名譽總幹事（後排左 7）、伊甸基金會林文賓副執行長（後排左 5）出席新二代多元智慧培力課程成果發表會，為二代學員加油打氣。
Chairman of Cathay Charity Foundation Fredrick F. Chien (6th from left in back row), Director-General Mao-Jih Chuang (4th from left in back row), Honorary Director-General Hsing-Chuan Lin (7th from left in back row), and Deputy President of Eden Social Welfare Foundation Wen-Bin Lin (5th from left in back row) attended the result presentation of Dedicated Empowerment Program for new immigrant children.

活動報導 | Events and Activities

一、新二代多元智慧培力課程，培養新世代領袖

國泰公益集團連續 8 年攜手伊甸基金會，辦理「新二代多元智慧培力課程」，針對國小學齡期提供戲劇舞蹈訓練，增進其表達自信與溝通創意；另針對國中、高中青春學員，規劃品格教育、人際及兩性關係、生涯探索等課程，並搭配電腦繪圖、程式設計等社團活動，帶領青春學員鑽研更多專業技能。

2017 年度課程安排中，亦挑選新二代青年赴臺東「布農文教基金會」進行原民文化交流及產業志工服務，體驗農產畜牧、餐飲房務等實習，藉此培訓新二代小隊領導、活動規劃能力，及對臺灣土地生態的認同感，培育新二代成為未來青年領袖。7 月下旬另舉辦「新二代團隊合作工作坊」，邀請國際志工設計多元文化探險遊戲，搭配分組競賽學習團隊合作。

二、新二代卓越幸福計畫，親師生飛越千里探訪母國

國泰人壽慈善基金會續與國立臺北教育大學合作「新住民及其二代卓越幸福計畫」，2017 年暑假補助 7 組越南及 1 組印尼親師生團隊回外婆家。此次跨國尋根之旅，8 組團隊分別體驗了農、漁村的傳統生活，也感受到宗教信仰的差異與力量。

其中一組團隊返鄉共花了 26 小時，換乘飛機、巴士，幾次轉車後還需再坐船，終於抵達外婆家。漆黑的夜晚，20 多位家人在沒有路燈的黑暗中翹首等待，一聽到包車的引擎聲，靜謐夜空響起一陣歡呼，返鄉團隊接受親人熱情歡迎，濃濃親情讓老師們都紅了眼眶。

在 9 月 9 日「跨國團隊分享研習會」中，好幾位新二代勇敢驕傲的向大家分享外公、外婆的



新住民媽媽帶領臺中建功國小師生團隊體驗印尼母國文化。
New immigrant mother took teachers and students of Jiangong Elementary School to experience Indonesian culture.

故事，以及返鄉尋根的喜悅，新二代們逐漸認同、接受自己的多元文化背景，未來在校園中他們也會加入宣揚多元文化認同的行列。

該計畫自 2013 年啟動以來，已補助 34 組親師生團隊回東南亞尋根，透過返鄉之旅協助新二代了解自己母國。隨團教師則藉由旅程體驗，認識東南亞文化，並蒐集教學素材，於跨國返鄉尋根後進行各團隊間互相交流；除此之外，更透過教案比賽鼓勵教師將所見所聞化為教案，帶回校內進行課程教學。開辦以來產出 34 份教案，已於 35 所學校實施，影響力擴及 12 縣市。

三、國際研討會提供新住民及二代發聲平臺

國泰人壽慈善基金會、國立臺北教育大學以及十大傑出青年基金會於 11 月 25 日假國泰金融會議廳舉辦「2017 年新住民二代培力國際研討會」，主題為「新住民二代優勢論壇」與「多元文化及母語教學實踐」，吸引逾百位來自 NPO 組織、基層教師、社工領域及新住民課綱推行相關人士共同參與，針對臺灣新住民二代國際競爭力、升學就業優勢和新南向政策等不同面向，暢談現行母語及文化教學推動成效。



國泰人壽慈善基金會錢復董事長(中)、立法院林麗蟬立委(右3)、十大傑出青年基金會王金平董事長(左3)及所有貴賓於2017年新二代培力國際研討會合影。
Chairman of Cathay Charity Foundation Fredrick F. Chien (central), Legislator Li-Chan Lin (3rd from right), Chairman of Ten Outstanding Young Person's Foundation Jin-Pyng Wang (3rd from left) and other guests took photo at the 2017 International Conference on Empowering the Second Generation of New Immigrants.

國泰人壽慈善基金會錢復董事長於研討會中提到，人才教育必須跟上多元世界的腳步，秉持著「從生活著手，自教育落實」的理念，國泰新住民卓越幸福計畫現已培育近60位教師成為種子教師，於校園中推廣文化教育，多元教案亦於研討會中無償提供有志教師使用，將計畫成果散播至全臺各地。國泰人壽慈善基金會第7度辦理以新住民為主題之研討會，深獲各界肯定，參與者期盼未來仍能打造新住民議題專屬年會，邀集各方專家持續研討倡議。

四、暑期英越語生活營隊，為新二代打開國際視野

2017年國泰人壽慈善基金會與教育部國教署合作，邀請越南丁善理紀念中學及新北市明德高中，共同辦理「英越語生活營隊」，於7月3日至7日舉辦為期一週的浸潤式英越語生活營，打開臺灣新二代學生的國際視野，並能以英語、越語自在地與越南年輕朋友交流。

今年暑假，越南胡志明市丁善理紀念中學甄選20名高中生，結合臺灣20位青年外交大使，共同擔任「英越語生活營隊」小老師，帶領學員進行英越語學習。此次營隊共有來自北臺灣129位學生報名，全程住宿在明德高中，藉由民間歌謠、舞蹈、美術、遊戲設計等豐富課程，提高新住民子女學習動機與興趣。

五、提升新二代金融培力，探索多元生涯

考量部分地區新二代學童比例較高，或因隔代教養、單親等因素，使得學習資源相對出現落差，故國泰人壽慈善基金會自2011年起，陸續補助臺南市東山區6所學校及雲林縣口湖鄉蚵寮村之課後照顧班，委由學校聘請老師於放學後指導學生作業，補足教育缺口。

除了課業輔助，國泰也運用集團優勢及核心專業，引領新二代自我成長。2017年先於東原國中開設「金融保險理財課程」，邀請國泰人壽

展業白河分隊志工擔任講師，教學單元包括認識貨幣及金錢用途、金融機構簡介、投資理財概念、保險知識及防制詐騙等，幫助青少年建立正確的金錢價值觀，提高其應對各式人生風險的金融能力。

此外，暑假期間也特別以「青少年職涯探索暨職場達人分享」為主題，邀請國泰商旅、國泰醫院、國泰人壽、國泰世華銀行等集團業師，為新二代青春學員，分享各領域職涯實務及所應具備之專業技能，激勵二代青年早日立定志向，朝向未來大步邁進！

Taiwan is a society composed of multiple ethnic communities. Now, the population of new immigrants' children has reached 390,000 people. They also have been growing into junior high schools and senior high schools. In the future, they will become a main force for the development of Taiwan. As Taiwan's economy against the global trend is facing a need for transition and other challenges, the conventional doctrine in our education would also face the test of time.

Cathay Charity Foundation has been working on empowerment of new immigrant children. With a wide variety of service programs aiming at strengthening

their dual cultural background, the foundation set up objectives of increasing their competitiveness and passing on the rich and diverse culture of South Eastern Asia to the next generation through the educational system so that Taiwan is constantly infused with new energy and momentum.

I. Dedicated Empowerment Program fosters leaders of the next generation

2017 marked the 8th year that Cathay Charity Group worked joint-hand with Eden Social Welfare Foundation in conducting the Dedicated Empowerment Program. This program offered theatrical and dance class to elementary school level children for them to develop their personal expressivity and boost their self-esteem. For teenage kids, the courses emphasized character development, gender relations and career exploration. The clubs that provide training in computer graphics and programming were also offered for them to learn different skills.

The 2017 program arranged new immigrant children participants to visit Bunun Cultural & Educational Foundation in Taitung for cultural exchange activities and voluntary services. They worked on the farm, took care of livestock and experienced the jobs in dinning and hotel housekeeping. In late July, the foundation and Eden



新住民二代論壇為臺灣注入更多新思維、新活力。
Various thoughts and ideas were stimulated in the Forum on New Immigrant Children's Advantage.



多元智慧培力課程透過小組遊戲，增進新二代專注力與團隊合作。
New immigrant children improved concentration and team spirit through team challenges.

held “New Immigrant Children Teamwork Workshop” which offered an adventuring game of diverse culture designed by international volunteers and a competition for participants to learn about teamwork spirit.

II. Excellence and Happiness Project takes new immigrant children back to their mother's home country

In 2017, Cathay Charity Foundation continued to work with National Taipei University of Education in launching “Excellence and Happiness Project” which offered home coming trips for the participating groups of parents, children and their teachers. In the summer of 2017, 7 groups to Vietnam and 1 group to Indonesia received sponsorship from the foundation and completed their trips. In their home coming trips, the 8 groups not only experienced what the life in the rural country and fishing village was like but also felt the power of other religions different from their own.

One home coming group spent 26 hours on changing connection flights, bus and boat. As soon as the

chartered van finally arrived their mother's home with the sound of engine at night, more than 20 family members who had waited for so long cheered in the dark (because the village had no street light). Seeing the scene of such a warm welcome, the accompanying teachers couldn't help having tear in their eyes.

In the “Home-coming Trip Sharing Meeting” held on Sep. 9, many new immigrant children proudly shared their joy of visiting their mother's home countries and told the audience about the stories of their grandparents. Now, the next generation of Taiwan's new immigrants has been able to recognize and accept their diverse cultural background. Many of them said they would join the cause promoting the recognition of diverse culture in the school.

Excellence and Happiness Project had sponsored home coming trips for 34 groups of parents, children and their teachers to South Eastern Asian countries. The home coming trips helped new immigrant children to know their mother's home countries. The teachers



國泰人壽慈善基金會鍾茂季總幹事（後排左 5）、教育部師資培育及藝術教育司李毓娟副司長（後排左 6）、國民及學前教育署林琴珠副組長（後排左 7）參與 8 組跨國團隊返臺後的分享研習會。
Director-General of Cathay Charity Foundation Mao-Jih Chuang (5th from left in back row), Ms. Yu-Chuan Li (6th from left in back row) and Ms. Chin-Chu Lin (7th from left in back row) from the Ministry of Education attended the Home-coming Trip Sharing Meeting after eight participating groups came back from their home-coming trips.



新二代與國際志工合作自製越南國服，並以中文、越語自信走秀！
New immigrant children and volunteers made Vietnamese traditional dress and walked the runway with confidence.

who accompanied the home coming trips were also benefited because they received cultural stimulations and collected materials for teaching. The teachers had exchanges among each other and they were encouraged to design teaching paradigms which incorporated their trip experiences for a paradigm contest. These teachers could also bring these paradigms back to their own school for teaching. So far, 34 paradigms had been produced and rolled out in 35 schools in 12 cities and counties.

III. International Conference speaks out for new immigrants and their children

On Nov. 25, Cathay Charity Foundation co-organized the 2017 International Conference on Empowering the Second Generation of New Immigrants with National Taipei University of Education and Ten Outstanding Young Person's Foundation at the Cathay Financial Conference Hall. The key sessions of the conference were Forum on New Immigrant Children's Advantage and Implementation of Diverse Culture and Mother Tongue Teaching. This conference drew more than 100 participants from NPOs, teachers of basic education

system, social workers and activists for new immigrant education program. The participants looked into the international competitiveness for new immigrant children, their advantage in academic performance and job market, and New Southbound Policy, and had a great discussion on the results of current mother tongue and cultural teaching.



2017 年國際研討會採取「世界咖啡館」小團體討論法，與會者針對母語教學分享各組討論成果。
The 2017 International Conference on Empowering the Second Generation of New Immigrants adopted the World Café discussion method, and attendees presented their results of mother tongue teaching courses.



國際志工與新二代學員於 2017 年「英越語生活營」結業式齊聲喊讚，相約明年再見。
New immigrant children and volunteers took group photo at closing ceremony at 2017 English and Vietnamese Summer Camp.

In his speech in the conference, Mr. Fredrick F. Chien, the Chairman of Cathay Charity Foundation, said that the development of human resource had to catch the global trend of diversity and such work had to be done in life and carried out in our education system. The Excellence and Happiness Project had already developed almost 60 seed teachers who would go out to promote cultural education in many schools. The conference also provided multicultural education paradigms for free to the teachers who had the same inspiration so that they could help spread the spirit of the project all over Taiwan. This was the foundation's 7th time conducting a conference themed on new immigrant issue. The conference had received recognition from a lot of parties. Participants all expected Cathay would continue this exclusive effort for Taiwan's new immigrants with experts from different fields.

IV. English and Vietnamese Summer Camp broadens new immigrant children's international vision

In collaboration with Lawrence S. Ting Memorial School in Vietnam and Mingder High School, the foundation and the K-12 Education Administration, Ministry of Education jointly conducted a one-week English and Vietnamese Summer Camp from July 3 to July 7. Featuring immersion-teaching method, this camp broadened the international vision of Taiwan's new immigrant children and helped them to communicate with their Vietnamese friends in English and their language.

Twenty high school students selected by Lawrence S. Ting Memorial School and 20 Taiwanese young people took the role of instructors for the camp, providing a total English and Vietnamese environment for participants. One hundred and twenty-nine students from Northern



國泰志工前進臺南市東原國中，建立青春學子的金融保險知能。
Cathay volunteers taught the teen-age students of Dongyuan Junior High School in Tainan City knowledge about insurance and finance.

Taiwan joined the camp and they boarded in Mingder High School. The camp offered a variety of classes in folk song singing, dancing, art projects, game design, etc, to increase new immigrant children's learning motivation and interest.

V. Training in Personal Finance Offers Empowerment and Possibilities in Future Career

The population of new immigrant children is larger in certain areas where the issues of single parenting or grandparenting are common. As a result, children from such places generally suffer from scarcity of education resources. In consideration of this problem, Cathay Charity Foundation had been providing subsidies since 2011 to the After-school Care Program conducted in 6 schools located in Dongshan District in Tainan, and in Oyster Shack Village in Kouhu Township, Yunlin County. The subsidies allowed the schools to hire teachers offering tutoring to students after school.

Cathay also utilized its advantage to provide a financial

and insurance training program in Dongyuan Junior High School. The volunteers from Baihe Sub-team were invited to teach the course covering a basic introduction to money, financial institutions, investment and personal finance, insurance and right concept against frauds. The program aimed at helping teen-age juniors to establish right concept about money and increase their financial knowledge to deal with risks in life.

In addition, the foundation organized a lecture on career goal exploration in summer for teen-aged new immigrant children. The lecture invited professional trainers from Cathay Hospitality Management, Cathay General Hospital, Cathay Life, and Cathay United Bank to speak about different kinds of careers and the skills required for the attending juniors to have a picture for their future selection of career.

國泰學童圓夢計畫 燃燒偏鄉師生熱情

激發孩子潛能，勇敢突破障礙

Dream Come True Program Lights up the Passion of Teachers and Students in Remote Countries

To stimulate potential and seek for breakthrough

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



為消弭城鄉差距過大，導致偏鄉孩童學習資源不足等社會難題，國泰人壽慈善基金會自 2013 年起開辦「學童圓夢計畫」，以設定目標、達成目標、完成夢想為執行方針，培育孩童不畏挑戰、永不放棄的逐夢精神，養成一輩子帶著走的能力與態度。

第四屆學童圓夢計畫從各具特色的申請件中，委由外部專業評委挑選出 13 件兼具夢想力、挑戰力與執行力的入選提案，圓夢主題包羅萬象，包涵體育、音樂、科學、戲劇、環保等。累計前四屆圓夢計畫，已協助 44 間偏鄉小學，帶動上千名孩童一起實現夢想。為衡量本專案對圓夢學童帶來的影響力，內部曾以獲獎助之高雄



國泰人壽慈善基金會錢復董事長嘉許圓夢學童堅持到最後的精神，與 13 所圓夢師生代表、外部評審委員合影！
Chairman of Cathay Charity Foundation Fredrick F. Chien took photo with Dream Come True participating students and teachers, and external guest judges.

