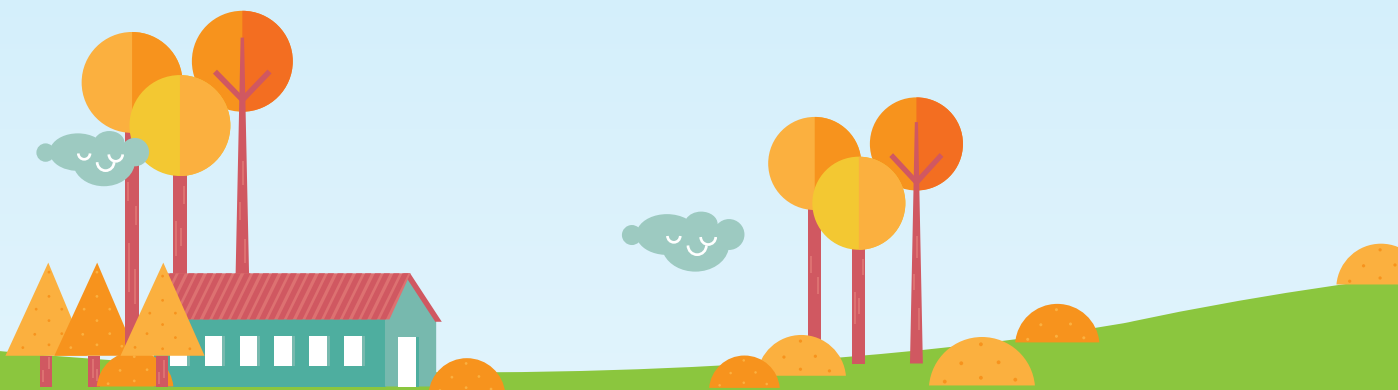


國泰公益集團2014年報

Cathay Charity Group 2014 Annual Report



以愛為名

*In The Name of Love*

向幸福前進

*March To Happiness*

# 編輯手札

## From the Editor

## 以愛為名 向幸福前進

### March to Happiness in the Name of Love

20 世紀著名的日本企業家松下幸之助曾說：「上天賦予的生命，就是要為人類的繁榮和平和幸福而奉獻。」國泰公益集團多年來秉持著相同的理念，匯聚眾人的愛與希望，讓社會中需要幫助的人也能朝向幸福大步邁進。

2014 年，國際社會充斥 ISIS 恐怖主義的氛圍，國內則有澎湖空難以及高雄氣爆等不幸的意外事件，接二連三地發生。這時候更需要各界伸出愛與希望的雙手，重新點燃生命的熱情。國泰公益集團所屬的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等各個單位，邁開穩定的步伐，在慈善公益、教育、藝術以及文化等各個層面，積極推展各項活動，對弱勢孩童、清寒家庭、新住民等不同族群，張開雙手給予最溫暖的擁抱。

國泰公益集團也推出許多不同專案，讓勇敢的年輕人們得以實踐夢想，不但能化解暴戾之氣，更讓部份人們不幸的命運，有了航向幸福的微妙轉折。只要眾人的愛心匯聚，將形成最大的力量，衝破一切的阻隔，只要有愛，便能夠克服所有困難，不再使人感到孤單。

公益活動有賴眾人的參與，每位參與者所奉獻的無私之愛，不但帶給人們幸福，也讓自己體會助人的快樂。就如同經營之神松下幸之助所言，生命的意義，便是奉獻自己，讓整體社會得以幸福。愛和希望的種子，透過更多人的參與，廣泛撒播在這塊土地上，讓大家能以愛與奉獻為出發點，向幸福的國度勇敢前行！

Mr. Konosuke Matsushita, a famous Japanese entrepreneur in the 20<sup>th</sup> century, said that the life God has given to us is to contribute to prosperity, peace and happiness of human beings. For years Cathay Charity Group has upheld the same philosophy to call for actions of love and hope of all to help the needy stride toward happiness.

2014 was a year when the whole world was haunted by the ISIS terror threat. It was also a year when Taiwan was shocked by incidents including plane crash in Penghu Islands and gas pipeline explosions in Kaohsiung. It was during these times when acts of love and hope were especially needed to rekindle people's passion for life. The foundations under the Cathay Charity Group—Cathay Charity Foundation, Cathay United Bank Foundation and Cathay Real Estate Foundation—saw those needs and actively offered their best services to different populations, including disadvantaged children, poor families and new immigrant residents in the areas of charity, education, arts and culture.

With a variety of campaigns and programs, Cathay Charity Group enabled young people to realize their dreams, to walk away from violence, and to be out of adversity and into prosperity. Members of the Group believed that acts of love from all can overcome all obstacles and take away people's loneliness.

Yet charitable activities mean nothing if no one participates in. When one offers a selfless act of love, he is lightening others' hearts as well as his. Believing in what Mr. Matsushita said that the meaning of life is to contribute to happiness of the society, I hope that more people are able to take the initiative in sowing seeds of love and hope in this land. Let us set out on this journey of love and stride toward the kingdom of happiness!

## 國泰公益集團 2014 年報 Cathay Charity Group 2014 Annual Report

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## | 昂然成長的幸福大樹

「愛就是充實了的生命，正如盛滿了酒的酒杯。」印度著名的詩人泰戈爾，如此形容無所回報的愛，正是讓生命更為完整的原因。國泰公益集團秉持一步一腳印的努力，以愛為名，讓眾多生命匯聚成幸福大樹，其枝葉繁茂綠意盎然，不但成為弱勢人們最大的庇蔭，更為社會和諧，奠定堅定厚實的基礎。

一個企業體能穩固發展，最重要的基礎，來自於成千上萬人的支持與信任。我們始終秉持「取之於社會，用之於社會」的信念，盡一切力量謀求社會大眾的幸福，努力化解社會上的暴戾之氣，讓千萬無數的家庭，成為人們幸福的堡壘。

兒童一直是社會未來最重要的棟樑，國泰世華銀行文化慈善基金會推動「大樹計畫助學金」，協助清寒國中小學生就學及減輕負擔。舉辦「大樹養成計畫」親子公益講座，希望能促進親子溝通。「大樹茁壯計畫」則補助優秀體育人才，參與國際賽事，一共有 40 名學童獲得 31 個獎項，為國爭光。

目前在全台愈來愈多的「新住民家庭」，台灣之子的教育成為社會注目的議題，國泰人壽慈善基金會首度與移民署共同舉辦「2014 年移民政策國際研討會」，創新關懷活動包含「越南媽媽母語師資培訓」、「兒童越南語課程」、「越南多元文化體驗營」等，鼓勵新住民媽媽正視自我價值，讓新住民子女有機會學習母親的母語與文化，協助國內民眾發展正面種族認同，打造共存共榮的祥和社會。

我們更將藝術文化及閱讀的種籽，撒播於社會各個角落。國泰建設文教基金會在全台設置 13 所圖書館，提供民眾寧靜清雅的閱讀空間。國泰世華藝術中心參加「2014 台北國際藝術博覽會」，配合國泰藝術節，舉辦新世紀潛力畫展，還策辦各種不同風格的主題展覽。此外，2014 年首度規劃的「藝術講堂」系列講座，受到民眾熱烈歡迎。

國泰公益集團的足跡，遍及社會各個不同的角落，其中國泰人壽慈善基金會與混障綜藝團合辦 10 場「監所及校園關懷」活動，在校園深耕生命教育。「寒冬送暖活動」在全台 12 個縣市辦理 89 場耶誕及新年送暖活動，共捐贈近 7,000 個紅包給弱勢兒童。國泰圓夢計畫輔導 8 所偏鄉小學，共同完成他們的夢想。「社區故事樹種植活動」由霖園志工與社區居民一同攜手栽種樹木，讓社區更加綠意盎然。

不幸的公安意外，始終是這塊土地上人們的最痛。2014 年發生澎湖空難及高雄氣爆事件，造成嚴重人員傷亡與財產損失，我們總動員志工們，成立「高雄加油國泰有愛關懷專區」網站，舉辦多場魔法公益列車巡演及頌愛活動，邀請明華園展演平安大戲，祝福高雄民眾歷經劫難後，邁向更溫暖的未來。

回顧去年一整年的努力，眺望新一年的到來，台灣社會仍將面臨更多的挑戰，需要更多有志之士的熱情配合，好為社會公益注入更多的新血，讓我們一同手牽著手，以愛為名，向幸福人生前進！

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

邱復

Fredrick F. Chien

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

汪國華

Gregory K. H. Wang

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

張清樞

Ching-Kuei Chang

## | The Tree of Happiness is Growing Strong

Rabindranath Tagore, renowned Indian poet, said, "Love is life in its fullness like the cup with its wine." It is love without expecting any returns that completes life. In the name of love Cathay Charity Group has year after year called the multitudes for growing a tree of happiness. This flourishing green tree of happiness not only has become a shelter for the disadvantaged but also has built a solid and strong foundation of harmony of society.

Public support and trust is the most important cornerstone of the stable development of an enterprise. Holding on to its conviction—"giving back to the community", Cathay Charity Group has made every effort to seek the welfare of the general public and to bring about reconciliation and violence reduction, helping tens of millions of families become fortresses of happiness.

Understanding that children are the most important pillar of every country, Cathay United Bank Foundation has persisted in launching the Elevated Tree Program to offer poor junior high school students and elementary school students scholarships in the hope of alleviating their financial burden. The foundation has held free parenting lectures for the purpose of improving parent-child communication. Moreover, through the Thriving Tree Program the foundation has offered special grants to encourage excellent student athletes joining international competitions—40 grant recipients won 31 awards in 2014.

As there are more and more families of new immigrant residents in Taiwan, the education of their children has become an issue which the society pays close attention to. In this regard Cathay Charity Foundation for the first time co-organized the "2014 International Conference on Immigration Policy" with National Immigration Agency and coordinated several care programs, including Training of Vietnamese Language Teaching for Vietnamese Mother, Vietnamese Language Course for Children and Vietnamese Multicultural Camp. Through these programs the foundation hoped to encourage new immigrant mothers to build a correct sense of personal identity, to offer new immigrant children opportunities of learning their mother tongue and culture, and to promote the development of a positive sense of ethnic identity and peaceful coexistence of all cultures in the society.

Furthermore, Cathay Charity Group has sown seeds of arts, cultures and reading in every corner of the society. Cathay Real Estate Foundation has set up 13 libraries around the island, providing bright and quiet space for reading. Cathay United Art Center participated in Art Taipei 2014 and Cathay Arts Festival, and organized the Emerging Artists Exhibition and exhibitions of different themes or artistic styles. Its art lectures in 2014 also received a warm and welcoming response.

Cathay Charity Group indeed has a presence in different spheres of society. The Inmate and Student Care Program has allowed Cathay Charity Foundation to conduct life education on 10 campuses in joint effort with Mixed Disabled Troupe. The Winter Warmth Program has carried out 89 Christmas and New Year events across 12 counties and cities in Taiwan, sending out nearly 7,000 red envelopes to disadvantaged children. The Dreams Come True Program has guided students from 8 remote elementary schools to accomplish their dreams. The Community Story-tree Planting Campaign has enabled Lin Yuan volunteers to grow trees with local residents to make communities greener.

Incidents are always heartbreaking. In 2014 the plane crash in Penghu Islands and gas pipeline explosions in Kaohsiung caused tremendous casualties and property losses. Volunteers of Cathay Charity Group at once set up a dedicated website for the Kaohsiung incident, put together several Charity Tour Bus events and "sending love" activities and invited Ming Hwa Yuan, the top Taiwanese opera theater group, to perform in Kaohsiung to comfort disaster victims and as a prayer for a brighter future.

Looking back at 2014 and looking forward to another new year, Cathay Charity Group would like to invite more volunteers to join forces for charity while facing challenges to come. Let us move forward hand in hand, marching to a life of happiness in the name of love!

# 年度工作報告

## Annual Work Progress Reports

### 撒播愛的種子 Sowing Seeds of Love

揮別寒冷的冬天  
春季，開始行走於大地  
百花綻放她們的笑靨  
綠樹張開熱情的雙臂

我們全力撒播愛的種子  
陽光澆灌滿滿的溫暖  
大地豐沃種子的血肉  
幸福即將破繭而出  
我們靜靜聆聽  
天地裡最澎湃的  
希望之歌

Waving goodbye to wintry coldness  
Spring takes her first step on earth.  
Blossoms smile  
And trees open wide their arms.

With all our strength we sow seeds  
of love.  
The sun gives warmth to them.  
The earth nourishes them.  
Soon those seeds of happiness will  
germinate and break through the shell.  
Quietly we listen—  
Listening to the most heart-moving  
Song of hope.

## 國泰人壽慈善基金會 2014 年度工作報告

### The 2014 Annual Work Progress Report of Cathay Charity Foundation

2014 年度本基金會依照年度工作計畫，逐項推展業務，全年度支出總額為新台幣 59,305,445 元整，是本會年度收入新台幣 63,098,506 元之 94%。茲就各項支出概況報告如下：

#### 一、慈幼福利捐助

本會第十二年舉辦「國泰兒童成長營」，邀請宜蘭、雲林、南投和屏東的偏鄉學童，北上體驗多元化文化之旅，讓小朋友們擴展視野及儲備未來競爭力。共捐支新台幣 409,613 元。

#### 二、學術教育捐助

為勸勉台灣優秀學子認真向學並回饋社會，「2014 年蔡萬霖先生紀念獎學金甄選活動」拔擢 106 位菁英學子及團體，每名獎學金新台幣 100,000 元。共捐支新台幣 11,403,558 元。此外，為鼓勵學子勇敢追夢並帶給青年人為自己奮鬥的動力，獎學金得主聯誼會特於北、中、南辦理 7 場座談會，邀請各領域專家與青年學子近距離對談。

#### 三、社會福利捐助

##### 1. 台灣新住民關懷計畫：

2014 年持續聚焦關懷新住民二代，本會與移民署擴大合作辦理「移民政策國際研討會」，包括內政部、移民署官員、多國代表及專家學者百餘人參與，針對「環境友善度」、「生活便利性」、「社會創新力」、「二代子女培力」四大議題，從社會、法規等多元角度，探討台灣移民政策對新住民及社會的影響。此外，本會與國立臺北教育大學及桃園縣大溪鎮僑愛國小、新北市蘆洲區仁愛國小辦理「越南母語傳承計畫」，並資助越南家庭及學校教師回越南外婆家進行跨國參訪，並於 7 月辦理跨文化研討會，由赴越教師分享新的教育觀點，協助更多教師打開視野，以落實真正的校園多元文化。本會亦與伊甸基金會、法鼓山人文社會基金會一心劇團等單位合作，分別舉辦「新住民二代多元智慧培力營」及「多元文化融合舞台劇巡演」等活動。

##### 2. 霖園志工訪視關懷活動：

由國泰員工自組自發的霖園志工團，2014 年持續推動「訪視關懷服務」及「多元公益活動」，訪視關懷弱勢對象近 1,600 人次，經審查決議後的弱勢扶助金額約新台幣 4,400,000 元。並將 9 月訂為國泰公益月，動員全台 165 個志工分隊辦理環保活動及二手衣物回收，並將衣物捐助新住民家庭。

##### 3. 監所及校園關懷：

連續八年，本會與混障綜藝團合作辦理「監所及校園關懷」活動，並持續從校園深耕生命教育。綜藝團團員以殘而不廢的演出，鼓勵收容人找回生命價值，亦感動眾多青年學子。2014 年共計辦理 10 場監所及校園演出。

##### 4. 夏日捐血活動：

國泰「夏日捐血活動」為國內企業界響應捐血活動歷史最久之代表，已持續到第十五屆，全台員工號召保戶共同挽袖捐血，於全台 17 個縣市 82 個據點，共募集到 17,232 袋，逾 430 萬 c.c. 之熱血。

##### 5. 寒冬送暖活動暨圓夢計畫：

本會「寒冬送暖活動」邁入第十三年，前往全台 12 個縣市辦理 89 場耶誕送暖及新年再送暖活動，其中，耶誕送暖用歌聲和表演關懷原鄉學童及弱勢長輩，並送上禦寒物品等禮品。接續著，農曆年前再送暖活動，共捐贈近 7,000 個紅包給育幼院及托兒所的偏鄉原民、新二代孩童及兒少社福團體等。系列活動總關懷人數近 10,000 人。此外，為鼓勵偏鄉學童培養「自助人助」的精神，2014 年舉辦國泰圓夢計畫成果發表會，8 所偏鄉小學學童透過練習、達成目標後，由本會提供最高 200,000 元夢想基金，助學童圓夢。

##### 6. 社區故事樹種植活動：

本會第四年辦理「社區故事樹種植活動」，結合霖園志工及社區居民親手栽種樹木，並結合志工補植、認養，以持續照護的方式深化植樹活動。2014 年，本會共辦理 19 場故事樹種植活動，捐贈、種植 28,694 棵樹苗。

##### 7. 天然災害賑災活動：

2014 年發生澎湖空難及高雄氣爆事件，造成嚴重的人員傷亡與財產損失，國泰動員志工捐輸愛心，並針對高雄氣爆，成立「高雄加油國泰有愛關懷專區」網站，整合集團的關懷與救援資訊，展開災後心靈關懷活動，辦理 3 場魔法公益列車巡演、1 場頌愛活動，邀請明華園於 2015 年年初在高雄地區公演平安大戲，集團志工亦貢獻愛心，捐款金額高達新台幣 20,942,481 元。

##### 8. 大專社團合作服務：

2014 年以實際行動支持有志於服務弱勢的大專院校社團，共協助 38 個社團活動費及 95 個營隊保險費用，共有 814 位學生志工參與服務，關懷逾 2,500 人。

#### 四、雜項支出

包括印製本會年報、印製志工通訊、模範志工表揚、志工團管理費用、官方網站運作、會計師稅務簽證公費及其他雜項，共計新台幣 1,681,390 元。

#### 五、榮譽獎項

本會第四度榮獲衛生福利部頒發「社會福利慈善事業基金會評鑑」優等。

本年度各項公益活動皆順利圓滿完成，承蒙政府各級機關及社會福利團體等單位，與霖園志工團熱情協助及參與。往後本會將持續發揮「取之社會，用之社會」的精神，為打造安和樂利的社會環境繼續努力不懈。

In 2014 the foundation implemented all works according to its annual work plan. The total expenditure in 2014 was NT\$ 59,305,445 (US\$ 1,876,755), which was equivalent to 94% of the foundation's annual income of NT\$ 63,098,506 (US\$ 1,996,788) of the year. The information of the expenditure details is as follows:

#### I. Youth Welfare Donations

The foundation held the 12<sup>th</sup> Cathay Children Development Camp. It invited remote school students from Yilan, Yunlin, Nantou and Pingtung to a trip of diversified cultural immersion in northern Taiwan, hoping to broaden their visions and to invest in their future competitiveness. A total expenditure of NT\$ 409,613 (US\$ 12,962) was spent in this regard.

## II. Academic and Educational Donations

To give encouragement to hard-working excellent students, the foundation carried on the Wan-Lin Tsai Scholarship and offered 106 outstanding students and groups NT\$ 100,000 (US\$ 3,165) scholarships per person in 2014, totaling NT\$ 11,403,558 (US\$ 360,872). Moreover, with the attempt to encourage young talents for pursuing their dreams, the winners' club organized 7 workshops in the northern, central and southern parts of Taiwan and invited experts from different areas of specialty to a face-to-face talk with young talents.

## III. Social Welfare Donations

### 1. New Immigrant Care Program:

The foundation continued to care for the next generation of new immigrants in 2014. The foundation co-organized with National Immigration Agency the 2014 International Conference on Immigration Policy, in which over one hundred participants, including officers from the National Immigration Agency and the Ministry of the Interior, delegates from different countries, and experts and scholars, discussed the impact of immigration policy on new immigrant residents and the society from social, legal and other perspectives under four major themes—"the level of friendly environment", "convenience in daily life", "social innovation" and "experience shared by second generation". The foundation also worked with National Taipei University of Education, Qiao-Ai Elementary School (Daxi Township, Taoyuan County) and Ren-Ai Elementary School (Luzhou District, New Taipei City) for the Vietnamese Language Inheritance Program, sponsoring Vietnamese families to visit their hometowns in Vietnam and school teachers to travel with them. In July the foundation conducted a cross cultural seminar and invited those teachers to share their new perspectives on education, hoping to widen visions of more teachers and to realize the multicultural climate on campuses. Moreover, the foundation worked with Eden Social Welfare Foundation and the Theatrical Troupe of Heart from the Dharma Drum Mountain Humanities and Social Improvement Foundation to organize activities such as Leadership Development Camp for New Immigrant Children and the Diversified Cultural Stage Performance tour.

