



2023

Pursuing **Truth** • Building **Trust**

# CORPORATE CITIZENSHIP REPORT

## PRESIDENT'S WORDS

Since 2018, CBI started volunteering work, which initially faced challenges. However, our persistent effort and determination have led to a remarkable transformation. I feel proud seeing the shift from resistance to wholehearted support, passivity to active engagement, and indifference to genuine passion.

This transformation validates our decision and strengthens our commitment to continue making a positive impact in the lives of those in need. Our goal is to inspire more individuals to serve others, amplifying our collective efforts.

As we reflect on our progress, we believe there is still much more to do. We are dedicated to expanding our reach and fostering a culture of compassion and service, both within our organization and beyond. By helping more people in need, we aim to create a lasting legacy of selflessness and make a meaningful difference in the world.



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**Ray Chan,**  
Founder and President of CBI Group

# Our Passion

## Corporate Social Responsibility

We value voluntary work and social responsibility.

The CBI Volunteer Committee has joined over hundreds of events over the years and the kindness and effort of our colleagues have made a difference in society. Amidst the pandemic, we have been helping the less fortunate by offering financial and physical support. What is worth doing at all is worth doing well, we will continue devoting to voluntary work, bonding the community with love and care.

**SINCE  
2018**

**\*AS OF 30 NOV 2023**



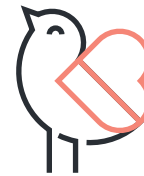
**7,857**

MAN HOURS  
CONTRIBUTED



**4**

HOURS PER DAY



**15**

SERVICE SCOPE



**1,479**

EVENTS



**13**

WAYS OF SERVICE



**2,239**

PARTICIPANTS



**283**

BENEFICIAL  
ORGANISATIONS





# Remarkable Events



## FoodSport Run

We have jointly organized the “Stanley Chung Hom Kok 5km Community Run” with the FoodSport Foundation. With 20 colleagues participated, burning more than 24,700 calories during the event, which is equivalent to the energy from about 110 bowls of rice. The calories burned will be donated to the beneficiary organization “Food Grace” to help people in need by converting calories into food.



## Tap Mun Cows

The living environment of the cows in Tap Mun has been seriously destroyed by the visitors and their lives are endangered. Our team gathered together to feed the cows with fresh greens, transport liters of water uphill and picking up trash from the beach.

It was an unforgettable experience where we learned the importance of caring our natural habitat.





## Trail Sweeping

We do not only focus on serving people in need, but also the environment. We have cleared 16kg of trash along the 7km trail of Hong Pak Country Trail with the Trailsweeper. Along the way we also preached to the hikers about the importance to bring your own litter home, it raises awareness of protecting our natural environment.



TRAIL SWEEPER



## Beach Cleanup

We have teamed up with the Trailsweeper to clean up the beach at Lung Ha Wan. Together, we cleared a whopping 98kg of trash, we're proud to have made a positive impact through this activity. Let's all do our part in keeping our planet clean and healthy!





## Regular visit to elderlies in Chuk Yuen Estate

Every first Saturday of each month, our volunteer team will visit and deliver lunch boxes to elderlies in Chuk Yuen Estate. A regular visit can strengthen the bonding between the volunteers and elderlies, while giving a bigger comfort to the beneficiaries to more familiar faces. Never understand estimate a small action or a short talk, it could bring a big difference to someone else.



DELIVERING  
**Hot Meals**  
by CBI Volunteer Committee







## Campus Visit with elderlies

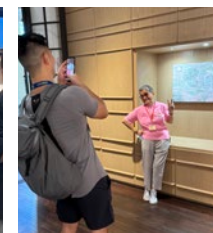
Our team visited the Hong Kong Baptist University and had lunch at the canteen with a group of elderlies from Chuk Yuen Estate, it was the first time in three years we get to sit down and shared a meal with them. First we played some ice-breaking games at the community centre, then we had a quick tour at the campus. Seeing the joy on their faces and feeling the love in the room was truly heart-warming.



## Visit Tai Kwun with elderlies

We also paid another visit at Tai Kwun with the elderlies from Chuk Yuen Estate and enjoyed a meal with them in Central.

It was the first time for many of them to visit Tai Kwun, we showed them the former Central Police Station, Central Magistracy, and Victoria Prison. They enjoyed the tour a lot that they even wanted to stay longer and explore more after an hour of walk, they seemed to never get tired! It was a meaningful trip for our team to be able to show them around and enrich our own perspectives as well!





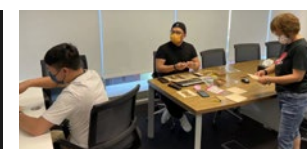
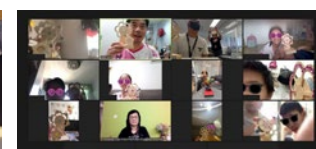
## Blood Donation

We have Blood Donation Day regularly to encourage donars, it is a blessing to have the ability to save lives.



## Workshops with the children in need

During the festive seasons, we would line up with Urban Peacemaker and arrange different handcraft workshop for low income families. Including Christmas tree and Christmas wreath workshop, Lunar New Year workshop, etc. We also prepared special gift bags filled with snacks and festive surprises to bring smiles to their faces.