市民族大愛國小為例，試算其圓夢成果的社會投資報酬率 (Social Return on Investment, SROI)，獲得每投入 1 塊錢，創造 2.25 元社會影響力的回報，顯見本計畫確實為偏鄉學童帶來許多正面無形的改變價值。

新竹新湖國小：環境永續小尖兵，號召鄰里向塑膠 Say NO

研究指出，1950 年起全球已製造超過 83 億噸的塑膠，預計 2050 年海洋所含的塑膠總重量將超過魚類，造成陸地汙染與生態浩劫。有鑑於此，第四屆圓夢小學新竹新湖國小師生展開行動，努力說服同學、鄰近商家，不主動使用或提供塑膠袋，期間雖然困難重重，但熱情積極

的行動感染全校共同投入，成功減少使用 16 萬個塑膠袋，讓「淨塑家園」美夢成真。

雲林東榮國小：單車小勇士騎乘 300 公里，凝聚社區能量

雲林東榮國小學童，則靠著自己的力量出走！以體能零蛋之姿，挑戰單車走讀 300 公里，途中汗水、淚水交織，挑戰意志力極限，沿途不斷有商家、國泰志工加油打氣，最終化不可能為可能。實踐夢想後，東榮國小學童更主動策畫社區公播會，將圓夢挑戰與感動，傳達分享給所有社區里鄰，帶動居民擁有人生夢想，凝聚社區正能量！

第 4 屆國泰圓夢小學簡介

入選小學	圓夢團隊	圓夢目標及成果
花蓮靜浦國小	光影說書人	以光影戲劇發揚祖先們歷史故事，奪得全國戲劇競賽（光影偶戲組）特優。
屏東來義國小	原民手偶隊	以手偶劇團傳承原鄉文化，首度奪得全國戲劇競賽（手套偶戲組）特優。
雲林東榮國小	腳踏車走讀隊	從雲林騎乘單車至墾丁，沿途走讀 300 公里。
高雄新興國小（田寮區）	小小牧羊人	以英、越語導覽高雄月世界，發揚臺灣獨有地景。
新竹新湖國小	淨塑小尖兵	打造淨塑家園，號召社區共同減用 16 萬個塑膠袋。
屏東牡丹國小	丹車隊	以牡丹國小為名的丹車隊，單車環繞蘭嶼，挑選書籍寫下書評，飄書給蘭嶼達悟族孩子。
臺東三間國小	童詩創作 / 古謠傳唱隊	阿美族的孩子挑戰童詩創作，向耆老採集錄製古謠，宣揚家鄉。
嘉義和興國小	科學桌遊隊	創造 6 組科學桌遊，讓科學知識靈活運用於生活中。
屏東大明國小鳳明分班	鳩米麵包宅急便	挑戰窯烤麵包、披薩、食農體驗等任務，分送社區長者和需要的人。
新北牡丹國小	小提琴隊	挑戰社區接力演奏 100 首音樂會，打造山中維也納。
花蓮卓溪國小	射箭隊	成立短短半年，榮獲全國競賽第二名紀錄。
苗栗新開國小	食農教育隊	建構永續農場，從翻土澆水到採收，將產地食材變成餐桌美食。
連江東引國小	桌球隊	設定對外參賽目標，並通過校內初階認證。



國泰人壽慈善基金會錢復董事長（後排左 4）、國泰世華銀行基金會李明賢董事長（後排左 5）、國泰人壽劉上旗總經理（後排右 4）手拿原民手偶，期勉來義國小繼續傳承原鄉文化。
Chairman of Cathay Charity Foundation Fredrick F. Chien (4th from left in back row), Chairman of Cathay United Bank Foundation Roger M. H. Lee (5th from left in back row), and President of Cathay Life Insurance Shan-Chi Liu (4th from right in back row) took photo with indigenous children from Laiyi Elementary School, encouraging them to continuously passing on their indigenous culture.

整合國泰集團資源，帶領學童設定更高夢想

為拓展孩童視野與國際觀，每年暑假邀請參加圓夢計畫的上百位師生，至臺北參加 4 天 3 夜「國泰兒童成長營」。國泰公益集團匯集豐沛資源，全力支援營隊課程安排，例如安排學童至國泰醫院見習，體驗專業醫療器材，透過醫師、護士專業指導，啟發未來加入醫療行列的希望種子；或是隨著國泰女桌選手、國泰產險鐵人隊，進行互動訓練，經由國手級師資現場教學，磨練孩子們的球技與體能。最令師生難忘的一堂課，則屬雲門劇場深度參訪，當日除了近距離欣賞雲門舞者排演新作，創辦人林懷民老師更是驚喜現身，並親切地和孩子們對話，啟蒙他們的藝術潛能，「國際級大師典範」讓師生們感動不已！

In order to tackle with the mismatched distribution of resources between urban area and rural country, Cathay Charity Foundation launched the Dream Come



國泰女籃加持 發掘潛力小選手

2017 年國泰人壽首度邀請花東地區 5 間圓夢小學近 80 名師生，至花蓮小巨蛋參與國泰童樂會「明日之星籃球營」，由國泰女籃教練與球員親授籃球技巧，培育孩童運動家精神。最令人振奮的是，營隊中發掘了多位極具籃球天份的學童，其中 1 位更已獲邀至臺北市石牌國中念書，成為國泰女籃體系的小小生力軍。



國泰達人助攻 陪伴小學圓夢

為補足偏鄉各項師資不足困境，國泰大提琴達人吳俊儒、籃球達人黃立凱二位志工夥伴，不畏路途遙遠，前往偏鄉圓夢小學貢獻專長，傳授精湛琴技和球藝予新北市牡丹國小、高雄市小林國小，更重要的是，以其自身經歷陪伴孩子一路實現夢想。校方老師回饋，國泰達人激發孩童展現更積極的態度，在籃球及音樂的領域中，獲得更多自信。

True Program since 2013 for children living in remote country. By requiring the participating children to set up their goals and complete their projects, the program aims at developing a never-give-up spirit and courage for them to pursue their dreams. This will become an ability that never disappears for a lifetime.

In the Dream Come True Program of the 4th term, a group of judges commissioned by the foundation picked 13 proposals that stood out to be challenging, difficult and creative at the same time. The proposals from applicants covered a great variety of subjects: sports, music, science, theater, environmental cause, and etc. As of now, the total 4 terms of Dream Come True Program had assisted nearly one thousand children from 44 schools to realize their dream projects. In our attempt of quantitatively measuring in the result of these projects, we found every NT\$ 1 invested for the Minzu Daai Elementary School's project could reap NT\$ 2.25 as "social return on investment". It is apparent that Cathay's Dream Come True Program had brought both visible and invisible value to children in remote areas.

Hsinhu Elementary School: Plastic-free Little League urged communities to say No to plastics

Researchers found that the world had produced 8.3 billion tons of plastic products since 1950 and they estimated that the weight of plastic waste in the ocean would exceed that of all fish by 2050, which would cause huge pollution on the land and a catastrophe to the ecological system. In consideration of that, the students and teachers at Hsinhu Elementary School in Hsinchu took actions to convince their classmates and the shops and stores in the neighborhood to quit using or providing plastic bags. Despite it's a tough job to do, their passion influenced all the students to join the cause together. This project successfully cut the use of 160,000 plastic bags and realized the dream of a "plastic-free life".

Dongrong Elementary School: Little bicycle riders challenged themselves with a ride of 300 kilometers

None of the students of Dongrong Elementary School in Yunlin County would impress others by their physical capability but they challenged themselves and set up a



國泰達人吳俊儒（專招吉立分隊）前進新北市牡丹國小，教授孩子大提琴，並主動募集琴具，感動全校師生。
Chun-Ju Wu from Jili Sub-team taught cello class in Mudan Elementary School in New Taipei City. His proactive act of recruiting instruments for students moved the hearts of teachers and students.

The 4th Dream Come True Program

Participating Schools	Name of Teams	Proposals and Results
Jingpu Elementary School, Hualien County	Jingpu Shadow Puppet Theater	The team won a national award with shadow puppetry play telling ancestor's story.
Laiyi Elementary School, Pingtung County	Indigenous Puppet Theater	The team played puppetry with indigenous inheritance and won a national award for the first time.
Dongrong Elementary School, Yunlin County	Bicycle Riders	The team rode bicycle from Yunlin to Kenting for 300 kilometers.
Shinshing Elementary School, Tianliao District, Kaohsiung City	Little Shepherd	The students provided guided tours in English and Vietnamese for Moon World, a unique muddy volcano in Taiwan.
Hsinhu Elementary School, Hsinchu County	Plastic-free Little League	The team called for a plastic-free life in the neighborhood and cut down the use of 160,000 plastic bags.
Mudan Elementary School, Pingtung County	Dan Bicycle Team	The team was named after Mudan Elementary School. They rode bicycle around Orchid Island, wrote book review for selected books and sent those books to Tao children living in Orchid Island.
Sanjian Elementary School, Taitung County	Poetry Writing and Song-singing Team	The group of Amis children challenged themselves doing poetry and documenting ancient tribal songs from the elders to promote their cultural heritage.
Hopeshine Elementary School, Chiayi County	Tabletop Game Team	The students created 6 sets of tabletop games which incorporated knowledge of life science.
Fengming Class of Daming Elementary School, Pingtung County	Bread Delivery Team	The team experienced food and farming education. They baked bread and pizza, and distributed the food to elders and those in need in the community.
Mudan Elementary School, New Taipei City	Little Violinists	The students challenged themselves to conduct a concert and play 100 songs in the community, creating a little Vienna in the mountain.
Zhuoxi Elementary School, Hualien County	Archery Team	The team won the second place in a national competition within six months after it's established.
Shinkaie Elementary School, Miaoli County	Food and Farming Team	The students established a sustainable farm, and turned crops into delicious food on the table.
Dongyin Elementary School, Lienchiang County	Table Tennis Team	The team set up goals for external competitions and had passed a preliminary certification in its school.



兒童成長營首度導入國泰人壽研發之「搶救地球大作戰」AR教材，透過闖關遊戲引導學童從生活中落實節能減碳。
An augmented reality (AR) APP game called "Save the Earth" were first ever introduced in Cathay Children Development Camp to advocate energy conservation and carbon reduction.

goal of riding bicycle for 300 kilometers. In this difficult journey filled with sweat and tears, they received cheers from shops and Cathay volunteers along the way. Finally, they made the impossible possible. After they reached their goal, they organized a public screening of the video that documented their journey and shared their positive momentum and reflections with the locals in the community.

Cathay allocated Group resources and took children to look up high in life

In order to broaden horizons and international vision for children, Cathay invited hundreds of the Dream Come True participating students and teachers to attend a 4-day Children Development Camp held in Taipei. Cathay Charity Group allocated its abundant resources to support the coordination and event design for the Camp. For example, the participating children were invited to have a tour at Cathay General Hospital, where they tried to use medical equipment under doctors' and nurses' instructions. They also joined training sessions with Cathay Women Table Tennis Team and Cathay Century Insurance's Triathlon Team and received coaching from national athletes. The most unforgettable



Cathay Women Basketball scout for little players

Cathay Life invited 80 students and teachers from 5 Dream Come True participating schools located in Hualien and Taitung to attend 2017 Children's Basketball Camp that Cathay Life held for the first time. Members from Cathay Women Basketball Team coached the participating children, many of whom were found to have potentials in basketball. Especially, one of them received invitation to go to Shipai Junior High School in Taipei to be a part of Cathay Women Basketball's developing system.



Cathay volunteers support little dream chasers

Chun-Ju Wu and Li-Kai Huang, two Cathay volunteers who were also a cellist and a basketball player, went to the Dream Come True participating schools located in remote country to support the participating children. They generously gave lessons and shared their own experiences at Mudan Elementary School in New Taipei City and Xiaolin Elementary School in Kaohsiung. The teachers said Mr. Wu and Mr. Huang's support to children stimulated a positive attitude for them to gain confidence in music and basketball.

session for the participating children and teachers was a visit at Cloud Gate Dance Theatre. They watched the dancers rehearsing Cloud Gate's new work in close range. Perhaps the most surprising moment was when Mr. Hwai-Min Lin, the founder of Cloud Gate, showed up and dearly talked to the children. For the children this was indeed a memorable up-close experience with an international celebrity.

國泰有愛 寒冬送暖到偏鄉

播下公益的種子，來日長成健壯大樹

Sending Love to Remote Country

Hoping a seed of love to grow into a huge tree

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

Organized by | Cathay Charity Foundation

Co-organized by | Cathay United Bank Foundation and Cathay Real Estate Foundation



國泰公益集團連續 16 年舉辦「寒冬送暖活動」，2017 年自 12 月 14 日起開始辦理，延續至隔年 1 月 26 日止，共前往全臺 59 所偏鄉小學，關懷逾 4,500 位偏鄉學童，將全體員工的捐款愛心，傳送到每一個需要關懷的角落。

「寒冬送暖活動」由國泰人壽慈善基金會、國泰世華銀行基金會及國泰建設文教基金會共同舉辦。該活動分為兩階段，第一階段耶誕送暖辦理 40 場次，第二階段年前送暖辦理 17 場，現場不但發送可愛抱毯給學童，另安排了賽德克族歌手阿飛及魔術師演出，更有耶誕老公公帶來歡樂與驚喜。

每到年底，國泰公益集團皆會透過內部廣宣機制，鼓吹所有同仁一起付出愛心，隨後更將員工善款化為溫暖的禦寒物資，前往各分隊提報推薦之偏鄉學校，由國泰志工親手送上耶誕和年節禮物，看到天真無邪的孩童們，臉上綻放出開心滿足的笑容，是每位參加同仁最無價的收穫。

國泰世華銀行基金會李明賢董事長表示：「藉由寒冬送暖，希望喚起社會大眾更加關注偏鄉，

用愛灌溉孩子的希望未來，讓他們重拾夢想動力！」國泰世華銀行郭明鑑董事長也親自到校贈送小朋友禮物，相揪眾人愛心，航愛至偏鄉，溫暖孩童們心靈。

國泰投信張錫董事長熱衷公益，2017 年度寒冬送暖再與志工夥伴深入桃園市高義國小，他衷心企盼：「希望愛的服務種子，不只在我們心中，更要在小朋友心中發芽長成一棵健壯的大樹，期望小朋友將來帶著這份愛回饋社會，發出更多光與熱，照亮偏鄉每個角落。」



國泰投信張錫董事長（左 3）與國泰人壽慈善基金會鍾茂季總幹事（右 3）深入桃園高義國小，送上保暖披毯，綻放孩子們笑顏。
Chairman of Cathay Securities Investment Trust Jeff Chang (3rd from left) and Director-General of Cathay Charity Foundation Mao-Jih Chuang (3rd from right) went to Gaoyi Elementary School in Taoyuan to send blankets to children.



2017 年寒冬送暖活動於 12 月 22 日走訪新北市瑞濱國小，國泰主管們與師生齊聚大禮堂同歡，孩子們收到禮物全都樂翻天！
A 2017 Winter Warmth Program took place in Ruibin Elementary School in New Taipei City on Dec. 22. Children were super excited when receiving the presents.

The Winter Warmth Program that had been held by Cathay Charity Group for the past 16 years consecutively kicked off on Dec. 14, 2017 and ended on Jan. 26 in the next year. For 2017, the program went to 59 schools in remote country, sending the donation from Cathay employees to the corners where it was needed and benefiting 4,500 remote village school children.

