

# 國泰公益集團 2019年報

2019 Cathay Charity Group Annual Report

## 樹造幸福 What if We Could



## 樹造幸福 What if we could

世界各國近來因為新冠病毒 (COVID-19) 的突襲而紛紛陷入苦戰。水能載舟、亦能覆舟，交通與資訊的發達加速了疫情擴散，也造成國際間的恐慌，甚至將其與中世紀的黑死病相提並論，猶如末日降臨。

人類歷經悠久的演化，在許多重大天災、人禍之後依然屹立，而且更堅強。每一次嚴峻的考驗，都是我們從中學習成長的機會。信念，是人類最偉大的力量。羅曼 羅蘭曾說：「最可怕的敵人，就是沒有堅強的信念。」在病毒面前，我們都成了受教的孩子，我們心中對生存、對未來的信念此刻是如此強烈。偉大的物理學家愛因斯坦深信：「由百折不撓的信念所支持的人之意志，比那些似乎是無敵的物質力量具有更大的威力。」同時他也說過：「照亮我的道路，並且不斷地給我新的勇氣去愉快地正視生活的理想，是善、美和真。」我們的信念，不應只侷限在自己的生存，更應為多數人們的幸福貢獻己身的力量，實現人們對幸福的各種想像，將溫暖傳遞到遠方並給予彼此力量。

英國知名作家托爾金曾寫道：「信念不足的人在路變黑時道別。」當一起面對疫情，社會不容被撕裂，對無助的弱勢，我們更需要予以關注。因應動盪，國泰公益集團所屬國泰人壽慈善基金會、國泰世華銀行文化慈善基金會、國泰建設文教基金會及國泰醫院，將持續為穩固偏鄉、弱勢的生活與教育而努力，國泰大樹將永遠為需要的人而存在。

各大醫療團隊站在防疫的最前線，保護全民健康。大家的無私奉獻，國泰公益集團在此深表感謝，祝願各位平安健康。辛苦了！

世上沒有無所不能，只有相信的人。相信希望、相信未來，保持如此信念，我們定能一起度過難關，祝福大家。

「信念是鳥，它在黎明仍然黑暗之際，感覺到了光明，唱出了歌。」——泰戈爾

## Happiness for Life: What If We Could

The world received a huge blow from COVID-19 when it entered the year of 2020. The advanced network of information and transportation has accelerated the spread of virus, and panic as well. This virus is compared to the medieval Black Death. Suddenly, it feels like the end of the world.

In fact, human civilization has only become stronger in light of many natural and man-made disasters. Our society has learned to grow despite severe crises. Faith is the strongest power owned by men. As a quote by Roman Rolland goes, “the most fearful enemy is the lack of strong faith”. In front of COVID-19 we all have to remain humble, and yet have the firmest faith for survival and the future. Albert Einstein once said the will power of a man supported by unbeatable faith is stronger than the power of seemingly powerful matter. He also said, “truth, kindness and beauty are the virtues that lighten my life and supply courage for me to look at the desirable ideals in life”. We should not limit our faith only to the survival of our own, but contribute our efforts to the happiness of more people, help realize people's dreams about happiness, and deliver warmth to places afar.

British writer Tolkien once wrote, “Faithless is he that says farewell when the road darkens.”. Amid the COVID-19 pandemic, we cannot allow our society to be torn apart. We need to provide more attention to vulnerable groups. Cathay Charity Group, its affiliates of Cathay Charity Foundation, Cathay United Bank Foundation, Cathay Real Estate Foundation, and Cathay General Hospital will continue to do our part for providing support to the livelihood and education for the under-privileged communities in the remote countries. Cathay's big tree will stand firm for those in need.

At this critical moment, Cathay Charity Group would also like to extend deep appreciation to all medical professionals and carers who are fighting on the frontline to protect public health and safety.

No one is able to do everything, but everyone is able to believe. We must believe in hope. We must believe in the future. When we keep such faith, we shall overcome this challenge.

“Faith is the bird that feels the light and sings when the dawn is still dark.” – Rabindranath Tagore



## 學習尊重：生命的價值

近來最震撼全球的新聞，莫過於新冠病毒的疫情。急速攀升的確診及死亡人數，使得國際氣氛相當緊繃，從醫療能量的短缺、鎖國封城、物資囤購、經濟受創，到各國民眾對政府防疫的信心崩解，在在反映了生命與人性的脆弱。所幸臺灣政府及早部署、謹慎應對的防疫態度以及有過去對抗 SARS 的經驗，使我們臺灣成為國際間少數的幸運兒。感謝政府及醫護們的辛勞與卓越貢獻。

國泰公益集團長期關懷社會上資源不足的族群，在社會動盪不安之際，除了積極配合政府防疫政策之外，我們更加堅定持續地幫助這些在危難時刻、聲音最微弱卻最需要幫助的一群人。從弱勢學童、原民、新二代至身心障礙者，其生命價值同樣需要被重視、發展需要養分，每一個體都可能成為改變世界的明日之星。國泰始終相信，只要我們團結一心、不放棄所有的可能與希望，就沒有過不去的關卡。

因應結構多元錯綜的臺灣社會，國泰公益集團盡己所能地照顧各層面的需求，回顧 2019，茲就幾項重要成果在此論述：

### 關懷原民及新住民計畫：

關懷原民部分，國泰公益集團秉持「授人以魚，不如授人以漁」的原則，有鑑於布農文教基金會對於原住民之老人照護投注心力及持續推動在學學子養成教育，持續支持臺東布農文教基金會。在新住民部分，國泰與伊甸基金會合作「新二代多元智慧培力課程」邁入第十年，特別舉行「十年有成、十載幸福」成果展，分享國泰與學員們一路走來的點點滴滴。本年度除針對不同年齡層規劃了舞蹈、影視、戲劇等課程外，並增加一系列飯店產業體驗講座，引導新二代學員了解就業狀況，作為未來學習志向的參考。此外，國泰獨特的理財風險課程，透過趣味互動的 WIN WIN+ 桌遊，讓新二代學員認識國際經濟風險及公司運營模式，深獲青年學子一致好評。為使原民與新二代將來能順利發展、貢獻所長，未來國泰公益集團將繼續善用自身專業，規劃更多、更廣泛受用的方案。

### 教育提升：

本年度的「學童圓夢計畫」，屏東加祿國小獨輪車隊挑戰 350 公里目標，我們不僅提供經費圓夢，為了鼓勵孩子，國泰志工們更主動前往打氣、陪跑，大人與孩子們不畏風雨豔陽，在汗水與淚水交織下一同完成目標，堅持的毅力令人動容。為翻轉弱勢地區教育機會、提供穩定性高的教師資源，TFT(Teach For Taiwan，為台灣而教)三年合作計畫一共支持了 164 位有志青年教師前進偏鄉小學，受惠學童約達 5000 人，成績斐然令人稱許。

### 社會慈善：

國泰公益集團連續 20 年熱血不斷，本年度夏日採血量創歷年新高，長期的努力成果，於今年分別榮獲

台灣血液基金會及衛福部頒獎肯定。值得一提，有部分場次的國泰志工以購買台農 57 號地瓜作為捐血贈禮，此一創舉既支持了在地小農，又響應了捐血，一舉兩得的創意與美意，也讓我們看見了志工夥伴對公益的投入與熱情。其他長期耕耘的「愛心義賣」、「寒冬送暖」、「植樹活動」亦有極其耀眼的成績，將國泰大樹的精神忠實延伸至社會各角落。

### 藝文體育推廣：

為提供藝文界一個更嶄新優質的展覽空間，國泰世華藝術中心於 2019 年 12 月喬遷至信義區，鄰近 101 大樓與世貿中心，坐擁捷運的便利性，拉近民衆與藝術的距離。該年度舉辦的愛心藝術家公益畫展，展出所得扣除成本後將全數捐入「大樹計畫」專戶，作為偏鄉及弱勢孩童的助學金。2020 年 2 月初舉辦的「國泰世華旭村盃全國少年足球邀請賽」，全臺各縣市與遠從泰國曼谷跨海而來的隊伍，共數百位小朋友一起切磋球技，一圓偏鄉孩子的足球夢。此外，國泰持續扶植偏鄉體育計劃，提供更優質的資源，盼能為有天份的孩子構築一段前進夢想的臺階。

回顧國泰公益集團過去一整年的足跡，始終是滿滿的感動。助人的善行永不嫌多，美好的心意永不會膩。相信國泰大樹的每一個成員，皆有堅定一致的理念，尊重生命的價值，才能讓我們擁有如此盎然的生命力。儘管疫情重創了今日，但我們相信，待他日回首，這將是人類歷史上最值得尊敬的一場戰役！

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

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Fredrick F. Chien

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Chairman of Cathay United Bank Foundation

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Chairman of Cathay Real Estate Foundation

張清樹  
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## Lessons of Respect: Every Life Matters

Recently, there is no other thing that could grab people's attention more than the status of COVID-19 pandemic. The soaring number of confirmed cases and death toll has shaken people's heart. The outbreak has caused an enormous demand shock for healthcare systems, lockdowns of cities and countries, panic buying, severe economic damage, and a collapse of confidence in governments. All of these phenomena reflect the fragility of humanity. Thanks to the government's highly cautious attitude, early deployment of countermeasures, and the lessons learned from SARS, Taiwan has made itself one of the few successful countries in fighting against COVID-19. We really appreciate the leaders' and the medical workers' efforts in this.

Cathay Charity Group has provided care to the under-privileged communities who do not have access to adequate resources over a long time. At this moment of uncertainties in particular, we believe we need to reach out to the most vulnerable groups, from the under-privileged children, indigenous communities to the physically and mentally disabled. Every life matters. Every individual, when given an opportunity, may become somebody who changes the world through good deeds. Cathay holds this never-changing belief: there is no difficulty we cannot overcome as long as we stand firm together and never give up.

Taiwan is a society of great diversity and Cathay Charity Group has made the best efforts to accommodate each group in need. A summary of our achievements in 2019 is stated as below:

### Initiatives for indigenous and new immigrant communities:

Cathay Charity Group has always believed that teaching a man how to fish is better than giving him a fish. In the light of this, we continued to support the Bunun Cultural and Educational Foundation which aims at elderly care and children's rights to education for the Bunun ethnic group. In terms of Cathay's initiatives for new immigrants, the year of 2019 marked the 10th year of Cathay Charity Group's joint effort with Eden Social Welfare Foundation in conducting Dedicated Empowerment Program for 2nd Generation Immigrants. A special 10th anniversary event was particularly organized for the decade's stories and achievements. For 2019, the Dedicated Empowerment Program provided classes of dance, play, entertainment and courses about hospitality industry. This newly added subject was for the participants to explore their future career options. In addition, Cathay's exclusive finance and risk management courses offered the interactive board game WinWin+ for participants to learn about economic risks and enterprise operations. This unique board game received great comments from the young students. Going forward, Cathay Charity Group will keep utilizing its own expertise to design initiatives benefiting more people.

### Education initiatives:

In this year's Dream Come True Program, the children from Jialu Elementary School proposed to ride monicycle for 350 kilometers. In addition to financial sponsorship, Cathay volunteers went to roadside to cheer for them and even rode with them. The children in the end completed their goal after much hardship. Their willpower moved many people. Furthermore, the three-year partnership with TFT (Teach For Taiwan) had supported 164 young teachers to teach in the elementary schools in the remote countries, benefiting 5,000 children.

### Social Charity:

Cathay Charity Group's Summer Blood Donation Campaign that had lasted for 20 years broke record again in 2019. This long-term effort of Cathay received recognition from Taiwan Blood Services Foundation and the Ministry of Health and Welfare. Some Cathay volunteers who helped organize the donation events purchased locally grown sweet potatoes as gift for blood donors. Such action showed Cathay volunteers' passion about charity and also supported local farmers and the blood donation campaign as well. Our other long-term campaigns, including charity bazaars, Winter Warmth Programs, and Tree-planting events also yielded great results.

### Promotion of art and cultural events:

Cathay United Art Center was relocated to Xinyi District in December, 2019, as a premium art space. The new Art Center is in the proximity of the 101 Shopping Center and the Taipei World Trade Center, offering more conveniences to art lovers. Cathay United Art Center held charity painting exhibitions in 2019 and all of the proceeds (after deduction of cost) were donated to the Elevated Tree Program for supporting the under-privileged children to go to school. In early February, 2020, the Cathay United Sunrise Village Cup National Junior Soccer Game gathered hundreds of young soccer players from around Taiwan and Bangkok to compete in Taitung. Cathay Group has kept supporting the talented young athletes from the remote countries for them to be able to realize their dreams.

In the year of 2019, Cathay had written beautiful stories of kindness that no one would get tired of. It is because of every member of Cathay Group sharing the same beliefs and respecting the value of life that we are able to flourish and thrive. The COVID-19 pandemic has no doubt hit us hard yet we believe men will prevail. When looking back someday, we will say, “We had fought a good fight together.”

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## 《傾聽》

你聽見了嗎？

心裡的種子在說話。

它說：

如果巨石擋住了你的陽光

繞個彎吧！

換個角度、避開影子 又是海闊天空。

它說：

當太陽對你投以微笑

你就該自信昂首 搖醒沈睡的梦想

讓它瞧瞧你的信念有多強大。

沒有任何靈魂應該被埋沒

有路就走 有夢就做

該出聲就別沈默

世界需要你 未來在等你

聽從自己的心 出發吧！

## Listen

Did you hear?

The seed in your heart is speaking.

It says,

“If a big rock blocks the sun,

Make a turn. Change your perspective. Stay away from  
the shadows.

You'll find the broad sky again.”

It says,

“When the sun smiles at you,

Lift your head and wake up your dreams.

Show how strong your faith is.”

No souls should be hidden.

Find a path. Make a Dream.

Don't keep silent when you should make a sound.

The world needs you. Future awaits.

Follow your heart and go.



## 國泰人壽慈善基金會 -2019 年度工作報告

2019 年度國泰人壽慈善基金會依照工作計畫，持續推動各項社會公益專案，秉持「給人幸福，就是幸福」之公益理念，善用集團資源與志工網絡，推動志工行動，並精進升級各項教育方案，陪伴新住民二代、偏鄉學童、青年學子持續成長，鼓舞臺灣未來主人翁，秉持 What if we could 的國泰品牌精神，創造自己的可能。本會全年度費用支出總額為新臺幣 34,464,256 元整，將公益活動分為「教育培力」及「志工行動」的進行概況說明，重點報告如下：

### 一、教育培力

#### 1. 新住民二代教育關懷

新二代學子逐漸成長至國高中階段，本會辦理「新二代夯人才培力計畫」、「伊甸多元智慧培力營」及「英越語生活營」，結合國泰金融集團及地產集團資源，開設金融理財課程、職涯體驗探索，更與外部專業機構講師合作開設各式技術與實力提升課程，如：企劃簡報、媒體素養、語言溝通、國際文化以及人際關係等，協助新二代青年成長茁壯。

#### 2. 國中小學童關懷

- (1) 課後照顧：與臺南市東山區學校、雲林縣崇文婦女協會、三峽小草書屋及花蓮讓愛飛揚協會合作開設課後照顧班，提供 397 位學童優質的課程，協助學童學習。
- (2) 圓夢計畫：由國小學童及教師共同參與，藉圓夢過程幫助偏鄉學童提升教育品質及培養孩子獨立思考的能力，2019 年共 21 校入選，頒發的圓夢金首度突破 300 萬元。
- (3) 兒童成長營：為協助百位圓夢學童了解豐富社會樣態，鏈結集團資源及專業社福教育團體，為學童量身打造辦理 4 天 3 夜成長營隊。

#### 3. 青年學子培力

國泰卓越獎助計畫提供獎助學金，幫助家境清貧之績優高中學子，紓緩經濟壓力；獎勵擁有特殊功績學生，持續精進；鼓勵學生團隊規劃實施「教育及社區發展」、「永續未來」、「新興議題」等面向的「特色研究」及「公益提案」。2019 年共獎助 50 位清貧學子、10 組特殊表現學生以及 15 組優異提案，總獎助金額 660 萬元。

#### 4. 其他教育支持方案

為協助解決偏鄉教師人力緊缺、新興毒品於校園氾濫、青春期價值觀偏差及偏鄉小學寒暑期學習中斷等社會問題，本會支持「Teach For Taiwan(為台灣而教)」、「撼動 HDA」團隊、「混障綜藝團」以及各大專服務社團，發揮專業以行動回應教育現場需求。

前述各項教育培力合計支出新臺幣 19,607,379 元整。

### 二、志工行動

#### 1. 夏日捐血活動

本會與台灣血液基金會合作辦理捐血活動，疏解夏日血荒，2019 年在全臺設置 383 個捐血站，約 4 萬名民衆挽袖響應，募得 57,122 袋熱血，採血量創下歷年來新高。

#### 2. 植樹活動

國泰志工響應縣市政府 3 月植樹活動，於基隆、新北、南投及宜蘭四縣市，響應 4 場活動，共 2,250 名國泰志工、眷屬及保戶參加，種下近萬棵樹苗，清除 620 公斤綠癌。

#### 3. 愛心環保義賣會

為幫助新住民二代教育，本會特與伊甸基金會、臺中 YMCA 及高雄 YMCA 合作辦理 3 場大型愛心義賣會活動，共募得 360 餘萬元，用於幫助新二代獲得更優質的教育資源。

#### 4. 寒冬送暖

本會與在地國泰志工分隊發起辦理 83 場國小寒冬送暖活動，由志工親贈禦寒物資予學童，超過 7 千位學童受惠。

#### 5. 銀髮關懷據點扶植

整合社區資源，以社區共生為主軸，支持 4 個銀髮關懷據點分別為「宜蘭南澳弘道仁愛之家」、「彰化湳底社區」、「四季部落文化健康站」及「澎湖惠民醫院」，並結合國泰志工分隊，共同陪伴長者。2019 年共辦理 6 場關懷活動，受益人數共計 1,159 人。

#### 6. 其他捐助及弱勢關懷

贊助各項公益活動，提供低收入戶及醫療補助、賑災協助、推廣微型保險等；並表揚年度熱心公益服務的集團志工。

前述各項志工行動合計支出新臺幣 13,951,541 元整。



## 2019 Annual Work Progress Report for 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 2019. Upholding to the Group's mission of “Happiness is bringing happiness to others”, Cathay Charity Foundation, actively leveraging the Group resources and volunteer network, kept rolling out various volunteer projects, upgrading its education initiatives for 2nd generation immigrants, school children living in remote country and youth and providing support to the future hope of Taiwan. With the corporate spirit of “What if we could”, Cathay encouraged them to explore more possibilities for themselves. In the year of 2019, the total expenditure was NT\$ 34,464,256 (US\$ 1,152,265). Categorized as “education and empowerment” and “volunteer projects”, the information of the major expenditure is as follows:

### I. Education and Empowerment

#### 1. Education initiatives for 2nd generation immigrants

To accommodate to the needs of the 2nd generation immigrants who are now in their teen years, the Foundation conducted Talent Empowerment Program for 2nd Generation Immigrants, Leadership Development Camp for 2nd Generation Immigrants and English and Vietnamese Camps. These initiatives were conducted in conjunction with the resources from the Cathay Financial Group and Real Estate to provide financial knowledge and career exploration. The Foundation also worked with external educational institutions to provide skill training and capacity boost programs, such as presentation skills, media literacy, language and communication, international cultures and human relationships for the 2nd generation immigrants.

#### 2. Care program for junior high and primary school children

- (1) After-school care: Work with the schools in Dongshan District of Tainan City, Chongwen Women's Association of Yulin, Little Grass Book House of Sanxia, and Let Love Fly Association of Hualien to provide after-school care for 397 school children.
- (2) Dream Come True Program: Enable elementary school children and their teachers to team up for challenge projects with the purpose of boosting children's learning and independent thinking. The Dream Come True Program in 2019 had participants from 21 schools and the total prize money exceeded NT\$ 3 million (US\$100,301) for the first time.
- (3) Cathay Children Development Camp: Connect with resources across Cathay Group and social welfare organizations to offer a 4-day camp to Dream Come True participating children.

#### 3. Empowering the youth

Cathay Youth Excellence Scholarship offers awards to two types of students: the ones who have great academic achievement but struggle financially, and those who present special achievements. In addition, the awards also go to those students, as a group, who present special research or public welfare proposals in the subjects of "education and community development", "sustainable development", "cutting-edge issues". In 2019, Cathay Youth Excellence Scholarship was granted to 50 financially challenged students, 10 individuals with outstanding achievements and 15 groups who presented outstanding proposals. The total value reached to NT\$ 6.6 million (US\$ 220,662).

#### 4. Other education-related initiatives

The Foundation also provided support to Teach For Taiwan, Han Dong Art, Mixed Disabled Troupe and university service clubs as a response to various issues, such as the lack of teachers in remote countries, drug abuse in schools, teenager's distorted value system, and learning needs for children living in remote country during summer and winter breaks.

The total expenditure of the above-mentioned projects in Empowerment and Education was NT\$ 19,607,379 (US\$ 655,546).

### II. Volunteer Projects

#### 1. Summer Blood Donation Campaign

Working with Taiwan Blood Services Foundation, Cathay held the blood donation campaign to relieve the blood supply shortage in summer. In 2019, there were 383 blood donation stations set up around Taiwan. The campaign received support from about 40,000 donors and collected 57,122 bags of blood, a new record over the years.

#### 2. Tree-planting

Cathay supported the March Tree-planting campaign held by local governments. A total of 2,250 Cathay volunteers, their families and customers joined 4 planting events held in Keelung, New Taipei City, Nantou and Yilan with almost 10,000 seedlings planted and 620 kg of “green cancer” (*Mikania micrantha*) removed.

#### 3. Charity Bazaars

Three charity bazaars were held together with Eden Social Welfare Foundation, YMCA Taichung and YMCA Kaohsiung and raised more than NT\$ 3.6 million (US\$ 120,361) altogether. The proceeds from these events would be used for providing education resources for 2nd generation immigrants.

#### 4. Winter Warmth Program

The Winter Warmth Program for 2019 was held at 83 elementary schools with Cathay volunteers sending winter clothing to more than 7,000 children.