### 2. Lin Yuan Volunteer Visiting Program:

The Lin Yuan Volunteer Group, initiated by Cathay staff, continued its Visiting Program and Diversified Welfare Services in 2014. The volunteers visited nearly 1,600 person-times of the disadvantaged and donated approximately NT\$ 4,400,000 (US\$ 139,241) through resolution meetings. In September—Cathay's Charity Month, the volunteer group mobilized 165 volunteer teams across Taiwan to support green activities and recycling of second-hand clothing, which was later donated to new immigrant families.

### 3. Inmate and Student Care Program:

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

### 4. Summer Blood Donation Campaign:

The Cathay Charity Group hosted its 15<sup>th</sup> Summer Blood Donation Campaign, which has the longest history among Taiwan's business sponsored blood drives. The group set up 82 blood donation booths in 17 cities and called for donors to donate blood. The campaign collected 17,232 bags of blood, or an equivalent to more than 4.3 million c.c. of blood in 2014.

### 5. Winter Warmth Program and Dreams Come True Program:

In the 13<sup>th</sup> year of the Winter Warmth Program, the foundation organized 89 Christmas and New Year events across 12 cities and counties in Taiwan, sending songs and performances to aboriginal children and the elderly from disadvantaged families and bringing them winter clothes as gifts. Before the Chinese New Year, the foundation donated approximately 7,000 red envelopes to youth welfare institutes and to aboriginal children from remote villages and new immigrant children in orphanages and day care centers. The series of activities under the program benefited nearly 10,000 people. In addition, in order to encourage remote school students to develop core abilities, the foundation launched the 2014 Dreams Come True Program and held a final presentation ceremony. Students from 8 remote elementary schools were required to set their goals and to practice in order to reach their goals while the foundation awarded up to NT\$ 200,000 (US\$ 6,329) of fund to help them fulfill their dreams.

### 6. Community Story-tree Planting Campaign:

The foundation carried on the Community Story-tree Planting Campaign for the fourth consecutive year. Through the campaign Lin Yuan volunteers had planted trees together with community residents and were involved in replanting and adoption of those trees. The foundation held 19 tree-planting events, and donated and planted 28,694 saplings in 2014.

### 7. Natural Disaster Relief Program:

In 2014 a passenger plane crashed in Penghu Island and gas pipelines exploded in Kaohsiung, both causing tremendous casualties and property losses. Cathay Charity Group at once mobilized volunteers and relief resources and set up a dedicated website for the Kaohsiung incident. Cathay Charity Foundation held three Charity Tour Bus events and one "sending love" activity, and invited Ming Hwa Yuan to perform in Kaohsiung at the beginning of 2015. Volunteers of the foundation also made donations up to NT\$ 20,942,481 (US\$ 662,737).

### 8. Collaboration with University Clubs:

In 2014 the foundation supported university clubs which focused on serving the disadvantaged by sponsoring activity fees of 38 clubs and insurance fees of 95 student camps. By doing so, the foundation had helped 814 student volunteers to provide care services to more than 2,500 people.

## IV. Miscellaneous Expenditures

The miscellaneous expenditure of printing the foundation's annual reports and volunteer books, honoring exemplary volunteers, management of the volunteer group, operation of the official website, accountant assurance and other items amounted to NT\$ 1,681,390 (US\$ 53,209).

## V. Honors

The foundation won the Award of Excellence for the evaluation of performance for social philanthropy foundations from the Ministry of Health and Welfare for the fourth year in a row.

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

## 國泰世華銀行文化慈善基金會 2014 年度工作報告

### The 2014 Annual Work Progress Report of Cathay United Bank Foundation

2014 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、文化、藝術及各類贊助活動，全年度支出總額為新台幣 28,726,271 元整（另支用 2013 年度結餘經費新台幣 17,197,000 元整），茲就重大支出概況報告如下：

#### 一、慈善公益

##### 1. 大樹計畫—讓幼苗長成大樹：

持續推展「大樹計畫」，2014 年總計捐贈新台幣 10,000,000 元助學金，幫助 8,412 名清寒國中小學生，並捐贈新台幣 500,000 元幫助越南地區清寒學童。除了實質幫助，基金會進一步照護學童心靈層面，辦理募集童書等活動。另外，為增進親子溝通，舉辦「親子雙贏！大樹養成計畫公益講座」共 15 場（台北 7 場、台中 4 場、高雄 4 場），以及出版親子教育推廣書籍「親子愛不礙」第二冊。為延伸大樹計畫精神，鼓勵學生從事體育活動，2014 年開辦「大樹茁壯計畫」，補助優秀體育人才參與國際賽事爭取榮譽，共補助新台幣 532,688 元，幫助 40 名學童獲得 31 個獎項。以上共支出新台幣 12,432,024 元。

2. 基金會於 2014 年首次舉辦「角落音樂會」邀請音樂家親臨各地養護中心或教養院等機構演出，透過音符傳遞愛的力量；辦理「為愛朗讀·點亮黑暗」活動，提供視障者多元的閱讀學習資源，舉辦視障者鄉土文學閱讀暨四覺體驗推廣計畫；辦理「星兒藝術之旅」自閉症兒藝術療癒活動；持續辦理志工招募及受託代辦公益事業等業務，以上共支出新台幣 6,457,733 元。

##### 3. 國泰公益集團共同辦理活動：

參與國泰兒童成長營、「樹造幸福·伊起傳愛」義賣活動、台灣新住民關懷計畫及寒冬送暖等活動，以及編製國泰公益集團年報，共支出新台幣 458,555 元。

#### 二、文化活動

舉辦 2 場 Plaza 7 系列活動「永恆的經典音樂會」；拍攝花蓮縣卓楓國小紀錄片「歌唱，幸福的部落—古諾楓之歌」，紀錄偏遠布農族國小的生活點滴；並持續舉辦「小樹苗作文獎」，共支出新台幣 5,169,985 元。

#### 三、藝術活動

國泰世華藝術中心參展「2014 台北國際藝術博覽會」；配合國泰藝術節，舉辦新世紀潛力畫展，以及其他各種不同風格、畫派之主題性展覽及典藏展覽共 10 檔以及延伸辦理 8 場藝文講座或藝術家沙龍等活動；於 2014 年首度策畫「藝術講堂」系列講座；設計 2015 年國泰金融集團藝術桌曆等，共支出新台幣 7,196,691 元。

#### 四、贊助活動

贊助「第 77 屆台陽美展」以及「八十之美·世紀之華油畫個展」畫輯經費；贊助天主教輔仁大學執行勞動部主辦之「103 年度雲嘉南推動社會企業—紮根台灣·放眼國際研討會」；舉辦「送愛到遠方」活動，贊助偏鄉國小至台北市出遊；國泰世華銀行透過基金會辦理「食分幸福—幸福待用站」活動，贊助宜蘭縣大同鄉寒溪、大同、四季及南山國小、南投縣信義鄉信義國中、羅娜及東埔國小等 7 校營養早餐；國泰世華藝術中心贊助場地舉辦「閱台北·讀世界 2014 台北文學季」之世界行旅講堂以及其他贊助，共支出新台幣 3,491,157 元。

Cathay United Bank Foundation implemented all works, including charity and public welfare, cultural events, art events and sponsorship, in accordance with its annual work plan. In the year of 2014, the total expenditure was NT\$ 28,726,271 (US\$ 909,059) plus NT\$ 17,197,000 (US\$ 544,209) surplus in 2013. The information of the expenditure details is as follows:

#### I. Charity and Public Welfare

##### 1. Elevated Tree Program—from saplings to trees:

Cathay United Bank Foundation continued to build on Elevated Tree Program. In 2014 the foundation donated a total of NT\$ 10 million (US\$ 316,456), which benefited 8,412 poor junior high school students and elementary school students, and NT\$ 500,000 (US\$ 15,823) to poor students in Vietnam. In addition to monetary help, the foundation cared for children's spirituality by hosting children's book donation activities, organizing 15 free parenting lectures "A Win-Win for Parents and Kids" (7 sessions in Taipei, 4 in Taichung and 4 in Kaohsiung), and publishing the second volume of the book "Love Without Barriers". Moreover, starting from 2014, the foundation launched Thriving Tree Program to encourage students to engage in sports and to sponsor extraordinary student athletes participating in international tournaments. In 2014 the foundation sponsored 40 students for international sports competitions (and they who won 31 awards in total) with a total sponsorship amount of NT\$ 532,688 (US\$ 16,857). A total expenditure of NT\$ 12,432,024 (US\$ 393,418) was spent in this regard.

2. The foundation launched the Corner Concert campaign in 2014, inviting musicians to perform and share love through music in senior care centers or nursing homes. It organized "Reading for Love: Lighting the Darkness" events, folk literature programs and four-sense programs to provide the visually challenged more reading and learning resources. The foundation put together "The Artistic Journey of Stars" Autism Children Art Therapy Tour. It also continued to recruit external volunteers and to be entrusted with external public welfare affairs. The total expenditure for the above mentioned activities amounted to NT\$ 6,457,733 (US\$ 204,359).

##### 3. Activities co-hosted within Cathay Charity Group:

An expenditure of NT\$ 458,555 (US\$ 14,511) was spent on the Cathay Children Development Camp, charity bazaars, New Immigrant Care Program, Winter Warmth Program, and editing and production of the annual report.

#### II. Cultural Events

An expenditure of NT\$ 5,169,985 (US\$ 163,607) was spent on 2 Eternal Classic Concerts for the Plaza 7 Series Activities, shooting documentary "Songs of Hunungaz: Singing, A Happy Tribe" on Bunun children's life in a remote school—Zhuofeng Elementary School in Hualien County, and Little Sapling Writing Award.

#### III. Art Events

An expenditure of NT\$ 7,196,691 (US\$ 227,743) was spent by Cathay United Art Center on participation in Art Taipei 2014; hosting of Emerging Artists Exhibition in the Cathay Arts Festival and 10 special exhibitions and collection exhibitions with different art styles, co-organization of 8 art and culture lectures and artists' saloons, launch of Art Talk Lecture Series, and design of 2015 Cathay Financial Group art calendars.

#### IV. Sponsoring Activities

An expenditure of NT\$ 3,491,157 (US\$ 110,480) was spent on sponsoring activities including the 77<sup>th</sup> Tai-Yang Art Exhibition, "The Beauty of Eighty: Bloom of the Century Oil Painting" exhibition artist collection catalog, "Social Enterprise x Inspiration, Innovation, Make it True—Replication and Social Franchising" Seminar co-organized by Fu Jen Catholic University and the Ministry of Labor, "Sending Love to Someone Far Away" campaign for remote school students' trip to Taipei, "Dining and Sharing" campaign organized by Cathay United Bank to sponsor student breakfast at 4 elementary schools in Datong township, Yilan County (i.e. Hansi, Datong, Skikun and Nanshan) and 3 schools in Xinyi township, Nantou County (i.e. Xinyi Junior High School, Luona Elementary School and Tumpu Elementary School), and "Journey to the World" lectures in the "2014 Taipei Literature Festival: Reading Taipei, Taking in the World".



## 國泰建設文教基金會 2014 年度工作報告

### The 2014 Annual Work Progress Report of Cathay Real Estate Foundation

2014 年度國泰建設文教基金會依照年度工作計畫，提倡文教活動，關懷本土文化，培育國家幼苗，扶持弱勢族群。本會在全台設置圖書館，方便民眾學習新知，每年舉辦「台語金曲演唱會」，傳承傳統台語歌曲之美。並長期贊助「孫運璿先生管理紀念講座」、「陳偉殷棒球獎學金」等，期待培養視野寬闊、認真向學的國家未來人才。本會長期推廣公益，每年協辦夏日捐血、國泰兒童成長營、寒冬送暖等活動，希望用關心與實際行動回饋社會。全年支出總額為新台幣 14,682,719 元整，茲就各項支出概況報告如下：

#### 一、霖園圖書館

國泰建設文教基金會在全台設置 13 所圖書館，提供民眾寧靜清雅的閱讀空間，自然放鬆地停歇在人文書香中。館內長期訂閱各類書報雜誌，供民眾吸取各式新知，並定期地舉辦館內教學活動，在日常生活中默默涵養個人學識的深度。間接提昇社區的和諧與增進鄰里情誼。共支出新台幣 10,976,639 元。

#### 二、Plaza7 系列活動

為持續深耕台灣本土文化，於 Plaza 7 國泰廣場舉辦「台語金曲演唱會」，2014 年度仍聘請金曲歌王歌后齊聚一堂，場內外坐滿了與會來賓，即便期間不時下著雨，場外觀眾仍然駐足聆聽。活動在一首首經典台語情歌、讓人陶醉情深雋詠的歌詞，與觀眾的歡呼喝采聲中圓滿結束。共支出新台幣 1,300,000 元。

#### 三、公益集團合辦活動

##### 1. 台灣新住民關懷計畫：

舉辦一系列新住民關懷計畫活動，以協助台灣新住民與新住民二代順利適應台灣生活，除增加就業與生活需求的系列課程、也致力深耕教育。啟發新二代接納多元文化，及輔導其課業進度與安排親子共學，建構兩代正向溝通的橋樑。提供新住民支持彼此的力量管道，以消除適應上的隔閡。共支出新台幣 250,000 元。

##### 2. 夏日捐血活動：

國泰公益集團舉辦捐血活動邁入十五年，為紓解夏日血荒，除在各個管道定期推廣，並在夏日時節廣設捐血據點，提醒民眾用實際行動，傳遞溫暖與愛心。共支出新台幣 50,000 元。

##### 3. 國泰兒童成長營：

每年暑假，讓身處偏鄉的弱勢孩子，有機會拓展多元視野，接觸多樣化課程，啟發孩童探索自我興趣，點燃自我學習的熱情，以建立未來志向。共支出新台幣 149,525 元。

##### 4. 寒冬送暖活動：

國泰公益集團長期關懷原住民孩童、長者與新住民二代，年年匯集各界愛心物資送達偏遠鄉鎮，藉此拋磚引玉，讓各界溫暖、支持的力量得以在寒冬中綻放。共支出新台幣 100,000 元。

#### 四、才藝教學相關活動

提供民眾學習才藝的機會，自己動手作創造生活的樂趣，並激發潛力，發展個人自我成長的動力。更藉由學習互動，增進鄰里間情感交流，和諧人際互動。共支出新台幣 332,800 元。

#### 五、贊助活動

##### 1. 孫運璿先生管理紀念講座：

藉由當代各領域的領導者的成功經驗分享，開拓學子們的視野並啟發其潛能。期待培養具有關懷社會素養的新世紀領導人才。共支出新台幣 250,000 元。

##### 2. 蔡萬霖先生紀念獎學金：

以品學兼優、具特殊功績貢獻及清寒殘障的績優學生為對象，給予獎學金的資助。希望藉此鼓勵優秀的年輕學子，努力向學、勇敢綻放更多青春能量！共支出新台幣 500,000 元。

##### 3. 陳偉殷棒球獎學金：

為積極支持台灣的基層棒球，鼓勵年輕選手們努力精進球技，本年度持續贊助「陳偉殷棒球獎學金」，期待以實質的幫助，激發選手的學習動力，成為未來台灣之光。共支出新台幣 300,000 元。

Cathay Real Estate Foundation has implemented its annual plan of promoting cultural education, caring for local cultures, developing young talents and supporting the disadvantaged in 2014. The libraries set up across the island were hoped to make acquiring knowledge easier for the general public. The annual Taiwanese Classic Songs Concert was organized to pass on the beauty of Taiwanese songs to the next generation. The Yun-Suan Sun Memorial Lecture and the Wei-Yin Chen Baseball Scholarship were to broaden visions of the next generation and to develop them for the future. The foundation has initiated charitable activities for years and assisted in organizing Summer Blood Donation Campaign, Cathay Children Development Camp and Winter Warmth Program, hoping to give back to the society with care and actions. In 2014, a total expenditure of NT\$ 14,682,719 (US\$ 464,643) was spent with details listed as follows:

#### I. Lin Yuan Library

Thirteen libraries established around the nation offered the public a quiet and neat place to read in complete relaxation. New collections of books, newspapers and magazines were included for readers to obtain the latest information in all types. Different types of courses were introduced on a regular basis, nurturing the community with cultural essence and furthering harmony and friendship among neighbors. An expenditure of NT\$ 10,976,639 (US\$ 347,362) was spent in this regard.

#### II. Plaza 7 Series Activities

The Taiwanese Classic Songs Concert was once more hosted in the Plaza 7 in the hope of passing down the local cultural heritage. In 2014 top Taiwanese performers were invited to sing classic Taiwanese songs with beautiful and heart-moving lyrics one after another, charming the full house audience and receiving their shouts and applauds even in the midst of the rain. An expenditure of NT\$ 1,300,000 (US\$ 41,139) was spent in this regard.

#### III. Activities Co-organized Within Cathay Charity Group

##### 1. New Immigrant Care Program:

An expenditure of NT\$ 250,000 (US\$ 7,911) was spent on the New Immigrant Care Program, which helped new immigrant residents and their children adapt to their new life in Taiwan by providing excellent learning opportunities needed for their daily life and work, inspiring new immigrant children to accept a multicultural environment and helping their schoolwork, facilitating parent-child communication and interaction, and building networks for new immigrant residents to connect and support each other.

### 2. Summer Blood Donation Campaign:

An expenditure of NT\$ 50,000 (US\$ 1,582) was spent on the 15<sup>th</sup> anniversary of the Blood Donation Campaign. Cathay Charity Group regularly set up blood donation booths through different channels and extensively set more donation stands in summer time to help relieve blood shortage. It hoped to mobilize goodwill among the public to enthusiastically express care and love to others through actions.

### 3. Cathay Children Development Camp:

An expenditure of NT\$ 149,525 (US\$ 4,732) was spent on the Children Development Camp, where diversified fun educational activities were given to disadvantaged children living in remote villages in the hope of broadening their horizons, helping them find and develop their interests, promoting self-directed learning, and helping them to identify their aspirations.

### 4. Winter Warmth Program:

An expenditure of NT\$ 100,000 (US\$ 3,165) was spent on the Winter Warmth Program. Cathay Charity Group has cared for aboriginal children, the elderly, and children of new immigrant residents. Through this program, it brings resources donated by the public to remote villages, hoping that the goodwill could inspire more benevolence from the society.

## IV. Handicraft Arts Learning Program

The Handicraft Arts Learning Program was to provide local residents opportunities to learn new skills, to discover new fun in life, to explore their potentials, to motivate self-improvement, and to get to know their neighbors and to develop harmonious interpersonal relationships in different courses. The total expenditure in this regard was NT\$ 332,800 (US\$ 10,532).

## V. Sponsoring Activities

### 1. Yun-Suan Sun Memorial Lecture:

An expenditure of NT\$ 250,000 (US\$ 7,911) was spent on Yun-Suan Sun Memorial Lecture. This lecture is designed to broaden visions of young talents, to help them discover their potentials, and to cultivate a heart for the nations and societies in next-generation leaders, through leaders of all areas of society sharing their successful stories.

### 2. Wan-Lin Tsai Scholarship:

An expenditure of NT\$ 500,000 (US\$ 15,823) was spent on the Wan-Lin Tsai Scholarship. The scholarship is awarded to students with excellent academic performance and benevolent actions as well as disadvantaged or disabled students with the purpose of encouraging them to pursue their dreams and to courageously live to the fullness.

### 3. Wei-Yin Chen Baseball Scholarship:

An expenditure of NT\$ 300,000 (US\$ 9,494) was spent on the Wei-Yin Chen Baseball Scholarship. This sponsorship is to encourage young baseball talents in pursuit of their professional achievements. It is hoped that those young talents are to be more motivated academically and professionally and to become future athletic stars of Taiwan.

# 活動報導

## Events and Activities

航向幸福的國度  
Sailing to the Kingdom  
of Happiness

世界不再有絕望的空氣  
我們學會愛的語言  
舞動熱情的靈魂  
更勇敢擁抱  
那群失去溫度的人們

我們帶著裝滿愛的行李箱  
以希望為指南針  
以笑容為前進的動力  
劃破冷凝的寒風  
划過夢想的湖面  
我們誓言航向  
幸福的彼岸

In the air, there is no more despair.  
We learn to speak love,  
to dance to our souls of verve  
and to embrace with bravery  
those who lose their heat.

Carrying our suitcase of love  
and a compass of hope  
we set sail with a smile.  
Sailing through bitter winds  
across the lake of dreams  
we are determined  
to reach the shore of happiness.



國泰慈善基金會於 12 月 24 日平安夜假台北國泰金融會議廳辦理「蔡萬霖先生紀念獎學金」頒獎典禮，共計 106 位優秀學子獲獎。Cathay Charity Foundation hosted the Wan-Lin Tsai Scholarship award ceremony at the Cathay Financial Conference Hall on Christmas Eve and a total of 106 students were granted the scholarship.



國手許淑淨獲頒「蔡萬霖先生紀念獎學金」，肯定其優異表現。National champion Shu-Ching Hsu received Wan-Lin Tsai Scholarship and was recognized by her excellent performance.



