



國泰公益集團2018年報

2018 Cathay Charity Group Annual Report



伸出雙手 讓愛遠颺

Reach Out and Let Love
Spread Far and Wide

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伸出雙手，讓愛遠颺

如果被問到，誰是當今世界上最富有的人？相信得到的答案，多半是 Forbes 全球富豪榜上赫赫有名的幾位大人物，且其中最常被提及的，當屬微軟創辦人－比爾蓋茲（Bill Gates）。

世界富豪何其多，但大家最記得他，除了成功的企業家身份之外，慷慨的慈善家也已然成為他的斜槓標記。精神同物質一樣富有的他在自傳中提到，「慈善的原文是希臘文，意思是熱愛人類。它應該被理解成某種有別於施捨的東西，如果說施捨是一種減輕症狀的方法，那麼慈善則是解決根本的良方。」

人同此心，心同此理，偉大的理想，永遠不會孤單。多年來，國泰公益集團不但積極擁抱社會共好的理想，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以及國泰綜合醫院，更攜手落實大愛精神、濟弱扶傾，讓善良化為行動，而不僅僅是形容詞。與比爾蓋茲同樣深信，熱愛人類需得其法，授人以魚不如授之以漁，因此國泰公益集團致力於健壯社會根源，促進清貧學子與新住民二代的公平教育一直是集團捐助計畫之首要目標，盼能為人類社會培育出更卓越的主人翁。

子曰：「大德者必受命。」承蒙社會與上天諸多眷顧，國泰大樹得以無畏風雨、屹立至今，自當飲水思源，善盡社會責任，以榮膺大命。展望未來，國泰公益集團千千萬萬的夥伴們，將繼續伸出熱情的雙手，世世代代相連成蔭，為弱勢提供一個抵擋烈日與狂風暴雨的遮蔽處，讓愛得以安居，遞嬗無限。



Reach Out and Let Love Spread Far and Wide

Most people would definitely refer to the Forbes list of the world's richest people when asked about who's the richest person in the world, and the most common answer to the question is Bill Gates, the founder of Microsoft.

Among so many billionaires out there, most people bring up his name. That is because, in addition to being a successful entrepreneur, he is also a philanthropist with a generous heart. He, affluently both materially and spiritually, once explained in his biography, "The origin of the word "philanthropy" comes from Greek and it means 'love of mankind'. The concept of philanthropy is different from simply giving. If giving is considered as a method of mitigating an issue, charity would be the tool that can address the root cause."

People who are like-minded will agree with his vision. They are not alone when pursuing their ideals. Throughout the years, every member under the Cathay Charity Group—Cathay Charity Foundation, Cathay United Bank Foundation, Cathay Real Estate Foundation, and Cathay General Hospital, has been not only steadfastly holding on to the vision of a better future for the under-privileged communities but also joint-handedly transforming people's good will into real actions. At the Cathay Charity Group, we also believe in the love of mankind as Bill Gates does. If you give a man a fish, you feed him for a day; but if you teach him how to fish, you feed him for a lifetime. Hence Cathay Charity Group focuses on addressing the root cause. Education equality for poor children and second-generation immigrants maintains to be our first and foremost target in our charitable causes. By doing this, we hope we can help nurture the next generation for our society.

As Confucius said, "He who is greatly virtuous will be sure to receive the appointment of Heaven." Thanks to the support from the public over the years, Cathay is blessed to be able to have weathered all challenges and developed itself to today's scale. Therefore, we bear the corporate responsibility of giving back to the society. Looking into the future, every member at the Cathay Charity Group looks forward to reaching out and spreading the canopy of Cathay for the generations to come, so that a shelter is provided for those are in need and this love of mankind can be passed forward.

第一時間付出，更勝於承諾

2018年2月6日花蓮的一場強震，造成多棟大樓坍塌傾斜；10月21日臺鐵普悠瑪列車發生令人震驚的翻覆意外。兩起意外一共奪走了35名寶貴生命、數百名輕重傷，令眾多家屬悲慟不已，縱使旁觀亦難掩鼻酸。

在新聞事件中，生命往往只是一連串的名字，以及統計後的數字。然而，對見證過許多苦難的國泰公益集團成員們來說，在悲傷之餘，我們明白唯有立刻挽起袖子，才是最實際且暖心的作為。在花蓮地震後，國泰金控除在第一時間捐款3,000萬外，國泰人壽慈善基金會也隨即啟動志工團協助花蓮賑災，給予災區居民最迫切的協助；普悠瑪事故一發生，國泰便緊急協調捐血車至總公司並號召全體同仁捐血，心心念念盼著這些熱血能及時挽救更多生命。為此，我們由衷感謝集團中的每一個夥伴奉獻自我、以身作則體現了國泰的大樹之愛。

國泰公益集團的使命是讓社會共好，除了重大事故需要傾力相助，存在於臺灣各角落的弱勢，也是我們長期關注、扶持的重點。回顧2018，茲就幾項重要成果在此報告：

關懷原民需求

支持臺東布農文教基金會「樹葡萄產業計畫」，幫助原民就業自給自足，收益更可作為部落的教育基金。布農部落用基金會「幸福羊溢」養羊專案收入盈餘則可用於照顧「五餅二魚專案」援助的年輕與弱勢族人，減輕部落的公益支出負擔。希望能協助偏鄉部落建立自食其力的經濟系統，讓原民有更公平發展的機會。

新住民二代培力

第9年攜手伊甸基金會開辦的「新二代多元智慧培力課程」，因應時代需求，今年特別設立「互動式網站設計」、「金融教育」課程，培養新住民二代全方位銜接未來的競爭力。此外，「新二代秀人才培力計畫」則規劃「理財風險」、「東南亞人才發展」、「職涯領袖」三大主軸課程，以實用為核心，邀請重量級講師授課，讓新二代青年養成正確的經濟觀念，開啓生涯探索的契機。

教育提升

榮獲「國泰卓越獎助計畫」獎助之青年學子皆有亮眼表現，今年特殊功績組的獎助對象也包括了年僅國二就已囊括多項國際鋼琴獎項的小小鋼琴家，以及拿下「2018 WAMSB 世界盃行進樂隊大賽」總冠軍的臺北建中樂旗隊，顯示國泰對多元教育發展的重視。「學童圓夢計畫」今年選出16所圓夢學校，主題包括因應世界趨勢的「科技教育」、「環保綠能」，以體育精神為主軸的「體能賽事」、

看見家鄉需求的「社區深耕」，以及獨特少見的「特殊教育」等，種種充滿活力、耳目一新的提案內容，讓我們看見了下一代更多的可能性，並為他們感到無比的驕傲與榮耀。

社會慈善

國泰夏日捐血活動，2018年再創新高，累計19年捐血量已突破30萬袋。持續17年的「寒冬送暖」活動，今年造訪多達86所偏鄉小學，關懷逾6,000名學童。除了將全體員工的愛心送達偏鄉，也感謝英紡企業、永紡企業連年贊助數千件禦寒外套，眾人的愛心不只幫偏鄉學童暖身，更實實在在地撫慰了每一顆幼小心靈。關照眾生，當然也不能忘卻孕育萬物的地球，文明便利所造成的污染愈是嚴重，國泰就愈發積極植樹、淨灘，願能減少人類對自然界的耗損，為環保盡最大心力。

藝文推廣

長期致力本土藝術與公益推廣的國泰世華銀行文化慈善基金會，2018年首度獨家贊助「全國油畫比賽暨全國油畫展」，以高額獎金鼓勵油畫創作，期盼能為這塊土地發掘更多藝術新生代，讓藝術火苗生生不息。

國泰自2014年起推動的偏鄉體育計畫，2018正式更名為意義深遠的「希望之光 WISH 體育計畫」，期望能透過實質鼓勵為花東地區點亮希望，幫助這些足球小將們好好的發揮所長，用足球翻轉未來的人生，成為下一個臺灣之光。這不只是對偏鄉弱勢、對體壇的祝福，更證明了國泰對多元教育的重視，也彰顯國泰大樹對「人」無所不在的用心。

再次感謝諸君永遠在第一時間為臺灣、為弱勢，無私付出。謝謝各位！

最後，祝福我們的2019，諸事圓滿、國泰民安！

國泰人壽慈善基金會董事長
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Fredrick F. Chien

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

Ching-Kuei Chang

Immediate Actions Speak Louder than Words

On Feb. 6, 2018, a 6.4 Richter scale magnitude earthquake struck Hualien, causing several buildings collapsed; on Oct. 21 in the second half of the same year, a Puyuma express train derailed around Yilan City. Altogether, two disasters took 35 lives and left hundreds of people injured.

News reports oftentimes oversimplifies the severity of disasters into a series of numbers and statistics, but the ordeal for the family is beyond what others can imagine. For the members of the Cathay Charity Group who have seen such miseries many times, we know that, feeling sadness aside, we can only deliver the most practical and heart-warming practices by rolling up sleeves and taking immediate actions. Right after the Hualien earthquake, Cathay Financial Holdings announced a donation of NT\$ 30 million (US\$ 981,997), and Cathay Charity Foundation quickly allocated volunteer delegations to assist in the disaster relief. In light of the Puyuma derailment incident, Cathay Group urgently requested mobile blood donation service to its head-office building and urged its employees to donate blood for the purpose that these donations could save more lives. Therefore, we would like to extend our whole-hearted gratitude to everyone in Cathay Group for exemplifying the Cathay spirit.

Cathay Charity Group holds a mission of building a better future for the society. Cathay provides timely help when major incidents strike and delivers long-term care and support to the marginalized communities in the corners of Taiwan's society. A summary of our achievements in 2018 is stated as below:

Initiatives for indigenous communities

Cathay sponsored the Jaboticaba Fundraising Program initiated by the Bunun Cultural and Educational Foundation. The Program aims at building a Jaboticaba tourist farm for creating jobs for the local indigenous people and making profit for their education fund. The income generated from their Bunun Goat-farming Reviving Program could be used to support the seniors and poor people under the Five Loaves and Two Fish Project as a way to relieve the tribe's burden on charity causes. These initiatives were held to help the tribal communities building an economic system for self-sufficiency and more opportunities for development.

Empowerment for second-generation immigrants

The year of 2018 marked the 9th year of Cathay Charity Group's joint effort with Eden Social Welfare Foundation in conducting Dedicated Empowerment Program. This year's program was added with new courses of Interactive Website Design and Financial Education for second-generation immigrants to increase their competitiveness. Moreover, the Talent Empowerment Program held for second-generation immigrants included three main categories, i.e. "Risk and Financial Management", "Southeast Asia Talent Development" and "Career Leadership", as its design concept. Based on practicality, this program invited great instructors to teach correct economic concept for the second generation of new immigrants and lead them to explore their career.

Education initiatives

In this year, the awardees of Cathay Youth Excellence Scholarship all had outstanding achievements. The winners from the Special Achievement Group included a young pianist who was only in grade 8 but had won numerous international competitions. Another winner was the Taipei Municipal Chien-Kuo High School Marching Band who just won the 2018 WAMSB championship (the World Association of Marching Show Bands). By granting this award, Cathay would like to demonstrate its focus on diverse development in education. Cathay selected 16 candidate schools in regard of the Dream Come True Program. The subjects of their proposed projects included: "technology education" and "green energy" as current world trends; "sports competitions" that reflected sports spirit; "community outreach" that tried to fulfill local needs and rarely seen "special education". From the themes of their proposals, we saw endless possibilities in our younger generation and we were proud of them.

Social charity

Cathay Charity Group's summer blood donation campaign broke record again in 2018. The accumulative donation over the past 19 years have already exceeded 300,000 bags of blood. For our Winter Warmth Program that has been held for 17 consecutive years, this year we went to 86 elementary schools residing in remote country providing care to more than 6,000 children. In addition to Cathay employees' physical actions, we also appreciated Ever Shine I&F and Ever Shine Y&F Co., Ltd. donated winter coats to the school children living in remote country. Their donation over the years literally gave warmth to the children's body and mind. We couldn't leave the mother Earth behind. The civilization and modern conveniences have caused serious pollution to our nature. For this, Cathay organized beach cleaning and tree planting activities for the purpose of reducing humans' impact to the nature.

Promotion of art and cultural events

Cathay United Bank Foundation that has devoted into the promotion of local art and charity causes, for the first time, provided exclusive sponsorship to the National Oil Painting Contest and Exhibition of 2018. By providing attractive prize money as incentive, Cathay would like to help Taiwan discover more emerging artists .

The sports sponsorship program that Cathay initiated for the remote country since 2014 was officially renamed WISH Project in 2018. By providing substantial incentives, we hope to help the little soccer players from Hualien and Taitung getting sufficient resources so that they can develop their skills. Maybe one day they will be able to turn around their life through soccer and become the pride of Taiwan in the future. We have high hopes for the sports communities and underprivileged people in remote country. We want to demonstrate our focus on the balanced development of education as well as our care to "humans".

Once again, we would like to extend our gratitude to your selfless efforts to Taiwan and the people who need our help. Thank you all!

Lastly, we wish you great success in 2019.

國泰公益集團 2018 年報

Cathay Charity Group 2018 Annual Report

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致美好的—我們

孩子的天真，
青春的歡暢，
寫在臉上，寫在風裡。

沒有名字，
沒有記憶的臉孔，
走過眼前，走過身邊，
無緣亦是有緣。

時間可能還沒發現，
已經發生、正在發生，
甚或還沒發生的這些、那些，
都在它的指針上期待，
並深愛著彼此，
無法想像兩兩分開，
猶如少了你或我的「我們」一樣。



To the Most Beloved—Us

The innocence of children
and the delight of youth
are written on the face and blowing in the wind.

Faces with no names
or not in our memories
silently pass by.
Those that seem unconnected are actually inter-related.

Time has not yet noticed
that things happened, are happening
or yet to happen,
are waiting as the clock is ticking
lovingly and passionately.
There is no way to keep anyone apart.
Me and you makes "us" complete.

國泰人壽慈善基金會

2018 年度工作報告

2018 年度國泰人壽慈善基金會依照工作計畫，持續推動各項社會福利、社會公益專案，秉持「給人幸福，就是幸福」之公益初衷，善用集團資源與志工網絡，訪視關懷貧困家庭，辦理義賣、捐血、送暖等志工活動，並精進升級新住民二代、偏鄉學童、青年學子培力方案，鼓舞每一個獨特生命活出自信，朝著夢想大步邁進。本會全年度支出總額為新臺幣 38,094,571 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

隨著新住民二代學子成長，本會今年創新開辦「新二代人才培力計畫」，攜手林麗蟬立委辦公室、國泰人壽 CFP 講師、TimeMap 團隊等，設計「理財風險」、「東南亞人才發展」、「職涯領袖」等三大主軸課程，培育更具競爭力之未來人才。此外，持續與伊甸基金會、教育部國民及學前教育署、臺南市東山區學校及雲林縣崇文婦女協會等，為新二代子女提供「多元智慧培力課程」、「英越語生活營」、「課後照顧班」等學習支援，強化其雙重文化優勢，提升自信。

今年亦續與伊甸基金會、臺中 YMCA、高雄 YMCA 合辦三場大型「愛心環義賣會」，參與人數超過 14,000 人，共募得 376 萬善款，全數投注新二代及學童培力。

第五屆「學童圓夢計畫」評選出 16 所偏鄉小學，頒發逾 300 萬元圓夢金，資助熱心老師帶領偏鄉學童挑戰夢想，另利用暑期為其規畫四天三夜「兒童成長營」，邀請上百位圓夢師生齊聚臺北，參與國泰公益集團轄下各項體育、藝文、醫療、金融教育等學習體驗。

趕在耶誕及春節前，「寒冬送暖活動」不畏低溫挺進 86 所偏鄉小學，深入屏東三地門、澎湖白沙、臺東海端、花蓮新城、嘉義阿里山等地，橫跨 15 縣市、39 鄉鎮區，關懷逾 6,000 人。

2. 低收入戶及醫療補助

2018 年國泰志工訪視關懷 394 個弱勢個案，經內部審查會議，提供約 208 萬元補助金，協助案家解決生活困境；另與大型社福機構、在地志工團合作，針對中低收入戶、身心障礙者等對象，持續推廣微型保險，或補助急需醫療照護之貧弱孩童。

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學子，合計錄取 50 位具優異學習表現之低收入戶青年，幫助他們減緩生活經濟壓力，專注學習、提升日後競爭力。

4. 身心障礙者福利

扶持身障表演團體「混障綜藝團」，進入校園及監所公益演出 10 場次，除提供身體不自由者一個展演自身才藝的表演舞台，更透過團員生命故事，向高中職青少年及監所收容人，傳遞珍愛生命價值的活動宗旨，激勵近 6,000 人。

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 25,670,066 元整。

二、社會公益活動

1. 國泰卓越獎助計畫

持續辦理「國泰卓越獎助計畫」，獎勵擁有特殊功績之在學學生，同時鼓勵個人或團隊針對「教育及社區發展」、「永續未來」、「金融科技」、「新興議題」等面向，提出具創新視野、有助社會正向改變之「特色研究」或「公益提案」，2018 年共獎助 29 組優異提案。

2. 夏日捐血活動

19 年來不曾間斷，國泰人壽慈善基金會與台灣血液基金會合作辦理捐血活動，疏解夏日血荒，今年在全臺設置 297 個捐血站，獲得 33,602 位民眾挽袖響應，募得 48,699 袋熱血，成果再創新高，累計 19 年來已突破 305,665 血袋。

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，響應雲林、南投、嘉義、臺南、宜蘭等 5 場植樹行動；422 世界地球日更同步於全臺 22 據點，大規模舉辦淨灘暨減塑宣誓活動，除了國泰志工之外，也力邀眷屬、客戶、供應商、學校與社福團體共襄盛舉，當日合力清理 11,000 公斤垃圾。

4. 「Teach For Taiwan(為台灣而教)」合作案

國泰公益集團與 TFT 啓動三年合作計畫，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 10,735,814 元整。

The 2018 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 2018. Upholding to the Group's ideal of "Happiness is giving happiness", Cathay Charity Foundation, actively leveraging the Group resources and volunteer network, extended its care and services to under-privileged families, conducted voluntary activities including charity bazaars, blood donation and giving warmth, and upgraded the empowerment programs for second-generation immigrants, school children in remote country, and young students. The foundation aimed at encouraging every young person to live with confidence and dare to chase their dreams. In the year of 2018, the total expenditure was NT\$ 38,094,571 (US\$ 1,246,958). The information of the major expenditure is as follows:

I. Public welfare

1. Child welfare

Aware of the fact that the second generation of new immigrants are growing, the foundation started its first endeavor in this year, with joint efforts from Legislator Li-Chan Lin's Office, Cathay Life Insurance's certified financial planners and TimeMap, to launch the Talent Empowerment Program that focuses on three main categories, i.e. "Risk and Financial Management", "Southeast Asia Talent Development" and "Career Leadership", as its design concept. The purpose of this program was to increase young people's competitiveness for their future career development. Furthermore, the foundation continued to work with Eden Welfare Foundation, K-12 Education Administration of Ministry of Education, various schools in Dongshan District of Tainan City, and Chongwen Women's Association of Yunlin to provide second-generation immigrants learning support projects, including Dedicated Empowerment Program, English and Vietnamese Camp and After-school Care Program to strengthen children's duo cultural background and boost their confidence.

Again, three charity bazaars were held together with Eden Social Welfare Foundation, YMCA Taichung and YMCA Kaohsiung in Taipei, Taichung and Kaohsiung. The three events attracted more than 14,000 people and raised NT\$ 3.76 million (US\$ 123,076) altogether. The income from these events would be used for the purpose of providing empowerment to second-generation immigrants and school children.

For the 5th Dream Come True Program, the judge panel at the foundation selected 16 elementary schools in remote country and granted the selected teams a sponsorship worth over NT\$ 3 million (US\$ 98,200) for these children to complete their challenges. During summer vacation, the foundation invited Dream Come True participating teachers and students to come to Taipei for a 4-day Cathay Children Development Camp, providing them with different sets of experiences through sports, cultural, medical and financial education activities.

The Winter Warmth Program for 2018 was held prior to Christmas and the Lunar New Year at 86 remote-country elementary schools across 15 counties/cities, including Shandimen in Pingtung County, Baisha in Penghu County, Haiduan in Taitung, Sinchen in Hualien, Alishan in Chiayi and so on, benefiting over 6,000 people.

2. Subsidies for low-income households and medical services

In 2018, Cathay's volunteers came to visit 394 financially challenged households. The foundation had thus allocated subsidies of NT\$ 2.08 million (US\$ 68,085) after internal audit and approval to help them overcome economic difficulties. At the same time, working with large social welfare organizations and local volunteer groups, the foundation kept its focus on these middle- and low-income households promoting micro insurance and basic protection for them, or providing subsidies to poor families' children in need of urgent medical care.

3. Scholarship for financially challenged students

The Cathay Youth Excellence Scholarship was granted to 50 students who were from low-income families and had outstanding academic performance for them to focus on their studies without worrying about money.

4. Welfare for the disabled

The foundation worked with Mixed Disabled Troupe to offer 10 performances in prisons and on school campuses. This was a stage provided to those physically disabled performers. They shared their stories and demonstrated positive values of life to many inmates and young students. The performers 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\$ 25,670,066 (US\$ 840,264).

II. Public Welfare Activities

1. Cathay Youth Excellence Scholarship

Cathay Youth Excellence Scholarship offers awards to the students who have special achievements and encourage students, individually or as a group, to present special research or public welfare proposals on the subjects covering "education and community development", "sustainable future", "financial technologies" and "emerging issues" with their own innovative visions. Cathay Youth Excellence Scholarship was granted to 29 individuals and groups in 2018.

2. Summer Blood Donation Campaign

In its 19th year working consecutively with Taiwan Blood Services Foundation, Cathay held the blood donation campaign yet again to relieve the blood supply shortage in summer. In this year, there were 297 blood donation stations set up around Taiwan. The campaign received the support from 33,602 donors and collected 48,699 bags of blood. In total, the blood donation campaign has collected 305,665 bags of blood throughout the past 19 years.

3. Tree Planting and Beach Cleaning Campaign

Cathay volunteers worked with local communities and NPOs in organizing 5 tree-planting events in Yunlin, Nantou, Chiayi, Tainan and Yilan. On April 22 the Earth Day, a joint beach-cleaning and plastic-free manifesto event was taken place at 22 locations. In addition to its own volunteers, Cathay also invited the family members, customers, vendors, schools and social welfare organizations to support this cause. A total of 11,000 kilograms of garbage was cleaned out on that day.

4. TFT Partnership Project

Cathay Charity Group launched a three-year cooperation with Teach For Taiwan (TFT) where Cathay's three foundations jointly support TFT in recruiting and training teachers for remote country. This initiative aims at sending young teachers to classrooms in remote country, 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 public welfare activities was NT\$ 10,735,814 (US\$ 351,418).

國泰世華銀行文化慈善基金會 2018 年度工作報告

2018 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 44,315,553 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

為了使幼苗都能享有相同受教權成長茁壯，2018 年幫助 7,626 名清寒國中小學生繳納學雜費、代收代辦費，總計捐贈新臺幣 10,970,000 元助學金，另外捐贈新臺幣 1,000,000 元幫助越南地區清寒學童。良好的親子關係是社會和諧的基石，本會透過邀請專家學者以演講或分享經驗，提供父母學習有效的親子溝通方式，講座內容除了親子議題外，近年陸續加入了樂活中年及銀髮族等社會熱門議題，共舉辦 14 場「親子愛相隨～大樹計畫公益講座」（臺北 6 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」，並將專家的演講、現場互動以及聽眾回饋等精采內容集結成冊，出版親子教育推廣書籍「親子愛不礙」第六冊。第四年推動體育補助計畫，並為深化關懷東部學子，特別編列經費做為東部地區學童體育培訓基金、圓夢基金以及捐助門諾醫院「東部護理人員培育計畫」，支持學童適性發展，培育未來體育及護理人才，以上合計支出新臺幣 17,868,835 元。

2. 關懷原民部落、社企發展及其它

支持臺東布農文教基金會「樹葡萄產業計畫」，果園發展除了可供當地原民就業自給自足，收益更可做為部落兒童、青少年的英文營教育基金，為原住民子弟能接軌國際加強英文學習。

為扶助就業能力不足無法進入競爭性就業市場之身心障礙者，以實質購買創造需求供給，向「財團法人伊甸社會福利基金會」—「桃園庇護工場-伊甸烘焙咖啡屋」、「心路基金會」—「幸福+工場」、「家扶基金會」—「幸福小舖」等訂購其自產自製手工餅乾、商品，作為本會活動贈物及執行本會受託代辦公益事業等業務，以上合計支出新臺幣 4,079,104 元。

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」、「新住民二代課後照顧」、「寒冬送暖」、「樹造幸福·伊起傳愛」義賣活動等，及編製國泰公益集團年報，以上合計支出新臺幣 7,745,958 元。

二、藝術活動

國泰世華藝術中心結合藝術與公益，2018 年邀請了多位藝術家以及素人畫者前來舉辦藝術展覽以及公益畫展，並配合國泰藝術節，展出新世紀潛力畫展得獎作品，全年共舉辦 7 檔藝術展覽以及 4 場藝術家專題演講；此外，每月也定期舉辦「藝術講堂」，邀請學者及藝術家前來講授藝術課程，並設計國泰金融集團藝術桌曆等，以上合計支出新臺幣 8,214,415 元。

三、贊助活動

贊助臺陽美術協會「第 81 屆臺陽美展」；中華民國油畫學會「第 42 屆全國油畫比賽及全國油畫展」；財團法人中華民國唐氏症基金會—感恩有您「微笑力量不倒的愛」20 週年活動；財團法人新北市私立樂山園社會福利慈善事業基金會附設樂山教養院「適應體適能支持計畫」；屏東縣 PUZANGALAN(希望)兒童合唱團參加「第一屆東京國際合唱大賽」；與瑞銀集團合作舉辦「中秋月圓·分享愛滿滿」義賣活動以及其他贊助，以上合計支出新臺幣 4,198,080 元。

The 2018 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 2018, the total expenditure was NT\$ 44,315,553 (US\$ 1,450,591). 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's Elevated Tree Program intends to help all the children getting equal access to education. In 2018, the foundation donated a total of NT\$ 10,970,000 (US\$ 359,083) as tuitions and other school-related miscellaneous fees, benefiting 7,626 poor junior high school students and elementary school students. An additional NT\$ 1,000,000 (US\$ 32,733) was donated to poor students in Vietnam. Good relationship between parents and children help lay a foundation for the harmony of the society. The foundation hosted a series of lectures on effective communication between parents and children. In addition to parenting issues, we also included new subjects that mid-age and retired people cared about. In total, we held 14 Elevated Tree lectures including "Loving Relationship between Parents and Children" (6 events in Taipei and 4 in Taichung) and "We are Closer than You Think" (4 events in Taitung). The foundation also compiled the lectures and feedback from the audience and published the sixth volume of the book "Love Without Barriers". Moreover, 2018 was the fourth year that we launched sports program. In order to spread our care to the young people and children in Eastern Taiwan, the foundation allocated budgets earmarked as the fund for sports training, Dream Come True Projects and as donation to the Eastern Taiwan Paramedic Training Program for this region. The purpose was for supporting children's development and nurturing athletes and nurses. The total expenditure in this regard was NT\$ 17,868,835 (US\$ 584,905).

2. Care for the Indigenous Communities, Social Enterprises and Others

The foundation provided sponsorship to the Jaboticaba Fundraising Program initiated by the Bunun Cultural and Educational Foundation. The Jaboticaba tourist orchard would create jobs for the local indigenous people and the profit generated would be used as educational fund, especially in English learning, for children in the tribes.

With real action to support the disabled people who are often at disadvantaged position in job market, the foundation placed orders to Eden Cafe and Bakery established by the Eden Welfare Foundation, Happiness Bakery established by Syin-Lu Social Welfare Foundation, and Happiness Workshop by Taiwan Fund for Children and Families to purchase their home-made baking products and souvenirs for the foundation's events, activities and other needs. The total expenditure in this regard was NT\$ 4,079,104 (US\$ 133,522).

3. Campaigns organized across Cathay Charity Group

Cathay United Bank Foundation spent an expenditure of NT\$ 7,745,958 (US\$ 253,550) on the Cathay Youth Excellence Scholarship, TFT Partnership Project, Cathay Children Development Camp, After-school Care Program, Winter Warmth Program, charity bazaars, and editing and production of the annual report.

II. Art Events

For its work in 2018, Cathay United Art Center invited many artists and self-established painters to hold exhibitions and charitable shows. Award-winning works from the Emerging Artist Exhibition was showed during the Cathay Arts Festival. For the whole year, Cathay United Art Center hosted 7 exhibitions, 4 artist speeches and monthly Art Talk Lecture Series and launched 2018 Cathay Financial Group art calendars. In total an expenditure of NT\$ 8,214,415 (US\$ 268,884) was spent in this regard.