Winter Warmth Program was organized by Cathay Charity Foundation and co-organized by Cathay United Bank Foundation and Cathay Real Estate Foundation. The first round of Winter Warmth during the Christmas season launched 40 events and the second round taking place before Lunar New Year launched 17 events. The events featured the Sediq singer Laka Umaw and magic shows. Each students received a cute blanket and Santa Clause also showed up sending presents and joy to them.

As a custom at every year-end, Cathay Charity Group would urge all the employees to donate for children in remote country through its internal system. The donated fund was used to purchase winter clothing and those gifts were sent to the remote country schools nominated

by Cathay volunteer sub-teams. Then, Cathay volunteers gave those Christmas and New Year gifts to the hands of the children. The smile on their faces was a priceless reward to all the participating colleagues.

Mr. Roger M. H. Lee, the Chairman of Cathay United Bank Foundation, said in his speech, "Through the Winter Warmth Program, we would like to raise more people's awareness of the needs in the remote country. By showing our love and support, we want to encourage the children to dare to dream for their future." Mr. Andrew Kuo, the Chairman of Cathay United Bank, also visited Ruibin Elementary School and gave out presents to children.

Chairman of Cathay Securities Investment Trust Jeff Chang had been devoted to charity works. In 2017, he visited Gaoyi Elementary School in Taoyuan with Cathay volunteers for the Winter Warmth Program. "We come with a seed of love. We hope this seed of love will grow into a huge tree and those who used to receive will give back to the society to light up every corner in the remote country", said Chang.

國泰扶持幼苗 助原民孩子圓夢

PUZANGALAN(希望) 兒童合唱團，讓世界聽見臺灣

Cathay Supports Children Choir to be Heard by the World

Puzangalan competes in international music festival on behalf of Taiwan

主辦 | 國泰世華銀行文化慈善基金會

Organized by | Cathay United Bank Foundation



在排灣族語裡「PUZANGALAN」代表著希望。由一群愛唱歌的孩子所組成的希望兒童合唱團，用歌聲唱出快樂和祝福，也唱出對自己未來的希望。雖然往夢想前進的路上，並不是那麼地順利，但是這群孩子始終帶著笑容，一步一步努力前行。希望兒童合唱團的成員，都是來自屏東縣瑪家鄉的排灣族小朋友。他們在歌唱中找到自信和前進的動力，雖然沒有優渥的環境，大夥兒依舊充滿熱情和毅力，勇敢地朝夢想前進。

許多人看見他們得獎的榮耀，卻看不見練唱過程的辛苦，以及差點因為經費不足而無法前往歐洲參賽。縱然籌措旅費的過程困難重重，這群孩子們從不輕言放棄。

長期以來，國泰世華銀行基金會積極從事社會公益活動，持續關注偏鄉和部落議題，當得知希望兒童合唱團所面臨的困境時，立刻贊助資金解決旅費不足的問題。2017年7月希望合唱團得以順利赴羅馬參賽，並獲得「永恆羅馬國際合唱節」金獎；「佛羅倫斯達文西音樂節」



希望兒童合唱團的成員都是來自屏東縣瑪家鄉的排灣族小朋友，他們在歌唱中找到自信和前進的動力。
Puzangalan Children's Choir is formed by indigenous Paiwan children from Majia Township, Pingtung County. They gained confidence and motivation from singing.

活動報導 | Events and Activities



被喻為台灣最美聲音的「希望合唱團」在永恆羅馬國際合唱節比賽中獲得金獎。
Named Taiwan's most beautiful voice, Puzangalan Children's Choir won a gold award in Musica Eterna Roma International Choir Festival and Competition.

更獲得演唱金獎、兒童組金獎、民謠組銀獎、最佳舞蹈獎、最佳女子獨唱獎共五項獎項。

Puzangalan means "hope" in Paiwan language, and it is also a choir formed by a group of indigenous children who love singing. They sing songs about happiness and blessing, and they convey their hope through their voice. It is not easy to embark the journey of chasing a dream. However, this group of children who come from the Paiwan Tribe in Majia Township, Pingtung County, always keep going forward with a smile on their face. They found confidence and courage in singing. They do not have parents who can provide sufficient financial support, but they keep their passion and stamina on the journey of chasing dream.

A lot of people applaud for the honor of their winning awards. Not many know they spend a lot of efforts practicing, or they often struggle a lot due to the lack of funding. There was one time they almost had to give up the opportunity going to compete in Europe. Despite the hardship, these children never gave up.

Throughout the years, Cathay United Foundation had been actively attending to remote country and tribal issues. As soon as Cathay learned that Puzangalan couldn't afford their trip expenses, the foundation immediately provided sponsorship for them to fly to Italy. In July, 2017, Puzangalan won gold in Musica Eterna a Roma 8th International Choir Festival and Competition and five medals (including gold in children's choir, silver in folk ensemble, and three specialist prizes—Grand Prix finalist, Best Female Soloist, and Best Choreography) in Leonardo Da Vinci International Choral Festival in Florence.



希望合唱團由一群愛唱歌的孩子所組成，他們用歌聲唱出快樂和祝福，也唱出對自己未來的希望。
Puzangalan Children's Choir is formed by a group of children who love singing. They sing joy and happiness to the world, and hope to their future.

大樹計畫灌溉幼苗，助學供餐添暖衣 協助學童安心就學，培育專業人才

Elevated Tree Program Offers Firm Support for Children to Rely on
Free from worries, students can focus their school study

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



經費補助，就學免煩惱

根據衛福部統計，截至 2017 年臺灣中低收入戶總人數約有 68 萬人。基金會相信每個小孩都應該有受教育的權利，有感於來自於弱勢家庭的學童求學之重要，遂以維護基本受教權的助學金捐助為計劃主軸，持續推動《大樹計畫》，透過學校老師推薦，期盼讓資源能幫助真正需要扶持的家庭與年幼孩童。基金會自 2004 年起，每年分上下年辦理共捐助新臺幣 10,000,000 元替家境清寒之國中、國小弱勢學童

繳交學雜費、代收代辦費，從未間斷，秉持「堅持做正確的事情，並持續將這份感動與溫暖傳遞下去」的信念，執行 14 年以來，捐贈金額累積逾 1.45 億元，協助超過 9 萬 3,000 名的學童及無數家庭，讓孩子安心就學。

基金會在 4 月 25 日舉行 105 學年第 2 學期大樹計畫助學金捐贈典禮，頒贈助學金予苗栗縣、彰化縣、雲林縣、嘉義縣及臺東縣等 5 縣市



國泰世華銀行基金會董事長李明賢（中）、執行董事楊俊偉（左三）頒贈助學金予各縣教育機關代表。（攝於 4/25）
Chairman of Cathay United Bank Foundation Roger M. H. Lee (central) and Executive Director of Cathay United Bank Foundation C. W. Yang (3rd from left) presented donation to the school representatives. (photo taken on April 25)

活動報導 | Events and Activities



永紡企業董事長沈金柱（後排右二）暨英紡企業董事長葉淑麗（後排右一）捐贈學童冬季外套。
Johnny Shen (2nd from right in back row), Chairman of Ever Shine Y&F Co. Ltd. and Sally Yeh (1st from right in back row), Chairwoman of Ever Shine I&F Co. Ltd. donated winter coats to students.

364 所國中小 3,436 名學童。邀請苗栗縣泰安鄉汶水國小帶來陶笛演奏及泰雅族傳統舞蹈為典禮開場，充分展現原住民音樂之美及學童活力。

106 學年第 1 學期大樹計畫助學金捐贈典禮則於 10 月 26 日舉辦，捐贈典禮開場表演由來自屏東縣的 PUZANGALAN（希望）兒童合唱團擔綱演出，美聲獻唱感動全場，本次補助助學金予宜蘭縣、苗栗縣、彰化縣、雲林縣及嘉義縣等 5 縣市 349 所國中小 3,501 名學童，以及由國泰世華銀行提撥，透過基金會捐助予宜蘭縣南山、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 校學童營養早餐經費，2017 年共捐贈新臺幣 3,340,900 元，計有 1,058 人次受惠。

基金會受託代辦專戶「廖添財暨廖邱甘慈善基金」於 2017 年捐出助學金新臺幣 678,537 元補助桃園市桃園國小及龜山國小學生代收代辦費、午餐費。

自 2008 年起由深耕越南當地市場的國泰世華銀行開辦「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，讓「越南大樹計畫」在當地永續深耕茁壯，基金會於 2017 年捐出越南盾 5.9 億元助學金，106 年度第 1 學期之捐贈典禮，分別於 9 月 8 日、9 月 19 日在廣南省、胡志明市舉行，由國泰世華銀行萊萊分行主管代表親手將助學金送到學童們的手中，共計 980 名學童受惠。國泰世華銀行及文化慈善基金會 10 年來累計已捐贈近 77 億越盾，幫助超過 1.3 萬名越南學童，協助清寒學童重拾讀書之樂，期盼弱勢學童能感受到這份溫暖的關懷，在求學的路途上更順遂，超越自己，創造無限的價值。

東部護理人員培育計畫，讓孩子朝夢想前進

基金會與花蓮門諾醫院自 2016 年攜手推動「東部護理人員培育計畫」，以獨立招生的方式招募設籍花東的國中應屆畢業生，辦理公費護理生專班，並於優秀學子畢業取得護理師證照後



4/25 大樹計畫助學金捐贈典禮大合照。
A group photo was taken at the Apr. 25th presentation ceremony of Elevated Tree Program Scholarship.

提供門諾醫院就業保障，「東部護理人員培育計畫」除了讓孩子學習一技之長，兼顧自己與家人生活，更能累積工作專業並回饋社會，繼2016年提撥新臺幣 5,000,000 元助學金後，2017年基金會與受託代辦專戶「一而百海外實業公司基金」、「陳有財先生紀念基金」提撥約新臺幣 1,400,000 元用於培養東部護理人才及醫療發展基金更新醫療設備，提升東部偏遠地區及原住民等弱勢族群的醫療水準。

最強公益夥伴，寒冬添暖

長年以來，基金會邀請各方夥伴一起投身公益，知名紡織公司永紡企業董事長沈金柱與英紡企業董事長葉淑麗堪稱最強後援，一路以行動支持《大樹計畫》，定期捐贈冬季外套予偏鄉學校的學童禦寒，2017年捐出 3,600 件溫暖冬季外套予偏鄉學校，在寒冬裡為學童注入一股暖流。

國家幼苗成長茁壯為大樹，需要長期的灌溉及

培育，基金會也將繼續公益腳步，為幫助更多未來的主人翁而努力！

Cathay offer subsidies for children to go to school

According to the statistics of the Ministry of Health and Welfare, middle and low-income families account for 680,000 people in Taiwan as of 2017. The foundation firmly holds that every child is entitled to receive education. Therefore, the foundation had initiated Elevated Tree Program since 2004 with a central concept: offering subsidies to disadvantaged children for them to receive education. Through the nomination by teachers, Elevated Tree Program offers subsidies to young children and households that truly need help. Conducted in two rounds in the first half and second half of the year, Elevated Tree Program donated NT\$ 10,000,000 (US\$ 337,382) for junior high and elementary school students who had difficulties paying tuitions and other school fees. At Cathay United Foundation, we believe we have to insist on doing the right thing and continue to pass

on this love and warmth. Over the past 14 consecutive years, Elevated Tree Program had donated more than NT\$ 145 million (US\$ 4,892,038), benefiting over 93,000 students and countless families.

The donation ceremony of Elevated Tree Program for the spring semester of 2017 was held on Apr. 25 with the donation presented to 364 junior high and elementary schools located in Miaoli County, Changhua County, Yunlin County, Chiayi County and Taitung County, benefiting 3,436 students. The students from Wenshui Elementary School in Taian Township, Miaoli County, were invited to perform ocarina flute and traditional Atayal dance for the opening at the ceremony. The performance fully demonstrated children's energy and the beauty of indigenous music.

The donation ceremony for the fall semester of 2017 was held on Oct. 26 in which the charity fund was donated to 349 junior high and elementary schools from Yilan County, Miaoli County, Changhua County, Yunlin County and Chiayi County, benefiting 3,501 students.



廣南省勸學會主席范式明戰（後排左）、國泰世華銀行萊萊分行協助阮豐利（後排右）與受助學童合照。
At the venue of Vietnamese Elevated Tree Program, Chairwoman of Study Encouragement Association (left in back row) and Manager of Lai Chu Branch of Cathay United Bank (right in back row) took a group photo with student recipients of financial support.

Also, Cathay United Bank donated NT\$ 3,340,900 (US\$ 112,716) through the foundation to seven schools in Yilan County (i.e. Hansi, Datong, Skikun and Nanshan Elementary Schools) and in Nantou County (i.e. Luona Elementary School, Tungpu Elementary School and



首屆馬偕護理公費生與第二屆的學弟妹們在記者會中相見歡，場面溫馨而隆重，國泰世華銀行基金會董事長李明賢（中）、門諾醫院資源開發管理中心總執行長趙福厚（左三）和護生及護理師們合影留念。
Chairman of Cathay United Bank Foundation Roger M. H. Lee (central) and Mennonite Christian Hospital's head of resource development and management Fu-Hou Chao (3rd from left) took a photo with the first year Scholarship recipients and their juniors of next year.

Hsinyi Junior High School) for the purpose of paying for 1,058 school breakfasts. The ceremony had Puzangalan Children's Choir performing at the opening and their beautiful voice touched everyone in the audience.

The managed Tien-Tsai Liao and Ciou-Gan Liao Memorial Fund also supported Elevated Tree by making a donation of NT\$ 678,537 (US\$ 22,893) sponsoring the school fees and lunch fees for the students from Taoyuan Elementary School and Gueishan Elementary School in Taoyuan City in 2017.

Cathay United Bank that had established successful local operation in Vietnam launched the Elevated Tree Program in cooperation with Lawrence S. Ting Memorial Fund in 2008. The Elevated Tree Program in Vietnam offered financial support to the students nominated by Study Encouragement Association and had established firm and sustainable foundation. In 2017, Cathay United Bank Foundation made a donation of VND 590 million, benefiting 980 local students. The donation ceremonies for fall semester of 2016 were hosted in Ho Chi Minh City and in Quang Nam Province on Sep. 8 and Sep. 19

respectively. In the ceremony the manager of Chu Lai Branch presented the scholarship directly to the recipient students. Cathay United Bank and Cathay United Bank Foundation had donated nearly VND7,700 million over the past 10 years and had helped around 13,000 Vietnamese students to go to school. We hoped our financial support could help these students to continue to work hard in the school, excel themselves constantly and create a future of their own.

Eastern Taiwan Paramedic Training Program pushes young students forward to their dream

Cathay United Bank Foundation and Mennonite Christian Hospital jointly launched the Eastern Taiwan Paramedic Training Program in 2016. This Program exclusively recruits junior high school graduates of the year who have their home addresses registered in Hualien and Taitung and provides scholarship to the qualifiers for their training in nursing school. After they complete their study and obtain certification as registered nurse, they will be guaranteed with a career in Mennonite Hospital. Eastern Taiwan Paramedic Training Program



永紡企業董事長沈金柱（後排右二）暨英紡企業董事長葉淑麗（後排右一）捐贈 3,600 件學童冬季外套，穿上愛心外套，心中備感溫暖。 Johnny Shen (2nd from right in back row), Chairman of Ever Shine Y&F Co. Ltd. and Sally Yeh (1st from right in back row), Chairwoman of Ever Shine I&F Co. Ltd. donated 3,600 winter coats to students.