#### 5. Community Station for Seniors

By integrating community resources, Cathay provided support to 4 community stations for seniors, i.e. the Catholic Private HungDau Home of Mercy in Yilan County, Nandi Community Development Association in Changhua, Tribal Culture Health Station Qalang Skikun and Nursing Home of St. Camillus Hospital in Penghu. Cathay volunteers were allocated to provide company to seniors. In 2019, six care events were held and 1,159 people were benefited.

#### 6. Other donation and care for the under-privileged

In addition, the Foundation provided support to various charitable activities, financial and medical subsidies to low-income households, and disaster relief and promoted micro-insurance through volunteers. The Foundation also held recognition events for volunteers.

The total expenditure for the above mentioned was NT\$ 13,951,541 (US\$ 462,891).



## 國泰世華銀行文化慈善基金會—2019 年度工作報告

2019 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 34,167,401 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：

為了扶助隱身社會角落的弱勢學童勇敢向前，2019 年總計捐贈新臺幣 11,000,000 元助學金幫助 7,934 名清寒國中小學生繳納學雜費、代收代辦費，另外捐贈新臺幣 1,000,000 元幫助越南地區清寒學童。除了學校教育，家庭教育也是培育幼苗長成重要的一環，本會透過邀請專家學者以演講或分享經驗，規劃多樣化講座主題，免費提供父母學習教養知識的管道，全年共舉辦 13 場講座，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，包含臺北 5 場、臺中 4 場「幸福抱抱～大樹計畫公益講座」及臺東舉辦 4 場「傳遞幸福傳遞愛！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」第七冊。持續推動體育補助計畫支持表現優秀、有發展潛力的學子，幫助他們發揮所長。以上共支出新臺幣 14,092,460 元。

#### 2. 關懷原民部落、社企發展及其它：

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，與瑞銀集團合作舉辦「月見幸福 愛團圓」義賣活動，邀請樂山教養院、唐氏症基金會、育成基金會及聖安娜之家參與，集結良善的力量，以實質購買創造需求供給，一同為社福機構創造收入。支持臺東布農文教基金會美化布農部落經費，期以觀光產業提供布農族人工作，助其自給自足及執行本會受託代辦公益事業等業務，以上共支出新臺幣 3,322,128 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」等活動及「樹造幸福·伊起傳愛」義賣活動，以及編製國泰公益集團年報，共支出新臺幣 4,743,670 元。

### 二、藝術活動

國泰世華藝術中心結合藝術與公益，除設計國泰金融集團年度藝術桌曆，2019 年間邀請了多位藝術家前來舉辦藝術展覽，並配合國泰藝術節，展出新世紀潛力畫展得獎作品，另外藝術中心於 12 月份喬遷至信義區，首檔於新展場舉辦「愛與希望-愛心藝術家公益畫展」，邀請全國油畫學會 10 位藝

術家共同參與，2019 年「藝術講堂」主題則著重於藝術家實務分享及美術館介紹，提供社會大眾免費、舒適的展覽空間及學習藝術教育機會，共支出新臺幣 7,707,748 元。

### 三、贊助活動

贊助臺陽美術協會「第 82 屆臺陽美展」；中華民國油畫學會「第 43 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-「唐」心階力 讓愛陪伴-2019 唐氏症基金會公益登高賽；屏東縣 PUZANGALAN( 希望 ) 兒童合唱團參加「第 11 屆國際約翰內斯勃拉姆斯合唱節暨比賽」經費以及其他贊助，共支出新臺幣 1,920,000 元。

## 2019 Annual Work Progress Report for 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 2019, the total expenditure was NT\$ 34,167,401 (US\$ 1,133,623). The information of the major expenditures is as follows:

### I. Charity, Public Welfare and Care for Children

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

To fulfill its goal of helping the under-privileged children, this Program allocated a donation of NT\$ 11,000,000 (US\$ 364,964) to help paying tuition and other school-related miscellaneous fees, benefiting 7,934 poor junior high school and elementary school students. An additional NT\$ 1,000,000 (US\$ 33,179) was donated to poor students in Vietnam. In addition to school education, parenting plays an important role to children's growth. The Foundation hosted a series of lectures on a variety of subjects regarding parenting. We also included new subjects that mid-age and retired people cared about. In total, we held 13 Elevated Tree lectures series, including "Holding onto Happiness" (5 events in Taipei and 4 in Taichung) and “Passing on Love and Happiness” (4 events in Taitung). The Foundation also compiled the lectures and feedback from the audience and published the seventh volume of "Love Without Barriers". Moreover, sponsoring campaign for sports projects was held to support the youngsters with potentials. The total expenditure in this regard was NT\$ 14,092,460 (US\$ 467,567).

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

Working with the UBS Group, the foundation held “Full Moon with Love Revealed” charity bazaar together with Taipei Happy Mount Home for People with Disabilities, Down Syndrome Foundation, Yu-Cheng Social Welfare Foundation, and St. Anne's Home. People's kindness was put together to support the disabled communities who are less competitive in job market and brought real income through real buying. The Foundation also provided subsidies to Bunun Cultural & Educational Foundation for their renovation projects on the farm so that the tribal villagers were able to maintain their own living through tourism. The total expenditure in this regard was NT\$ 3,322,128 (US\$ 110,223).

#### 3. Campaigns organized across Cathay Charity Group

Cathay United Bank Foundation participated in the campaigns organized across Cathay Charity Group, including Cathay Youth Excellence Scholarship, Teach For Taiwan, Cathay Children Development Camp, After-school Care Program for 2nd generation immigrants, Winter Warm Program, charity bazaars and

the editing and production of the Group's annual report. The total expenditure in this regard was NT\$ 4,743,670 (US\$ 157,388).

### II. Art Events

Cathay United Art Center shoulders a mission of charity through the promotion of art. In 2019, Cathay United Art Center invited various artists to hold exhibitions in addition to launching Cathay Financial Group's art calendar. The Art Center also showed award-winning works from the Emerging Artist Exhibition during the Cathay Arts Festival. The Art Center was relocated to Xinyi District in December and held its first exhibition “Love and Hope Charitable Painting Exhibition” featuring 10 artists of the Oil Art Society. The Art Talk Lecture Series for 2019 focused on museums and artists' practical works for the public to learn more about art at a nice and comfortable venue. In total an expenditure of NT\$ 7,707,748 (US\$ 255,732) was spent in this regard.

### III. Sponsoring Activities

An expenditure of NT\$ 1,920,000 (US\$ 63,703) was spent on the following events and activities: The 82th Tai-Yang Art Exhibition, the 43rd National Oil Painting Contest and Exhibition organized by the Oil Art Society, Down Syndrome Foundation's 2019 Run Up Competition, the participation of Puzangalan Children's Choir in the 11th International Johannes Brahms Choir Festival and Competition and other activities.



## 國泰建設文教基金會—2019 年度工作報告

2019 年國泰建設文教基金會依照年度工作計畫，致力於公益事業的善心推廣，用愛心關懷弱勢族群，與時俱進拓展藝文才藝相關活動。本會在全臺設置圖書館並舉辦館內教學活動，寓教於樂的才藝課程，達到鄰里友好的和諧社會。另長期投入舉辦夏日捐血、新住民關懷計畫、兒童成長營及寒冬送暖等活動，讓愛交織成動人旅程，傳遞濃濃暖意，並贊助「國泰卓越獎助計畫」、「Teach For Taiwan(為台灣而教)」等活動，期盼學子們前程似錦，共築希望未來。全年支出總額為新臺幣 10,070,291 元。

### 一、霖園圖書館

為培養民衆良好的閱讀習慣，成就心靈富足的書香社會，本會在全台設立 9 所圖書館，提供寬敞靜謐及燈光充足的學習環境，館內不定時更新生活新知及經典藏書，不僅能讓莘莘學子靜心讀書，亦是鄰里聯絡感情的好地方。

### 二、館內才藝教學活動

每年定期舉辦霖園圖書館內教學活動，讓民衆憑藉學習啓蒙興趣與專才，運用巧手在課程中環繞多樣的才藝體驗，拉近鄰里間的情感交流。支出新臺幣 230,400 元整。

### 三、國泰公益集團合辦活動

#### 1. 新住民二代關懷（關懷臺南市東山區新住民二代學童）

為打造友善環境，關懷臺灣新住民及二代教育，本會舉辦一系列的公益活動，期盼新住民藉由學習與認知的溝通橋樑，改善人際關係，並尊重多元文化而共生共榮。本會支出新臺幣 250,000 元整。

#### 2. 夏日捐血活動

國泰公益集團為疏解血荒，每年舉辦夏日捐血活動，培養健康儲蓄的友愛觀念，期盼國人助人利己，在炎炎夏日裡，讓愛心涓涓不息。本會支出新臺幣 50,000 元整。

#### 3. 兒童成長營

知識是心靈的眼睛，啓發著力量的翅膀，本會悉心籌備拓展視野的多元教程，饒富生活領域的見識增長，讓偏遠地區的孩童們不畏艱難，在成長過程中保有學習熱忱力學篤行而發掘專才。本會支出新臺幣 150,000 元整。

#### 4. 寒冬送暖活動暨圓夢計劃

雪花紛飛的寒冬，凝聚著各界的饋贈，使充沛的物資四方彙集在偏遠地區，讓孩童們展顏歡

笑，照顧需要關懷的角落。本會支出新臺幣 100,000 元整。

#### 5. 國泰卓越獎助計畫

為讓青年放眼世界、立足未來，針對優秀學子辦理卓越獎助計畫，望其運用創新的思維，成為超群出衆的社會菁英。本會支出新臺幣 400,000 元整。

### 四、經費贊助活動

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

為改善教育資源不均及社會結構的變遷，長期與 TFT 合作推動關懷弱勢教育的策略夥伴，針對弱勢地區孩童給予社會支援，提升學業表現，避免貧富不均而造成社會階級的對立。2019 年本會支出新臺幣 500,000 元整。

## 2019 Annual Work Progress Report for Cathay Real Estate Foundation

In 2019, 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 its affiliated Lin Yuan Libraries located in major cities around Taiwan, Summer Blood Donation Campaign, New Immigrant Care program, Cathay Children Development Camp, Winter Warmth Program, Cathay Youth Excellence Scholarship and Teach For Taiwan. These initiatives had enhanced the cultural life of communities and extended a truly helping hand to the under-privileged people and students for whom to create a bright future. A total expenditure of NT\$ 10,070,291 (US\$ 334,117) was spent with details listed as follows:

### I. Lin Yuan Libraries

Reading can enhance one's spiritual life. Nine library branches that have quiet and comfortable space 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. These libraries are great place for students and local residents alike.

### II. In-library Courses

Lin Yuan Libraries have been conducting regular courses annually. These courses allow people to learn new skills and have fun at the same time, and also provide a chance for locals to enhance their relationship. The total expenditure in this regard was NT\$ 230,400 (US\$ 7,644).

### III. Campaigns Organized Across Cathay Charity Group

#### 1.Care program for 2nd generation immigrants (at Dongshan District, Tainan City)

The Foundation held a series of charitable events to support new immigrants and their children's education so that they could learn new skills and enhance their communication with people so as to fit in the society in Taiwan. We also aimed at building an inclusive environment where the diversity is respected and flourishing. The total expenditure in this regard was NT\$ 250,000 (US\$ 8,295).

#### 2.Summer Blood Donation Campaign

Every year, Cathay Charity Group holds blood donation campaign as a routine. We want to boost the altruistic spirit and encourage everyone to roll up their sleeves and help save lives. In the sweltering temperature of summertime, we hope a simple action like blood donation would arouse more kindness and care to others among people. The total expenditure in this regard was NT\$ 50,000 (US\$ 1,659).

### 3. Cathay Children Development Camp

Knowledge is essential. It inspires a child's mind. Cathay Children Development Camp, a space full of ample learning opportunities thoughtfully prepared for children living in the remote country, offers diverse and comprehensive curriculum, which intends to inspire children to keep their spirit, fear no obstacles in the journey of life and further create their own future. The total expenditure in this regard was NT\$ 150,000 (US\$ 4,977).

### 4.Winter Warmth Program and Dream Come True Program

Winter Warmth Program is an initiative that gathers people's heartwarming donations and send them to children living in the remote country. It is carried out during winter time, the season when people may be in need the most, and oftentimes cracks a smile on children's face. The total expenditure in this regard was NT\$ 100,000 (US\$ 3,318).

### 5.Cathay Youth Excellence Scholarship

Cathay Youth Excellence Scholarship is established as a means of encouraging the youth to build up confidence, utilize their innovative mind and keep chasing self-achievements and success. The total expenditure in this regard was NT\$ 400,000 (US\$ 13,271).

## IV. Sponsoring Campaign

### Teach For Taiwan (TFT)

In order to tackle inequality of educational resources and subsequent conflicts among social structures, Cathay has established long-term partnership with TFT to provide support in education to the under-privileged children for whom to be able to achieve in school system and avoid from falling to poverty. Starting from 2017, the Cathay Charity Group has been allocating a sponsorship of NT\$ 4 million (US\$ 132,714) each year to TFT. Cathay Real Estate Foundation's expenditure in this regard was NT\$ 500,000 (US\$ 16,589) in 2019.



## 《點燈》

上天賦予我的 不多  
跟其他人沒有什麼不同  
我有的 別人也有  
世界為何還需要我？

在眾人的愛裡成長  
眼睛帶我看見許多人在發光  
他們  
用雙腳 前進陌生的偏鄉  
用雙手 播種著希望  
用嘴巴 說善良的話語  
用微笑 把幽暗的心房點亮

他們像一顆顆串起的小燈泡  
延伸向無盡的遠方  
我看見許多地方還空著位置 ...  
你微笑問我，世界為何還需要我？  
現在  
我終於了解 自己為什麼在發光。

## Light up a Lamp

I don't have much.  
I am normal as others.  
I am like everyone else.  
What does the world need me to do?

Growing up with love from all  
I see people shining.  
They go to remote country of unknown with their feet,  
Sow the seed of hope with their hands,  
Show kindness with their words, and  
Light up dark souls with their smiles.

They are like string lights  
Extending into the limitless distance.  
And I see many places are still empty...  
“What does the world need me to do?” You asked  
with a smile.  
Now I know,  
I know why I am shining too.





# 培力臺灣下一代 翻轉幸福人生

## 國泰開闢學習蹊徑 助學生解鎖多樣未來

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

教育是一扇魔力的門，它可以通往不同的未來！國泰為學子們創造鑰匙，引導鼓勵著學子進入各領域，學習面對挑戰的勇氣及技能，國泰深信「當愛能走得遠，未來才能更長久」。

國泰依不同族群的需求規劃各項培力專案，藉由與專業的教育夥伴以及結合企業核心職能資源，補強學子的學習缺口，主要關懷面向為：弱勢學童扶助、課業學習輔導、職涯體驗、金融理財知能及技能發展、語言能力學習、學生助學金以及偏鄉教師培育支持等。

2019 年重點服務成果：

新二代培力	圓夢計畫	兒童成長營
幫助 900 位學生學習成長	21 校獲選， 頒發的 300 萬元圓夢金	100 位圓夢師生參與
大樹計畫	國泰卓越獎助計畫	大樹公益講座
捐出 1,100 萬元助學金， 幫助 7,934 名國小學童	獎勵 79 組學生 / 團隊， 頒發 660 萬元獎學金	辦理 13 場講座， 近 3,000 人參與

新二代培力及課後照顧

激發新世代學子學習力 培育臺灣潛力人才

發揮大樹專業 助未來主人翁成長茁壯

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

國泰與伊甸基金會為協助新住民二代發掘先天的優勢與潛力，自 2010 年開始設計多元特色課程和職涯工作坊，每年進行約 10 個月的青春期人際關係及品格教育、種籽志工領袖培育、職涯探索、金融理財及親子支持團體等課程，2019 年約有近 150 位國小、國中之二代青少年學生參與。於 12 月 1 日在國泰金融會議廳舉行「十年有成」儀式，展現十年來的培育成果。

2019 年針對不同年齡層，提供國小學齡期以及國中青春學期學員舞蹈、影視以及戲劇等課程外，並舉辦「新二代青年服務學習體驗工作坊」，其中國泰慈善基金會特別商請國泰商旅提供師資，規劃一

系列「飯店產業體驗講座」，同時安排飯店參訪行程，提供職場工作特性、核心能力等完整的啟發訓練，引導新二代學員能提前了解就業狀況、規劃學習路徑，並且由國泰人壽及國泰世華銀行的志工為新二代講授親子「金融投資」課程，藉此提升其理財觀念。

媽媽來自湖南的小瑄，今年已是大二生，在國小四年級時開始參與多元培力課程，迄今從未缺席任何一堂課。熱愛學習新事物的小瑄說：「在多元智慧培力課程接觸到不同於校園的體驗與學習，特別是職業探索、志工服務等活動，激起心中對職涯的想法，感謝這十年來的課程讓我成長與累積經驗。」

國泰慈善基金會鍾茂季總幹事在年度成果發表會中勉勵同學，透過多元培力課程，發掘自己的專長與職涯興趣、勇往直前。伊甸新北區區長劉玉璞也提到，「十年有成、十載幸福」，感謝國泰公益集團長期的支持，與伊甸一同陪伴新二代成長！

### 新二代 · 夯人才培力計畫

國泰與林麗蟬立委辦公室合作，針對青年需要的最熱門三大主軸內容規劃課程，分別為：理財風險課程、軟實力培育課程以及新二代優勢論壇，邀請了業界的專業講師，透過實務與理論的結合，提供學員最實用的知識，並透過與講師的互動，講師特為每位學員一一解惑，讓學員大喊：假日上課太值得了！

其中，理財風險課程結合集團金融核心職能，由 CFP(Certified Financial Planner，認證理財規劃顧問)講師群，提供的生活保險課程，讓學員重新認識自身的各項保障，且透過國泰人壽 WIN WIN+ 桌遊，體驗 CEO 如何因應經濟環境經營公司，課程深獲青年學子一致好評，年度系列課程列表簡介如下：



第九屆「新住民二代多元智慧培力課程成果發表會」學員、家長及國泰志工開心留下合影紀念。  
Students, parents and Cathay volunteers happily took a group photo at the result presentation for the 9th Leadership Development Camp.



2019 年國泰慈善基金會邀請國泰商旅為新二代開設一系列飯店產業體驗講座。(圖為飯店空間規劃課程)  
For 2019, Cathay Charity Foundation invited instructors from Cathay Hospitality Management to talk about hospitality industry for 2nd generation immigrants. (Students were learning about hotel space design.)



主 題	日 期	內 容	講 師
(一) 理財風險課程			
常見的保險	09/08	勞保、健保、汽機車保險以及風險的發生及處理方式	國壽 CFP 講師 自有教材：winwin+
理財與公司運營		1. 理財需求與設定理財夢想 2.winwin+ 課程，瞭解國際經濟風險以及公司運營模式。	
(二) 軟實力培育課程			
簡報思維與口語表達	09/07	1. 目的導向換位思考術 2. 簡報視覺化與精簡設計	劉俊毅
企畫書撰寫工作坊	09/07	認識企畫書、企畫的目的及撰寫要點	許皓甯
如何從紙媒跨入新媒體而不滅頂	11/23	媒體工作者思維邏輯及數位媒體崛起衝擊	廖雲章
(三) 新二代優勢論壇			
新二代優勢論壇	109/01/01	1. 族群工作領域專家講演論壇。 2. 世界咖啡館探討雙語言合作經濟新議題，並盤點新二代優勢及需求。	十大傑出青年 - 張賀森（凱莉愛董事長） 林麗蟬立法委員 新住民講師



新二代優勢論壇聚集產官學界一線人員熱烈討論相關議題。  
Key figures from industry, academic circle and government had a lively discussion at the 2nd Generation Immigrants' Advantages Forum.

連續參加兩年課程的伊同學表示，「理財風險課程在去年的基礎上加深加廣，學習內容更扎實了！」新二代許同學表示，「winwin+ 太棒了，融入了國際時事、各項金融風險，內容非常豐富，每一個時事情境都值得獨立開設工作坊進行深入探討，而學員透過桌遊可以全面認識，太酷了！」

英越語生活營

國泰慈善基金會與教育部國民及學前教育署合作，於 7 月 8 日至 7 月 12 日，假臺中市中興大學附屬高中（簡稱興大附中），共同辦理「國中小越南語（英語）生活營」，近百位國、高中學生報名參與。課程由越南丁善理紀念中學師生設計，將越南文化透過遊戲、繪畫等方式融入臺灣新二代學員的生活中。2019 年結合集團核心職能，邀請展大里分隊志工擔任保險闖關課程講師，帶領學員透過闖關，了解保險對生活的重要性。

課後輔導課程

自 2011 年起，陸續於全臺北中南東四區域，選擇優質的教育夥伴，提供經費、金融課程與志工，協助開設課後輔導班，為學員量身打造適性課程，長期陪伴學生持續學習，不因經濟因素而受影響。國泰陸續補助臺南市東山區 6 所學校、雲林縣口湖鄉蚵寮村、新北市三峽區台灣城鄉永續關懷協會「小草書屋」以及花蓮縣讓愛飛揚文創產業關懷協會，幫助 397 位學童補足學習缺口。



由國泰人壽開發的結合經濟與公司運作的 WIN WIN+ 遊戲，引導學員不斷思考、學習。  
WIN WIN+, a game developed by Cathay Life Insurance, incorporates economic issues and enterprise management. Students were thinking and learning amid games.



由越南志工一對一的教導台灣學員越南語的發音及認讀，越南語能力有質的飛躍。  
Vietnamese volunteers were giving one on one coaching on pronunciation of vowels.



展北港郭芳珍分隊長帶領志工在雲林蚵寮課輔班，以桌遊方式講授金融保險理財課程建立小朋友理財儲蓄觀念。  
Captain Fang-Chen Kuo from Zhanbeigang Volunteer Team and volunteers were giving a finance and insurance course to students at Yunlin's after-school program.



# Empowering the Next Generation for Better Future

## Cathay leads students to unlock possibilities

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

Education has magical power. It leads children to a future full of possibilities. Cathay expects itself to become the key that guides children into different sectors and builds up their strength and capabilities to face challenges. We believe this long-lasting love and support will sustain for their future.

Cathay had planned a variety of empowerment programs which combined professional educators and core corporate resources to provide much needed training in the following fields: support for under-privileged children, tutoring support, occupational experiencing, financial knowledge and skill development, language learning, financial subsidies for students and teacher training for the remote countries.