III. Sponsoring Activities

The foundation sponsored various kinds of cultural events and charitable activities in 2018, with an expenditure of NT\$ 4,198,080 (US\$ 137,417) spent on the following events and activities: the 81th Tai-Yang Art Exhibition, the 42nd National Oil Painting Contest and Exhibition organized by the Oil Art Society, the 20th anniversary celebration event of Down Syndrome Foundation, the Physical Fitness Support Project initiated by Taipei Happy Mount, Home for People with Disabilities, the participation of Puzangalan Children's Choir in the first Tokyo International Choir Competition, the co-hosting of Mid-autumn charity bazaar "Full Moon Full of Love" with UBS Group and many more other activities.

國泰建設文教基金會 2018 年度工作報告

2018 年度國泰文教基金會依照年度工作計畫，致力於藝文慈善相關活動，包括霖園圖書館內教學活動、新住民關懷計畫、夏日捐血、兒童成長營、寒冬送暖及國泰卓越獎助計畫等各項贊助活動，讓愛心化作實際行動，溫暖受助者的心。全年支出總額為新臺幣 10,088,844 元，茲就各項支出概況報告如下：

一、霖園圖書館

知識的腳步是充實心靈的印記，富裕人們的內在涵養。本會在全省設立九所圖書館，館內不定期更新典藏，在發達萬千的資訊中與時俱進，並提供安閒閱讀的優良環境，藉此活絡鄰里情誼，雀躍樂趣的生活，並啟發潛能培養民眾第二專長。共支出新臺幣 7,150,124 元整。

二、公益集團合辦活動

1. 新住民關懷計畫

為彰顯臺灣對新住民的重視及對多元文化的尊重，舉辦一系列新住民關懷活動，讓新住民能在臺灣安心生活，並解決文化上與言語上的溝通屏障，在社會上不再擔心受怕，亦藉由親子互動學習來注入活力，並跨越認知上的鴻溝，讓新住民提升能力卓越未來，不再感到孤苦無依，達到和諧社會的共識。共支出新臺幣 250,000 元整。

2. 夏日捐血活動

國泰公益集團每年舉辦捐血活動，盼國人捲起衣袖捐血助人，讓熱血愛心灑落在久逢甘霖的旱地上，滋潤著枯萎的生命，引領人們關懷串連，施行彼此奉獻的善意美德，共譜新生的生命與希望。共支出新臺幣 50,000 元整。

3. 兒童成長營

知識如方舟，擺向著光明的燈塔，悉心籌劃饒富趣味的教學課程，讓偏鄉的孩童啟發潛在能量，揚起自我探索的風帆，盼其看見未來的方向，在成長的道路上更順遂，超越自我、創造無限的價值。共支出新臺幣 150,000 元整。

4. 寒冬送暖活動

伸出愛心的雙手在寒風凜冽的冬日裡，讓充沛物資在偏遠的鄉鎮，盡心關懷呵護在每個需要關懷的角落，感受那枯寒日子裡露出的熒熒光輝，坦蕩地灑落在渴求溫暖的懷抱中，春雷乍動冰雪融化，迎來大地舒展的嫩芽。共支出新臺幣 100,000 元整。

三、才藝教學相關活動

國泰文教基金會每年定期舉辦館內教學活動，讓民眾運用巧手，創作獨特的藝文作品。藉由豐富的課程，讓鄰里間活絡情感。在歡樂的氛圍中培養興趣，進而成為生命中最佳的正面能量，共支出新臺幣 230,400 元整。

四、贊助活動

1. 國泰卓越獎助計畫

為獎助表現卓越之學子、具備特殊功績貢獻的學生，並鼓勵高中職以上學生參與具體及符合時代性之特色研究與公益提案，用成就榮耀自己，幫助社會走向更美好的未來，支出新臺幣 400,000 元整。

2. Teach For Taiwan(為台灣而教) 合作案

國泰公益集團與 TFT 合作，共同推動偏鄉教育，以孩子的需求為核心，招募教師到偏鄉，以期翻轉教育不平等現象。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，共支出新臺幣 500,000 元整。

3. 用愛「培」伴演唱會

贊助衡山基金會「用愛陪伴」演唱會，邀請歌王楊培安歌后戴愛玲以愛傳唱，藉以歌聲撫慰傷痛的心靈。演唱會盈餘將投入身心障礙家庭修繕家屋，成為他們前行的力量，共支出新臺幣 100,000 元整。

The 2018 Annual Work Progress Report of Cathay Real Estate Foundation

Cathay Real Estate Foundation had implemented its annual plan of supporting a broad range of charitable art and cultural activities, including the courses offered in Lin Yuan Libraries, New Immigrant Care program, Summer Blood Donation Campaign, Cathay Children Development Camp, Winter Warmth Program and Cathay Youth Excellence Scholarship. These initiatives helped turn people's generosity into practical actions. In 2018, a total expenditure of NT\$ 10,088,844 (US\$ 330,240) was spent with details listed as follows:

I. Lin Yuan Libraries

Knowledge can fulfill people's heart and soul. Nine library branches were set up by the foundation with in-house collections renewed constantly, providing up-to-date information and comfortable reading environment. The libraries have served as a great place for people's social life in their local neighborhood and learning other kinds of skills. The total expenditure in this regard was NT\$ 7,150,124 (US\$ 234,047).

II. Campaigns organized across Cathay Charity Group

1. New Immigrant Care Program

In order to promote diversity and new immigrants' culture in Taiwan, the foundation organized a series of new immigrant care activities so that the new immigrant communities would find themselves comfortable of settling down in Taiwan without fearing of communication and cultural barriers. The foundation also specifically arranged parent-child interactive learning to make our activities more fun. By addressing the gap existing among people's conceptions, we aimed at empowering new immigrants and helping them become part of this harmonious society. The total expenditure in this regard was NT\$ 250,000 (US\$ 8,183).

2. Summer Blood Donation Campaign

Every year, Cathay Charity Group holds blood donation campaign as a routine. We encourage everyone to roll up their sleeves and help the lives in need. We hope a simple action like blood donation would let people feel the joy of doing good to others and such thought of kindness would pass on and influence more to do the same. The total expenditure in this regard was NT\$ 50,000 (US\$ 1,637).

3. Cathay Children Development Camp

Knowledge is essential. It plays the role of a lighthouse to a child's life. Cathay Children Development Camp aimed at helping children living in remote country boost their potentials and explore their inner possibilities. By offering resources, we hope we can provide guidance to them so that they will be able to achieve self-fulfillment in the future. The total expenditure in this regard was NT\$ 150,000 (US\$ 4,910).

4. Winter Warmth Program

For the Winter Warmth Program that has been carried out for a long time, we go deep into the remote country distributing resources and offering our care to those in need during the winter season for them to feel the warmth of the society. The total expenditure in this regard was NT\$ 100,000 (US\$ 3,273).

III. Talent Program

The foundation provides regular talent classes in Lin Yuan Libraries where participants can use their hands to create unique works. This talent program is a form of community services and means of strengthening the bonds within local communities. It means to bring positive energy to the people in the neighborhoods. The total expenditure in this regard was NT\$ 230,400 (US\$ 7,542).

IV. Sponsorship Campaigns

1. Cathay Youth Excellence Scholarship

Cathay Youth Excellence Scholarship is established as a means of encouraging senior high school or higher level students who have outstanding academic performance or special achievements to participate in special research and public welfare projects that meet the current needs. They will be able to receive recognition and their achievements can benefit the society. The total expenditure in this regard was NT\$ 400,000 (US\$ 13,093).

2. Teach For Taiwan Partnership Project

Cathay has established partnership with Teach For Taiwan (TFT) jointly working on promoting education in remote country. The Project recruits teachers who volunteer to go to remote country and carry out education centering around children's needs. The goal of TFT is to turn around the inequality of education resources between urban areas and countryside. For this three-year partnership that has kicked off in 2017, the foundations under Cathay Charity Group sponsor a total of NT\$ 4 million (US\$ 130,933) each year to TFT as the budget for teaching. Cathay Real Estate Foundation's expenditure in this regard was NT\$ 500,000 (US\$ 16,367).

3. 2018 Rock In Love Charitable Concert

The foundation sponsored Rock In Love Charitable Concert organized by Hengshan Social Welfare Foundation. The concert invited the famous award winning singers Roger Yang and Ailing Tai to sing out beautiful songs for the heart-broken souls. The profit from the concert is to be used to the home renovation project for the physically and mentally disabled people. The total expenditure in this regard was NT\$ 100,000 (US\$ 3,273).

假如生命是黏土

假如生命都只喜歡享受，
就再沒有人能真正享受。

假如生命是盡如人願的黏土，
我們還能否擁有獨特的樣貌？
假如生命是擇地而開的花，
我們還願否綻放在危崖峭壁上？
生命是無法預期的驚喜，
縱有難題，分享自有解答。

分享，或許不是生命的必需；
但從不分享的生命，必定不被需要。

願生命是無私的水，
天上、人間、地下，
無所不往，盡其所能，
為乾涸的土、將枯的花 灌溉以愛。



If All Souls...

If all souls only love to have fun,
no souls would be able to really enjoy life.

If all souls are clay that becomes any form as others like,
are we going to have our own unique appearance?
If all souls are flowers which choose to bloom at their selected places,
will any flowers stick out on sheer cliffs?
Life is full of unexpected surprises.
Difficulties may exist, but there will be answers if you share.

Sharing may not be a necessity in life,
but a life that never shares will not be needed.

May all souls are like selfless water,
which exists in heavens, on earth, and below the ground,
going everywhere and making every effort
to water the dry soil and withering flowers with love.

國泰卓越獎助計畫 打造價值與成就的平臺

79 組得獎者為社會增添青春絢麗色彩

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

「青春」是什麼顏色呢？國泰卓越獎助計畫 79 組得主及團隊的詮釋令人驚豔！溫馨廚房創辦人高興同學認為青春是蘋果綠，雖不成熟卻很勇敢，它懷抱夢想、迎向未知！臺北市立建國中學樂旗隊則認為青春是白色，以色彩學來說，可以自由揮灑，以光學來說，它是所有光的組合，代表著青春的燦爛繽紛。國泰卓越獎助計畫作為幕後推手，協助青年學子增添青春的豐富色彩。

由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共同主辦的「國泰卓越獎助計畫」，今年主題設定為「揮灑青

春色彩」，活動自 6 月底開放報名，收到逾 400 件報名資料，聘請專家進行審查後，評選出 79 組得獎者，依組別每人獲得 6 至 20 萬元圓夢獎學金，獎學金頒發總數達 740 萬元！該計畫並於 12 月 19 日舉行頒獎典禮，三家基金會錢復董事長、李明賢董事長及張清樾董事長皆親臨現場，將圓夢金親手頒贈給每一位得主。

國泰人壽慈善基金會錢復董事長表示，獎助計畫代表的不止是一份獎金，它更是一個能看見學生價值與成就的平臺，透過階段性的系統支持，讓學生在各種領域中站穩腳步，張開夢想的翅膀，飛向屬於他們的絢麗未來。



頒獎典禮逾 200 位貴賓、學生及親友師長，共同見證榮耀時刻。
More than 200 guests, awardees, teachers, families and friends took a group photo at the award presentation ceremony.



國泰世華銀行文化慈善基金會李明賢董事長親自出席，頒發獎狀予「卓越學子類」得主。
Chairman of Cathay United Bank Foundation Roger M. H. Lee presented awards to awardees of Academic Group.

持續關懷，學習道路上國泰與你同行

「國泰卓越獎助計畫」依活動辦法分為三類別甄選，分別是「卓越學子類」、「特殊功績類」與「特色獎助類」等三類別。其中「卓越學子類」，除了持續幫助卓越清貧高中職學生之外，今年更辨識歷屆獎學金得主中已晉升大學新鮮人的學子，期盼透過二次協助，讓學子有機會進入更寬廣的學習領域，追求自己的夢想，今年共有 12 名得主第二次獲得殊榮，其中不乏臺灣大學、政治大學、高雄醫學大學等名校新鮮人，國泰也期望得主們進入大學後，能將這份國泰對他們的「愛」，轉化為對社會關懷的實際創新提案，日後可再次透過獎助計畫此一平臺，將這份被關懷的感動與更多人分享。

多元創意提案，將善與愛送至社會各個角落

另外，國泰發現本年度的「特色獎助類」提案已關注到社會的各個角落，包括針對東南亞新住民二代優勢提升、移工偏見破除、銀髮族抒壓、程式語言邏輯推廣及更生青少年關懷等，顯示青年學子對於社會各族群的關注層面不斷擴散，也讓評審委員們耳目一新。

克服困難，堅定朝夢想大道前進

近年來教育界掀起一股程式語言學習熱潮，臺北市立成功高中機器人研究社除了搭上學習熱潮，同時也看見程式教育資源分配不足的問題，因此青年行動家們立下「推廣 FRC(FIRST Robotics Competition)，讓所有學生享有真正的機器人教育」此一目標，成為今年「特色獎助類」得主之一。該團隊將透過建造 makerspace（自造者空間）舉辦營隊並採購相關設備，邀約志同道合的夥伴共享學習資源，此外也將至兒童社福機構進行 EV3 程式教學，將學習資源向下扎根，未來再度挑戰 FRC 比賽！

號稱今年年紀最輕的獲獎者、目前就讀國中二年級的林灝維，6 歲開始學琴，迄今橫掃五項國際鋼琴大賽獎項，包括丹麥奧胡斯國際鋼琴大賽第二名、德國埃特林根國際青年鋼琴家大賽第二名、美國克里夫蘭國際青少年鋼琴大賽第三名。被譽為小小天才鋼琴家，身形纖瘦的他，仍未變聲，講話有條不紊，對古典、現代音樂史如數家珍，表現超齡。為了一圓灝維的夢想，父母傾全力不惜借貸支持，卓越獎助計



國泰人壽慈善基金會錢復董事長(中)頒發「特殊功績類」獎項予臺灣欄神-國立體育大學陳奎儒(左)、臺灣拳后-臺灣體育運動大學莊凱婷(右)。
Chairman of Cathay Charity Foundation Fredrick F. Chien (central) presented awards of Special Achievement to Kuei-Ju Chen (left) of National Taiwan Sport University and Kai-Ting Chuang (right) of National Taiwan University of Sport.

畫的評審們被林媽媽和瀨維的意志力所感動，盼能透過獎助學金，鼓勵這位小小鋼琴家朝國際一流鋼琴家之路邁進。

另外，臺北市立建國中學樂旗隊拿下今年七月

底在臺北舉辦的「2018 WAMSB 世界盃行進樂隊大賽」總冠軍，獲頒獎助計畫「特殊功績類」殊榮。社團 7 位主要幹部鄭曲、徐宸緯、王冠中、黃兆賢、江英齊、陳佳鍾、陳亮共同出席領獎，臺下應援團家長們掩藏不住滿臉喜悅。睽違 8 年，為建中重奪冠軍寶座，這份榮耀得來不易，從這群建中男孩身上傷痕累累便可知。室外指揮王冠中說，永遠忘不了今年暑假，大夥頂著 38 度高溫，在太陽底下每天狂練 12 小時，連續 3 周不間斷，「全身酸痛，曬傷、脫皮，練到很想死」，但一切的苦，都在封冠的那一剎那，灰飛煙滅，化為甜美的果實，大家馬上許下新目標：「明年前進加拿大再拼一金！」

國泰人壽慈善基金會期盼獎助計畫作為一個愛與善的循環平臺，為獲獎學子增添鼓舞人生的力量之外，亦引領青年持續奉獻自我，為自己、為環境，乃至於社會努力，讓更多美好的可能在各地開花結果。



國泰建設文教基金會張清樾董事長頒發獎狀予今年升上大學一年級的歷屆得主，並再度頒發「卓越學子類」獎項。
Chairman of Cathay Real Estate Foundation Ching-Kuei Chang presented certificates and Academic awards to previous award winners who are now university freshmen.

Cathay Youth Excellence Scholarship Builds a Platform for Value and Achievements

Colors of youth added to our society by 79 groups of winners

Organized by | Cathay Charity Foundation

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



頒獎典禮開場表演由國泰員工組成的「追光者義演團」演出，展現「付出行動、勇敢追夢」典範。(圖左至右為鄭竹君、吳俊儒志工)
The presentation ceremony was opened by the band Cathay Light Chaser formed by Cathay employees (From left to right: Chu-Jun Cheng and Chun-Ju Wu)

What is the color of "youth"? The answers from the 79 individual and group winners of Cathay Youth Excellence Scholarship really surprised us! The founder of Cozy Kitchen Hsing Kao said youth is like the color of apple green, yet to be mature but daring. It is full of dream and dares to embrace the unknown! Members from the Taipei Municipal Chien-Kuo High School Marching Band said the color of youth is white, because in color theory white can be freely added with any other colors, and in optics white is the result after the combination of all colors. In this regard, Cathay Youth Excellence Scholarship plays a crucial role of

helping young people add beautiful colors to the canvas of youth.

For the Cathay Youth Excellence Scholarship co-hosted by the Cathay Charity Foundation, Cathay United Bank Foundation and Cathay Real Estate Foundation, the theme of 2018 was determined as "Paint the Colors of Youth". Cathay received more than 400 submissions since the event kicked off at the end of June. As a result, the judge panel selected 79 groups of winners and each individual would receive a grant of scholarships of ranging from NT\$ 60,000 (US\$ 1,964) to NT\$ 200,000 (US\$ 6,547) according to their categories. The total amount of scholarships granted exceeded NT\$ 7.4 million (US\$ 242,226). In the award presentation ceremony held on December 19, the chairmen of the three foundations, Fredrick F. Chien, Roger M. H. Lee, and Ching-Kuei Chang, attended the event and presented the scholarships to each winner in person.

According to the Chairman of Cathay Charity Foundation Fredrick F. Chien, the scholarships meant more than just monetary reward, but built a platform that could reflect the students' achievements. Cathay provided systemic support through this platform and helped the young people to stand still in their own territories and further chase the future they dream of.



成功高中機器人研究社將獎助學金用於打造資源共享基地，邀約有志學子，一同挑戰 FRC 比賽。
Chenggong High School's Robotics Club used the prize money to build a shared makerspace and invited more people to join FRC competition.

Cathay provides continuous care and support along the way

Cathay Youth Excellence Scholarship awards outstanding students from three groups: Academic Group, Special Achievement Group, and Specific Accomplishment Group. For the year of 2018, Cathay decided to provide awards again to Academic Group's previous winners who have now entered universities in addition to the regular awards granted to senior high school level students. Among the 12 second-time awardees, there were freshmen from top schools like National Taiwan University, Chengchi University and Kaohsiung Medical University. By doing so, Cathay hoped the Scholarship winners would turn this generosity that they received once from Cathay into some innovative proposals benefiting the society and share this kindness through the platform of the Scholarship with more people in the future.

Innovative proposals aim at sending love and good will to every corner of our society

Also, from the proposals submitted to the Specific Accomplishment Group we noticed that students started to put focus across every part of different communities in the society, such as the proposals intending to help increase the advantages of second-generation immigrants, breaking people's stereotypes against migrant workers, releasing the stress for senior people, promoting coding, and care to teenage ex-offenders. This trend showed that the young generation are capable of expanding their care to a wide variety of groups of people and has deeply impressed the judge panel.

Walk firmly towards your dream despite difficulties

There is a trend of learning coding emerging in the circle of education. When trying to catch up this

trend, Taipei Municipal Chenggong High School's Robotics Club saw the problem of insufficient teaching resources in coding. Therefore, these young activists promoted "FIRST Robotics Competition" (FRC) with a goal of making all students to learn robotics and that made them one of the winners in the Specific Accomplishment Group. Through building their own makerspace, the Robotics Club purchased needed equipment and held a camp inviting other young people who had the same interest to share the learning resources. In addition, they planned to go to children's welfare organization to conduct EV3 coding classes. They further shared the resources downward so that there might be future coders to take challenge in FRC contest!

The youngest ever winner was Hao-Wei Lin who were only in Grade 8. Starting to learn piano at 6 years old, by now Lin has won five major international piano competitions, including the 2nd prize of Aarhus International Piano Competition for Young Pianists, the 2nd prize of Ettlingen International Competition for Young Pianists, and the 3rd prize of Cleveland International Piano Competition for Young Artist. Lin was named a little piano genius. At such as young age, he spoke orderly with great familiarity about classical and modern music. In order to help him pursue his dream, Lin's parents even borrowed money. Touched by the parents and child, Cathay Youth Excellence Scholarship's judges decided to grant him the award hoping to help this little musician carry out his dream of becoming an international top pianist.

Taipei Municipal Chien-Kuo High School Marching Band, the team that won the grand championship of 2018 WAMSB (the World Association of Marching Show Bands) competition held at in late July, 2018 in Taipei, was also granted with the award of Special Achievement Group. The band's 7 cadre members, including Chu Cheng, Chen-



溫馨廚房創辦人－高興同學獲頒「特色獎助類」得主，運用專長組織志工隊每月為長者送上營養湯品。
The founder of Cozy Kitchen Hsing Kao was the winner of Specific Accomplishment Group. He organized a volunteer team to deliver soups to seniors every month.

Wei Hsu, Kuan-Chung Wang, Chao-Hsien Huang, Ying-Chi Chiang, Chia-Chung Chen and Liang Chen, attended the event to receive the award. Their parents sitting in the audience looked proud of them. They had every reason to feel happy because it had been 8 years since their last championship. In order to earn this honor, these high school boys worked so hard that they even got injured. Kuan-Chung Wang the conductor said he couldn't forget that they used summer vacation to practice. In 38 degree weather all the members stood under the sun practicing for 12 hours every day for three weeks. "We got sun burns, sore muscles, and even skin falling off", said Wang. However all the painful memories disappeared at the moment when they were announced champion. Instead, they immediately set another goal. "We will go to Canada and win another championship!"

Cathay Charity Foundation would like the Excellence Scholarship become a platform where people's kindness would circulate. Young people who have received recognition today would dedicate themselves, do good to others and pay back to the society tomorrow so that the fruit of kindness would become real at many more places.

樹造幸福 霖園志工團啟動愛與善的循環 關懷訪視低收入貧困家庭，投入義賣及救災

主辦 | 國泰人壽慈善基金會



霖園集團子公司多位高級主管率先響應愛心環保義賣會，並與伊甸基金會二代學童合影。
Executive managers from the affiliate companies of Lin Yuan Group supported the charity bazaar and took a group photo with the second-generation immigrants from the Eden Foundation.

國泰志工長期以來秉持推己及人精神，積極參與社會公益、關懷弱勢族群，將溫暖送至各角落，讓善與愛的力量，於全臺各地發光發熱，持續傳遞「給人幸福，助人圓夢」的公益精神。

國泰大樹品牌在臺灣已立足逾半世紀，透過分布全臺的國泰志工，不間斷地關懷訪視弱勢對象，為實際需要經濟扶助的個案或家庭，緊急伸出援手；每當社會遭逢重大事故時，國泰志工也總是關懷守護在最前線，不論是遞送救助物資或協助災戶重整家園，每一位國泰人發揮人飢己飢的同理心，撫慰身心受創的人們，鼓舞並點燃民眾勇敢再起的生命動力。

關懷弱勢家庭，號召客戶親友響應愛心環保義賣

臺灣每年有為數眾多的家庭，因為遭遇天災、重大傷病或突發事故等，致使生活與經濟頓時陷入難關，為了幫助這些家庭度過困境，國泰人壽慈善基金會長期透過志工夥伴，就近關懷訪視，2018年共協力訪視394個貧困案家，其中扶助198個案、補助金額約208萬元。國泰期盼透過志工親自訪視，面對面給予受助者溫暖打氣，支撐他們度過人生低谷，早日揮別黑暗情緒，重拾自信自立的機會與勇氣。

此外，國泰人壽慈善基金會持續與伊甸基金會、

臺中YMCA、高雄YMCA等機構合作，分區辦理三場大型愛心環保義賣會，由北、中、南區的志工分隊總動員，號召許多親友及客戶捐出二手與新品物資參加義賣，在眾人愛心加持下，三場次共募得376餘萬元，全數投入新住民及貧困家庭子女教育之用。

國泰世華銀行基金會李明賢董事長表示，國泰除了深耕臺灣，近年來也積極在東南亞建立據點，在拓展業務同時也不忘回饋鄉里，每年國泰公益集團舉辦愛心環保義賣會，正是希望為新住民家庭累積更多學習資源，也盼呼籲社會重視新住民家庭帶來的強大潛力，進一步促進社會多元文化融合與發展。

志工深入花蓮賑災，積極推動微型保障

花蓮2月6日深夜強震，接連餘震，花蓮人心中滿是驚慌不安。國泰金控在第一時間響應捐助3,000萬元，盼協助災民早日重建；國泰人壽慈善基金會亦隨即啟動志工團賑災，近50名志工

活動感言

伊甸基金會 朱莉英主任

非常感謝這九年多來，國泰公益集團持續與伊甸合作，投入大量的教育資源，積極推動新住民二代多元培力教育課程，幫助新二代發掘專長與職涯興趣，建立並提升自信心。

專昌峰分隊志工 林惠淨

國泰人壽慈善基金會積極推動多元公益活動，落實「給人幸福、助人圓夢」幸福理念，我期許自己日後亦能將愛與關懷，傳遞到社會上更多角落。

愛心廠商 潘惠雯

我今天捐助物資，最主要是響應認同國泰人壽慈善基金會長期投入新住民二代關懷，也希望大家一同發揮愛心，聯手做公益，藉由這樣一個有意義的活動，為社會注入正能量。



國泰志工於花蓮震災後，快速成立志工服務站，陪伴花蓮民眾度過艱難時刻。
Cathay volunteers quickly set up a service station to help the Hualien earthquake victims.

同仁，主動投入災區服務，每日維持 10 人輪班，另機動組志工也在最短時間掌握受災名單，即時親訪慰問，協助受災家庭及早重返生活軌道。

此外，國泰人壽慈善基金會持續與大型社福機構合作推廣「微型保險」，藉由小額保費支出，為符合資格的投保者建構基礎身故、殘廢及意

外醫療等保障，以填補政府和社會保險缺口，避免弱勢家庭因家中經濟支柱死亡或意外事故，導致更嚴峻的生活困境。2018 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，共為 15,140 個家庭提供微型保障，撐起人生風險保護傘。

2018年愛心環義賣場次

活動成果	北部	中部	南部
合作單位	伊甸基金會	臺中市 YMCA	高雄市 YMCA
活動日期	11 月 3 日	12 月 8 日	2 月 3 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	650 位志工、 設置 95 個攤位， 義賣所得 181 餘萬元	630 位志工、 設置 78 個攤位， 義賣所得 87 餘萬元	780 位志工、 設置 76 個攤位， 義賣所得 107 餘萬元
參與人次	約 5,200 人	約 3,800 人	約 5,000 人



熱情民眾擠爆國泰義賣攤位，爭相把二手物資帶回家。
The bazaar was very popular and booths were filled with people.

Lin Yuan Volunteer Groups Circulate Love and Kindness through Giving Happiness

Volunteers visit low-income families and devote themselves to charity bazaars and disaster relief

Organized by | Cathay Charity Foundation



國泰世華銀行郭明鑑董事長（後排左 5），穿梭在義賣會廣場，向每一位國泰志工道謝。
Chairman of Cathay United Bank Andrew Ming-Jian Kuo (5th from left in back row) arrived the bazaar and gave thanks to every Cathay volunteer.

For a long time, Cathay's volunteers have been actively participating in the public welfare causes and providing care to the underprivileged at many places. They have worked hard to fuel up the power of love and kindness around Taiwan and continuously pass on the spirit of helping other people.

The brand of Cathay has been established in Taiwan for more than half a century. Cathay volunteers are scattered all over Taiwan. Thanks to their non-stopping voluntary visits, a lot of underprivileged individuals and households are able to receive financial support. At the time when major disaster strikes, Cathay volunteers would always appear

immediately, delivering resources for disaster relief or helping victims tidy up their homes. Every member of the big Cathay family has empathy to comfort to the victims and help them get back on their feet again.

Volunteers invite customers, friends and families to support charity bazaars

Every year in Taiwan, numerous families fall into sudden distress due to natural disaster, major illness or accidents. In order to help them overcome their difficult condition, through its volunteer network, Cathay Charity Foundation could provide care and support. In 2018, Cathay volunteers visited 394

households living in poverty and provided support to 198 cases with a total amount of NT\$ 2.08 million (US\$ 68,085). At the foundation, we hope the human touch of volunteer's visits can offer comfort and warmth to those fragile people so that they can regain confidence and walk out of the darkness of their life.

In addition, Cathay Charity Foundation worked with Eden Social Welfare Foundation, YMCA Taichung and YMCA Kaohsiung to conduct three large charity bazaars. With the support from the volunteer sub-teams from North, Central and Southern Taiwan, a large volume of brand-new and pre-owned objects were donated for the sale. With the support from lots of participants, the three charity bazaars raised around NT\$ 3.76 million (US\$ 123,077). All the income was going to be allocated to the educational causes for children from new immigrant families and disadvantaged families.