與會人員於 10/26 大樹計畫助學金捐贈典禮會後合影。 All attendees took a group photo at the Oct. 26th presentation ceremony of Elevated Tree Program Scholarship.

helps the juniors to learn a skill supporting themselves and their families, and to pay back to the society with this profession. In addition to the fund of NT\$ 5,000,000 (US\$ 168,691) donated in 2016, the foundation allocated an additional fund around NT\$ 1,400,000 (US\$ 47,233) together with the managed Year By Year Incorporation's Fund and the managed Yucai Chen Memorial Fund for nurturing professional nurses for Eastern Taiwan and purchasing new medical equipment for the Medical Development Fund. These funds were to be used to enhance the medical quality for the disadvantaged communities living in the remote area in the East.

Best corporate partner supports the campaign by donating winter coats

Over the years the foundation had allied with all kinds of partners to carry out charity campaigns. Ever Shine Y&F and Ever Shine I&F Co., Ltd., the famous fabric suppliers, had been Cathay's long-term partners in charitable causes. Johnny Shen, Chairman of Ever Shine Y&F Co. Ltd. and Sally Yeh, Chairwoman of Ever Shine I&F Co. Ltd., had shown their support to the Elevated Tree Program by donating winter coats to children in remote country



國泰世華銀行提撥經費補助偏鄉學童早餐費用，國泰世華銀行基金會執行董事楊俊偉（左）代表捐贈，由宜蘭縣教育處代表（右）接受。

On behalf of Cathay United Bank, the Executive Director of Cathay United Bank Foundation C. W. Yang (left) presented donation for subsidizing students' breakfast to the representative (right) from the Education Department of Yilan County Government.

every year. In 2017, they donated 3,600 winter coats to students, making them feel warm during the cold winter. Cultivating a sapling into a big tree requires long-term efforts. The foundation will keep working hard on its cause of helping more children in the future.

大樹計畫公益講座 發現幸福擁抱愛

推展親職教育，關懷樂齡生活

Elevated Tree Lectures Promote Happiness and Love

Focusing on better parent-child education and elderly care

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

基金會自 2008 年起與財團法人「張老師」基金會合作辦理公益講座，內容包含了親子教養及關懷樂齡生活等議題，至今全臺舉辦逾 140 場次公益講座，內容廣受民眾好評。

2017 年本會續委託「張老師」基金會辦理臺北、臺中場次並與「臺東縣故事協會」合作臺東場次，全年舉辦 15 場公益講座。今年特別與內政部警政署合作「校園反毒專題」，提醒社會大眾重視毒品危害，共同建立「無毒家園」。講座深獲廣大群眾的喜愛，全年計有 2,900 人次參與。

為完整保存精彩的演講內容，另出版【親子愛不礙】第五冊，將專家及親職教育學者傳授的內容集結成冊，分送至國泰世華銀行及講座現場供民眾索取，期許此書能使公益講座發揮加乘效果，嘉惠更多民眾。

Since 2008 Cathay United Bank Foundation has hosted free lectures in joint effort with Teacher Chang Foundation, covering subjects of parenting and elderly care. As of today more than 140 lectures had been held and had received great response.

大樹計畫公益講座場次：「家庭心關係」及「原來，我們這麼近」

主 題	日 期	地 點	講 師
少子化超寵愛！如何建立親子間的心理界線	05/12(五)	臺北	吳麗娟
	12/02(六)	臺中	黃柏嘉
阿德勒學派親職教育～培養出積極有責任感的孩子	05/26(五)	臺北	陳偉任
	11/11(六)	臺中	曾端真
樂活中年，不同的態度～休息，讓你重燃生活的熱情！	06/09(五)	臺北	廖學茂
	11/18(六)	臺中	楊聰財
翻轉教育起步走～點燃學生的學習動機之火	07/21(五)	臺北	蔡素惠
	11/04(六)	臺中	蘇明進
獨一無二的天賦～打造孩子明天的能力！	06/23(五)	臺北	陳龍安
駭在虛擬電玩～網路成癮之探討與輔導策略	07/07(五)	臺北	柯慧貞
熟年健康白皮書～快來，學習健康養成術	08/04(五)	臺北	李劭懷
從自癒談健康老化	06/25(日)	臺東	許華倚
帶孩子徜徉山水：原來寶藏就在自家的腳下	07/09(日)	臺東	劉克襄
遊戲與閱讀：最符合孩子需求的學習方法	07/16(日)	臺東	洪 蘭
看新聞學思考：增進孩子對世界的理解力與知識力	08/06(日)	臺東	李偉文

註：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



臺北場講座會前合影臺北「張老師」基金會涂喜敏總幹事（左一）、國泰世華銀行基金會執行董事楊俊偉（左二）、講師吳麗娟（中）、國泰世華銀行基金會秘書長洪遠蘭（右一）。
A group photo taken prior to the lecture in Taipei event: Director of Teacher Chang Foundation's Taipei Association Hsi-MinTu (1st from left), Executive Director of Cathay United Bank Foundation C. W. Yang (2nd from left), the lecturer Li-Chuan Wu (central), and Secretary-General of Cathay United Bank Foundation Nancy Hung (1st from right)

The foundation continued to hold lectures in Taipei and Taichung with Teacher Chang Foundation in 2017, and also continued its collaboration with Taitung Story Association to host lectures in Taitung. The foundation held 15 lectures in total for the whole year. Specifically, the foundation worked with National Police Agency in conducting an anti-drug campaign in schools for raising the public's awareness of the danger of drugs so as to



臺東場會後合影英紡企業董事長葉淑麗（右一）、講師洪蘭（右二）、臺東縣縣長夫人陳伶燕（中）、國泰世華銀行基金會董事長李明賢（左二）。
A group photo taken after the lecture in Taitung event:Chairman of Ever Shine Y&F Co., Ltd Sally Yeh (1st from right), the lecturer Daisy L. Hung (2nd from right), Mrs. Magistrate of Taitung County Ling Yan Chen (central) and the Chairman of Cathay United Bank Foundation Roger M. H. Lee (2nd from left)

build a “drug-free” society. This year, the lecture series received great response with participation of 2,900 people.

The foundation also published the fourth volume of "Love Without Barriers", which preserved the great contents of experts' lectures. These books were sent to the branches of Cathay United Bank and the lecture venues and offered to the audience for free. We hope this book can multiply the effect of the lectures for our audience.

The following is the timetable of the 2017 Elevated Tree lecture series: "A New Family Relationship" and "We are Closer than You Think".

Title	Date	Location	Lecturer
How to Build a Mental Boundary between Parents and Children	05/12(Fri)	Taipei	Li-Chuan Wu
	12/02(Sat)	Taichung	Po-Chia Huang
Alderian Approach: Develop Child's Positivism and Sense of Responsibility	05/26(Fri)	Taipei	Wei-Jen Chen
	11/11(Sat)	Taichung	Tuan-Chen Tseng
Take a Different Perspective for a Lohas Mid-age Life	06/09(Fri)	Taipei	Liao Hsueh Mao
	11/18(Sat)	Taichung	Tseng-Tsai Yang
Flip: Kindle Child's Learning Motivation	07/21(Fri)	Taipei	Tsai Su Hui
	11/04(Sat)	Taichung	Su Ming Chin
Embrace and Develop Child's Unique Potential	06/23(Fri)	Taipei	Dr. Chen Lung An
How to Deal with Child's Addiction to Online Games	07/07(Fri)	Taipei	Huei-Chen Ko
Health Tips for Seniors	08/04(Fri)	Taipei	Lee Shao Huai
Active Aging: Develop Self-healing Power	06/25(Sun)	Taitung	Hua-Yi Hsu
Discover the Nature with Children	07/09(Sun)	Taitung	Liu Kashiang
Play and Read- Learning Methods Most Fitting to Children	07/16(Sun)	Taitung	Daisy L. Hung
Learn How to Think from World News	08/06(Sun)	Taitung	Wei-Wen Li

Note: Venues for the lectures are as followed. Taipei: Taipei Public Library; Taichung: Chung Taichung Branch, Cathay United Bank; Taitung: Cultural Center of Taitung County Government

向度・多為 02.11 —— 03.18

紀宗仁、廖本生、史唯婕、江宇、廖迎晰五人展

Dimensions

Joint Exhibition of Tsung-Zen Chi, Pen-Shen Liao, Wei-Jie Shi, Jiang Yu and Ying-Hsi Liao

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

五位來自於臺中的藝術家，以各自的觀點與符號，展現了無比的探索精神與勇氣，在浩瀚繽紛的藝術表現領域裏，他們擷取了最異於他人的個人符號，打造了屬於自己的個人風格與向度。雖然這五人風格強烈不同，但也有其共通點，那就是他們都勇於探索歷史的脈動，不甘蟄伏於傳統的常軌，頻頻向著當代藝術扣關。

紀宗仁風格多變，從早期的半具象到抽象，轉為文字圖像的塗鴉風格，再到純白色的白色迷戀系列，近年來則以遛蟲系列頻頻向當代藝術扣關，以環保意識為出發點的遛蟲系列，畫面充滿了敘事性，蟲符號已經成了他的招牌符號。

廖本生一直嘗試在東方與西方美學之間，找尋一些融合點，重新詮釋中國畫的定義，企圖為中國繪畫探討一條新的思維與出路，以西方的媒材讓畫面充滿了濃濃的東方味，不落入俗套。

史唯婕畢業於上海師範大學中文系，意外的跟繪畫結了不解之緣，因為作品不受學院派的影響，在創作上常有不同的想法與觀察的敏銳度，反而有了清新脫俗的獨特魅力。

江宇從生活中擷取養分，融入了大眾時尚美學，她身邊的女性時尚用品幾乎都成了她創作的特有符號，諸如口紅、太陽眼鏡、美麗的花朵等



「向度・多為—紀宗仁、廖本生、史唯婕、江宇、廖迎晰五人展」展覽開幕茶會，國泰世華銀行基金會董事長李明賢（中）和與會貴賓許嘉猷教授（左三）、知名畫家蘇憲法（右三），以及參展藝術家紀宗仁（右二）、廖本生（右一）、史唯婕（左一）、江宇（左二）共同合影。

A group photo taken at the opening event of "Dimensions: Joint Exhibition of Tsung-Zen Chi, Pen-Shen Liao, Wei-Jie Shi, Jiang Yu and Ying-Hsi Liao": Chairman of Cathay United Bank Foundation Roger M. H. Lee (central), event guest Prof. Chia-Yu Hsu (3rd from left), painter Hsien-Fa Su (3rd from right), and exhibition featured artists Tsung-Zen Chi (2nd from right), Pen-Shen Liao (1st from right), Wei-Jie Shi (1st from left), and Jiang Yu (2nd from left)

都是她的繪畫元素，一直以超現實的思維探索著當代藝術深層的悸動。

廖迎晰這次以立體雕塑作品參展，以現在、過去、未來的時間意象，串出了作品的愛與圓融。作品屢獲大獎，充滿了積極入世的激情，將個人對於當今社會環境的關懷顯現於作品當中。

這五位藝術家有著敏銳的洞察力，貼合著時代的脈動，作品新潮而時尚。創造了一場豐富的心靈饗宴！

Five artists from Taichung, each using their own unique perspective and symbols, expressed their incredible spirit and courage in the exploration of limitless universe of art. With extremely personal symbols, they created their personal style and dimensions. Although they were strongly distinctive from each other, one thing they shared in common was that they dared to explore the pulse of history. Unwilling to bow to conventions, they challenged the contemporary art.

Tsung-Zen Chi: An artist who frequently challenged himself with different styles from semi-representational, abstract, graffiti with word image, to purely white in color pallet. His creation of worm series inspired by environmentalism in recent years is highly narrative. The symbol of worm has become his signature.

Pen-Shen Liao: An artist who had been trying to find a fuse point for the aesthetics of the East and the West in his exploration of a new perspective for Chinese paintings. In his attempt of re-interpreting Chinese paintings, the application of western media filled the images with strong association of the East.

Wei-Jie Shi: A Chinese literature major from Shanghai Normal University who accidentally became a painter. Free from the impact of traditional art schools, Shi

developed her own special perspective and observation for her work to have a unique charm of freshness.

Jiang Yu: An artist who absorbed nutrition from life. Mainly inspired by high street fashion, she incorporated lots of elements from woman fashion, such as lipsticks, sunglasses, flowers, into her work. The strings of her surrealistic mind have stirred the conventional thinking of contemporary art.

Ying-Hsi Liao: Liao showed his sculpture work in this exhibition. The imagery attributes of time from past, present and future present the love and roundness in the work. The award-winning artist showed his passion about the word and his personal care about the current society through his work.

With their sharp perception about the pulse of time, the up-to-date and trendy works of the five artists brought plentiful stimulations to viewers.

天堂雪域畫夢土 03.25 —— 04.29

邱顯德、卓瑪、朱國維師生三人展

Painting the Heavenly Dream Land

Trio Exhibition of Hsien-Te Chiu, Dolma, and Kuo-Wei Chu

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

西藏這個美麗、令人懷念的地方，讓人震撼之所在，不僅在於未污染的空氣和自然環境，而是那種天地自然與人渾然一體的感覺。西藏與其他地方不同之處，在於宗教的靈魂，已化入人的意識深處，在聖潔與吵雜、世俗與崇高中，可以隨時保持和神、天的對話交流，這正是關注人文精神與崇尚大自然的藝術家們之鍾情所在。

邱顯德，一位來自臺灣的「流浪畫家」，喜歡一眼即令人感動不已的景觀，這些年常跑西藏，就是因為那裏偉大又神秘的景觀特別多。他的水彩創作，都是長期在飄泊中，心靈感動所表現出來的「生命結晶」。同時顛覆了水彩原有的格局，不僅把水彩畫得厚重，而且又具有暢通的特性，更把東方的水墨精神融入，使原本理性的西方水彩，充分展現出感性，展現出從未有的潛力。

卓瑪，是西藏女神之意，是有緣拜見活佛所賜的名字。跟隨邱顯德進藏十幾年，始終是個西藏迷，同時也是大自然藝術虔誠的追逐者。畫風深受藏北，一望無際，綿延至天邊的各種堅忍野花所影響，她把這樣的感動，化為生命的旋律，而展現在她所有的創作中。



藝術家朱國維（左）、邱顯德（中）、卓瑪（右）於「天堂雪域畫夢土」展覽開幕茶會共同合影。
A group photo taken at the opening event of “Painting the Heavenly Dream Land: Trio Exhibition of Hsien-Te Chiu, Dolma, Kuo-Wei Chu” : Exhibition featured artists Kuo-Wei Chu (left), Hsien-Te Chiu (central), and Dolma (right)

朱國維，亦是邱顯德西藏探險寫生隊的成員之一，跟隨邱顯德征戰多年，遍佈大陸各省，備極艱辛，對藝術的追求也最為執著。常言道：對一位創作者而言，寫生是他的歷練，而最後的創作才是他的演出，當演出精彩時，他的歷練必定是感人的。朱國維繪畫的原始出發，基本上具備了這些條件，因此他的藝術境界，是值得期待的。

此次三位師生一同舉辦聯展，期盼這樣的好緣，能如西藏習俗所言，好緣必將有好的結果，是成功的一半。

Tibet is a beautiful land which brings unforgettable experiences to everyone who has been there. In addition to its clean air and magnificent nature, what amazes people the most is the spiritual state that makes one's perception seemingly merge with Heaven and Earth. The presence of its religion has entered into the deepest level in one's mind. Between holiness and chaos, the above and the world, one can freely communicate with the divine. That is why the artists who care about spirituality and respect nature fall in love with Tibet.

Hsien-Te Chiu: The “wanderer artist” of Taiwan. He loves the nature scenery that shakes one's mind at first sight. He frequently went to Tibet in these years exactly because there were lots of great and mysterious views. His watercolor works concluded the spiritual shocks he experienced during his wandering around the world. His thick watercolor expression also subverted the normal pattern of this genre. His ink wash-like technique injected a strong sense of sensibility to the calm and rational western-styled watercolor, bringing up a kind of energy never seen before.