首場在聯誼會中區學生召集人顏貝芬（前排右三）帶領下，由中央大學、交通大學、清華大學、逢甲大學等四校學生組成，成員們在各校發揮自身影響力及個人特長，讓這場活動「爆滿」成功。Under the leadership of Central Region student coordinator Pei-Fen Yen (3<sup>rd</sup> from right, first row), member students from National Central University, National Chiao Tung University, National Tsing Hua University and Feng Chia University exerted their influence in their schools and successfully attracted a full house at their first joint meeting.

## 蔡萬霖先生紀念獎學金 期勉學子以知識為善

國手許淑淨等百餘菁英學子獲獎 攜手做改變社會的起點

### Wan-Lin Tsai Scholarship Encourages Students to Pursue the Knowledge of Kindness

National champion Shu-Ching Hsu and numerous young talents are the pioneer for change young talents are the pioneer for change

主辦 | 國泰人壽慈善基金會  
協辦 | 國泰建設文教基金會

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

國泰人壽慈善基金會從 1980 年開始，為鼓勵莘莘學子認真向學和發展多元長才，舉辦清寒及績優學生獎學金。2007 年起「蔡萬霖先生紀念獎學金」，不但成為國內最大規模的獎助學金，更成為許多年輕夢想的守護者以及催生者，希望獲獎者有朝一日能大放異彩，將所學所長回饋社會。

2014 年甄選組別包括「勤學向上獎」和「特殊功績獎」，經歷 4 個階段選拔審核，最後 106 人脫穎而出（包括 29 位優秀清貧學生），每人獲得新台幣 100,000 元獎學金。特殊功績獎則頒給亞運金牌國手許淑淨等 4 人，其中跨校合作的蔡宜璇和林奕岑，是今年獲獎的唯一「團隊」。兩人結合資訊和設計專長，為視障者研發 hear me APP，獲德國紅點大賞「最佳中的最佳」肯定。

### 跨校 Meet 聚探索夢想力量 鼓勵青少年築夢

由獎學金得主組成的「蔡萬霖先生紀念獎學金得主聯誼會」為回饋社會，分區組織各校得主，共同構思、舉辦「探索夢想的力量」系列活動，2014 年 3 月起於交大、成大、政大、臺大、清大舉辦 7 場校園講座，邀請夢想家們與青年對話。系列活動於 4 月 28 日在台大校園掀起最高潮，邀請重量級天團「五月天」團員怪獸與瑪莎，分享他們的音樂夢。本場講座在網路上獲得廣大迴響，吸引全國及海外大專院校學生關注，聽眾透過官方網站參加以「夢想」為主軸的活動，再以抽籤的方式贈出夢想票券。活動聚集青年學子的夢想藍圖，掀起新一波尋夢浪潮。

### 2014 年蔡萬霖先生紀念獎學金聯誼會「探索夢想的力量」系列活動：

日期	主題	講者	地點
03/06	跟著褚士瑩，一同探索人生不同的答案	褚士瑩 (NGO 工作者)	交通大學
03/15	DIY 環保動手做傢俱	蔡沛辰 (建築系碩士生)	成功大學
03/15	青年創業與趨勢分析：大數據未來	江子良 (3BEST 集團執行長)	臺灣大學
03/22	探索在逆境中生存的智慧：企併競賽的優勝者	何薇玲 (全球一動董事長)	政治大學
04/28	SKY IT! 你敢不敢作夢?	怪獸、瑪莎 (演藝團體：五月天)	臺灣大學
05/16	廣告創意的理想性：一股改變社會的正能量	蔡明丁 (奧美廣告創意總監)	清華大學
05/31	職場紓壓講座：情時多雲偶陣雨	饒夢霞 (成功大學教授)	台南政大書城



國泰慈善基金會龔志榮總幹事(左三)表示, 看見這群八年級生堅持的態度, 及享受追求夢想的過程, 這樣注入充滿動力的氣息就是一種幸福再發現!

Director-General of Cathay Charity Foundation Chih-Jung Kung (3<sup>rd</sup> from left) once again discovered happiness when he saw eighth grade students zealously persevering in pursuing their dreams.

Cathay Charity Foundation has offered scholarships for poor and excellent students since 1980, hoping to encourage young people to be diligent learners and develop multiple expertise. Since 2007 the foundation's Wan-Lin Tsai Scholarship has become the nation's largest scholarship fund and an advocate and catalyst of young people pursuing their dreams and giving back to the society.

In 2014 the selection of Wan-Lin Tsai Scholarship recipients was sectioned into two categories: "academic diligence" and "special achievement" with four phases of review process. The scholarship was received by a total of 106 individuals (which included 29 excellent yet financially under-resourced students), each of them receiving a NT\$ 100,000 (US\$ 3,165) scholarship. Four people, including national champion Shu-Ching Hsu, received the scholarship under the special achievement category. Yi-Hsuan Tsai and Yi-Tsen Lin were the only "group" rewarded this year. Coming from different schools, they combined their expertise of information technology and design and developed "hear me" application for the visually challenged, which won "the Red Dot: Best of the Best award".

### Schools across Taiwan Meet, Discover the Power of Dreams, and Encourage Teenagers to Dream

The winners of Wan-Lin Tsai Scholarship jointly established a winners' club and conceived the idea of a series of "Discovering the Power of Dreams" events. Starting from March 2014, the club had organized 7 workshops on five university campuses, i.e. National Chiao Tung University, National Cheng Kung University, National Chengchi University, National Taiwan University (NTU) and National Tsing Hua University, and invited experts/dreamers to a face-to-face talk with young people. Climaxing the series events was the workshop at the NTU on April 28<sup>th</sup>, where Masa and Monster from Taiwan's most popular band MayDay shared their dreams of music.

That workshop attracted attention of university students from across the country and abroad and received a tremendous response on the internet. Participants could also register for a series of "dreams" activities on the official website and had a chance to win the lucky draw. The series of events had gathered and called for young people to draw a blueprint for their dreams.



五月天瑪莎及怪獸受蔡萬霖先生紀念獎學金得主學生邀請至台大, 與學生現場分享音樂創作的心路歷程。Masa and Monster from Taiwanese rock band MayDay were invited by a Wan-Lin Tsai Scholarship recipient to share their artist's journey with students at National Taiwan University.

### The following is the timetable of the 2014 "Discovering the Power of Dreams" event series.

Date	Topic	Speaker	Location
03/06	Searching for Answers to Life with Shi-Ying Chu	Shih-Ying Chu (NGO worker)	National Chiao Tung University
03/15	DIY: Eco-friendly Furniture	Pei-Chen Tsai (Candidate of the Master of Architecture Degree)	National Cheng Kung University
03/15	Youth Entrepreneurship and Trend Analysis: The Future of Big Data	Tzu-Liang Chiang (CEO, 3BEST Group)	National Taiwan University
03/22	Corporate M&A: The Wisdom of Surviving in Adversity	Wei-Ling Ho (President, Global Mobile Corp.)	National Chengchi University
04/28	SKY IT! Do You Dare to Dream?	Masa and Monster (Band and Music Artists: MayDay)	National Taiwan University
05/16	The Ideal of Creative Advertising: Creating Positive Energy for Positive Change in the Society	Ming-Ting Tsai (Creative Director, Ogilvy & Mather)	National Tsing Hua University
05/31	Creating a Stress Free Workplace	Meng-Hsia Jao (Professor, National Cheng Kung University)	Tainan Cheng Da Bookstore



國泰慈善基金會錢復董事長（左五）、內政部陳純敬政務次長、移民署莫天虎署長及多位駐台大使、專家學者，一起為新住民發聲。Cathay Charity Foundation Chairman Fredrick F. Chien (5<sup>th</sup> from left), Deputy Interior Minister Chwen-Jing Chen, National Immigration Agency Director-General Tien-Hu Mo, ambassadors to Taiwan and experts and scholars spoke up for new immigrants.



國泰慈善基金會錢復董事長表明，受到很大鼓舞，專家學者們皆認同新住民是一個價值，而非負債的理念。

Cathay Charity Foundation Chairman Fredrick F. Chien was heartened by experts and scholars recognizing that new immigrant residents are adding value not debt to the country.



台上台下進行熱烈交流，從右至左依序是，錢復董事長、趙導演、柯教授、張正秘書長。

Speakers for a panel discussion in the "2014 International Conference on Immigration Policy": (from right to left) Chairman Fredrick F. Chien, Director Chao, Professor Ko and Secretary General Cheng Chang.

童越南語課程」、「越南多元文化體驗營」、「親師生跨國文化交流」、「教師多元文化課程實踐競賽」以及「跨文化研討會」等多項活動。

這些活動不但鼓勵新住民媽媽正視自我價值，更讓新住民子女有機會學習媽媽的母語與母國文化，將媽媽的文化重新帶回家與校園中，藉此協助新二代了解其擁有的多元文化背景、提升新住民媽媽的社會地位，同時將新住民文化以無偏頗的方式帶入校園，讓台灣的教師、校園，能傳承正確的文化價值觀，協助台灣發展正面種族認同，破除文化偏見及迷思，打造文化共榮的社會。

### 主題 3：台灣跨文化研討會 呼籲政府照顧新住民

國泰人壽慈善基金會與國立臺北教育大學及聯合報願景工作室於 7 月 29 日舉辦「2014 年台灣跨文化教育研討會」，移民署署長莫天虎、國教署署長吳清山、越南駐台代表裴仲雲及聯合報策略長羅國俊與來自全台各地近 150 位的教師、公部門人員及政經界人士共同參與，希冀為台灣的跨文化教育建立正確的價值觀。

### 主題 1：移民政策國際研討會 新住民議題探索

國泰人壽慈善基金會首度與移民署共同舉辦「2014 年移民政策國際研討會」，內政部政務次長陳純敬、移民署署長莫天虎、國泰人壽慈善基金會董事長錢復及各邦交國大使代表、學者等上百人齊聚國泰金融會議廳，於 11 月 19 日攜手進行跨文化、國界的精采對談，探討「多元文化社會」、「新住民二代子女培力」等議題。

此次研討會中，邀請日內瓦財團法人社會經濟發展中心（CSEND）創辦人 Dr. Raymond Saner 夫婦探討國際移民環境，更邀請到甫榮獲瑞典愛與和平影展「最佳導演獎」及愛丁堡國際影展最佳影片獎之緬甸裔台籍導演趙德胤來分享其奮鬥故事。研討會壓軸為「國泰新住民卓越幸福計畫」成果分享，透過探討「多元文化社會」、「新住民二代子女培力」等議題，彙集企業、政府和學者的力量，引領台灣社會邁向更好未來。

### 主題 2：新住民家庭卓越幸福計畫 一圓幸福之夢

為協助新住民家庭了解自我價值，翻轉親師生三者學習思維，國泰人壽慈善基金會與國立臺北教育大學合作辦理創新教學方案，辦理「越南媽媽母語師資培訓」、「兒

## 深耕新住民教育 共生共榮新契機 為新住民發聲 族群文化大融合

### Strengthening New Immigrant Resident Education for a Brighter Future

#### Voicing cultural diversity for new immigrant residents

主辦 | 國泰人壽慈善基金會

協辦 | 國泰建設文教基金會

國泰世華銀行文化慈善基金會

Organized by | Cathay Charity Foundation

Co-organized by | Cathay Real Estate Foundation

Cathay United Bank Foundation

台灣社會每十個國小生，就有一個是來自新住民家庭。預估在 2030 年，25 歲青年有將近 13% 來自新住民家庭。如此龐大的人口，他們及其子女在台灣社會卻往往被忽略。官方以及民間如何投入新住民族群的教育問題，實是當務之急。

國泰人壽慈善基金會自 2005 年起關注新住民二代教育，自新住民母親適應教育著手，進而深入新二代學校課業銜接，2013 年起推動新住民家庭尋根認同創新方案，落實校園中多元文化平等的社會正義。



學生家長（越南媽媽）擔任助教於課堂上進行親子共學。  
A Vietnamese mother attended a class as a voluntary teacher assistant.



家長陪同新住民二代認真學習越南母語。  
New immigrant parents accompanied new immigrant children learning their mother tongue—Vietnamese.

國泰人壽慈善基金會董事長錢復在研討會中呼籲，台灣新住民配偶及其子女已達 71 萬人，比原住民多出 18 萬，但分配到的政府預算只有原住民相關預算的 4%，人數與經費比嚴重失衡，政府應成立新住民事務委員會，重新盤點預算分配，照顧新住民家庭。

#### 主題 4：新住民二代培力 尊重本國及移民地文化

國泰人壽慈善基金會與伊甸基金會合辦「新住民二代培力計畫」邁入第五年，目的在建立新住民學子的自我肯定以及重視個人潛能的發展，除了舞蹈、攝影、電影以及戲劇等課程，更透過成立社團的方式，培養學員們自主、負責的領導能力並發掘自己的興趣，朝向「種籽志工」發展。

除了傳承新住民多元文化的優勢，帶領學弟妹互動學習，更期望透過社會服務的參與，建立其同理心，繼而學會感恩、回饋社會，從受助人成長為助人者。在長達 5 年的計畫中，2014 年成功培育了 20 位種籽志工，未來將積極投入回饋社會的服務行列。

#### 主題 5：心劇團巡演活動 以戲劇教化台灣之子

與法鼓山人文社會基金會心劇團的合作，以戲劇演繹方式，藉由「看戲、作戲、演戲」啟蒙小朋友的想像與多元文化知識的灌輸。心劇團連續兩年推出《媽媽萬歲》及《媽媽萬歲 II》。此戲改編自越南民間故事，全劇融合東南亞文化特色，表現母親偉大的愛，以及小男孩尋找媽媽過程中萌生勇氣的心路歷程，2014 年於雲林地區共辦理 11 場巡演活動，共 5,045 人參與。



新移民二代多元智慧培力營成果展在 70 位學員的精彩表演下圓滿結束。  
Seventy students delivered wonderful performances in the final presentation at the Leadership Development Camp for New Immigrant Children.

One out of ten elementary school students in Taiwan is from new immigrant resident family. It is estimated that, by 2030, 13% of the 25-year-olds will be from new immigrant resident families. Even though representing a high percentage of Taiwan's population, new immigrant residents and their children are often forgotten by the society. Improving new immigrant education is one of the most pressing priorities facing government agencies and private sectors in Taiwan.

Cathay Charity Foundation has focused on new immigrant children education since 2005. The foundation first launched programs to help new immigrant mothers' adaptation to live in Taiwan, followed by caring for their children's school education. In 2013 the foundation started projects of new immigrant resident families building a correct sense of personal identity and realizing social justice and ethnic diversity and equality on campus.

#### No.1: Caring for New Immigrants International Seminar Explores New Immigrant Residents Related Issues

Cathay Charity Foundation for the first time co-organized the "2014 International Conference on Immigration Policy" with National Immigration Agency. On November 19<sup>th</sup>, more than one hundred participants, including Deputy Interior Minister Chwen-Jing Chen, National Immigration Agency Director-General Tien-Hu Mo, Cathay Charity Foundation Chairman Fredrick F. Chien, ambassadors to Taiwan and scholars, gathered at the Cathay Financial Conference Hall to have cross-cultural cross-boundary talks on topics such as culturally diverse society and new immigrant children development.

Amazing keynote speeches were delivered and numerous topics were discussed in the conference. Dr. Raymond Saner, founder of The Centre for Socio-Eco-Nomic Development (CSEND) talked about international immigrants worldwide. Myanmar-Taiwanese Midi Zhao, who just won the Best Director Award at the Peace & Love Film Festival in Sweden and the Best International Feature Film at the Edinburgh International Film Festival, shared his own stories in life. The results of Cathay New Immigrant Excellence and Happiness Project were disclosed at the end of the conference. It was hoped that industry, government and academic representatives could work together for securing the nation's better future.

#### No.2: New Immigrant Excellence and Happiness Project Helps Immigrant Residents' Dreams of Happiness Come to Pass

In order to encourage new immigrant families to build a correct sense of personal identity and to turn around the mindset of new immigrant parents, children, and their teachers, Cathay Charity Foundation worked with

National Taipei University of Education to coordinate several new programs, including Training of Vietnamese Language Teaching for Vietnamese Mother, Vietnamese Language Course for Children, Vietnamese Multicultural Camp, cultural exchange programs, cultural diversity curriculum design contest and cross cultural seminars.

Those programs not only encourage new immigrant mothers to face up to a correct sense of personal identity, but also offer their children opportunities of learning their mother tongue and culture. It is hoped that through those programs new immigrant residents' culture may be integrated impartially into families and school curriculum, children in new immigrant families may understand more of their family's cultural background, new immigrant mothers' social status may be improved, correct cultural values may be taught on campus, a positive sense of ethnic identity may be developed, and peaceful coexistence of all cultures may be seen in the society.



透過社會服務的參與，建立學員同理心，繼而學會感恩、回饋社會。  
Students developed sympathy, a thankful heart and a sense of giving back to the society through participating community services.



心劇團戶外公演，受到小朋友的喜愛和熱烈迴響。  
The outdoor performance of the Theatrical Troupe of Heart resounded with joyful shouts from the young audience.

### No.3: Cross Cultural Seminar Appeals to the Government for Care of New Immigrant Residents

On July 29<sup>th</sup>, the 2014 Cross-cultural Education Symposium was held by Cathay Charity Foundation in joint effort with National Taipei University of Education and United Daily News Vision Workshop. Nearly 150 delegates from schools, public sectors, and fields of politics and economics gathered with distinguished guests, including National Immigration Agency Director-General Tien-Hu Mo, K-12 Education Administration Director-General Ching-Shan Wu, Vietnamese representative to Taiwan Bui Trong Van and United Daily News Chief Strategy Officer Kuo-Chun Lo, to probe into ways to build right values for cross-cultural education in Taiwan.

In the symposium Cathay Charity Foundation Chairman Fredrick F. Chien said that the number of new immigrants and their children has reached 710,000, which is more than the indigenous population by 180,000, yet government spending associated with new immigrant residents is only 4% of that related to indigenous people groups. He appealed to the government for establishing a new immigrant resident affairs committee and for re-evaluation of budget allocation and care of new immigrant families.



錢復董事長（左七）、移民署莫天虎署長（左六）、越南駐台代表裴仲雲大使（右七）與與會貴賓合影。  
Chairman Fredrick F. Chien (7<sup>th</sup> from left), National Immigration Agency Director-General Tien-Hu Mo (6<sup>th</sup> from left) and Vietnamese representative to Taiwan Bui Trong Van (7<sup>th</sup> from right) took a group photo with distinguished guests.

### No.4: New Immigrant Children Development Program Fosters Respect for Local and Immigrant Cultures

The New Immigrant Children Development Program is held with joint effort of Cathay Charity Foundation and Eden Social Welfare Foundation for the fifth year in a row with the purpose of developing new immigrant children's better self-affirmations and potentials. In 2014, the program offered dance classes, photography classes, movie classes and acting classes, and leveraged the format of student clubs to help build students' independence, sense of responsibility, leadership skills and personal interests. It is hoped that those students will become program volunteers in the future.

The program hopes not only to pass down new immigrants' cultural heritage, but also to help build empathy, gratitude, and desire to give back into the hearts of new immigrant children. In 2014 the program successfully fostered 20 volunteers-to-be committed to actively giving back to the society and serving the community.

### No.5: Theater Tour of Heart Theater Group Teaches Lessons through Drama

The foundation has dedicated itself to cultivate children's imagination and to give lessons of cultural diversity in the context of "watching dramas, composing dramas and acting in dramas" in collaboration with the Theatrical Troupe of Heart from the Dharma Drum Mountain Humanities and Social Improvement Foundation. "Long Live Mama" and "Long Live Mama, Part II" have been played for two years in a row. The play, adapted from a Vietnamese folklore, is integrated with Southeast Asian culture and talks about greatness of mother's love and a boy's courageous journey of looking for his mom. In 2014 the Heart Theater Group toured 11 places and had an audience of 5,045 people in total.





國泰慈善基金會林幸川副總幹事與世界和平會、士林靈糧堂、萬華兒童服務中心之新住民家庭於中正紀念堂藝文廣場前合影留念。 Deputy Director-General of Cathay Charity Foundation Hsing-Chuan Lin took a group photo at the square of Chiang Kai-shek Memorial Hall with representatives from World Peace League and Bread of Life Christian Church in Shilin, and new immigrant families from Wan Hua Children's Service Center.

## 愛心全台總動員 撒播社會溫暖

### 幸福公益月 開展愛心義舉

## Acts of Love across the Nation Warm the Heart of People

### Cathay Charity Month motivates more to acts of love

主辦 | 國泰人壽慈善基金會  
國泰世華銀行文化慈善基金會

Organized by | Cathay Charity Foundation  
Cathay United Bank Foundation

所謂愛心是要去實踐，才能讓更多人感受到溫暖的能量，2009年起，霖園集團發動「一日志工訪視關懷」活動，邀請集團全體員工投入體驗志工服務的樂趣，接著深化成自發性的、長期經營的「霖園志工」活動。

### 展現愛的能量 打造幸福社會

目前「一日志工訪視關懷」活動，至2014年共有11,500人自願加入志工行列，長期無私奉獻愛心，服務範圍涵蓋弱勢家庭關懷訪視、社區環保活動、銀髮族陪伴、卓越清貧學子助學及各項關懷活動等。



視障者宜蘭臺灣戲劇館文化體驗。  
A group of the visually challenged had a cultural experience in the Taiwan Opera Museum, Yilan.