Mr. Roger M. H. Lee, the Chairman of Cathay United Bank Foundation, said in addition to its commitment to Taiwan, Cathay recently has been establishing presence in South-eastern Asia and

Participant's feedback about the event

Li-Ing Chu, Director of Eden Social Welfare Foundation

We really appreciate Cathay Charity Group's continuous cooperation with Eden for over 9 years in allocating educational resources and promoting the Dedicated Empowerment Program for second-generation immigrants. These causes have helped them explore their skills and interests and boost their self confidence.

Hui-Ching Lin, Volunteer of Changfong Sub-team

Cathay Charity Foundation actively promotes a wide variety of charitable causes in carrying out its fundamental idea of "Spreading Happiness and Hope". I look forward to bringing more love and care to more people in need.

Hui-wen Pan, Participating Vendor

The main reason I donate products for today's event is that I agree with Cathay Charity Foundation's long-term efforts in providing care to second-generation immigrants. I also hope that more people would come and support such a meaningful cause so that this positive energy would be spread further.

Charity Bazaars in 2018

Result	Northern Taiwan	Central Taiwan	Southern Taiwan
Co-organizer	Eden Social Welfare Foundation	YMCA Taichung	YMCA Kaohsiung
Date	Nov. 3	Dec. 8	Feb. 3
Venue	Dr. Sun Yat-sen Memorial Hall, Taipei	Jianxing Elementary School, Taichung	Kaohsiung Cultural Center, Kaohsiung
Booth and Income	95 booths with 650 volunteers; Income of the day: approximately NT\$ 1,810,000 (US\$ 59,247)	78 booths with 630 volunteers; Income of the day: approximately NT\$ 870,000 (US\$ 28,478)	76 booths with 780 volunteers; Income of the day: approximately NT\$ 1,070,000 (US\$ 35,025)
Turnout	Approximately 5,200 people	Approximately 3,800 people	Approximately 5,000 people

Cathay kept in mind that it carried the corporate social responsibility to the local communities. The charity bazaars held by the Cathay Charity Group aims at collecting resources for the new immigrant families. He also urged the public to see the great potential possessed by the new immigrant families and to further promote the culture diversity for our society.

Volunteers reached deep in Hualien for disaster relief and micro insurance promotion

On Feb. 6, 2018, a huge earthquake struck Hualien in late night and the following aftershocks further caused panics for local residents. Cathay Financial Holdings immediately announced a donation of NT\$ 30 million (US\$ 981,997) for disaster relief causes. Not long afterwards, Cathay Charity Foundation quickly allocated volunteer delegations to assist in the disaster relief. Around 50 Cathay staff volunteered for disaster relief. They formed a

daily shift of 10 people working in the stricken area. The rest of the team managed to find out where the victims were and provide visits and regards.

Furthermore, Cathay Charity Foundation has continuously worked with large social welfare organizations in promoting micro insurance which provides basic protection in death, disability and accident coverage to qualified applicants. Micro insurance only requires a small amount of premiums while it can fill up the gap of public or social security. Disadvantaged families don't have to fall into tougher situation when the income earners of the household suddenly die or encounter accidents. In 2018, Cathay offered micro insurance to 15,140 households, including physically and mentally disabled applicants, middle- and low-income households, and financially challenged new immigrants, helping them to set up the safety net for their life.



國泰志工貼心準備暖暖包、餅乾、泡麵等乾糧，並提供各項諮詢服務。
Cathay volunteers prepared pocket warmers, biscuits, instant noodles and other food and provided consultation service.

再現臺灣原生綠 大樹動起來 響應綠色行動，國泰種樹護地球

主辦 | 國泰人壽慈善基金會



國泰邀請眷屬、民眾及國小學童，大手牽小手，相約植樹趣！
Cathay invited its employees' families, the general public and elementary school children to plant trees.

國泰人壽慈善基金會支持政府「節能減碳」、「綠化家園」政策，配合各縣市政府 3 月植樹活動，號召近 400 名國泰志工、眷屬及保戶，響應農委會林務局在雲林縣口湖鄉海口故事園區、南投縣湖山水庫桶頭攔河堰、嘉義縣竹崎鄉金獅社區廣福宮及臺南市將軍區

等地舉辦的「再現臺灣原生綠」植樹活動，種下樹苗的同時，國泰志工心中環保愛地球的幼苗，也同時成長茁壯。

2018 年國泰人壽慈善基金會透過在地志工，持續參與雲林、南投、嘉義、臺南、宜蘭等多場綠樹種植活動，響應生態保護。國泰志工陳淑媛表示：「這次和上百名志工、保戶共同在臺南將軍漁港植樹，穿著黃色背心的國泰志工穿梭在沙灘，種下屬於自己的小樹，形成一幅美麗的畫，每一粒汗水，都代表大家對環境保持所付出的心力，更期盼綠化環保行動能遍布全臺。」

此外，配合 9 月份小花蔓澤蘭全國防治宣導活動，國泰人壽慈善基金會展業蘇澳分隊志工，也協同國家森林志工、在地頂寮社區熱心民眾約 300 位，共同於 9 月 1 日清除生態惡勢力小花蔓澤蘭逾 510 公斤，還給原生土地一片清新成長空間。

2018 年國泰志工參與響應之綠色行動場次

活動日期	活動名稱	活動地點	活動總參與人數	活動總成果
3 月 3 日	雲林縣植樹節	海口故事園區	200 人	種植 2,000 株
3 月 10 日	南投縣植樹節	湖山水庫桶頭攔河堰	500 人	種植 1,000 株
3 月 10 日	嘉義縣竹崎鄉植樹活動	金獅社區廣福宮	100 人	種植櫻花樹 100 株
3 月 25 日	臺南市「護岸從「樹」森護臺南」植樹節	將軍魚港港口	500 人	種植 10,000 株
9 月 1 日	小花蔓澤蘭防治宣導	宜蘭縣蘇澳鎮頂寮生態公園	300 人	清除綠癌約 510 公斤

Cathay Mobilizes the Public to Regain Greenness for Taiwan

Cathay plants trees to save the planet

Organized by | Cathay Charity Foundation

In response to government's policy on carbon reduction and green environment and the tree-planting events held by local governments in March, Cathay Charity Foundation mobilized Cathay volunteers, their families and policyholders to support the tree-planting events "Regain Greenness for Taiwan" held at Haikou Story Park in Yunlin County, Hushan Dam in Nantou County, Guangfu Temple in Chiayi County, and Jiangjun Fish Port. Cathay led all the participants planting saplings while raising environmental awareness.

In 2018, the foundation kept its endeavor and mobilized its volunteers to participate in tree planting events in Yulin, Nantou, Chiayi, Tainan and Yilan. "In this event, about hundreds of people, including volunteers and policyholders, planted lots of trees in Jiangjun Fish Port. You could see those volunteers in yellow vests walking on the beach and planting those saplings. What a beautiful picture! Everyone worked hard so that we could do our bit to the environment, and I hope this green action can be spread to the entire Taiwan," said the Cathay volunteer Shu-Yuan Chen.



國泰志工及宜蘭熱心民眾，合力清除生態惡勢力小花蔓澤蘭，還給綠林一片生機。
Cathay volunteers and Yilan locals worked together removing "green cancer", the non-native plant Mikania micrantha.

In addition, for the "green cancer" (the alien plant Mikania micrantha) prevention and removal event held in September, Cathay volunteers from Suao Sub-team worked together with other volunteers and local residents at Dingliao. The 300 people of the entire mission removed 510 kilograms of the green cancer on the Sep. 1 event, helping restore an optimal growing environment for the Taiwanese native plants.

Cathay volunteers' participation of environmental events in 2018

Date	Event Name	Venue	Turnout	Result
Mar. 3	Tree-planting Festival in Yunlin County	Haikou Story Park	200 people	2,000 trees planted
Mar. 10	Tree-planting Festival in Nantou County	Hushan Dam	500 people	1,000 trees planted
Mar. 10	Tree-planting Festival in Chiayi County	Guangfu Temple	100 people	100 cherry trees planted
Mar. 25	Tree-planting Festival in Tainan City	Jiangjun Fish Port	500 people	10,000 trees planted
Sep. 1	Green Cancer Prevention and Removal Event	Dingliao Ecology Park, Yilan County	300 people	Green cancer of 510 kilograms removed

響應世界地球日 國泰全員動起來 「樹造幸福·海好有你」全臺淨灘減塑大團結

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



國泰金控總經理李長庚(前排右2)率領公司主管及社區民眾一起淨灘。
President of Cathay Financial Holdings Chang-Ken Lee (2nd from right in front row) joined beach-cleaning with other company managers and general participants.

4月22日「世界地球日」這天，世界各地的人們會以不同的環保運動，展現愛護地球環境的決心，而國泰金控及旗下各公司則號召逾7,000人，於全臺17縣市、共22據點舉行淨灘暨減塑宣誓活動，除了國泰志工之外，更邀請眷屬、客戶、供應商、學校與伊甸基金會、YMCA等利害關係人參與，集結眾人之力，當日累計共清淨11,000公斤垃圾。

守護健康與幸福，從淨灘、減塑做起

臺灣海岸線長1,700公里，原本應是美麗且生態豐富的場域，卻面臨被垃圾團團包圍的景象，

根據統計每年有超過800萬噸的塑膠垃圾持續不斷流入海裡，2050年海裡的塑膠垃圾將比魚多。塑膠垃圾除了直接殘害海洋生物，透過層層食物鏈循環，也會進入人類體內，對健康造成嚴重危害。

為鼓勵國泰志工認同並參與淨灘暨減塑活動，內部除拍攝「淨灘減塑宣誓活動簡介」、「淨灘二三事報你知」、「減塑生活SO EASY」等廣宣影片外，更進一步製作線上課程，幫助同仁持續學習加強認知。此外，也特別與荒野保護協會合作開辦淨灘種子培訓課程，透過NGO單

位專業教導，促使同仁體認到守護環境須從每一天做起，例如不再使用一次性塑膠製品，就是最好的解方。

宣誓終結塑膠汙染，國泰全臺串連

國泰「樹造幸福·海好有你」全臺22場次淨灘活動，於4月22日「世界地球日」熱血展開，每場次皆邀請所有參與者手牽手共同許下承諾：「我~從今天起，自備環保杯、環保袋、環保餐具，少用一次性塑膠製品，終結塑膠汙染，建立永續家園」，這一段誓詞呼應了2018年「世界地球日」關注的核心議題「塑膠」。

國泰也特別在新北市八里左岸公園、苗栗縣龍鳳漁港、高雄市旗津海岸及花蓮縣七星潭等4個淨灘現場，邀請當地藝術工作者、國小學童，運用回收物品製作大型視覺藝術，成為淨灘活動超級亮點。

新北市米倉國小以「蟹謝有你」為主題，利用回收垃圾創作海灘常見的螃蟹；苗栗縣海寶國小則以「淨灘再生」為主題，配合當地外海兩支離岸風力發電機，利用寶特瓶、易開罐製成風車造型，連結上LED發電發光；花蓮縣景美國小以「大海魚兒吶喊」為主題，運用漂流木

及其他回收垃圾，呈現魚兒在充滿垃圾的海洋中吶喊抗議的樣貌；高雄市明正國小也以「美麗海洋我愛海灘」為主題集體創作，於長幅大型畫布上繪畫，並以撿拾到的垃圾作為畫布裝飾。

此次國泰結合企業永續的綠色營運理念，於集團內部設定每季推動主題，分別為「淨灘」、「節水」、「節電」、「綠能」等，從國泰同仁自身開始落實，再擴散至家人及集團1,300多萬客戶，展現愛護土地的具體行動力，實踐「永續臺灣、清淨家園」的長期願景。



國泰人壽劉上旗總經理(前排中)於高雄旗津率領所有參與者宣誓減塑。
President of Cathay Life Insurance Shan-Chi Liu (central in front row) led all the participants to take the vow cutting the use of plastics.



新北市米倉國小展示「蟹謝有你」淨灘藝術創作。
The students from Micang Elementary School in New Taipei City used recycled objects to create artifacts in form of crab.



苗栗縣海寶國小進行「淨灘再生」藝術創作。
Haibao Elementary School's children from Miaoli used PET bottles to make art works.

The Entire Cathay Mobilized to Support the Earth Day "Love Our Ocean" - a great movement of beach-cleaning and plastic-free around Taiwan

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

Co-organized by | Cathay Charity Foundation

On Apr. 22 the Earth Day, people around the world take on different kinds of green actions to demonstrate their resolution of preserving the Earth. In response to this campaign, Cathay Financial Holdings and its affiliates mobilized over 7,000 people to conduct beach-cleaning campaign and issue a plastic-free manifesto on 22 locations in 17 cities in Taiwan. Cathay also invited its staff's families, customers, vendors and schools and other associations including Eden Social Welfare Foundation and YMCA to participate in the event. The entire event cleaned out garbage of 11,000 kilograms in one day.

For our health and happiness, we can start by cleaning the beaches and reducing the use of plastic

Taiwan has a coastal line of 1,700 kilometers. Supposedly it should be surrounded by beautiful and abundant ocean ecology. Instead, our beaches are filled with garbage. Statistics say every year there is plastic waste of over 8 million tons flowing into ocean and the volume of plastic waste in the ocean will outnumber fish by 2050 if this situation doesn't change. Plastic waste directly does harm to the marine creatures, and more than that, it goes into human body through the cycle of food chain, causing serious danger for human health.

In order to raise the staff's awareness about beach-cleaning and plastic reduction, Cathay produced

three videos "Intro to Beach-cleaning and Plastic Reduction Manifesto", "Things You Need to Know about Beach-cleaning" and "Plastic Free So Easy" and on-line courses for internal use. Cathay specifically invited the Society of Wilderness to conduct a training program for seed coaches, leading the staff to learn that environment conservation is a daily task. For example, the best way to cut plastic waste is to stop using disposable plastic products.

Cathay and supporters vow to end plastic waste

Cathay held 22 events at multiple venues in Taiwan for its Love Our Ocean campaign on Apr. 22 the Earth Day. In each of the events, all participants were invited to make a vow as, "I, starting from today, will use my own cup, bag, and utensils. I will try not to use disposable plastic products so that I can end the plastic pollution and build a sustainable planet". This manifesto also echoed to the core issue "plastics" of the 2018 Earth Day.

At the 4 venues of beach-cleaning events at Leftbank Park in New Taipei City, Longfeng Fishing Harbor in Miaoli, Cijin Beach in Kaohsiung and Qixingtang Beach in Hualien, Cathay invited local artists and elementary school children to create installation art works using recycled objects as the main visual signs for the campaign.

The students from Micang Elementary School in

New Taipei City used recycled objects to create artifacts in form of crab. Haibao Elementary School's children from Miaoli used PET bottles, cans and LED lighting and created a simulated work of wind turbine which echoed the two offshore wind turbines set up in Miaoli. In Hualien, Jinmei Elementary School's children created a work "Screaming Fish in Ocean", which applied drift wood and other recycled waste. The students from Kaohsiung's Mingzhen Elementary School used the garbage they picked as canvas and created a large painting altogether.

Internally, Cathay set up the quarterly themes for its vision of corporate sustainability: beach-cleaning, water conservation, power conservation and green energy. First from its own employees and then to their families and its 13 million



高雄市明正國小學童以「美麗海洋我愛海灘」為題，開心繪畫創作。
The students from Kaohsiung's Mingzhen Elementary School made a painting in the theme of ocean.

customers, Cathay would like to raise people's awareness about environmentalism as a means to carry out its long-term goal of "sustainable home of Taiwan".



國泰人壽慈善基金會鍾茂季總幹事(右1)與國泰證券周冠成總經理(右2)，率領參與者在花蓮七星潭淨灘，並與花蓮縣景美國小一起呈現「大海魚兒吶喊」淨灘創作。
Director-General of Cathay Charity Foundation Mao-Jih Chuang (1st from right) and President of Cathay Securities Guan-Cheng Chou (2nd from right) joined beach-cleaning event in Hualien. They took a photo with Jinmei Elementary School's children and their work "Screaming Fish in Ocean".

國泰熱血再創巔峰 19 年突破 30 萬袋 穩定暑期血庫，加強宣導反毒

主辦 | 國泰人壽慈善基金會

協辦 | 國泰建設文教基金會

國泰夏日捐血活動已連續舉辦 19 年，是國泰公益集團年度重要活動之一。為推廣「捐血一袋，救人一命」的理念，今年持續與台灣血液基金會合作，透過遍布全臺的國泰志工，邀請家人、客戶及民眾一起捐血，並於各縣市、多個據點舉辦，離島澎湖也來共襄盛舉。因應夏日暑期血荒，今年擴大辦理共募得 48,699 袋，數量為歷年之冠，累計推動 19 年來已募得超過 30 萬血袋。

為協助社會籌備充足血源，國泰夏日捐血活動從 5 月初至 9 月底，串連北、中、南、東地區，

舉辦 297 場捐血活動，國泰人壽劉上旗總經理更率先於總公司大樓與展業北東分隊志工們，共同號召同仁、保戶與民眾加入捐血行列，多位集團高階主管也親自挽袖捐血，鼓勵民眾發揮利他精神，共同努力穩定臺灣醫療用血環境。

國泰人壽劉上旗總經理表示，公司每年舉辦捐血活動，累計今年捐血量已突破 30 萬袋，主要歸功於同仁、保戶及民眾熱心參與，透過捐血，每個人都可以有機會為他人付出，可以說是「利人又益己」。



國泰人壽劉上旗總經理 (中) 和展業北東分隊志工號召家人、客戶及民眾一起捐血。
President of Cathay Life Insurance Shan-Chi Liu (central) joined volunteers to urge people to donate blood.



普悠瑪號列車事故後，國泰緊急協調捐血車於總公司大樓發起捐血，獲上百名同仁挹注熱血。
Cathay urgently arranged mobile blood donation service in front of head-office building in light of Puyuma derailment. About a hundred of people supported the blood donation.

為鼓勵更多民眾響應捐血，今年除了結合在地愛心單位之外，各捐血場次也提供捐血者精美紀念品，今年合計募集 48,699 袋熱血，創下歷年新高，國泰也因長期推動捐血活動，連續 16 年獲得台灣血液基金會臺北捐血中心表揚為「捐血績優企業」，落實回饋社會、善盡企業社會責任的精神。

今年在中部地區由展業東勢分隊所舉辦的捐血活動中，發生一件溫暖小插曲。一位曾因車禍導致半邊癱瘓的保戶，當時即受惠於無償捐血者的付出及國泰志工暖心關懷，所以在身體完全復原後，馬上主動成為本次捐血活動的捐血者，讓「捐血一袋，救人一命」的理念，透過自身實際的捐血行動來實踐，啟動更多生命互助的美好循環。

10 月 21 日因普悠瑪號列車發生事故，血液基金會呼籲民眾踴躍捐血，以緩解此次重大傷亡所引發的「缺血危機」，故國泰緊急協調捐血車於 10 月 23 日在國泰人壽總公司大樓發起捐血活動，當天除了上百位集團同仁踴躍參與，亦有多位集團高級主管親自挽袖捐血。



國泰世華銀行郭明鑑董事長 (中)、瑞銀集團臺灣區陳允懋總經理 (左)、國泰世華銀行周衛華行政長 (右) 率先響應捐血。
Chairman of Cathay United Bank Andrew Ming-Jian Kuo (central), CEO of UBS Taiwan Dennis Chen (left), and COO of Cathay United Bank Wei-Hua Chou (right) took the lead in blood donation event.



國泰產險姚棋馨副總經理 (左) 及孫騰敬副總經理 (右) 挽袖捐血。
Cathay Century Insurance's two vice presidents Chi-Hsin Yao (left) and Teng-Min Sun (right) also rolled up their sleeves for blood.

此外，為提高大眾對毒品警覺及加強反毒知能，今年再度響應警政署刑事警察局「暑期青春專案系列活動」，更於展業南市、雲縣分公司及展業北斗分隊捐血活動中，加入反毒及反詐騙宣導元素，由地方分局指派專人於捐血現場，向大眾說明現今毒品種類及偽裝方式 (如偽裝成糖果餅乾)，以提升家長及國泰志工對毒品認知，並多多向自己孩子或客戶宣導，以達全民反毒成效。

Cathay's Efforts in 19 Years Lead to Blood Donation over 300,000 Bags

Strengthening blood supply in summer and promoting anti-drug campaign

Organized by | Cathay Charity Foundation

Co-organized by | Cathay Real Estate Foundation

Cathay's Summer Blood Donation Campaign has been conducted for 19 consecutive years. It is one of the most significant annual events for Cathay Charity Group. As the slogan goes, "a bag of blood may save another person's life". Cathay worked with Taiwan Blood Services Foundation again to hold the blood donation campaign. Cathay mobilized its volunteers around Taiwan to invite their families, customers and the general public to support this campaign. Donation booths were set up in many places and many cities, including Penghu. In order to make up for the supply shortage in summer, Cathay expanded this year's campaign and collected a record breaking amount of 48,699 bags of blood. In total, the blood donation over the past 19 years has exceeded 300,000 bags of blood.

In order to collect sufficient blood supply, the Summer Blood Donation Campaign was held from early May till end of September with 297 events in the north, central, south, and east regions of Taiwan. In the event held at the headquarter office, Mr. Shan-Chi Liu, the President of Cathay Life Insurance, joined the Cathay volunteers of Peidong Sub-team to call for donors. Many senior executives also rolled up their sleeves, urging more people to support this great cause with real action and hoping that by many people's efforts the blood supply could stabilize.



國泰人壽展業竹成分隊結合新竹國泰醫院院慶活動，合作舉辦捐血活動。
Cathay Life Insurance's volunteers held blood donation event at the anniversary celebration event of Hsinchu Cathay General Hospital.

According to Mr. Shan-Chi Liu, the President of Cathay Life Insurance, the blood donation collected through Cathay's annual campaign has exceeded 300,000 bags and the credit of this achievement should be given to all the staff, policyholders and the general public. Everyone can donate blood to benefit others.

To attract more donors, Cathay also prepared souvenirs as a gift of appreciation. In this year along, the campaign collected 48,699 bags of blood, the highest record over the years. Cathay was granted with the Blood Donors Award by Taiwan Blood Services Foundation in the 16th consecutive year. This campaign also demonstrated how Cathay fulfilled its corporate social responsibility.



展業南市分隊與臺南市政府警察局合辦捐血暨反毒宣導活動，並提供數臺自行車鼓勵民眾捐血。
Cathay volunteers worked with the Tainan police in blood donation and anti-drug campaign. They offered bicycles as incentives for blood donation.

There was a heartwarming anecdote in the blood donation event organized by Dongshi Sub-team in central region. A policyholder who got half of the body paralyzed in a car accident received blood transfusion and care from Cathay volunteers. After recovery, he came to donate blood right away. This policyholder's story is exactly how the slogan "a bag of blood may save another person's life" describes, and we can see the positive impact would roll into a cycle of good will.

Due to the Puyuma Express derailment happened on Oct. 21, the Taiwan Blood Services Foundation urged the public to donate blood for the urgent need incurring from the serious accident. On Oct. 23, Cathay quickly arranged a mobile blood donation service coming in front of Cathay's head-office building. During the urgently arranged event, around a hundred of employees, including many senior executives, generously donated their blood.

Furthermore, the foundation worked with the Criminal Investigation Bureau of the National Police

Agency again for the "Summer Youth Campaign". Anti-drug and anti-fraud promotion was incorporated in the blood donation events held by sub-teams from Tainan, Yunlin and Beidou. Police officers explained to the participants presents about the types of drugs and how they were in disguise (as candies or cookies) to raise people's awareness.



澎湖縣長賴峰偉 (左4) 前往澎湖分公司分隊辦理之捐血場次，號召民眾熱情參與。
Penghu Magistrate Feng-Wei Lai (4th from left) joined the blood donation event and urged people to donate blood.

結合大專青年熱情 回應更多社會需求 國泰贊助大專社團深入偏鄉服務

主辦 | 國泰人壽慈善基金會

國泰人壽慈善基金會自 2013 年起贊助大專院校服務性社團活動提案，結合大專院校社團力量，擴大國泰公益服務網絡，藉由青年學子的創意及活力，將國泰大樹之愛的關懷觸角，延伸至更廣更遠的社會角落。

暑假期間，許多大專院校學生社團會自主性舉辦偏鄉學童、社區關懷等營隊服務，主題涵蓋多元，包括學童課業輔導、英語教學、閱讀教育、生態保育及各項團康服務等，提供離島、偏鄉的小朋友們一個正向學習機會。對大專院校青年學子而言，能結合本身專長與服務熱情，並透過活動實際辦理，學習反思與感恩，對自己及受助者都深具教育意義。

其中一位前往臺東縣臺坂國小服務的臺大醫服團成員，留下這樣的訊息給營隊學童：「謝謝臺坂的小朋友，每年總是把自己交給我們這群素不相識的大哥哥、大姐姐。服務隊的意義，是希望未來當你們在人生岔路上徬徨不定時，能想起我們的話語，並給你們一點希望和信心，繼續堅持自己的志向。明年同時，我一定會遵守諾言，回來看看你們，也希望你們都好好的。」

2018 年國泰人壽慈善基金會共贊助支持臺灣大學、政治大學、臺南大學、臺灣師範大學等 28 所學校、67 個社團，服務區域涵蓋全國十數個縣市，大專學生志工參與共計 2,235 人，服務受益人數近萬人。



臺南大學青年志工為偏鄉學童舉辦「海鷗冒險家之勇闖侏羅紀」暑期營隊。
Student volunteers from National University of Tainan held a summer camp for children in remote areas.

Borrowing Young People's Passion to Fulfill Much More Social Needs

Cathay sponsors college clubs to serve the remote country

Organized by | Cathay Charity Foundation

Cathay Charity Foundation started to sponsor university clubs' service projects since 2013. By combining the energy and creativity of the young people from university clubs, Cathay is able to enlarge its network of charity causes and reach out to people in the farther corners of our society.

Many student clubs and associations conduct service program during summer vacation for remote country children or local communities. These summer camps focus on a wide range of subjects, including tutoring, English teaching, reading class and group activities, and provide learning opportunities for the children living in offshore islands and remote country. It is also a meaningful cause for college students because they can do what they are good at while serving other people. They are able to gain a lot from these activities.



透過熱血青年志工，國泰關懷偏鄉學童的觸角，延伸至更廣更遠。
Cathay was able to extend its care and support through the enthusiastic young people.



臺灣大學醫療服務隊前往臺東達仁鄉辦理暑期營隊，為當地民眾提供醫療服務。
National Taiwan University's medical service team went to Taitung in summer vacation providing medical service for local people.

A member from NTU Medical Service Club left a message to the children of Taiban Elementary School in Taitung, which says "My greatest thanks to Taiban's little friends. Thank you for trusting us even though you didn't know us. We hope that one day you will think about our words when you feel anxious about your future, and maybe what we said can boost your hope and confidence and help you keep on going. I will keep my promise. I will come back same time next year. Stay well".

For 2018, Cathay Charity Foundation sponsored 67 clubs from 28 schools including National Taiwan University, Chengchi University, National University of Tainan, National Taiwan Normal University, etc. In total, there were 2,235 college students receiving sponsorship to serve almost 10,000 people in more than a dozen of cities.

連續 12 年支持「混障綜藝團」演出逾百場 前進校園及監所，傳遞滿滿生命力

主辦 | 國泰人壽慈善基金會

國泰人壽慈善基金會長期贊助混障綜藝團前進校園和監所，12 年來公益巡演上百場次，受益人次已超過數十萬人。每一場演出經由團員傳達永不放棄的力量與勇氣，近距離鼓舞年輕學子及收容人，讓陽光灑進每一個心靈角落。

混障綜藝團是由多位肢障者所組成的表演團隊，從一開始每年僅數場演出，持續增加至現在每年演出上百場，團長劉銘說：「身障朋友不是能力出了問題，而是機會出了問題！感謝國泰人壽慈善基金會扶了我們一把，讓我們可以走的又挺又直！現在我們要把愛傳給更多的人。」

2018 年由國泰贊助支持之混障綜藝團巡演達 10 場次，包括新竹誠正中學、彰化監獄、臺南北門農工、屏東佳冬高農、臺東體育高中、臺中明德高中、高雄岡山農工、桃園壽山高中、臺北公益場等，觸及人數高達 6 千人。

今年度於臺北舉辦之公益場，有多位國泰金融集團高階主管親自出席，其中國泰人壽劉大坤資深副總經理於活動後有感而發地說：「施比受更有福！混障綜藝團從心裡面散發出來的力量，帶給大家堅持往前的深刻啟發，期待大家充滿生命力，發揮更多價值，影響更多人！」



混障綜藝團前進臺中明德高中進行演出，鼓舞青年學子突破困境、永不放棄。
Mixed Disabled Troupe gave performance in Ming-Der Senior High School in Taichung.



混障綜藝團成員「雙輪椅拉丁組」黃蕙蓉(左)、郭文生(右)合作無間，精彩舞姿風靡全場。
Yi-Jung Huang (left) and Wen-Sheng Kuo (right), the duo dancers from Mixed Disabled Troupe, danced in wheelchair with perfect coordination!