Major results for 2019:

Empowerment for 2nd generation immigrants	Dream Come True Program	Children Development Camp
Benefiting 900 students	21 schools participated NT\$ 3 Mn (US\$ 100,301) prize money granted	100 student and teacher participants
Elevated Tree Program	Cathay Youth Excellence Scholarship	Elevated Tree Lectures
NT\$ 11 Mn (US\$ 367,770) of financial subsidies to help 7,934 elementary school children	NT\$ 6.6 Mn (US\$ 220,662) of awards granted to 79 students/teams	13 lectures with around 3,000 attendees

Development and After-school Care for 2nd Generation Immigrants

Developing Next Generation for Taiwan

Cathay allocates expertise to empower the next generation

Organized by Cathay Charity Foundation

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

### Dedicated Empowerment Program for 2nd Generation Immigrants

In order to help the 2nd generation immigrants discover their innate advantages potentials, Cathay has started working with Eden Social Welfare Foundation to launch specialized courses and career workshops since 2010. The Program covering teenage interpersonal relationship and character education, development of youth leaders, career exploration, financial education and parent and children support group was held

annually for a 10-month period. In 2019, there were around 150 2nd generation immigrants at elementary and junior high school stage attending the Program. The Program's 10th anniversary event that showcased its achievement for the past decade was held at the conference hall of Cathay Financial Center on December 1st.

In 2019, the Program offered classes of dance, TV production and theater for elementary school children and junior high school teenagers. For the launch of Service Learning Workshop for 2nd Generation Youth, Cathay Charity Foundation invited instructors from Cathay Hospitality Management to provide a series of lectures regarding hospitality industry. The course also offered training for core capacities and arranged participants to visit hotels so that students would be able to know more about this profession and plan for their future accordingly. The course of financial knowledge was taught by voluntary instructors from Cathay Life Insurance and Cathay United Bank for the students.

Hsiao-hsuan is a 2nd-year university student whose mother comes from Hunan, China. She has attended the Dedicated Empowerment Program every year since grade 4 and she never missed a class. This girl who loves learning new things said, “I get to have the experiences and learn things that are not available in the school, especially career exploration and voluntary activities. These experiences gave me a lot of thoughts about what I want to do in the future. I am grateful for what the Program has brought me for the past 10 years” .

In the result presentation event, the Director-General of Cathay Charity Foundation Mau-Chih Chung encouraged students to explore their talents and interests through the Dedicated Empowerment Program, and the Eden's Director for New Taipei Region Yu-Pu Liu also extended her congratulations to the 10th anniversary of the Program and thanked Cathay Charity Group's long-term support to Eden.



2019 年國泰慈善基金會邀請國泰商旅為伊甸新二代開設一系列飯店產業體驗講座，學生上課情形。(圖為餐點製作課程)  
For 2019, Cathay Charity Foundation invited instructors from Cathay Hospitality Management to talk about hospitality industry for 2nd generation immigrants. (Students were learning about meal preparation.)



媒體衝浪課程，學員與廖雲章總監大談面對社會挑戰的勇氣。  
In the course concerning new media, the instructor Yun-Chang Liao shared her experiences in facing challenges.



Talent Empowerment Program for 2nd Generation Immigrants

Cathay worked with Legislator Li-Chan Lin's Office to launch NEW Human Resources Development Program that focuses on three main categories: "Finance and Risk", "Development for Soft Power" and "2nd Generation Immigrants' Advantages". These courses were taught by professionals in each field and delivered practical knowledge with theory and practices combined. The students' questions were thoughtfully answered by the instructors and they all said it was worth their holidays.

The course of "Finance and Risk" was taught by Cathay Life Insurance's certified financial planners (CFPs). The insurance knowledge taught was down to earth and closely linked to the students' daily life. The board game WINWIN+ developed by Cathay Life Insurance allowed the students to have the experiences of running a company like a CEO. This game received great review from these young participants. The annual courses were listed as below:

Subject	Date	Content	Instructor
1. Finance and Risk			
Insurance 101	09/08	Labor insurance, health insurance, car and motorcycle insurance; how risk occurs and how to deal with it	CFPs from Cathay Life Insurance
Finance and company operations		1.Finance and goal setting 2.Introduction to WINWIN+, risks to international economy and corporate operations models	Materials: WINWIN+
2. Development for Soft Power			
Presentation design and oral communication	09/07	1. Target orientated perspective conversion 2. Visualization and stream-line design	Chun-Yi Liu
Proposal writing workshop	09/07	Proposal's overview, objective and writing principles	Hao-Ning Hsu
How to successfully shift from print to new media	11/23	Logic of media professionals and impacts of the rise of digital media	Yun-Chang Liao
3. 2nd Generation Immigrants' Advantages			
2nd Generation Immigrants' Advantages Forum	01/01/2020	1. Forum for community workers 2. World Café for discussing bilingual cooperative issues in economy and 2nd generation immigrants' advantages and needs	Ho-Sen Chang (Recipients of the 2019 Ten Outstanding Young Persons and chairperson of Kellylove) Legislator Li-Chan Lin Immigrant instructors

A student who had participated for two years in a row commended that the course of Finance and Risk was broadened and deepened based on last year's course and the content became more solid. Another student thought WINWIN+ was great because it incorporated international current affairs and all kinds of financial risks and each scenario was worth of another seminar for deeper discussion. It was wonderful a single board game incorporated all the elements.

English and Vietnamese Camp

Cathay worked with the K-12 Education Administration, Ministry of Education jointly in conducting English and Vietnamese Summer Camp at the Affiliated Senior High School of National Chung Hsing University from July 8 to July 12. With the curriculum designed by the teachers and students from Lawrence S. Ting Memorial School in Vietnam, the Vietnamese culture was introduced through games and painting activities to about 100 junior and senior high school participants who were also 2nd generation immigrants in Taiwan. Cathay volunteers from Dali Team also sent out instructors to teach the students about insurance and its importance to life.

After-school Tutoring Program

Since 2011, Cathay has chosen premium education partners and launched After-school Tutoring Program in the four regions around Taiwan. Cathay provided sponsorship, financial courses and allocated volunteers for this program. Cathay has sponsored this Program to be conducted at six schools in Dongshan District, Tainan City, Chongwen Women's Association of Yunlin, Grass Book House in Sanxia, and Let Love Fly in Hualien, benefiting 397 school children.



展大里志工分隊特派出最年輕熱血的講師，帶領學員認識生活中的風險，並且學習如何避險。  
Zhandali Volunteer Team sent out their youngest and most passionate instructors to teach students about risks and how to avoid them.



國泰熱舞達人至東原國中為課輔班學生帶來一系列熱舞課程。  
Cathay volunteers were delivering dance class at Dongyuan Junior High School.



讓愛飛揚課輔班開學典禮，國泰志工到場鼓勵學童認真學習。  
Cathay volunteers joined the opening ceremony of Let Love Fly After-school Program.



國泰學童圓夢計畫

多元國泰學童圓夢計畫 潛能達標 獲取人生能量  
教育翻轉 讓沒傘的孩子學會奔跑

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

國泰察覺到城鄉失衡發展、教育資源分配不均等議題，透過培力偏鄉學子自轉能力，創造多重社會價值。2013 年起，開辦『學童圓夢計畫』，以設定目標、達成目標、完成夢想為執行方針，培育孩童不畏挑戰、永不放棄的逐夢精神。

圓夢計畫舉辦第 6 屆，多達 21 校入選，圓夢金更首度突破 300 萬元。2019 年入選的提案以守護家鄉、歷史傳統、創意美學、社會正義、體能極限等主軸進行挑戰，整體計劃影響力的廣度、深度、強度均向上提升，以追求家鄉與文化的永續發展，淬鍊出更深一層的公民核心價值。2019 年首度有翻山越嶺的登山隊，追尋祖先遷徙路線挑戰登高山；有體驗秘境的溯溪挑戰，也有倡導環境保護，以新興無毒農業、廢棄農作物再利用等新興主題。孩子們在土地關懷中思考與實踐，讓我們觀察到教育工作者的教育熱忱和理念，成為引領學童躍入計畫核心的重要橋樑與關鍵。

6 年來，累計已幫助 81 所學校團隊、千名孩童發展不同挑戰特色，喚醒孩子心中的潛能，國泰結合外部專業評委、集團資源及圓夢金三箭齊發，盼能培力未來跨界人才，為 20 年後臺灣發展扎根。國泰慈善基金會錢復董事長於圓夢成果發表會時表示：「這些孩童將是下一世代的領導人才，我們要呼籲社會各界共同來重視及推展偏鄉學童教育，齊心為他們營造更好的學習環境，協助學童教育向下扎根。」

國泰志工力挺孩子追夢

國泰志工團的志工們，致力傳遞愛與幸福的能量予各地孩子們，不畏路途遙遠，無論何處，都可以見到熱情的志工們陪伴孩子的身影。

當屏東加祿國小獨輪車隊，挑戰苗栗到加祿 350 公里路途，無畏艷陽風雨，忍受著疲憊與身體的不適，臉上雖佈著辛苦淚水仍堅持踩踏前進，而國泰志工們，沿途以不停歇的加油吶喊、陪跑、陪騎等方式，帶動著孩子內在堅韌力量，支撐孩子突破困境！



孩子回顧逐夢的歷程：「本來快要放棄，因著國泰志工沿路大聲加油，讓我能夠堅持下去。」  
《讓我們身體暖了，心更暖》  
屏東加祿國小陳主任表示：「感謝國泰沿途動員 10 個國泰志工加油團，一路提供滿滿的補給與能量，讓一輪車們備受呵護、受寵若驚！」

25 連霸國家代表隊 - 國泰女籃 扎根偏鄉

國泰女籃鄭慧芸總教練率領女籃團隊一同向臺東新生國小女籃隊，高雄巴楠花國小籃球隊逾 30 位小小球員，傳承冠軍隊伍的籃球技巧、運動家精神，提升小小球員們的眼界與能力。學校表示，不只是孩子圓夢、看到小時候的偶像，老師也圓夢了！當年度巴楠花國小籃球隊更不負眾望首次成功拿到 MINI 盃冠軍！國泰相信當幸福開始轉動，夢的能量，越滾越大，社會與世世代代將充滿愛的感動！

第 6 屆「國泰圓夢計畫」入選圓夢小學簡介：

No.	入選學校	圓夢團隊	圓夢故事
1	臺中溪尾國小	竹筏隊	自力造舟，效法先人擺渡生活 - 撐起竹筏渡烏溪為挑戰。
2	彰化廣興國小	文創小青農隊	打造無毒農場，以農助學實踐以「孩子幫助孩子」的挑戰。
3	南投力行國小	咖啡種植隊	泰雅族的孩子挑戰種植高山咖啡，締造青年返鄉契機。
4	臺南子龍國小	環保隊	環保隊挑戰不良柚子再利用，並前往小琉球淨灘。
5	南投永和國小	社區數位導覽員	挑戰數位導覽家鄉，建構 AR（擴增實境）導覽地圖，以空拍機紀錄家鄉不同視角的美麗。
6	高雄西門國小	創意三太子	藝術性三太子演出，挑戰登上鼓樂最高藝術殿堂。
7	臺東安朔國小 - 新化分校	部落勇舞者	以勇士舞發揚排灣文化、促進產業的活絡。
8	屏東青山國小	CAVAK 小鐵人隊	以單車、射箭、溯溪挑戰成為 CAVAK 小鐵人，首度挑戰溯溪往部落聖池 - 埔羌溪。
9	花蓮靜浦國小	光影說書人	阿美族孩子以光影戲劇，挑戰戲劇比賽特優三連霸。
10	高雄巴楠花部落國小	尋根登山隊	布農族的孩子誓言挑戰嘉明湖登山，以「自己的獵場自己找」為信念，找到心中布農族的靈魂。
11	苗栗南庄國小	創意木工隊	挑戰打造極具特色樹屋，建構校園新特色。
12	高雄東門國小	畫畫隊	新住民二代挑戰彩繪媽媽心中的故鄉，欣賞不同國度的藝術。
13	雲林饒平國小	拼貼隊	折翼天使（資源班）挑戰以扁珠、卡點西德拼貼學校牆壁，校園成為勇於展現的舞台。
14	屏東楓林國小	創新實驗隊	透過設計思考，成功將老舊教室改造為打造美感創新實驗室。
15	花蓮銅門國小	森巴鼓隊	太魯閣的孩子，以森巴鼓舞，挑戰遊行踩街。
16	雲林拯民國小	浪人關懷隊	挑戰關懷街友、和街友共享一鍋溫暖石頭湯，並與社福團體攜手，一同關懷沒有家的孤獨和寂寞。
17	屏東玉光國小	小小街頭藝人	挑戰小提琴義演把愛傳出去，前進醫院、社區、市場、火車，傳遞愛的音符。
18	臺中德化國小	芋見裸人	挑戰成為料理達人並服務阿公阿嬤，製作上百棵芋棵前進安養中心、社區據點。
19	雲林虎尾國小	愛的融合隊	折翼天使（特教班）在一般生的帶領下，走出校園，探索在地與社區共好。
20	屏東加祿國小	獨輪車隊	挑戰獨輪車從光復到基隆 150 公里、以及苗栗到加祿 350 公里，成功挑戰獨輪環島之旅！
21	臺東新生國小	女子籃球隊	女籃以魔鬼般的訓練，獲全國少年籃球賽第五名，前進國泰女籃訓練場進行移地訓練。



Dream Come True Program

Dream Come True Program Helps Children to Fulfill Their Dreams

Turn around education and explore opportunities for children

Organized by Cathay Charity Foundation

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

In order to address the disparity between urban and rural development and educational inequality, Cathay has launched the Dream Come True Program since 2013. This Program allows children to set up goals, implement and complete projects as a means to nurture the dare-to-challenge spirit for children.

The participating teams of the 6th Dream Come True Program came from 21 schools and received a total of prize money exceeding NT\$ 3 million (US\$100,301) for the first time. The selected projects for 2019 covered the themes of protecting hometown and historical heritage, promoting creativity and social justice, and physical challenges. Those projects had made a wider, deeper and greater difference. A group of Bunun children vowed to climb into deep mountains to trace the footprint of their ancestors. Other teams decided to take on upstream challenge as adventure, to experiment on non-toxic agriculture and to recycle the agricultural waste. Educators played a key role in guiding and children were able to think and practice their love to the land.

Over the past 6 years, the Dream Come True Program had been participated by 81 schools, in which over 1,000 children completed numerous challenges and had their potential discovered. By inviting the external judges and putting its internal resources and prizes together, Cathay expects to lay a solid foundation and nurture talents in a variety of fields for Taiwan in two decades. Chairman of Cathay Charity Foundation Fredrick F. Chien said in the result presentation event, “These children will become the leaders in the next generation. We urge people to focus on and promote the education for the children living in the remote countries. We shall create a better learning environment and help them to lay a solid foundation in their early life” .

Cathay volunteers support children to chase their dreams

While children were working hard to complete their challenges, Cathay's volunteers around the place rooted for them, passionately sending love and positive energy to them all the way.

The monocycle team from Jialu Elementary School took on a challenge of riding monocycle for 350 kilometers on the road. They endured all the hardship and exhaustion and hit the road, come rain or shine, while Cathay volunteers, who stood beside the road or rode with them, rooted for them all the way, offering strong support and bringing out the inner strength for the children.



“I thought I was going to give up. But I heard the volunteers cheering for us along the road. I felt I could hang on” .--Retrospect from a team member.

“We really appreciate the 10 volunteers from Cathay. They kept offering us lots of supply and energy. We felt so much flattered!” – Appreciation note from Chief Chen of Jialu Elementary School.

The 25 consecutive championship winner Cathay Women Basketball Team provides coaching to remote country schools

Cathay Women Basketball Team and their captain Hui-Yun Cheng traveled down to Taitung and Kaohsiung to provide coaching to the young basketball players at Xinsheng Elementary School and Panan Elementary School. We were told that teachers and students were not only happy to receive coaching from the national team but also very excited to see their heroes. In the same year, Panan Elementary School won the Champion of the Mini Cup for the very first time! This is the best proof of actions in rolling will bring true fulfillment of dream.

The 6th Dream Come True Program

No.	Participating School	Name of Team	Proposal
1	Xiwei Elementary School, Taichung	Bamboo Raft Rowers	Making bamboo rafts and sailing across Wu River
2	Guangxing Elementary School, Changhua	Little Farmers	Building a non-toxic farm and helping smaller children to go to school through agriculture
3	Lixing Elementary School, Nantou	Little Coffee Growers	Atayal children experimenting on planting high mountain coffee
4	Zilong Elementary School	Eco Warriors	Experimenting ways to use odd pomelos and cleaning the Liuchiu beaches
5	Yonghe Elementary School, Nantou	Digital Community Guide	Building AR map for the digital guide and using drones to record the beauty of hometown
6	Ximen Elementary School, Kaohsiung	Creative Neon Gods	Challenging to create artistic performance of Neon Gods
7	Anshuo Elementary School-Hsinhua Branch, Taitung	Tribal Warrior Dancers	Promoting Paiwan culture through the performance of warrior dance
8	Chingshan Elementary School, Pingtung	CAVAK Little Iron Men	Challenging to become Cavak iron men through cycling, archery and upstreaming, and upstreaming to the tribal sanctuary Puchiang River
9	Jingpu Elementary School, Hualien	Light and Shadow Storyteller	Amis children challenging to win third time champion of puppet shadow play
10	Panan Elementary School, Kaohsiung	Root Finding Climbers	Bunun children challenging to climb mountain to Chiaming Lake and trace their tribal root
11	Nanzhuang Elementary School, Miaoli	Creative Carpenters	Challenging to build creative tree houses in the campus
12	Tongmen Elementary School, Kaohsiung	Little Painters	2nd generation immigrants painting their mothers' home countries
13	Raoping Elementary School, Yunlin	Little Decorators	Children with development issues challenging to decorate the walls in the school
14	Fenglin Elementary School, Pingtung	Lab Workers	Challenging to renovate old classrooms into innovative labs
15	Tungmen Elementary School, Hualien	Samba Drummers	Taroko children playing samba drums in parades
16	Zhengmin Elementary School, Yunlin	Homeless Care Team	Providing care to and cooking for the homeless with the help of other social welfare groups
17	Yuguang Elementary School, Pingtung	Little Street Artists	Providing charitable violin performance at hospitals, communities, markets and on trains
18	Dehua Elementary School, Taichung	Taro Dumpling Makers	Challenging to make 100 taro dumplings and sending them to nursing homes and senior centers for seniors
19	Huwei Elementary School, Yunlin	Little Inclusion Practitioners	Students from special class joined by normal class to go into community for explorations
20	Jialu Elementary School, Pingtung	Monocyclers	Riding monocycles for 150 kms from Guangfu to Keelung and 350 kms from Miaoli to Jialu as a circle around the island
21	Xinsheng Elementary School, Taitung	Women Basketball Team	Players receiving strict training and winning 5th place in national contest, and receiving training from Cathay Women's Basketball

## 國泰兒童成長營

# 國泰兒童成長營 開創逐夢新高度

匯集大樹的力量 百位師生體驗群力打造的多元課程

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

**為**讓圓夢計畫孩童看見更多社會樣態，國泰公益集團匯集企業資源舉辦 4 天 3 夜「國泰兒童成長營」，由國泰女籃、國泰醫院、國泰世華銀行、國泰產險、喜來登飯店、國泰追光者義演團、國泰淡水教育中心以及專業社福團體：荒野保護協會、芯福里情緒教育協會、全球孩童創意行動協會 (DFC)、雲門劇場等合力打造體驗學習課程，並邀請臺北市立大學鳴鐸教育團擔任隊輔，攜手助百位圓夢計畫師生，踏入學習新領域。

今年課程規劃有別於傳統的景點走訪形式，以社會需求為課程主軸，國泰集團將專業傾囊而出，其中理財知能課程由國泰世華銀行教育發展部為學童量身打造，以教導財務責任以及正確金錢管理為目標，引領學童批判思考、節省金錢，並將課程轉化成關卡，在志工講師帶領之下，學童從如何記帳、分辨想要和需要的不同開始，了解風險管理的重要性，辨識假鈔、詐騙知能、數位金融，更實際前往銀行進行開戶體驗等精彩豐富的挑戰，讓體驗的師生大呼「太難得了！」。除此之外，醫院、女籃隊及專業社福機構也加入了課程行列：國泰醫院醫護專業人員指導體驗醫療器材，見證醫師救人濟世的精神；國泰女籃帶領學習體育國手的堅韌精神；亦與芯福里情緒教育協會合作，導入情緒教育課程。

### 國泰兒童成長營 - 李爺爺說故事

國泰世華銀行基金會李明賢董事長分享工作的態度與人生經驗

在人生路途上，不斷自我期許「我能夠為社會留下什麼」，以及「有能力就分享」，盼孩子成為比自己更好的人，帶動更多的人一起貢獻社會！

#### Cathay Children Development Camp – Grandpa Lee's Story Time

Chairman of Cathay United Bank Foundation Roger M.H. Lee's sharing:

One should expect himself to do something for the society and share when it's affordable.

Hoping that children will become better people and inspire more to contribute to the society.

#### 人生心法

美德的建立與養成 - 守時、誠信、紀律、謙虛勤勞、正面思考

求學態度 - 努力、養成好習慣、自信心、團隊精神的重要性

人生價值 - 讓自己幸福，當有能力時，給人家幸福，大家都是平等的

#### Lessons from Life

Establishing of virtues: time-keeping, integrity, disciplines, humility and diligence, positive thinking

Right attitude of learning: hard-working, good habits, confidence, importance of team-work spirit

Values for life: Bring happiness to self, and to others when it's possible. People are all equal.



李爺爺說故事。  
Grandpa Lee's Story Time

## Cathay Children Development Camp

# Cathay Children Development Camp Helps Children Reach Their Dreams

Diversified courses offered for 100 students and teachers

Organized by Cathay Charity Foundation

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

In order for the Dream Come True children to see more about all walks of life, Cathay Charity Group allocated its internal corporate resources and conducted a 4-day Cathay Children Development Camp. The experience courses of the Camp were offered by Cathay Women's Basketball Team, Cathay General Hospital, Cathay United Bank, Cathay General Insurance, Sheraton Hotel, Cathay Light Chaser Band, Cathay Training Center under the Cathay Group and external organizations including the Society of Wilderness, Design For Challenge and Cloud Gate Theatre. The members of Min Duo Educational Service Club of the University of Taipei took the role of leaders for the 100 children and helped them explore new experiences.