YMCA 愛心義賣台中場及高雄場皆在風和日麗的好日子下，大夥攜家帶眷做公益。  
YMCA charity bazaars underwent in Taichung and Kaohsiung in warm sunny weather.

大型愛心義賣活動，於中正紀念堂兩廳院前廣場盛大舉行，集團子公司合計有100個攤位、超過500位霖園志工，一同發揮愛心，聯手做公益，當日義賣所得高達新台幣2,460,100元，全數捐予伊甸社會福利基金會，用於關懷新住民二代及其家庭之慈善專款。

幸福公益月，中台灣及南台灣也熱情展開公益活動。國泰人壽慈善基金會連續3年與財團法人基督教青年會（台中YMCA與高雄YMCA）合作舉辦「樹造幸福·溫暖童心」愛心義賣活動，樹造愛的曙光，溫暖YMCA長期關懷的弱勢兒童。

### 高雄氣爆災後心靈重建 明華園大戲高雄盛大公演

2014年7月31日，發生在高雄市前鎮區與苓雅區的多起石化氣爆事件，造成嚴重傷亡及多條重要道路嚴重損壞，為了守護這一塊土地，國泰人壽慈善基金會立即展開賑災活動，號召霖園志工第一時間進入災區週邊五權國小設置緊急救助站，採輪班方式提供災民各項協助，就在賑災同時，國泰金控於第一時間捐贈新台幣10,000,000元，集團員工亦發起自由樂捐活動，捐款金額高達新台幣20,942,481元，顯見集團員工愛心不落人後。

員工捐款進一步結合「國泰關懷公益列車」巡迴表演，發起一系列災後心靈重建活動，2015年1月4日特別邀請到知名戲劇團「明華園」總團於高雄文化中心公演平安大戲，祈求國泰民安、天佑高雄，參與人數高達8,000人。

### 國泰世華銀行文化慈善基金會志工 公益參與不落人後

公益活動越趨多元及專業化，各項使命需要更多人共襄盛舉，傳播愛心。國泰世華銀行文化慈善基金會自2011年起對外招募志工，在多項活動中都能看見志工的足跡，包括整理募得童書、音樂會現場義賣、陪伴視障課程及一日遊等活動支援。

志工們在各個需要的角落揮灑汗水、奉獻點滴愛心，以行動體現大樹之愛，溫潤每一個失落的心靈。

2014年訪視關懷1,667個弱勢家庭，扶助387人，同時辦理超過200場志工服務活動，善與愛的力量在全台各地發光、傳播。「教育是翻轉的捷徑」，許多優秀學子因家庭困境，被迫中斷學習，霖園志工不忍孩子的未來為外在環境而受阻礙，透過國泰人壽慈善基金會平台成立「認養」機制，每月補助學雜費，使其安心向學，為孩子開拓通往光明未來的道路。

### 幸福公益月 散播希望散播愛

每年9月為「國泰幸福公益月」，霖園志工結合社區推動「遍地環保讚」活動，募集二手衣物，志工將二手衣物重新整理，贈送新住民家庭做為回鄉伴手禮，將台灣的愛心藉由來台的東南亞新住民傳送鄰國，將愛送出國界。

除環保公益外，更與伊甸基金會及國泰世華銀行文化慈善基金會合作辦理「樹造幸福·伊起傳愛」



國泰關懷公益列車高雄場，魔術表演深受小朋友的喜愛。  
The magic performance of Cathay Charity Tour Bus in Kaohsiung captured kids' heart.



高雄氣爆事件發生後，霖園志工立即前進安置所，發送民生物資，協助災民處理各項保險相關手續。  
Lin Yuan volunteers mobilized relief resources and offered assistance to victims without delay after gas pipeline explosions in Kaohsiung.

Love should be put into action so that more can be empowered and comforted. In 2009 Lin Yuan Group launched One-Day Volunteer Program to invite all staff to join the volunteer force. The program later evolved into staff-initiated Lin Yuan Volunteer Group campaign, in which volunteers have continued to participate in welfare services.

### The Power of Love is the Cornerstone of a Happy Society

The number of volunteers participating in the One-Day Volunteer Program has reached 11,500 as of 2014. Those volunteers have involved in visiting disadvantaged families, community environmental protection activities, visiting the elderly, after-school tutoring for financially challenged students and etc. They have offered themselves to serve those in need and have warmed the heart of the lost with practical actions.

In 2014 Lin Yuan volunteers had shared their love and kindness across the island by visiting 1,667 disadvantaged families, supporting 387 individuals and carrying out more than 200 volunteering activities. They were saddened by seeing many outstanding students were forced to stop their education because of financial difficulties. Yet they believed that education is the key to jump-start a turnaround. With this belief, Lin Yuan volunteers set up an adoption mechanism through the platform of Cathay Charity Foundation for those interested in pledging a certain amount of money every month to pay tuition and fees for students in need.

### Love and Hope are Shared in Cathay Charity Month

In September—Cathay's Charity Month, the volunteer group worked with local communities to organize an event called "Green the Earth I Like". They collected second hand clothing, washed and fixed it, and gave it to new immigrant families who would like to share this gift of love with those in need in their hometown.

Moreover, the volunteer group collaborated with Eden Social Welfare Foundation and Cathay United Bank Foundation to organize a large scale charity bazaar at the Chiang Kai-shek Memorial Hall Square. One hundred

booths were set up by the Group's subsidiaries, more than 500 volunteers partook in, and NT\$ 2,460,100 (US\$ 77,851) were raised and donated to Eden Social Welfare Foundation specifically for care for new immigrant children and their families.

During the Charity Month, charitable events were also held in central and southern Taiwan. Cathay Charity Foundation collaborated with Taichung YMCA and Kaohsiung YMCA for the third year to hold "Children and Happiness" charity bazaars to support disadvantaged children whom YMCAs have cared for.

### Ming Hwa Yuan's Performance Comforts Victims of Gas Pipeline Explosions in Kaohsiung

On July 31<sup>st</sup>, 2014, multiple explosions triggered by a gas leak caused many casualties and serious damage of major roads in Qianzhen district and Lingya district in the city of Kaohsiung. After the disaster, Cathay Charity Foundation at once took the lead in the relief work. Lin Yuan volunteers promptly set up an emergency station at the Wu Quan Elementary School next to the disaster area and worked shifts to provide disaster victims with needed supplies. Meantime, Cathay Financial Holdings gave NT\$ 10 million (US\$ 316,456) donation and the staff of the Group together initiated a donation and made a gift of NT\$ 20,942,481 (US\$ 662,737).

Furthermore, the foundation drove the Cathay Charity Tour Bus to conduct a series of activities restoring disaster victims. On January 4<sup>th</sup>, 2015, Ming Hwa Yuan, the top Taiwanese opera theater group, was invited to perform in front of an audience of 8,000 in the Kaohsiung Cultural Center as a prayer for God's blessing for the city.



國泰關懷公益列車澎湖場，澎湖地區霖園志工熱情參與。  
Penghu-based Lin Yuan volunteers zealously participated in the performance of Cathay Charity Tour Bus in Penghu.



本土天團明華園於高雄地區公演平安大戲，撫慰災民，祈求天佑高雄！  
Ming Hwa Yuan, the top Taiwanese opera theater group, performed in Kaohsiung to comfort disaster victims and as a prayer for God's blessing.

### Volunteers of Cathay United Bank Foundation Support Charity in Action

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



本會代表林幸川副總幹事、秀林社區民眾和志工一同攜手在秀林國小校園種樹，除了彰顯百年樹人的教育精神，亦落實森林保育、愛護自然的理念。

Deputy Director-General of Cathay Charity Foundation Hsing-Chuan Lin, residents of Siulin community and volunteers together planted saplings on the campus of Siulin Elementary School as a symbol of protecting nature, caring for forests and the Chinese saying of "it takes ten years to grow trees but a hundred years to rear people".

## 種下社區故事樹 綠意滿家園 守護地球從守護大地開始

### Story-telling Trees Are Planted to Green Our Communities Protecting our homeland along with our precious Earth

主辦 | 國泰人壽慈善基金會

Organized by | Cathay Charity Foundation

近年來，地球暖化造成氣候變遷並導致了極端氣候及巨大天然災害，如何在文明發展及生態永續之間求得平衡，是目前人類社會所必須共同正視並積極因應的重大課題。國泰公益集團近年來，在這個部分，以最實際的種樹活動，投入愛地球愛大地的行列裡。

#### 植樹公益月 綠化社區美化人心

國泰人壽慈善基金會自從 2011 年起推動「社區故事樹種植活動」。2014 年的議題上，延續往年「節能減碳」和「綠化社區」的重要主張，今年新增「永續認養」這個項目，鼓勵霖園志工團參與社區種樹的活動。

2014 年 3 月結合霖園志工團，於北部地區推動「國泰植樹公益月」社區種樹活動，其中於植樹節當日，霖園志工淡水分隊，帶領志工走入樹園，為前一年度種下的兩千多株樹苗除草及整理環境，讓小樹能成長茁壯，也展示國泰永續環境經營的決心。

#### 受災部落種下少年小樹

2012 年 8 月花蓮縣秀林國小受到蘇拉颱風無情侵襲，土石流竄流校園，半個校園一夕重創。在社區與師生攜手復原之後，國泰人壽慈善基金會花蓮地區企業志工號召眷屬和國泰的保戶，於青年節在花蓮縣秀林社區與民眾攜手植樹，共同種下落羽松、桂花、重陽木、青楓、楓香和春不老等樹苗，重建部落美麗家園風景。

秀林國小黃勤聰校長表示，透過學校及社區綠蔭環境的打造及對大自然的保育共生研習課程，讓社區組織與學校師生、部落居民共同體驗學習，培養「愛地球」的環保意識。



現場參與種樹活動的親子，拿著樹苗和活動看板拍照並上傳臉書，即可獲得獎品。

Participants of the tree planting campaign would receive a gift when they took a family photo with a sapling behind the campaign board and posted the photo to their Facebook page.

Global warming has caused change of climate patterns, extreme weather events and devastating natural disasters. Striking a balance between development of civilization and ecological sustainability has been a crucial issue for human beings to confront and tackle. Cathay Charity Group has taken this issue into account in recent years and has invested in environmental protection initiatives by growing trees in communities.

#### Greening Our Communities during the Tree-Planting Month

Community Story-tree Planting Campaign has been launched by Cathay Charity Foundation since 2011. In 2014 the campaign extended its value propositions of "greening local communities" and "energy saving and carbon reduction" into "tree adoption" opportunities to encourage Lin Yuan volunteers' engagement.

The foundation collaborated with the Lin Yuan Volunteer Group to organize community tree planting activities in northern Taiwan during the Cathay Tree-Planting Month in March. On the Tree-Planting Day, Lin Yuan Tamsui team led volunteers to clean weeds for over two thousand saplings they planted in a tree farm in the previous year. This was a great example of Cathay's determination to the efforts of sustainable environmental management.

#### Planting Young Trees in Villages Affected by Natural Disasters

Xiulin Elementary School in Hualian County was destroyed by a mudslide caused by Typhoon Saola in August, 2012. When the campus was restored, Cathay Charity Foundation volunteers in Hualian called their relatives and life insurance clients to plant different types of saplings (i.e. bald cypress, sweet osmanthus, Bishop's Wood, green maple, Formosan sweet gum and Ceylon ardisia) together with Xiulin community residents on the Tree Planting Day.

Principal Chin-Tsung Huang from Xiulin Elementary School stated that the initiative of greening the campus and the community and learning of knowledge of conservation ecology enabled school teachers and students and Xiulin community as a whole to know more about and to develop awareness of environmental protection.



國泰世華銀行文化慈善基金會董事長汪國華(中)、國泰世華銀行總經理李長庚(左一)頒贈助學金予各縣教育機關代表。  
Gregory K. H. Wang, Chairman of Cathay United Bank Foundation (center) and Chang-Ken Lee, President of Cathay United Bank (1<sup>st</sup> from left) presented scholarship fund to delegates of recipient educational associations.

## 以愛心澆灌樹苗 期盼成為昂然大樹 從愛出發 從台灣到國際的大樹計畫

### Love is Grown from Small Seedlings to Large Trees Domestic and international Elevated Tree Programs

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

不要以為貧窮已消失在台灣這塊土地上，許多家境清寒或家庭遭遇重大變故的學童，仍無法安心就讀。為了幫助這些學童脫離貧困，走出自己的人生道路，國泰世華銀行文化慈善基金會從 2004 年起開辦「大樹計畫—讓幼苗長成大樹」，每年辦理 2 次助學金捐贈，迄今已幫助近 7 萬多人，培育幼苗長成昂揚大樹。

#### 大樹計畫助學金 澆灌樹苗成長

2013 學年度第 2 學期大樹計畫助學金捐贈典禮，在 4 月 22 日舉行，邀請桃園縣桃園國小演出剛柔並濟的「節令鼓」以及花蓮縣卓楓國小演唱情感動人的布農族歌謠。於典禮中，頒贈大樹計畫助學金新台幣 5,000,000 元予宜蘭、桃園、彰化、雲林及嘉義等 5 縣 137 所國中小 4,334 名學童、受託代辦專戶「廖

添財暨廖邱甘慈善基金」助學金新台幣 367,004 元予桃園縣桃園及龜山國小 137 名學童，以及由國泰世華銀行提撥，透過基金會捐贈予宜蘭縣大同鄉寒溪、大同、四季及南山等 4 所國小 326 名學童的營養早餐補助經費新台幣 790,550 元。

2014 學年度第 1 學期大樹計畫助學金捐贈典禮則於 10 月 21 日舉辦，邀請來自嘉義縣阿里山鄉的新美國小帶來鄒族傳統的古謠吟唱及現代舞表演。典禮當日頒贈大樹計畫助學金新台幣 5,000,000 元予宜蘭、苗栗、彰化、雲林及嘉義等 5 縣 250 所國中小 4,078 名學童，以及受託代辦專戶「廖添財暨廖邱甘慈善基金」助學金 386,777 元予桃園縣桃園及龜山國小 121 名學童。基金會董事長汪國華購買 7,000 顆棒球，和從事公益多年的愛心企業主—永紡暨玖龍公司董事長沈金柱及英紡公司董事長葉淑麗所製作的 7,000 件外套，在典禮中同時致贈給偏鄉地區 111 所國小學童。國泰世華銀行提撥的早餐補助經費，再度透過基金會捐贈予宜蘭縣大同鄉寒溪、大同、四季及南山國小，以及南投縣信義鄉信義國中、羅娜及東埔國小等 7 校 533 名學童，讓偏遠地區青少年有溫熱的早餐可以享用。

10 月 21 日的典禮中還頒發了「小樹苗作文獎」的特優獎項共 5 名，特優得主之一吳同學，於典禮現場宣布捐贈 1/4 獎金回饋予大樹計畫。大樹計畫不但扶植幼苗，更培養小小慈善家，讓孩子們知道付出也是一種幸福。

#### 國泰世華銀行越南大樹計畫 播下愛的種子回饋在地

國泰世華銀行致力於成為亞太區域領先金融機構，積極拓展東南亞市場，於越南地區深耕多年，對於公益亦不遺餘力。自 2008 年起開辦「越南大樹計畫」，與當地「丁善理紀念基金會」合作，並透過「勸學會」了解學童的需要，每年辦理 2 次助學金捐贈。而 2014 年國泰世華銀行文化慈善基金會也提撥新台幣 500,000 元，共同參與越南大樹計畫。2013 年度第 2 學期及 2014 年度第 1 學期之捐贈典禮，分別在胡志明市 (04/08、09/22) 及廣南省 (04/11、09/26) 舉行，共捐出越南盾 7.2 億元，1,200 名學童受惠。

#### 大樹養成計畫與親子愛不礙 培育父母教養能力

親子教養是眾多父母的煩惱，基金會自 2008 年起，與財團法人「張老師」基金會合作舉辦親子公益講座，2014 年在台北市、台中市、高雄市共舉辦 15 場次，邀請知名講師講授親子教養的訣竅。為了破除時空的限制，2014 年出版「親子愛不礙」第二冊，將前一年度講座的內容及辦理情形紀錄於書中，讓舊雨新知都能藉此書獲得最實用的教養知識。

2014 年「親子雙贏！大樹養成計畫公益講座」辦理情形：

主題	日期	地點	講師
學會「負責」~ 愛與規範幫助孩子成長！	05/09(五)	台北	盧蘇偉老師
	09/27(六)	台中	武自珍老師
學會「EQ」~ 情緒，是親子關係的殺手？	05/23(五)	台北	吉靜嫻老師
	10/04(六)	台中	許皓宜老師
跟孩子「和好」~ 教養中的衝突與修復！	06/13(五)	台北	洪仲清老師
	09/19(五)	高雄	楊瑞珠老師

主題	日期	地點	講師
	06/27(五)	台北	洪錫聰老師
「宅小孩」來臨～滑世代的孩子的大未來！	09/19(五)	高雄	柯志鴻老師
	10/25(六)	台中	王智弘老師
知為「人子」～教養模式，一定代代相傳？	07/11(五)	台北	陳意文老師
不想「上學」～了解拒學孩子的內心世界！	07/25(五)	台北	吳佑佑老師
	10/17(五)	高雄	楊文麗老師
建構「幸福家庭」～培育優質兒女的治家寶典	08/01(五)	台北	曾端真老師
	10/24(五)	高雄	曾端真老師
	11/01(六)	台中	黃心怡老師

講座舉辦地點：

台北—臺北市立圖書館

台中—國泰世華銀行台中分行

高雄—國泰世華銀行前金分行



講師吳佑佑(中)、財團法人「張老師」基金會副執行長林聯章(右二)、時任國泰世華銀行文化慈善基金會副秘書長李蕙婷(左二)合影。  
A group photo of Speaker Yu-Yu Wu (center), Lian-Chang Lin, Deputy CEO from Teacher Chang Foundation (2<sup>nd</sup> from right) and Tina Lee (2<sup>nd</sup> from left), then Deputy Secretary-General of Cathay United Bank Foundation.



2014年「親子雙贏！大樹養成計畫公益講座」台北首場實況。  
The first session of the 2014 free parenting lectures—"A Win-Win for Parents and Kids"—was held in Taipei.

### 大樹茁壯計畫 為夢想加上雙翅

延伸大樹計畫培育幼苗的精神，國泰世華銀行文化慈善基金會自2014年起設置「大樹茁壯計畫—體育運動發展補助辦法」，開放予公立國中小優秀體育人才申請參加國際性個人體育賽事的經費補助，讓優秀體育人才有更大的發展空間。

基金會從捐贈助學金到辦理講座及募集童書等，更進一步地透過辦理此補助來幫助學童均衡發展，也期望能做為學童們的最佳後盾，支持他們在國際賽事中爭取最高榮譽。2014年共補助9所國中小40名學童，參加網球、柔道、跆拳道及溜冰等比賽，共獲得31個獎項。

Poverty hasn't disappeared in the land of Taiwan. Many students are still having a hard time continuing their education because of their family is in straitened circumstances or suffer a major unexpected event. In order to help those students walk out of poverty and into their destiny, Cathay United Bank Foundation has launched and carried on the Elevated Tree Program—Grow A Big Tree From A Shoot to offer scholarship aid twice a year since 2004. As of today the foundation has helped nearly 70,000 person-times.

### Scholarship Aid Helps Young Students to Grow

The Elevated Tree Program scholarship award ceremony for the second semester of school year 2013 was held on April 22<sup>nd</sup> of 2014. The foundation invited Taoyuan County Taoyuan Elementary School to present powerful yet gentle festive drum performance and Hualien County Zhuofeng Elementary School to perform rich and beautiful indigenous Bunun choral singing. It made a charitable contribution of NT\$ 5 million (US\$ 158,228) to help 4,334 students from 137 junior high schools and elementary schools in Yilan County, Taoyuan County, Changhua County, Yunlin County and Chiayi County. The foundation withdrew NT\$ 367,004 (US\$ 11,614) from the managed Tien-Tsai Liao and Gan-Ci Liao Memorial Fund to donate to 137 students studying at Taoyuan Elementary School and Kueishan Elementary School in Taoyuan County. In addition, through the foundation, Cathay United Bank made a donation of NT\$ 790,550 (US\$ 25,017) to student breakfast at 4 elementary schools in Datong township, Yilan County (i.e. Hansi, Datong, Skikun and Nanshan), benefiting 326 students.