誠正中學一位少年收容人親筆寫下心得：

這個表演讓我感慨萬千，每個團員身上都有殘缺，卻還這樣快樂的活下去，讓我覺得自己好笨，好手好腳居然跑去吸毒，殘害身體，真是人在福中不知福。

其中一位表演者被問到如果有手腳，第一件事會做什麼時，他回答：「要倒水給自己的爸爸、媽媽喝。」當我聽到這句話，覺得很心酸，出去工作後一定要多做好事，不再傷害自己，更要孝順家人，才不會浪費自己生命的價值。

With Cathay's Support of 12 Year-long, Mixed Disabled Troupe Delivers over 100 Gigs

Mixed Disabled Troupe passes on positive attitude to students and inmates

Organized by | Cathay Charity Foundation

Cathay Charity Foundation has been providing long-term support to Mixed Disabled Troupe to put up performances in prisons and schools around Taiwan. Over the past 12 years, the foundation had sponsored more than 100 gigs, benefiting hundreds and thousands of people. In each of their performances, the troupe members passed on the courage and spirit that never surrenders, bringing hope to young students and inmates.

Mixed Disabled Troupe is a performing group formed by physically challenged performers. At the very beginning, they could only receive few invitations to perform in a year, but now they would need to do about one hundred gigs a year. The coach Ming Liu said, "Disabled people have no problems with their capabilities. Their difficulty is that they are shunned by opportunities. Therefore, we really appreciate the Cathay Charity Foundation for giving us a hand. Now we can walk with our heads up and straight. And we will pass this love to more people".

The 2018 Student and Inmate Care Program gave 10 performances at places including Chengjheng High School, Changhua Prison, National Pei-men Senior Agricultural and Industrial Vocational School, National Chiatung Agricultural Vocational Senior High School, National Taitung University Affiliated Physical

Educational Senior High School, Ming-Der Senior High School, National Kangshan Agricultural & Industrial Vocational Senior High School, and Taoyuan Municipal Shoushan Senior High School. The Mixed Disabled Troupe reached out to more than 6,000 people in total if charitable performances held in Taipei were included.

Quite a few Cathay's senior executives attended the charity performances held in Taipei. After the event, Mr. Ta-Kun Liu, Senior Executive Vice President of Cathay Life Insurance, said when receiving an interview, "Giving is more blessed than receiving! Mixed Disabled Troupe showed us the strength from their inner-self and brought us encouragement to keep going forward. I wish everyone to find their inspirations and make a difference for others".



熱情活力的國泰志工前進監所、校園，傳遞無限正能量！
Cathay volunteers supported the Student and Inmate Care Program and delivered positive energy.

A youth offender at Chengjheng High School wrote a message after the performance:

I felt much after seeing this performance. Every dancer has a physical disability but they all look happy. I feel I was really stupid. I'm healthy with four limbs intact but I took drugs to damage my body. I was ashamed of myself.

One performer was asked what would be the first thing he would do if he had arms, and he said "I'm going to pour a cup of water for my parents". My heart ached when I heard this. I swear I am going to do good things after I get out and start working. I will stop doing harm to myself and treat my family well. I'm not going to waste my life anymore.

新世代反毒 活力讚出來 創意反毒宣導，向毒品 Say No!

主辦 | 國泰人壽慈善基金會



前立法院王金平院長 (前排左 3) 及國泰人壽慈善基金會鍾茂季總幹事 (前排左 2) 及國泰志工共同參與豐原高中校園反毒活動。
Former Speaker of the Legislative Yuan Jin-Pyng Wang (3rd from left in front row) and the Director-General of Cathay Charity Foundation Mao-Jih Chuang (2nd from left in front row) attended anti-drug event in Feng Yuan Senior High School in Taichung.

校園新興毒品問題日益嚴重，為阻止毒品殘害國家未來主人翁，及營造校園安全、建立學生自主反毒意識，國泰人壽慈善基金會與崇右影藝科技大學文創研究所學生「撼動 H.D.A」團隊合作，推動「新世代反毒 活力讚出來」校園巡演，以達成防制藥物與毒品濫用、防制校園與網路霸凌及宣揚生命教育等目的。

今年度國泰贊助之「新世代反毒 活力讚出來」反毒宣導，於 3 月至 4 月間前往臺中、彰化地區 10 所國中、高中校園巡迴演出，「撼動 H.D.A」團隊運用街舞、武術、特技、歌唱等表演方式，創新反毒教育宣導模式，每場都有上千名同學參與，並於活動中舉辦有獎徵答，透過互動讓學生學習「識毒」、「反毒」，勇敢向毒品 Say No!

10 場演出中除有各分隊志工參與外，前立法院

王金平院長及國泰人壽慈善基金會鍾茂季總幹事，也應邀出席臺中豐原高中反毒宣導，於會中呼籲學子勇敢拒絕毒品，共同宣示反毒決心。

臺中市大明高中二年級林同學分享道：「撼動 H.D.A 以特技表演宣導反毒反霸凌，十分吸引我們，也更加明瞭有夢想就要勇敢去追，相信自己，永不放棄！更感謝國泰人壽慈善基金會贊助，讓我們有一個印象深刻且精彩絕倫的反毒學習！」

此外，國泰人壽慈善基金會今年也與臺南愛樂管弦樂團合作，舉辦「唐老師說故事」校園反毒演出，深入中南部 10 所偏遠學校、受惠學童 1,021 人次，透過投影解說及現場樂器教學演奏，帶領學童進入美妙的音樂世界，並建立學生反毒、反霸凌等正確意識。



「唐老師說故事」校園反毒演出，巧妙將反毒知識融入戲劇演出。
The anti-drug campaign tour incorporated knowledge in plays.

Young Generation Say No to Drugs Cathay launches innovative anti-drug campaigns

Organized by | Cathay Charity Foundation

The drug problem in campus is getting more and more serious. In order to curb the drug issue and promote the anti-drug awareness among students, the foundation worked with "Han Dong Art", the student group of Chungyu University of Film and Arts to launch an anti-drug performance tour "Young Generation Say No to Drugs". The purpose aimed at promoting drug prevention and abuse and campus and cyber bully.

The tour "Young Generation Say No to Drugs" took place from March to April in 10 junior and senior high schools located in Taichung and Changhua. Han Dong Art incorporated street dance, martial art, stunt and singing into their anti-drug performance. Each gig had audience about one thousand students and had a quiz contest. Such interactive activity allowed students to know more about the campaign and dare to say no to drugs.

The 10 performances received great support of Cathay volunteers. In addition, the former Speaker of the Legislative Yuan Jin-Pyng Wang and the Director-General of Cathay Charity Foundation Mao-Jih Chuang also attended the event held in Feng Yuan Senior High School in Taichung. They urged the students to have the courage to reject drugs.

A student from Ta Ming High School shared after the performance, saying "Han Dong Art impressed us a lot by their stunt performance. The theme of their performance is anti-drug and anti-bullying.



國泰「新世代反毒 活力讚出來」前進彰化縣大慶商工，以創新反毒宣導模式獲得師生大力讚賞。
Cathay held its anti-drug campaign "Young Generation Say No to Drugs" in Dah-Chin Commercial & Industrial Vocational High School in Changhua.

From them I get to know that we should dare to chase our dream. We should believe in ourselves and never give up! I also would like to thank the Cathay Charity Foundation for giving us a splendid anti-drug performance".

Furthermore, Cathay Charity Foundation worked with Tainan Philharmonic Orchestra in launching anti-drug performances in 10 schools located in remote country of central and southern Taiwan, benefiting 1,021 school children. The Orchestra offered instrument teaching and presentation, leading the children to know more about music and raising the awareness about anti-drug and anti-bullying.

攜手素人畫家 藝起幫助偏鄉兒童 2018 大樹計畫慈善畫家公益畫展

主辦 | 國泰世華銀行文化慈善基金會



「2018 大樹計畫慈善畫家公益畫展」開幕，國泰世華銀行文化慈善基金會董事長李明賢（後排左九）、國泰世華銀行資深副總經理周衛華（後排右一）、中華民國油畫學會理事長蘇憲法（後排左一）與慈善畫家們共同合影為畫展開幕慶賀。
At the opening of 2018 Elevated Tree Program Charitable Painting Exhibition, Chairman of Cathay United Bank Foundation Roger M. H. Lee (9th from left in back row), Senior Executive Vice President of Cathay United Bank Wei-Hua Chou (1st from right in back row) and Chairman of Oil Art Society Hsien-Fa Su (1st from left in back row) took group photos with participating charitable painters for celebration.

長期關注弱勢、偏鄉及兒童教養議題的國泰世華銀行基金會，秉持著「給人幸福就是幸福」的理念，自 2004 年起推動「大樹計畫—讓幼苗長成大樹」迄今，持續幫助家庭遭遇重大變故或家境清寒的學童就學。為了讓公益與藝術有更多連結，今年國泰世華銀行基金會更突發「藝」想，首度舉辦「大樹計畫—慈善畫家」活動，讓素人畫家（業餘畫者）的作品除了與公益產生連結，也能有機會在「國泰世華藝術中心」這個專業的展場展出。

公益創新《大樹計畫》慈善畫展，讓公益「藝」更有感

「大樹計畫—慈善畫家」活動，係邀請來自各行各業的素人畫家（業餘畫者），這些素人畫家（業餘畫者）具備多年的習畫資歷，繪畫不以商業為考量，單純以畫會友同時秉持著回饋社會的初心，他們將心愛的作品無償提供作為「大樹計畫」善款捐贈人之贈物，共有 37 位畫者，捐出 141 件油畫作品參與本次活動。

國泰世華銀行基金會非常珍視每一位畫者的善心與付出，經過了將近一年的籌劃，同時經由中華民國油畫學會蘇憲法理事長的指導，「大樹計畫—慈善畫家」公益畫展於 10 月 13 日至 11 月 17 日於國泰世華藝術中心正式展出，開幕當日除與會貴賓與慈善畫家相互交流，氣氛溫馨熱絡，基金會李明賢董事長更特別出席感謝慈善畫家熱情無私的參與，同時力邀愛心企業以及人士以行動支持大樹計畫，展出畫作只送不賣，期望藉由藝術號召更多人捐款齊做公益。

所獲捐款將全數作為臺灣弱勢及偏鄉學童助學金，使他們也有機會接受完整教育，讓孩子們透過學習從心出發，肯定自我，建立自信，翻轉未來改變生命！

展覽期間除了吸引社會大眾前來欣賞這些充滿愛心無私奉獻的作品外，許多善心人士也拋磚引玉慷慨解囊，不僅可以為自己開啓藝術收藏的第一扇門，也為藝術與良善之美作見證。展出畫作共募得 300 餘萬善款，將全數用於大樹計畫，幫助弱勢及偏鄉學童就學，活動順利圓滿成功。



「2018 大樹計畫慈善畫家公益畫展」開幕，國泰世華銀行文化慈善基金會董事長李明賢（右二）、國泰世華銀行資深副總經理吳建興（左一）、中華民國油畫學會理事長蘇憲法（右一）與眾貴賓合影。
At the opening of 2018 Elevated Tree Program Charitable Painting Exhibition, Chairman of Cathay United Bank Foundation Roger M. H. Lee (2nd from right), Senior Executive Vice President of Cathay United Bank Jian-Hsing Wu (1st from left) and Chairman of Oil Art Society Hsien-Fa Su (1st from right) took photos with guests.

Cathay and Self-taught Artists Support Remote Country Children

The 2018 Elevated Tree Program Charitable Painting Exhibition

Organized by | Cathay United Bank Foundation

Cathay United Bank Foundation has committed to the disadvantaged communities and the care to the children in remote country for a long time. Holding onto the spirit of "happiness is bringing happiness to others", the foundation has started launching "Elevated Tree Program—Grow A Big Tree From A Shoot" since 2004, supporting those children who undergo major accidents in their families or live in poverty to go to school. In order to connect charity causes and art, the foundation launched "Elevated Tree Program—Charitable Painters" for the first time in 2018. This event not only allowed self-taught artists to have a connection with charity but also provided an opportunity for them to show their works at a venue like Cathay United Art Center.

Elevated Tree Program—Charitable painting exhibition builds a connection between charity and art

For the event "Elevated Tree Program—Charitable Painters", Cathay invited a group of self-taught artists from all walks of life to show their works. The 37 artists who have painted outside of their own professions for many years agreed to support this cause as a way of paying back to the society. They donated 141 oil paintings of their works as the appreciation gifts for the donors of the Elevated Tree Program.

Holding the participating artists' kindness and efforts dearly, Cathay United Bank Foundation spent almost a year for preparation. Under the guidance from the Chairman Hsien-Fa Su of the Oil Art Society of the Republic of China, the exhibition "Elevated Tree Program Charitable Painting Exhibition" was held from Oct. 13 to Nov. 17 at the Cathay United Art Center. On the opening day, lots of guests came to support the exhibition and had great interaction with the artists. The foundation's Chairman Roger M. H. Lee attended the ceremony and publicly gave thanks to the artists' selfless support to a charitable cause. He also encouraged the public and enterprises to take actions to support the Elevated Tree Program. As an appeal to more people the works on exhibition were not for sale but only given out as appreciation gifts for donors. All the funds from donation would be taken as subsidies for supporting the children who live in poverty or live in remote country to go to school so that they will not miss out their opportunity in education. We want to help the children to stay positive and build confidence for themselves that they will be able to turn around their life in the future.

During the exhibition, lots of people came to appreciate these works—the result out of generosity. Many of them were touched by the cause and donated to the program. By doing so, they could contribute to a great cause and receive

an art work as the proof of kindness and the very first piece of own art collection. The exhibition raised more than NT\$3 million(US\$98,200). The

entire fund will be used to carry out the Elevated Tree Program to help the children who live in poverty or live in remote country to go to school.



「2018 大樹計畫慈善畫家公益畫展」開幕，國泰世華銀行文化慈善基金會董事長李明賢（右五）、國泰世華銀行文化慈善基金會執行董事楊俊偉（左一）、國泰世華銀行資深副總經理吳建興（右二）、國泰世華銀行資深副總經理周衛華（右一）、中華民國油畫學會理事長蘇憲法（右六）、永紡企業董事長沈金柱（右四）、雕塑家羅文仁（中）與眾貴賓一同為畫展開幕舉杯慶賀。
At the opening of 2018 Elevated Tree Program Charitable Painting Exhibition, Chairman of Cathay United Bank Foundation Roger M. H. Lee (5th from right), Executive Director of Cathay United Bank Foundation Chun-Wei Yang (1st from left), Senior Executive Vice President of Cathay United Bank Jian-Hsing Wu (2nd from right), Senior Executive Vice President of Cathay United Bank Wei-Hua Chou(1st from right), Chairman of Oil Art Society Hsien-Fa Su (6th from right), Chairman Johnny Shen (4th from right), sculptor Wen-Jen Lo (central) and all the guests raised the glass to celebrate the event.

贊助第 42 屆全國油畫比賽暨油畫展 行動支持本土藝術，見證臺灣油畫發展

主辦 | 國泰世華銀行文化慈善基金會

長期致力於本土藝術與公益推廣的國泰世華銀行基金會，今年首度獨家贊助支持中華民國油畫學會舉辦第 42 屆「全國油畫比賽暨全國油畫展」，盼藉此吸引更多新生代及藝術愛好者參與，蓬勃臺灣當代油畫的創作能量，同時發掘優秀創作人才，共同發揚藝術的美好。

中華民國油畫學會由多位臺灣前輩畫家於民國 63 年成立，是國內重要也最悠久的藝術團體之一，畫會成員近百名，涵蓋老中青三代的油畫界菁英。為提升臺灣油畫藝術水平，促使油畫藝術的發展能夠在時代的浪潮中與時俱進，不斷向前，學會每年定期舉辦「全國油畫比賽」，並設置高額獎金對外徵件，以鼓勵油畫創作者參與比賽，相互切磋，今年已邁入第 42 屆，參賽數量更創新高達到 160 件，質量俱優，獲獎作品並統一安排於全國油畫展展出。

第 42 屆全國油畫展開幕暨頒獎典禮於 2018 年 9 月 1 日上午在中華民國油畫學會理事長蘇憲法帶領下，於國父紀念館博愛藝廊盛大舉行。基金會董事長李明賢出席開幕暨頒獎典禮時表示，「國泰世華銀行基金會長期贊助支持文化藝術事業，旗下也擁有一個非常優質的展覽空間 - 國泰世華藝術中心。自 2000 年成立以來，也曾邀請到許多位全國油畫學會的會員藝術家前來展出，也因此和藝術家建立了良好的合作情誼。今年度國泰世華銀行基金會獨家贊助全國油畫學會，除了延續過去長久的合作情誼，鼓勵藝術家持續創作外，也藉由全國油畫比賽

發掘更多新生代藝術人才，共同參與這個屬於國內藝術家的重要盛典。」

本屆全國油畫比賽金牌獎（國泰世華獎）可獲得獎金 20 萬元（1 名），銀牌及銅牌獎可分別獲得獎金 15 萬（1 名）及 10 萬元（1 名），優選者則各可獲得 1 萬元獎金（5 名）。頒獎典禮現場除了頒發得獎者獎金及獎狀之外，也同時展出多位知名藝術家的代表作品以及本屆得獎作品。藝術家同臺展出、互相切磋、經驗傳承，實為油畫藝術發展脈絡留下非凡的意義。

國泰世華銀行基金會長期致力於公益與藝術的推廣，除了幫助弱勢及偏鄉學童，協助其順利就學外，也透過轄下國泰世華藝術中心，舉辦各項藝術展覽以及藝文講座，期盼能拉近民眾與藝術距離，開創臺灣本土藝術更多可能。



「第 42 屆全國油畫展」開幕，國泰世華銀行文化慈善基金會董事長李明賢（左三）、文化部政務次長蕭宗煌（左四）、中華民國油畫學會理事長蘇憲法（右四）和與會貴賓共同合影留念。
At the opening of the 42nd Oil Painting Exhibition in Taiwan, Chairman of Cathay United Bank Foundation Roger M. H. Lee (3rd from left), Deputy Minister of Ministry of Culture Tsung-huang Hsiao (4th from left), and Chairman of Oil Art Society Hsien-fa Su (4th from right) took group photos with all the guests.

Cathay Sponsors the 42nd National Oil Painting Contest and Exhibition

Cathay takes real action to support local artists and the development of Taiwan's oil art

Organized by | Cathay United Bank Foundation

Cathay United Bank Foundation has committed to local art and charity causes for a long time. In the year of 2018, the foundation provided exclusive sponsorship to the Oil Art Society for the first time to hold the 42nd National Oil Painting Contest and Exhibition. This event aimed at attracting the participation of emerging artists and art lovers to enrich the Taiwanese oil art altogether, and discovering great artists at the same time.

The Oil Art Society of the Republic of China was founded by many Taiwan's important artists in 1974. It is one of Taiwan's most significant art associations with the longest history. It has around 100 oil artists as its members, ranging from senior to the youngest generation. Each year, the Oil Art Society holds National Oil Painting Contest for the purpose of promoting Taiwan's oil art to the current trend. The Contest provides attractive monetary prizes to recruit contestants as a means of raising the bar for Taiwan's oil art development. The 42nd Contest in 2018 recruited 160 pieces of great works and the top prize winners were arranged to show in the Oil Painting Contest Exhibition.

The 42nd Oil Painting Contest Exhibition was opened by Mr. Hsien-fa Su, the Chairman of Oil Art Society, on Sep. 1 at the Bo-ai Gallery of the Dr. Sun Yat-sen Memorial Hall, and the award presentation ceremony took place at the same time. The foundation's Chairman Roger M. H. Lee said in the ceremony, "Cathay United Bank Foundation has been supporting the cultural and art development in Taiwan, and it

also owns a gallery the Cathay United Art Center. Ever since its establishment in 2000, a lot of artists who were also members of the Oil Art Society came to hold exhibition in our Art Center, and we had developed great relationship. In this year, Cathay United Bank Foundation enhances our relationship by providing exclusive sponsorship to the Oil Art Society. We are not only able to encourage more artists to create but also to discover more emerging artists to jointly support this important event that belongs to Taiwanese artists".

For the 42nd Contest, the Gold Award (Cathay United Award) was presented to one winner who could receive a prize of NT\$ 200,000 (US\$ 6,547), while the Silver and Bronze Awards (one winner for each) were NT\$ 150,000 (US\$ 4,910) and NT\$ 100,000 (US\$ 3,273) respectively. Five Recommendation Award winners could each receive NT\$ 10,000 (US\$ 327). At the venue of presentation ceremony, the award-winning works and many famous artists' representative works were showed in the exhibition at the same time. Being able to compete and to interact and share the experiences in the same arena means a lot to the oil art development.

Cathay United Bank Foundation has committed to local art and charity causes for a long time. In addition to helping the children who live in poverty and live in remote country to go to school, the foundation also holds all kinds of exhibition and lectures to promote art among the general public and enhance the development of Taiwanese art.

提升部落英語教育 培養未來國際人才 送愛偏鄉，公益腳步不停歇

主辦 | 國泰世華銀行文化慈善基金會



國泰世華銀行文化慈善基金會董事長李明賢（後排左三）與國泰世華銀行資深副總經理周衛華（後排右三）與布農英文營小朋友合影。Chairman of Cathay United Bank Foundation Roger M. H. Lee (3rd from left in back row), Senior Executive Vice President of Cathay United Bank Wei-Hua Chou (3rd from right in back row) took photos with Bunun children who participated in English camp.

教育為國之根本，亦為百年大計，近年來由於經濟快速變遷等因素，造成社會的貧富差距與城鄉間的資源取得難易度急速加大，有些資源不足的地區更甚為嚴重，學生們的學業成績也較為低落。國泰世華銀行基金會深知知識就是力量，幫助學童獲得良好的教育資源，從小扎根學習種子是最首要的任務，因此捐助布農部落的「樹葡萄產業計劃」，希望幫助部落學童學習英文接軌國際，讓偏鄉部落的孩子們不會輸在起跑點上。

贊助「樹葡萄產業計劃」，讓孩子滿懷希望、翻轉未來

臺東地區的布農部落為讓原住民子弟能接軌國際並加強英文學習，兩年前開始白光勝牧師及3位同工除了週日之外，也於週一至週六每天早上6點鐘花1小時教孩子英文，培訓他們的英文基礎能力。兩年下來，這些國小一、二年

級的小朋友背熟了500多個英文單字還有不少文法跟句子，就讀國中的孩子也因為英文學習力被啟發，連帶其他科目也更用心學習。為了能讓更多孩子持續參與英文課程，白牧師特地開發「樹葡萄產業計劃」，希望透過自給自足，將該計劃的收入運用在兒童、青少年的教育基金上，也期待他們未來成長為布農優秀的青年。

國泰世華銀行基金會得知這項計畫後之後，深深認同孩子的教育不能等，遂全力支持捐助「樹葡萄產業計劃」新臺幣60萬元，希望能為偏鄉原住民學童創造一個更具有競爭力的未來。2018年9月布農部落種下30株樹葡萄成樹，並打造了一個以樹葡萄為主題的觀光果園，基金會董事長李明賢特來到部落為觀光果園命名為「串起未來、愛的葡園」，並為孩子們加油打氣，董事長李明賢表示，「基金會幫助部落社區除了能自給自足以外，也有能力照顧老弱及孩童。期待這個計畫能生生不息，幫助部落的孩子們翻轉未來。」

偏鄉送愛，公益腳步從未停歇

2015年布農部落用基金會所協助的「幸福羊溢」養羊專案收入盈餘照顧「五餅二魚專案」援助的年長與弱勢族人，使部落在公益工作上減少很大的經濟負擔。在颱風來襲農場受損嚴重，基金會亦迅速捐款，協助部落復建的進度快速完成，讓營運得以恢復正常。基金會一路走來始終如一，希望盡力將有限的資源送到有需要的地方，幫助偏鄉部落社區也能擁有子自教、弱相扶、食自耕、經自濟的能力，未來也將不間斷持續推送愛的公益暖流。

Cathay Helps Providing English Education to Tribal Children Cathay never stops sending care to remote country

Organized by | Cathay United Bank Foundation

Education is essential to the development of a society. However, the rapid economic development has caused disparity between the rich and poor and a huge gap between the urban and country areas. The children living in the areas seriously lacking educational resources appear to fall behind in terms of academic achievements. Cathay United Bank Foundation believes in the power of knowledge. It is an important task to help children to receive education since the young age. Therefore, the foundation decided to support the Jaboticaba Fundraising Program initiated by Bunun Leisure Farm, hoping that the tribal children would have much more resources in English learning.

Jaboticaba Fundraising Program helps children in turning their future around

Bunun Leisure Farm is located in Taitung. Starting from two years ago, Pastor Kuang-Sheng Pai and three of his staff spent 1 hour teaching English to their tribal children from Monday to Saturday. Over the two years, these grade 1 and grade 2 children had learned a lot of English vocabulary and grammar. Some kids in junior high school started spending more time on other subjects because they were inspired by English. Therefore, in order to include more children to the English courses, Pastor Pai started the Jaboticaba Fundraising Program, hoping that the self-sufficient model of this Program would generate income to be used as the educational funding for the tribal children.

In agreement with Pastor Pai's idea in children's

education, Cathay United Bank Foundation donated NT\$ 600,000 (US\$ 19,640) to support Jaboticaba Fundraising Program. The foundation hoped this deed could help the tribal children to create a better future. In September, 2018, Bunun Leisure Farm planted thirty jaboticaba trees and built a tourist farm. The foundation's Chairman Roger M. H. Lee visited the farm to support the children. In his speech, he said, "the foundation would like to help the Bunun people to build a self-sufficient business, and to be able to take care of the seniors and children. We hope this program will sustain and help the children turn around their future".

Cathay never stops sending care to remote country

In 2015, the Bunun Leisure Farm utilized the revenue generated from Five Loaves and Two Fish Project which was sponsored by the foundation to take care of their senior and disadvantaged people. The Bunun tribe's burden on charity causes was thus decreased a lot. At the time when typhoon struck the Farm, the foundation also quickly allocated funding to help the Bunun Farm repair the damages and get back to normal operation. The foundation has kept its commitment as always. We do our best to deliver the limited resources to the people in need. We want to help the tribal communities located in remote country have the ability to lead a self-sufficient life style. Going forward, we will keep doing charitable causes and sending love to the people in need.

用體育打開翻轉人生的一扇窗 胸懷大志，從小開始

主辦 | 國泰世華銀行文化慈善基金會

希望之光 WISH 體育計畫

國泰世華銀行基金會自 2014 年起推動體育計畫，並於 2018 年更名「希望之光 WISH 體育計畫」(We care：我們在乎體育的重要性；Improve：期許提高選手的能力及能見度；Student：從基層學子開始培育，替未來做足準備；Helpful：給予學童實質助益，點亮選手未來)，助人圓夢成就夢想，一直是基金會體育計畫的理念，也期盼每一次都能在社會上激起拋磚引玉的漣漪，讓偏鄉學童有朝一日憑藉自己的本事站上國際的舞臺，用體育打開翻轉人生的一扇窗。

連續三年贊助臺東旭村盃足球邀請賽，點亮希望未來

由國泰世華銀行基金會冠名贊助的「第九屆國泰世華旭村盃全國少年暨青少年足球邀請賽」於 2019 年 1 月 21 至 25 日正式開賽，來自全臺的 24 支 U12 以及 8 支 U15 隊伍^{註 1}，近 400 人以「踢下去，就對了！」的精神，於五天的賽程中切磋球技與交流。

本著關懷弱勢、協助偏鄉孩童的理念，以及響

註 1. U15 的參賽隊伍中有一支來自香港的元朗 FC 球隊



國泰世華銀行文化慈善基金會董事長李明賢(左二)、國泰世華銀行資深副總經理周衛華(右三)、豐里國小校長蔡見明(左一)、主任陳東宏(右二)、足球隊教練劉明川(右一)與豐里國小的足球小將們一同點燃臺灣基層足球熱血。
Chairman of Cathay United Bank Foundation Roger M. H. Lee (2nd from left), Senior Executive Vice President of Cathay United Bank Wei-Hua Chou (3rd from right), and Fengli Elementary School's Principal Chien-Ming Tsai (1st from left), Director Tung-Hung Chen (2nd from right), soccer team coach Ming-Chuan Liu (1st from right) joined the sports event with the little soccer players.