The program focused on the needs of the society. Cathay Group poured out its corporate expertise. The courses of financial knowledge, custom-made by Cathay United Bank's trainers, covered the financial responsibility and money management to guide the children think critically and learn the importance of saving money. Instructors turned the lectures into games, teaching the children about book-keeping, risks, identifying of fake money and frauds, and digital banking. They even went to a bank to experience account opening and other activities that were rare to outsiders. Cathay Hospital's medical staff taught the children about medical ethics and led them to experience medical equipment. Cathay Women's Basketball Team offered them national-level coaching and Happiness Village Emotion Education Association offered emotional education to the children.



國泰集團與會貴賓以及參與圓夢計畫專家學者，齊聲力挺學童！  
VIP guests from Cathay Group and involved experts showed support to the Dream Come True Program.



## 大樹計畫

### 攜手向前，讓愛飛揚

大樹計畫送愛 16 年，助學童安心上學

主辦 國泰世華銀行文化慈善基金會

#### 紮根教育·傳遞幸福 點亮求學前路

《大樹計畫 - 讓幼苗長成大樹》自 2004 年起，以補助學雜費、代收代辦費為計畫主軸，扶助學子穩定求學，透過老師推薦學生，經學校複審，再送各縣市教育局處核定後進行補助，過程公平、公正、公開，以幫助真正需要資助的學生，讓基礎教育引導個人發展，也期許在正向鼓勵與支持下，讓學生讀起書來更有動力。

有別於以往，為了特別呼應 4 月春天欣欣向榮和兒童節的快樂氣氛，基金會在 4 月 24 日移地至臺北「兒童新樂園」舉行 107 學年第 2 學期大樹計畫助學金捐贈典禮。頒贈助學金予苗栗縣、彰化縣、雲林縣、嘉義縣、臺東縣及宜蘭縣等 6 縣市 478 所國中小共 4,233 名學童。典禮中除了邀請受助縣市教育處代表出席接受捐贈，更安排「如果兒童劇場」帶來半小時的戲劇表演，邀請逾百位來自宜蘭及苗栗的 3 所國小偏鄉學童到場欣賞，希望透過趣味的戲劇藝術欣賞，培養學童想像力、思考力與藝術賞析的能力，達到「育」教於樂的目的，讓藝術成為孩子們人生中受用無窮的能力。典禮結束後，這群孩子們也趁著難得北上的機會一同在樂園內探索，相互認識，彼此交流，共織一趟難忘之旅。

108 學年第 1 學期共提撥新臺幣 500 萬元補助申請，嘉惠苗栗縣、雲林縣、嘉義縣、臺東縣及宜蘭縣共 3,701 名學童。12 月 5 日適逢國泰世華藝術中心喬遷，大樹計畫助學金捐贈典禮與喬遷後首檔畫展一同盛大舉行，首場公益展覽《愛與希望—愛心藝術家公益畫展》邀請到蘇憲法、楊永福和葉繁榮等多位臺灣知名藝術家共襄盛舉攜手聯展，參展藝術家也承諾，展覽所得於扣除成本後將全數捐入《大樹計



12 月 5 日大樹計畫助學金捐贈典禮於國泰世華藝術中心新址舉行，配合首場公益畫展展出蘇憲法、楊永福和葉繁榮等多位台灣知名藝術家作品，吸引近百名愛好者共襄盛舉。  
The donation ceremony of the Elevated Tree Program on Dec. 5th took place at the new location of Cathay United Art Center. The Center's first Charitable Exhibition featuring Hsien-Fa Su, Yung-Fu Yang, Fan-Jung Yeh and other artists opened on the same day, attracting nearly 100 art lovers.

畫》中，盼各界善心人士以行動鼓勵藝術家樂在公益的心，共同重視孩童就學權益，讓《大樹計畫》能走得長走得久，得以援助更多學童。

國泰世華銀行基金會更進一步啟動《越南大樹計畫》，透過越南當地基金會及國泰世華銀行萊萊分行，讓這份溫暖的心意跨越海洋和國界，援助越南當地學童，108 學年第 1 學期捐贈新臺幣 100 萬元，受助學童每名約可獲得助學金越盾 60 萬元，捐贈典禮分別於 9 月 9 日、9 月 12 日在廣南省、胡志明市舉行，由國泰世華銀行萊萊分行代表捐贈，親自將愛心送到學童的手中。長期耕耘教育的《大樹計畫》，守護海内外近 12 萬名學童在逆境中茁壯成長，捐款金額累計逾新臺幣 1 億 7 仟 2 佰萬元，已成為國際社會重要公益力量。



國泰世華銀行基金會董事長李明賢與教育處代表共同出席捐贈典禮。  
Chairman of Cathay United Bank Foundation Roger M. H. Lee and representative from education authority attended the donation ceremony.



永紡企業董事長沈金柱（後排右三）與英紡企業董事長葉淑麗（後排右二）捐贈學童全新外套，在冬日之際送上溫暖情意。  
Chairman Johnny Shen (3rd from right in 2nd row) of Ever Shine Y&F and Chairperson Sally Yeh (2nd from right in 2nd row) of Ever Shine I&F Co., Ltd. donated brand-new winter coats.

#### 一起攜手送暖，守護孩子們的上學路

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，2019 年持續補助桃園市桃園國小及龜山國小學生代收代辦費、午餐費，至今已是第 23 次執行補助計畫，累計捐出逾新臺幣 928 萬元、幫助逾 3,200 名學童。

「為他人生命帶來陽光的人，他的生命也必定充滿陽光」，付出愛心不遺餘力的永紡企業董事長沈金柱與英紡企業董事長葉淑麗，連年參與《大樹計畫》，統計 14 年來，永紡企業與英紡企業累積捐出超過 6 萬 4 仟件全新冬季外套，在冬日之際送上溫暖情意。國泰世華銀行基金會長期以關心兒少教育福利、扶助偏鄉弱勢團體及藝術與文化推廣為核心目標，透過聚沙成塔的力量將正面美好的愛傳出去，日後也將繼續以金融業公益領航者的角色自許，凝聚各界愛心回饋社會，齊心開創共榮、共好幸福家園。



## Elevated Tree Program

### Move Forward and Let Love Fly

Elevated Tree Program supports children to go to school 16 years on

Organized by Cathay United Bank Foundation

#### Root in education and delivery of happiness for smooth path to school

The Elevated Tree Program—Grow A Big Tree From A Shoot, a funding program focusing on paying school fees for children since its launch in 2004, is a fair and transparent mechanism that requires teachers' recommendation and approvals from schools and local education authority so that the resources would go to those who are in need. We believe all children should receive mandatory education and hope that the positive support will send motivation to them.

The donation ceremony of the Elevated Tree Program for the spring semester of 2018 was held on Apr. 24, in the month of celebration for children, at Taipei Children Amusement Park with the funding granted to 4,233 students of 478 junior high and elementary schools located in Miaoli, Changhua, Yunlin, Chiayi, Taitung and Yilan. The representatives of local education authorities attended the ceremony to receive the donation on behalf of the children, and about 100 school children who came from Yilan and Miaoli attended and watched the half hour play presented by If Kids Theatre. They not only enjoyed the pleasure of art but also spent a good time in the Park after the ceremony closed.

For the fall semester of 2019, the Foundation allocated NT\$ 5 million (US\$ 167,168) to support 3,701 school children from Miaoli, Yunlin, Chiayi, Taitung and Yilan. The donation ceremony was held jointly with the opening ceremony for Love and Hope Charitable Painting Exhibition, the first exhibition at the new location of Cathay United Art Center on Dec. 5. The well-known artists Hsien-Fa Su, Yung-Fu Yang, and Fan-Jung Yeh attended the ceremony and the featuring artists were committed to donate the proceed to the Elevated Tree Program as an appeal to the public to support charity through art. The Elevated Tree Program can only last long and help more children with the support from the general public.

Cathay United Bank Foundation further worked with Cathay United Bank's Chu Lai Branch and local foundation in launching the Elevated Tree Program in Vietnam. The donation made for the first semester of 2019 was NT\$ 1 million (US\$ 33,434) for each student to receive about VND 600,000. The donation ceremonies were held in Quang Nam Province and in Ho Chi Minh City on Sep. 9 and Sep. 12 respectively and the manager of Chu Lai Branch presented the donation on behalf of Cathay. Over the years the funding made by the Elevated Tree Program had exceeded NT\$ 172 million (US\$ 5,750,585). This Program has become an important charity cause internationally.

#### Join hands to send children to school

The managed Tien-Tsai Liao and Ciou-Gan Liao Memorial Fund supported Elevated Tree Program by sponsoring the school fees and lunch fees for the students from Taoyuan Elementary School and Gueishan Elementary School in Taoyuan City in 2019, the 23rd year of its endeavor. In total the Fund had donated an accumulative fund of NT\$ 9.28 million (US\$ 310,264), benefiting over 3,200 students.

“One who brings sunshine to others has his own life filled with sunshine.” Over the years, Chairman Johnny Shen of Ever Shine Y&F and Chairperson Sally Yeh of Ever Shine I&F Co., Ltd. had never stopped supporting the Elevated Tree Program. Throughout the past 14 years, the two companies had donated 64,000 winter coats to children in the remote country.

Cathay United Bank Foundation has devoted itself to the welfare of children and youth education, under-privileged communities in the remote country and the promotion of art and cultures. It will continue to fulfill its corporate responsibilities and pay the kindness and generosity to the society.



國泰世華銀行與國泰世華銀行基金會共同推動《越南大樹計畫》，跟隨銀行發展腳步前進越南，13年來已幫助1.7萬名當地清寒學童求學圓夢。Cathay United Bank and Cathay United Bank Foundation jointly held the Elevated Tree Program in Vietnam which had supported 17,000 school children for 13 years.



國泰世華銀行基金會董事長李明賢（左三）、國泰金控副董事長陳祖培（左二）、國泰金控總經理李長庚（左一）與108學年度《大樹計畫》援助的各縣市教育處代表共同出席捐贈典禮。Chairman of Cathay United Bank Foundation Roger M. H. Lee (3rd from left), Vice Chairman of Cathay Financial Holdings Tsu-Pei Chen (2nd from left), President of Cathay Financial Holdings Chang-Ken Lee (1st from left) and local education officials from city governments attended the donation ceremony.



## 國泰卓越獎助計畫

# 國泰卓越獎助金相挺 點燃青年希望火種

## 79 組得獎青年用烈火般的意志 打造夢想未來

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

2019 年自 9 月開放報名，一個月左右即收到逾 300 件報名資料，聘請專家學者進行審查，最終選出 79 組得獎者，依組別每人可獲得 6 至 20 萬元圓夢獎學金，獎學金頒發總數為 660 萬元！並於 12 月 18 日舉行頒獎典禮，三家基金會最高主管錢復董事長、李明賢董事長以及張清樾董事長皆親臨頒獎典禮，衛生福利部陳智偉副組長也特別撥冗參加，將這些圓夢金親手送給每一位得主，於聖誕節前夕送出最珍貴的禮物！

### 「點燃」希望火種，將溫暖聖火傳至社會各角落

今年頒獎典禮的主題為「點燃」，將點燃得主這顆希望火種，讓清貧學子們能安心就學翻轉階層；特殊技能卓越學子能持續精進所學，為國家爭光；特色獎助的學子們更是整裝待發，將深入臺灣各角落幫助更多需要族群。

國泰慈善基金會錢復董事長致詞時表示，獎助計畫所代表的不止是一份獎金，它是一把聖火，國泰為得主點燃了第一把火，而得主們就是傳遞聖火的手，將這把代表著希望之火，無限擴散出去，讓更多人感受溫暖的亮光。



錢復董事長親自為特殊功績組得獎者頒發獎狀，勉勵同學秉持 What if we could? 精神不斷點燃新的創意火花。  
Chairman of Cathay Charity Foundation Fredrick F. Chien presented certificates to award winners, encouraging them to keep in mind the spirit of "What if we could?" and spark their creativity.

## 15 組青年夢想家將用行動改變社會

今年獲選提案有社區再造、音樂公益、偏鄉學童 / 醫療服務、傳統文化保留、生態關懷以及銀髮創意等議題，其中以「高齡者創藝力開發」及「尋找心中聖稜線」給評審留下深刻印象。

嘉義大學薛均慧連續兩年獲得獎助計畫的支持，她發揮藝術背景為銀髮長者設計專屬的藝術療癒課程，透過將近 6 個月的陪伴式的藝術教學，於 9 月 11 日假嘉義大學辦理成果畫展，當這些一生為了生活奔波的長輩們看見自己平常「黑白畫」（臺語）的畫作，被鄭重的展示在大學校園中，他們一邊害羞的用雙手遮住臉，一邊又眼眶泛紅的大聲向朋友介紹他的作品，現場此起彼落的爽朗笑聲及導覽聲展現了長者的自信。薛均慧用一場畫展，點亮了銀髮長者在生命的後段對未來的希望，未來她將持續精進設計更貼合長者的課程，並立下目標未來將成為課程旅行家，至更多地區幫助長者。



150 位得主及其親友於 12 月 18 日齊聚一堂，接受來自國泰人壽、銀行、建設基金會董事長及多位貴賓的祝福。  
In the ceremony held on Dec. 18, 150 winners and their family members received congratulations from executives of Cathay Charity Group and many VIP guests.

另一群由新竹高中鍾允澤與同班同學共 8 人，立志走入山林尋找心中的聖稜線，提案的發想是來自身邊的同學對於 3C 的依賴度很高，而鍾允澤在親友的影響下，從小便喜歡登山，於是與同班的 7 位夥伴立下目標，將與雪霸國家公園合作，用雙腳為青年朋友尋找適合親近山林的路線，並結合自然生態編印手冊，讓更多青年放下 3C 關懷自然環境。



## Cathay Youth Excellence Scholarship

### Cathay Youth Excellence Scholarship Lights Up the Flame of Hope 79 groups of winners are to build the future with strong will power

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

Cathay received more than 300 submissions within a month since the event kicked off in September. The judge panel selected 79 groups of winners and each individual would receive a grant of scholarships ranging from NT\$ 60,000 (US\$ 2,006) to NT\$ 200,000 (US\$ 6,688) according to their categories. The total amount of scholarships granted exceeded NT\$ 6.6 million (US\$ 220,662). In the award presentation ceremony held on Dec. 18, the chairmen of the three foundations (i.e. Fredrick F. Chien, Roger M. H. Lee, and Ching-Kuei Chang) and Chih-Wei Chen from the Ministry of Health and Welfare attended the event and presented the scholarships to each winner in person as the best present for the upcoming Christmas.



薛均慧同學為長者辦理畫展，展示著每位長者的笑容與人生故事，也幫助長者找到人生下半場的目標。  
Chun-Hui Hsueh held an exhibition for the seniors to showcase their creative works. Their stories and smiles were also presented in the venue.

#### Light up the flame of hope and spread the warmth

The theme for the ceremony was “lighting up the flame”, meaning the flame of hope would help the award winners of Academic Group continue to pursue academic success, the winners of Special Achievement keep polishing their skills and the winners of Special Accomplishment keep improving what they were doing to help more people.

In his speech, Chairman of Cathay Charity Foundation Fredrick F. Chien said the Scholarship was not just money, but like a torch of flame. Cathay had lit up the first torch of flame, and winners had the responsibility of passing on the torch and spreading the hope to more people.

#### 15 groups of young dreamers are to make changes through actions

The selected proposals covered subjects of neighborhood transformation, musical charity, medical and tutoring service in the remote countries, preservation of cultural heritage, green initiative, and innovative care for seniors. The proposals of “Creativity Development for Seniors” and “Adventure in the Holy Ridgeline” impressed the judges the most.

Chun-Hui Hsueh from Chiayi University had won the awards for two years in a row. She designed an art healing program exclusively for seniors. This program was implemented for 6 months and the result presentation event was conducted on Sep. 11 at Chiayi University. The participating seniors were happily overwhelmed when they saw their paintings displayed in a university campus. They felt shy but proudly introduced their works to their friends. Laughter was filled at the venue. With a painting exhibition, Hsueh lit up the seniors' hope for the later part of their life journey. Going forward she was to improve her design and she vowed to travel to more places to help more seniors.

Yun-Tze Chung and seven of his classmates from Hsinchu High School proposed to go into the mountains to explore the Holy Ridgeline. Chung himself loves to climb mountain. This group made a proposal of working with Shei-Pa Naitonal Park and exploring the mountains with their own feet. They wanted to discover beginner-friendly hiking routes and to develop an eco-guide to help more people put down digital devices and get close to the nature.



國泰建設董事長 張清樾（中）與得獎的同學們台上合影，為這成果的一刻留下紀念。  
Chairman of Cathay Real Estate Ching-Kuei Chang (center) took a group photo with award winners.



大樹計畫公益講座

創造幸福世代 親子愛不礙

推展親職教育提升親子溝通

主辦 國泰世華銀行文化慈善基金會  
協辦 國泰世華銀行

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 170 場次公益講座，內容廣受民衆好評。

2019 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 13 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】第七冊，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衆索取，期許此書能使公益講座發揮加乘效果，嘉惠更多民衆。

大樹計畫公益講座場次，「幸福抱抱」及「傳遞幸福・傳遞愛」

主題	日期	地點	講師
看～如何跳脫「情緒黑洞」？	05/30	臺北	吳毓瑩
	10/05	臺中	楊俐容
停～不罵人的教養術？	06/13	臺北	黃柏嘉
	09/21	臺中	武自珍
聽～經營聊不停的親子關係	06/27	臺北	徐培剛
	09/28	臺中	賴冠名
愛～建立與孩子的情感連結	07/11	臺北	魏瑋志
	09/07	臺中	陳意文
抱～建立「安全感」的指南！	07/25	臺北	孫頌賢
教育裡的幸福處方	09/08	臺東	游乾桂
讓孩子愛上閱讀	09/22	臺東	陳安儀
當青春期遇上更年期	09/29	臺東	洪 蘭
餘命管理的勇敢進行曲	10/06	臺東	王浩一

註：講座舉辦地點：  
臺北：國父紀念館 演講廳，臺中：國泰世華銀行中台中分行，臺東：臺東縣政府文化處藝文中心演講廳



臺北場講座會前合影：  
(左一)國泰世華銀行基金會秘書長陳育諄  
(左二)講師黃柏嘉老師  
(右二)張老師基金會執行長涂喜敏  
(右一)張老師基金會台北事務所總幹事吳沛樺  
Lecturer and guests took a group photo before the event in Taipei, including Secretary-General of Cathay United Bank Foundation Joan Chen, the lecturer Po-Chia Huang, CEO of Teacher Chang Foundation Hsi-Mi Tu, Director of Teacher Chang Foundation's Taipei Association Pie-Hua Wu (from left to right).

Elevated Tree Lectures

Love Without Barriers for a Generation of Happiness

Cathay helps promoting parent-child communication

Organized by Cathay United Bank Foundation  
Co-organized by Cathay United Bank

Since 2008 the Foundation has hosted free lectures in joint effort with Teacher Chang Foundation, covering subjects of parenting and senior care. As of today, more than 170 lectures had been held and had received great response.

The Foundation continued to hold lectures in Taipei and Taichung with Teacher Chang Foundation in 2019, and continued its collaboration with Taitung Story Association to host lectures in Taitung. The Foundation held 13 lectures in total for the whole year.

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

The following is the timetable of the 2019 Elevated Tree lecture series: "Holding onto Happiness" and "Passing on Love and Happiness".

Title	Date	Location	Lecturer
How to Escape “Emotional Blackhole”	05/30	Taipei	Yu-Ying Wu
	10/05	Taichung	Li-Jung Yang
Parenting Without Need of Scolding	06/13	Taipei	Po-Chia Huang
	09/21	Taichung	Tz-Jen Wu
Parent-child Relationship Built upon Lasting Conversations	06/27	Taipei	Pei-Gang Shiu
	09/28	Taichung	Guan-Ming Lai
How to Build Relationship Connection with Children	07/11	Taipei	Wei-Chih Wei
	09/07	Taichung	Yi-Wen Chen
Guide to Building “Security”	07/25	Taipei	Sung-Hsien Sun
Prescription of Happiness to Education	09/08	Taitung	Chian-Guei Yu
Teach Children to Love Reading	09/22	Taitung	An-Yi Chen
Puberty vs. Menopause	09/29	Taitung	Daisy L. Hung
Marching to the Senior Life	10/06	Taitung	Hau-Yi Wang

Note: Venues for the lectures are as followed.  
Taipei: National Dr. Sun Yat-sen Memorial Hall  
Taichung: Chung Taichung Branch, Cathay United Bank  
Taitung: Cultural Center of Taitung County Government

## 贊助系列活動

### 大專社團合作服務

2019 年國泰人壽慈善基金會共贊助臺灣大學、中興大學、臺南大學、臺灣師範大學等 17 所學校、60 個社團，服務區域涵蓋全國數十個縣市，大專學生志工參與共計 1,915 人，服務受益人數逾萬人。

### 校園反毒抗誘巡演

毒品以各種生活物品形式進入校園，抓住青少年懵懂、好奇以及輕視的心理不斷蠶食為害臺灣新世代的健康，為阻止毒品殘害國家未來主人翁，國泰人壽慈善基金會與崇右影藝科技大學「撼動 H.D.A」團隊合作，推動「新世代反毒 活力讚出來」校園巡演於 2 月至 3 月間前往大桃園地區 10 所國中、高中校園巡迴演出，透過互動讓學生學習「識毒」、「反毒」，勇敢向毒品 Say No!

### 監所及校園關懷

國泰人壽慈善基金會長期支持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。每一場演出由多位肢障者所組成的表演團隊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。

2019 年巡演曾文農工、六甲國中、卑南國中、屏東高工、麥寮高中、桃園女子監獄、南投高中、斗六公園公益場、苗栗文化局公益場等 9 個場次，觸及人數近 4 千人。

混障綜藝團團長劉銘表示，「身障朋友不是能力出了問題，而是機會出了問題！當初是國泰扶了我們一把，讓我們可以走得又挺又直，現在我們要把愛傳給更多的人！」

### TFT(為台灣而教)教育基金會贊助

資助 TFT(為台灣而教)教育基金會，培訓青年人才走進教育最前線，為弱勢地區提供穩定性高的優質教師，並以創新教學啟發學童學習動機與成效，帶動校園整體正向氛圍。

這項三年計畫合計支持 164 位青年教師前進雲林、臺南、屏東、花蓮及南投等 46 所小學，翻轉弱勢地區學習，受惠學童總數約 5,000 位。



混障綜藝團前進六甲國中進行公益演出，學生感受到充滿生命力的演出，流下感動淚水。  
Mixed Disabled Troupe gave performance at Lioujia Junior High School. Students shed tears for their stories.