Dolma: Dolma received her Tibetan name meaning goddess when meeting a living buddha. She had followed Chiu visiting Tibet for more than 10 years. Deeply fascinated by Tibet, she's also devoted to the art about nature. Her works reminded people strongly about the wild flowers stretching to the unlimited end on the

plain of northern Tibet. She turned this kind of feeling into all of her creation.

Kuo-Wei Chu: One of the members from Chiu's Tibetan expedition. He also followed Chiu traveling around Tibet and many places in China. He endured these tough trips only for seeking the ultimate beauty in his art. If sketching says everything about the accumulation of an artist's experiences, the final creation is like his staged performance. Therefore, if he presented a splendid performance, the experiences must have been full of hardship. Chu's art revealed that the artist possessed such conditions. Therefore, his art is expected to be progressing with time.

The trio had formed a pleasant relationship through this exhibition, hoping that this relationship would bring great result.

各說各畫 05.06 —— 06.10

陳哲、紀美華、張耿源、朱紋皆師生展

Speak Your Own Words

Exhibition of Chen Che, Mei-Hua Chi, Keng-Yuang Chang and Wen-Chieh Chu

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

在嘉義暖暖的豔陽下，孕育出貼近臺灣特色人文藝術的獨特風貌，除了畫藝，此地更重視人格的純直良善；畫天畫地，也樂於畫心理的想像與抽象感受。這些出身於南臺灣的「嘉義幫」藝術工作者在臺灣畫壇形聚成一股暖流，以陳哲為首傳承一種知行合一的價值觀，不浮誇、不虛華，愛畫、愛創作、愛土地與人，他們多數投身教學藉此與陳哲的經驗相應，同時延續嘉義自由多彩且團結互愛的文化，而這也正是臺灣最應驕傲的風華。

陳哲臺灣極為重要的藝術舵手與代表人物，一生猶如臺灣近代史的縮影，創作中自在的取用結合意象、抽象、具象元素，融合並呈新舊技法，用色明亮活潑創造新境，運筆揮灑不受約束，隨興運用符號創造意境；教學也是啟發與情理並至，勤奮與互助的精神代代傳承。

紀美華師大美研所創作組畢，浸淫藝術領域三十年，以創作者、教育家的身分反覆精深藝術表現，並將女性特有對物我環境的關懷，投注改進生活的理想，且積極宣揚而出，現為臺灣重要中生代女性藝術家代表之一。

張耿源本業為醫生，看遍生老病死，從中領悟到由繁入簡的灑脫，讓畫面界空形虛，舞色弄筆，猶如禪宗理論中所謂的「把握實像，描寫真實之直觀」。作品誠實呈現無矯飾的內心，藉由油彩



「各說各畫—陳哲師生展」展覽開幕茶會，國泰世華銀行基金會秘書長洪遠蘭（右一）和與會貴賓嘉義市文化局長黃美賢（左一）、知名畫家郭東榮（左二）、知名畫家蘇憲法（右二），以及參展藝術家陳哲（右四）、紀美華（左四）、張耿源（右三）、朱紋皆（左三）共同合影。

A group photo taken at the opening event of "Speak Your Own Words: Exhibition of Chen Che, Mei-Hua Chi, Keng-Yuang Chang and Wen-Chieh Chu": Secretary-General of Cathay United Bank Foundation Nancy Hung (1st from right), Director of Chiayi Cultural Affairs Bureau Mei-Hsien Huang (1st from left), painter Tung-Jung Kuo (2nd from left), painter Hsien-Fa Su (2nd from right), and exhibition featured artists Che Chen (4th from right), Mei-Hua Chi (4th from left), Keng-Yuan Chang (3rd from right), and Wen-Chieh Chu (3rd from left)

的反覆塗抹，猶如化解潛意識的煩惱或宣揚瞬間感動，讓自我的靈魂得到徹底的解脫。

朱紋皆師大美研所畢，創作之於他非直觀的紀錄，而是思維與冥想的過程。觀物之外形，他以寫實紮實的筆法紀錄，而物之意象，與觀者互動下思維的牽引與啟發，抑或是情緒的挑撥，他則以抽象的色彩線條經營並呈，經營出形意兼具的作品。

The warm sunlight of Chiayi has cultivated a unique art landscape featuring the native cultural characteristics, among which one's kindness and decency were highly praised. This art is about painting the sky and earth, and also about one's mind and feeling. These artists from Chiayi led by Chen Che had formed a philosophy which focused on perception and behaviors and valued the down-to-earth and simple affection for their homeland. Many of this group of artists took teaching as their profession like Chen Che did. They have passed on the free, colorful and loving culture that solidifies their fellow countrymen, which represents a proud element of Taiwan.

Chen Che: A significant figure in Taiwanese art. His life is like a brief version of Taiwan's art history. Applied with new and traditional techniques, the imagery, abstract and representational elements freely flowed around in his works. The bright and lively color pallet, freely applied strokes, and casually created symbols were his signatures for him to create a new state in his time. As a teacher he inspired his students and passed on the diligent and helping spirit to next generation.

Mei-Hua Chi: An artist graduated from Taiwan Normal University and had been creating for 30 years. As a creator and educator, she meticulously worked on the expression of art. From women's perspective, she showed her care about objects and environment and projected

onto the ideal state of life. She is now an important female artist in Taiwan.

Keng-Yuang Chang: An artist who used to be a doctor and had thus seen all kinds of illnesses and suffering. His works revealed a release from all kinds of burdens. The formless image filled with void but colors presented the artist's honest mind without any embellishment. The layering of oil paints seemed to be the act of liberation in the soul, releasing all the worries and troubles or venting the feeling of a moment.

Wen-Chieh Chu: Graduated from Taiwan Normal University. Art creation for him, instead of a direct expression of his perception, is a process of thinking and meditation. The imagery of objects documented in realistic technique is sent out through the rally with viewers' thoughts, or through the poking of sentiments. His works presented forms and imagery at the same time.

真 畫展 06.17 —— 07.22

李正郎、潘元和、王峰、姚植傑四人聯展

True Paintings

Long Li, Yuan-Ho Pan, Feng Wang and Chih-Chieh Yao's Joint Exhibition

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

李正郎、潘元和、王峰、姚植傑四位長期固守西洋傳統寫生領域的畫家，以一種「畫得像，看得懂」的形式，不故弄玄虛，不隨波逐流，反而更能展現他們的個人世界，實屬難得。因此，國泰世華藝術中心再度邀請上述四位畫家齊聚一堂，把一年來的努力呈現給大家，一起分享他們的成果。

去年 2016 的「真 畫展」吸引許多來賓的參觀，難得的盛況顯示出各界對寫生畫家的熱情支持。今年適逢巴黎奧塞美術館同時間在臺北故宮展出，這對「真 畫展」的參展畫家，實在是很大的鼓舞，相隔一百多年，距離一萬五千里的人們，竟然對藝術的表達方式是一致的，實在令人感動，當然這是臺灣畫家對法國前輩的學習，展覽時間的巧合似乎提醒大家，看完奧塞美術館之後也來看「真 畫展」，檢視一下臺灣寫生畫家的學習成效。

The four artists, Long Li, Yuan-Ho Pan, Feng Wang and Chih-Chieh Yao, had been sticking to the genre of sketching in traditional western paintings. Neither did they follow any trends nor play with any fancy techniques. Their paintings “so understandable to viewers” could more easily demonstrate their own personality. In this regard, the Art Center invited the group of four to show their works over the past year again.



國泰世華銀行基金會副秘書長陳育諱（中）與藝術家潘元和（左一）、王峰（左二）、李正郎（右一）、姚植傑（右二）於展覽開幕茶會共同合影。

A group photo taken at an exhibition opening event: Deputy Secretary-General of Cathay United Bank Foundation Joan Chen (central) and exhibition featured artists Yuan-Ho Pan (1st from left), Feng Wang (2nd from left), Long Li (1st from right), and Chih-Chieh Yao (2nd from right)

The “True Paintings” exhibition held last year attracted a large crowd of guests, which was rarely seen for sketch artists. At the same time, the collection from Musée d'Orsay was exhibited in the Palace Museum in Taipei as well. This meant a lot to the “True Paintings” artists because these art masters’ from Paris had the same presentation in art more than 100 years ago. Of course, it was the Taiwanese painters inherited the legacy from the French predecessors. The coincidence of the two exhibitions’ timing seemed to be like a reminder to the audience: come take a look at Taiwanese sketchers’ works after their appreciation of the French.

有愛無礙 幸福同在 07.29 —— 08.12

心智障礙者繪畫比賽成果公益展

Love Brings No Barriers

Charity Exhibition of Mental Disability Art

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

國泰世華銀行基金會長期關懷弱勢及學童，2017 年與育成社會福利基金會合作，於國泰世華藝術中心舉辦「心智障礙者繪畫比賽成果公益展」，期望藉此傳遞「有愛無礙、幸福同在」的精神，一同給予心智障礙者及其家庭更多的鼓勵和支持！

心智障礙者繪畫比賽係育成基金會自民國 98 年起以夢想為主題，持續為心智障礙者舉辦的繪畫比賽，讓具有藝術天份的心智障礙者透過繪畫展現才華與自信的一面，同時協助安排公開展出，展出現場亦設立義賣專區，利用熱昇華技術將小畫家精彩的畫作，得以轉印製成馬克杯、小錢包、提袋以及杯墊等義賣商品，看到喜愛的畫作，也有機會表達支持予以收藏，尤其「熱昇華技術」是育成基金會夢想工坊的心智障礙學員們十分努力學習的專業技能，更是值得肯定與鼓勵！

At Cathay United Bank Foundation, In joint effort with Yu-Cheng Social Welfare Foundation, the foundation launched Charity Exhibition of Mental Disability Art at the Art Center in the hope of bringing more support to the disabled people and their families. We believe love brings no barriers.

Yu-Cheng Social Welfare Foundation had been holding painting contest (with its theme on “dream”) for the mental disabled communities since 2009 so that they

could show their talent through paintings. The exhibition of contest result also provided an opportunity for them to interact with the public. A booth of charity bazaar was provided at the exhibition venue. The images of the award-winning paintings were printed on mugs, little purses, bags, and coasters for charity sale. Especially, the printing technique is called “thermal transfer”, a skill diligently practiced by Yu-Cheng’s workshop members. The paintings were available for purchase was well. People who came to the Exhibition could show their support and recognition by buying these souvenir products and paintings, or simply by going to the event.



國泰世華銀行基金會董事長李明賢（中）、育成基金會董事長劉貞鳳（左四）與獲獎小畫家及其親友共同合影。

Chairman of Cathay United Bank Foundation Roger M. H. Lee (central) and Chairman of Yu-Cheng Social Welfare Foundation Chen-Feng Liu (4th from left) took a group photo with young award winning painters and their families.

視與象之間 08.19 —— 09.16

蘇憲法、侯忠穎、陳韋辰、林慶淵、許淑煙、游文志、李明剛、李岡穎師生聯展

Between Vision and Impression

Joint Exhibition of Hsien-Fa Su, Chung-Ying Hou, Vincent Chen, Eddy Lin, Eleene Hsu, Wen-Zhi Yu, Ming-Kang Lee, and Kang-Ying Lee

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

國泰世華藝術中心此次以「視與象之間」為題，邀請從事藝術創作近半世紀的師大美術系教授蘇憲法，與其碩博士班的七位學生—侯忠穎、陳韋辰、林慶淵、許淑煙、游文志、李明剛及李岡穎舉辦師生聯展，希望藉由老師與學生，學生與學生的交流，呈現傳承與創新新氣象，同時也展現新生代藝術家在嚴謹的學院訓練之下，所發展出獨特的個人語彙。

蘇憲法近年的創作，以四季為主題，除了取四季的時空景象之外，也取四季推遞生生不息的含意，表達對創作的熱情是不斷前進的，花開花謝，酷暑寒冬，都是一種人生的體驗，每一刻的美好時光，都是動人的光景。

侯忠穎的創作風格寫實且技術精湛，作品蘊含著濃厚的人文情懷與獨特的世界觀，尤其「手」在作品畫面轉化為一幅幅動人的美麗風景，讓駐足觀賞的人打開心靈的另一扇窗。

陳韋辰作品不乏絢麗的水面倒映，或是融入寬闊天地與花簇，均試圖探究萬物之間所存在的照應及互通關係，意圖打造超現實幻境與象徵性氛圍的繪畫。

林慶淵擅長魔幻寫實風格的油畫，將令他難忘的事物融入在作品裡，以細膩寫實的手法，結合幻想與現實世界的人事物，傳達他創作的心情。

許淑煙作品以融合生活裡的花卉圖樣為創作主軸，從實質的花卉題材，宏觀花卉外觀，訴說花卉在繪畫創作中的多重角色！

游文志透過旅行，將自身放逐在陌生的異地，去感受不同的城市散發的氣息，去體會不同光線帶來的感動，並用畫筆記錄下來，來創造新的回憶並覆蓋之前的記憶。

李明剛的創作自我追尋的媒介，企圖將對於這個時代氛圍的觀感，藉由肖像拼湊出來。而這過程必須是現在進行式，所以選擇花費時間相對較長的寫實繪畫。

李岡穎創作中不管是對題材的選擇、形式的組成都有對立的結構，每一幅作品都是一次衝撞，累積到一定的量之後漸漸形成與我生活吻合的樣貌。

Cathay United Bank Foundation Affiliate Art Center invited Professor Hsien-Fa Su of Department of Fine Arts, National Taiwan Normal University, and his seven students from the master and Ph.D. programs, Chung-Ying Hou, Vincent Chen, Eddy Lin, Eleene Hsu, Wen-Zhi Yu, Ming-Kang Lee, and Kang-Ying Lee, to hold a joint exhibition "Between Vision and Impression". Through the exchange between teacher and students, this joint exhibition aimed at presenting a new atmosphere of heritage and innovation. At the same time, the exhibition presented new generation artists' unique personal

images via the training of stringent academic school training.

The recent creations of Hsien-Fa Su had been focused on the four seasons. Except for the images of the four seasons, he also took the meaning of the gradual change and ever-living of the four seasons. This meant his passion for creation was forward-moving- flowers blossom, flowers fade, hot summer, and cold winter. All of these was life experience, and every beautiful moment was a heart-touching scene.

Chung-Ying Hou's art style is realism with artistic technique. His work included thick humanist heart and a unique view on the world. Specifically, the "hand" in his arts were transformed into one and another moving scene. These could open another window in the heart of ever passing-by viewers.

Vincent Chen's works included splendid reflections from the water surface, or emergence of broad sky and land and flowers. Chen intended to explore the interactions and relationship between objects, and to create paintings that were surrealist and symbolic.

Eddy Lin is good at oil paintings of magic realism. He merged the unforgettable subjects into his products, and combined fantasy and real things in the different worlds, in order to express his mood of creation.

The theme of Eleene Hsu's artwork is about flower images in daily life. From real flower topics and macro outlook of flowers, she presented multiple roles of florals



「視與象之間—蘇憲法師生展」開幕，國泰世華銀行基金會董事長李明賢（左四）、國泰世華銀行資深副總經理謝伯蒼（左一）和參展藝術家蘇憲法（中）、游文志（前排左一）、李明剛（前排左二）、許淑煙（前排左三）、陳韋辰（前排中）、侯忠穎（前排右三）、林慶淵（前排右二）、李岡穎（前排右一）與眾貴賓共同合影。

A group photo taken at the opening event of "Between Vision and Impression: Joint Exhibition of Hsien-Fa Su, Chung-Ying Hou, Vincent Chen, Eddy Lin, Eleene Hsu, Wen-Zhi Yu, Ming-Kang Lee, and Kang-Ying Lee". Chairman of Cathay United Bank Foundation Roger M. H. Lee (4th from left), Senior Executive Vice President of Cathay United Bank Po-Tsang Hsieh (1st from left), and exhibition featured artists Hsien-Fa Su (central), Wen-Zhi Yu (1st from left in front row), Ming-Kang Lee (2nd from left in front row), Eleene Hsu (3rd from left in front row), Vincent Chen (central in front row), Chung-Ying Hou (3rd from right in front row), Eddy Lin (2nd from right in front row), Kang-Yin Lee (1st from right in front row) and other guests.

in the creation of paintings.