應臺灣足球前進世界 100 的目標，國泰世華銀行基金會希望藉由實質行動，支持這場在臺東默默耕耘、日益蓬勃的旭村盃足球賽事，基金會董事長李明賢也表示「國泰世華期望能透過實質鼓勵為花東地區點亮希望，幫助這些足球小將們好好的發揮所長，用足球翻轉未來的人生，成為下一個臺灣之光」。

2016 年國泰世華銀行基金會首次接獲旭村盃足球邀請賽主辦單位 - 豐里國小的贊助需求，開啓國泰世華與臺東旭村盃活動的淵源。為了一圓偏鄉孩子的足球夢，同時也肯定豐里國小蔡見明校長對足球的熱愛與付出，基金會自 2017 年開始，連續三年贊助該賽事，2018 年更透過「希望之光 WISH 體育計畫」首度以冠名方式贊助「第九屆國泰世華旭村盃全國少年暨青少年足球邀請賽」。除活動經費外，國泰世華銀行也暖心加碼為豐里國小的足球小將們，特別訂製結合前中華男足代表隊黑田和生教練「大志」精神，與「臺灣足球前進世界 100」意涵的全新比賽球衣，期待力邀大眾關注臺東偏鄉學童的體育發展、喚起國人對於臺灣足球的支持與鼓勵，前進世界 100！

讓選手無後顧之憂，透過體育進階夢想人生

一年一度的韓國濟州島國際曲棍球邀請賽，由 106 年全國高中組冠軍國立竹山高中組隊並搭配幾位畢業校友組成的中華臺北 U19 國家代表隊，國泰世華銀行基金會讓教練與選手在沒有負擔的情況下全力比賽而獲得本次第三名佳績。

竹山高中推展曲棍球運動已經逾三十年，希望栽培偏鄉弱勢家庭背景選手發展特殊專長，為學校或為國爭光，並讓這些孩子從曲棍球練習中得到歸屬感，藉著參與一些多樣豐富的國際競賽活動，讓學生在無形中產生學習目標引導向上成長，培養弱勢學生以特殊專長，獲得成績後榮獲保送大學，進一步解決升學與就業問題。

舉起自己的一片天，翻轉人生

臺南大內國中舉重隊成立迄今逾 25 年，教練陳涵彤在 2004 年時是舉重隊的國手，參加過雅典奧運，擔任舉重隊的教練至今也已經超過 10 年，大內國中舉重隊的選手，不乏來自弱勢家庭，不論在運動場上或學業，展現過人的耐性與韌性，也因為陳涵彤認為舉重是一種教育，所以在訓練選手的過程之中，會特別注重學生的品行，並要求他們自律。在得知舉重隊苦無訓練經費不足的狀況下，國泰世華銀行基金會立即伸出援手慷慨解囊，舉重隊在 107 年全國中等運動會及總統盃舉重錦標賽也分別獲得 2 金 2 銀 1 銅、2 金 1 銀 1 銅亮眼的成績，期許這群舉重小將可以舉起自己一片天，翻轉人生。



國泰世華銀行文化慈善基金會董事長李明賢親自參與國泰世華旭村盃少年組閉幕式。
Chairman of Cathay United Bank Foundation Roger M. H. Lee joined the closing event of Cathay United Sunrise Village Cup.



大內國中舉重隊選手比賽獲得佳績開心合影。
Danei Junior High School's weightlifting team took a photo with their medals.

Open a Window of Life through Sports

Dare to dream big when you are young

Organized by | Cathay United Bank Foundation

WISH Campaign Plan brings the light of hope

Cathay United Bank Foundation initiated a sports program in 2014, and changed the name of the program to WISH Campaign Plan in 2018. Each English letter of the title "WISH" stands for specific meaning. W stands for "we care"—we care for the importance of sports. I stands for "improve"—we expect to improve the athletes' capability and visibility. S stands for "student"—we start nurturing our athletes while they are students. H stands for "helpful"—we want to be helpful for lighting up the student athletes' future. The purpose of the foundation's sports project is to support the young athletes from the remote country to compete in international games and help them achieve in their career. We also hope our causes would attract more people to do the same.

Cathay sponsors soccer game in Taitung three years in a row

The 9th Cathay United Sunrise Village Cup National Junior Soccer Game with Cathay United Bank Foundation as the title sponsor kicked off from Jan. 21 to 25 in 2019. During the five day tournament, almost 400 young players of twenty-four U12 teams and eight U15 teams (including one team from Hong Kong) had great competitions under this year's slogan "Just Kick the Ball!"

At the Cathay United Bank Foundation, we care about the disadvantaged children living in the

remote country and we would like to support the vision of promoting Taiwanese soccer into World's top 100. Therefore, we took real actions to support the Sunrise Village Cup Soccer Game that had been quietly growing in Taitung. "Cathay United would like to light up the hope for Hualien and Taitung and provide substantial incentives to these young soccer players. We hope they will be able to achieve greatly with soccer and become the pride of Taiwan", said the Foundation Chairman Mr. Roger M. H. Lee.

The first time that the Cathay United Bank Foundation received contact from Fengli Elementary School the Sunrise Cup hosting organization was in 2016, and the two parties had started cooperation since then. In recognition of Principal Ming-Chien Tsai's love and efforts in soccer and also to fulfill the soccer dream of those children in Taitung, the foundation started providing sponsorship to the Sunrise Cup since 2017. In 2018, it was the foundation's first-ever endeavor to provide title sponsorship to the 9th Cathay United Sunrise Village Cup National Junior Soccer Game through the means of WISH Campaign Plan. In addition to all the expenditures needed for the event, Cathay United Bank especially made new jerseys that incorporated the national team's logo and the meaning of promoting Taiwanese soccer to world's top 100 for the Fengli's little players. By doing so, we wanted to raise the public's awareness about the junior sports development in Taitung and to stimulate people's support to Taiwanese soccer.

Cathay sends athletes to compete without extra worries

For the annual Jeju Island International Hockey Games, Taiwan sent out a national U19 team formed by 2017's national champion Chushan Senior High School and several of their alumni. Cathay United Bank Foundation provided support for the players and coaches to compete without extra worries. They won the third place in the games.

Chushan Senior High School had established its hockey team for more than 30 years. The hockey team provides a space for the young athletes from disadvantaged families to learn a special sports and to have opportunities to win honors for the school and for the country. They can also have a sense of belonging from the team practices. By joining different games and international events, they can learn to develop their own goals for life. Those who have great achievements can try to earn sports scholarship to gain access to enter university.

Lift up the sky for oneself and turn around own life

The weightlifting team of Tainan's Danei Junior High School already has 25 years of history. The team's coach Han-Tong Chen was one of the athletes from the national team representing Taiwan in the Athens Olympics Game of 2004. She has been coaching the team for more than 10 years. Danei's weightlifting team has members coming from underprivileged families and they demonstrate extraordinary endurance and resilience. Chen thinks weightlifting is also a kind of education so she would particularly request them to pay attention to disciplines. At the time when we learned that Danei's weightlifting team suffered from lack of funding, the foundation immediately offered a helping hand. As a result, the team won two gold, two silver and one bronze medals in the National High School Games and two gold, one silver and one bronze medals in the President Cup Weightlifting Championship for the year of 2018. We wish these young weightlifters will be able to lift up the sky for their own in the future.



竹山高中參加韓國濟州島國際曲棍球邀請賽獲得第三名佳績。
Chushan Senior High School won the third place at Jeju Island International Hockey Games.

以行動力挺弱勢 為心智障礙者發聲 國泰攜手瑞銀，中秋送愛樂融融

主辦 | 國泰世華銀行文化慈善基金會



「中秋月圓圓·分享愛滿滿」送愛活動由國泰世華銀行文化慈善基金會董事長李明賢(後排中)與瑞銀集團董事總經理暨臺灣區總經理陳允懋(後排中)攜手促成。
The Mid-autumn charity bazaar "Full Moon Full of Love" took place owing to the joint force by the Chairman of Cathay United Bank Foundation Roger M. H. Lee (central in back row) and the CEO of UBS Taiwan Dennis Chen (central in back row).

不倒的愛，眾星力挺「唐模」！唐氏症基金會二十週年感恩秀

二十年前，一群唐氏症者的家長創立唐氏症基金會，相互扶持前進。唐氏症家庭面對的是一場長期抗戰，針對不同階段的唐氏兒各有不同的因應計畫。若能在三歲前療育，一年功效是三歲後的十倍，進入青年期，每年約有兩千多名身心障礙者從特殊學校畢業，但僅兩成順利就業，父母無不企盼孩子能自立，因此基金會積極推動「就業訓練」，減輕家庭經濟壓力，也減少依賴社會福利。

在 2018 年世界唐氏症日的前夕，國泰世華銀行基金會以實際行動力挺唐寶寶，藉由感恩秀，唐寶寶偕同藝人與名模，自信走上伸展臺，用微笑力量創造不倒的愛，盼為社會帶來正向能量，感動更多人。

這場感恩秀籌備半年之久，共十四位唐寶寶脫穎而出。在伊林名模指導下，「唐模」從同手同腳、四肢僵硬，進步到走路有風，甚至自行變化動作。3月17日於松山文創園區正式登臺，搏得滿場觀眾熱烈掌聲。名主持人黃子佼與徒弟 Lulu 妙語如珠炒熱氣氛，曾任愛心大使的于

美人、小鬼(黃鴻升)、吳慷仁應邀「回娘家」，分別陪伴兒童、青年及長青組唐寶寶走秀，齊同呼籲各界關心唐氏症早療、就業及安養問題。

「中秋月圓圓·分享愛滿滿」2018 中秋送愛活動

中秋佳節國泰世華銀行基金會與瑞士銀行共同邀請唐氏症基金會、樂山教養院及育成集賢庇護工場等社福團體，於國泰金融大樓舉辦「中秋月圓圓·分享愛滿滿」2018 中秋送愛活動。這也是繼 2016 年「感恩有你·送愛活動」、2017 年「人團圓·愛蔓延」，雙方再度攜手舉辦如此有意義的活動，希望藉由各項愛心公益活動，讓大家能認識更多的社福機構，義賣活動能同時給予他們實際的支持與關懷，讓心智障礙者一同度過一個有愛的中秋。

國泰世華銀行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原本就是舊識，因為有著共同的公益理念，再加上二家公司總部皆座落於臺北市松仁路的國泰金融大樓內，近幾年雙雙促成合辦公益活動的美事，成為本土銀行與外商銀行少見的公益共同合作案例。基金會董事長李明賢表示「希望每一次的公益活動都能激起一些漣漪，然後發散到社會大眾，讓更多人能關注心智障礙者的就業問題才是根本。義賣活動也是希望能讓他們在活動中建立自信心之外，同時給予實質的購買幫助。」

樂山教養院近年來，則積極開發院生的藝術潛能，除了辦畫展，也將這些童趣畫作製作成日常生活中實用的文創商品於現場販售，藉此讓外界一探心智障礙者豐沛的創作才能，同時讓社會大眾有機會透過購買的方式支持其努力的成果。



樂山天使以精彩熱情的唱跳表演演出自信。
Happy Mount's residents gave confident performance on the stage.

Cathay Supports the Mentally Disabled Communities with Actions

Cathay and UBS join hands for supporting charity cause

Organized by | Cathay United Bank Foundation

Children with Down syndrome take the runway to celebrate 20th anniversary of Down Syndrome Foundation

Twenty years ago, a group of parents founded the Down Syndrome Foundation because they shared one thing in common: their Down syndrome children. A family will immediately enter a lifetime battle when they have a Down syndrome child who will have different issues at different age. It would be the best if a Down syndrome child can start to receive

treatment before the age of 3, because the effect of one year's treatment before age of 3 would equal to 10 times of that if the child only starts treatment after three. Even though each year around 2,000 of mentally and physically disabled teenagers graduate from special schools, only about 20% of them can find jobs. The Down Syndrome Foundation therefore actively conducts training program for employment to help them reducing their family's financial burden and reliance on social welfare.



國泰世華銀行文化慈善基金會以實際行動關懷唐寶寶，贊助「唐氏症基金會二十週年感恩秀」，盼能引領大眾共同關注唐寶寶的需求。
出處為《國泰尊榮季刊》47期
Cathay United Bank Foundation took concrete action in supporting the Down Syndrome Foundation's 20th Anniversary Celebration.
(The photograph is originally from Cathay Noble Club's Quarterly Vol. 47.)

While 2018's World Down Syndrome Day was approaching, Cathay United Bank Foundation sponsored an appreciation event in which Down Syndrome children were invited to walk the runway with models and celebrities. This event was meant to provide a stage for the people with Down Syndrome who could also be confident and smiling in front of people.

The event took about half year for preparation. There were 14 Down syndrome children who were chosen to walk on the runway. Under the coaching from professional models, these Down syndrome children could also strike a pose like real models. The event held on Mar. 17 in Songshan Cultural Park attracted a full house of audience. TV stars and celebrities supported the event by showing up on the stage and walking with the Down syndrome "models" in different age groups. They appeared in the event as an appeal to the general public to care about the issues of early treatment, employment and self-support for the people with Down Syndrome.

2018 Mid-autumn Charity Bazaar "Full Moon Full of Love"

Cathay United Bank Foundation and Union Bank of Switzerland jointly invited several social welfare organizations, including the Down Syndrome Foundation, Taipei Happy Mount, and Yu-Cheng Shelter House, to hold the 2018 Mid-autumn Charity Bazaar "Full Moon Full of Love" at Cathay

Financial Center. In light of the 2016 and the 2017 event "A Full Moon and Love in Bloom", this is yet another charity cause co-organized by both parties. By holding such charity events, we hope these social welfare associations can be known to the public and these events could provide substantial assistance to them and to the mentally disabled people.

The Chairman of Cathay United Bank Foundation Roger M. H. Lee and the CEO of UBS Taiwan Dennis Chen are friends who share similar vision in public welfare. The head-office of both companies are located inside the Cathay Financial Center in Taipei. This Mid-autumn charity event which has been conducted for years has become one of the rarely seen collaboration between local bank and foreign bank. Chairman Roger M. H. Lee said, "We hope each of these events can bring up some people's interest and such focus can be further spread to the general public, making more people notice that the employment issue for the mentally disabled is the key. The charity bazaar should also be taken as a vehicle for them to build up their self-confidence and it can offer real help."

On the other hand, Taipei Happy Mount has been actively conducting art program for their residents. Taipei Happy Mount holds art exhibitions and uses their creation to produce cultural products. These products were offered for sale in the event, allowing the general public to appreciate their works and make purchases as substantial benefit to them.

持續支持新二代培力 點亮學子「新」未來！ 提升新二代軟實力，立足臺灣、放眼世界

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

2018年底新住民人數已逾54萬人，新住民二代子女各教育階段就學總人數也超過30萬人，推估至2030年，25歲的青年人口中將有13%為新住民二代，新住民家庭已是臺灣經濟與社會發展的重要支柱之一。

國泰公益集團自2005年起成為業界第一個新住民議題倡議者，隨著新住民二代子女教育需求浮現，近年逐漸將資源聚焦新二代培力，強化其雙重文化優勢，提升自我認同與自信，並希望培育二代青年具備多元國際觀、預防風險能力及自我專業提升等技能。

一、新二代多元智慧培力課程

國泰人壽慈善基金會與伊甸基金會共同開辦「新二代多元智慧培力課程」已邁入第九年，除了針對近百位國小學齡期以及國中青春學期學員，設計舞蹈、影視及戲劇等課程外，並安排孩子到伊甸養護機構，為行動不便的住民提供為期一周之志工服務，希望孩子從中學習付出回饋。

另外，今年特別開設「互動式網站設計」與「金融教育」課程，藉此提升新二代數位操作能力及金融風險觀念，培養孩子全方位發展能力，



新二代多元智慧培力課程成果發表會，學員及家長志工留下大合影。
Students, parents and volunteers took a group photo in the result presentation of Dedicated Empowerment Program.

傳承新住民多元文化優勢，暑期營隊也透過國際志工與世界接軌，強化孩子們競爭力。

國泰人壽慈善基金會鍾茂季總幹事表示，透過積極培育臺灣新住民二代多元優勢能力，能夠早日讓這股新國力融入臺灣社會，並勉勵同學在多元環境中勤奮向學，擁有希望，追求夢想，從臺灣出發，放眼世界。

二、新二代夯人才培力計畫

國泰人壽慈善基金會、林麗蟬立委服務處以及TimeMap團隊聯手打造「新二代夯人才培力計畫」，規劃時下最夯「理財風險」、「東南亞人才發展」、「職涯領袖」等三大主軸課程，培力青年學子們成為社會需要的「夯」人才！

本次計畫自8月26日起至11月24日止，共辦理9次帶狀課程，有80名高中職以上學子報名，逾300人次參與。主軸課程設計圍繞學員生活，以實用為核心，邀約重量級專業講師

規劃授課，例如「理財風險課程」結合國泰人壽10位CFP講師及國泰世華銀行數位銀行部講師；「東南亞人才發展」邀請了新住民林麗蟬立法委員、逢甲大學社會創新學院翟本瑞院長及AMI集團邱臣遠總經理（越南臺商）；「職涯領袖」則邀請TimeMap劉俊毅創辦人、心理諮商師蘇俊誠先生及UI/UX講師卓致遠先生進行教學。



夯人才培力計畫課程實用，每位學員們上課非常專注。
The courses focused on practicality. Students were paying attention to lectures.



夯人才計畫始業式結合東南亞人才發展課程辦理，國泰人壽慈善基金會鍾茂季總幹事（前排右3起）、林麗蟬立委、邱臣遠總經理與學員合影。
At the opening ceremony of Talent Empowerment Program, the Director-General of Cathay Charity Foundation Mao-Jih Chuang, Legislator Li-Chan Lin and President Chen-Yuan Chiu (in sequence from the 3rd from right in front row) took a group photo with participants.

學員王同學表示，此次課程深刻感受到主辦單位用心，除了內容規劃及講師專業性之外，就連課前、課後的學員互動也非常貼心；銘傳大學莊同學也與課堂學員組成「新二代五一九人才」群組，分享各種學習資訊；有學員家長接送孩子下課時旁聽了部分理財風險課程，媽媽聽完後立刻現場報名成為學員之一，李媽媽說孩子回家後會跟父母討論，藉由這次課程更了解家中經濟狀況，真的非常感謝國泰辦理這麼棒的課程！



現金流課程讓學員快速了解理財對人生的重要性。
Students learned the importance of personal finance in the course of cash flow.

況，真的非常感謝國泰辦理這麼棒的課程！

三、英越語生活營

國泰人壽慈善基金會與教育部國民及學前教育署合作，於7月9日至7月13日舉辦為期一週浸潤式英越語生活營，邀請越南胡志明市丁善理紀念中學20名國際志工來臺，再結合臺灣20位青年外交大使，共同擔任營隊小老師，帶領學員進行英越語學習活動，希望為臺灣學生們打開國際視野。

此次營隊報名學員來自國小至高中，包含越南新二代及臺灣二代等近百位學生，期間全程住宿於新北市明德高中，並將英越語及文化自然融入於營隊生活，藉由遊戲方式學習童謠、美術、歷史文化與語言。此外，國泰人壽慈善基金會與越南丁善理中學合作，首度將國泰保險闖關遊戲道具全部翻譯成越南文，帶領學員從遊戲中學習如何使用避險工具來應對生活中各式風險。



國泰人壽慈善基金會錢復董事長、新北市林瑞泰專委、丁善理紀念基金會丁廣欽董事長（依序為三排右5、6、7）鼓勵英越語營隊學員開拓無限可能。
Chairman of Cathay Charity Foundation Fredrick F. Chien, Senior Specialist from New Taipei City Jui-Tai Lin, and Chairman Kwang-Chin Ting of Lawrence S. Ting Memorial Fund (in sequence: the 5th, 6th, and 7th from right in third row) joined the students of English and Vietnamese Camp, giving them encouragement.



新二代學員將越南斗笠畫上色彩，並穿著國服自信走秀。
Second-generation immigrants painted colors on Vietnamese conical hats and walked the runway in Vietnamese traditional dress.

國泰人壽慈善基金會錢復董事長出席營隊致詞時，鼓勵學員將課程的三項核心能力帶走，分別是勇氣、語言以及文化，希望學員未來能好好發揮，找到屬於自己的國際定位。越南新二代鍾同學則表示：「我未來想當航空公司地勤，這次參加營隊可以複習越南文，目前已具備中、英、越語三國語言能力，也開始學習日文，希望成為四語人才。」此次浸潤式英越語生活營，已深深影響每位與會者，他們將為自己的未來打開另一扇夢想大門。

四、金融培力及職涯探索

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，致使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，希望彌補課程學習及家庭資源之不足，以提升學童學習信心、努力翻轉未來。

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」，幫助青少年建立正確金錢觀，提高應對人生風險的金融能力。今年更邀請國泰商旅旗下和逸飯店臺南西門館，為即將畢業的東原中國三學生規劃一系列飯店產業體驗講座，幫助學生深入淺出地了解飯店工作型態與必備條件，同時安排飯店參訪行程，開啓學生不同視野與探索動機，鼓勵他們發掘自身興趣，提早為自己設立目標，未來有機會成為飯店生力軍。

五、線上直播培力課程

國泰人壽慈善基金會與One-Forty(臺灣四十分之一移工教育文化協會)合作辦理線上直播培力課程，針對時間不自由的印尼新住民及移工，設計一系列華語文、臺灣文化及風險理財教學，打造24小時行動學習平臺，自1月25日起共開辦12次課程，累積14,678人次觀看，學員直播互動留言逾415則。

Continued Empowerment for Second-generation Immigrants Helps Lighten up Their Future

Boosting second-generation immigrants' strength for international career

Organized by | Cathay Charity Foundation

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

At the end of 2018, the population of new immigrants in Taiwan has exceeded 540,000 people, and their children who are still in the schools exceeded 300,000 people. It is estimated that, by 2030, 13% of the young people at age 25 would be the children of new immigrants. These figures are telling us that new immigrants and their families have become important pillars for the Taiwan's economic and social development.

Cathay Charity Group has become the first advocate for new immigrants since 2005. Over the years, as the needs in education for new immigrants' children became more and more apparent, Cathay started to contribute its resources to the empowerment for second-generation immigrants, helping them to strengthen their duo cultural advantages and boost their self-recognition



營隊中透過國泰自製之越語保險相關遊戲，帶領學員認識生活風險。
The students were playing the Risk Tournament that Cathay developed to learn about risks in life.

and confidence. In addition, Cathay also wants to nurture their international vision, ability for risk prevention and professional skills.

I. Dedicated Empowerment Program

The year of 2018 marked the 9th year that Cathay Charity Group worked joint-handly with Eden Social Welfare Foundation in conducting the Dedicated Empowerment Program. This program offered dance, movie and television and drama class to elementary and junior high school level children. The Program also arranged a one-week voluntary program for the children to have the experiences of serving others at the Eden's nursing home.

This year's program was added with new courses of Interactive Website Design and Financial Education for second-generation immigrants to increase their competitiveness about the digital realm and financial risk awareness. They were able to establish a set of well-rounded capabilities with their multi-cultural inheritance. The voluntary instructors at the summer camp also helped the children to expand their international horizon.

According to the Director-General of Cathay Charity Foundation Mao-Jih Chuang, Cathay meant to help the force of second-generation immigrants integrating to Taiwan by nurturing their multicultural advantages. He also encouraged the participants to study hard to dare to pursue their dreams in Taiwan or abroad.



國泰結合核心職能，為新二代學子開設金融課程，建立正確金錢觀及風險概念。
Cathay held financial program for second-generation immigrants for them to learn about personal finance and risks.

II. Talent Empowerment Program

Cathay Charity Foundation, Legislator Li-Chan Lin's Office and TimeMap jointly launched the Talent Empowerment Program that focuses on three main categories in "Risk and Financial Management", "Southeast Asia Talent Development" and "Career Leadership" for the young people to learn the most desirable skills for the society.

This Program held 9 rounds of courses from Aug. 26 to Nov. 24 with participants over 300 people. The Program focused on practicality and invited high-profile instructors to design and teach. For example, the course of "Risk and Financial Management" was taught by 10 Cathay Life Insurance's CFPs and Cathay United Bank's Digital Banking managers. "Southeast Asia Talent Development" was taught by Legislator Li-Chan Lin who was from new immigrant family herself, Dean Pen-Jui Chai from s. School of Feng

Chia University and President Chen-Yuan Chiu of AMI Group the Taiwanese enterprise running in Vietnam. "Career Leadership" was taught by Jun-Yi Liu, the founder of TimeMap, psychiatric counselor Jun-Cheng Su, and Chi-Yuan Chuo who taught UI/UX.

A participant gave praises to the professional design of the program and the interaction among participants. Another participant currently studying in Ming Chuan University even formed a group on social network to share all kinds of related materials. A parent enrolled the class right after she listened to the finance class by chance. She said her child would discuss about their family finance returning from class and she was thankful to Cathay for holding such a great program.

III. English and Vietnamese Camp

Cathay Charity Foundation worked with the K-12

Education Administration, Ministry of Education jointly in conducting a one-week immersion English and Vietnamese Camp from July 9 to July 13. In collaboration with 20 volunteers from Lawrence S. Ting Memorial School in Vietnam and 20 local youth ambassadors in Taiwan as student leaders, the Camp provided a variety of English and Vietnamese learning activities for Taiwanese children.

About 100 participants ranging from elementary to high school students from new immigrant families and local families lived in Mingder High School the whole time during the camp. Cultural activities conducted in English and Vietnamese were incorporated naturally and the participants were able to learn songs, art, history and language in games. In addition, Cathay Charity Foundation worked with Lawrence S. Ting Memorial School for the first time to have the entire Risk Tournament translated into Vietnamese, allowing

the participants to learn how to use the risk management tools to deal with all kinds of risks that may occur in life.

When addressing to these young participants, Chairman of Cathay Charity Foundation Fredrick F. Chien encouraged all to take away three core capabilities: courage, language and culture. He also urged all the participants to develop themselves and find the best positions in the international market. A participant who came from a new immigrant family said, "In the future I want to work as ground staff in an airline company. In the camp I got the chance to review my Vietnamese. I can speak Chinese, English and Vietnamese now and I plan to start learning Japanese". The immersion-styled English and Vietnamese Camp already made an impact to each participant. They are going to open up a window for their future.



新二代學員創意大爆發，合力編導演出「恆河水流啊流」，介紹不同城市的美食及文化。
Second-generation immigrants played with creativity and put up a play introducing food and culture of different cities.



帶入時事主題的華語文直播教學，引起網友熱情討論。
The live streaming Mandarin teaching courses incorporated with current events sparked lots of comments and discussion.

IV. Empowerment in Financial Knowledge and Career Exploration

The population of second-generation immigrants 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 aimed at making up the insufficiency of educational resources for local children so that they would not give up on themselves.

Cathay also utilized its advantage and core expertise to help the second-generation immigrants expand themselves. Cathay launched a financial and insurance training program in Dongyuan Junior High School first in 2017, helping teenagers to establish right concept about money and

address financial risks. For the year of 2018, the foundation invited Hotel Cozzi, an affiliate of Cathay Hospitality Management, to arrange a series of lectures regarding hospitality industry, helping the students to know about the jobs in this industry and requirements. The students had the chance to visit the hotel and see what was like working in the hotel. This activity helped them to explore their own interest set up their career goals.

V. Live Streaming Program

Cathay Charity Foundation and One-Forty, an NGO working on migrant worker issues, jointly held empowerment program through live stream. The two organizations worked together to provide a series of Chinese, Taiwanese culture and risk management classes on a 24-hour available learning platform for Indonesian new immigrants and migrant workers who can't freely arrange their time. The program kicked off on Jan. 25. The 12 rounds of classes have been viewed for 14,678 times and received 415 comments.

國泰學童圓夢計畫 創造人生的可能性

激發孩童內在動能、扎根臺灣競爭力！

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

國泰公益集團長期推動「學童圓夢計畫」，以培育孩子不畏挫折挑戰為目標，結合外部專業評委、集團資源及圓夢金三箭齊發，力圖翻轉偏鄉和都會差距，辦理 5 屆來已嘉惠 60 所偏鄉小學、超過上千位偏鄉孩童，期盼培植未來跨界人才，為 20 年後臺灣發展扎根。

國泰人壽慈善基金會自全臺近百件提案中，選出 16 所圓夢學校，圓夢主題包括因應世界趨勢發展的「科技教育」與「環保綠能」，以體育精神為主軸的「體能賽事」，看見家鄉需求的「社區深耕」，及非常獨特少見的「特殊教育」等。入

選團隊多是教育典範，例如連續二年入選的高雄市田寮區新興國小交出超越自我的成績單，孩子以流利英語、越語導覽高雄月世界，並導入科技結合當地歷史文化，新興國小老師說：「為了孩子、為了田寮，再苦再累，一切都值得！」

另外，以科技教育為主軸的臺南宅港國小機器人隊、花蓮秀林國小太魯閣創客隊，於成果展現場展示學童組裝的紅外線巡軌機器人，及 3D 列印、雷雕創客作品；目標全國國小女子拔河冠軍的花蓮太巴壠國小拔河隊，分享用淚水、汗水苦練的感動故事；雲林拯民國小保衛綠蠟



國泰公益集團及外部專家學者，齊聲力挺學童圓夢計畫。
Cathay Charity Group and external experts came together to support the Dream Come True Program.