由撼動 HDA 團隊以生動活潑的表演結合反毒宣導活動，引起高中生熱烈共鳴。  
The dance group HDA gave bustling performance for anti-drug campaign.

## Sponsoring Events

### Collaboration with University Clubs

For 2019, Cathay Charity Foundation sponsored 60 clubs from 17 schools including National Taiwan University, Chung Hsing University, National University of Tainan, National Taiwan Normal University, etc. In total, there were 1,915 college students receiving sponsorship to serve almost 10,000 people in more than a dozen of cities.

### Anti-drug Performance Tour

Drugs are invading schools and more and more young people become victims due to their ignorance, curiosity and lack of awareness. In order to curb the drug issue and promote anti-drug awareness among students, Cathay Charity 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" at 10 junior and senior high schools in Taoyuan area between February and March with the purpose of promoting the hazard of drugs and anti-drug awareness.

### Student and Inmate Care Program

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.

The 2019 Student and Inmate Care Program gave 9 performances at places including Tseng-Wen Senior Agricultural & Industrial Vocational School, Lioujia Junior High School, Peinan Junior High School, Pintung Industrial Vocational High School, Taoyuan Women's Prison, Nantou Senior High School, Toulou Park, and Miaoli Cultural Center, reaching out to almost 4,000 people.

The Troupe's Captain Ming Liu said, "The 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."

### Tech For Taiwan (TFT) Partnership Project

Teach For Taiwan (TFT) is an initiative that recruits and trains teachers who volunteer to go to the remote countries and serve as premium and stable educational resources for those under-privileged children. The initiative aims at inspiring children through innovative teaching and creating positive atmosphere in schools.

This three-year project had sponsored 164 teachers to go to 46 elementary schools in Yunlin, Tainan, Pintung, Hualien, and Nantou, benefiting 5,000 school children.



## 國泰扎根藝文 長期推動不遺餘力

畫、書、體三箭齊發 蓬勃身心生命力

主辦 國泰世華銀行文化慈善基金會、國泰建設文教基金會

國泰世華銀行文化慈善基金會、國泰建設文教基金會長期致力於藝文體育推廣，成立藝術中心、霖園圖書館以及支持體育運動，藝術中心扶植潛力畫家，透過免費展演，讓藝術薰陶成為全民文化，而圖書館則扎根社區，36年來於社區中飄散書香氣息，成為社區情感維繫的中心，全國少年足球邀請賽及希望之光體育計畫更是提供優秀的體育健將能夠一展長才的舞台。

### 藝術贊助活動

## 贊助第 43 屆全國油畫比賽暨油畫展

用行動支持藝術，用藝術見證公益

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，今年持續獨家贊助中華民國油畫學會舉辦第 43 屆「全國油畫比賽暨全國油畫展」，以鼓勵年輕創作者踴躍創作參與比賽，藉以激發臺灣油畫創作新能量，同時發掘優秀創作人才，共揚藝術的美好。

### 藝術界年度盛事 國泰世華行動支持

第 43 屆全國油畫展開幕暨頒獎典禮於 2019 年 8 月 10 日（六）上午假臺北國父紀念館博愛藝廊盛大舉行，在中華民國油畫學會蘇憲法理事長帶領下、參展藝術家以及得獎者都親臨現場參與盛會。國泰世華銀行基金會李明賢董事長也親自到場祝賀，李董事長在致詞時表示，「國泰世華銀行基金會今年再度贊助全國油畫學會舉辦這個盛會，除了肯定每一位創作者的用心耕耘外，也希望帶領藝術家一同關懷社會公益。國泰世華銀行基金會長期以來一直致力於藝文以及公益的推廣，旗下的國泰世華藝術中心，也邀請過許多位全國油畫學會的會員藝術家以及專家學者舉辦展覽以及講座。2019 年 12 月國泰世華藝術中心喬遷至信義區信義路五段 108 號 B1，新展場鄰近 101 大樓及世貿中心，商業及藝文氣息濃厚，且鄰近捷運站交通更便利，就是要提供給藝文界一個嶄新、優質、全方位的展覽空間，同時也持續致力於藝術與公益的推廣。」

2019 年國泰世華銀行基金會持續獨家贊助全國油畫學會，除了肯定每一位創作者的用心耕耘，也希望透過全國油畫展帶領大眾建立藝術與民同在的美好價值。此外，國泰世華銀行基金會也會持續透過旗下國泰世華藝術中心和許多位藝術家建立了良好的合作情誼，除了鼓勵藝術家持續創作外，也希望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。



「第 43 屆全國油畫展」開幕，國泰世華銀行基金會董事長李明賢（右四）、文化部政務次長蕭宗煌（右五）、國父紀念館館長梁永斐（中）、中華民國油畫學會理事長蘇憲法（右二）和與會貴賓共同合影留念。

At the opening of the 43rd Oil Painting Exhibition, artists and attending guests took a group photo, including Chairman of Cathay United Bank Foundation Roger M. H. Lee (4th from right), Deputy Minister of Culture Tsung-Huang Hsiao(5th from right), Director of Dr. Sun Yat-sen Memorial Hall Yung-Fei Liang(center), and Chairman of Oil Art Society Hsien-Fa Su (2nd from right).

### 愛心藝術家公益畫展

## 集思廣藝 點燃弱勢孩童就學希望

愛與希望—愛心藝術家公益畫展

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

### 用藝術見證公益，用愛與希望幫助弱勢孩童

國泰世華藝術中心 2018 年首次舉辦《大樹計畫—慈善畫家 公益畫展》，邀請到近四十名素人畫者一起捐畫做公益，所得也全數做為本會大樹計畫弱勢孩童助學金。2019 年度為延續這股暖流，同時歡慶國泰世華藝術中心喬遷至新展場，特別規畫《愛與希望—愛心藝術家公益畫展》，邀請全國油畫學會蘇憲法理事長等十位知名藝術家，除了參與展出外，也一起加入慈善公益的行列。

《愛與希望—愛心藝術家公益畫展》係展出知名藝術家蘇憲法、楊永福、葉繁榮、黃進龍、朱友意、林偉民、陳香吟、紀美華、林仁山及林榮等十位藝術家 32 件精采的作品，同時也將基金會典藏的 6 件作品一起展出做公益。作品風格包含泛印象派、鄉土寫實、抽象表現以及精細寫實等形式，每位藝術家都具有其個人創作風格，也呈現臺灣藝術多元融合的樣貌，同時象徵本土藝術的傳承與創新。畫作所得藝術家扣除成本後將全數捐入國泰世華銀行基金會《大樹計畫》專戶中，做為幫助偏鄉及弱勢孩童助學金，點燃孩童就學希望。

走過 20 年，國泰世華藝術中心長期致力於本土藝術的關懷以及藝文活動的推廣。新空間、新開始、不變的初衷，《愛與希望—愛心藝術家公益畫展》結合藝術家豐沛的藝術創作能量，邀請觀者一起以行動支持藝術家做公益的心。

## Cathay Spares No Efforts Supporting Culture and Arts

### Boost in trio for arts, cultural activities and sports

Organized by Cathay United Bank Foundation and Cathay Real Estate Foundation

In their long-term support to cultural and art programs, Cathay United Bank Foundation and Cathay Real Estate Foundation had established Art Center and Lin Yuan Libraries and supported sports events. Cathay United Art Center has nurtured emerging artists and organized art exhibitions for the general public. Lin Yuan Libraries have been committed to community building for 36 years. Last but not least, National Junior Soccer Game and WISH Project offer opportunities for the young and promising athletes.

#### Art Events

### Cathay Sponsors the National Oil Painting Contest and Exhibition

Supporting art in action; Supporting charity in art

Organized by Cathay United Bank Foundation

Cathay United Bank Foundation, the long-term supporter to local artists and charity, continued its exclusive sponsorship to the 43rd National Oil Painting Contest and Exhibition organized by the Oil Art Society. This event aimed at attracting the participation of emerging artists to enrich the Taiwanese oil art and discovering great artists at the same time.

#### Cathay United supported the annual highlight in art circle with real action

The 43rd Oil Painting Exhibition was opened on Aug. 10 at the Bo-ai Gallery of the Dr. Sun Yat-sen Memorial Hall and the award presentation ceremony took place at the same time. Mr. Hsien-Fa Su, Chairman of Oil Art Society and all of the featured artists and prize winners attended the ceremony. The Foundation's Chairman Roger M. H. Lee said in his congratulatory speech, "Cathay United Bank Foundation supports the Oil Art Society to organize this event this year as a recognition to each artist's efforts and as an example for a charity cause. Cathay United Bank Foundation has been supporting the cultural and art development in Taiwan, and its affiliated Cathay United Art Center has held exhibitions and lectures for many artists who are also members of the Oil Art Society. Cathay United Art Center is relocated to B1 108 Xinyi Road Sec. 5th in Xinyi District, in proximity to the 101 Tower and Taipei World Trade Center, a great location among arts and commercial activities. It is also very close to MRT stations. We are going to continue to promote art and charity at this brand-new premium venue".

Cathay United Bank Foundation continued its exclusive sponsorship to the Oil Art Society for holding this event in 2019. In addition to providing recognition to each artist, the Foundation wanted to establish a value that art can be easily accessible to the general public through this exhibition. Moreover, Cathay United Bank

Foundation established good relationship with many artists through cooperation, hoping that the contest would encourage artists to create and discover more new talents for the development of Taiwanese art.



「第 43 屆全國油畫展」開幕，國泰世華銀行基金會董事長李明賢（右）偕同文化部政務次長蕭宗煌（左），共同頒發國泰世華獎予本屆徵件競賽的金牌得主陳顯章（中）。

At the opening of the 43rd Oil Painting Exhibition, Chairman of Cathay United Bank Foundation Roger M. H. Lee (right) and Deputy Minister of Culture Tsung-Huang Hsiao(left) presented certificate and prize to the contest's gold winner Hsien-Chang Chen (center).



「愛與希望—愛心藝術家公益畫展」展覽開幕暨大樹計畫助學金捐贈典禮，眾賓賓熱情參與共同合影。

At the opening ceremony of Love and Hope Charitable Painting Exhibition and the donation ceremony for Elevated Tree Program, all guests took a group photo to show their support.

#### Charitable Painting Exhibition

### Artists Come Together to Help Under-privileged Children

Love and Hope Charitable Painting Exhibition

Organized by Cathay United Bank Foundation Affiliate Art Center

#### A charity cause that gathers love and hope to support under-privileged children

In 2018, the Cathay United Art Center launched the Elevated Tree Program—Charitable Painters for the first time, in which about 40 amateur artists donated their works for charity auction and all the proceeds went to the Foundation's Elevated Tree Program. Continuing this heart-warming cause and at the same time celebrating its relocation, The Art Center held Love and Hope Charitable Painting Exhibition this year. Chairman of Oil Art Society Hsien-Fa Su and 9 other artists joined this exhibition and charity cause.

Love and Hope Charitable Painting Exhibition featured 32 works created by Hsien-Fa Su, Yung-Fu Yang, Fan-Jung Yeh, Chin-Lung Huang, Yu-Yi Chu, Wei-Min Lin, Hsiang-Yin Chen, Mei-Hua Chi, Ren-Shan Lin, and Rong Lin, and 6 other works from the Center's collection. These works covered impressionist, provincial realist, abstract and fine realist, presenting not only the artists' individual characteristics but also the diversified look of Taiwanese art. All the proceeds were donated to the Foundation's Elevated Tree Program to support the school fees for under-privileged children living in the remote countries.

Over the past 20 years, the Cathay United Art Center has never changed its commitment to support local art and cultural activities. The Art Center would start a new journey at its new venue with an unchanged aspiration. Love and Hope Charitable Painting Exhibition was a cause that combined artists' creative energy and art lovers' support.



## 藝術系列活動

### 四季之歌 I 快樂行十人聯展

畫不僅是一幅畫；可以從畫中看出畫家對人、事、物的構圖以及想表達出來的意境，欣賞畫作除了個人角度不同外，或多或少都可以洞悉畫家當時的情境，也可以從中些微了解每位畫家的筆鋒。

「四季之歌 快樂行十人聯展」結合了吳燕秋、李曉莉、洪羽瑄、陳淑玲、馮佩韻、游碧麗、趙梅、鄭綠串、歐紹合及歐麗珠等十位畫家的精彩作品於4月13日至5月4日進行聯展。他們畫齡不同，但對繪畫熱忱是一致的，在創作的過程中，除了歡笑聲外，有時畫家與畫家之間的相互討論，以及前輩師長的提攜指導，都是帶領他們持續創作的動力。

因為這份熱忱，讓每一幅畫都有了生命，「四季之歌 快樂行十人聯展」帶領觀者遊歷屬於他們的內心藝術世界，同時也呈現他們一年四季最珍貴的快樂成果。



「四季之歌 I 快樂行 十人聯展」展出藝術家共同合影。  
Featured artists took a group photo at the Joint Exhibition of 10: Songs of Four Seasons I.

### 四季之歌 II 溫暖滿人間十人聯展

延續四月份「四季之歌 快樂行十人聯展」的豐富成果，「四季之歌 溫暖滿人間十人聯展」續結合了邱佩琳、吳燕秋、楊榮貴、陳淑玲、孫心皓、劉秋芝、宋素莉、馮佩韻、歐紹合及林婧瑄等十位畫家的精彩作品於5月11日至6月1日接力展出。他們藉由彼此切磋及老師的指導，在題材上加入了更多詮釋，也展現出不同風格的藝術語彙，「四季之歌 溫暖滿人間十人聯展」，除了感受他們努力的成果，也讓藝術的溫暖散布在人間！

### 花・和 草月流 台灣草玲支部師生聯展

「花材是用來表達花藝者的內心」

草月流強調不因時、地、人、花材，從不同角度去探索內在及花藝的可能性。

主題「花與植物」、「花與畫」、「花與空間」及「花與人」的和。透過展覽呈現花藝內在的美，花與各種素材的結合是比較常見的花藝設計，但此次展覽挑戰了花與畫作及展示空間的協調及美感呈現，期待藉著花的美好，成就一場圓滿祝福的心意。

創意無所不在，從生活中平淡無奇、形形色色的素材中，找出令人耳目一新的各種可能，是這群花藝設計師長年不斷探索的成果。草月流花藝作品的巧思總能隨展示空間千變萬化地呈現令人驚嘆不已的作品。

資深花藝家李張玲月老師領軍，帶領著裝置藝術家、畫家等學生 -- 李江妃玉、王淑慧、潘王琴瑟、趙簡貞婉、黃友梧、曾淑慧、呂佳真、陳玖珮、蔡孟玲一起發想以「花・和」為主題，於6月18日至6月22日

進行展出，共同感恩李張玲月老師數十載為草月流的貢獻，培育難以計數的學生及為提升國民美學努力不懈的精神致敬。

### 色彩・無界 I 愛心・無限 I 謝怡貞、邱佩琳、王厚筑慈善聯展

「色彩・無界 I 愛心・無限」慈善聯展於10月5日至10月26日展出，由謝怡貞、邱佩琳、王厚筑三位女性把其溫潤的性格展現在創作中，她們的畫作色彩豐富奔放，處處隱藏著愛與真情，觀者莫不為其特有的柔美與正直而動容。

「在我面前，你視線不能離開，我正用我生命之泉灌注給你面對下一次挑戰的力量。」這是謝怡貞為作品「泉源」下的註解。她的筆觸用色大膽，許多「撞色創作」像是對世界一次又一次愛的吶喊。

「我們沒有層次的差別，只是你看我時，不要只看我現在的容顏或只看我歲月的痕跡。」邱佩琳用色彩表現生活的精緻，用景深呈現生命的厚度，她的作品，讓人感受永恆的快樂。

「我充滿活力，流動的，用完我所有的顏料向你盡情的展現你的活力。」王厚筑則是以動感的色彩線條，展現出對生命源源不絕的熱情。

「愛心、快樂、熱情」是三位女性畫作聯展的重要精神，也是對生命深遠的期待，活動也與公益結合，義賣所得將全數捐贈「空中英語教室/ 救世傳播協會」，協助偏鄉學童的日常生活與學習。

### 設計藝術桌曆、展覽畫冊及藝術商品

2019年國泰世華藝術中心以「盡善盡美」為主題，精選12位藝術家—王守英、陳輝東、籍虹、蘇憲法、楊永福、葉繁榮、溫宗益、簡昌達、黃進龍、李正郎、林榮與楊淑惠的作品製成年度桌曆。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，並帶來閒適靜謐的舒暢心境。同時也出版「愛與希望」展覽畫冊、以及藝術抱枕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。



「花・和 草月流台灣草玲支部師生聯展」，國泰世華銀行基金會董事長李明賢（左）和資深花藝家李張玲月（右）合影。

At the Teacher-Student Flower Art Exhibition of Sogetsu Sorei Branch: Flower and Harmony, Chairman of Cathay United Bank Foundation Roger M. H. Lee (left) took photo with flower artist Ling-Yue Li-Chang (right).



設計藝術桌曆、展覽畫冊、藝術抱枕等義賣品。  
Art albums, calendars and cushions for charity



藝術講堂及藝文活動

國泰世華藝術中心本著藝術教育推廣之核心理念，自 2014 年開辦「藝術講堂」系列講座，每年邀請知名藝術家或學者前來講授藝文相關課題。2019 年特別配合臺北文學季舉辦文學講座，邀請誠品店創始人之一廖美立女士主講—「沒有最美的書店，只有變動轉型的閱讀空間」講座，師資陣容堅強，提供學員具深度且有趣味的主題演講。

2019 年「藝術講堂」著重在藝術家實務分享以及國外美術館展覽介紹，全年共舉辦 9 場。第一季邀請藝術家林仁山老師，帶領學員深入探討當代臺灣水彩的新風貌。第二季邀請國立臺灣藝術大學美術學院院長陳貺怡老師帶領探討「17-20 世紀法國風景畫 - 俄羅斯普希金美術館收藏展」。第三季則邀請國立臺灣師範大學楊永源教授帶領探索「英國重要美術館及其館藏」，場場精彩，提供社會大眾免費參與藝術教育學習的機會。



「色彩・無界 / 愛心・無限 謝怡貞、邱佩琳、王厚筑慈善聯展」展場照片。  
A corner of Cecilia Hsieh, Peggy Chiu and Josephine Wang's Charity Exhibition: Color Without Borders

2019 年「藝術講堂」辦理情形

#	日期	講題	講師
1	01/16	開創價值：台灣水彩新風貌	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	02/20	百花齊放：新世代水彩的技法表現	
3	03/13	嶄新勢力：新興水彩名家	
4	05/22	俄羅斯普希金美術館收藏展專題研究三講： —漫遊 17-20 世紀法國風景畫 I	陳貺怡 (法國巴黎第十大學當代藝術史博士；現任 國立臺灣藝術大學美術學院院長)
5	06/26	漫遊 17-20 世紀法國風景畫 II	
6	07/24	漫遊 17-20 世紀法國風景畫 III	
7	09/18	探訪英國的重要美術館舍及其收藏三講： 國家畫廊的藝術魂—歐陸名畫在英國	楊永源 (英國倫敦大學藝術史博士，現任國立臺灣 師範大學美術系所教授)
8	10/23	皇家藝術院和她的畫家們	
9	12/18	泰晤士河明珠—泰特畫廊英國館和現代館館 藏一瞥	

Art Event Series

Joint Exhibition of 10: Songs of Four Seasons I

A painting doesn't just depict things, but also tells the artist's being at the moment and his or her personal style.

The Joint Exhibition of 10: Songs of Four Seasons I that featured 10 artists, including Yen-Chiu Wu, Hsiao-Li Li, Yu-Hsuan Hung, Shu-Ling Chen, Pei-Yun Feng, Bi-Li Yu, Mei Chao, Lu-Chuan Cheng, Shao-Ho Ou, and Li-Chu Ou, was launched from Apr. 13 to May 4. These artists, all very different individually, shared the same passion to painting. Their comments to each other and guidance from senior artists were the major motivation for them to keep creating.

Such passion gives life to a painting. The Joint Exhibition of 10: Songs of Four Seasons showed the viewers their inner world and the result of their happy journey of creation.

Joint Exhibition of 10: Songs of Four Seasons II

Following on the great result of the first “Songs of Four Seasons” exhibition, Joint Exhibition of 10: Songs of Four Seasons II that featured another 10 artists, including Pei-Ling Chiu, Yen-Chiu Wu, Jong-Gui Yang, Shu-Ling Chen, Hsin-Hao Sun, Chiu-Chih Liu, Su-Li Sung, Pei-Yun Feng, Shao-Ho Ou, and Ching-Hsuan Lin, was held from May 11 to Jun. 1. Upon the basis of their discussion and guidance from teachers, their works displayed richer interpretation and styles. The Joint Exhibition of 10: Songs of Four Seasons II expressed their efforts and the essence of art.



「四季之歌 II 溫暖滿人間 十人聯展」展出藝術家合影。  
Featured artists took a group photo at the Joint Exhibition of 10: Songs of Four Seasons II.

Teacher-Student Flower Art Exhibition of Sogetsu Sorei Branch: Flower and Harmony

“Flowers should tell the heart of a creator”.

Sogetsu's flower arrangement art focuses on exploring a creator's inner world and possibilities of flowers from different angles. The theme of this exhibition was the harmony of flowers and foliage, flowers and paintings, flowers and space, and flowers and people. Flower arrangement art normally presents the combination of flowers and different materials, while for this exhibition artists challenged to present the coordination and harmony of flowers, paintings and space. Sogetsu's flower art keeps pursuing innovations and always presents works in coordination with the varied space, amazing viewers.

Flower artist Ling-Yue Li-Chang and her students Fei-Yu Li-Chiang, Shu-Hui Wang, Chin-Se Pan-Wang, Chen-Wan Chao-Chian, Yu-Wu Huang, Shu-Hui Tseng, Chia-Chen Lu, Mei-Pei Chen and Meng-Ling Tsai created on the theme of “Flower and Harmony” and launched the exhibition from Jun 18 to 22. This was an exhibition about beauty and also one that students sent appreciation to their teacher.