For the first semester of school year 2014, the award ceremony was held on October 21<sup>st</sup>. The foundation invited Sinvi Elementary School (Alishan Township, Chiayi County) students to present the Tsou aborigines' traditional songs and modern dance. The foundation made a charitable contribution of NT\$ 5 million (US\$ 158,228) to help 4,078 students from 250 junior high schools and elementary schools in Yilan County, Miaoli County, Changhua County, Yunlin County and Chiayi County. It also withdrew NT\$ 386,777 (US\$ 12,240) from the managed Tien-Tsai Liao and Gan-Ci Liao Memorial Fund to donate to 121 students studying at Taoyuan Elementary School and Kuei-Sshan Elementary School in Taoyuan County. In the ceremony, donations of 7,000 baseballs from the foundation's Chairman Gregory K. H. Wang and 7,000 overcoats from Johnny Shen, Chairman of Ever Shine Y&F Co. Ltd. and King



4月22日大樹計畫助學金捐贈典禮後，所有與會人員合影。  
A group photo of the participants taken at the end of the Elevated Tree Program scholarship award ceremony on Apr. 22<sup>nd</sup>.



英紡企業董事長葉淑麗，由國泰世華銀行文化慈善基金會董事長汪國華陪同，捐贈外套予嘉義縣新美國小學童(受贈代表)。  
Sally Yeh, Chairman of Ever Shine I&F Co. Ltd., donated overcoats to Shinmei Elementary School in the presence of Gregory K. H. Wang, Chairman of Cathay United Bank Foundation.

Dragon International Co. Ltd., and Sally Yeh, who are Chairman of Ever Shine I&F Co. Ltd. and devoted to charity for years, were made for 111 remote elementary school students. In addition, Cathay United Bank once again through the foundation made a donation to student breakfast at 4 elementary schools in Datong township, Yilan County (i.e. Hansi, Datong, Skikun and Nanshan) and 3 schools in Xinyi township, Nantou County (i.e. Xinyi Junior High School, Luona Elementary School and Tumpu Elementary School), benefiting 533 students.

In the ceremony on October 21<sup>st</sup>, the foundation also announced 5 award winners of the writing contest "Little Sapling Writing Award". Wu, one of the winners said that he would like to donate 1/4 of his cash prize to the Elevated Tree Program. It was a gratifying moment for all to witness that the Elevated Tree Program not only has supported young students but also has helped children to understand that giving is satisfying.



國泰世華銀行文化慈善基金會出版「親子愛不礙」第二冊。  
Love Without Barriers Volume II was published by Cathay United Bank Foundation.

### Elevated Tree Program in Vietnam Gives Back to Local Communities

Cathay United Bank has been devoted to becoming a leading financial institution in the Asia Pacific. The bank has aggressively developed the markets in Southeast Asia and Vietnamese market in particular for years. It has also spared no effort in taking root and giving back to local communities in Vietnam. The bank launched the Elevated Tree Program in Vietnam in 2008 and has worked with local Lawrence S. Ting Memorial Fund and Vietnam Association for Promoting and Supporting Educational Development to identify students in need and to offer financial support twice a year. In 2014, Cathay United Bank Foundation made a donation of NT\$ 500,000 (US\$ 15,823) along with Cathay United Bank to the Elevated Tree Program in Vietnam. The scholarship award ceremonies for spring and fall semesters in 2014 were hosted in Ho Chi Minh City on April 8<sup>th</sup> and September 22<sup>nd</sup> and in Quang Nam Province on April 11<sup>th</sup> and September 26<sup>th</sup>. Cathay United Bank made a donation of VND 7.2 million (US\$33,889), benefiting a total of 1,200 students.

### Free Parenting Lectures and the Book "Love Without Barriers" Help Build Parenting Skills

Educating and parenting children is always one of many worries for parents to contend with. Cathay United Bank Foundation has hosted free parenting lectures in joint effort with Teacher Chang Foundation since 2008. In 2014, the foundation organized 15 sessions in Taipei, Taichung and Kaohsiung, inviting well known instructors sharing secrets of parenting. The foundation also published the second volume of the book "Love Without Barriers", which collected the contents of the lectures given in the previous year, so that the most practical parenting knowledge could be made accessible to more.

The following is the timetable of the 2014 free parenting lectures: "A Win-Win for Parents and Kids".

Topic	Date	Location	Speaker
Responsibility: Love and Rules Go Hand in Hand!	05/09(Fri.)	Taipei	Su-Wei Lu
	09/27(Sat.)	Taichung	Tzu-Chen Wu
EQ: Is Being Emotional a Killer of Parent-Child Relationships?	05/23(Fri.)	Taipei	Ching-Hsien Chi
	10/04(Sat.)	Taichung	Hao-Yi Hsu
Reconciliation: Conflicts and Restoration in Family	06/13(Fri.)	Taipei	Chung-Ching Hung
	09/19(Fri.)	Kaohsiung	Jui-Chu Yang
Bring up Geeks: The Future of the Swiping Generation	06/27(Fri.)	Taipei	Hsi-Tsung Hung
	09/19(Fri.)	Kaohsiung	Chih-Hung Ko
	10/25(Sat.)	Taichung	Chih-Hung Wang
Son of Man: Do You Need to Inherit Parenting Styles from Your Parents?	07/11(Fri.)	Taipei	Yi-Wen Chen
Schooling: Understanding Why Your Kids Don't Like to Go to School	07/25(Fri.)	Taipei	Yu-Yu Wu
	10/17(Fri.)	Kaohsiung	Wen-Li Yang
Happy Family: The Best Kept Secrets of Parenting	08/01(Fri.)	Taipei	Tuan-Chen Tseng
	10/24(Fri.)	Kaohsiung	Tuan-Chen Tseng
	11/01(Sat.)	Taichung	Hsin-Yi Huang

Venues:

Taipei – Taipei Public Library

Taichung – Chung Taichung Branch, Cathay United Bank

Kaohsiung – Chianjin Branch, Cathay United Bank

### Thriving Tree Program Gives Wings to Children's Dreams

In 2014, Cathay United Bank Foundation set up "Thriving Tree Program—Sports Sponsorship" as an extension of Elevated Tree Program to offer outstanding public junior high school and elementary school student athletes special grants for joining international tournaments, giving them greater room for development.

From scholarships, free lectures, children's book donation, to sports sponsorship, the foundation hopes to help develop balanced children and to be their best supporter. In 2014, the foundation granted 40 students from 9 junior high schools and elementary schools sports scholarship. Those students participated in tournaments of tennis, judo, Taekwondo and skating and won 31 awards in total.



國泰世華銀行文化慈善基金會專案經理紀培玉(右)、維多利亞集團公關部經理曾振聲(左)於「為孩子 book 一個未來」活動看板前合影。Sofia Chi (right), Project Manager of Cathay United Bank Foundation, and Public Relations Manager Chen-Sheng Tseng from the Victoria Group (left) took a photo in front of a "Book a Future for Children" event poster.



民眾捐出數套全新書。  
Several series of brand new books donated by the general public.

## 匯聚眾人愛心 幸福不是夢

募集社會資源 讓二手童書再創價值

## Happiness Is Not Only a Dream When There is Love

Gathering resources and giving a new value to secondhand children's books

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

對於資源貧乏的偏鄉孩子來說，閱讀是一扇與外界連接的門窗，為了滿足偏鄉孩童對於知識的渴望，弭平與城市孩子間的知識落差，國泰世華銀行文化慈善基金會舉辦「讓愛延續·童書募集」活動，為弱勢族群開啟一道通往美好未來的大門。

2014 年共募集童書 6,035 冊，贈予偏遠地區國中小及偏遠鄉鎮圖書館，受贈單位遍及全台各地，總計有 72 個單位受惠。自 2009 年起至 2014 年止，基金會累計捐出書籍 62,769 冊，嘉惠 406 個偏遠地區。

讓閱讀活動在這塊土地上發展，讓小朋友的休閒活動有更多元的選擇。

為幫助弱勢國中小學童，基金會在 2014 年 4 月及 9 月「永恆的經典音樂會」活動中，邀請民眾一同響應愛心捐贈發票活動。中獎獎金全數存至「大樹計畫專戶」中化成助學金，幫助家境清寒或是突遭變故的弱勢孩子，使其得以無後顧之憂安心上學。2014 年共累計募集 1,904 張，中獎金額新台幣 2,800 元。

Reading is a window to the world for children in remote areas lacking of resources. Cathay United Bank Foundation launches the "Let Love Live On" Children's Book Donation Program in the hope of fulfilling their desire for knowledge, mitigating any knowledge gap between rural and urban students, as well as opening that window for them for a wonderful future.

In 2014, the foundation had collected 6,035 children's books and donated to elementary schools, junior high schools, and libraries in remote towns, benefiting a total of 72 organizations. From 2009 to 2014, the foundation had donated 62,769 children's books, benefiting 406 remote towns. It is hoped that reading can be another option for leisure time activities for children in remote areas.

In order to help disadvantaged students in elementary schools and junior high schools, the foundation invited the audience of Eternal Classic Concert (held in April and September, 2014) to donate invoices. A total of 1,904 invoices were collected. An amount of NT\$ 2,800 (US\$ 89) was earned from the invoice prize and donated as scholarship fund to the Elevated Tree Program Donation Account to help financially-challenged students or students who suffer unexpected major incidents in their family.



台南悠然山莊場次，演出鋼琴與大小提琴三重奏。  
A trio recital with piano, cello and violin in Yu Zen Retirement Center, Tainan.

## 音符傳遞愛的力量 愛心點亮黑暗 音樂療癒人心 以文字的力量克服視覺障礙

### Love is Shared through the Notes; Love Lights the Darkness Music heals, and words can overcome visual challenges

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

國泰世華銀行文化慈善基金會從事公益也不斷嘗試創新，於 2014 年推動許多新的重要方案，其中包括「角落音樂會」及「為愛朗讀·點亮黑暗—視障者鄉土文學推廣計畫」，期以音樂來療癒人心，以文學來克服視覺障礙，在角落中點亮希望。

#### 角落音樂會 感受音樂渲染力

基金會自 2014 年起邀請音樂家親臨各地養護中心或教養院及深入偏遠國小等，舉辦「角落音樂會」，透過音符傳遞愛的力量，將國家音樂廳等級的演出完美呈現給長者及大、小朋友們，共辦理 10 個場次。每場音樂會都以不同樂器組成各式重奏，包括大、中、小提琴、吉他、鋼琴、長笛等，除了音樂欣賞之外，也透過主持人的帶領，以說故事及伴奏合唱的方式與觀眾進行互動。在音樂家的伴奏之下，還有小朋友十分投入地當起了小小指揮家，讓現場氣氛更加歡樂融洽。即使身心障礙的小朋友無法以完整的語言表達自己的感受，但音樂卻能引發出最單純又直接的情感，讓人深刻感受到音樂強大的渲染力。

2014 年「角落音樂會」辦理情形：

日期	機構	表演內容
02/11(二)	新北愛維養護中心	小提琴、鋼琴
03/10(一)	花蓮卓楓國小	弦樂四重奏

04/30(三)	宜蘭迦勒護理之家	弦樂四重奏
05/28(三)	新竹華光智能發展中心	二胡、琵琶、鋼琴、吉他
07/01(二)	嘉義聖心教養院	米可古典吉他團
07/02(三)	雲林博愛養護中心	二胡、琵琶、鋼琴、吉他
08/21(四)	新竹仁愛社會福利基金會晨曦發展中心	弦樂四重奏
09/30(二)	台南悠然山莊	鋼琴及大、小提琴三重奏
10/01(三)	彰化名倫護理之家	鋼琴及大、小提琴三重奏
11/14(五)	台北陽明山陽明教養院	鋼琴、長笛

#### 為愛朗讀·點亮黑暗—視障者鄉土文學推廣計畫

為提供視障者多元的閱讀學習資源，舉辦視障者鄉土文學閱讀暨四覺體驗推廣計畫，活動包含製作「鄉土文學線上電子書」100 本、製作「鄉土文學有聲書光碟」一套 4 本之有聲書光碟共 2,000 片，提供視障者免費索取及下載，以及舉辦「電腦語音暨寫作課程」12 堂，共 124 人次參與，並在台南市及宜蘭縣舉辦「四覺體驗一日遊」，共 82 人參與。

Cathay United Bank Foundation has continued to bring innovations to welfare services. In 2014, the foundation introduced numerous campaigns, including Corner Concerts and "Reading for Love: Lighting the Darkness", which are respectively aimed at bringing music for healing and hope for the visually challenged.

#### Corner Concerts Show the Influence of Music

In 2014, the foundation invited musicians to share love through music in nursing homes, retirement centers and remote elementary schools. The foundation held 10 high quality concerts, including piano trios, string quartets, and other instruments such as guitar and flute. In those concerts, emcees interacted with the audience through storytelling or inviting the audience to play or sing an accompaniment. Some young listeners engaged in music so much that they pretended to be conductors. It was seen that music is of great influence and can help physically or mentally challenged children to express simple and direct emotions which cannot be expressed fully with words.

The following is the timetable of the Corner Concert campaign in 2014.

Date	Location	Programs
02/11(Tue.)	Ai-Wei Mercy Home, New Taipei City	Recital with violin and piano
03/10(Mon.)	Zhuofeng Elementary School, Hualien County	String quartet
04/30(Wed.)	Caleb Nursing Home, Yilan County	String quartet
05/28(Wed.)	Catholic Hua-Kuang Center for the Development of the Disabled, Hsinchu County	Recital with Erhu, Pipa, piano and guitar
07/01(Tue.)	Sacred Heart Home, Chiayi County	Miko Guitar Ensemble
07/02(Wed.)	Bo-Ai Nursing Home, Yunlin County	Recital with Erhu, Pipa, piano and guitar
08/21(Thu.)	St. Joseph Social Welfare Foundation Sunrise Opportunity Center, Hsinchu City	String quartet
09/30(Tue.)	Yu Zen Retirement Center, Tainan City	Piano trio (piano, cello, violin)
10/01(Wed.)	Ming-Lun Nursing Home, Changhua County	Piano trio (piano, cello, violin)
11/14(Fri.)	Yangming Home for the Disabled, Taipei City	Recital with piano and flute

#### Reading for Love: Lighting the Darkness

"Reading for Love: Lighting the Darkness" is a campaign about reading with four senses with the purpose of providing more reading and learning resources to the visually challenged. Through this campaign, 100 e-books about folklore and 2,000 sets of audio books about folklore (set of 4 books) were produced. They could be downloaded free of charge for the visually challenged. 12 sessions of computer voice recognition/writing course were held and a total of 124 people registered. Also, 2 one-day tours took 82 people to visit Tainan City and Yilan County.





國泰慈善基金會錢復董事長親自與孩子們互動，分享「錢爺爺在孩提時代的理財小故事」，並鼓勵小朋友們培養儲蓄的好習慣。  
Cathay Charity Foundation Chairman Fredrick F. Chien interacted with children, shared stories of how he managed his money in childhood, and encouraged them to develop habit of saving money.

## 多元互動 偏鄉孩童的都會之旅 拓展廣闊視野 學習開發自我

### A Diversified and Interactive Learning Trip for Children in Remote Areas Broadening their horizons and enhancing their personal development

主辦 | 國泰人壽慈善基金會

Organized by | Cathay Charity Foundation

協辦 | 國泰建設文教基金會

Co-organized by | Cathay Real Estate Foundation

國泰世華銀行文化慈善基金會

Cathay United Bank Foundation

開辦至今邁入第 12 個年頭的「國泰兒童成長營」，每年都成為弱勢小朋友們最期待的暑假活動。2014 年的成年營在 8 月 4 日熱鬧展開，國泰公益集團邀請 92 位來自宜蘭、雲林、南投和屏東的偏鄉學童，北上體驗「4 天 3 夜台北都會之旅」。

今年的營隊規劃，特別打破以往形式，除了以往傳統的藝文體驗、西餐禮儀、醫療常識以及科普教育等活動，更增添許多豐富多元的互動式學習項目。國泰人壽慈善基金會董事長錢復就親自下



今年兒童成長營特別規劃小小理財課程，透過生動有趣的道具及闖關遊戲，讓小朋友在輕鬆活潑的課程中學習理財知識，不僅課程充實完整，活動安排讓小朋友大呼過癮，不亦樂乎！

A specially designed financial management course in this year's Children Development Camp let young participants to learn wealth management through fun tools and games in a lively and cheerful context. All students found joy in the process!



小朋友們為向主辦單位表達謝意，於喜來登飯店的晚宴上，帶來精彩的原住民傳統舞蹈，現場熱鬧非凡。

To express their appreciation for the organizers' work, students performed wonderful traditional aboriginal dances during the time of dinner banquet in the Sheraton Taipei Hotel.

場，與小朋友們一同互動，不但在活動中，協助孩童建立正確的金錢觀，更訓練孩童們早日儲備未來競爭力，與全國各地的朋友，築夢飛翔。基金會董事長錢復強調，兒童成長營的目的是希望能讓孩子體驗與平常不同的生活步調。基金會總幹事龔志榮也說，每年都有參與成長營的孩子，因此視野大開，立志要當律師、建築師等。

Entering its twelfth year, Cathay Children Development Camp has become one of the most anticipated summer events for disadvantaged children. In 2014 the four-day/three-night summer camp began on August 4<sup>th</sup>, in which 92 remote school students from Yilan, Yunlin, Nantou and Pingtung were invited to travel up north to the Taipei metropolitan area.

A number of diversified and interactive learning programs were added to this year's camp in addition to existing classes and activities such as arts and cultural appreciation, western dining etiquette, basic medical knowledge and sciences. For example, Cathay Charity Foundation Chairman Fredrick F. Chien interacted with children through activities and helped them to have a correct understanding of the value of money. Chien stressed that the camp was designed to let disadvantaged kids experience life in a different way and increase future competitiveness. Director-General of Cathay Charity Foundation Chih-Jung Kung also said that every year at the end of the summer camp there were always some children, whose visions were broadened, saying they want to be a lawyer or an architect in the future.



偏鄉的孩子們興奮大喊，「兒童成長營每一站都好好玩、好驚喜」、「謝謝國泰的叔叔阿姨，讓我們來台北玩」，孩子們純真的性情，於 4 天 3 夜營隊中表露無遺。

During the four-day Children Development Camp, young participants from remote areas had shouted loudly with childlike facial expression, "I had fun in every program", "Every game was full of surprises" and "Thank you, uncles and aunts from Cathay, for treating us to visit Taipei!".



愛的力量號召民眾不畏酷暑，「熱血」一下！

Volunteers and the general public actively responded to the summer blood drive.

2014 年的捐血活動，特別結合臉書、媒體，發動全體志工，帶領親朋好友、保戶，共同參與社會公益活動，感謝大家一起做個「快樂捐血人」！捐血活動從 5 月 24 日從台中啟動，在 9 月 6 日順利完成 82 場捐血活動，總共動員 2,000 人次的志工，募集 17,232 袋熱血，共 430 萬 8 千 c.c. 的血液，突破 2013 年創下的 14,909 袋紀錄！由此可見基金會長期耕耘的結果，引發民眾捐血的熱情，讓更多人願意響應如此有意義的活動。



民眾熱情參與，仔細填寫相關資料。

The general public excitedly participated in the blood donation campaign and filled out related forms carefully.



在豔陽下排隊等候捐出熱血。

Under the big bright sun people waited in line to donate blood.

## 捐血救人 幸福永恆

年年熱血沸騰 捐血捐愛健康無礙

### Let Love Last Through Blood Donors

Summer Blood Donation Campaign receives great response every year

主辦 | 國泰人壽慈善基金會

Organized by | Cathay Charity Foundation

協辦 | 國泰建設文教基金會

Co-organized by | Cathay Real Estate Foundation

國泰人壽慈善基金會發起的「夏日捐血活動」，2014 年已邁入第 15 年，特別透過社群媒體、網路宣傳，並擴大邀集自家霖園志工投入，鼓勵社會大眾參與，幫助民眾付出愛心，關懷社會！捐血人慷慨捐獻鮮血，提供給不認識的傷、病患者使用，不僅是由仁心而生的大愛行為，還可以促進血液新陳代謝，有益自己的身體健康，在紓緩血荒的同時，也回饋社會。

Summer Blood Donation Campaign initiated by Cathay Charity Foundation celebrated its 15<sup>th</sup> anniversary in 2014. The campaign leveraged the internet and social media to encourage Lin Yuan volunteers and the general public to show their care for the society through blood donation. When donors give blood, not only are they actually showing their love to those in need and helping to alleviate blood shortages, but also their metabolism are increased.

The campaign leveraged social media, including Facebook, to mobilize all Cathay clients, volunteers, and their friends and families to join the blood drive. From May 24<sup>th</sup> to September 6<sup>th</sup>, the campaign had set up 82 blood donation booths, mobilized 2,000 volunteers (person-times), and collected 17,232 bags of blood (an equivalent of 4,308,000 c.c.), which broke the record of 14,909 bags of blood in 2013. This demonstrates that the foundation's long-term commitment has successfully drawn more people to act on this campaign in a meaningful way.