圓夢師生前往國泰世華藝術中心參訪，國泰世華銀行文化慈善基金會李明賢董事長特地與孩子們談心，鼓勵大家永不放棄！
Dream Come True Program participating teachers and students visited Cathay United Art Center. Chairman of Cathay United Bank Foundation Roger M. H. Lee spoke to children and encouraged them not to give up on their dreams.

龜行動、蘭嶼朗島國小探究家鄉核廢料，則與環境議題接軌。

值得一提的是，今年首度有資源班團隊入選，資源班為特別需求孩童，不但長期經歷學習挫折，更因位處偏鄉，比一般生資源少。嘉義阿里山國中小的「鄒特別隊」，在火車站前展現鄒族歌曲傳唱，從學習者轉為教導者；另一團隊雲林饒平國小資源班「自助旅遊隊」，透過兩天一夜東北角旅行，引導孩子規劃路線，自訂車票、交通工具，籌募款項，勇敢走向人群，完成壯遊。

為讓圓夢計畫的孩童看見更多未來，國泰公益集團匯集資源合力打造 4 天 3 夜「國泰兒童成長營」，以建構逐夢典範、培育多元素養為課程架構，邀請百名圓夢計畫師生前來參與。其中國泰醫院見習課程，由醫生、護士親自介紹醫療器材；另邀請國泰世華銀行基金會李明賢董事長與學童分享他的逐夢故事；並安排國泰女桌、國泰女籃等互動指導。

2018 年國泰兒童成長營特別邀請國泰世華銀行基金會李明賢董事長（李爺爺）與百位圓夢孩童談心，李爺爺以激勵人心的自身故事，傳遞孩子們人生智慧與成功之道：「自信」、「努力」、「分享」，話語間流露真摯情感、殷切期盼，鼓舞了全場師生！

李爺爺與圓夢學童分享摘要：

1. **自信**：做人心存善念，且告訴自己，不因出身而自卑。
2. **努力**：努力才有機會，不斷打拼，曾創下三年只休兩天假的紀錄！
3. **分享**：迄今總共捐出 155 袋鮮血；且每賺 100 元捐出 10 元，實現給人幸福，就是幸福！

此外，今年成長營首度與芯福里情緒教育推廣協會合作，開辦情緒教育課程，強化學童情緒管理能力，培育孩童當個小小 EQ 高手，上百名師生都直呼難得。國泰也結合志工資源，協同學校達成夢想，例如雲林拯民國小海龜陸戰隊至屏東墾丁大街號召民眾連署保衛海洋，國泰志工也響應參與行動，給予圓夢學童最大支持。



雲林縣拯民國小發起搶救海龜大作戰的圓夢計畫。
Zhengmin Elementary School's children from Yunlin initiated a Dream Come True Project for protecting green sea turtles.

國泰人壽慈善基金會錢復董事長表示：「相信自己做得到，是圓夢計畫最希望帶給偏鄉孩童的價值信念，不斷努力自學將是克服困境的關鍵力，期許大家一起讓夢想滾動起來，成為國家新一代的競爭力！」

第 5 屆國泰圓夢小學簡介

圓夢學校	圓夢團隊	圓夢故事說明
臺中市福民國小	葡萄文創隊	挑戰葡萄農事並義賣葡萄、製作文創作品
臺中市德化國小	獨輪車隊	以獨輪車挑戰大甲媽祖遶境活動 170 公里
彰化縣同安國小	樹攀隊	挑戰攀樹，成為森林小泰山
雲林縣饒平國小	自助旅遊隊	資源班挑戰自助旅行、東北角鐵路之旅
雲林縣拯民國小	海龜陸戰隊	前進小琉球，喚起大眾對生態環保重視
嘉義縣阿里山國中小	鄒特別隊	資源班孩子挑戰傳統技藝、快閃活動
嘉義縣和興國小	翻轉桌遊隊	創造長者樂齡桌遊，進入社區服務
嘉義縣和順國小	閱讀隊	單車走遍義竹鄉 22 個鄉鎮，出版鄉土誌
臺南市宅港國小	機器人隊	獨立組裝機器人、打造创客基地
高雄市山頂國小	越語合唱團	以媽媽的越南語母語唱出越南歌
高雄市新興國小	小小牧羊人	以英越語導覽月世界，設計創意遊學路線
屏東縣來義國小	原住民手偶隊	以創新劇本延續社區部落文化
屏東縣滿州國小	綠能魚菜共生隊	運用落山風建構綠能魚菜共生系統
花蓮縣太巴壠國小	拔河隊	阿美族的娘子軍立志摘下全國金牌
花蓮縣秀林國小	太魯閣创客隊	設計製作 3D 列印、雷射雕切的原創作品
臺東縣朗島國小	非核蘭嶼隊	以科學實驗探究核廢料議題，打造非核蘭嶼

Dream Come True Program Opens up Plenty of Possibilities Stir up children's motivation and boost Taiwan's competitiveness for tomorrow!

Organized by | Cathay Charity Foundation

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

The Dream Come True Program aiming at nurturing the daring-to-challenge spirit has been conducted by the Cathay Charity Group for a long time. Cathay invited external judges, allocated Group resources, and offered prize money as incentives to hold the Program for the purpose of reversing the inequality between urban and rural areas. The past five terms of the Program has benefited over 1,000 children from 60 remote country elementary schools. Cathay would like to nurture tomorrow's talents for Taiwan.

Cathay Charity Foundation selected 16 proposals from about 100 submissions and the subjects of these proposals included: "technology education" and "green energy" as current world trends; "sports competitions" that reflected sports spirit; "community outreach" that tried to fulfill local needs and rarely seen "special education". Most of the selected teams were the schools that have had great achievements in education. For example, Kaohsiung's Shinshing Elementary School that had been selected for two years in a row came up with a proposal that the children provided English and Vietnamese tour guide service in Moon World, a unique scenic spot of badlands, with help of technology for them to introduce local history. Their teacher said, "for the children and for our hometown, all the efforts are worth it".

Jhaigang Elementary School from Tainan and Sioulin Elementary School from Hualien, both focusing on



國泰女籃國手們與圓夢學童互動，沒想到籃球有那麼多玩法。
Children joined practice with Cathay Women Basketball Team.

technology education, demonstrated their line-following robots and 3D printing products in the result presentation. Tugging team members of Hualien's Tabalong Elementary School shared their hardships in practicing and competitions. For the environmental issues, Zhengmin Elementary School's children initiated a cause protecting green sea turtles, while Lanyu (Orchid Island)'s Iraraley Elementary School proposed to research on the nuclear waste issue that was essential to their homeland.

What is worth of mention is that the 2018 program was the first time where the teams from special

education classes were selected. The children from special education classes had special needs, and the special education classes from the remote country especially suffer from even less resources compared with those children in urban areas. Alishan Junior and Elementary School's children from Chiayi formed the Tribal Team of Tsou. They proposed to perform their tribal songs in traditional way in front of the train station. Another special education team from Yunlin's Raoping Elementary School proposed that they conducted a trip to northeast coast all by themselves from planning the routes, booking tickets and transportation and raising funds. Those children learned the courage to go into the public by themselves.

In order to open up more possibilities for the children's future, Cathay Charity Group gathered the Group's resources and build a 4-day Cathay Children Development Camp for about 100 participating teachers and students. The Camp incorporated dream-chasing examples and character development in various fields. For example, the participating children were invited to have a tour at Cathay General Hospital, where the doctors and nurses explained the medical



國泰人壽南區張照明大隊長為高雄市田寮新興國小加油，齊心為月世界發聲。
Mr. Chao-Ming Chang, the captain of South District Operation Management Department of Cathay Life Insurance, came to Moon World to support the children of Shinshing Elementary School.

The 2018 Cathay Children Development Camp especially invited "Grandpa Lee" (the Chairman of Cathay United Bank Foundation Roger M. H. Lee) to talk with the participating children. He shared his own exciting life stories to the secrets to wisdom and success, which are confidence, hard-working and sharing. The audience were inspired by his speech.

Summary of Grandpa Lee's speech:

1. Confidence: Always be kind and tell yourself that you don't need to feel bad about your growing backgrounds.
2. Hard-working: Opportunities only come when you keep working hard. I once only took two days off within three years.
3. Sharing: I donated 155 bags of blood, and I donated NT\$ 10 out of every NT\$ 100 I made. Happiness is giving happiness.

equipment. The Chairman of Cathay United Bank Foundation Roger M. H. Lee also came to share his own story with the children. They also joined training sessions and received coaching from Cathay Women Table Tennis Team and Women Basketball Team.

Furthermore, the Camp worked with Happiness Village, an association promoting emotional learning, to conduct an emotional program for the first time this year. Children got to learn how to manage their emotions and increase their EQ. The participating teachers and children raved about this course. Cathay also invited its volunteers to support the participating teams. When Zhengmin Elementary School's children went to Kenting to urge people to sign petitions of protecting the ocean, Cathay volunteers proactively came and supported their action.

"The most important value for the Dream Come True Program is to teach our children that they can make it when they believe in themselves. The key to overcoming difficult situations is to never stop

learning. I urge all to keep chasing your dream and become the competitive talents for the country", said the Chairman of Cathay Charity Foundation Fredrick F. Chien.

The 5th Dream Come True Program

Participating Schools	Name of Teams	Proposals
Fumin Elementary School, Taichung	Little Grape Growers	To challenge growing grapes, sell grapes for charity and make creative products
Derwhau Elementary School, Taichung	Unicyclists	To challenge finishing Mazu Pilgrimage on unicycles for 170 kilometers
Tongan Elementary School, Changhua	Tree Climbers	To challenge climbing trees
Raoping Elementary School, Yunlin	Independent Little Trippers	The class of special education planned to challenge taking a trip to north east coast by themselves
Zhengmin Elementary School, Yunlin	Sea Turtle Squad	To go to Xiao Liuqiou and conduct wildlife protection activities
Alishan Junior and Elementary School, Chiayi	Tribal Team of Tsou	The class of special education challenged performing traditional crafts and flash mobs
Hopeshine Elementary School, Chiayi	Table Game Players	To create table games for seniors and provide community services
Heshun Elementary School, Chiayi	Writing Team	To ride bicycles across the 22 townships of Yizhu and publish a journal of local records
Jhaigang Elementary School, Tainan	Robot Team	To assemble robots and build a maker's base
Shanting Elementary School, Kaohsiung	Vietnamese Choir	To sing Vietnamese songs using mothers' mother tongue
Shinshing Elementary School, Kaohsiung	Little Shepherds	To provide tour guide in English and Vietnamese at Moon World and design creative tour courses
Lai-yi Elementary School, Pingtung	Indigenous Puppet Theater	To play puppetry with newly created scripts so as to pass on indigenous inheritance
Manjhou Elementary School, Pingtung	Aquaponics Team	To use downslope wind to build aquaponics system
Tabalong Elementary School, Hualien	Tug-of-war Team	These indigenous ladies set up a goal to win national championship
Siulin Elementary School, Hualien	Taroko Makers	To produce original 3D printing and laser works
Iraraley Elementary School, Taitung	No Nukes on Orchid Island	To research on nuclear waste issue by scientific approach and build a nuclear-free Orchid Island

國泰揪愛集暖偏鄉 17 載不間斷 大樹溫暖陪伴，孩子開心展笑顏

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

國泰公益集團自 2002 年起連續 17 年舉辦寒冬送暖活動，今年前往 86 所偏鄉小學，將員工捐款愛心傳遞到全臺各地，送暖足跡包括新北雙溪、屏東三地門、澎湖白沙、臺東海端、花蓮新城、嘉義阿里山...等，跨及 15 縣市、39 鄉鎮區，超過 6,000 位偏鄉弱勢學童受惠。

「2018 年國泰寒冬送暖活動」由國泰人壽慈善基金會、國泰世華銀行文化慈善基金會及國泰建設文教基金會共同舉辦，共舉辦 84 場次，以實際行動關懷偏鄉。

目前已是全球前 20 大知名品牌布料供應商英紡企業、永紡企業，每年大力贊助寒冬送暖活動數千件保暖外套，透過國泰志工分送給全臺各地偏鄉國小，國泰公益集團期勉學童們穿上愛心企業所提供的禦寒外套後，未來能將這份關懷牢記心



國泰公益集團主管親自出席寒冬送暖活動，送愛至新北市瑞柑國小，為孩子們帶來歡樂笑聲。
Cathay Charity Group's executive managers attended Winter Warmth event at Ruigan Elementary School in New Taipei City.



國泰投信張錫董事長(後排左3)、國泰產險陳萬祥總經理(後排右4)、國泰人壽慈善基金會鍾茂季總幹事(後排左2)與國泰主管前往桃園市義盛國小，致贈學童保暖睡袋。
Chairman of Cathay Securities Investment Trust Jeff Chang (3rd from left in back row), President of Cathay Century Insurance Wan-Hsiang Chen (4th from right in back row), Director-General of Cathay Charity Foundation Mao-Jih Chuang (2nd from left in back row) and other Cathay managers presented blankets to children at Yisheng Elementary School in Taoyuan.

中，長大後回饋社會，讓愛的循環持續擴散。

國泰世華銀行基金會董事長李明賢表示，國泰長期深耕公益，定期舉辦寒冬送暖、愛心義賣、獎助金活動等，盼能發揮大樹力量，解決社會問題。國泰世華銀行李偉正總經理更感性的說，國泰不只自己做好事，也帶著客戶一起來，無限延伸良善的力量。

17 年來國泰志工跟隨集團公益推動步伐，持續奉獻愛心，除了發起員工捐款，更一起遠赴偏鄉地區，大夥不辭辛勞來回奔波，揪愛集暖，只為看到孩子們露出天真無邪的開懷笑容，真正落實並感受了「給人幸福、就是幸福」的公益品牌精神。

A Cause Gathering People's Love for 17 Consecutive Years Cathay accompanies children for winter

Organized by | Cathay Charity Foundation

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

Since 2002, Cathay Charity Group has been conducting the Winter Warmth Program for the 17 years consecutively. For 2018, the Program went to 86 schools in remote country, sending the donation from Cathay employees to the corners where it was needed and benefiting 6,000 remote village school children in 39 townships of 15 cities, such as Shuangxi of New Taipei City, Shandimen of Pingtung, Baisha of Penghu, Haiduan of Taitung, Sinchen of Hualien, Alishan of Chiayi, and etc.

The 2018 Winter Warmth Program was organized by Cathay Charity Foundation and co-organized by Cathay United Bank Foundation and Cathay Real Estate Foundation with 84 events launched in remote country.

Ever Shine I&F and Ever Shine Y&F Co., Ltd., the world's top 20 fabric companies, generously sponsored winter coats for Winter Warmth Program every year. The coats were distributed by Cathay volunteers to the children in remote country. Cathay Charity Group urged the children to keep this love in mind and do the same to others to pay back to the society when they grow up.

Mr. Roger M. H. Lee, the Chairman of Cathay United Bank Foundation, said in his speech, "Cathay has committed to social charity for a long time, regularly holding Winter Warmth, Charity Bazaars, Scholarship and other programs. We

want to leverage the corporate strength and make a difference for the society". President Alan Lee of Cathay United Bank, also spoke with emotions that Cathay wouldn't limit the good causes to themselves but further bring in customers to extend the power of kindness.

Over the past 17 years, Cathay volunteers followed the Group to dedicate their love and efforts. In addition to donating money, they took real actions and traveled to the remote areas just for sending their care and making the innocent children smile. They truly lived out Cathay's spirit of "Happiness is giving happiness".



英紡企業葉淑麗董事長大力支持國泰寒冬送暖，除每年捐贈學童保暖外套，更親自到校分送小禮物。
Chairperson Sally Yeh of Ever Shine I&F Co., Ltd. has offered great support to Winter Warmth by donating winter coats every year. She also went to the event distributing gifts to children.

建構人生基礎 培育幼苗適性發展 鼓勵學子奮發向學，企業響應冬季送暖

主辦 | 國泰世華銀行文化慈善基金會

助學補助不中斷，讓教育奠定未來 公民素質

根據教育部公布國民中小學，學雜費暨各項代收代辦費收取基準，每學期學童應負擔各項費用，包含教科書籍費、家長會費、團保費用、午餐費甚至是寄宿費用，林林總總累計後，對於弱勢家庭來說，可說是一筆不小的開銷。基金會自2004年起推動的《大樹計畫-讓幼苗長成大樹》重視經濟弱勢學生就學問題，每學期以補助學雜費、代收代辦費為計畫主軸，以實質奧援幫助孩

子，至今已邁入第15年，累計捐款逾新臺幣1億5,600萬元，扶助超過10萬名弱勢學童。

基金會在4月24日舉行106學年第2學期大樹計畫助學金捐贈典禮，頒贈助學金予宜蘭縣、苗栗縣、彰化縣、雲林縣及嘉義縣等5縣市366所國中小3,502名學童。典禮上邀請宜蘭縣南澳鄉南澳國小以口簧琴及泰雅族傳統舞蹈表演為典禮開場，在學校推動泰雅舞蹈傳承之下，這段期間榮獲了許多獎項，最重要的是，學生



國泰世華銀行文化慈善基金會董事長李明賢(左三)、國泰世華銀行董事長郭明鑑(右四)、總經理李偉正(左一)與五縣教育處代表共同出席捐贈典禮(攝於10/16)。
Chairman of Cathay United Bank Foundation Roger M. H. Lee (3rd from left), Chairman of Cathay United Bank Andrew Ming-Jian Kuo (4th from right) and President Alan Lee (1st from left) took photos with five government representatives at the donation ceremony. (Taken on Oct. 16)



永紡企業董事長沈金柱(後排左三)暨英紡企業董事長葉淑麗(後排左四)賢伉儷再次捐出溫暖外套予需要的學童。
Chairman Johnny Shen (3rd from left in back row) of Ever Shine Y&F and Chairwoman Sally Yeh (4th from left in back row) of Ever Shine I&F Co., Ltd. donated winter coats again in 2018.

能在學習中，體會和認識泰雅族舞蹈文化之美，增加學生對自己的信心。

今年基金會突發「藝」想，在上半年舉辦了《大樹計畫-慈善畫家》活動，邀請來自各行各業的業餘畫者捐出畫作，作為回饋捐款人的贈品，號召更多人做公益，在獲得許多善心人士支持下，亦擴大下半年助學金挹注力度，107學年第1學期大樹計畫助學金捐贈典禮於10月16日舉辦，相較於往年，本學期增加了新臺幣100萬元助學金補助，共提撥新臺幣600萬元補助申請，嘉惠新竹縣、苗栗縣、彰化縣、嘉義縣、雲林縣及臺東縣共4,124名學童。

基金會受託代辦「廖添財暨廖邱甘慈善基金」專戶，響應本會大樹計畫，2018年捐出助學金近新臺幣70萬元指定補助桃園市桃園國小及龜

山國小學生代收代辦費、午餐費，該專戶累計已捐出逾新臺幣860萬元、幫助逾3,000名學童。廖先生一家人從父親的手中接下公益事業的棒子，不改初衷持續回饋鄉里，而兄弟姐妹們也都共同投入，其精神令人感佩。



宜蘭縣的「南澳國小」擔綱開場演出，獲得滿場熱烈掌聲。
The children from Yilan's Nanao Elementary School received applause with their opening performance.

國泰世華銀行萊萊分行與國泰世華銀行基金會秉持「給人幸福，就是幸福」的美好理念，跟隨銀行發展腳步，一同前進越南扶助當地學童共同推動大樹計畫。透過越南「勸學會」協助，找尋到當地需助學金補助的學童，同步攜手「丁善理紀念基金會」執行捐贈計畫，共同協助《越南大樹計畫》開枝散葉。107 學年第 1 學期捐贈新臺幣為 100 萬元，分別於 9 月 10 日及 14 日在廣南省、胡志明市舉行，提供 1,005 名學童獎助金，推廣 12 年以來已發出逾 1.4 萬份獎助金，累積捐贈金額逾 800 萬元，協助超過 1.4 萬名越南學童獲得教育資源，感受跨越國界的愛心扶助！

培育在地護理人力，學以致用饋家鄉

花蓮門諾醫院於 2016 年推動「東部護理人員培育計畫」，以獨立招收公費護理生專班的方式，提供設籍花蓮的國中應屆畢業生有更多元的入

學機會，並在畢業取得護理師證照後，保障回門諾醫院服務，對於想要從事護理工作且期盼留在家鄉服務的學子來說，是值得推薦的選擇，計畫剛推動時，本會即率先拋磚引玉提撥新臺幣 500 萬元助學金補助該計畫，並於 2017、2018 年持續獲得善心人士及受託代辦專戶「陳有財先生紀念基金」認同，透過本會陸續捐助善款近新臺幣 200 萬元支持「東部護理人員培育計畫」。

不計成本回饋社會，一起讓未來更美好

永紡企業董事長沈金柱、英紡企業董事長葉淑麗董事長一直是基金會長久相當重要的公益夥伴，因自身的經驗讓他們深刻了解，完美的人生不是無風無雨，但要讓資源缺乏的孩子看到，在風雨中時自己並不孤單，因此每年響應《大樹計畫》，透過基金會捐贈全新冬季外套予有需要的偏鄉學校學童，也讓《大樹計畫》更加



大樹計畫捐贈典禮圓滿成功
Elevated Tree Donation Ceremony closed with success. (Taken on Oct. 16)



大樹計畫捐贈典禮大合照。
Attendees took a group photo at the Elevated Tree Donation Ceremony.

圓滿豐足。統計 13 年來，永紡企業與英紡企業累積捐出超過 6 萬 1,000 件冬季外套，共 900 餘所偏鄉小學受惠。

基金會致力於下一代均衡發展，針對學童的教育、體育、美育以及家庭教育各種面向，舉辦

了一系列培養幼苗長成大樹的活動與講座。未來基金會仍將續辦這些有意義的活動，期盼能凝聚社會大眾的力量，為下一代的幸福及更美好的社會共同付出。



醫療財團法人門諾醫院總監周恬弘（右一）、主任林雅蘋（左一）特地從花蓮北上出席本會捐贈典禮。
Two managers Tian-Hung Chou (1st from right) and Ya-Ping Lin (1st from left) from Mennonite Christian Hospital came from Hualien to attend the Elevated Tree Donation Ceremony.



小朋友代表所有曾受過幫助的學子們，贈送美麗的花束，給典禮現場的捐贈代表們，來表達同學們的感謝跟祝福。
Children representatives on behalf of all recipients gave flowers to the donor representatives at the ceremony.

Elevated Tree Program Helps Build the Foundation for Life

In support of Winter Warmth, enterprises encourage students to focus on their school study

Organized by | Cathay United Bank Foundation



國泰世華銀行萊萊分行協理阮豐利 (後排左) 與獲得頒贈獎學金的同學們合照。
Senior Vice President Feng-Li Juan (Left in back row) from Chu Lai Branch in Vietnam took a group photo with scholarship awardees.

Cathay offers on-going subsidies for children to receive education

According to the statistics of the Ministry of Education, the families who have junior high and elementary school children would need to pay, in addition to tuitions, a wide variety of other fees, such as text books, group insurance, lunch, PTA, and etc., which added up a large sum of expense for underprivileged households. Therefore, the foundation had initiated Elevated Tree Program

since 2004 with a central concept: offering subsidies in these other fees to disadvantaged children every semester for them to receive education. The Elevated Tree Program now had entered its 15th year and had donated over NT\$ 156 million (US\$ 5,106,383), benefiting over 100,000 students from under-privileged households.

The donation ceremony of Elevated Tree Program for the spring semester of 2017 was held on Apr. 24 with the donation presented to 3,502 students

from 366 junior high and elementary schools located in Yilan, Miaoli, Changhua, Yunlin, and Chiayi. The students from Nanao Elementary School in Yilan were invited to perform Jew's harp and traditional Atayal dance for the opening at the ceremony. Nanao Elementary School had won a lot of awards due to the School's promotion of their traditional dance. Yet the most important thing was for the students to learn the beauty and culture of their own Atayal inheritance.

For 2018, the foundation came up with a new idea and launched "Elevated Tree Program—Charitable Painters" in the first half of the year. This event invited amateur artists to donate their paintings as souvenirs for donors to the Elevated Tree Program, also as a incentivizing approach to appeal more

people to join the cause. In receipt of lots of support, the foundation increased the scale of the subsidies for the next half of the year's program. The donation ceremony for the fall semester of 2018 was held on Oct. 16. The foundation added another NT\$ 1 million (US\$ 32,733) to the charity fund in comparison with the past year level and allocated a total donation of NT\$ 6 million (US\$ 196,399), benefiting 4,124 students from Hsinchu, Miaoli, Changhua, Chiayi, Yunlin and Taitung.

The managed Tien-Tsai Liao and Ciou-Gan Liao Memorial Fund also supported Elevated Tree by making a donation almost up to NT\$ 700,000 (US\$ 22,913) sponsoring the school fees and lunch fees for the students from Taoyuan Elementary School and Gueishan Elementary School in Taoyuan City in



醫療財團法人門諾醫院總監周恬弘 (右一)、主任林雅蘋 (右二) 特地從花蓮北上出席本會捐贈典禮。
Tian-Hung Chou (1st from right) and Ya-Ping Lin (2nd from right) from Mennonite Christian Hospital came from Hualien to attend the Elevated Tree Donation Ceremony.



國泰助「PUZANGALAN(希望)合唱團」圓夢參加2018第一屆東京、臺北國際合唱大賽在東京共獲得一項銀獎及全場唯一的獎項最佳主題曲演唱獎，在臺北比賽更大獲好評，獲得兒童組金獎、聖樂組銀獎、民謠組金獎，並獲頒傑出臺灣團隊。
With Cathay's sponsorship, Puzangalan Children's Choir attended the 1st Tokyo International Choir Children's Choir Competition winning a silver prize and the Best Singing Performance award, and the 1st Taipei International Choral Competition winning gold prize in children choir, silver in musica sacra, gold in ethnic music and best Taiwanese choir.

2018. The Fund had donated an accumulative fund of NT\$ 8.6 million (US\$ 281,506), benefiting over 3,000 students. The Liao family had followed their father's will and steadfastly devoted to the charity causes for their hometown. Their heart truly deserves our admiration.

Moreover, under the spirit of "Happiness is bringing happiness to others", Cathay United Bank's Chu Lai Branch worked with the Cathay United Bank Foundation in expanding the Elevated Tree Program to Vietnamese children. With the partnership of the Vietnam Association for Promoting and Supporting Educational Development, the foundation, in joint efforts from the Lawrence S. Ting Memorial Fund, launched the Elevated Tree Program in Vietnam, offering financial support to the local students. The donation made for the first semester of 2018 was NT\$ 1 million (US\$ 32,733). The donation

ceremonies were hosted in Quang Nam Province and in Ho Chi Minh City on Sep. 10 and Sep. 14 respectively to 1,005 students. This love-filling cross-national cause had donated more than NT\$ 8 million (US\$ 261,866) over the past 12 years and had helped around 14,000 Vietnamese students to receive education.

Cultivating local nurses for the hometown

Mennonite Christian Hospital initiated the Eastern Taiwan Paramedic Training Program in 2016. The Program exclusively recruits junior high school graduates of the year who have their home addresses registered in Hualien to study in the nursing school. After they complete their study and obtain certification as registered nurse, they will be guaranteed with a career in Mennonite Hospital. For those who want to do this job and stay at the hometown, this is a perfect choice. Therefore,

when Mennonite Christian Hospital first started this program, the foundation allocated a funding of NT\$ 5 million (US\$ 163,666) right away. In 2017 and 2018, we also received donations of around NT\$ 2 million (US\$ 65,466) from people who recognized this cause and the managed Yucai Chen Memorial Fund to support the Eastern Taiwan Paramedic Training Program.

Building a better future without consideration of cost

Over the years, Chairman Johnny Shen of Ever Shine Y&F and Chairperson Sally Yeh of Ever Shine I&F Co., Ltd. had played the important role of Cathay's long-term partners in charitable causes. From their own experiences they know that the perfect life is not about being smooth without any struggles, but is about someone being by your side

when you have nothing. Therefore, every year they support the foundation's Elevated Tree Program by donating brand new winter coats to children in remote country making this Program more complete. Throughout the past 13 years, the two companies had donated 610,000 coats, benefiting more than 900 elementary schools in the remote country.

The foundation has committed to the balanced development of our next generation. Therefore, the foundation held a series of "Grow A Big Tree From A Shoot" activities and lectures in subjects of education, sports, art and family education. Going forward, the foundation will continue these meaningful causes in the hope of consolidating the strength of more people and do our own bits for the better future of our children.



大樹計畫捐贈典禮大合照 (攝於4/24)。
Attendees took a group photo at the Elevated Tree Donation Ceremony. (Taken on Apr. 24)

大樹計畫公益講座 推展親職教育，關懷樂齡生活

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



臺北場講座會前合影：國泰世華銀行文化慈善基金會秘書長陳育諄（左一）、講師吳佑佑老師（中）、張老師基金會臺北事務所總幹事涂喜敏（右二）、時任國泰世華銀行文化慈善基金會秘書長洪遠蘭（右三）。

Photo taken prior to the lecture in Taipei event: Secretary-General of Cathay United Bank Foundation Joan Chen (1st from left), the lecturer Dr. Yu-Yu Wu (central), Director of Teacher Chang Foundation's Taipei Association Hsi-MinTu (2nd from right), and then Secretary-General of Cathay United Bank Foundation Nancy Hung (3rd from right)

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 160 場次公益講座，內容廣受民眾好評。

2018 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 14 場公益講座。

為完整保存精彩的演講內容，另出版【親子愛不礙】第六冊，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。



臺東講座現場實況 - 張曼娟老師和聽眾合影

Lecturer Man-Chuan Chang took a group photo with the audience at the lecture in Taitung event.