Wen-Zhi Yu, via traveling and exiling in strange foreign lands, sensed the atmosphere of different cities, and experienced the touch of different lights. He recorded new memory with his brushes so as to cover the previous memory.

Ming-Kang Lee did his soul searching from the media of creation. He intended to, via combination of portraits, reflect the atmosphere of this age. Hence the process must be the present continuous tense. Hence his realism paintings would take a relatively longer period of time.

Kang-Ying Lee's arts were conflicts and crashes. The selection of the topic, and the formation of the forms were both contradictory. The works, once accumulated to a certain amount of volume, resembled the images of the painter's life.

形與象之外 09.23 —— 10.28

黃進龍、尤瑋毅、蔡宛錦、鄒佳哲、陳宏群、童武義、莊大緯、范祐晟師生展

Outside of Image and Impression

Joint Exhibition of Chin-Lung Huang, Will Yu, Wang-Jin Tsai, Chia-Tse Chou, Hung-Chun Chen, Wu-Yi Tung, Da-Wei Chuang, and You-Cheng Fan

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心
Organized by | Cathay United Bank Foundation Affiliate Art Center

國泰世華藝術中心於9月份以「形與象之外」為題，邀請國立臺灣師範大學美術系特聘教授黃進龍與其碩博士班學生--尤瑋毅、蔡宛錦、鄒佳哲、陳宏群、童武義、莊大緯、范祐晟展出，希望藉由師生聯展，呈現傳承與創新意象，同時展現新生代藝術家在不同主題下，詮釋藝術新生命力以及風貌。

黃進龍目前亦擔任中華亞太水彩藝術協會理事長，近年來的創作方向，擷取他所熟悉的東方文化哲思做為創作的泉源，畫作表現出一種濃厚的東方韻味，風格獨特。而他的七位研究生：尤瑋毅作品對於追求人的深化，認為人們在繁忙的社會活動下，自我整合協調下的完整是一條必經的道路。蔡宛錦解構人體，運用肢體語言訊息，重組形塑成具有隱喻意涵的組合人體，作為作品主要的精神特徵。鄒佳哲筆下的人物故事和環境呈述是他繪畫的兩大支柱，沒有人就沒有畫面故事，透過人物的神情，藉以拉近與觀者間的距離。陳宏群的穿越維度觀念，轉化在繪畫創作上，將「不可見的存在」透過顏料遺留在畫布上，讓繪畫自身的存在得以顯現。童武義喜歡遠離文明，旅行寫生成為他藝術的精神骨幹：平凡中帶深情，無華裡寫豐富，純粹中見真心。莊大緯的創作來自於生活的深刻觀察，以及對當下感受的捕捉。范祐



「形與象之外—黃進龍師生展」開幕，國泰世華銀行基金會副秘書長陳育諱（前排左二）和參展藝術家黃進龍（前排右三）、童武義（後排左一）、范祐晟（後排左三）、鄒佳哲（後排左五）、尤瑋毅（後排左六）、蔡宛錦（後排右六）、莊大緯（後排右五）、陳宏群（後排右五）與眾貴賓共同合影。
A group photo taken at the opening event of "Outside of Image and Impression: Joint Exhibition of Chin-Lung Huang, Will Yu, Wang-Jin Tsai, Chia-Tse Chou, Hung-Chun Chen, Wu-Yi Tung, Da-Wei Chuang, and You-Cheng Fan": Deputy Secretary-General of Cathay United Bank Foundation Joan Chen (2nd from left in front row), exhibition featured artists Chin-Lung Huang (3rd from right in front row), Wu-Yi Tung (1st from left in back row), You-Cheng Fan (3rd from left in back row), Chia-Che Tsou (5th from left in back row), Will Yu (6th from left in back row), Wan-Jin Tsai (6th from right in back row), Da-Wei Chuang (5th from right in back row) and Hung-Chun Chen (5th from right in back row) and other guests

晟從小住在宜蘭，家裡的牆壁上的壁癌、斑剝、發霉，這樣的質感讓他覺得格外的迷人也更有感觸，畫面也跟回憶及斑剝的不確定性一起呈現出來。

Cathay United Bank Foundation Affiliate Art Center, in September, invited Chair Professor Chin-Lung Huang of Department of Fine Arts, National Taiwan Normal University, and his students from the master and Ph.D. programs—Will Yu, Wang-Jin Tsai, Chia-Tse Chou, Hung-Chun Chen, Wu-Yi Tung, Da-Wei Chuang, and You-Cheng Fan. We hoped, via the exchange between the teacher and students, to present a new atmosphere of heritage and innovation. At the same time, we hoped to present new generation artists' unique personal images via the training of stringent academic school training.

Chin-Lung Huang is now also the President of the Chinese Asia-Pacific Watercolor Association. His current works had been digested from the oriental culture and philosophy that he is familiar with. His paintings were unique and were with thick oriental flavor. Among his seven students, Will Yu's works focused on the deepening of human minds. He regarded that it was essential for people to achieve fullness via self-integration in the busyness of social activities. Wan-Jin Tsai decomposed human body and used body language to reconstruct human body that contained implied meanings. Chia-Che Tsou's two pillars in his personal

paintings are personal stories and environmental presentation. No stories were painted if there were no real people. He shortened his distance with the viewers via peoples' faces. Hung-Chun Chen's transformation in his painting via the concept of pixel crossing has left the "invisible existence " on the canvas. The paintings present themselves. Wu-Yi Tung loved to stay away from civilizations. Travel and painting form the spiritual bases of his arts. His art was common but affectionate, simple but abundant, and simplistic but real. Da-Wei Chuang's art came from deep observation of daily life, and catchments of feeling at the moment. You-Chen Fan was raised and lived in Yilan. The wall cancer, detachments, and molds in his home's walls made him feel especially impressed and moved. His paintings also reflected the uncertainty form the detachments and memory.

輕·霞·秋·日 11.04 —— 11.25

楊永福油畫個展

Dusk Veiled Autumn

Yung-Fu Yang's Solo Exhibition of Oil Paintings

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

藝術家楊永福投身畫壇四十餘年，此次特別於國泰世華藝術中心舉辦「2017 楊永福油畫個展」，一共展出約近百件國內外題材的作品。

此次展覽以「輕霞秋日」為題，作品偏向風景題材為主。臺灣秋天日照偏南半球，色彩特別豐富，層次也漂亮，是風景取材的極佳時機。楊永福的作品大多數在這個時節完成，不但色彩豐富，層次光影更見細膩綿密。藝術家楊永福常提起：風景作品只有兩個顏色，一個是暖色，另一個則是冷色；其實說的就是光線的變化，光線決定一切，將光線掌握好就有立於不敗的條件了。

從這次展出的作品中我們可以看出，楊永福對光影的捕捉與運用，非常的精準與圓熟，比如海灘系列作品，畫面色光的表現，幾乎告訴了時針的精準時刻。然而正確的外型只有形象的說明，高明的色彩才能表達質感肌理與內心的思維；戶外的激情奔馳，終究要回到室內冷靜沈澱，並將野外的油彩，灌入品味的底蘊與藝術的涵養。一張張展出的精彩作品，值得我們細細品嚐其溫潤醇美，也讓我們感受到他心中蘊藏的豐厚人文情感。

Yung-Fu Yang, a Taiwanese artist who has been known to the art world for more than four decades, held an exclusive solo exhibition in the Art Center, showing nearly 100 oil paintings covering local and foreign sceneries.

Titled "Dusk Veiled Autumn", Yang's solo exhibition



「輕霞秋日—楊永福油畫個展」開幕，資深藝術家陳銀輝（右二）和藝術家楊永福（左一）、蘇憲法（右一）、作家陳冷（左二）共同倒香檳酒為畫展開幕慶賀。
Senior artist Yin-Hui Chen (2nd from right), artist Yung-Fu Yang (1st from left), artist Hsien-Fa Su (1st from right), and writer Cool M. N. Chen (2nd from left) poured champagne to celebrate at the opening event of "Dusk Veiled Autumn: Yung-Fu Yang's Solo Exhibition of Oil Painting".

showed mostly paintings of sceneries. In Taiwan, the sceneries reflect charming layers of light in autumn because the sunlight typically tilts to South Hemisphere during this season, also the best time for painting sceneries in the year. Yang said there are only two tones of colors in sceneries: warm colors and cold colors, by which he actually meant the changing of lights. The delicate variation of lights is the essence of scenery paintings.

Therefore, from the paintings of Yang's exhibition, there was accurate and profound capture and presentation of light and shadow. For example, the colors and lights in the Beach series almost told the exact hours. Accurate lines may be able to present the shapes, while delicate selection of colors show the texture and inner thoughts. Yang captured the excitement of wild nature and turned it into refined and tasteful expression of art for our appreciation.

活動報導 | Events and Activities

邱顯德·2017 臺北個展 12.02 —— 12.23

畫說西藏 永恆的流浪者之歌

2017 Hsien-Te Chiu's Solo Exhibition in Taipei

Eternal Song of a Wanderer in Tibet

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

藝術家邱顯德，一位開創水彩領域的先驅者，在藝術追求的過程中，經常獨自一人，奔波世界各地寫生，一進入西藏，就立刻被它的壯麗和神奇所吸引，進藏 13 年似乎永遠都有走不完的天涯尋夢之旅，荒野大自然潛藏著隱密的生活泉源，也是邱顯德一生探究不盡的創作源路。

每次進藏，邱顯德都懷著一種自我放逐的滄桑感，去領悟這片雄偉的蠻荒大地，在流浪的經歷中，遙遠的西藏高原，一直是他難以置信的靈感泉源，是一個神奇的夢想，也像是一首千古絕唱的詩歌，那裡的高山流水，承載了生命中最為感動的歲月，也影響了他的創作。

邱顯德，在畫中流浪，也在無限永恆的大自然中，體驗人的生命是何等的渺小有限。漂泊的藝術人生，學習適時頓悟，也學習平靜活於當下。面對永恆大自然，「藝術永恆」之道，終將成為他不可抹滅的人生覺悟～～遠離塵世，浪跡天涯，在畫中流浪一生！

Hsien-Te Chiu, a pioneer in watercolor painting, often wandered around the world along with himself in seeking of his art. Right at the moment he stepped on this land, he was drawn into the magnificence and mystery of Tibet. Over the past 13 years, every time he went to Tibet, there was always something for him to explore. The source of life hidden

implicitly in the wilderness led the artist's seeking of art.

Every time he went to Tibet, Chiu said he took a sense of self-exile to perceive the magnificence of this grand wilderness. In his wandering, the Tibetan Plateau had brought him incredible inspiration. It was like an unbelievable dream, and also like an ancient poetry. Tibet's mountains and water inherited the years of this land, and also impacted his creation.

The artist experienced how small human was within the eternity of nature. With his reflections of wandering expressed through his painting, he learned to extract an inner peace to face the infinite nature. The pursuit of art was his inescapable mission for life. He determined to wander all his life in the world of paintings.



國泰世華銀行基金會秘書長洪連蘭（右）、藝術家邱顯德（左）於「邱顯德·2017 台北個展」展出期間與其巨幅水彩畫作合影。Secretary-General of Cathay United Bank Foundation Nancy Hung (right) took a photo with Hsien-Te Chiu (left) at Chiu's solo exhibition.

藝術講堂及藝文活動

在生活的轉角，遇見生命的美好

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心

2017 年度以「抽象藝術」及「人文風景」為主題，讓參與的民眾有機會深入探索「表達內在風景」的抽象藝術，並學習鑑賞相對寫實的「人文風景畫作」，看見畫家在繪畫中彰顯濃重的人文關懷。此外也配合藝術展覽之主題，邀請藝術家舉辦多場藝文活動。



陳貺怡老師主講「抽象的起源」等課程。
A photo taken at Prof. Kuang-Yi Chen's lecture "The Birth of Abstract Art".

2017 年「藝術講堂」辦理情形 (每月乙場)

日期	主題	主講者
1 01/11 (三)	抽象的起源	陳貺怡 (國立臺灣藝術大學美術系系主任)
2 03/08 (三)	抽象在二十世紀上半葉的發展	
3 03/29 (三)	波洛克與美國抽象表現主義	
4 04/19 (三)	臺灣抽象的演進—新時代的風格	林仁山 (國立臺灣藝術大學藝術造形研究所碩士; 現為專業畫家)
5 05/17 (三)	內在情感的召喚—多元技法表現	
6 06/07 (三)	東方抽象的思維—名家介紹	
7 07/12 (三)	德意志浪漫風景: 弗利德里希的年代	楊永源 (國立臺灣師範大學美術系所教授)
8 08/09 (三)	藝術與工業革命: 地理、文化與藝術	
9 09/13 (三)	誰說的是純正英國腔? 透納與康斯塔伯的風景畫	
10 10/18 (三)	走進油畫世界—材料、工具與觀念	楊永福 (國立臺灣師範大學美術系學士; 現為專業畫家)
11 11/08 (三)	寫生臺灣 1.2.3.—繪畫技巧與表現	
12 12/13 (三)	將油彩壓搾到底—以藝術為志業的精煉與磨練	



林仁山老師主講「東方抽象的思維」等課程。
A photo taken at Ren-Shan Lin's lecture about oriental abstract art.



楊永源老師主講「藝術與工業革命: 地理、文化與藝術」等課程。
A photo taken at Prof. Yung-Yuan Yang's lecture "Art and Industrial Revolution: Geography, Culture and Art".

2017 年藝文活動辦理情形

日期	主題	主講者
1 04/08 (六)	專題演講 - 漂泊西藏 13 年經驗談	邱顯德
2 06/23 (五)	藝術研習營 - 動手畫抽象	林仁山
3 06/24 (六)	寫生示範 - 粉彩人物	潘元和
4 07/01 (六)	寫生示範 - 油畫靜物	王 峰
5 07/08 (六)	專題演講 - 抽象畫我也看不懂! 怎麼辦?	李正郎
6 07/15 (六)	寫生示範 - 人物肖像藝術解剖 (素描)	潘元和
7 12/09 (六)	專題演講 - 神秘西藏的傳奇故事	邱顯德

與藝術家齊心攜手 為弱勢創造幸福

藝術桌曆設計 & 周邊商品義賣

主辦 | 國泰世華銀行基金會所屬國泰世華藝術中心

2017 年以「藝現幸福」為主題，精選王守英、蕭芙蓉、蘇憲法、楊永福、李隆吉、紀美華、葉繁榮、簡昌達、黃進龍、李正郎、林榮及蘇瑞明等十二位臺灣知名藝術家的畫作設計製作藝術桌曆，期盼透過藝術家對於生活、自然以及美的捕捉與詮釋，讓四季節序中增添藝術色彩，發現幸福無所不在。同時也將畫冊、桌曆等藝術商品持續義賣，所得全用於幫助弱勢學童。



設計藝術桌曆及義賣藝術商品。
Art Calendars and featured art products for charity sale.

Art Talk Lecture Series and Art Event
Turn Around and Meet the Beauty of Life

Organized by | Cathay United Bank Foundation Affiliate Art Center

Featuring the subjects of abstract art and cultural landscape, the 2017 Art Talk Lecture Series discussed abstract art that expressed inner landscape and explored cultural landscape paintings that depicted relatively realist scenes and artist's care to humanity. The artists who held exhibitions were also invited to host a variety of cultural activities.



林仁山老師帶領「藝術研習營-動手畫抽象」活動，參與學員們與彼此的作品合影。
Participants took a group photo with their works in Ren-Shan Lin's abstract art class.