左起國泰證券蔡以哲副總、國泰人壽劉大坤協理、國泰慈善基金會龔志榮總幹事、國泰金控吳淑盈副總、國泰人壽金肖雲協理、國泰產險吳明洋總經理、國泰投信張錫董事長、神坊資訊林俞禎總經理、國泰投信張雍川總經理、國泰金控程淑芬投資長等集團主管皆應邀參與耶誕送暖活動，頒贈耶誕禮物與小朋友同歡。

A group photo of (from left to right) Cathay Securities Vice President Yi-che Tsai, Cathay Life Insurance Assistant Director Ta-Kun Liu, Director-General of Cathay Charity Foundation Chih-Jung Kung, Vice President of Cathay Financial Holdings Shu-Ying Wu, Cathay Life Insurance Assistant Director Hsiao-Yun Chin, Cathay Century Insurance General Manager Ming-Yang Wu, Chairman of Cathay Securities Investment Trust Hsi Chang, General Manager of Symphox Yu-Chen Lin, Cathay Securities Investment Trust General Manager Yung-Chuan Chang, Cathay Financial Holdings Chief Investment Officer Shu-Fen Cheng and participating children in the Cathay Christmas Winter Warmth Program.

## 全台寒冬送愛 暖暖入懷 圓夢計畫 鼓勵孩童勇敢尋夢

### Love Travels across Taiwan to Bring Warmth in Winter Dreams Come True Program encourages children to boldly pursue their dreams

主辦 | 國泰人壽慈善基金會

Organized by | Cathay Charity Foundation

協辦 | 國泰建設文教基金會

Co-organized by | Cathay Real Estate Foundation

國泰世華銀行文化慈善基金會

Cathay United Bank Foundation

每年冬天總是弱勢家庭最難熬的時候，這時國泰眾人的愛心，就會匯聚一起，幫助最需要幫助的人。國泰公益集團寒冬送暖系列活動，今年已堂堂邁入第 13 年，每年的「耶誕寒冬送暖」活動，將全體員工的愛心，透過捐款及志工參與，把愛傳遞到全台的每個角落。

耶誕前夕舉辦 29 場「耶誕寒冬送暖」活動後，隨即趕在農曆年前，再度啟程前往全台各地的偏鄉小學辦理「年前寒冬再送暖」活動，由霖園志工們親手將愛心紅包發送到每位小朋友，以及需要關懷的對象手中。

2014 年國泰集團員工愛心捐款熱度一舉突破千萬大關，創下歷年高峰，愛心更是廣佈全台；自 1 月 13 日起，全台一共辦理了 55 場「年前送暖」偏鄉關懷活動，關懷近 7,000 位偏鄉兒童及弱勢族群，陪伴大家度過溫暖的農曆年。

#### 「Kituru 練習」圓夢計畫

圓夢計畫的核心精神「Kituru」，是排灣語中「練習」的意思，意指自我磨練，執著往目標踏實前進。該計畫以寒冬送暖活動曾關懷過的偏鄉小學為對象，包含苗栗士林國小足球隊、梅園國小柔道隊、台東海端國小陶笛隊、利嘉國小六年甲班古蹟巡禮團隊、椰油國小攝影隊、花蓮古風國小射箭隊、屏東育英國小蛇板隊及台南吉貝愛國小跑步到 101 團隊，各個學校立下不同的圓夢目標，用為期一年的練習時間，共同為夢想而努力。



國泰慈善基金會贈送小熊暖手午安枕禮物，讓偏鄉小朋友個個樂開懷，也溫暖了孩童的心！

Cathay Charity Foundation gave bear nap throw pillows as gifts to children in remote areas, bringing heart-warming to them.

「Kituru 練習」圓夢計畫首次辦理即受到熱烈的迴響，6 月 20 日成果發表會上，首映 8 所圓夢小學練習歷程的紀錄片，現場更佈置圓夢體驗區，帶領與會人員「一起打開感受幸福的天線，重拾發現幸福的能力」，深入認識這 8 所學校的逐夢故事。藉由圓夢計畫，師生一起擬定目標、持續努力，學習不放棄和助人的價值觀，這些練習的歷程將成為孩子們成長的養分，讓他們的夢想在汗水中啟航，並在未來的成長旅途中，可以飛得更高、更遠，這才是真正教育的意義所在！

Winter is always the most difficult time for disadvantaged families to face. It is also the time when Cathay Charity Group calls for acts of love to take care of those in need. In the 13<sup>th</sup> anniversary of Winter Warmth Program, Cathay Charity Group continued to reach out every corner of Taiwan with love by giving donations and mobilizing volunteers during the Christmas season.

The foundation organized 29 Christmas Winter Warmth events before Christmas Eve. And before Chinese New Year's Day, the foundation held Chinese New Year Winter Warmth activities in remote elementary schools across Taiwan and let Lin Yuan volunteers personally send red envelopes to those children and people in need.

In 2014 Cathay Group employees made record-breaking donations of over NT\$ 10 million (US\$ 316,456). Starting from January 13<sup>th</sup>, the Group had organized 55 Chinese New Year Winter Warmth activities and cared for approximately 7,000 children in remote areas and disadvantaged groups.

#### "Kituru Practice": Dreams Come True Program

"Kituru", the core spirit of Dreams Come True Program, is the word "practice" in Paiwan language, which means self-discipline and steadfast dedication to the ultimate goal. The program targets remote elementary schools which have received help in Cathay's Winter Warmth Program and asks them to set their own goals and try to achieve their goals after one year of preparation. In 2014 the schools invited to join the program included Miaoli County Shilin Elementary School soccer team, Meiyuan Elementary School Judo team, Taitung County Hai Duan Elementary School ocarina team, historic site tour team from Lijia Elementary School, Yeyou Elementary School photography team, Hualien Gu-Feng Elementary School arrow shooting team, Pingtung County Yu Ying Elementary School snake skateboard team, and Tainan City Ka-Bua Sua Elementary School running team.

"Kituru Practice" Dreams Come True Program has received warm response since its inception. In the final presentation ceremony on June 20th, documentary films about 8 participating schools' practice process were presented and experience zones were set up accordingly to help participants know the stories of how those schools accomplished their dreams. Through this program, teachers had worked with students and taught them how to set their goals, stay focused, persevere, and help each other. It was hoped that the process of practice would be meaningful experiences for those students and would help them to soar higher and farther like eagles—which is the true meaning of education!



國泰慈善基金會吳惠斌副總幹事至台中自由國小關懷政治大學指南服務團出隊學生及當地小朋友。  
Cathay Charity Foundation Deputy Director-General Hui-Pin Wu visited National Chengchi University's Chinan Volunteer Club students and local kids at Taichung City Yzu Yu Elementary School

## 大專社團合作服務 鏈結資源 青年學子發揮創意 熱血服務走訪全台

### Connecting Resources by Collaborating with University Clubs University students show innovation in public services across Taiwan

主辦 | 國泰人壽慈善基金會

Organized by | Cathay Charity Foundation

霖園集團內部有眾多公益活動，但服務廣度因企業志工在工作時間的擠壓下而受限。有鑒於此，國泰人壽慈善基金會推動大專院校社團服務營隊合作，藉助大專學生之力量，一起為兒童教育深耕努力。

#### 以認輔取代贊助 協助社團有效益的永續經營

國泰人壽慈善基金會於2013年起認輔大專社團，培植4個大專社團，導入企業經營模式，透過系統性經營，協助社團有效益的規劃各項服務課程並永續經營，並讓他們在沒有募款的壓力下創造更好的活動品質。

2014年擴大關懷範圍，以實際行動支持大專院校社團，共協助38個社團之活動經費及95個營隊保險費用，2014年共有814位學生志工參與服務，關懷逾2,500人。



國泰慈善基金會林幸川副總幹事親自至基隆瑪陵國小關懷台北教育大學學生志工，親自慰勞他們的辛勞。

Deputy Director-General of Cathay Charity Foundation Hsing-Chuan Lin went to Keelung City Maling Elementary School to encourage student volunteers from National Taipei University of Education.



參與成果交流會的熱血大專志工與慈善基金會龔志榮總幹事（中左）及廖昶超幹事（中右）歡樂合影。

University volunteers took a group photo with Cathay Charity Foundation Director-General Chih-Jung Kung (left, middle) and Director Chang-Chao Liao (right, middle) after the workshop.

#### 成果交流座談會 六大主題創意大激盪

為鏈結青年學子熱血服務的活力與創意，國泰人壽慈善基金會辦理成果交流座談會，提供優秀社團彼此分享鏈結的平台，針對「陪讀輔導、生命教育、育樂營隊、社區服務、環保創意及衛生教育」六大主題，透過服務理念、成果及未來行動模式的分享，各社團彼此激盪創意行動，並相互鏈結社團服務專長，討論未來組成跨校社團服務營隊，擴大並強化社團服務的內容與模式。

In the light of the fact that adult volunteers can only devote limited time outside of their work to numerous charitable activities held by Lin Yuan Group, Cathay Charity Foundation began to collaborate with university clubs and invited young adult university students to join the force of children's education services.

#### Counseling and Mentoring Services Help University Clubs Go Effective and Sustainable

In 2013 Cathay Charity Foundation started to provide counseling and mentoring services to 4 university clubs. The foundation introduced those clubs corporate management models to help them operate clubs and plan activities in a more systematic and sustainable way without the pressure of fundraising.

In 2014 the foundation expanded its scope of practice and sponsored activity fees of 38 university clubs and insurance fees of 95 student camps. By doing so, the foundation had helped 814 student volunteers to provide care services to more than 2,500 people.

#### University Club Members Brainstorm Innovation under Six Major Themes in the University Club Workshop

A University club workshop was organized by Cathay Charity Foundation as a platform for outstanding university club members to connect and share their ideas of innovation in public services. The workshop revolved around six major themes: helping children with their study, life education, camps, community services, innovative environmental services and health education. In the workshop, university club members from different schools shared their mission statement, what they had done and planned to do, brainstormed innovation, and discussed possibilities of combining each other's advantages and establishing cross-university teams to provide more and better public services.



員林農工吸引近 1500 位觀眾欣賞混障綜藝團精彩演出。

The performance of Mixed Disabled Troupe at the Yuanlin Agricultural and Industrial Vocational School attracted nearly 1,500 people.

## 混障綜藝團展演 展現生命奇蹟 頌愛到監所和校園 生命不輕言放棄

**Miracles Are Seen in Mixed Disabled Troupe Members**  
Sending love and messages of never giving up to prisons and schools

主辦 | 國泰人壽慈善基金會

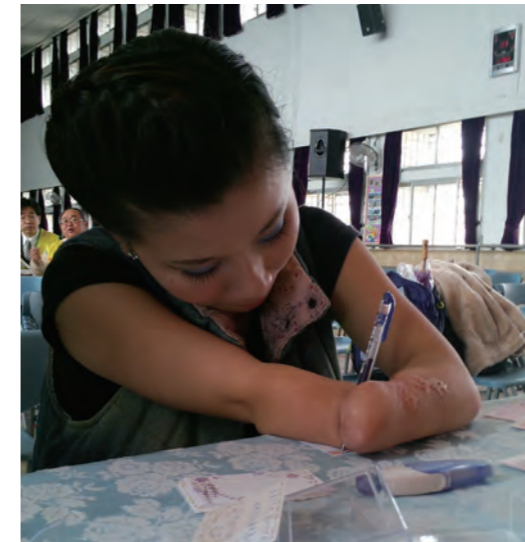
Organized by | Cathay Charity Foundation

國泰人壽慈善基金會與混障綜藝團合作辦理頌愛到監所及校園活動，自 2007 年起至今已邁向第 8 年，2014 年全台巡演 10 場，包括桃園女子監獄、關山高工、武陵外役監獄、南寧高中、台北監獄、宜蘭監獄、員林高農、三重商工、新港藝術高中及台中女子監獄等。觀眾一舉突破 6,000 人次，透過頌愛到監所校園巡迴公益列車的演出引導觀眾深刻感受要用一生才能體會的生命價值，進而學習珍惜生命、建立良善社會！

「混障綜藝團」團員之一郭韋齊，因幼年時一場感冒引發的敗血症而失去四肢，年紀輕輕的她卻沒被打倒，臉上常常掛著陽光般笑容，喜歡彈鋼琴、熱愛跳舞，甚至還嘗試挑戰自我攀登玉山，希望藉由自己奇蹟般生命歷程，鼓舞許多學生和收容人勇於改變、創造奇蹟，重拾人生的希望與光明。

Inmate and Student Care Program, initiated in 2007, is a collaborative campaign between Cathay Charity Foundation and Mixed Disabled Troupe. Marking its 8<sup>th</sup> anniversary, the program had staged performances in

10 prisons/schools (i.e. Taoyuan Women's Prison, Guan-Shan Vocational Senior High School, Wuling Open Prison, Nan-ning Senior High School, Taipei Prison, Yilan Prison, Yuanlin Agricultural and Industrial Vocational High School, San-Chung Commercial and Industrial Vocational High School, Singang Senior High School of Arts, and Taichung Women's Prison), giving a total audience of 6,000 person-times an opportunity to appreciate life and the value of kindness.



陽光少女郭韋齊用手肘夾筆，給每位收容人寫鼓勵小卡。

Wei-Chi Kuo, a sunny young girl, held a pen with her elbows and wrote encouragement cards to prisoners.

Wei-Chi Kuo, a member of Mixed Disabled Troupe, lost her limbs because of septicemia caused by a cold in her childhood. Yet she is not destroyed. She's always with sunshine smile on her face. She likes playing piano and dancing. She even challenges herself to climb Jade Mountain. She hopes that her miraculous journey can be an encouragement for students and inmates to dare to change, create miracles, and hope for a brighter future.



混障綜藝團團員與盧朱卿分隊長及國泰志工逗趣合影。

An intriguing group photo of Mixed Disabled Troupe members, district manager Chu-Ching Lu and Cathay volunteers.



國泰世華銀行文化慈善基金會董事長汪國華(左)、國泰世華銀行董事長陳祖培(右)與金曲歌后孫淑媚(中)於活動後合影留念。  
Gregory K. H. Wang, Chairman of Cathay United Bank Foundation (left), Tsu-Pei Chen, Chairman of Cathay United Bank (right) and Golden Melody Awards winner May Sun (center) took a group photo after the concert.

## Plaza 7 音樂會 樹立藝文新地標

樂音悠揚 動人藝文之夜

## Plaza 7 Concerts Become a Benchmark for Cultural Activities

Artistic nights with entertaining music

主辦 | 國泰世華銀行文化慈善基金會 Organized by | Cathay United Bank Foundation  
國泰建設文教基金會 Cathay Real Estate Foundation

### 永恆的經典音樂會 多重視聽饗宴

Plaza 7 系列活動是由國泰世華銀行文化慈善基金會、國泰建設文教基金會及霖園集團其他企業共同舉辦，自 2004 年開辦至今，深受民眾喜愛。活動現場同步舉辦童書及發票募集活動，在享受音樂的同時，也養成民眾隨手做公益的習慣。



黃嘉千除了主持功力了得，歌藝也非常精湛，唱作俱佳博得滿堂彩。  
Phoebe Huang's excellent hosting skills and singing performance won the applause from a full house.



國泰建設董事長張清樹(左)及副總經理董自立(右)在演唱會圓滿結束後與台語歌手龍千玉合影留念。

Cathay Real Estate Foundation Chairman Ching-Kuei Chang (left) and Vice General Manager Daniel Tung (right) took a photo with Taiwanese singer Chien-Yu Lung after the concert.

### 台語金曲演唱會 唱入民眾心靈

國泰建設文教基金會為持續深耕台灣本土文化，原訂於 2014 年 6 月 14 日在 Plaza 7 國泰廣場舉辦的「台語金曲演唱會」，因雨改在國泰金融會議廳舉辦，延續往年傳統，聘請金曲歌王歌后齊聚一堂。

2014 年適逢國泰建設公司創立 50 周年紀念，董事長張清樹先生親自蒞臨。在台語金曲歌后曾心梅一連串鳳飛飛的輕鬆組曲「涼啊涼」與「好好愛我」及「寶島曼波」歡樂開場後，董事長感性致詞，國泰建設在地經營 50 年，用心蓋好房子，創造民眾的幸福空間，是要繼續延續下去的企業使命，也邀請來賓每年一起參加仲夏夜晚美好的台語音樂會。

隨後上場的則是台語金曲歌后—黃妃演唱語調輕快的「妝呼水水」，接著邀請現場來賓互動合唱膾炙人口的「追追追」，最後帶來的老歌「暝那會這麼長」，溫暖道地的唱腔，更讓現場觀眾沉醉不已。歌喉宏亮的台語歌手袁小迪，帶來振奮全場成名曲「打拼」，及台語金曲「人生啊人生」、「紙雲煙」，更讓人感受台語的語詞意境優美，台語歌后龍千玉上台，和袁小迪一同合唱「男人心女人情」與「情深深」兩首經典台語對唱情歌，情深雋詠的詞句，讓人懷念不已。龍千玉用其委婉動聽的歌聲一連演唱「風中的玫瑰」、「幸福之戀」，並下台與現場來賓互動，造成轟動，最後以音調輕快的「烏龍茶」留下完美的句點。壓軸巨星、重量級天王葉啟田，以三首「浪子的心情」、「為你打拼」，以及已成



國泰世華銀行文化慈善基金會董事長汪國華(左二)、國泰世華銀行董事長陳祖培(左一)，與李翊君(中)、孔鏞老師(右二)及主持人陳偉民(右一)合影留念。

A group photo of Gregory K. H. Wang, Chairman of Cathay United Bank Foundation (2<sup>nd</sup> from left), Tsu-Pei Chen, Chairman of Cathay United Bank (1<sup>st</sup> from left), E-Jun Lee (center), musician Kung-Chiang (2<sup>nd</sup> from right) and emcee Wei-Min Chen (1<sup>st</sup> from right).



9月20日的音樂會改至室內舉辦，但觀眾的支持不減，現場座無虛席。

The concert on Sep. 20<sup>th</sup> was moved to an indoor location yet still attracted a full house.

為全民國歌的「愛拼才會贏」讓全場陷入瘋狂，與主持人曾心梅的互動更讓全場觀眾笑聲不斷，「碼頭惜別」、「乾一杯」，首首膾炙人口的金曲，更讓全場歡聲雷動，最後的安可曲「內山姑娘要出嫁」伴隨著華麗亮眼的舞群，帶來晚會的高潮。

在主持人曾心梅演唱「掌聲響起」的歌聲中，國泰建設文教基金會「2014台語金曲演唱會」伴隨著眾人的歡呼安可喝采聲圓滿結束。大家意猶未盡相約來年，後年，年年一起共襄盛舉，再一個50年都有這麼美麗的夜晚。

### Eternal Classic Concerts Offer Audio-Visual Feasts for the Senses of the Audience

The Plaza 7 Series Activities, co-organized by Cathay United Bank Foundation, Cathay Real Estate Foundation and other corporate affiliating with Lin Yuan Group, have been warmly welcomed by the general public since its inception in 2004. The series activities include concerts, the children's book donation program and invoice donation program, giving opportunities to the public to participate in charities while enjoying music.

The first Eternal Classic Concert in 2014 was held by Cathay United Bank Foundation on April 26<sup>th</sup>, featuring Golden Melody Awards winner May Sun, all-star entertainer Phoebe Huang and Uni Yeh from "One Million Star" talent show. Uni Yeh showed her naturally wonderful singing voice in her fast song performance. Phoebe Huang performed several popular Chinese and English songs and brought the audience bursts of laughter with her good humor. Golden Melody Awards winner May Sun closed the wonderful night with many of her signature songs. She also sang the duet "A Full Moon in the Cloud" with emcee Wei-Min Chen and took photos with the audience after the concert.

The second Eternal Classic Concert, which was also the last event of Plaza 7 Series Activities in 2014, was held on September 20<sup>th</sup>. The concert featured live performance by top love song singer E-Jun Lee, Jia-Lin Cai from "Super Star" talent show, Yo-Sing Fun—winner of "One Million Star" talent show, and musician Kung-Chiang. Yo-Sing Fun rocked the stage with her witty conversation with the emcee and a variety of performances, including fast songs and ballads in Chinese as well as Taiwanese. Jia-Lin Cai created wonderful memories for his fans and the audience with his excellent singing techniques and fun and friendly personality. Lastly, singer E-Jun Lee performed several memorable suite songs and entertained the audience with her perfect interaction with musician Kung-Chiang and emcee Wei-Min Chen.

### Taiwanese Classic Songs Concert Touched the Souls of the Audience

The Taiwanese Classic Songs Concert has been organized by Cathay Real Estate Foundation in the hope of promoting Taiwanese local culture. The concert, originally scheduled to stage in the Plaza 7, was moved to the Cathay Financial Conference Hall because of rain on June 14<sup>th</sup>, 2014. And as always, the concert features performance by Golden Melody Awards winners.