大樹計畫公益講座 2018 年場次：

主題	日期	地點	講師
「晚熟世代」～少年少女的築夢方案	05/11(五)	臺北	吳佑佑
「家庭你好正」～培養孩子正向溝通力	05/25(五)	臺北	李錫錕
	09/29(六)	臺中	陳偉任
「陪伴的力量」～親子幸福投資心法	06/15(五)	臺北	盧蘇偉
	09/08(六)	臺中	魏瑋志
「教出好情緒」～做孩子的情緒教練	06/29(五)	臺北	周慕姿
	09/01(六)	臺中	周慕姿
「聰明保護自己」～教孩子遠離霸凌	07/13(五)	臺北	陳安儀
	07/27(五)	臺北	楊培珊
「高齡社會」～尊嚴的晚年生活	09/15(六)	臺中	張慈芬
	10/07(日)	臺東	洪蘭
教養不必惱，自然就好	10/14(日)	臺東	王浩一
孤獨管理，我們可以過得更自在	10/28(日)	臺東	柯華威
說說閱讀的故事	10/27(六)	臺東	張曼娟
故事是我們的護身符			

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

Elevated Tree Lecture

Focusing on better parent-child education and elderly care

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

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 160 lectures had been held and had received great response.

The foundation continued to hold lectures in Taipei and Taichung with Teacher Chang Foundation in 2018, and also continued its collaboration with Taitung Story Association to host lectures in

Taitung. The foundation held 14 lectures in total for the whole year.

The foundation also published the sixth 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.



臺北場講座會後合影：張老師基金會臺北事務所總幹事涂喜敏（左一）、時任國泰世華銀行資深副總經理謝伯蒼（左二）、講師盧蘇偉老師（中）、張老師基金會臺北事務所輔導委員陳明終（右二）。
 Photo taken after the lecture in Taipei event: Director of Teacher Chang Foundation's Taipei Association Hsi-MinTu (1st from left), then Senior Executive Vice President of Cathay United Bank Po-Tsang Hsieh (2nd from left), lecturer Su-Wei Lu (central), and Mr. Ming-Chung Chen from Teacher Chang Foundation's Taipei Association (2nd from right)



（左一）國泰世華銀行台中分行協理吳貴、（左二）周慕姿老師、（右一）台中張老師中心趙建興委員。
 Senior Vice President Kui-Ying Wu (1st from left) of Cathay United Bank Chung Taichung Branch, Ms. Mu-Tzu Chou (2nd from left), Mr. Jianxing Zhao (1st from right) of Teacher Chang Foundation's Taichung Association.



臺北講座現場實況。
 Photo taken in the lecture in Taipei.

The following is the timetable of the 2018 Elevated Tree lecture series:

Title	Date	Location	Lecturer
The Generation who Matures Late: Dream Building Project for Juniors	May 11 (Fri)	Taipei	Yu-Yu Wu
Positive Family Conversation: How to Cultivate Children's Ability in Positive Communication?	May 25 (Fri)	Taipei	Hsi-Kun Li
	Sep. 29 (Sat)	Taichung	Wei-Jen Chen
Investing in the Strength of Keeping Company for Happy Parent-Child Relationship	Jun. 15 (Fri)	Taipei	Su-Wei Lu
	Sep. 08 (Sat)	Taichung	Wei-Chih Wei
Being a Good Coach for Children's Emotions	Jun. 29 (Fri)	Taipei	Mu-Tzu Chou
	Sep. 01 (Sat)	Taichung	Mu-Tzu Chou
How to Teach Children to Keep Away from Bullying	Jul. 13 (Fri)	Taipei	An-Yi Chen
Live Your Old Age with Dignity	Jul. 27 (Fri)	Taipei	Pei-Shan Yang
	Sep. 15 (Sat)	Taichung	Tzu-Fen Chang
Getting Rid of Anger in Parenting	Oct. 07 (Sun)	Taitung	Daisy L. Hung
Live More Comfortably with Loneliness Management	Oct. 14 (Sun)	Taitung	Hao-I Wang
Telling a Story about Reading	Oct. 28 (Sun)	Taitung	Hua-Wei Ke
Stories Protect Us	Oct. 27 (Sat)	Taitung	Man-Chuan Chang

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

人文之美 (1/20 ~ 2/10) 2018 戴敬晃油畫展

主辦 | 國泰世華銀行文化慈善基金會所屬國泰世華藝術中心

2018 年的首檔展覽，邀請到臺灣油畫藝術家戴敬晃舉辦「人文之美 - 戴敬晃油畫展」。

戴敬晃於 2016 年 5 月榮獲《英國皇家肖像畫家學會 (Royal Society of Portrait Painters; RP)》國際競

賽優選，為臺灣首位獲得此項殊榮之藝術家；同 (2016) 年 10 月榮獲「法國秋季沙龍賞 (Le Salon d'Automne)」雙重肯定。1 月 20 日至 2 月 10 日特別在國泰世華藝術中心舉辦「人文之美 - 戴敬晃油畫展」，展出國際得獎作品及新近創作。



「戴敬晃人文之美油畫展」展出藝術家戴敬晃於作品前留影。
The artist took a photo in front of his own work at Chin-Huang Tai Solo Art Exhibition: Beauty of Humanity.

Beauty of Humanity (Jan. 20- Feb. 10) 2018 Chin-Huang Tai Solo Art Exhibition

Organized by | Cathay United Bank Foundation Affiliate Art Center



藝術家戴敬晃專題演講 - 人文之美。
Chin-Huang Tai gave speech on "Beauty of Humanity".

The first exhibition for the year at the Art Center was 2018 Chin-Huang Tai Solo Art Exhibition: Beauty of Humanity.

In 2016, the artwork of Chin-Huang Tai has been selected by the Royal Society of Portrait Painters (RP) International Competition and Annual Exhibition, making him the first Taiwanese artist

winning this great honor. The artist's landscape work further selected by La Salon d'Automne at October, 2016. His solo exhibition "Beauty of Humanity" taken place from Jan. 20 to Feb. 10 showed his internationally award-winning pieces and his recent works.

悅犀畫侶 · 藝術生活 (4/21 ~ 5/19) 葉繁榮、楊淑惠伉儷聯展

主辦 | 國泰世華銀行文化慈善基金會所屬國泰世華藝術中心



藝術家葉繁榮（右）、楊淑惠（左）伉儷共同合影。
The artist couple Fan-Jung Yeh (right) and Shu-Hui Yang (left) took a photo together.

感 人的氛圍與情境

藝術家葉繁榮這些年著重於色溫、氛圍效果的研究，以營造出自己所要表達的情境。在畫面所流露的情感上，葉繁榮朝向讓欣賞者能在自己的畫面中感受到一股寧靜、喜悅、和諧的能量，並與大自然同一體的愛之連結，這也是葉繁榮最終所要表達的。

藝術家楊淑惠的花卉作品，古典婉約寧人舒心，浪漫抒情讓人流連於畫中。這些年也致力於把

戶外的陽光融入畫中，使畫面增加了一股清新的空氣感，讓畫面也呈現出清雅的一面。寧靜、喜悅、祥和、溫馨、愛的感受，感動著欣賞者。近年來，葉繁榮和楊淑惠這對畫侶，在平日半隱居式的山居生活中，將平淡清雅、自在踏實的感受在畫面中自然流露。此次「悅犀畫侶 · 藝術生活 葉繁榮、楊淑惠伉儷聯展」除了展出他們精彩的油畫作品外，還特別展出他們的陶藝作品，邀請觀者一起分享他們的藝術生活。

Painting Partners and Life of Art (Apr. 21- May 19) Fan-Jung Yeh and Shu-Hui Yang's Joint Exhibition

Organized by | Cathay United Bank Foundation

A heart-touching atmosphere and ambiance

In recent years, Fan-Jung Yeh spent lots of efforts in studying color temperature and the ambiance effect so that he could create the kind of ambiance he wanted. Through the emotions delivering from the image, Yeh expressed the energy of peace, joy, and harmony and a connection with nature, an ultimate emotion that Yeh wanted to convey.

Shu-Hui Yang created a series of floral pieces, the classic and romantic gentleness in which making the viewers reluctant to move away their attention. She had spent

the recent years in incorporating the outdoor sunshine into her images and adding the fresh air to her painting. The tranquil, joyous, peaceful, warm and loving emotions of her paintings shook the viewers' heart.

The couple of Yeh and Yang had lived the mountain life and they expressed the comfort and simplicity of their life through their work. In addition to their oil art, "Fan-Jung Yeh and Shu-Hui Yang's Joint Exhibition: Painting Partners and Life of Art" also showed their pottery work, sharing their life of art with the viewers.



「葉繁榮、楊淑惠伉儷聯展」開幕茶會盛況。
Photo taken at the opening event of Fan-Jung Yeh and Shu-Hui Yang's Joint Exhibition.

光的意境美與形式美 (6/2 ~ 6/30)

溫宗益油畫 2018 個展

The Beauty of the Conception to Light and Its Form (Jun. 2- Jun. 30)

2018 Tsung-Yi Wen's Solo Exhibition

主辦 | 國泰世華銀行文化慈善基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

藝術家溫宗益，1961年生於臺中豐原，國立陽明醫學院醫學系畢業。於22年前開始自學油畫，沒有師承。作品曾獲得臺中縣美展油畫第一名，全省美展優選，臺陽美展多次入選，並且連續三年入選「法國巴黎秋季沙龍展」。2015年首次於國泰世華藝術中心展出，相隔三年後，再度於國泰世華藝術中心發表其最新創作。

溫宗益過去手持聽筒，醫治人們的身體，大約十多年前，他放棄現職，成為專業畫家及所謂的「心靈療癒師」。擅長於光線及空間營造的溫宗益，運用古典油畫技法，將遠近透視法和空氣透視法，融合在畫面上，使畫面不僅呈現詩意的美感，而且更具哲學的深度。讓一幅畫就像一首詩，道盡人生的喜怒哀樂，與悲歡離合；並且抓住自然形象中，與人類思想情感有聯繫的部分，而不只是單純的再現自然。

溫宗益相信當你孤獨的面對大自然時，你會發現大自然中所蘊含的神性，那是人們所賦予它崇高浪漫與優美的美感。同時大自然中也有「色彩的聲音」，那是一種永不止息的優美曲調。溫宗益用真摯和誠懇，描繪大自然的「光」，將「光」在宇宙和內心的本質，藉由畫作表現出來。外在顯現的光，只是人類肉眼的映象--這是形式美。透過形式美，觀賞者的內心會產生溫暖或冷峻，從而對不同的物件和時空產生

感覺，這就是每個人內心的修為和生命歷程的不同所造成--也就是意境美。

此次溫宗益油畫個展，特別以「光的意境美與形式美」為題，呈現他近年來油畫創作的藝術深度，以及他多年的堅持與努力。就像他人生最大的期許：「每當握著畫筆時，便感覺到我的生命在那裏」，「如果還有來生，我仍然願意當一個畫家」。溫宗益不僅希望繪畫能豐富他的人生，更希望觀者從作品中，體會大自然的平易近人和滿盈的愛與溫暖，同時豐美普羅大眾的心靈。

Tsung-Yi Wen, born in 1961 in Fengyuan, graduated from Yang Ming Medical School. He started painting oil 22 years ago by self-taught. His work used to win the First Award of Taichung County Art Exhibition, Recommendation Award of Taiwan Art Exhibition multiple times, and selected by Le Salon d'Automne three years in a row. He showed his artwork in the Cathay United Art Center in 2015 for the first time, and he showed his latest work at the same place three years later.

Wen, a former doctor, gave up his profession over ten years ago and became a full-time painter and so-called "spiritual therapist". Wen

is especially good at portraying light and creating space. Through his skillful combination of linear perspective and aerial perspective, he expresses a poetic aesthetics with philosophical depth in his work. In this way, a painting is like a poem that tells all the happiness and bitterness of life, and captures the links between natural forms and human's mind.

Wen believes that when one faces the nature alone, one will discover the divinity hidden in it, which is a kind of aesthetics of romance and elegance bestowed by humans. There is also a kind of "voice of colors", never-ending beautiful tunes. Wen uses sincerity to explore the light of the nature, and portrays the essence of light in the universe as well as in human's mind through his paintings. The light shown on the outside means merely the reflection

in human eyes, which is the beauty of form. The beauty of form triggers the warm or cold feelings for the viewers, while the beauty of mind refers to the feelings triggered by the conception how people see different objects or relate to space and time, which is attributed to everyone's unique life experiences and inner world.

Therefore, Wen focused on "the Beauty of the Conception to Light and Its Form" as the theme for his solo exhibition, in which he showed the artistic depth of his latest work and his efforts and persistence over the years. Just as how he wishes for his life, "I feel I'm alive every time I hold my stroke" and "I still want to paint if there is an after life". For the artist, painting enriches his life and he also hopes his viewers to feel the amiability and warmth of nature and enjoy the abundance of mind.



「光的意境美與形式美—溫宗益油畫個展」展出藝術家溫宗益（右）與國泰世華銀行基金會秘書長陳育諄（左）共同合影。Secretary-General of Cathay United Bank Foundation Joan Chen (left) took a photo with the artist Tsung-Yi Wen (right) at his solo exhibition "the Beauty of the Conception to Light and Its Form".

蔡雪貞大師經典之作巡迴展 (8/9 ~ 9/1) 從畫壇入杏壇，流轉奔放的人生化境

Master Sheve-Jen Tsay's Exhibition of Classics (Aug. 09- Sep. 01)

From painting to teaching, a life journey with smooth turns

主辦 | 國泰世華銀行文化慈善基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

蔡雪貞教授，非藝術科班出身，少了許多傳統框架的制約，得以隨意揮灑。自幼承受母親的繪畫洗禮，一路走來數十年，卻也滿載藝術的風華。從業餘畫家走上專業，從畫壇走入杏壇，一生精彩、頗多神奇。

蔡雪貞教授幼年在臺灣長大，稍長至日本唸書，中年移居紐西蘭，稍老再回到臺灣。期間接受不同教育及社會制度的薰陶與型塑，成就她內心及外表多樣的風貌。她，獨立、堅持、感性及不斷求變的人格特質加上聰慧及藝術天分，顯山露水地呈現在她的畫作上。也許寂寞，但刻意走自己的路，從不承襲一家一派的老調，步伐艱辛，卻能擷獲許多愛畫人的芳心。隨著年歲增長、知名度打開，也有了一定數量的粉絲，因而注入繪畫創作的不停活水，造就今天的蔡雪貞。

蔡雪貞教授筆觸及黑白潑墨、彩墨山水、具象油畫乃至抽象畫，在在皆能展現活潑色調、獨特技法、中西交融及不同於其他畫家的畫風。繪畫看似賞心悅目的樂事，畫家經常要閉關畫室，竟日埋首畫材與精靈的互動之間。廢寢忘食是稀鬆平常的事，備極辛勞；但見扣人魂魄的作品逐一完成之際，雀躍心喜竟將作畫的勞苦拋到九霄雲外。累癱在床，那又是回家以後的事囉。

蔡雪貞教授目前兼任東方設計大學美工系及長榮大學美術系教授，作育藝術英才，以嚴格出名，很得授業的敬畏。這次巡迴展蔡雪貞教授特別整理舊作並加入 2018 新作，都是得意的經典之作，在社團法人中華民國管理科學學會暨中華大學劉維琪校長的全力贊助下，特別於國泰世華藝術中心舉辦巡迴展，既是嚴選也必定精彩。

Prof. Sheve-Jen Tsay learned painting from her mother, instead of from an art school. That is why her painting was not bound by traditional teachings and she painted freely as she wished. Even so, she had still achieved a lot in art over the decades. She made a lot of wonderful turns in her life, from being an amateur to a professional artist, from being a painter to a teacher.

Prof. Tsay grew up in Taiwan, went to school in Japan, migrated to New Zealand in middle age and now she had returned to Taiwan at later life. She had lived and been through various kinds of education and social systems, which contributed to her versatile faces for inner self and appearances. Prof. Tsay is an independent woman, and her persistence, sensibility and eagerness for new things, plus her brightness and artistic talent, boldly conveyed in her paintings. She may have



「蔡雪貞大師經典之作巡迴展」展出藝術家蔡雪貞（右三）偕其夫婿林財源校長（左三）與中華大學校長劉維琪（右一）伉儷等貴賓，於展覽開幕茶會共同合影。
At the opening event for Master Sheve-Jen Tsay's Exhibition of Classics, the artist Sheve-Jen Tsay (3rd from right) and her husband Tsai-Yuan Lin (3rd from left), and President Victor W. Liu (1st from right) of Chung Hua University and Mrs. Liu took a group photo.

had moments of loneliness because she was never willing to follow any school of art or any master, but her works had attracted many art lovers. Now Prof. Tsay had grown old and had built her reputation. The non-stop momentum of creativity put together today's Sheve-Jen Tsay.

Prof. Tsay paints ink, color ink landscape, representational oil and abstract. She shows her bright color palette, unique techniques, and her own Chinese and western mixed style. Painting looks like a pleasant thing to do. But few people know that artists often need to work alone for days, fighting with her canvas and inspiration. It is

common to skip meals and completely wrapped up in the work, but these hardships would disappear when the work is done. Exhaustion would be nothing to consider.

Prof. Tsay now teaches in Tungfang Design University and Chang Jung Christian University. As a strict teacher, she is greatly esteemed by students. For this exhibition sponsored by President Victor W. Liu of Chinese Management Association and Chung Hua University, Prof. Tsay provided her proud works from the old collection and included new pieces to show at the Art Center.

無風格 鐵三角 (12/1 ~ 12/29)

李正郎、楊自然、鄧堯鴻三人展

Style of None; Iron Triangle (Dec. 1- Dec. 29)

Triple Exhibition of Long Li, Zi-Ran Yang and Yao-Hong Deng

主辦 | 國泰世華銀行文化慈善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 12 月份以〈無風格鐵三角〉為名，邀請到三位藝術家李正郎、楊自然、鄧堯鴻共同展出，他們分別以油畫、水墨、雕塑為藍本，構築屬於自我的心靈空間，開啓一番新的視覺經驗。〈無風格鐵三角〉源於藝術家李正郎與失散多年的文化大學堯蟲學弟——鄧堯鴻相遇而起，有感於這位雕塑界的鑽石級人物因為先天的障礙，一直未被打磨出來，希望藉著這次展覽讓鄧堯鴻的光芒能被世人看見。

唐朝詩人賈島在「劍客」中曾說十年磨一劍，鄧堯鴻卻是二十年磨一件的雕塑藝術家。

藝術家李正郎特別推崇鄧堯鴻的作品並曾經跟一位朋友說，鄧堯鴻的出現勢必撼動整個雕塑界，不只臺灣，而是整個世界，大家可以拭目以待。

另外“水墨世界之怪”的藝術家楊自然，他的書法造詣已成一家一格。自古以來水墨畫作一直讓人覺得不夠老就不夠好，年過六旬的楊自然彷彿只是剛要開始而已，失落的國粹久不出人物，實在令人不勝唏噓，楊自然的出現，彷彿給人們一絲希望，傳承的意味濃厚。從二十一世紀看來，可謂不好想像，值得期待。

最後值得一提的是藝術家李正郎，多年來持續

追隨著法國藝術家前輩，帶給屬於臺灣的真正的印象派畫作。〈無風格鐵三角〉三位參展藝術家雖自謙無風格，但這也正是他們獨特自我的風格。

Under the theme of "Style of None; Iron Triangle", Cathay United Art Center invited three artists Long Li, Zi-Ran Yang and Yao-Hong Deng to hold exhibition in December. Each of the artists showed their oil, ink and sculpture work respectively which demonstrated the artists' spiritual space and opened up to a new set of visual experiences. The initiation of "Style of None; Iron Triangle" came from the reunion of Long Li and Yao-Hong Deng who also went to Chinese Culture University but haven't met for years. Li thought that Deng was like an uncut diamond in sculpture but Deng didn't get to be known in the art circle due to his congenital disability. So he helped bring forward this exhibition for Deng's work to be seen by more people.

It took long years for Deng to develop a master piece.

Long Li highly praised Deng's works. He once told another friend that Deng's works would shake the

sculpture world, not just in Taiwan but in the world. People could wait and see.

Zi-Ran Yang, an artist known for his ink art, had developed his unique art in calligraphy. Traditionally, it is believed ink artists must reach a certain level of age to be able to create good enough work. Yang who was over 60 years old made people feel that he just started to glow, and the admirers of ink art would be delighted about the appearing of new

star. A lot remained for people's expectation for the up-coming time.

Last but not least, Long Li, the artist famous for his inheritance of French art, brought the authentic impressionist art to Taiwanese art fans in this exhibition. In the exhibition "Style of None; Iron Triangle", the three artists in fact showed their own exclusive styles.



「無風格鐵三角」展出藝術家李正郎（左一）、楊自然（右二）、鄧堯鴻（左二）與貴賓王哲雄教授共同合影。
At the Triple Exhibition: Style of None; Iron Triangle, the artists Long Li (1st from left), Zi-Ran Yang (2nd from right) and Yao-Hong Deng (2nd from left) took a photo with the guest Prof. Che-Hsiung Wang.

藝術講堂及藝文活動 與大師面對面 一同領略藝術家的理想與現實

Art Talk Lecture Series and Art Events

Face to face with masters: The ideal and reality for an artist

主辦 | 國泰世華銀行文化慈善基金會所屬國泰世華藝術中心

Organized by | Cathay United Bank Foundation Affiliate Art Center

緣於藝術中心自 2014 年度開辦「藝術講堂」系列講座，迄今屆滿五年，歷年邀請數位知名藝術家或大學教授前來演講，師資陣容堅強，皆在藝術創作或教學等專業領域，提供學員具深度又有趣味的演講主題。

藝術中心本著藝術教育推廣之核心理念，除了「藝術講堂」著重在藝術史與藝術家實務分享

的課程外，根據每檔展覽規畫，不時邀請參展藝術家舉辦「藝文活動」，如藝術家演講、寫生示範或專家座談會等藝文活動。藝術中心期望「展覽欣賞」、「藝術理論」與「實作示範」三者相結合，深化觀眾的藝術學習體驗，同時培養參與藝文活動的習慣，陶冶生活美學，讓藝術的美好帶給人們富足的心靈。

2018 年「藝術講堂」辦理情形 (每月乙場)

#	日期	主題	主講者
1	01/10(三)	初見西洋畫材—臺灣水彩的百年風華	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)
2	02/07(三)	充滿魅力水彩畫—水彩的創作介紹	
3	03/14(三)	大師風範—臺灣水彩名家賞析	
4	04/18(三)	高更—是前衛還是復古?	單煒明(Australia-University of Wollongong 藝術創作博士;嶺東科大設計學院副教授)
5	05/16(三)	馬諦斯—是叛逆還是協調?	
6	06/13(三)	馬歇爾·杜象—是惹禍還是宣告?	楊永福(國立臺灣師範大學美術系學士;現為專業畫家)
7	07/18(三)	油畫家的一天	
8	08/15(三)	油畫風景寫生(一)	
9	09/12(三)	油畫風景寫生(二)與創作實例	楊永源(英國倫敦大學藝術史博士;現任職國立臺灣師範大學美術系所教授)
10	10/17(三)	寫生入神:徐悲鴻繪畫之路的幾重轉折	
11	11/21(三)	積鬱散懷:林風眠繪畫的情感與形式	
12	12/19(三)	復返西中:劉海粟繪畫裡對西潮的解讀	

2018 年藝文活動辦理情形

#	日期	主題	主講者
1	01/01-01/13	國泰藝術節-新世紀潛力畫展得獎作品展	--
2	01/27(六)	專題演講-人文之美	戴敬晃
3	12/08(六)	專題演講-藝術家的彫難	鄧堯鴻
4	12/15(六)	專題演講-沉墨意境	楊自然
5	12/22(六)	專題演講-大理石雕像的製作過程	李正郎



林仁山老師主講「初見西洋畫材—臺灣水彩的百年風華」等課程。Ren-Shan Lin gave lectures on "Hundred Years of Development of Taiwanese Water Color Art" and others.



楊永福老師主講「油畫風景寫生」等課程。Yung-Fu Yang gave lectures on "Landscape Live Painting in Oil Art" and others.

Art Talk Lecture Series originated in 2014 and had entered the 5th year in 2018. Over the years, this Series featured famous artists and scholars to talk about closer-to-life art topics regarding creation or teaching for the general audience.

Based on its core mission of art education and promotion, the Art Center holds Art Talk Lecture Series talking about art history and artists' actual practices. Other than that, the Art Center constantly invites the artists who show at the

Center to hold art events, such as speeches, live painting demonstration or discussion panel. At the Art Center, we hope the combined efforts in exhibitions, art theory promotion and painting demonstration could deepen the general audience's art experiences. We would like to do our best in enhancing people's exposure to art activities and nurturing people's appreciation in art so that the beauty of art would enrich people's mind.

The following is the timetable of 2018 Art Talk Lecture Series (one lecture a month)

#	Date	Title	Speaker
1	01/10 (Wed)	Hundred Years of Development of Taiwanese Water Color Art	Ren-Shan Lin (Painter and MA in Plastic Arts, National Taiwan University of Arts)
2	02/07 (Wed)	The Beauty of Water Color: About Painting Water Color	
3	03/14 (Wed)	Taiwan's Water Color	
4	04/18 (Wed)	Gauguin: Ahead of Time or Retrospective?	Wei-Ming Shan (PhD in Art, Australia-University of Wollongong, and Associate Professor, Ling Tung University)
5	05/16 (Wed)	Henri Matisse: Rebellious or Concordant?	
6	06/13 (Wed)	Marcel Duchamp: Making Troubles or Statement?	Yung-Fu Yang (Painter and BFA in Art Department of National Taiwan Normal University)
7	07/18 (Wed)	A Day of an Oil Artist	
8	08/15 (Wed)	Landscape Live Painting in Oil Art I	
9	09/12 (Wed)	Landscape Live Painting in Oil Art II and Demonstration	Yung-Yuan Yang (Professor of Fine Arts, National Taiwan Normal University)
10	10/17 (Wed)	Multiple Transitions of Pei-Hung Hsu's Life Journey as an Artist	
11	11/21 (Wed)	The Emotions and Forms in Fengmian Lin's Art	
12	12/19 (Wed)	The Interpretation of Western Trend in Haisu Liu's Paintings	

The following is the timetable of other art events in 2018

#	Date	Title	Speaker
1	01/01-01/13	2018 Cathay Arts Festival- Emerging Artists Exhibition	--
2	01/27 (Sat)	Featured Speech: Beauty of Humanity	Chin-Huang Tai
3	12/08 (Sat)	Featured Speech: A Sculptor's Dilemma	Yao-Hong Deng
4	12/15 (Sat)	Featured Speech: The Inner World of Ink Art	Zi-Ran Yang
5	12/22 (Sat)	Featured Speech: How to Make Marble Sculpture	Long Li



楊永源老師主講「寫生入神·徐悲鴻繪畫之路的幾重轉折」等課程。
Yung-Yuan Yang gave lectures on "Multiple Transitions of Pei-Hung Hsu's Life Journey as an Artist" and others.



藝術家戴敬晃專題演講 - 人文之美
Chin-Huang Tai gave speech on "Beauty of Humanity".



藝術家鄧堯鴻專題演講 - 藝術家的彫難
Yao-Hong Deng gave speech on "A Sculptor's Dilemma".

設計藝術桌曆及義賣藝術商品 匯集大師傑作 以藝術之愛資助弱勢

Art Calendar and Fund-raising Event Gathering master works to support those in need

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

2018年國泰世華藝術中心以「藝境之美」為主題，精選十二位藝術家—陳銀輝、王守英、蕭芙蓉、蘇憲法、楊永福、葉繁榮、簡昌達、黃進龍、李正郎、林榮、楊淑惠與王峰的作品製成來年桌曆。期盼在嶄新的一年，藝術作品能為社會大眾的生活增添色彩，日益親近藝境之美，更得以感受到藝術動人的內涵。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，致力發揚社會良善之美。

Cathay's Art Calendar and Lunar New Year Card featured the paintings of 12 renowned Taiwanese artists—Yin-Hui Chen, Shou-Ying Wang, Fu-Rong Hsiao, Hsien-Fa Su, Yung-Fu Yang, Fan-Jung Yeh, Chang-Ta Chien, Chin-Lung Huang, Long Li, Rong Lin, Shu-Hui Yang and Feng Wang, with title as "Beauty in Art". The Art Center looked forward to adding the flavor of art for people's daily life in the new year. The Art Center also provided its art albums, calendars and other products for its fund-raising events. The income collected was donated to disadvantaged children.