The following is the timetable of 2017 Art Talk Lecture Series (one lecture a month)

Date	Title	Speaker
101/11 (Wed)	The Birth of Abstract Art	Kuang-Yi Chen (Chair of Art Department, National Taiwan University of Art)
103/08 (Wed)	Development of Abstract Art in Early 20th Century	
103/29 (Wed)	Jackson Pollock and Abstract Expressionism in the US	
104/19 (Wed)	Introduction to the Abstract Art in Taiwan	Ren-Shan Lin (Painter and MA in Plastic Arts, National Taiwan University of Arts)
105/17 (Wed)	Expression through Diverse Techniques: Calling of Inner Emotions	
106/07 (Wed)	Oriental Abstract Art: Important Artists	
107/12 (Wed)	German Romanticism: Caspar David Friedrich's Time	Yung-Yuan Yang (Professor of Fine Arts, National Taiwan Normal University)
108/09 (Wed)	Art and Industrial Revolution: Geography, Culture and Art	
109/13 (Wed)	The Landscape Paintings of Turner and Constable	
110/18 (Wed)	How to Paint Oil Painting	Yung-Fu Yang (Painter and BFA in Art Department of National Taiwan Normal University)
111/08 (Wed)	Sketch ABC: Painting Skills and Expression	
112/13 (Wed)	One's Pursuit and Refinement in Art	



楊永福老師主講「寫生台灣 1.2.3.——繪畫技巧與表現」等課程。
A photo taken at Yung-Fu Yang's lecture about painting skills and expression.



藝術家李正郎主講〈抽象畫我也看不懂耶！怎麼辦？〉。
Artist Long Li talked about how to appreciate abstract paintings.

The following is the timetable of other art events in 2017

	Date	Title	Speaker
1	04/08 (Sat)	Featured Speech: 13 Years in Tibet	Hsien-Te Chiu
2	06/23 (Fri)	Art Class—Painting Abstract	Ren-Shan Lin
3	06/24 (Sat)	Sketch Demonstration—Pastel Portrait	Yuan-Ho Pan
4	07/01 (Sat)	Sketch Demonstration—Still Life Oil Painting	Feng Wang
5	07/08 (Sat)	Featured Speech: How to Appreciate Abstract Painting	Long Li
6	07/15 (Sat)	Sketch Demonstration—Sketching Portrait	Yuan-Ho Pan
7	12/09 (Sat)	Featured Speech: The Mysterious Tibet	Hsien-Te Chiu

Joining Hands with Artists for Disadvantaged Communities
Art Calendar and Fund-raising Event

Organized by | Cathay United Bank Foundation Affiliate Art Center

Cathay's 2017 Art Calendar and Lunar New Year Card featured the paintings of 12 renowned Taiwanese artists—Shou-Ying Wang, Fu-Rong Hsiao, Hsien-Fa Su, Yung-Fu Yang, Lung-Chi Lee, Mei-Hua Chi, Fan-Jung Yeh, Chang-Ta Chien, Long Li, Rong Lin, and Rui-Ming Su, with title as "Happiness in Art".

The Art Calendar and holiday card set helped us preserve and appreciate the beauty of ordinary life and nature at any time. The Art Center also provided its art albums, calendars and other products for its fund-raising event. The income collected was donated to disadvantaged children.

霖園圖書館 心靈的世外桃源

豐富館藏與教學，啟迪市民閱讀與學習興趣

Lin Yuan Library Enriches Our Life

Abundant collection and courses offered for the benefit of 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自 1983 年成立，全省共設有 9 所圖書館，館內不僅擁有良好的休閒環境，亦有書香四溢的珍藏，藉此推廣閱讀文化，充實知識提升富足的靈魂，各館長期訂閱財經、生活、流行…等多類雜誌，方便民眾採蜜集寶掌握時勢動態。為達敦親睦鄰，縮短鄰里距離，各館每年舉辦藝文教學活動，在忙碌的生活裡享受學習樂趣。

圖書館使用面積達 550 坪，每館藏書達 2,000 餘冊，包含文學、地理、童書、百科…等各類書籍。熏人欲醉的書香氣息讓人們留連忘返，在知識的無垠中灌溉心靈。圖書館彷彿時光隧

道，悄然轉動記憶的齒輪，學生時汲汲營營，埋首於書本課題之中；成年時波波碌碌，獲取時事新知於日落夕暮的下班時刻，憶起成長的點點滴滴，乘載著每個人的時光旅程，陪伴人們穿梭在每個盛夏隆冬。

館內教學活動
圖書館每年舉辦館內教學活動，琳琅滿目的才藝課程，在學習中激發創意，邊玩邊學的多元經驗，激發個人興趣，擴展人際脈動。本年度共有「兒童彩繪」、「羊毛氈」、「國畫班」、「插花班」…等課程，生趣盎然的手藝作品，陶冶心靈的水墨課程，天馬行空的塗鴉遊戲，讓民眾由淺入深的動手實作，在課程中培育專

霖園圖書館全臺 9 分館一覽表

所在地	館名	成立日期	館址
臺北市	名人館	75.10.04	信義區永吉路 350 號
新北市	板橋館	74.06.14	板橋區三民路二段正泰五巷 18 號
	新莊館	76.10.14	新莊區建中街 90 巷 5 弄 19 號
	三重館	77.04.21	三重區中正北路 394 巷 6 弄 10 號
臺中市	曉明館	73.09.25	北區山西路二段 23 巷 1 號
臺南市	裕農館	73.12.28	東區裕農路 389 巷 3 弄 12 號
高雄市	內惟館	73.08.28	鼓山區鼓山三路 224 巷 7 號
	華園館	75.04.18	鼓山區民利街 85 巷 1 號
	苓雅館	75.10.17	苓雅區林泉街 38 巷 9 弄 4 號



霖園圖書館提供優良的閱讀環境，方便學子們溫習功課，亦是民眾休閒看報的好地方（圖為高雄苓雅館）
Lin Yuan Library provides bright reading environment for students to study and for people to read. (photo taken at Lingya Library, Kaohsiung)

長並讓自己多才多藝，怡然自得在繁忙的生活中，不僅溫暖左鄰右舍的情誼，更達到潛移默化，寓教於樂的效果。

Lin Yuan Libraries
Cathay Real Estate Foundation has established 9 Lin Yuan Libraries located around Taiwan since 1983 of its establishment. Those libraries provide a bright and quiet place and abundant collection of books for the public. Lin Yuan Libraries constantly update their collection and subscribe magazines on subjects of a wide variety. Each of the branch libraries holds talent classes every year. Residents' participation of the courses not only enhances the interaction and bonding within the community but also promotes the development of a reading community.

With the total floor area reaching 550 pings, Lin Yuan Libraries provide bright, quiet and comfortable reading environment. The facilities of Lin Yuan Libraries are friendly and ideal for the use of all age groups all year round. People have their own memory dear to Lin Yuan Library. Each of the branches has a collection of more than 2,000 books, with topics ranging from literature, geography, books for children, encyclopedia and etc.

Lin Yuan Libraries

Location	Name of Branch	Date of Branch Establishment	Address
Taipei City	Mingren Library	10/04/1986	350 Yongji Road, Xinyi District
New Taipei City	Banciao Library	06/14/1985	18 Lane Zhengtai 5 Section 2 Sanmin Road, Banqiao District
	Sinjhuang Library	10/14/1987	19 Ally 5 Lane 90 Jianzhong Street, Xinzhuang District
	Sanchong Library	04/21/1988	10 Ally 6 Lane 394 Zhongzheng North Road, Sanchong District
Taichung City	Siaoming Library	09/25/1984	1 Alley 23 Section 2 Shanxi Road, North District
Tainan City	Yunong Library	12/28/1984	12 Ally 3 Lane 389 Yunong Road, East District
Kaohsiung City	Neiwei Library	08/28/1984	7 Lane 224 Gushan 3rd Road, Gushan District
	Huayuan Library	04/18/1986	1 Lane 85 Minli Street, Gushan District
	Lingya Library	10/17/1986	4 Ally 9 Lane 38 Linqun Street, Lingya District



高雄華園館舉辦「兒童美術」教學活動，簡易的塗鴨學習，彩繪在童玩的面具臉譜上，邊遊戲邊創作，讓孩童們開心展示自己的手繪成品。
Children enjoyed painting colorful masks at the children's art class offered by Huayuan Library in Kaohsiung.

Talent courses in Lin Yuan Libraries
Lin Yuan Libraries provided a great variety of talent courses such as children's painting class, needle wool felting, Chinese painting, and flower arrangement. These courses allowed the students to learn new skills and make or create stuff by themselves, helping them to discover new interest and interacting with classmates for an enriched social life.

國泰公益集團 × TFT 熱血教師

扶植偏鄉學童教育，培育優秀教師

Cathay Charity Group and Teach For Taiwan Partnership

Developing teachers and supporting education in remote country

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

Organized by | Cathay Charity Foundation, Cathay United Bank Foundation,
Cathay Real Estate Foundation



現 今孩子的教育成就與社經環境高度仍息息相關，為能改善臺灣偏鄉與城市之間不對等的教育環境，劉安婷創辦了「Teach For Taiwan 為台灣而教」（簡稱 TFT），TFT 主要推動兩年全職教學專案計畫，提供專業培訓，招募具有使命感與能力的青年投入有師資需求的偏鄉學校，成為優質教育的推動者。國泰公益集團（包含國泰人壽慈善基金會／國泰世華銀行基金會／國泰建設文教基金會）自 2017 年起，承諾與 TFT 進行為期三年的合作計畫，期待藉由策略合作夥伴的合作形式，支持偏鄉教師更多資源，並結合集團內現有志工、專案的挹注，達到企業及 NGO 組織的互惠。

為延伸推廣翻轉教育精神，國泰世華銀行基金會贊助電影《老師你會不會回來》公益特映會、國泰建設文教基金會以包場方式邀請客戶及員工一同觀賞電影，希望將主角王政忠老師在 921 大地震後用積極正面的教學方法帶領學生走出悲傷，重新面對生活與課業，以及「付出 1 份的心力乘以 1 永遠只是 1，但只要多付出 0.01 的努力乘 70 次就會大於 2」的理念，分享予更多觀影者，盼將此正向的理念於現實中努力實踐，並且堅持下去，即使再細微的力量，終能創造驚人的改變。



國泰世華銀行基金會執行董事楊俊偉（右三）、國泰人壽慈善基金會幹事廖昶超（右一）出席電影《老師你會不會回來》公益特映會台北場，映後與演員們開心合影。
Executive director of Cathay United Bank Foundation C. W. Yang (3rd from right) and Director of Cathay Charity Foundation Chang-Chao Liao (1st from right) took a group photo with actors at the charity screening of "Turn Around".

此外，國泰人壽慈善基金會也熱情邀約 TFT 合作小學，踴躍報名「學童圓夢計畫」，其中雲林縣拯民國小已入選第五屆圓夢小學；2017 年度「寒冬送暖活動」亦將 TFT 合作小學納入關懷對象，未來將結合更多既有專案資源，創造優質教育和自我發展機會，為臺灣所有的孩子而努力。

In today's Taiwan, children's academic achievements are highly related to their parents' social status and financial capability. Teach For Taiwan, or TFT, a project founded by Ms. Anting Liu, is established to turn around the imbalanced focus on educational resources between urban and remote areas. TFT aims at recruiting young



國泰建設邀請客戶及員工以觀賞偏鄉教師為主角的電影「老師 你會不會回來」，表達支持偏鄉教育。

In its support of education issues in remote areas, Cathay Real Estate invited its clients and employees to watch "Turn Around", a movie featuring a teacher from the remote country.

people with the same aspiration and providing them with professional teacher training via a two-year full-time teaching program. They will be sent to schools in remote areas desperately in want of educational resources. Starting from 2017, the foundations under Cathay Charity Group—Cathay Charity Foundation, Cathay United Bank Foundation, and Cathay Real Estate Foundation launched a three-year strategic partnership with TFT, committing to provide support for resources needed for TFT's endeavor in teacher training. At the same time, Cathay Charity Group agrees to allocate its internal resource from its volunteers and programs so as to reach mutual benefit for this corporate and NGO alliance.

To further extend the spirit of flip education, Cathay United Bank Foundation sponsored a charity movie screening of "Turn Around". Cathay Real Estate Foundation booked a theater and invited its clients and employees to watch this movie. Turn Around told the story of a teacher, Cheng-Chong Wang, who helped his students getting rid of sorrow after the Sep. 21 Earthquake and getting back to their life and study. The movie conveyed the teacher's belief: multiplying an effort, despite being so minimal, would still get a large result. Cathay recognized such spirit and hoped to



國泰人壽基金會幹事廖昶超至台南與 TFT 教師、在地志工研討如何有效分配資源投資孩子的未來。

Director of Cathay Charity Foundation Chang-Chao Liao attended a meeting in Tainan, discussing with TFT teachers and local volunteers about effective resource allocation to invest in the next generation.

promote this positive attitude to viewers by sponsoring charity screening events. Even smallest streams may one day turn into a grand ocean.

Last but not least, Cathay Charity Foundation encouraged the elementary schools working with TFT to enroll Dream Come True Program. The team from Zhengmin Elementary School in Yunlin County has been selected to join the 5th Dream Come True Program. The foundation also held 2017 Winter Warmth events in TFT project schools. The foundation looked forward to integrating more program resources to bring opportunities and benefits for children of Taiwan.

國泰人壽慈善基金會

2017 年經費運用情形及歷年支出報告

2017 年收入部分

項目	金額（元）
財產收入	1,958,778
利息收入	2,452,620
股利收入	10,965,072
捐助收入	25,250,915
其他收入	175,752
合計	40,803,137

2017 年支出部分

項目	金額（元）
兒童福利	12,616,567
老人福利	100,000
身心障礙者福利	1,242,070
低收入戶補助	7,359,633
醫療補助	300,000
清寒獎助學金	1,800,000
志願服務	497,804
臨時捐助	1,669,177
社會公益活動	7,648,074
行政業務費 - 事務費	486,112
合計	33,719,437

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
2012-2016	202,389,683
2017	33,719,437
合計	1,193,675,859

2017 Income and Expenditure Report and Historical Spending



Income for 2017

Item	Amount (USD)
Income from properties	66,086
Income from interest	82,746
Income from dividend	369,942
Income from donation	851,920
Other income	5,930
Total	1,376,624

Expenditure for 2017

Item	Amount (USD)
Child welfare	425,660
Senior welfare	3,374
Welfare for the disabled	41,905
Low income subsidy	248,301
Medical subsidy	10,121
Scholarships for financially challenged students	60,729
Volunteer services	16,795
Ad-hoc donations	56,315
Public welfare activities	258,032
Administrative and Miscellaneous Expenditure-operational costs	16,401
Total	1,137,633

Historical Spending

Year	Amount (USD)
1980-1991	7,191,458
1992-2001	9,754,244
2002-2011	15,360,868
2012-2016	6,828,262
2017	1,137,633
Total	40,272,465

國泰世華銀行文化慈善基金會

2017 年經費運用情形及歷年支出報告

2017 年收入部分

項目	金額（元）
孳息收入	5,579,787
租金收入	8,539,944
證券投資收入	17,684,842
捐贈收入	9,804,324
其他	97,116
合計	41,706,013

2017 年支出部分

項目	金額（元）
慈善公益類	29,147,460
藝術中心	7,782,119
業務費用	1,859,864
小計	38,789,443
使用 2013 年度結餘經費	(10,110,000)
合計	28,679,443

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
2012-2016	167,305,451
2017	38,789,443
合計	878,277,894

2017 Income and Expenditure Report and Historical Spending



Income for 2017

Item	Amount (USD)
Income from interest	188,252
Income from rent	288,122
Income from security investment	596,655
Income from donation	330,780
Other	3,276
Total	1,407,085