Cecilia Hsieh, Peggy Chiu and Josephine Wang's Charity Exhibition: Color Without Borders

This charity exhibition Color Without Borders was held from Oct 5 to 26. Cecilia Hsieh, Peggy Chiu and



Josephine Wang expressed their gentle personality limitlessly with rich and dynamic colors in the paintings. Viewers could feel their most genuine emotions.

For her work “Springhead”, Cecilia Hsieh made a comment, “In front of me, you can't move away your eyes. I am channeling the spring head of my life to you for your next challenge”. Her brush strokes were bold and dynamic, and her contrast-color paintings were like her screams of love to the world.

“There is no difference of layers. When you look at me, do not look at my face or the signs of years”. Peggy Chiu explained. She used colors to present the delicateness of life and depicted the depth of life with perspectives. Her works let people see the happiness of eternity.

“I am flowing and full of energy. I bear no efforts to portray the vitality with colors”. Josephine Wang expressed her endless passion to life with vibrant colors and lines.

“Love, happiness and passion” said it all about this joint exhibition, and such spirits were the three artists' expectation towards life. The income from the art sales was donated to Overseas Radio and Television Inc. to help school children living in the remote countries.

Art Calendars, Albums and Souvenirs

Cathay's 2019 Art Calendar featured the paintings of 12 renowned Taiwanese artists—Shou-Ying Wang, Huei-Tung Chen, Hong Ji, Hsien-Fa Su, Yuang-Fu Yang, Fan-Jung Yeh, Tsung-Yi Wen, Chang-Ta Chien, Chin-Lung Huang, Long Li, Rong Lin and Shu-Hui Yang with the title of “Flawless Beauty”. The Cathay United Art Center looked forward to adding the flavor of art for people's daily life in the new year. The Art Center also published art album “Love and Hope” and launched other souvenirs such as cushions. The income from the sales was donated to disadvantaged children.

Art Talk Lecture Series and Art Events

Cathay United Art Center has organized Art Talk Lecture Series featuring famous artists and scholars to talk about art every year since 2014. In 2019, an additional Literature Seminar was conducted especially for the Taipei Literature Festival. One of the lectures featured Mei-Li Liao, one of the founders of Eslite Bookstore,



林仁山老師主講「開創價值：台灣水彩新風貌」等課程。  
Ren-Shan Lin was giving lecture series “Creating Value: New Look of Taiwan's Watercolor”.

who gave a speech on the title “The Changing and Adapting Reading Space”. Others provided interesting and in-depth topics for the audience.

The 2019 Art Talk Lecture Series featured 9 lectures focusing on artists' practices and introduction to foreign museums. In the first term, the artist Ren-Shan Lin took the audience to dive into Taiwan's contemporary watercolor. In the second term, Prof. Kuang-Yi Chen from the School of Fine Arts of National Taiwan University of Arts talked about “the 17th to 20th Century French Landscape Paintings from the Collection of Pushkin Museum”. In the third term, Prof. Yung-Yuan Yang gave an introduction to “the Important English Museums and Their Collections”.



陳貽怡老師主講「俄羅斯普希金美術館收藏展專題研究三講：一漫遊 17-20 世紀法國風景畫」等課程。  
Kuan-Yi Chen was giving lecture series “Collections at Pushkin Museum: Strolling down to the 17 to 20 Century French Landscape Paintings”.

2019 Art Talk Lecture Series

#	Date	Topic	Lecturer
1	01/16	Creating Value: New Look of Taiwan's Watercolor	Ren-Shan Lin (Painter and MA in Plastic Arts, National Taiwan University of Arts)
2	02/20	Skills and Expression of Watercolor in the New Age	
3	03/13	Emerging Watercolor Artists	
4	05/22	Collections at Pushkin Museum: Strolling down to the 17 to 20 Century French Landscape Paintings I	Kuang-Yi Chen Dean at School of Fine Arts, National Taiwan University of Arts
5	06/26	Strolling down to the 17th to 20th Century French Landscape Paintings II	
6	07/24	Strolling down to the 17th to 20th Century French Landscape Paintings III	
7	09/18	Important English Museums and Their Collections: The European Paintings	Yung-Yuan Yang (Professor of Fine Arts, National Taiwan Normal University)
8	10/23	Royal Academy and Artists	
9	12/18	The Pearl on Thames: Tate's British and Modern Collections	

霖園圖書館

36 年的承諾 國泰助書香種子成長茁壯

9 間霖園圖書館 在社區散播書香氣息

主辦 國泰建設文教基金會

霖園圖書館

國泰建設文教基金會自 1983 年成立，全臺共設有 9 所圖書館，在資訊急速的時代，圖書館的佇立是慢生活的享受。館內書香馥郁，亦不定時更新生活、財經、流行等書報雜誌，讓民衆順應時代步伐，漫遊在知識探索中。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。走過新舊時代的更迭，圖書館是美好的心靈伴侶，啓迪人們的智慧與涵養，淺淺地帶給人們美好的回憶。

館內教學活動

為讓民衆享受閒情逸趣之餘，並培養第二專長，圖書館每年辦理館內教學活動，籌備各式別出心裁的趣味課程，讓民衆不分年齡踴躍參與。本年度共有「點心烘焙」、「羊毛氈」、「美術班」、「蝶谷巴特」等課程，巧手創作與生活息息相關的作品，不僅為生活增添色彩，也讓社區藉由才藝活動的舉辦，拉近左鄰右舍的情誼。



圖書館內燈光充足，環境寬敞是學生讀書寫字及民衆休閒看報的好去處。(圖為 高雄苓雅館)

The library offers ample light and spacious environment for students and the general public. (A corner of Lin Yuan Library-Lingya Library)



簡易上手的教學步驟，來場快樂的點心約會，學員們學習包餡料，品嚐著可口的點心，觸動幸福的味蕾。(圖為內惟館 點心製作班)

A baking class at Lin Yuan Library—Neiwei Library introduced how to make delicious deserts in easy steps.

霖園圖書館全臺 9 分館一覽表

所在地	館名	成立日期	館址
臺北市	名人館	1986/10/04	信義區永吉路 350 號
	板橋館	1985/06/14	板橋區三民路二段正泰五巷 18 號
新北市	新莊館	1987/10/14	新莊區建中街 90 巷 5 弄 19 號
	三重館	1988/04/21	三重區中正北路 394 巷 6 弄 10 號
臺中市	曉明館	1984/09/25	北區山西路二段 23 巷 1 號
臺南市	裕農館	1984/12/28	東區裕農路 389 巷 3 弄 12 號
	內惟館	1984/08/28	鼓山區鼓山三路 224 巷 7 號
	華園館	1984/04/18	鼓山區民利街 85 巷 1 號
	苓雅館	1984/10/17	苓雅區林泉街 38 巷 9 弄 4 號

Lin Yuan Libraries

Cathay's 36-Year Long Commitment to Support Reading

Nine Lin Yuan Libraries spread the fragrance of books among neighborhoods

Organized by Cathay Real Estate Foundation

Lin Yuan Libraries

Cathay Real Estate Foundation has established 9 Lin Yuan Libraries located around Taiwan since 1983 of its establishment. These libraries provide great places for people to slow down and enjoy the life with its abundant collection of books and a quiet reading space. The subscription of magazines in subjects of a wide variety provided people the easiest access to latest trends and new knowledge.

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. Over the years, Lin Yuan Libraries have nurtured generations of people, allowing reading to enter their life with numerous benefits Lin Yuan Libraries have brought great memories, inspired many people and served as great venues for people to gain rest from their busy daily life.

In-library Courses

Each year Lin Yuan Libraries provide a great variety of in-library talent courses custom-designed for different age groups. For 2019, Lin Yuan Libraries offered courses in baking, needle wool felting, painting, Decoupage art, and other classes closely related to people's life. These courses have brought colors to the neighborhoods and gathered people together.

Lin Yuan Libraries

Location	Name of Branch	Date of Branch Establishment	Address
Taipei	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	Siaoming Library	09/25/1984	1 Alley 23 Section 2 Shanxi Road, North District
Tainan	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
	Lingya Library	10/17/1986	4 Ally 9 Lane 38 Linqun Street, Lingya District



孩子們展示著運用塗鴉與剪貼製作而成的小卡吊飾，與手上的成品開心合影。(圖為高雄苓雅館 彩繪課)

In a children's craft class at Lin Yuan Library—Lingya Library, kids took a photo with what they made in class.



## WISH 希望之光體育計畫

### 第十屆「國泰世華旭村盃全國少年足球邀請賽」臺東熱鬧開踢 吸引泰國隊跨海來臺參賽 共同燃燒足球生命力

主辦 國泰世華銀行文化慈善基金會

2020 年第十屆「國泰世華旭村盃全國少年足球邀請賽」於二月初熱鬧登場，來自全臺各縣市，以及遠從泰國曼谷跨海來臺的 24 支足球隊伍，共數百位小朋友和家長，齊聚臺東豐里國小切磋球技、相互交流，更吸引不少地方人士、足球迷湧入觀賽。儘管適逢新型冠狀病毒肺炎，仍然不減學生們參與國泰世華旭村盃的熱情，為了守護學生們的健康，大會特別加強防疫措施，包括賽前體溫測量、酒精消毒，也備妥口罩、乾洗手液等供選手使用，也細心規劃了緊急就醫機制。

旭村盃足球邀請賽，累積了 10 年能量、已成為基層教育開春最重要的體育賽事之一，為了讓此足球邀請賽能永續辦理，國泰世華銀行基金會秉持著關懷弱勢、圓偏鄉孩子足球夢的理念，特別以「國泰世華旭村盃」冠名贊助。

本著關懷弱勢、協助偏鄉孩童的理念，同時為響應臺灣足球前進世界 100 的目標，國泰世華銀行基金會自 2017 年起連續 4 年贊助旭村盃，基金會李明賢董事長更是年年親赴臺東參與賽事，盼藉由實質行動，支持這場在臺東默默耕耘、日益蓬勃的旭村盃足球賽事。李董事長表示，「旭村盃從最一開始的地方賽事，壯大至國際邀請賽事，展現了臺東的生命力和發展足球的決心，小小球員們以球會友，結交國際朋友，是相當可貴的學習經驗。希望孩子們都能快樂踢球，國泰世華銀行基金會將繼續扮演領路人，守護臺灣的足球小將們踢向世界，讓世界看見臺灣，也期許每位小朋友能夠勇敢奔跑，踢出自己的一片天。」

#### 見證臺灣足球熱力，臺東旭村盃十年有成

第十屆「國泰世華旭村盃少年足球賽」，延續前幾屆的傳統，除了開賽邀請當地長老為球員祈福，同樣有個人挑球、菁英對抗賽等賽制，以及旭村足球博士獎，要求每位參賽選手寫下 500 字參賽心得，希望孩子們能文能武，以球會友、快樂踢球。而為了跟國際接軌，今年也邀請了來自泰國曼谷隊伍參賽，讓賽事更加精彩可期，歷經四天賽程，最終由新北市新市國小抱回冠軍獎座。

回顧旭村盃十年的歷程，2004 年起，臺東縣幾乎停滯近 20 餘年的足球運動，在臺東縣足球協會成立後，由劉明川、楊志明

兩位教練在旭村地區接續推動，經歷六年積極推展後，以豐里國小為主的少年足球、及豐里國小畢業校友為班底的青少年及青年隊伍，已在全國性比賽中佔有一席之地，更培養出涂紹捷、吳彥澍等新生代國腳，逐步重燃基層足球的發展生命力。

除旭村盃外，為助力臺灣基層體育發展，免受經費所困，國泰世華銀行基金會自 2014 年開辦《WISH 希望之光體育計畫》，長期補助優秀的國中、小運動員們出國比賽，爾後為擴大受惠對象及人數，延伸至高中及各類運動賽事，截至目前累計捐贈金額已逾新臺幣 800 萬元，支持上百所學校發展體育、建立多元學習環境，並盼藉此喚起社會大眾對於臺灣體育的支持與鼓勵，一同為極具天賦的孩子們打造實現夢想的機會與舞台！



2020 年第十屆「國泰世華旭村盃全國少年足球邀請賽」，國泰世華銀行基金會李明賢董事長特別親自出席為賽事揭開序幕。  
Chairman of Cathay United Bank Foundation Roger M. H. Lee attended and opened the 10th Cathay United Sunrise Village Cup National Junior Soccer Game in 2020.

## WISH Campaign Plan

### 10th Cathay United Sunrise Village Cup Takes the Field in Taitung Thai soccer players are drawn to play games

Organized by Cathay United Bank Foundation

The 10th Cathay United Sunrise Village Cup National Junior Soccer Game kicked off in early February, 2020. Hundreds of young players of twenty-four teams from Taiwan and Thailand came to Taitung and played at Fengli Elementary School. This tournament attracted numerous fans and local people despite the threat of novel coronavirus. The hosting organization set up strict prevention and disinfection measures. Players had to have their temperature taken. Face masks, alcohol solution and hand sanitizer were prepared for all participants. A scheme of urgent medical care was carefully provided as well.

The Sunrise Village Cup that has seen 10 years of history has become one of the most important competitions at the primary education level. Cathay United Bank Foundation supported this cause as the title sponsor so that this event could sustain and be held for the under-privileged children in the remote countries.

In order to provide care to under-privileged children and support the Taiwanese Soccer, Cathay United Bank Foundation has offered sponsorship since 2017 for 4 years in a row. Chairman Roger M. H. Lee showed his support by attending the event himself every year. Mr. Lee commented, “Sunrise Cup has grown from a local contest to an international tournament. Taitung's vitality and its determination in soccer can be clearly seen. At the same time, this event is a precious opportunity for young players to make friends and have international experiences. We want to see children playing soccer happily. Therefore, we will keep playing the role of a facilitator, helping our Taiwanese young players grow and shine in the international arena.”

#### Sunrise Cup witnesses the development of Taiwanese soccer for 10 Years

The 10th Cathay United Sunrise Village Cup National Junior Soccer Game continued its tradition from previous years by inviting local elders to give blessings to players and holding juggling and pair matches. Each of the young players was also requested to write a short review about their experiences in the games. A champion team from Bangkok, Thailand, was invited to join this 4-day tournament. In the end, it was the Hsinshi Elementary School of New Taipei City granted the championship.

Taitung's soccer was rejuvenated in 2004 when Taitung Soccer Association was established. Two soccer coaches, Ming-Chuan Liu and Chih-Ming Yang, started training players and building teams in Sunrise Village. After 6 years of their efforts, the junior soccer team consisting of Fengli Elementary School students and the youth team consisting of Fengli alumni had started to win titles in national competitions. Young national soccer players including Sho-Chieh Tu and Yen-Shu Wu had also started to emerge. The development of junior level soccer was rekindled since then.

In addition, the Foundation initiated WISH Campaign Plan since 2014, aiming at supporting talented youth athletes to participate in international games. The athletes qualified for subsidies spanned from elementary school to junior high school level for all kinds of sports. As of now the accumulated donation has exceeded NT\$ 8 million (US\$ 267,469), benefiting over 100 schools. Cathay expect to help building a diverse learning environment and raise people's awareness of Taiwan's sports so that more children with potentials and talents will have a chance to shine.

國泰黃背心 為臺灣的風景增添溫暖色彩  
霖園志工團深入社區 點亮善星的光芒

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

「臺灣最美的風景是人！」

大樹品牌在全臺扎根逾半世紀，持續推動各項社會福利及公益專案，善用集團資源與志工網絡不間斷關懷訪視貧困個案，為急需扶助的家庭伸出援手；當社會遭逢重大事故，身穿黃背心的國泰志工，也總是關懷守護在最前線，遞送救助物資或協助重整家園，每一位國泰人發揮人飢己飢的同理心，盼能鼓舞並點燃受難民衆勇敢再起的生命力。

國泰相信，讓社會變得更美好，從來不是仰賴一個人做很多很多，而是每個人都能在自己崗位上，以個人獨有的方式，為這世界多付出一點點。2018 年起，集團推動了「國泰善星計畫 - 志工特別假」，每年提供員工一日有薪的志工特別假，鼓勵全臺大樹同仁就近服務在地需求，2019 年累計全年度總服務時數已近 9.5 萬小時，國泰每年亦特別表揚前一年度熱心公益的志工楷模，為全體志工樹立良善的典範。

2019 年重點服務成果：

志工訪視關懷	二手物資義賣	地區性公益活動
扶助 209 個家庭	義賣所得逾 360 萬元， 合 1.6 萬人參與	17 個志工分隊自發參與
微型保險捐贈	夏日捐血活動	種樹活動
與國泰人壽合作， 捐贈 453 萬元	383 個捐血點， 募集 57,122 袋熱血	2,250 位志工， 種下 9,390 棵樹
寒冬送暖	銀髮長者關懷	模範志工表揚大會
約 1,000 位志工攜手送暖 關懷 7,000 名偏鄉學童	扶植 4 據點， 1,159 位長者受惠	表揚 71 位熱血志工



霖園集團子公司多位高級主管率先響應愛心義賣會，並與伊甸基金會二代學童合影。  
Senior managers at Lin Yuan Group's subsidiaries showed support to the charity bazaar and took photo with the 2nd generation immigrant children from Eden Foundation.

Cathay's Yellow Vest, a Scene that Warms People's Heart  
Lin Yuan volunteers light up the flames of kindness in communities

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

Cathay's volunteer network has committed to Taiwan for more than 50 years, promoting all kinds of social welfare and public welfare initiatives. Cathay allocates its Group resources and volunteer network to reach out to the under-privileged communities and gives a helping hand to households in urgent needs. When disasters hit, Cathay volunteers in yellow vest 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 offer comfort to the victims and help them get back on their feet again.

Cathay believes that the way that makes the society better never lies in one doing a lot but many who do their bit for this world. Starting from 2018, Cathay launched “Volunteer Leave”, one-day paid leave for Cathay people engaging in volunteer work at their local communities. In 2019, the total volunteer leave reached 95,000 hours. Cathay also held annual recognition event to give commendation to the employees passionate about volunteer works.

Results of 2019 Volunteer Projects:

Household Visits	Charity Bazaars	Regional Charitable Activities
209 Households	Income over NT\$ 3.6 Mn Participants over 16,000 people	Participation of 17 volunteer teams
Micro-insurance donation	Summer Blood Donation	Tree-planting
Donating NT\$ 4.53 Mn with Cathay Life Insurance	383 donation booths 57,122 bags of blood	2,250 volunteers 9,390 trees planted
Winter Warmth Program	Senior Care	Recognition Event
1,000 volunteers participating 7,000 school children benefited	Supporting 4 community stations 1,159 seniors benefited	Recognizing 71 volunteers



國泰世華銀行基金會李明賢董事長，向國泰志工道謝。  
Chairman of Cathay United Bank Foundation Roger M. H. Lee gave thanks to Cathay volunteers.



愛心環保義賣會

分區串連三場愛心義賣會 為新住民二代樹造幸福  
360 萬愛心善款 為新二代打造適性課程

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

為幫助新住民二代教育，國泰慈善基金會特與伊甸基金會、臺中 YMCA 及高雄 YMCA 合作分別於北中南辦理 3 場大型愛心環保義賣會，由在地霖園志工分隊動員人力及物資，藉由義賣活動讓二手物資能獲得新生，同時將義賣所得捐贈予社福機構。三場次共募得 360 餘萬元，用於幫助新二代獲得更優質的教育資源。

其中，於臺北義賣會特邀請國泰世華銀行基金會及國泰建設文教基金會共同響應，於 11 月 2 日在國父紀念館戶外中山公園廣場，共同舉辦第六屆「樹造幸福，伊起傳愛」愛心環保義賣會，邀請大臺北地區近百個志工分隊，超過 700 位志工參與，義賣所得突破了 175 萬元，結餘所得捐贈予伊甸基金會，用於培力新住民二代子女及家庭的專款。

2019 年義賣場次			
活動項目	臺北	臺中	高雄
活動日期	11/02	12/14	01/12
活動地點	國父紀念館 中山戶外公園廣場	臺中市 健行國小大操場	高雄市 文化中心圓形廣場
攤位及志工人數	92 個攤位，861 位志工	72 個攤位，630 位志工	73 個攤位，774 位志工
義賣所得	175 餘萬元	95 餘萬元	90 餘萬元
參與人次	5,200 人	6,500 人	逾 4,300 人



國泰慈善基金會鍾茂季總幹事（左五），讚賞國泰志工能各出奇招，使義賣會充滿歡樂。  
Director-General of Cathay Charity Foundation Mau-Chih Chung (5th from left) praised the volunteers' creativity for the charity bazaar.

Charity Bazaars

Three Charity Bazaars Held for 2nd Generation Immigrants  
Proceeds of 3.6 Mn would be used for building education resources

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

Three charity bazaars were held together with Eden Social Welfare Foundation, YMCA Taichung and YMCA Kaohsiung in Taipei, Taichung and Kaohsiung, with the purpose of supporting education of 2nd generation immigrants. The Lin Yuan Volunteers based across Taiwan mobilized manpower to collect goods and put up the events. The three events raised NT\$ 3.6 million (US\$ 120,361) and the proceeds were donated to social welfare organizations for premium education resources for 2nd generation immigrants.

The 6th charity bazaar held in Taipei had joint support from Cathay United Bank Foundation and Cathay Real Estate Foundation, and took place at the court of Dr. Sun Yat-sen Memorial Hall on Nov. 2. More than 700 volunteers from about 100 volunteer teams located in the Taipei Area participated and raised over NT 1.75 million (US\$ 58,509). The proceeds were donated to the Eden Foundation and earmarked for supporting new immigrant families and their children.

Supervisor Li-Ying Chu Eden Foundation

We deeply appreciate Cathay Charity Foundation has joined our cause in nurturing 2nd generation immigrants for ten years. The earliest children who joined empowerment program were at third grade, and now our oldest children are already in the fourth year in the university. Now our efforts over the decade have reached such a happy result. We will move forward to the next decade supporting more 2nd generation immigrants.

Bakesi Wine Group Co., Ltd. Sponsoring Vendor

New immigrants have long become a part of Taiwanese society. Their courage is marvelous. By donating wines for auction, we want to do our own bit and help building the future for 2nd generation immigrants.