Golden Melody Awards winner Xin-Mei Zeng opened the night with brisk and lively performances, singing suite songs of Fei-Fei Feng's "Cool!", "Love Me Well" and "Taiwan Mambo". Right afterwards, Chairman Ching-Kuei Chang gave an opening remark to celebrate Cathay Real Estate's 50<sup>th</sup> anniversary. He said that Cathay Real Estate has taken root in Taiwan for 50 years and will continue to create space of happiness for the public. He also invited the audience to enjoy the Taiwanese Classic Songs Concert every summer.

Then, Golden Melody Awards winner Fei Huang captivated the audience with her heart-touching voice by performing three classic Taiwanese popular songs in a roll: the lively song "Be Pretty", popular "Chase, Chase, Chase" which she invited the audience to sing along with her, and classic "What a Long, Long Night". Taiwanese singer Hsiao-Ti Yuan boosted audience engagement with his beautiful musical expression by singing "Work Hard", "Life, Oh Life" and "Floating Clouds", followed by fascinating the audience with two classic Taiwanese duet love songs—"A Man's Heart and A Woman's Heart" and "Deep Love"—with Taiwanese singer Linda Lung. Then, Linda Lung carried on her appealing performance of "A Rose in the Wind", "Happy Love" and lively "Oolong Tea". Last but not least, top singer Chi-Tien Yeh's performance of "The Prodigal Son", "Fighting for You" and "Fight for Win" hit the crescendo of the concert. He brought the audience bursts of laughter by interacting with the host Xin-Mei Zeng, and received rounds of big hand with "Farewell at the Wharf" and "Bottoms Up". He encoed with a splendid singing and dancing performance of "The Neishan Girl Getting Married".



寶島歌王葉啟田，一連兩首的膾炙人口的歌曲，充分傳達台灣人感情與勵志的心境，最後再以全民國歌的「愛拼才會贏」創造晚會最高潮。

Top singer Chi-Tien Yeh sang two popular songs of encouragement in a roll before singing the song "Fight for Win" which reached the crescendo of the concert.

Host Xin-Mei Zeng closed the night with her performance of "Applause" and wished to see the audience in the following years to come.



紀錄卓楓國小合唱團練習情形。  
Zhuofeng Elementary School choir practice was videotaped.

## 倡議原民關懷 推動兒童寫作

紀錄永恆不墜的歌聲 鼓勵文學素養從小紮根

**Aboriginal Care Initiative and Promotion of Children's Writing Abilities**  
**A documentary film is produced. Children's writing skills are developed**

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

### 歌唱，幸福的部落—古諾楓之歌 卓楓國小紀錄片拍攝

卓楓國小位於花蓮縣卓溪鄉古風村，是一個布農族的迷你小學。布農族的八部合音享譽國際，而歌唱也是卓楓國小重點發展的特色。在少子化及人口外移的衝擊下，學生人數日益減少，所以幾乎動員了全校學生來參與合唱團。卓楓國小曾經多次獲得全國鄉土歌謠比賽的獎項，也曾參與拍攝財政部推廣電子發票的微電影。為了保存原住民文化及倡議偏鄉關懷之議題，國泰世華銀行文化慈善基金會在2014年耗費近一年的時間，針對卓楓國小學童進行紀錄片拍攝，該片預計於2015年發表。



國泰世華銀行總經理李長庚(左)頒贈獎狀予小樹苗作文獎榮獲特優的小作家們。

Chang-Ken Lee (left), President of Cathay United Bank, granted award certificates to Little Sapling Writing Distinction Award winners.



拍攝角落音樂會於卓楓國小舉辦之實況。  
A Corner Concert was held in Zhuofeng Elementary School.



卓楓國小學童嘗試操作攝影器材。  
Students from Zhuofeng Elementary School learned to use a video camera.

### 小樹苗作文獎 鼓勵學童閱讀寫作

為了培養國小學童閱讀習慣，國泰世華銀行文化慈善基金會透過徵文比賽，期待藉由小朋友看書、愛書，進而提升作文能力。2014年小樹苗作文獎，以「公益心關懷情」為題，徵文對象為全台灣小5、6年級學童，自2014年5月1日至7月31日止，共149所學校參與投稿，總計收到439份稿件，經過專業老師評審，頒發特優、優等、甲等、各項最佳獎及佳作等共114位，於10月21日「大樹計畫」助學金捐贈典禮進行頒獎。

### Documentary: "Songs of Hunungaz: Singing, A Happy Tribe"

Zhuofeng Elementary School is a mini school in Bunun tribe situated in Gu Feng Village, Zhuo Xi Township, Hualien County. The school focuses extensively on singing since the Bunun is especially famous for "Pasibutbut"—eight-part harmonic singing. Zhuofeng Elementary School has mobilized almost every student to join its choir considering that the number of students is decreasing because of the declining birth rate and the significant out-migration of the population. It has won multiple National Competition of Folk Song and once assisted the Ministry of Finance to shoot a micro-movie about e-invoice. In the hope of preserving aboriginal cultural heritage and advocating care for remote villages, Cathay United Bank Foundation spent almost a whole year in 2014 to make a documentary on students from Zhuofeng Elementary School. The film is scheduled to be released in 2015.

### Little Sapling Writing Contest Encourages Students to Read and Write

In order to cultivate reading habits among elementary school students, Cathay United Bank Foundation has organized the Little Sapling Writing Contest to encourage children to read, cherish books, and enhance writing ability. The essay topic for the 2014 writing contest was "A Heart for Public Welfare". The contest was open to fifth- and sixth-grade elementary students nationwide. 439 entries from 149 schools were received from May 1<sup>st</sup> to July 31<sup>st</sup>, 2014. A total of 114 students won the awards, which included outstanding awards, distinction awards, merit awards, excellence awards, and selected awards. An award ceremony was held concurrently with the Elevated Tree Program scholarship award ceremony on October 21<sup>st</sup>.





「藝源復始」開幕，國泰世華銀行文化慈善基金會董事長汪國華(中)、國泰世華銀行個金執行長楊俊偉(右一)、資深藝術顧問陸潔民(左二)及藝術家蘇憲法(左三)、黃進龍(右三)、簡昌達(右二)共同合影。

Gregory K. H. Wang, Chairman of Cathay United Bank Foundation (center), Chun-Wei Yang, C.E.O.-Individual Banking of Cathay United Bank (1<sup>st</sup> from right), senior art consultant Jimmy Lu (2<sup>nd</sup> from left), artist Hsien-Fa Su (3<sup>rd</sup> from left), artist Chin-Lung Huang (3<sup>rd</sup> from right) and artist Chang-Ta Chien (2<sup>nd</sup> from right) took a group photo at the opening of the exhibition—"Back to the Beginning"

## 推動本土藝術 讓美學環繞生活 領略藝術之美 探索創作意境

Local Art is Advocated; The Aesthetic of Life is Promoted  
Appreciating the beauty of art and unlocking the artist's mind

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

### 如是我聞·一時自在—黃心健新媒體裝置展 01/25~02/28

國泰世華藝術中心 2014 年的首檔展覽，跨界邀請新媒體藝術家黃心健，其致力於探索如何運用科技藝術讓社會產生美好的改變，並持續以互動作品來呈現科技的人性關懷。此展皆為其新作，概分為三大系列，其一為「相遇時刻」的翻牌影像，藉由反覆翻牌的運轉機制，鋪陳出多元的歷史切片與島嶼輪廓的點滴故事。其二為「心靈之書」數位雕塑系列，其中內建具有禪味的詩句，如「成住壞空」、「過去心、現在心、未來心」等。第三個系列為跨界合作，邀請金工飾品設計師陳雅芳，以藝術家黃心健的數位圖案發想，創作出一系列「輪轉」的金工飾品與數位家飾。藉由此展，與觀者一同見證科技與藝術的溫暖相遇！

### 藝源復始—台灣青壯輩黃金時代展 03/08~03/29

回首 1980 年代至 21 世紀初期「台灣藝術市場的黃金年代」，是由許多台灣青壯藝術家們最珍貴純質的早期創作堆疊而出，而因時代已久，已難公開可見。多年來堅持扶植台灣藝術家的國泰世華藝術中心，策劃 20 餘位至今仍活躍於藝術市場的中青輩藝術家們，展出其基礎的早期創作，欲以跨越時光的觀點，重現台灣藝術黃金時代的美好，參展藝術家包括王守英、王福東、余克危、周本義、林潮湧、林憲茂、紀宗仁、崔開璽、張自申、曹燕雯、荷爾金、陳阿發、陳崑鋒、曾孝德、黃士嘉、黃英峰、黃進龍、楊永福、楊淑惠、葉繁榮、蔡文雄、蔡正一、簡昌達、蘇嘉男、蘇憲法(依筆畫排序)等，以此展完整呈現藝術傳承的脈絡，並特別展出楊三郎、藍蔭鼎等大師原作。



「傳統藝術的當代性」開幕，謝明鋈(中)、蘇國慶(左二)、林榮(左一)、國泰世華銀行副總經理張琇玲(右三)及時任基金會副秘書長李蕙婷(右二)合影。

Exhibiting artists—Ming-Chang Hsieh (center), Kuo-Ching Su (2<sup>nd</sup> from left) and Rong Lin (1<sup>st</sup> from left), Linda Chang, Executive Vice President of Cathay United Bank (3<sup>rd</sup> from right), and Tina Lee, then Deputy Secretary General of Cathay United Bank Foundation (2<sup>nd</sup> from right) posed for a group photo in the opening ceremony of "Contemporariness of Traditional Art" exhibition.

### 傳統藝術的當代性—謝明鋈、蘇國慶、林榮 04/03~05/03

在西方古典藝術理念中，19 世紀的寫實繪畫強調的是對客觀世界的模仿與再現，要求描繪的物體需具真實與形似之貌，因此我們可視其為藝術中「再現」的傳統。現今由於藝術觀念主要傳自於西方，在時代的發展與各類藝術思潮的變化下，此傳統的藝術形式與當代的藝術風格引發出多元的觀點和討論，緣此，國泰世華藝術中心以「傳統藝術的當代性」為題，邀請藝術家謝明鋈、蘇國慶、林榮等 3 人參展，期以從藝術的表達性與內容性來探討傳統與當代的省思及融合。

### 典藏心映—林茂涼個展 05/10~05/31

繪畫表現了畫家的感動，使人產生共鳴，百看不厭。林茂涼以素人畫家之姿，首創心映畫派，他曾說「不管什麼感動，於境情生，或因心生境，不同的顏色對比，點、線、方塊的形狀皆為表彰的工具，是心映畫派自由無拘的樂趣。林茂涼無限的感情，落於筆尖，揮揮灑灑，出神入畫，使人看了想再看，每次看有每次的感動，呈現心映，心之所映的感受。不以光影，境，寫實，不以思，情，抽象做為唯一的構思。情境得其宜，無窮之樂在其間。」其以感動人心作為基礎，進而開展出自身的創作道路。



「台灣美術發展新局面(二)」開幕，國泰世華銀行私人銀行執行長黃啟彰(右三)、時任基金會副秘書長李蕙婷(右一)及藝術家李正郎(左三)、楊自然(右二)、吳俊昇(左二)、張宜蓁(左一)合影。

John Huang, C.E.O.-Private Banking of Cathay United Bank (3<sup>rd</sup> from right), Tina Lee, then Deputy Secretary General of Cathay United Bank Foundation (1<sup>st</sup> from right) posed for a group photo with exhibiting artists—Long Li (3<sup>rd</sup> from left), Zi-Jan Yang (2<sup>nd</sup> from right), Chun-Sheng Wu (2<sup>nd</sup> from left) and Yi-Jen Chang (1<sup>st</sup> from left) in the opening ceremony of "New Horizon of Art in Taiwan Part II" exhibition.

### 台灣美術發展新局面(二)－李正郎、楊自然、吳俊昇、張宜蓁聯展 06/07~06/28

藝術家以自身的感受能力作觀察、提煉，進而以繪畫語言來表現，可視為一種與所描繪之物象溝通情感的作法。李正郎、楊自然、吳俊昇以及張宜蓁四位藝術家，他們共同的特色為捨棄現今便捷的照相方式，且不抄襲照片也不藉由機械處理或轉印，仍堅持以寫生一次又一次的面對大自然的變化，過程中受盡心理的煎熬與生理的折磨，實非一般人所能理解。他們心底所期盼的僅是希望能持續堅守這傳統的繪畫訓練，拋開所謂的風格、思想與哲理，由自身先奠定基礎，再繼而開創出台灣美術另一番發展之新局。

### 形韻色影－王慧穆、郭心漪、邱奕穎油畫聯展 07/05~08/02

繪畫是人類精神所表現的藝術形式之一，從印象派開啟對色影上的認知，到野獸派與立體派突破雙眼對色感形體的限制，不論藝術的探尋是從形體的描繪轉向思索內在的本質，或是歷經其後的各種藝術思潮，繪畫主要即為色彩、線條與空間、造型等各種元素的構成。國泰世華藝術中心以「形韻色影」為此展主題，邀請王慧穆、郭心漪以及邱奕穎三位藝術家，希望能以作品中形色意象之精神性與色彩的表現性，讓觀者進入繪畫的視覺欣賞與心靈面。

### 閒窗·凝靜·光影－倪再沁、董小蕙雙個展 08/09~08/30

東西文化的哲思不同，因此藝術形式的內涵與表現亦不同。中國繪畫所表現的美學觀，是來自於中國儒道文化精神底蘊所醞釀形成之發展，而「藝」（美感呈現）與「道」（形而上的生命價值導向）的關係則始終是中國美學的核心意義，意味著藝術的本質是「道」本身的顯現。藝術中心特別邀請兩位在台灣畫壇具有特色之藝術家倪再沁與董小蕙，分別以水墨及油畫展出其近年的繪畫創作；他們各以其人文精神與生命經驗為基底，呈現出筆下深層的生活意趣與情感思維，期盼藉此引領觀者對當代中國藝術之新價值觀與美學觀有所關注。

### 寫境·造境－陳銀輝、賴武雄、蔡正一、簡昌達 09/06~09/27

詩人王國維在《人間詞話》曾提出「境界」之說，其中有「寫境」與「造境」之別。寫境，指描寫現實；造境，則是心靈想像。關於此「寫境」與「造境」的論述，我們可視其一為藝術家按照客觀現實的模式進行描寫，另一則為藝術理想派表現方法的重要特徵。藝術中心以「寫境·造境」為題，邀請到陳銀輝、賴武雄、蔡正一、簡昌達四位藝術家共同展出，從他們作品的發展脈絡而言，不論是從寫境走向造境，或是互為交融的階段性表現，均完整呈現出自身在繪畫創作上的清晰語彙。

### 邱顯德 2014 個展 10/04~10/25

藝術家邱顯德是一位浪跡天涯的逐夢者，他以大地為題，刻劃出多年來行走各地，甚至遠至西藏高原的地景風貌。他的作品，更是突破了水彩創作的極限，成為世界最大的水彩創作，其曾被選為亞洲傑出藝術家，作品榮登 2009 年亞洲藝術新聞雜誌封面，展覽橫跨歐美及北京、上海各地，畫作充滿著自然與大地的氣息。展覽開幕當日藝術中心特別安排一場影片欣賞及座談會，由邱顯德和觀眾分享神秘的藏北高原風光，娓娓道來他在西藏的驚奇與冒險體驗。

### 參展「2014 台北國際藝術博覽會」10/31~11/03

國泰世華藝術中心 2014 年除積極參展外，更特別在現場提供為參展藝術家所精心製作的藝術書籤作為義賣，並將所有義賣所得全數捐入基金會的「大樹計畫」中，以幫助偏遠地區及弱勢學童的就學計畫。此次以「澄懷·映物」為名，特別邀請王守英、蘇憲法與董小蕙共同展出，此展希能彰顯三位參展藝術家在創作上所展現之藝術態度與美學實踐，也表現出藝術上所追求的高度精神境界。

### 東方文化精神－蔡文雄新作發表展 12/06~12/27

旅居國外多年的蔡文雄，曾受現代西方創作藝術的洗禮，作品雖多以大自然為題，但無論是天光、雲影、水色、花卉，皆不拘泥於外在景象的形貌，而是在筆墨揮灑間，流淌出形而上的抒情寫意，以東方文化精神遙應古代文人筆墨遺懷的趣味與情境，作品氣韻生動，清麗高雅。多次與藝術中心合作展出的蔡文雄，不但透過繪畫表現自然予人的美好和感動，更不斷挑戰自己，讓人看到一個藝術家突破自我，力求改變的精神，並感動其追求極致的藝術表現。



新世紀潛力畫展講座邀請國立師範大學美術系所教授蘇憲法(左四)與評審賴武雄(右四)擔任主講人，和時任基金會副秘書長李蕙婷(右五)及作品得獎學生合影。

Hsien-Fa Su (4<sup>th</sup> from left), professor of Department of Fine Arts at National Taiwan Normal University, and exhibition judge Wu-Hsiung Lai (4<sup>th</sup> from right) spoke at the Emerging Artists Exhibition Lecture. They took a group photo with award winning students and Tina Lee (5<sup>th</sup> from right), then Deputy Secretary-General of Cathay United Bank Foundation.

2014 年「藝術專題講座 / 藝術家沙龍」辦理情形：

日期	主題	主講者
01/03(五)	新世紀潛力畫展講座	賴武雄、蘇憲法
02/15(六)	藝術家講座暨導覽活動：黃心健新媒體裝置展	黃心健、陳雅芳
02/22(六)	專家座談會：黃心健新媒體裝置展	廖仁義、阮慶岳、褚瑞基、陳義芝、蘇瑤華、黃心健
03/08(六)	研討會：綜觀台灣青壯輩藝術家典藏市場	陸潔民
03/22(六)	星兒藝術之旅：自閉兒藝術療育暨導覽活動	藝術治療師韓淑華
04/19(六)	台北文學季：世界行旅講堂－捷克	耿一偉、鍾文音
05/23(五)	藝術家講座：21 世紀心映畫派－視覺的感動	林茂涼
06/07(六)	藝術家對談：台灣美術發展新局面(二)	彭光均、李正郎
06/14(六)	藝術家導覽：台灣美術發展新局面(二)	李正郎、楊自然、吳俊昇、張宜蓁
08/23(六)	藝術家對談：閒窗·凝靜·光影講座	主持暨主講人：巴東、廖仁義 藝術家：倪再沁、董小蕙
10/04(六)	藝術家講座：十年西藏探險經歷談	邱顯德

### 設計 2015 年度集團新春賀卡及銀行藝術桌曆

以「以和為美」為主題，精選國泰世華銀行典藏之賴武雄、蕭芙蓉、蔡文雄、蘇憲法、蔡正一、潘元和、簡昌達及李正郎等 8 位藝術家的精彩作品，期盼能分享藝術的和諧之美。

### 策劃藝術講堂系列講座

為了讓更多喜愛藝術的朋友瞭解西洋藝術的發展，國泰世華藝術中心自 2014 年起於每月舉辦免費藝術講堂，介紹西方自印象派、後印象派及至超現實主義等各個時期的優秀藝術作品。

2014 年「藝術講堂」辦理情形：

日期	主題	主講者
01/08(三)	莫內－寫生畫風系統建立之集大成者	
02/19(三)	有關中西繪畫藝術之欣賞與解析	巴東－國立歷史博物館 研究員兼展覽組主任
03/19(三)	米勒－農民、風景與田園，高貴不朽的人性畫家	
04/09(三)	印象·普羅旺斯	蘇憲法－國立臺灣師範大學美術學系教授
05/07(三)	後印象派畫家與作品：超乎風格問題的想像（一）	楊永源－國立臺灣師範大學美術學系系主任
06/11(三)	後印象派畫家與作品：超乎風格問題的想像（二）	
07/09(三)	色彩狂想曲－談野獸派的色彩張力	黃進龍－國立臺灣師範大學藝術學院院長
08/13(三)	認知與表象的平衡－談立體派	陳昶怡－國立臺灣藝術大學美術學系系主任
09/10(三)	變調的現實－第一次世界大戰前後的表現主義	
10/08(三)	「原始」藝術原始嗎？－20 世紀西方藝術中的「原始」意象	
11/12(三)	那是藝術嗎？－20 世紀當代藝術思潮	單煒明－嶺東科技大學設計學院副教授
12/10(三)	地景藝術－談克里斯多與珍內·克勞德的藝術表現	

### "Thus I Have Heard and Realized", Hsin-Chien Huang New Media Art Installation Exhibition, Jan. 25<sup>th</sup> – Feb. 28<sup>th</sup>

Cathay United Art Center hosted the first exhibition of 2014 by new media artist Hsin-Chien Huang, who has dedicated himself to bringing positive changes to the society by leveraging technology and art in his interactive artwork. The exhibition is divided into three parts. The first part is "The Moment of Encounter", which illustrates pieces of history of this island with repeated turning-over images. The second part—"The Book of Soul"—is a digital sculpture series presenting Zen poems such as "Formation, Existence, Destruction, and Emptiness" and "The Heart of Past, Present and Future". The third part is a crossover where metal jewelry artist Ya-Fang Chen creates a series of metal works and digital furnishings named "Cycle" based on Hsin-Chien Huang's digital images. It is hoped that viewers can witness sweet moments when technology encounters art.