Expenditure for 2017

Item	Amount (USD)
Charity and Public Welfare	983,383
Art Center	262,555
Operational costs	62,748
Sub-total	1,308,686
Using 2013 annual surplus fund	(341,093)
Total	967,593

Historical Spending

Year	Amount (USD)
1980-1991	4,209,548
1992-2001	8,794,231
2002-2011	9,674,460
2012-2016	5,644,583
2017	1,308,686
Total	29,631,508

國泰建設文教基金會

2017 年經費運用情形及歷年支出報告

2017 年收入部分

項目	金額（元）
利息收入	2,124,670
現金股利	4,728,198
其他收入	600,000
投資收入	3,522,825
財產交易收益（凱旋）	5,600,000
合計	16,575,693

2017 年支出部分

項目	金額（元）
霖園圖書館	8,322,979
臺灣新住民二代卓越幸福計畫	250,000
捐血活動	50,000
圓夢計畫暨兒童成長營	150,000
寒冬送暖活動	100,000
TFT	500,000
國泰卓越獎助計畫	400,000
才藝教學活動	217,600
業務支出	1,399,033
合計	11,389,612

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 - 2016	74,421,888
2017	11,389,612
合計	545,961,496

2017 Income and Expenditure Report and Historical Spending



Income for 2017

項目	金額（元）
Income from interest	71,683
Cash dividend	159,521
Other income	20,243
Income from investment	118,854
Income from proper (Kaihsuang) transaction	188,934
Total	559,234

Expenditure for 2017

項目	金額（元）
Lin Yuan Libraries	280,802
New Immigrant Care Program	8,435
Summer Blood Donation Campaign	1,687
Dream Come True Program and Cathay Children Development Camp	5,061
Winter Warmth Program	3,374
TFT	16,869
Cathay Youth Excellence Scholarship	13,495
Talent Learning Program	7,341
Operational Costs	47,201
Total	384,265

Historical Spending

項目	金額（元）
1983 - 1991	5,147,021
1992 - 2001	5,389,727
2002 - 2011	4,987,881
2012 - 2016	2,510,860
2017	384,265
Total	18,419,754

國泰弘揚人道 醫療團傳愛海外 以醫療服務社會 樂善好施、照顧弱勢

Cathay's Medical Mission Delivers Care Beyond Borders
Doctors take care of the needed with professional skills



醫學中心級的國泰綜合醫院，除不斷提供高品質、創新的醫療服務予國內患者外，更發揮人道精神，派遣行動醫療團至巴拉圭、巴拿馬、斐濟、尼泊爾等地進行國際醫療服務，嘉惠外籍友人，讓醫療精神發揚光大，以落實國泰綜合醫院「以醫療服務回饋社會」宗旨。

國泰醫療援助 深獲國際肯定

國泰綜合醫院自 2007 年以行動醫療團提供巴拉圭醫療援助、膝關節置換手術、協助衛生部高階官員完成醫務管理研習訓練、培訓專科醫師及資訊人員等，並自 2016 年 1 月展開為期 4 年的「巴拉圭醫療資訊管理效能提升計畫」，2016 年底已順利完成「衛生資訊整合系統」建

置，包括掛號、診前生理學紀錄等 5 大系統，改善巴國原紙本手繕，使病人就醫流程全面資訊化。這套新系統已於 2017 年巴國 Guaira 省份完成 38 所醫療機構系統導入，預計之後擴大 3 個省份約 200 家院所實施。另 2017 年 2 月國泰綜合醫院醫療團再次傳愛海外，前往巴拿馬為當地低收入戶免費進行膝關節置換手術，計完成 14 例手術，改善患者多年行動不便、依靠輪椅生活的窘境。

國泰綜合醫院連續 4 年參與衛生福利部「太平洋友我國家醫療合作計畫」，至 2017 年已第 8 度組成行動醫療團前往斐濟進行醫療服務，考量當地患有甲狀腺結節、扁桃腺反覆發炎、鼻



國泰綜合醫院協助巴拉圭衛生部完成「衛生資訊整合系統」建置。這套新系統已於 2017 年當地完成 38 所醫療機構系統導入。
Cathay General Hospital helped Paraguayan Ministry of Health complete the establishment of E-Health System. This new system had been introduced to 38 hospitals in 2017.



汐止國泰綜合醫院牙科陳錦松醫師為 Namgyal 藏人中學的學生進行口檢。
Chin-Sung Chen, doctor of Dentistry Department of Sihjhih Cathay General Hospital, conducted an oral check for the junior students of Namgyal.



國泰醫院醫療團接受斐濟衛生部的邀請，於當地辦理醫學研討會分享醫療品質管理經驗。
Cathay's medical team accepted the invitation of Fiji-Ministry of Health to hold a medical conference to share the experience of medical quality management.

扭曲等嚴重鼻病的病人不少，2017 年 7、11 月再派一般外科及耳鼻喉科醫師進行甲狀腺結節切除、扁桃腺切除、功能性建構式鼻整形手術、鼻中隔彎曲矯正手術等，病人恢復健康，對術後效果皆滿意。目前國泰綜合醫院醫療團多年來已造福當地患者 3,500 多人，醫療服務深獲肯定。

汐止國泰綜合醫院牙科也於 2017 年 7 月至尼泊爾為當地學童、教職員及僧侶檢查口腔，發現齲齒、牙周病占大多數及零治療率，可見當地口腔衛教知識及醫療資源缺乏，期望藉由此次義診及衛教，適時改善當地口腔醫療衛生水準及提升當地民眾自我照護能力。

「霖澤心血管疾病醫療補助專戶」最有心的特色醫療

為落實重症醫療照護，關懷心血管疾病病人健康，發展特色醫療，鼓勵救治為先，國泰綜合醫院於 2017 年 2 月成立心血管中心，並蒙蔡宏圖董事長捐助善款，設立「霖澤心血管疾病醫

療補助專戶」，用以專案協助需進行「經導管主動脈瓣植入術 (TAVI)」治療之病人，及其他重症心血管經濟弱勢之病人，提供醫療補助，減緩病家經濟壓力。

募集生活物資 寒冬送暖照顧弱勢

2017 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勵馨基金會、華山基金會、屏東縣佳義國小、武漢國小的弱勢婦女、老人與偏鄉兒童，累計募得 107 箱愛心物資及電器類 12 件、棉被類 21 件等，成果豐碩，使弱勢族群身心感受溫暖，度過寒冬。

愛護臨終尊嚴 積極宣導安寧醫療及器捐

生命禮讚，尊重善終權，為推廣民眾對善終觀念重視，國泰綜合醫院積極配合國家政策，舉辦「安寧緩和醫療及器官捐贈意願健保 IC 卡註記」醫院及社區宣導活動，獲民眾行動支持，其中有關同意將其安寧緩和醫療意願，註記於健保卡簽署人數連續三年達 1000 人以上，榮獲

衛生福利部頒發推動有功績優團體獎之殊榮，希望透過安寧緩和醫療觀念推廣，讓病人有尊嚴地走向人生終點。

In order to fulfill its mission of giving back to the society with medical services, the medical center Cathay General Hospital delivers high quality and cutting edge medical services to patients from home and overseas, and embarks on charity causes with a humanistic spirit by sending medical mission teams to Paraguay, Panama, Fiji, and Nepal to provide medical services to our foreign friends.

International medical service received high recognition

Cathay General Hospital had sent medical mission teams to Paraguay since 2007 to provide medical support (including knee replacement surgery), medical management training to its high-level health officers, and training to its specialist doctors and IT technicians. Cathay launched a 4-year initiative Health Information Management Efficiency Enhancement Project in

Paraguay in January 2016. As of the end of 2016, a part of the project E-Health system covering registering, pre-diagnosis physiological record and three other sub-systems had been completed. This system fully digitalized the entire hospital procedures so that the old hand-writing system could be discarded. Now, this new system has been introduced to 38 hospitals in Guaira Province in 2017, and it is expected to be implemented in about 200 hospitals in another three provinces. In February 2017, Cathay General Hospital sent a medical mission team to Panama. The doctors on the team carried out 14 knee replacement surgeries for the locals from low-income households. The surgeries improved their mobility and they no longer had to rely on wheelchairs.

Cathay General Hospital had participated in the "Medical Cooperation Program in Pacific Allied and Friendly Countries" commissioned by the Ministry of Health and Welfare for four consecutive years. In its 8th mission set out in July and November 2017, the specialists from ENT and General Surgery were assigned to the mission to conduct removal of thyroid nodules, removal of tonsils,



斐濟行動醫療團為當地居民看診。
Cathay's medical team was providing medical services in Fiji.

constructional nose surgery, nasal septal deviation surgery and other treatments for the Fijian locals who commonly suffered for thyroid, tonsil and nasal problems. The patients who received surgeries all recovered well and felt great about the results. Over the years, Cathay's medical missions had treated more than 3,500 people and were highly praised by the locals.

In July, 2017, the Dentistry Department of Cathay's Sijhih Branch also sent medical teams to Nepal to offer dental check for local children, school faculties, and monks. The result showed the locals mostly suffered decayed tooth and periodontal disease but it was common that no treatment was done. It was obvious there was scarcity in dental health education and medical resources. By providing medical services and health education about oral hygiene, Cathay staff hoped to improve the quality of oral care and locals' self-care ability.

Cathay's dedicated account for CVD subsidies

In order to provide special care to severe diseases, Cathay General Hospital established CVD Center, a special medical unit for treating cardiovascular diseases, in February, 2017. Chairman of Cathay Life Insurance Hung-Tu Tsai donated a fund "Cathay's Dedicated Account for CVD Subsidies". This fund would be used to help patients who need TAVI treatment and other financially challenged patients suffering from CVDs.



骨科醫師為巴拉圭病人手術。
Taiwanese orthopedist was performing a surgery for a Paraguayan patient.

Winter Warmth event for disadvantaged communities

Cathay General Hospital also conducted a Winter Warmth event in December, 2017. The hospital helped recruiting various kinds of resource including 107 boxes of children's books, clothes and other stuff, 12 household appliances, and 21 sets of comforter. These objects were donated to the Garden of Hope Foundation, Huashan Social Welfare Foundation, Jiayi Elementary School and Wutan Elementary School in Pingtung County to help disadvantaged women, elders and children to stay warm through cold winter days.

Cathay promotes palliative care and organ donation

In response to the national policy, Cathay General Hospital conducted promotional events for "Registration for hospice and palliative care and organ donation in NHI Card" in its hospitals and local neighborhood. For three years consecutively, Cathay received more than 1,000 people's agreement to make registration in their NHI Card per year and had been awarded by the Ministry of Health and Welfare for this achievement. By raising people's awareness about hospice and palliative care, Cathay hoped terminally ill patients could go to their end of life with dignity.



國泰綜合醫院李發焜院長（中）代表本院捐贈愛心物資予受贈單位代表勵馨基金會新北物資中心劉柏君經理（左）及華山基金會愛心天使網部張雅晴縣站長（右），期望傳遞國泰綜合醫院員工的愛與關懷予偏鄉學童及弱勢族群。
On behalf of Cathay General Hospital, Superintendent Fa-Kung Lee presented (central) presented donation to Ms. Po-Chung Liu (left) from Garden of Hope Foundation and Ms. Ya-Ching Chang (right) from Huashan Social Welfare Foundation. The donation was to be sent to children and disadvantaged communities in remote countries.

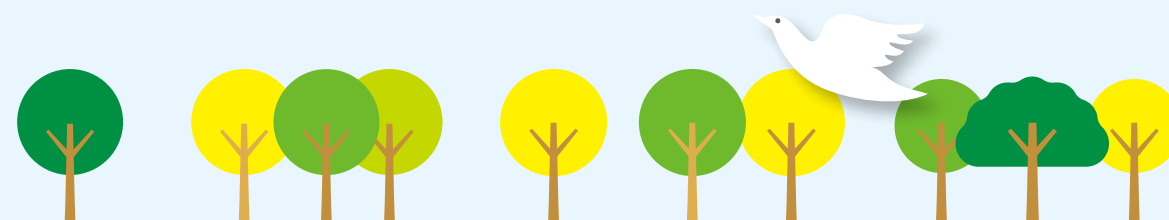
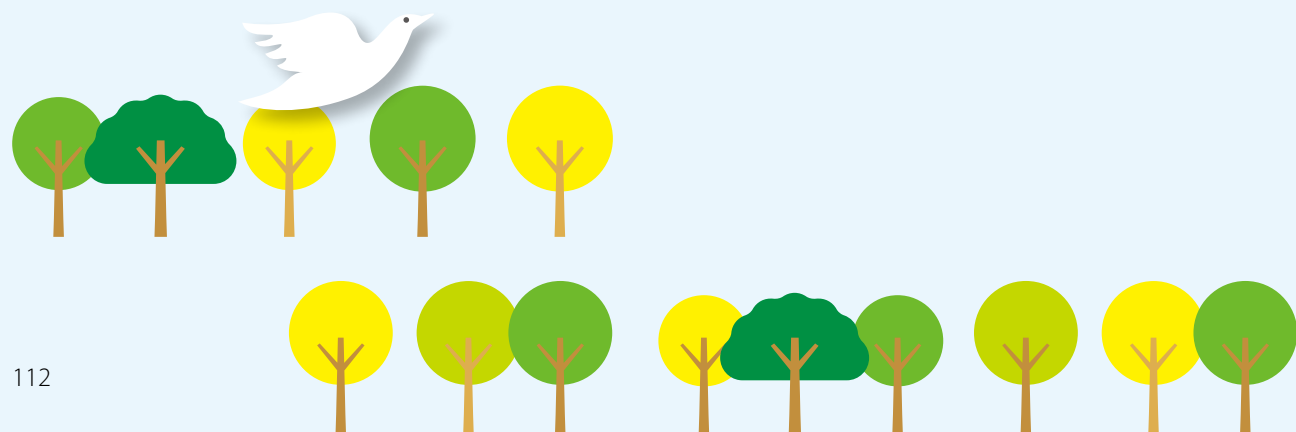
相信 是前進的動力

歷史的語調鏗鏘有力
當代的口吻戰戰兢兢
安逸的人們背對著現在 玩起一二三木頭人的遊戲
一句句「不許動」 只為拖延未來的到來
動起來吧！別讓未知的恐懼變成阻礙
我們都該像個孩子般 對明天充滿期待
邁開大步 勇敢地相信
美好的可能 正等著我們
唯有一步步前進
才看得到謎底



Faith Moves Us Forward

History speaks loud and clear.
Modern time mumbles timidly.
People who are afraid of change play hide-and-seek
only to delay the arrival of future.
Move! Don't let the fear of uncertainty turn into barriers.
Be a child looking forward to tomorrow.
Take a big step and have a courageous faith
that beautiful possibilities are waiting for us.
Move forward
to find out the answer





國泰公益集團

Cathay Charity Group



國泰慈善基金會

Cathay Charity Foundation

台北市大安區仁愛路四段296號
No. 296, Sec. 4, Renai Rd.,
Daan Dist., Taipei City
Tel:(02)2755-1399 ext. 3297
<http://www.cathaycharity.org.tw>



國泰世華銀行基金會

Cathay United Bank Foundation

台北市信義區松仁路7號
No.7, Songren Rd.,
Xinyi Dist., Taipei City
Tel:(02)8722-6765
<https://fund.cathaybk.org.tw>



國泰建設文教基金會

Cathay Real Estate Foundation

台北市大安區敦化南路二段218號2樓
2F., No.218, Sec.2, Dunhua S. Rd., Daan
Dist., Taipei City
Tel:(02)2377-9968
<http://www.cathay-cultural.org.tw>



國泰綜合醫院

Cathay General Hospital

台北市大安區仁愛路四段280號
No.280, Sec. 4, Renai Rd.,
Daan Dist., Taipei City
Tel:(02)2708-2121
<http://www.cgh.org.tw>