Charity Bazaars in 2019			
Event	Taipei	Taichung	Kaohsiung
Date	11/02	12/14	01/12
Venue	Dr. Sun Yat-sen Memorial Hall, Taipei	Jianxing Elementary School, Taichung	Kaohsiung Cultural Center, Kaohsiung
Booth and Income	92 booths and 861 volunteers	72 booths and 630 volunteers	73 booths and 774 volunteers
Income	NT\$ 1.75 Mn (US\$ 58,509)	NT\$ 950,000 (US\$ 31,762)	NT\$ 900,000 (US\$ 30,090)
Turnout	5,200	6,500	Over 4,300

## 扶植社企

# 以愛守護身心智障礙天使

愛心義賣逾百萬 國泰志工齊力相挺

主辦 國泰世華銀行文化慈善基金會

## 用愛的力量陪伴唐寶寶跨越障礙

每年 3 月 21 日，是世界唐氏症日，全世界 30 多個國家，都會以不同形式的活動，讓社會大眾對唐氏症有更多的認識與了解。唐氏症基金會在世界唐氏症日來臨前的週末，舉辦「唐心階力、讓愛陪伴」公益登高賽，邀請各界一同參與。活動由運動員林義傑和企業與民間社團代表開跑，帶領著唐寶寶一起登高。國泰世華銀行基金會善盡企業社會責任，連續 4 年參與唐氏症基金會的活動，以實際行動力挺需要幫助的團體，用愛的力量，讓唐寶寶勇敢面對挑戰。

## 愛心義賣和捐款 4 年挹注逾百萬，助心智障礙天使站穩腳步更自信

國泰世華銀行基金會自 2016 年起攜手與瑞士銀行舉辦中秋義賣，每年都會邀請心智障礙天使舉辦義賣，如今已邁入第 4 個年頭，累計已有逾新臺幣百萬元的愛心捐款和義賣所得。2019「月見幸福 愛團圓」中秋送愛活動特別邀請到樂山教養院、唐氏症基金會、育成基金會及聖安娜之家的孩子及志工們，一同參與擺攤販售手工文創商品，像是彩繪創作杯墊、T-shirt 及中秋禮盒，要以實際行動，相挺心智障礙天使一圓自力更生的就業夢想。

秉持「取之於社會，用之於社會」的理念，除了中秋義賣現場的所得之外，國泰世華銀行基金會李明賢董事長，每年都慷慨解囊，以實質購買表達支持，國泰世華銀行的高階主管們包括國泰世華銀行李偉正總經理、周衛華資深副總等人也都一同出席。李明賢董事長表示：「國泰世華藝術中心長期支持心智障礙創作者，在三年前便與育成基金會共同為憨兒舉辦畫展；國泰的同仁們更時常前往樂山教養院當志工、參與院慶義賣，並邀請院生參與國泰登山社活動，一同出遊。藉由頻繁的互動與交流，盼社會大眾能夠敞開心胸，看見心智障礙天使們的無限潛能，助天使們成為社會共榮的一份子。」

## 推一日有薪志工假，國泰世華銀行全臺近萬員工揪團做公益

國泰世華銀行推行公益不遺餘力，除連年與瑞士銀行的中秋義賣活動外，2018 年 10 月起，國泰世華銀行更針對全體員工，加碼推出每年一日有薪志工特別假，透過優化企業志工機制，提升企業志工參與率，鼓勵全臺 165 家分行、近萬名同仁於工作之餘進行社會公益參與，看見社會真正的需求，並且運用自己的能力來創造更大的影響力。

國泰世華銀行同仁多次揪團赴樂山教養院、唐氏症基金會等社福團體做志工，擴大公益服務的廣度與深度，未來國泰世華銀行也將積極與更多北、中、南社福機構建立緊密夥伴關係，就近回饋在地鄉親，也期盼共創企業、員工、社會三贏共好。



國泰世華銀行基金會董事長李明賢（後排右 7）與國泰世華銀行總經理李偉正（後排右 3）參加「月見幸福 愛團圓」2019 中秋送愛義賣活動。  
Chairman of Cathay United Bank Foundation Roger M. H. Lee (7th from right in back row) and President of Cathay United Bank Alan Lee (3rd from right in back row) attended the 2019 Mid-Autumn Charity Bazaar.

## Supporting Social Enterprises

# Cathay Supports Mentally Disabled Communities

Cathay volunteers support charity bazaar

Organized by Cathay United Bank Foundation

## The power of love helps children with Down Syndrome overcome challenges

March 21st is World Down Syndrome Day. On this day, activities were held in more than 30 countries around the globe to raise people's awareness of Down Syndrome. On the weekend prior to the World Down Syndrome Day, Down Syndrome Foundation held Run Up Competition. Famous runner Kevin Lin led the Down Syndrome patients and other participants from enterprises and NGOs to kick off the competition. Cathay United Bank Foundation has joined the Down Syndrome Foundation's event for 4 years in a row, supporting communities in need with real actions and helping Down Syndrome patients to face challenges.

## Charity Bazaars and donations for 4 years have accumulated over NT\$1 million, helping mentally disabled communities to stand firm on their own feet

Cathay United Bank Foundation and Union Bank of Switzerland have jointly held Mid-Autumn Charity Bazaar with NGOs supporting mentally disabled people since 2016. The 2019 Charity Bazaar “Full Moon with Love Revealed” was held together with the Taipei Happy Mount, Down Syndrome Foundation, Yu-Cheng Social Welfare Foundation, and St. Anne's Home. Their residents and volunteers joined the event selling home-made craft works, such as hand-painted coasters, T-shirts and Mid-Autumn gift boxes. Real actions were taken to help them support themselves. Over the four years, this Mid-Autumn campaign has raised more than one million NT dollars (US\$ 33,434).

Holding the spirit of corporate social responsibility, Chairman of Cathay United Bank Foundation Roger M. H. Lee not only attended the event but also purchased the products himself to show his support. Other senior managers including President of Cathay United Bank Alan Lee and Senior Executive Vice President Edward Chou also attended the event.

According to Chairman Roger M. H. Lee, “Cathay United Art Center has provided long-term support to mentally disabled artists. Three years ago, the Foundation co-held an art exhibition with Yu-Cheng Social Welfare Foundation. Cathay's volunteers often go to Taipei Happy Mount to help them with many events, and we invite their residents to join our hiking activities. By conducting frequent contacts and interactions, we hope the public would see their unlimited potential and join hands to help them become part of our society”.

## One-day paid leave for Cathay employees to engage in charity causes

Cathay United Bank's efforts in charity do not just limit to the Mid-Autumn charity bazaars held with UBS. To increase combined support to charitable causes, Cathay United Bank launched one-day paid leave for all employees to engage in charity effective from October, 2018. This measure aims at increasing corporate engagement in voluntary causes and encouraging its employees to participate in charity and make larger difference to those in need.

Up to 10,000 employees of Cathay United Bank from around 165 branches had participated in voluntary work at Taipei Happy Mount, Down Syndrome Foundation, and other social welfare groups. Going forward, Cathay United Bank is going to establish closer partnership with more organizations and pay it forward to local communities for a three-win result for the enterprise, employees and the society.



植樹活動

攜手種樹護家園 期盼再現綠色福爾摩沙

植樹與護樹攜手並進 創造綠生活

主辦 國泰人壽慈善基金會

國泰 2019 年號召在地志工，支持各縣市政府 3 月植樹活動，共 2,250 名國泰志工、眷屬及保戶群起響應。於基隆、新北、南投及宜蘭四縣市，協助 4 場植樹活動、1 場小花蔓澤蘭防治宣導，種下近萬棵樹苗，清除 620 公斤小花蔓澤蘭，志工用汗水與愛心植下樹苗，共同為臺灣織補充滿綠意的生活空間。

2019 年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	活動成果
02/24	108 年「植樹嘉年華」	新北市樹林高中	150 人	648 棵樹
03/09	南投林務局「延伸島嶼生命綠」植樹活動	南投縣竹山鎮瑞龍瀑布	1,000 人	1,742 棵樹
03/12	「國際森林日」打造萬金杜鵑鄉	新北市金山區運動休閒廣場	300 人	5,000 棵樹
09/01	小花蔓澤蘭防治宣導	宜蘭縣頭城鎮協天路竹安河口北岸路旁	400 人	清除綠癌約 620 公斤
10/23	「校園諾亞方舟」植樹嘉年華活動	基隆市武崙國小	400 人	2,000 棵樹



『2019 校園植樹嘉年華活動』10/23 在基隆武崙國小舉行，集團主管及志工同仁與師生們合影。  
Cathay managers and volunteers joined the 2019 Tree-planting Festival held at Wulun Elementary School on Oct. 23rd.

Tree-planting Events

Planting Trees Together to Build a Green Homeland

Tree-planting and protecting are carried out together

Organized by Cathay Charity Foundation

In 2019, Cathay's 2,250 volunteers and their families and clients came together to support the March tree-planting events held at local cities in Keelung, New Taipei City, Nantou and Yilan. They joined 4 tree-planting activities and 1 green-cancer removal and prevention campaign. In total, they planted about 10,000 saplings and removed 620 kg of “green cancer” (Mikania micrantha) for a greener environment in Taiwan.

Cathay volunteers' participation of environmental events in 2019

Date	Event Name	Venue	Turnout	Result
02/24	2019 Tree-planting Festival	Shulin Senior High School, New Taipei City	150	648 trees
03/09	Tree-planting Event by Nantou Forest Bureau	Ruilong Falls, Nantou	1,000	1,742 trees
03/12	International Forest Day	Sports Playground, New Taipei City	300	5,000 trees
09/01	Green Cancer Prevention and Removal Event	Beian Road near Zhuan River, Yilan	400	Removal of 620 kg of green cancer
10/23	Tree-planting Festival	Wulun Elementary School, Keelung	400	2,000 trees



展礁溪分隊志工參加小花蔓澤蘭摘除活動，動手清除綠癌。  
Volunteers from Zhanjiaoxi Team joined the activity of green cancer removal.



## 寒冬送暖

# 偏鄉送暖 18 載 傳遞幸福分享愛

全臺志工動起來！讓愛心暖流吹進小學

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

國泰自 2002 年起，已連續 18 年舉辦寒冬送暖活動，今年將前往 95 所偏鄉小學，將員工捐款的愛心傳遞到全臺各地的每個角落。送暖足跡包括新北雙溪、屏東林邊、臺東長濱、花蓮新城、嘉義六腳等，跨及 15 縣市、62 鄉鎮區，以實際行動深耕偏鄉，為社會創造永續發展的價值。

2019 年由基金會發起辦理 6 場主場，在地志工分隊發起 77 場送暖活動，國泰高級主管：國泰世華銀行基金會李明賢董事長、國泰投信張錫董事長、國泰人壽劉上旗總經理等更脫下制服披上黃背心擔任志工，親自帶隊將禦寒衣物等送到偏鄉學童手上；本屆「寒冬送暖活動」持續到 2020 年 1 月 15 日，共舉辦 83 場，超過 7 千位學童受惠。

國泰人壽劉上旗總經理率領志工隊於 12 月 13 日前往苗栗泰安鄉清安、汶水、泰興、士林、泰安、象鼻、梅園等七所學校，約 400 位學童一起歡度耶誕佳節。活動當日熱情的國泰志工有的天未亮就開車出門在山中穿梭接送學童們，有的則陪伴汶水國小學童沿途以撿拾垃圾方式，進行部落服務，回饋鄉里。

國泰人壽總經理劉上旗表示，希望藉由寒冬送暖活動，讓大家多關注偏鄉孩子，持續把愛送到偏鄉，有了國泰大樹溫暖的陪伴，成長的路上能掛著笑容一路邁進，未來長大後能夠帶著這份愛回饋社會。

清安國小校長吳秀蘭表示，每年的 12 月清安國小總是充滿著愉悅的氛圍，因國泰聖誕老公公總會在年末帶來溫暖歡樂，散播幸福的種子，而這小小種子也在孩子們心中埋下並發芽；過往孩子們曾收了 NBA 書包、小熊毛毯等，而這些孩子們都記在心上。全校的師長們更期待藉由活動傳遞孩子們感恩的心，未來若有能力時同樣也能回饋部落，幫助他人。



國泰人壽劉上旗總經理率領志工至苗栗泰安鄉與學生度過溫暖的聖誕佳節。  
President of Cathay Life Insurance Shan-Chi Liu and volunteers attended Christmas celebration event held for children in Miaoli.

## Winter Warmth Program

# Delivery of Happiness and Love for 18 Years

Cathay volunteers gather to send love to children

Organized by Cathay Charity Foundation

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

Since 2002, Cathay has been conducting the Winter Warmth Program for 18 years consecutively. For 2019, the Winter Warmth program went to 95 schools located in remote countries, sending donation from Cathay employees to the corners where it was needed and benefiting 62 townships of 15 cities, such as Shuanxi of New Taipei City, Linbian of Pingtung, Changbin of Taitung, Xincheng of Hualien, and Liujiao of Chiayi, etc. This campaign has established a sustainable value for the society.

In 2019, the Foundation conducted 6 main events, and Cathay's local volunteer teams initiated 77 winter warmth activities. Cathay's senior managers, including Chairman of Cathay United Bank Foundation Roger M. H. Lee, Chairman of Cathay Securities Investment Trust Jeff Chang and President of Cathay Life Insurance Shan-Chi Liu, also put on volunteer's yellow vest to deliver winter clothes to school children. The 83 events of the 2019 Winter Warmth Program ended on Jan. 15, 2020, benefiting more than 7,000 children.

On Dec. 13, President of Cathay Life Insurance Shan-Chi Liu and Cathay volunteers went to Atayal Museum in Miaoli to attend the Christmas celebration with 400 children from seven schools of Qingan, Wenshui, Taixing, Shilin, Taian, Xiangbi, and Meiyuan. On the day of event, some Cathay volunteers drove up the mountains to pick up children before sunrise and some accompanied the children to clean the road as a service for their local communities.

President of Cathay Life Insurance Shan-Chi Liu said that Cathay wanted to spark people's attention for children living in the remote countries through the Winter Warmth Program. “We keep bringing love to the remote countries. With Cathay by the side, we want to see children grow up with a smile on their face. In the future, they will pay back to our society.”

The Principal of Qingan Elementary School Shiu-Lan Wu said, “Joy is in the air when December comes. The children know that Cathay's Santa Claus would come and bring them joy and gifts. They all keep in mind that having received NBA backpack and teddy bear blanket from Cathay in the past years. The little seed of gratitude is sown in their heart. The teachers expect that those kids can learn to give and help others when they grow up.”



國泰世華銀行基金會李明賢董事長，英紡企業葉淑麗董事長親至澳底國小將禦寒抱枕送給學生。  
Chairman of Cathay United Bank Foundation Roger M. H. Lee and Chairperson Sally Yeh of Ever Shine I&F Co., Ltd. sent blankets to children at the Winter Warmth event held at Aodi Elementary School.



## 夏日捐血活動

# 全臺志工動起來！捐熱血，分享愛

20 年熱血不斷 有目共睹獲肯定

主辦 國泰人壽慈善基金會  
協辦 國泰建設文教基金會

每年夏季總會面臨血荒問題，為了加強募集充足血源，國泰公益集團每年發動全臺志工分隊辦理捐血活動，鼓勵員工、顧客及民衆熱情捐血，做個快樂的捐血人，實踐「捐血一袋，救人一命」的理念，落實「需求在哪，國泰黃背心就在哪」，透過國泰志工們的力量，共同努力讓臺灣醫療用血環境更穩定。

自 2019 年 5 月初至 9 月底止，於全臺 383 個捐血點進行，約 4 萬名捐血者及志工響應，共募集 57,122 袋熱血，採血量創下歷年來新高。國泰長期努力的成果，獲台灣血液基金會魏昇堂執行長的肯定，親自頒贈感謝牌予國泰人壽劉上旗總經理，感謝牌中記載了國泰舉辦捐血 20 年並突破 30 萬袋事蹟，也獲頒衛生福利部頒發「捐血績優企業」獎狀，雙項肯定，更鼓舞了國泰志工的士氣。

2019 年度國泰全臺捐血活動辦理場次為歷年之最，各地國泰志工無不卯足「創意」與「超強人脈」，全體總動員鼓勵民衆獻出熱血，如北部區國泰志工，在捐血禮品發揮創意，結合支持在地農業心意，購買台農 57 號地瓜，只要民衆捐一袋血就享受「一個行動、二份愛心」加碼送；桃園區國泰志工發揮超強人脈與里長合作，讓捐血變成社區大事，讓捐血公益更有感，此外，國泰人壽形象大使 - 樹寶更特別出動與志工一同合力宣傳，增加公益趣味好感度！國泰人壽劉上旗總經理表示，一袋熱血代表生命延續與愛的傳承，自 2000 年起，每年的大型「國泰夏日捐血活動」，許多捐血人發揮愛心與國泰一起，不畏夏日高溫，耐心等候捐血，就是為了讓愛得以延續。

根據世界衛生組織統計，平均每捐一次血就可以拯救 3 個人的生命。此次參與捐血的國泰志工李先生表示，年輕時就開始捐血，至今已養成習慣，並在捐血前一週為確保血液品質，還會調整個人作息並保持營養均衡，有好的身體就能做到好的服務；另一位國泰志工胡小姐說能捐血表示自己身體健康，而且又能助人，說不定哪天還能幫自己。在國泰當志工不僅讓生活增添色彩與樂趣，更能發掘助人為樂的本質。



台灣血液基金會執行長魏昇堂（圖右）特致贈感謝牌，由國泰人壽總經理劉上旗（圖左）代表接受。  
CEO of Taiwan Blood Services Foundation Sheng-Tang Wei (right) presented certificate of appreciation to President of Cathay Life Insurance Shan-Chi Liu (left) who received on behalf.

## Summer Blood Donation Campaign

# Volunteers Are Mobilized to Support Blood Donation

A 20 year campaign that is widely recognized

Organized by Cathay Charity Foundation  
Co-organized by Cathay Real Estate Foundation

Cathay Charity Group conducts Summer Blood Donation Campaign every year at the season when blood is typically in shortage of supply. As the slogan goes, "a bag of blood may save another person's life". Cathay volunteers support this campaign and mobilize Cathay employees and customers and the general public to donate blood. Cathay would like to stabilize the blood supply through the efforts of its volunteers.

Cathay's Summer Blood Donation Campaign for 2019 was conducted from early May to end of September at 383 stations. About 40,000 donors and volunteers supported this campaign and 57,122 bags of blood were collected, another record-breaking amount. Cathay's long-term endeavor was highly recognized. CEO of Taiwan Blood Services Foundation Sheng-Tang Wei presented Shan-Chi Liu, the President of Cathay Life Insurance, a certificate of appreciation in which detailed Cathay's achievement of collecting over 300,000 bags of blood over 20 years. At the meantime, Cathay also received recognition from the Ministry of Health Welfare. The double recognition boosted Cathay volunteers' morale greatly.

The 2019 Blood Donation campaign saw the most events held over the years. Cathay volunteers did the best taking creativity and mobilizing their relationship network to raise blood donation. The volunteers in North District purchased locally grown No. 57 sweet potatoes and let every donor receive a bag of potatoes for a bag of blood donation. This made donating blood and supporting local farmers possible at the same time! The volunteers in Taoyuan worked with local community leaders and successfully mobilized lots of people to donate blood. Cathay's mascot also joined the campaign, adding much fun to the events. President of Cathay Life Insurance Shan-Chi Liu said, "a bag of blood could save a life. Cathay's annual Summer Blood Donation Campaign that has been launched since 2000 touched many people to roll up their sleeve and donate blood during the summer time".

According to the WHO's statistics, one blood donation can save three lives. A Cathay volunteer and blood donor said he had been a blood donor when he was young. It had become one of his habits and he would even keep himself healthy one week before blood donation. Another Cathay volunteer said blood donation is good for self and other people, and the benefit may come back to self one day. Being a volunteer at Cathay leads one to engage in a lot of fun things and helps one discover the pleasure of helping people.

銀髮關懷據點扶植

銀髮樂活 活出人生精彩下半場

志工參與社區照顧 守護銀髮關懷據點

主辦 國泰人壽慈善基金會

2026 年臺灣即將步入超高齡社會，為促進長者身心健康及持續活躍於與社會的連結，國泰整合社區資源，以社區共生為主軸，透過經費、物資及資源媒合挹注，支持全臺 4 個銀髮關懷據點分別為「宜蘭南澳弘道仁愛之家」、「彰化湳底社區」、「四季部落文化健康站」及「澎湖惠民醫院」，並結合國泰當地志工分隊，共同陪伴長者，辦理社區長照據點關懷活動，以提升長者身心健康，打造社區青銀互助的正向循環鏈。

在彰化縣社頭鄉湳底社區，與在地農業專家合作開墾規劃無毒有機菜園，與社區長者一同藉由農務勞作強健體魄，而獲取的收成除了提供社區關懷據點作為共餐食材外，更分贈鄰近社福機構或長照據點，實現在地老人照顧在地老人的互助環境。湳底社區找出自我在地特色，結合當地企業志工及居民，朝向社區永續經營的願景邁進，於 2019 年獲衛福部頒發社區發展工作一金卓越社區優等獎。

此外，更結合國泰金融集團的核心職能，由國泰志工發揮金融專長，協助辦理防詐桌遊活動，透過遊戲將金融各項知識，以淺顯易懂的方式教導長者，協助長者做好資產保護及自我管理。也針對各據點的長者需求，辦理促進健康身心及良好的人際發展等相關活動，讓社區長者得以在地老化、在地養老的美好願景。

2019 年共辦理 6 場銀髮關懷活動，包括 2 場醫療機構物資捐贈、2 座國泰幸福農場建置及 2 場金融防詐騙桌遊活動，受益人數共計 1,159 人。在系列活動實踐過程中，營造充滿溫度及重建幸福感的氛圍，讓長者在過程中重拾生活自主的尊嚴及存在價值。

銀髮關懷活動成果說明		
活動日期	活動內容	受益人數
04/10	捐贈惠民醫院附設護理之家，汰換老舊床組	100 人
07/19	開辦彰化湳底社區幸福農場	300 人
11/03	開辦宜蘭弘道仁愛之家幸福農場	62 人
12/13	辦理宜蘭四季部落文化健康站金融防詐桌遊	25 人
12/18	辦理彰化湳底社區金融防詐桌遊	15 人
12/30	羅東聖母醫院照護機構寒冬送暖	657 人
合計	6 場	1,159 人



宜蘭分分隊志工帶領志工至弘道仁愛之家打造國泰幸福農場。  
Volunteers went to HungDau Home of Mrecy to build the Cathay Happy Farm.