設計藝術桌曆、慈善畫家藝術專刊以及義賣藝術商品
Art Calendar, art albums and other products for charity sale

街角芳鄰－霖園圖書館 開放視野、充滿生活樂趣的書香世界

主辦 | 國泰建設文教基金會

國泰建設文教基金會自 1983 年成立，全省共設有 9 所圖書館，館內典藏縷縷書香，在恬靜的氛圍中，汲取恆古至今的嘉言懿行，藉由推廣閱讀增益智能，陶鎔氣質。各館長期訂閱財經、生活、流行...等多類雜誌，便利民衆攝取迭代更新的時勢潮流及熱點新知，在生活中與之俱進灌溉能量。為縮短鄰里距離，各館每年舉辦藝文教學活動，在急促的時間步調裡，盼民衆培養廣泛興趣，恣意遨遊在娛樂的休閒環境中。

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。圖書館薰陶出代代的莘莘學子，在時光

的奔流中變化成長，啓迪人們的智慧。讀書使人快樂，使人思想深遠，面對書畫卯酉的辛勤工作，圖書館是心靈休憩的港灣，陪伴著人們記憶的轉輪。

館內教學活動

圖書館每年辦館內教學活動，各館精心籌劃的才藝課程，吸引不同年齡的民衆參與，透過巧思，變化出生趣盎然的成品。本年度共有「點心烘焙」、「羊毛氈」、「美術班」、「蝶谷巴特」...等課程，與生活貼切結合，動手實作的過程中拉近鄰里間的情誼，讓學習的汗水轉化成串串喜悅的笑聲，在營營逐逐的生活中，盼民衆停下腳步，享受閒情逸趣。



高雄華園館舉辦「動物生態課程」老師每週帶上不同的動物教學，課堂上讓孩童們親身接觸並認識動物習性，可摸可抱，也能餵食，亦讓孩子們繪製動物的樣子，增加印象，本堂課程介紹蜥蜴科-肥尾守宮。
Children were able to learn about wildlife and touch real animals at the animal class offered by Huayuan Library in Kaohsiung.



圖書館提供各類書報雜誌，是民衆灌溉知識的能量補給站，舒適的休閒環境，安靜的氛圍，也是學子們溫書學習的好去處。(圖為高雄內惟館)
A great collection of books, newspapers and magazines is provided in the library, making it a great place for local residents to relax and also a quiet place for students to study. (Photo taken at Neiwei Library, Kaohsiung)



臺中曉明館舉辦「烘焙點心課程」自製派餅、美味杯子蛋糕與可口糕點，課程中香味四溢，學員們在學習中一起手作，培養樂趣，並開心的與剛完成的布朗尼、檸檬蛋糕合影。
Participants took a group photo with their home-made brownies and lemon cakes at baking class of Siaoming Library in Taichung.



寧靜的圖書館，讓學子們專心的溫習功課，內中的各類藏書與時事新知，讓民衆盡情閱讀，享受心靈的安逸。(圖為高雄苓雅館)
A quiet and comfortable environment meeting all kinds of needs (Photo taken at Lingya Library, Kaohsiung)



新莊館舉辦「成人彩繪班」將美麗的圖案繪製在居家裝飾的生活用品上，學員們認真觀看老師示範彩繪技巧，嶄新的彩繪領域，初學者也可輕鬆上手，培養藝術氣息。
In the painting class for adults held by Sinhuang Library, instructor was demonstrating how to decorate home accessories.



高雄苓雅館舉辦兒童美術班，課程中教導小朋友繪製皮影戲偶，除了創意角色，亦自編出有趣的劇情，小朋友邊玩邊學，透過白色屏幕呈現出生動歡笑的故事。
Children created shadow puppets and made their own plays at the children's art class offered by Lingya Library in Kaohsiung.

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	名人館	75.10.04	信義區永吉路 350 號
	板橋館	74.06.14	板橋區三民路二段正泰五巷 18 號
新北	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	曉明館	73.09.25	北區山西路二段 23 巷 1 號
臺南	裕農館	73.12.28	東區裕農路 389 巷 3 弄 12 號
高雄	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

The Good Neighbor at Street Corner: Lin Yuan Library

Bringing lots of fun for local communities

Organized by | Cathay Real Estate Foundation

Cathay Real Estate Foundation has established 9 Lin Yuan Libraries located around Taiwan since 1983 of its establishment. Those libraries provide abundant collection of books and a bright and quiet place for the public. The subscription of magazines in subjects of a wide variety provided people the easiest access to latest trends and new knowledge. As a form of community service, Lin Yuan Libraries offered talent classes open to the general public.

With the total floor area reaching 550 pings, each of the branches has a collection of more than 2,000 books, with topics ranging from literature,

geography, children books, encyclopedia and etc. Lots of students used the Lin Yuan Libraries as a great place for their study and they had grown and made achievements. Reading brings numerous benefits for people. Lin Yuan Libraries serve as a great venue for people to gain rest from their busy daily life.

Talent courses in Lin Yuan Libraries

Each year Lin Yuan Libraries provide a great variety of talent courses custom designed for different age groups. For 2018, Lin Yuan Libraries offered courses in baking, needle wool felting, painting, Decoupage art, and other classes closer to our life.



圖書館環境舒適，悠閒靜謐，是學子們專心學習的好地方，也是民衆休閒看報的好去處。(圖為高雄萃雅館)
A comfortable and quiet environment for students to concentrate on their study and for people to relax (Photo taken at Lingya Library, Kaohsiung)



臺南裕農館舉辦「蝶谷巴特」館內教學活動，運用拼貼、脫臘等技巧，製作在居家生活用品上，也能運用美麗的圖案將舊物件變新變美，將平凡物化為藝術品，在不同材質與元素來組合的視覺創作。Yunong Library in Tainan offered the class of Decoupage art, teaching participants to transform ordinary accessories into beautiful visual art.



高雄內惟館舉辦「點心製作班」課程，學習由麵粉變化出來包羅萬象的點心，並自製不同的餡料，居家手作也能品嚐五星級的美食，學員在學習的過程中滿滿驚喜。Participants were making various kinds of delicious flour products at the baking class offered by Neiwei Library in Kaohsiung.



座落於國泰社區的高雄萃雅圖書館，燈光通明，窗明几淨，是學子們溫書學習的好地方。Lingya Library is located in a Cathay complex, providing a bright reading environment for students to study and read.



霖園圖書館內藏兒童、歷史、自然百科等書冊，提供民衆與孩童們閱覽，靜謐的氣氛與書香四溢的環境結合，是讀書休閒及看報的好地方。(圖為高雄萃雅館)
With great collection of children books, history, encyclopedia, and more, the library serves as a great place for people and children to read. (Photo taken at Lingya Library, Kaohsiung)

Lin Yuan Libraries

Location	Name of Branch	Date of Branch Establishment	Address
Taipei City	Mingren Library	10/04/1986	350 Yongji Road, Xinyi District
	Banciao Library	06/14/1985	18 Lane Zhengtai 5 Section 2 Sanmin Road, Banqiao District
New Taipei City	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
	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
Kaohsiung City	Lingya Library	10/17/1986	4 Ally 9 Lane 38 Linqun Street, Lingya District

國泰公益集團 扶持弱勢挺進未來 集團齊心贊助！讓每一個夢想都有可能

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



國泰志工前進 TFT 小學，透過遊戲方式，協助學生建立基礎理財概念。
Cathay volunteers helped students to establish basic financial concepts by playing games.

Teach For Taiwan 為台灣而教 (簡稱 TFT) 合作案

教師的「質」與「量」，是臺灣教育不平等的重要關鍵，為解決師資短缺問題，劉安婷成立非營利組織「Teach for Taiwan 為台灣而教」(簡稱 TFT)，TFT 主要招募具教育使命感與領導潛力的人才，為有需求的偏鄉小學注入師資，展開兩年全職教學計畫。國泰人壽慈善基金會、國泰世華銀行文化慈善基金會及國泰建設文教基金會自 2017 年開始，承諾與 TFT 為臺灣而教進行為期三年合作計畫。期待藉由策略合作夥伴的合作形式，共同規劃偏鄉教育藍圖，支持偏鄉教師教學資源、經費，將公益影響力有效延

伸，並結合集團內現有志工、專案，達到企業及 NGO 組織的互惠。

TFT 小學多為偏鄉學校，國泰公益集團除直接挹注經費，協助改善偏鄉教育品質外，國泰人壽慈善基金會更規劃協助小學參與寒冬送暖活動、學童圓夢計畫及媒合在地志工進行理財課程。今年共有 3 所 TFT 小學參與寒冬送暖活動、2 所小學參與圓夢計畫，並有 1 所小學申請理財課程，於 12 月 7 日由展業佳西分隊志工協助該校進行理財教學。

贊助社區據點

國泰人壽慈善基金會贊助支持全臺四個銀髮關

懷據點，透過經費、物資及資源媒合挹注，另結合國泰當地志工分隊同仁，共同陪伴機構長者，提升身心健康。此外，國泰也支持據點辦理健康講座、健檢活動，二場健促活動共吸引超過百位長者聆聽，增進長者自我防範護理及健康管理知識。

「2018 用愛陪伴 Rock In Love 演唱會」

樂歌連連，讓愛化作律動的音符，傳唱生命美麗的寓意，本年度贊助「為愛陪伴」演唱會，邀請歌王「楊培安」及美聲歌后「戴愛玲」、「張滄云」一起以愛傳唱，點燃一場幫助弱勢族群的音樂饗宴，用歌聲滋潤貧乏的心靈，經歷的傷痛得以蛻變，傳達著即使身處黑暗的桎梏，每個生命依舊能展現與生俱來美好。

演唱會盈餘轉而幫助身心障礙人士修繕住屋，優化空間，清掃居家環境，讓弱勢家庭改變困境，擁有一個安全舒適的生活。



歌手戴愛玲與楊培安同臺飄歌在用愛陪伴演唱會上，以歌聲慰藉著生命的靈魂，並給予精神疾病的患者安定的心靈。
Singers Ailing Tai and Roger Yang battled on the stage, sending their powerful voice to the audience.

其他捐助

國泰人壽慈善基金會今年持續贊助多項公益慈善專案，依不同提報或急難救助需求，酌予捐助經費或物資，捐助對象包括政治大學希望種子培育計畫、癌病腫瘤患者扶助協會、心智障礙者家長協會等。



邀請歌手戴愛玲、楊培安、張滄云，以歌聲相伴，點燃一場「用愛陪伴」演唱會，現場座無虛席，響應弱勢家庭修繕及籌措資金，以愛傳唱，一起關懷社會、幫助弱勢。
Singers Roger Yang, Ailing Tai, and Ching-Yun Chang were invited to perform in Rock in Love Charitable Concert to help the disadvantaged people.

Cathay Charity Group Support Disadvantaged People for Better Future

Joint efforts across the Group to help make dreams come true

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

Teach For Taiwan Partnership

The "quality" and "quantity" of teachers located in different areas have become an important issue for the education inequality in Taiwan. Teach For Taiwan, or TFT, a NPO founded by Ms. Anting Liu, is established to solve the scarcity of educational resources in poor areas. TFT aims at recruiting young teachers with the same aspiration and leadership potential and providing them with two-year full-time teaching position in the remote country elementary schools where educational resources are mostly wanted. Starting from 2017, 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 teaching and financial resources needed for TFT's endeavor in the remote country. At the same time, Cathay would also allocate its internal resource from its volunteers and programs so as to reach mutual benefit for this corporate and NGO alliance.

TFT's partnering schools are mostly located in the remote country. In addition to direct funding support, Cathay Charity Group also came up with plans assisting these schools to participate in Winter Warmth Program, Dream Come True Program and



國泰贊助澎湖惠民醫院辦理健康管理講座，邀請護理師專業解說，增進長者跌倒預防認知。
Cathay sponsored the health seminar at St. Camillus Hospital in Penghu. Nurse was talking how to prevent seniors from falling.



歌手張靜云用悠美的歌聲撫慰著人們孤寂的心靈，以溫暖的歌曲，讓心靈貧瘠的弱勢族群找到人生中的光明前程。
Singer Ching-Yun Chang sang with her beautiful and calming voice. Her songs shone a light on those who were poor in spirit.



被譽為生命系歌姬的戴愛玲，以歌聲給人快樂、給人抒發，迸發最燦爛的音樂火花，以歌唱用愛相伴，傳遞著豐富的情感與喜悅，盼弱勢族群衝破藩籬並有著向前行的勇氣。
Singers Ailing Tai brought joy, courage and musical sparkles to the audience.

the financial courses provided by local volunteers. For 2018, there were 3 TFT schools enrolling in the Winter Warmth Program, 2 schools in Dream Come True Program, and one in financial course which were provided by local volunteers on Dec. 7.

Community Station for Seniors Sponsorship

Cathay Charity Foundation provided sponsorship to four community stations for seniors. This cause included the support of resources and expenses. Local volunteers also were mobilized to provide company to seniors for their health. Furthermore, Cathay also supported these stations to hold health seminar and health examination for the senior people to take care of their own health. These two events had more than 100 senior participants.

2018 Rock In Love Charitable Concert

For this year, Cathay sponsored Rock in Love

Charitable Concert. Singers Roger Yang, Ailing Tai, and Ching-Yun Chang were invited to perform in this concert supporting the under-privileged people, sending love and comfort to people through beautiful voices.

The profit of the concert was donated to support the home improvement projects for physically and mentally disabled people and the cleaning projects for under-privileged households.

Other donation

Cathay Charity Foundation continued its support in many charitable proposals. Financial support or resources were allocated in accordance with different kinds of needs or requests. The recipients included Chengchi University's Talent Cultivating Program, Cancer Tumor Patient Aid Association and Parent Association for the Mental and Intellectual Disabled People, etc.

國泰人壽慈善基金會

2018 年經費運用情形及歷年支出報告

2018 年收入部分

項目	金額 (元)
捐贈收入	28,136,377
利息收入	2,486,113
股利收入	11,649,015
其他收入	1,301,558
合計	43,573,063

2018 年支出部分

項目	金額 (元)
兒少福利	12,970,877
老人福利	622,318
身心障礙者福利	1,122,075
低收入戶及醫療補助	7,012,815
卓越獎助及清寒獎助學金	7,763,353
志願服務	443,947
其他社會福利	2,949,917
社會及環境關懷	3,520,578
行政管理支出	1,688,691
合計	38,094,571

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
2012-2017	236,109,120
2018	38,094,571
合計	1,231,770,430

Cathay Charity Foundation

2018 Income and Expenditure Report and Historical Spending

Income for 2018

Item	Amount (USD)
Income from donation	920,994
Income from interest	81,379
Income from dividend	381,310
Other income	42,604
Total	1,426,287

Expenditure for 2018

Item	Amount (USD)
Child welfare	424,579
Senior welfare	20,370
Welfare for the disabled	36,729
Low income and medical subsidy	229,552
Scholarship for excellent and financially challenged students	254,120
Volunteer services	14,532
Other social welfare	96,560
Social and environmental activities	115,240
Administrative Expenditure	55,276
Total	1,246,958

Historical Spending

Year	Amount (USD)
1980-1991	6,977,244
1992-2001	9,463,692
2002-2011	14,903,311
2012-2017	7,728,613
2018	1,246,958
Total	40,319,818

國泰世華銀行文化慈善基金會

2018 年經費運用情形及歷年支出報告

2018 年收入部分

項目	金額 (元)
孳息收入	5,449,834
租金收入	9,149,468
證券投資收入	23,643,653
捐贈收入	8,534,836
其他	63,008
合計	46,840,799

2018 年支出部分

項目	金額 (元)
慈善公益類	33,891,977
藝術中心	8,214,415
業務費用	2,209,161
合計	44,315,553

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
2012-2017	206,094,894
2018	44,315,553
合計	922,593,447

Cathay United Bank Foundation

2018 Income and Expenditure Report and Historical Spending

Income for 2018

Item	Amount (USD)
Income from interest	178,391
Income from rent	299,492
Income from security investment	773,933
Income from donation	279,373
Other	2,062
Total	1,533,250

Expenditure for 2018

Item	Amount (USD)
Charity and Public Welfare	1,109,394
Art Center	268,884
Operational cost	72,313
Total	1,450,591

Historical Spending

Year	Amount (USD)
1980-1991	4,084,157
1992-2001	8,532,275
2002-2011	9,386,285
2012-2017	6,746,150
2018	1,450,591
Total	30,199,458

國泰建設文教基金會

2018 年經費運用情形及歷年支出報告

2018 年收入部分

項目	金額 (元)
利息收入	2,165,341
現金股利	3,976,238
其他收入	300,000
投資收入	2,616,672
合計	9,058,251

2018 年支出部分

項目	金額 (元)
霖園圖書館	7,150,124
新住民關懷計畫	250,000
捐血活動	50,000
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
國泰秀愛心、殷雄會善心	300,000
用愛「培」伴演唱會	100,000
才藝教學活動	230,400
業務支出	858,320
合計	10,088,844

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
2012-2017	85,811,500
2018	10,088,844
合計	556,050,340

Cathay Real Estate Foundation

2018 Income and Expenditure Report and Historical Spending

Income for 2018

Item	Amount (USD)
Income from interest	70,879
Cash dividend	130,155
Other income	9,820
Income from investment	85,652
Total	296,506

Expenditure for 2018

Item	Amount (USD)
Lin Yuan Libraries	234,047
New Immigrant Care Program	8,183
Summer Blood Donation Campaign	1,637
Cathay Children Development Camp	4,910
Winter Warmth Program	3,723
TFT	16,367
Cathay Youth Excellence Scholarship	13,093
Wei-Yin Chen Charity Trust Fund Kick-off Event	9,820
Rock In Love Charitable Concert	3,273
Talent Learning Program	7,542
Operational Cost	28,096
Total	330,240

Historical Spending

Year	Amount (USD)
1983-1991	4,993,706
1992-2001	5,229,182
2002-2011	4,839,306
2012-2017	2,808,887
2018	330,240
Total	18,201,320

積極參與公益、國際醫療援助，克盡社會責任 行動醫療團三度榮獲外交部頒發「外交之友貢獻獎」

國泰綜合醫院創院 40 多年來，積極參與社會公益，不落人後，走入社區，也關懷弱勢、鄰里，更年年參與海外醫療援助，幫助海外患者，努力守護國、內外民眾身心健康，克盡國泰綜合醫院「以醫療服務回饋社會」為宗旨之社會責任。

一、國際醫療服務嘉惠當地患者，深獲肯定

國泰綜合醫院多年來赴海外醫療義診服務的地方遍及巴拉圭、斐濟、巴拿馬、印度及蒙古等地。自 2007 年起多次至我國最遠的邦交國巴拉圭進行醫療援助，為當地患者進行膝關節置換手術、疝氣手術及白內障手術等，並自 2016 年轉型為巴拉圭 3 個省份的國立醫院開發醫療資訊系統，以提升醫療服務管理效能及品質的指標。此系統獲巴拉圭政府高度肯定，並將於 2020 年展開第二期計畫擴展至全國。巴國感念臺灣在當地的醫



國泰綜合醫院資訊室曾景平主任於 2018 年受邀至巴拉圭介紹醫療資訊系統建置過程及未來計畫。
IT Office Director of Cathay General Hospital Ching-Ping Tseng was invited to go to Paraguay presenting the IT construction project and future plan.



國泰綜合醫院行動醫療團執行斐濟首例經自然孔道內視鏡甲狀腺手術。
Cathay's medial team was performing the first ever transoral endoscopic thyroidectomy in Fiji.

療及資訊系統貢獻，於世界衛生組織會議召開時，為臺灣發聲，呼籲讓臺灣成為 WHO 觀察員，國泰綜合醫院為臺灣建立良好醫療外交。

國泰綜合醫院連續 5 年參與衛生福利部「太平洋友我國家醫療合作計畫」，至 2018 年已第 10 度組成行動醫療團前往斐濟進行醫療服務，2018 年派遣耳鼻喉科及放射線科教學示範經口腔自然孔道甲狀腺手術（南太平洋首例），更導入最先進的微創內視鏡中耳手術，執行多例極度嚴重內視鏡鼻竇手術、鼻中隔鼻道成型術等教學示範，患者對術後效果皆滿意。多年來國泰綜合醫院醫療團已造福當地患者 5,200 多人，醫療服務深獲肯定，於此，國泰綜合醫院於 2018 年第三度榮獲外交部頒發「外交之友貢獻獎」之殊榮。

汐止國泰綜合醫院牙科也於 2018 年再赴尼泊爾為當地藏族及尼泊爾師生及喇嘛檢查口腔及提供



國泰綜合醫院 2018 年第三度榮獲外交部頒發「外交之友貢獻獎」之殊榮。
Cathay General Hospital was granted with the Friend of Foreign Service Medal by the Ministry of Foreign Affairs for the third time in 2018.

衛生教育服務，期望當地民眾做好口腔清潔，以提升自我照護能力。另越戰時大量落葉劑的使用，造成現今越南仍有極高的唇顎裂發生率，有鑒於此，汐止國泰綜合醫院牙科於 2018 年再次結合韓國 IL WOONG 基金會，已第六次前往越南胡志明市近郊的 Binh Duong 綜合醫院，進行唇顎裂手術義診，嘉惠當地患者，重建患者笑容。

二、關懷弱勢邀請視障歌手表演，照顧鄰里及病友健康

國泰綜合醫院為關懷視障弱勢，於 2018 年母親節、年終活動，邀請曾榮獲視障音樂文教基金會聲樂比賽第一名的視障歌手紀秀月老師及榮獲過全國性絲竹樂團體冠軍的張明雄暨妙音樂集視障國樂團蒞院演唱、演奏，希望藉此拋磚引玉，讓更多人看到視障者的才華，增加其工作機會，也希望藉由優美音聲傳遞愛與關懷予病友，撫慰病友身心靈。

此外，為關懷社區民眾及病友健康，國泰綜合醫院各院區長期以來不斷與鄰里、學校、職場舉辦社區衛教活動及病友會，提供社區民眾免

費健康篩檢、疾病衛教諮詢、器官捐贈諮詢、疫苗接種等服務，共計約 1,428 場次，展現國泰綜合醫院各院區對守護社區民眾健康不遺餘力。另為增進對病友、家屬的身心靈關懷，舉辦 32 場糖尿病、肺癌等病友會活動，以增進病友、家屬對疾病壓力的適應及醫病關係間的良善溝通管道。

三、2018 小學生醫學夏令營，體驗生命課程

自 2007 年起國泰綜合醫院每年舉辦小學生醫學夏令營活動，已連續舉辦 12 年，每年課程求新求變，深受家長好評。2018 年暑期再次開放兩梯次一般民眾子女 100 位小學六年級學童，參加為期 1 天的醫學營活動，活動內容特別新設計「甜度實驗室」、「沒手機好難過」等課程，利用甜度計讓孩子瞭解市售手搖杯含糖量高不宜飲用；手機成癮量表讓孩子瞭解手機成癮症，並教導如何控制手機使用時間。透過活動操作及參觀課程，期望能引發他們對醫學的興趣，進而達到健康促進目標，提升國泰綜合醫院良好形象。

Cathay Offers Proactive Participation in Charity and International Medical Missions

Cathay medical mission team granted "Friend of Foreign Service Medal" the third time

Over the past 40 years since its establishment, Cathay General Hospital has actively participated in charity causes for the communities, and it also takes part in the overseas medical aid program every year. By doing so, Cathay General Hospital delivers high quality medical services to patients from home and abroad and endeavors to fulfill its mission of giving back to the society with medical services.

I. International medical service received high recognition

Over the years, Cathay's medical mission teams had been to Paraguay, Fiji, Panama, India, Mongolia, etc. Since 2007, Cathay General Hospital had sent medical mission teams to Paraguay, the farthest nation of foreign ties, to perform knee replacement, hernia and cataract surgeries. Starting from 2016, Cathay started to develop medical IT system for the national hospitals located in 3 provinces so as to enhance the medical service and management efficiency and quality. This system was highly recognized by the Paraguayan government, and it is expected to be launched to a national scale in 2020. Furthermore, grateful to Taiwan's contribution in its medical and IT system, Paraguayan delegation spoke publicly for Taiwan and urged to make Taiwan the Observer of WHO in the World Health Assembly meeting. Cathay General Hospital helped build a good foreign relation by medial services for Taiwan.

Cathay General Hospital had participated in the "Medical Cooperation Program in Pacific Allied and



汐止國泰綜合醫院牙科陳錦松主任級醫師於尼泊爾義診。
Chief equivalent Dr. Chin-Sung Chen from dental department of Sijhih Cathay General Hospital went to Nepal for voluntary treatment.

Friendly Countries" commissioned by the Ministry of Health and Welfare for five consecutive years. In its 10th mission sent out in 2018, the specialists from ENT and Radiology were assigned to the mission to demonstrate transoral endoscopic thyroidectomy (as the first case in South Pacific region) and endoscopic ear surgery, and perform various cases of endoscopic sinus surgery and nasal septal deviation surgery. The patients who received surgeries all felt great about the results. Over the years, Cathay's medical missions had treated more than 5,200 people and were highly praised by the locals. As a result, Cathay General Hospital was granted with the honor of Friend of Foreign Service Medal by the Ministry of Foreign Affairs for the third time in 2018.

The dental department of Sijhih Cathay General Hospital also sent medical teams to Nepal in 2018 to offer dental check and oral hygiene promotion for local children, school faculties, and monks. Cathay

staff hoped the residents could pay attention to oral hygiene and take care of their own health. Also, in consideration of the high incidence of cleft lip and cleft palate in Vietnam as of now due to the use of defoliant during the Vietnam War, Sijhih Branch's Dentistry Department worked with the Korean Il Woong Foundation to go to Binh Duong General Hospital located near Ho Chi Minh City for the sixth time. Cathay's dentists offered voluntary services for cleft lip and cleft palate surgeries so that the local patients could happily smile.

II. Cathay General Hospital invited visually impaired artists to show their talent

In order to raise the public awareness and to provide care to the visually impaired communities, Cathay General Hospital invited an award-winning classical singer Hsiu-Yue Chi, string and bamboo musician Ming-Hsiung Chang, and Miracle Music Ensemble (a classical Chinese music band formed by visually impaired musicians) to perform for its Mother's Day celebration and Year-end event. These events let more people to see and experience visually impaired people's talent. Cathay General Hospital hoped these causes would help them getting more job opportunities and offer comfort to patients.

In addition, Cathay General Hospital had been organizing community health education and patient consultation seminars, providing free screening tests, health education, organ donation consultation and vaccine services in the total of 1,428 events. These efforts show that the hospital strives for helping the general public maintain healthy. The hospital also held 32 support group meetings for diabetes and



國泰綜合醫院為關懷視障弱勢，年終邀請張明雄暨妙音樂集視障國樂團蒞院演奏。

In support of visually impaired communities, Cathay General Hospital invited Ming-Hsiung Chang and Miracle Music Ensemble Visually Handicapped Performing Group for year-end celebration event.

lung cancer patients, helping the patients and their families to adapt to the pressure and build smooth patient-doctor communication.

III. Summer Medical Camp for Elementary School Students

Cathay General Hospital has held Summer Medical Camp for Elementary School Students since 2007. It has been 12 years in a row. The course design varies every year and it has been highly praised by parents. For the summer of 2018, Cathay General Hospital held two rounds of summer camp and each round received enrollment from 100 grad 6 children for a one-day program. The activities included "Sugar Level Lab" that helped children learn the high sugar content of shake drinks, and "Life without Phones" which help children know what is addiction to smart phones. The activities and courses aimed at stimulating children's interest in medicine so as to raise their awareness about health and enhance Cathay General Hospital's brand image.

感謝這早晨！

夜間的流浪者露出了微笑。

儘管黑暗中有北極星指著希望的方向，
孤寂依舊侵蝕信心；
儘管還有青草的溫柔撫慰，
仍鼓舞不了疲憊的雙腳。

夜的漫長誘他放棄前進，
狼的窺伺使他不敢停歇，
何等煎熬！
終於，在絕望的這一刻，
他踏上了日夜的交界。

「感謝這早晨！」
仰望著第一道曙光，流浪者露出了微笑。
白晝的光驅逐了恐懼，
使他明白看清
那不偏不倚、片刻未曾離開他腳下的
愛的坦途。



Thanks to the Break of Dawn

Wanderer in the night cracks a smile.

Even though Polaris points to the direction of hope in the
darkness,
Loneliness still erodes faith.
Even though grass is soft and tender,
the exhausted feet cannot be soothed.

The seemingly endless night entices him to give up moving
forward.
The lurking wolf makes him afraid to stop.
What a suffering!
While he is about to breakdown,
he walks into the fringe of day and night.

Thanks, the break of dawn!
The wanderer smiles under the first light of morning.
The light has dispelled the fear.
Now he can see
that he never moves away, not a single moment,
from the path of love.