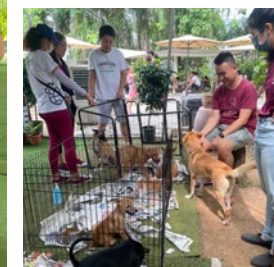
## Our Penang team

Our Penang team has participated in volunteer work with the Kechara Soup Kitchen (KSK), an organization that helps the less fortunate by distributing food, offering social services, and advocating for the welfare of the underprivileged.

They also volunteered at the Furry Hopes Pet Carnival 2023, the event has raised RM 60K for IAPWA Penang!



**Furry Hopes**  
Pet Carnival 2023  
in Penang





# ■ Organisations supported

## Corporate Social Responsibility

In the year 2023, our organisation has been actively engaged in a wide range of Corporate Social Responsibility (CSR) activities, serving a diverse set of stakeholders. Over the course of the year, we have undertaken 15 service scopes, addressing various social and environmental issues. Through our initiatives, we have contributed to 13 different ways of service, encompassing areas such as distributing food, education, environment, donation, and community development. These efforts have extended our impact to 20 organisations, including non-profits, associations, charities, and local communities. By focusing on these initiatives, we have demonstrated our commitment to making a positive difference in society and fostering sustainable development.



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Children's Heart Foundation

Environment

Feeding Hong Kong

Foodsport Foundation Ltd

Friends of Para Sports

HandsOn

ImpactHK

Kechara Soup Kitchen (KSK)

Ocean Park Conservation Foundation

Parent Teacher association

Red Cross

The Nine Emperor Gods (太平將軍壇陳將軍九皇大帝)

The Urban Peacemaker

Trailsweeper

Vera R. Desai - Mind Delight Memory & Cognitive Training  
Centre (Christian Family Service Centre)

兔協

再生會

動物守護社區大使計劃

城市睦福團契

救世軍竹園長者中心



# Volunteer Awards



## Hong Kong Volunteer Award 2022

**Outstanding Corporate & Non-Commercial Organization  
Top Ten Highest Volunteer Hours**

Awarded by Hong Kong Volunteer Award



Awarded by The Hong Kong Council of Social Service  
香港社會服務聯會頒發



## Caring Company Award 2022

**Caring Company 2016 - 2023**

Awarded by Hong Kong Council of Social Service

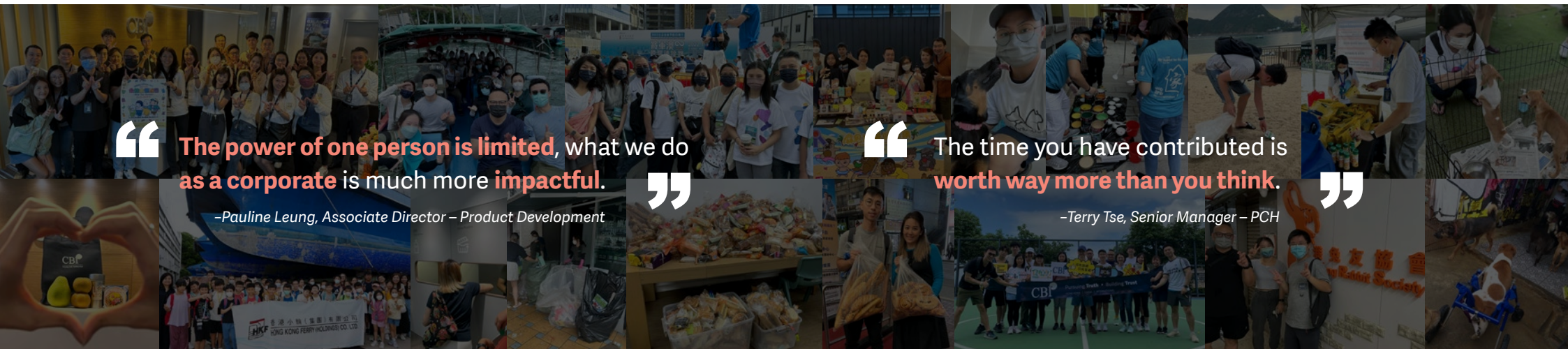




# ■ Colleagueus feedback

## It is more blessed to give than to receive.

It is a privilege to be in a position where we can make a positive impact on others' lives. Embracing the opportunity to contribute our time, skills, and resources not only benefits those in need but also enriches our own lives.



“ The power of one person is limited, what we do as a corporate is much more impactful. ”

–Pauline Leung, Associate Director – Product Development

“ The time you have contributed is worth way more than you think. ”

–Terry Tse, Senior Manager – PCH



“ Seeing how the elderly enjoy their food has increased my appetite! ”

–Kristin Au-Yeung, Team Lead – PCH



“ It is always inspiring and sometimes entertaining to talk to the wiser ones. ”

–Natalie Lam, Senior Marketing Officer – Marketing



# Save our earth

## Recycling boxes

Recycling diverts waste from landfills, helping to alleviate the strain on limited landfill space.



## Think before you print

Reducing Waste at the Source.

## Lights off when unnecessary

We minimize our ecological footprint and help protect the environment.



## Save energy

Conserving energy helps reduce greenhouse gas emissions and mitigates climate change.

EARTH'S  
FUTURE  
IS IN OUR  
HANDS



A young man and woman are shown from the back, embracing each other in a field. The man is wearing a white long-sleeved shirt and the woman is wearing a denim shirt over a white top. In the background, a large white wind turbine stands against a clear blue sky. The overall scene is romantic and suggests a connection to nature and sustainable energy.

We are dedicated to **expanding our reach and fostering a culture of compassion and service**, both within our organization and beyond.



# CONTACT US

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