Community Station for Seniors

Cathay Supports Senior Care

Volunteers join community care activities and accompany seniors

Organized by Cathay Charity Foundation

Taiwan is entering super-aged society in 2026. In order to help seniors stay healthy and keep connecting with the society, Cathay integrated community resources from multiple aspects and provided support to 4 community stations for senior care, which are the Catholic Private HungDau Home of Mercy in Yilan County, Nandi Community Development Association in Changhua, Tribal Culture Health Station Qalang Skikun and Nursing Home of St. Camillus Hospital in Penghu. Local Cathay volunteers supported manpower for care and company for the elderly so as to improve their physical and mental health within a positive communication cycle of generations.

Nandi Community Development Association worked with experts and built an organic vegetable farm for seniors. They could not only engage in agriculture to get physical improvement, but also cook meals with their harvest from the farm. This mechanism realized a sustainable environment for seniors mutually benefiting each other. Nandi Community discovered their own advantages and worked with local volunteers and residents to achieve sustainability in the neighborhood level. Their work was granted with recognition in regard of community development from the Ministry of Health Welfare in 2019.

In addition, Cathay's volunteers utilized their expertise and promoted anti-fraud knowledge through board games, passing on financial knowledge to seniors with easy-to-understand method. They taught the seniors to protect and manage their own assets. Volunteers also conducted activities that promoted physical and mental health and human relationships so that the local seniors would be able to spend their senior life without worries.

In 2019, Cathay conducted 6 care events for seniors, including two donations of resources to medical organizations, two dedication events for Cathay Happy Farms, and two anti-fraud board games, benefiting 1,159 people. The events sought to create a warm and happy atmosphere for seniors to gain esteem for life.

Event Result		
Date	Event	People Benefited
04/10	Donation of new beds to the Nursing Home of St. Camillus Hospital	100
07/19	Dedication of Happy Farm at Nandi Community	300
11/03	Dedication of Happy Farm at HungDau Home of Mercy in Yilan County	62
12/13	Anti-board game at Tribal Culture Health Station Qalang skikun	25
12/18	Anti-board game at Nandi Community	15
12/30	Winter Warmth at the care facility of Saint Mary's Hospital Luodong	657
Total	6 events	1,159



## 模範志工表揚

# 大樹志工深耕 小小力量觸動社會改變

「善星計畫」志工假 鼓舞員工伸展愛心枝葉

主辦 國泰人壽慈善基金會

國泰慈善基金會為鼓勵志工以行動幫助社會，每年年底透過公開遴選機制，選出熱衷公益活動的志工楷模，並於隔年年初辦理表揚大會，期望激勵更多志工付出愛心，以行動源源不絕地為社會帶來暖流。

2018 年共有 71 位楷模志工入選，並於 2019 年 2 月 21 日舉辦「2018 年度國泰模範志工表揚大會」，為感謝積極投入各項公益活動及志願服務之績優志工，國泰慈善基金會錢復董事長、國泰世華銀行基金會李明賢董事長、國泰人壽劉上旗總經理以及產險投信高級主管皆親自出席給予勉勵，展現大樹集團推動志願服務的熱忱，期許國泰志工在新一年度，持續傳遞「給人幸福、就是幸福」的公益理念。

今年度獲獎的志工-國泰人壽展白河分隊長李宏文，平時率領單位同仁除投入夏日捐血、寒冬送暖活動外，近年更結合志工金融專長，於國泰慈善基金會補助之東原國中課後照顧班，開設「金融保險理財課程」，教學內容包括認識貨幣及金錢用途、金融機構簡介、投資理財概念、保險知識及防制詐騙等，幫助青少年建立正確金錢價值觀，提高應對人生風險的金融能力。

國泰人壽展花蓮分隊田樹華志工亦表示：「做善事，可是會上癮的！因為熱心易發、恆心難持，長期性的志工服務，更能感受施比受有福，且個人的微薄力量才能像蠟燭一樣不斷發熱發光，讓世界充滿更多溫暖、更多愛。」



2018 年度國泰模範志工表揚大會，集團共 71 名志工獲表揚肯定。  
In the Cathay Volunteer Recognition Event for 2018, 71 volunteers received recognitions.

## Recognition Event

# Individual's Strength from Cathay Volunteers Triggers Changes for Society

Volunteer Leave "Kindness Project" as an encouragement for employees engaging in charitable causes

Organized by Cathay Charity Foundation

At the end of every year, Cathay Charity Foundation holds a public election for its employees to vote for their volunteer heroes of the year and holds a recognition event at the beginning of the next year. This is a gesture for Cathay to encourage its employees to engage in charitable causes and bring benefits to the society with real actions.

There were 71 volunteers chosen for the year of 2018. Cathay Volunteer Recognition Event was held on Feb. 21, 2019. For the Group to show its corporate support and appreciation to these volunteers, Chairman of Cathay Charity Foundation Fredrick F. Chien, Chairman of Cathay United Bank Foundation Roger M. H. Lee, President of Cathay Life Insurance Shan-Chi Liu, and other senior managers from Property Insurance and Investment Trust attended the event and gave their words of encouragement. They heartened Cathay volunteers to continue their passion and Cathay's corporate spirit, as it goes "Happiness is bringing happiness to others", in the new year.

Hung-Wen Li, the leader of Zhanbaihe Team and award winner for the year, had made himself as an example in engaging in Summer Blood Donation and Winter Warmth Program. He also led other volunteers to open a "Finance and Insurance" course at the Dongyuan Junior High School's after-school care program sponsored by Cathay Charity Foundation. He taught the students about money and financial institutions and helped the young people build right value about money by spreading knowledge about insurance, finance and anti-fraud.

According to volunteer Shu-Hua Tian from Zhanhualien Team, "You can get addictive to doing good deeds. It is actually difficult to maintain your passion for a long time. However, engaging in voluntary work for a long time makes me feel giving is more blessed than receiving and allows the strength of an individual to be like a candle that burns for a long time. By keeping doing so, I believe the world will full of more and more warmth and love."



錢復董事長（中）頒贈感謝狀給台灣血液基金會魏昇堂執行長（左一）、英紡企業葉淑麗董事長（左二）。  
Chairman of Cathay Charity Foundation Fredrick F. Chien (center) presented certificates of appreciation to the CEO of Taiwan Blood Services Foundation Sheng-Tang Wei (1st from left) and Chairperson of Ever Shine I&F Co. Sally Yeh (2nd from left).

## 國泰人壽慈善基金會 2019 年經費運用情形及歷年支出報告

### 2019 年收入部分

項目	金額 (元)
利息收入	2,520,268
股利收入	15,935,284
捐贈收入	25,026,417
其他收入	500,000
合計	43,981,969

### 2019 年支出部分

項目	金額 (元)
兒童福利	13,358,609
少年福利	332,756
老人福利	484,653
身心障礙者福利	954,141
低收入戶補助	6,691,604
清寒獎助學金	4,961,873
志願服務	476,959
其他社會福利	2,214,805
社會及環境關懷	4,083,520
行政業務費	905,336
合計	34,464,256

### 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
2012-2018	274,203,691
2019	34,464,256
合計	1,266,234,686

## Cathay Charity Foundation 2019 Income and Expenditure Report and Historical Spending

### Income for 2019

Item	Amount (USD)
Income from interest	84,262
Income from dividend	532,774
Income from donation	836,724
Other Income	16,717
Total	1,470,477

### Expenditure for 2019

Item	Amount (USD)
Child welfare	446,627
Junior welfare	11,125
Senior welfare	16,204
Welfare for the disabled	31,900
Subsidy for low-income households	223,725
Scholarship for financially challenged students	165,893
Volunteer services	15,946
Other social welfare	74,049
Social and environmental care	136,527
Administrative Expenditure	30,269
Total	1,152,265

### Historical Spending

Year	Amount (USD)
1980-1991	7,126,540
1992-2001	9,666,192
2002-2011	15,222,205
2012-2018	9,167,626
2019	1,152,265
Total	42,334,828



## 國泰世華銀行文化慈善基金會 2019 年經費運用情形及歷年支出報告

### 2019 年收入部分

項目	金額 (元)
孳息收入	5,872,635
租金收入	8,894,698
證券投資收入	11,990,602
捐贈收入	5,725,558
其他	256,582
合計	32,740,075

### 2019 年支出部分

項目	金額 (元)
慈善公益類	24,078,258
藝術中心	7,707,748
業務費用	2,381,395
合計	34,167,401

### 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
2012-2018	250,410,447
2019	34,167,401
合計	956,760,848

## Cathay United Bank Foundation 2019 Income and Expenditure Report and Historical Spending

### Income for 2019

Item	Amount (USD)
Income from interest	196,344
Income from rent	297,382
Income from security investment	400,889
Income from donation	191,426
Other	8,578
Total	1,094,619

### Expenditure for 2019

Item	Amount (USD)
Charity and Public Welfare	805,024
Art Center	257,698
Operational cost	79,619
Total	1,142,341

### Historical Spending

Year	Amount (USD)
1980-1991	4,171,548
1992-2001	8,714,845
2002-2011	9,587,128
2012-2018	8,372,131
2019	1,142,340
Total	31,987,992

## 國泰建設文教基金會 2019 年經費運用情形及歷年支出報告

### 2019 年收入部分

項目	金額 (元)
利息收入	2,218,636
現金股利	5,848,763
其他收入	300,000
合計	8,367,399

### 2019 年支出部分

項目	金額 (元)
霖園圖書館	7,535,378
館內才藝教學活動	230,400
國泰公益集團合辦活動	950,000
經費贊助活動	503,600
業務支出及其他	850,913
合計	10,070,291

### 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
2012-2018	95,900,344
2019	10,070,291
合計	566,120,631

## Cathay Real Estate Foundation 2019 Income and Expenditure Report and Historical Spending

### Income for 2019

Item	Amount (USD)
Income from interest	74,177
Cash dividend	195,545
Other income	10,030
Total	279,752

### Expenditure for 2019

Item	Amount (USD)
Lin Yuan Libraries	251,935
In-library talent courses	7,703
Events organized across Cathay Charity Group	31,762
Sponsoring events	16,837
Operational cost and other	28,449
Total	336,686

### Historical Spending

Year	Amount (USD)
1983-1991	5,100,559
1992-2001	5,341,073
2002-2011	4,942,855
2012-2018	3,206,297
2019	336,686
Total	18,927,470



## 整合醫療與資通訊專業

### 國泰綜合醫院協助巴拉圭、越南建置醫療資訊系統 改善就醫流程 造福海外民衆健康

國泰綜合醫院自創院以來，秉持「以醫療服務回饋社會」宗旨，熱心參與社會公益，不但走入社區照顧國人健康，也長期援助海外，多年來遠赴巴拉圭、斐濟、印度等地提供國際醫療服務，近年更以醫療與資通訊專業，協助國際建置醫療資訊系統，包括幫助巴拉圭建置醫療資訊整合系統，縮短看診流程；幫助越南建置急診醫療資訊系統，促使醫院急診流程智慧化，獲得海外高度肯定。

#### 協助海外建置醫療資訊系統，深受當地讚許

國泰綜合醫院自 2016 年起攜手國合會，與巴拉圭簽訂為期 4 年的「巴拉圭醫療資訊管理效能提升計畫」，協助巴拉圭開發建置「醫療資訊整合系統」，多次派遣資訊人員至巴拉圭協助執行系統開發及在臺灣訓練巴國資訊及醫事管理人員。完成建置的醫療資訊整合系統包括掛號、醫師問診、藥局發藥、醫師班表及使用管理等功能，且至 2019 年，第一期計畫已將開發的系統導入 43 間公立醫療院所，每月服務 140,000 名病人，促使當地就醫流程資訊化，大幅縮短候診時間由 3 小時縮減為 30 分鐘，並辦理 2 場成果發表暨醫療資訊管理研討會，獲得巴拉圭政府高度肯定，並於 2020 年展開第二期計畫擴展至全國。

另外，配合國家新南向政策，與醫策會、越南越德醫院執行「急診流程改善智慧化導入專案」，於 2019 年 8 月至越南越德醫院舉辦工作坊並簽訂三方合作備忘錄，10 月接受越德醫院派遣人員至國泰綜合醫院受訓，針對急診流程評估並研擬改善專案，幫助越德醫院有效提升醫療品質。

此外，因應聯合國啟動「永續發展目標」，國泰綜合醫院連續 6 年參與外交部委託衛生福利部辦理「太平洋友我國家醫療合作計畫」，至 2019 年已第 12 度組成行動醫療團前往斐濟進行醫療服務，醫療人員教學示範涵蓋扁桃腺切除手術、極度嚴重之功能性內視鏡鼻竇手術、先進內視鏡微創中耳手術、鼻中膈鼻道成型術等，並示範教學南太平洋首次疼痛暨放射線科共同門診、中重度非癌慢性疼痛的會診與超音波影像導引阻斷疼痛處理、腸胃鏡檢查等，長期以來國泰綜合醫院醫療團已在當地服務 5,600 多人次病人及 127 例手術，醫療服務贏得當地讚許。

#### 聖誕送愛，照顧家扶中心弱勢兒童

為關懷弱勢及病人，國泰綜合醫院持續舉辦公益愛心義賣、視障音樂會、節慶表演等活動，守護弱勢不遺餘力。

2019 年 12 月舉辦「聖誕送愛至家扶」愛心活動，安排台北家扶中心於院內設攤義賣，同時號召院內同仁響應義賣並募集食品、文具及生活用品類等物資，義賣收入及募集的各式物資全數捐贈台北家扶中心弱勢兒少，期望在寒冬中能讓這份幸福的暖流傳遞，讓他們感受愛與溫暖。捐贈儀式當天台北家扶中心謝曉雯主任親自蒞院感謝國泰綜合醫院支持台北家扶中心推展福利服務，辦理愛心活動，嘉惠弱勢兒少。

此外，為關懷院內病童，2019 年 12 月也安排聖誕老公公偕同公關人員至兒科候診區及兒科病房，發放聖誕禮品及卡通造型氣球，散播聖誕歡樂氣氛，盼緩解病童及家屬身心壓力。

#### 癌友圓夢計畫，助癌末父親陪愛女入學

新竹國泰綜合醫院努力提升病人健康，更用心照護每位病人的心靈，本著同理心的堅持，陪伴病人與家屬走過生命中的每一刻。2019 年 3 月收治正值壯年 38 歲、肺癌頸部淋巴併腦轉移狀況的病人曾先生，病人在簽立「預立安寧緩和醫療暨維生醫療抉擇意願書」的同時，向安寧個管師及醫師提及心愛的女兒在 8 月底將上幼兒園，希望自己能不要錯過女兒人生成長的重要時刻。

經過與家屬討論，由新竹國泰呼吸胸腔科翁菁甫主任帶領的圓夢團隊，透過專業評估和安寧緩和醫療團隊藥物症狀控制，決定陪病人勇敢達成願望，不帶有遺憾。幼稚園開學當天，由安寧團隊安排病人搭救護車陪愛女上學，並全程拍攝曾先生陪女兒開學及對女兒祝福的動容畫面，後續剪輯製作成短片，做為新竹國泰綜合醫院替曾先生準備送給女兒的開學禮物，完成癌末父親的生前心願。



國泰綜合醫院資訊部曾景平部主任至巴拉圭介紹醫療資訊系統建置過程及未來計畫。  
Ching-Ping Tseng, Chief of Healthcare Information Technology, Cathay General Hospital, presented the building process and future plans of Healthcare Information System in Paraguay.



國泰綜合醫院斐濟行動醫療團李嘉龍副院長執行腸胃鏡做臨床教學示範。  
Chia-Long Lee, Vice-Superintendent of Cathay General Hospital, demonstrated gastroscopy and colonoscopy during the mission service in Fiji.



國泰綜合醫院急診醫學部陳健驊部主任（右）醫策會、越德醫院簽署三方合作備忘錄。  
Chien-Hua Chen—Chief of Emergency Department in Cathay General Hospital (right), and representatives of Joint Commission of Taiwan and Viet Duc Hospital signed a three-party memorandum.



台北家扶中心謝曉雯主任（左）頒發感謝狀予國泰綜合醫院，由國泰綜合醫院簡志誠副院長（右）代表接受。  
Director of Taipei Family Helper Hsiao-Wen Hsieh (left) presented a certificate of appreciation to the hospital. Vice Superintendent Chih-Cheng Chien (right) received the certificate on behalf of the hospital.



## Cathay General Hospital Supports Building of Healthcare Information System in Paraguay and Vietnam to Improve Patient Experience and Public Health

Ever since its establishment, Cathay General Hospital has committed to its corporate social responsibility by providing healthcare to Taiwanese and medical assistance to foreign countries including Paraguay, Fiji and India. In recent years, it has utilized its medical and IT expertise in helping other countries building medical IT system. Cathay General Hospital has been helping establishing integrated IT system in Paraguay to shorten outpatient process and emergency medical IT system in Vietnam to enable a smart ER process. These efforts have received wide recognition from overseas.

### Cathay is widely praised for supporting the building of medical IT system in foreign countries

In 2016, Cathay General Hospital, under the partnership with the International Cooperation and Development Fund, signed the four-year Health Information Management Efficiency Enhancement Project in Paraguay to establish their in-house Healthcare Information System(HIS).. Delegations consisting of IT experts went to Paraguay multiple times to help implementing system development, and Paraguayan professionals in IT and medical management were sent to Taiwan for training. The completed system covers the processes of registration, consultation, medication dispensing, medical staff shift scheduling, and management. Up till 2019, the first phase of this Project had implemented the system at 43 public hospitals and clinics, being able to service 140,000 patients per month. The medical process has been computerized and the waiting time at Outpatient Department was largely reduced from three hours to 30 minutes. These achievements were presented in two medical information management conferences and had received recognitions from Paraguayan government. The second phase of the Project started in 2020 and was expected to roll out nationwide.

Responding to Taiwan's New Southbound Policy, Cathay worked with Joint Commission of Taiwan to implement Smart Healthcare for Emergency Services Consultation Project at Viet Duc Hospital in Vietnam. In August, 2019, the Cathay team held a workshop at Viet Duc Hospital and signed a three-party memorandum. In October, a Vietnamese team was sent to Cathay General Hospital to receive training. The teams from both parties sat together to develop improvement project for Viet Duc Hospital.

In addition, Cathay General Hospital once again participated in the "Medical Cooperation Program in Pacific Friendly Countries" commissioned by the Ministry of Health and Welfare, an initiative responding to the UN's Sustainable Development Goals, for the sixth consecutive year. The year of 2019 saw its 12th mission in Fiji for medical services. Cathay's specialists gave demonstrations of performing tonsillectomy, functional endoscopic sinus surgery, endoscopic ear surgery, septomeatoplasty, etc. They also performed first ever joint outpatient service for pain management and radiology in the South Pacific region. Other demonstrations

included medium to heavy non-cancer chronic pain management, ultrasound guided interventional pain management, gastroscopy and colonoscopy checkups, etc. Over the years, Cathay's mission groups had provided services to more than 5,600 patients and performed 127 surgeries. Their medical services had won praises from local people.

### Cathay General Hospital cares for under-privileged children of Family Support Center during Christmas season

Cathay General Hospital continued to organize charity bazaars, visually impaired musician concerts, and other festivals so as to support the under-privileged communities.

In December, 2019, Cathay General Hospital held a charity bazaar for Taipei Family Helper to sell their products within the hospital. Clothes, foods, stationaries and other stuff were raised for charity sales in order to support the under-privileged children. This charity event was held in December for the children to feel the love and warmth during the winter season. Director of Taipei Family Helper Hsiao-Wen Hsieh attended the donation ceremony and gave thanks to the support and kindness of Cathay General Hospital.

Cathay General Hospital also arranged Santa Claus to give out gifts and balloons to pediatric department and wards throughout December for sick children to get some smile on their face and release their pressure.

### Dying Dad Saw Daughter Going to School to Give Her A Lasting Memory

In March, 2019, a 38-year-old dying dad at Hsinchu Cathay General Hospital, upon signing DNR (Do Not Resuscitate) order due to cancer-stricken, mentioned that his little daughter was about to enroll into kindergarten in August and his dying wish was not miss out this important moment of his daughter.

After a detailed discussion with the patient's family members, Cathay's palliative care team led by Dr Ching-Fu Weng decided that they would provide all necessary means to realize the patient's final wish. On the day when the school started, the team accompanied the patient and his daughter in an ambulance to the kindergarten. The whole process was video tapped and the patient also recorded a message to his daughter. Cathay's staff then edited the video and produced a short video as “a lasting memory” from the patient to his cherished daughter.



新竹國泰綜合醫院醫療團隊助癌父圓夢完成他陪孩子上學的心願。  
The medical team in Hsinchu Cathay General Hospital helped a cancer patient realize his last wish—accompanying his daughter to school.



同仁踴躍響應義賣及捐贈物資予台北家扶中心，幫助弱勢兒童。  
Cathay General Hospital staffs enthusiastically responded to the charity bazaar and donation for under-privileged children of Taipei Family Helper.



## 《幸福的希望》

施比受更有福。

慷慨地給予，心靈富足了

每一刻，都是上天的祝福。

孩子擁有很少，卻熱情擁抱世界

他們不怕弄髒手，一把抱起受困

泥濘中的小野貓

他們賦予生命存在的意義

快樂即是他們的報酬。

相信自己、信任他人

將今日的碩果與人分享

幸福的綠蔭將自此蔓延

一傳十、十傳百

每一個明天，

都將滿載著希望而展開。

## Hope for Happiness

Giving is more blessed than giving.

Generosity enriches your mind.

Each moment is a blessing from the heaven.

Children don't have much, but they embrace the world  
with passion.

They get their hands dirty and pick up little cats  
trapped in mud.

They define the existence of life.

Happiness is what they get in return.

Believe in yourself and trust others.

When you share today's harvest with others

The happiness will pass on

From one to ten, and ten to hundred.

Your tomorrows

Will be filled with hope.





**國泰公益集團**  
Cathay Charity Group



**國泰慈善基金會**  
Cathay Charity Foundation

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**國泰世華銀行基金會**  
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