### "Back to the Beginning", Joint Exhibition of Taiwanese Artists in the Prime of Life, Mar. 8<sup>th</sup> – Mar. 29<sup>th</sup>

The golden years of Taiwan's art market are from the 1980s to the early 21st century. Precious and pure works of art created during that period of time rarely have a chance to be shown in present days. In the hope of bringing

back the good times, Cathay United Art Center invited over 20 active Taiwanese artists who are in their prime of life to display their works from early times. Those artists are Shou-Ying Wang, Fu-Dong Wang, Ke-Wei Yu, Ben-Yi Zhou, Chao-Yung Lin, Shien-Mao Lin, Tsung-Zen Chi, Kai-Xi Cui, Zi-Shen Zhang, Yen-Wen Tsao, Erh-Chin Ho, A-Fa Chen, Kun-Feng Chen, Hsiao-Der Tseng, Shih-Chia Huang, Ying-Feng Huang, Chin-Lung Huang, Yung-Fu Yang, Shu-Hui Yang, Fan-Jung Yeh, Wen-Hsiung Tsai, Cheng-I Tsai, Chang-Ta Chien, Chia-Nan Su, and Hsien-Fa Su. Original works of San-Lang Yang and In-Ting Lan are especially exhibited to give a more complete picture of Taiwan's art history.

### "Contemporariness of Traditional Art", Joint Exhibition of Ming-Chang Hsieh, Kuo-Ching Su and Rong Lin, Apr. 3<sup>rd</sup> – May 3<sup>rd</sup>

In Western classical art, 19<sup>th</sup> century realism emphasizes on imitation and reproduction of the objective world and requires painted objects to look like real life. It can be described as "reproduction" tradition in art. While many concepts of art mainly come from the West, different perspectives on traditional art forms and styles of contemporary art are more and more discussed due to changes of time and art movements. In the light of this fact, Cathay United Art Center organized an exhibition titled "Contemporariness of Traditional Art" and invited Ming-Chang Hsieh, Kuo-Ching Su and Rong Lin to reflect on and to explore the integration of traditional art and contemporary art from the perspectives of art expression and art contents.

### "Reflectionism Collection", Herman Lin Solo Exhibition, May 10<sup>th</sup> – May 31<sup>st</sup>

Paintings reveal the mind of an artist and resonate with viewers. Herman Lin originates reflectionism and hopes to touch viewers' heart with his artwork. He said that "Paintings are inspired by what's on an artist's mind or what's in his eyes. Inspiration is expressed through color contrasts, points, lines, shapes, and etc. Reflectionist paintings emphasize on the spirit of carefree fun." Lin's emotions and feelings are freely revealed in his paintings. His paintings would make you want to look one more time, and they would give you different feelings each time. His paintings are somewhat realistic and somewhat abstract and will give viewers lots of fun.

### "New Horizon of Art in Taiwan Part II", Joint Exhibition of Long Li, Zi-Jan Yang, Chun-Sheng Wu and Yi-Jen Chang, Jun. 7<sup>th</sup> – Jun. 28<sup>th</sup>

Artists observe, refine their feelings, and express in the language of painting. They communicate their feelings through their works. Four artists—Long Li, Zi-Jan Yang, Chun-Sheng Wu and Yi-Jen Chang—insist on sketching and painting observations from life rather than taking photos, copying photos, or photo mechanical transfer. They choose the hard way of creating art, mentally and physically, just so that they can hold fast to traditional training, set aside all sorts of styles, beliefs or philosophies, and ultimately create a new horizon of art in Taiwan.

### "The Art of Form and Color", Oil Painting Joint Exhibition of Hui-Mu Wang, Hsin-I Kuo and Yi-Ying Qiu, Jul. 5<sup>th</sup> – Aug. 2<sup>nd</sup>

Painting is one of the art forms human beings use to express their spirituality. Paintings always revolve around elements of design such as color, lines, space and shapes, despite that there have been various art movements (e.g. Impressionism introducing the science of colors and shadows, or Fauvism and Cubism breaking the boundaries of colors and forms) and whether artists are to depict shapes and forms of an object or to search for the inner essence of what is depicted. Cathay United Art Center invited Hui-Mu Wang, Hsin-I Kuo and Yi-Ying Qiu to jointly display their works of art in the "The Art of Form and Color" exhibition, hoping viewers can enjoy a visual and spiritual experience when appreciating colors, shapes and forms expressed in the works of art.



「2014 台北國際藝術博覽會」時任基金會秘書長張曙光（左三）、時任副秘書長李蕙婷（左二）與藝術家王守英（中）、簡昌達（右二）及工作人員合照。

Alexander Chang, then Secretary General of Cathay United Bank Foundation (3<sup>rd</sup> from left), Tina Lee, then Deputy Secretary-General of the foundation (2<sup>nd</sup> from left), artist Shou-Ying Wang (center), artist Chang-Ta Chien (2<sup>nd</sup> from right) and staff posed for a group photo at Art Taipei 2014.



「東方文化精神」展覽嘉賓雲集，藝術家蔡文雄（右四）與國泰世華銀行風控長謝伯蒼（右三）於展覽開幕現場與嘉賓合影。

"Spirit of Eastern Culture" exhibition attracted a multitude. Artist Wen-Hsiung Tsai (4<sup>th</sup> from right) and Po-Tsang Hsieh, C.R.O. of Cathay United Bank (3<sup>rd</sup> from right) took a group photo with some guests on the opening day of the exhibition.

### "Windows, Quiet Serenity, Light and Shade", Duo Solo Exhibition of Tsai-Chin Ni and Shaw-Hwei Dong, Aug. 9<sup>th</sup> – Aug. 30<sup>th</sup>

Artistic expression takes on extremely different forms between the East and the West because Eastern and Western philosophies are entirely different. Aesthetic characteristics in Chinese painting are originated from Confucianism and Taoism. And what have been at the core of Chinese aesthetics are art (or, aesthetic presentation) and Taoism (or, value-oriented metaphysics of life). In other words, the revelation of Taoism is of the essence of art. Cathay United Art Center invited two distinctive artists—Tsai-Chin Ni and Shaw-Hwei Dong—to exhibit their recent ink wash paintings and oil paintings in the hope of directing the viewers' attention to the value and aesthetics of contemporary Chinese art.

### "Depicted State versus Created State", Joint Exhibition of Yin-Huei Chen, Wu-Hsiung Lai, Cheng-I Tsai and Chang-Ta Chien, Sep. 6<sup>th</sup> – Sep. 27<sup>th</sup>

Poet Guo-Wei Wang talked about states in "Remarks on Lyrics in the Human World" (transliteration: Ren Jian Ci Hua) and expressed that states are either "depicted" or "created". Depicting a state means portraying a state of the reality; creating a state means describing an imaginative state of mind. The former is when artists depict objective reality, and the latter is an important characteristic of idealist artists expressing themselves. Cathay United Art Center invited Yin-Huei Chen, Wu-Hsiung Lai, Cheng-I Tsai and Chang-Ta Chien to display their pieces of art in the "Depicted State versus Created State" exhibition. Whether about depicted state, created state, or both, their works speak for themselves clearly.



「寫境·造境」開幕茶會參展藝術家合影，右起為簡昌達、蔡正一、賴武雄、陳銀輝與國泰世華銀行風控長謝伯蒼及時任基金會副秘書長李蕙婷合影。

A group photo taken in the "Depicted State versus Created State" exhibition opening party: (from right to left) artist Chang-Ta Chien, artist Cheng-I Tsai, artist Wu-Hsiung Lai, artist Yin-Huei Chen, Po-Tsang Hsieh, C.R.O. of Cathay United Bank, and Tina Lee, then Deputy Secretary-General of the foundation.

### Hsien-Te Chiu Solo Exhibition 2014, Oct. 4<sup>th</sup> – Oct. 25<sup>th</sup>

Hsien-Te Chiu is a dreamer and a traveler. He has travelled to many places, even to the Tibetan Plateau, and has portrayed natural landscapes over time. He pushes the limits of watercolor and creates the world's largest watercolor painting. In 2009, he was selected as Asia's Outstanding Artist and his artwork was on the front cover of Asia Art News. His artwork has been the subject of numerous exhibitions across Europe, America and Asia, including Beijing and Shanghai. Cathay United Art Center especially held an Art Talk event in the opening party of the solo exhibition, inviting Hsien-Te Chiu to share his amazing adventurous experiences on the mysterious northern Tibetan Plateau.



「邱顯德 2014 個展」開幕茶會盛況。

The 2014 Hsien-Te Chiu Solo Exhibition opening party.

### Art Taipei 2014, Oct. 31<sup>st</sup> – Nov. 3<sup>rd</sup>

Cathay United Art Center selected "Reflections on the Mind and Reflections on Objects" as the theme of the year and invited Shou-Ying Wang, Hsien-Fa Su and Shaw-Hwei Dong to exhibit their artwork, hoping to show their attitudes towards art, their practices of aesthetics, and their artistic pursuit of spirituality. Moreover, the Art Center sold bookmarkers made by participating artists in the exhibition for fund raising of Elevated Tree Program, which offers scholarship aid to remote and disadvantaged school students.

### "Spirit of Eastern Culture", Wen-Hsiung Tsai New Artwork Exhibition, Dec. 6<sup>th</sup> – Dec. 27<sup>th</sup>

Wen-Hsiung Tsai, living abroad for years, is influenced by western art. Yet when he depicts nature—whether sky, clouds, waters or flowers—in his paintings, he doesn't confine himself to the appearance of landscapes but rather reveals metaphysical sentiments and emotions through his brushstrokes. His works of art are full of the spirit of Eastern culture, fun, vividness and elegance. Wen-Hsiung Tsai has worked with Cathay United Art Center for multiple times. He has continued to express wonderful things Mother Nature gives to human beings in his paintings, and has persisted in challenging himself to be better at his peak level.

The following is the timetable of art lectures and artists' saloons in 2014.

Date	Topic	Speaker
01/03(Fri.)	Emerging Artists Exhibition Lecture	Wu-Hsiung Lai and Hsien-Fa Su
02/15(Sat.)	Artist Talk and Tour: Hsin-Chien Huang New Media Art Installation Exhibition	Hsin-Chien Huang and Ya-Fang Chen
02/22(Sat.)	Artist Panel: Hsin-Chien Huang New Media Art Installation Exhibition	Jen-I Liao, Ching-Yueh Roan, Ray S. C. Chu, I-Chih Chen, Yao-Hua Su and Hsin-Chien Huang

03/08(Sat.)	Seminar: Overview of the Art Collection Market and Artists in Their Prime of Life	Jimmy Lu
03/22(Sat.)	"The Artistic Journey of Stars": Autism Children Art Therapy Tour	Shu-Hua Han (art therapist)
04/19(Sat.)	Taipei Literature Festival: Journey to the World Lecture—The Czech Republic	Yi-Wei Keng and Wen-Yin Chung
05/23(Fri.)	Artist Talk: 21st Century Reflectionism—Visual Sensation	Herman Lin
06/07(Sat.)	Artist Talk: New Horizon of Art in Taiwan Part II	Kuang-Chun Peng and Long Li
06/14(Sat.)	Artist Tour: New Horizon of Art in Taiwan Part II	Long Li, Zi-Jan Yang, Chun-Sheng Wu and Yi-Jen Chang
08/23(Sat.)	Artist Talk: "Windows, Quiet Serenity, Light and Shade" Exhibition Lecture	Facilitator and Speaker: Tong Ba and Jen-I Liao Artists: Tsai-Chin Ni and Shaw-Hwei Dong
10/04(Sat.)	Artist Talk: Ten Years of Adventure in Tibet	Hsien-Te Chiu



黃心健新媒體裝置展座談會現場出席踴躍。

Hsin-Chien Huang New Media Art Installation Exhibition Artist Panel attracted a full house.

### Design of 2015 Cathay Financial Group's New Year Cards and Desk Calendar

Based on the theme of "The Beauty of Harmony", the art center selected works of art from Cathay United Bank's artwork collection by 8 artists, i.e. Wu-Hsiung Lai, Fu-Rong Hsiao, Wen-Hsiung Tsai, Hsien-Fa Su, Cheng-I Tsai, Yuan-Ho Pan, Chang-Ta Chien and Long Li, and made the 2015 desk calendar with those painting prints, hoping to share the beauty of harmony with more people.

### Art Talk Lecture Series

In 2014 Cathay United Art Center began to offer free monthly lecture series "Art Talk" to the general public who would like to know more about the development of western art. In the lecture series, speakers introduced influential artistic movements and important works of art accordingly, including impressionism, post-impressionism and surrealism.



2014年國泰世華藝術中心出版物及重要文宣品，包括「2015年藝術桌曆」、2014各檔展覽之邀請卡及書籤等。

Important publications of the Art Center in 2014 included 2015 Desk Calendar and bookmarks and invitations made for exhibitions in 2014.

The following is the timetable of Art Talk lecture series in 2014.

Date	Topic	Speaker
01/08(Wed.)	Monet: Establishing the Sketching Style System	
02/19(Wed.)	Appreciation and Analysis of Eastern and Western Paintings	Tong Ba, Researcher and Exhibition Section Director of National Museum of History
03/19(Wed.)	Millet: Peasants, Country Life and Noble Humanity	
04/09(Wed.)	Impressionism and Provence	Hsien-Fa Su, Professor of Department of Fine Arts, National Taiwan Normal University
05/07(Wed.)	Post Impressionists and Their Works: Imagination Beyond Artistic Styles (I)	Yung-Yuan Yang, Chairperson of Department of Fine Arts, National Taiwan Normal University
06/11(Wed.)	Post Impressionists and Their Works: Imagination Beyond Artistic Styles (II)	
07/09(Wed.)	Color Rhapsody: Fauvism and Exploding Color	Chin-Lung Huang, Dean of College of Arts, National Taiwan Normal University
08/13(Wed.)	Cubism: Between Cognition and Appearance	Kuang-Yi Chen, Chairperson of Department of Fine Arts, National Taiwan University of Arts
09/10(Wed.)	Twisted Reality: Expressionism Before and After World War I	
10/08(Wed.)	"Originality" in 20 <sup>th</sup> Century Western Art: Is Original Primitive Art Original?	
11/12(Wed.)	20 <sup>th</sup> Century Modern Art: Is That Art?	Wei-Ming Shen, Associate Professor of College of Design, Ling Tung University
12/10(Wed.)	Land Art: Christo and Jeanne-Claude's Artistic Expression	



苓雅館舉辦的兒童美術班館內教學活動，小朋友正開心地展示自己的作品。  
Students cheerfully presented their works after a children's painting and craft class held in Lingya Lin Yuan Library.

## 閱讀文化資產 創造生命新價值 館內加值新加學 讓閱讀更富新意

**Cultural Assets Create New Values of Life**  
**Lin Yuan Libraries are innovative in providing books as well as classes**

主辦 | 國泰建設文教基金會

Organized by | Cathay Real Estate Foundation

圖書是人類文化資產最寶貴的累積，人類無數的知識透過圖書一代接著一代，薪火相傳，因此，要開啟未來美好的世界，一定得從圖書館做起。

### 霖園圖書館

自 1983 年成立以來，國泰建設文教基金會提以提倡藝文活動為宗旨，為回饋社會，於全台北、中、南設立 13 所霖園圖書館，圖書館內光線充足、通風良好，整潔舒適、幽靜寬敞，內部開放使用面積共達 700 多坪，希望藉此提供民眾良好的閱讀環境，培養國民閱讀的習慣，涵養人文素質的深度。

霖園圖書館為一個豐富生活與自我學習成長的場所，館內除訂購數份報紙，更長期訂閱各類旅行、財經、幼教、生活等雜誌。在現代忙碌的生活步調，提供民眾一個寬闊優質的寧靜空間沉澱心靈。館內設備明亮寬敞，並匯集書藏二千餘冊，讓民眾徜徉在書海中，自在學習。本年度入館人數累積達十萬次。紮實回饋、靜默耕耘 30 年，實實在在紮根於社區生活的基石，扮演和諧社區搖籃的推手。



曉明館的插花課館內教學活動，學員們開心地展示自己的成品。  
Students joyfully displayed their works after a flower arrangement class held in Xiaoming Lin Yuan Library.

### 館內教學活動

圖書館每年舉辦各項 DIY 才藝學習課程，讓民眾充實生活樂趣，才藝教學配合社區文化，今年內容有「書法班」、「有氧瑜珈」、「美術班」、「台式點心」、「拼布班」等。國泰建設文教基金會多年來定期舉辦各種課程，讓民眾能無後顧之憂的學習新技能，在課程中獲得自信與成就感，滋養生活與培養第二專長。藉由學習中的互動加深鄰里情誼，間接打造溫情的社會氛圍。

Books are the most valuable assets of human culture and civilization. Knowledge is passed down from generation to generation because of books. Therefore, Cathay Real Estate Foundation is determined to build libraries when it hopes for a better future and a better world.

### Lin Yuan Libraries

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

Lin Yuan Libraries have been destinations where people can enrich their lives and pursue personal growth for the past three decades. Every Lin Yuan Library subscribes multiple copies of newspapers and offers collections of periodicals and magazines in the area of travel, finance, early childhood education and lifestyle. In every spacious and bright Lin Yuan Libraries with a stock of more than 2,000 books, residents are able to reflect and to read in quietness away from the busy pace of modern life. Receiving over 100,000 visits in the year of 2014, Lin Yuan Libraries indeed take root in communities and are the cradle of fostering community harmony.

### Classes Organized by Lin Yuan Libraries

Every year the libraries would organize various handicraft arts learning courses and DIY classes in accordance with local community cultures to cultivate residents' interests and talents. The classes offered in 2014 include calligraphy, aerobic yoga, paintings and crafts, Taiwanese snacks, and fabric collage. Those courses have let people to learn new skills without worries, to gain confidence and a sense of achievement, to build relationships with neighbors, and to consequently create a loving community and harmonious society.



國泰建設文教基金會贊助的孫運璿先生管理紀念講座，每年吸引爆滿的莘莘學子到場聆聽，藉由成功專業人士的經驗分享，開拓學子視野，激勵自我學習的動力，鼓勵年青人勇於開創新局，藉以造就國家未來人才。

The Yun-Suan Sun Memorial Lecture sponsored by Cathay Real Estate Foundation attracted a full house of students every year. By sharing their professional experiences, speakers broadened students' vision, motivated self-directed learning, and encouraged students to live up to their potential.

## 贊助各類活動 開啟民眾多方學習 齊心協力 推動社會進步

**Sponsored Activities Create More Learning Opportunities for the Public**  
**Joint efforts will promote societal development**

主辦 | 國泰建設文教基金會  
國泰世華銀行文化慈善基金會

Organized by | Cathay Real Estate Foundation  
Cathay United Bank Foundation

### 陳偉殷棒球獎學金

國泰建設文教基金會為了積極鼓勵台灣的基層棒球，今年持續贊助第三屆的「陳偉殷棒球獎學金」，希望以實際行動支持台灣棒球，陳偉殷棒球獎學金設有國小組、國中組，以及高中組共三個組別，共計 34 位同學獲獎。獎學金分別為高中組 15,000 元、國中 10,000 元、國小 5,000 元，總金額為 300,000 元。期待能激勵更多台灣的年輕選手們，培養更多體壇的明日棟樑，一起為台灣棒球盡一分力。



陳偉殷和全體棒球獎學金得獎者合影留念。

Wei-Yin Chen took a group photo with all scholarship winners.

### 孫運璿先生管理紀念講座

國泰建設文教基金會長期贊助「孫運璿先生管理紀念講座」。本年度探討主題「台灣電子商務的特色與機會—面向即將來臨的兆元產業」、「邁向亞洲一流金融機構—談富邦的發展歷程及機會」、「全家就是你家—後發品牌的成長策略」。

詹宏志董事長以「台灣電子商務的特色與機會—面向即將來臨的兆元產業」為題，以自身深厚的創業與管理經驗，分析台灣電子商務的特色，剖析未來電子商務的發展。蔡明興副董事長以「邁向亞洲一流金融機構—談富邦的發展歷程及機會」為題，就富邦金控在台灣金融業中，如何用心經營所屬之產險、銀行等公司，以成為亞洲一流金融機構為願景的經驗分享。潘進丁董事長以「全家就是你家—後發品牌的成長策略」為題，站在領導人的高度與我們分享帶領台灣全家便利商店長達 25 年的策略思考方向，及在零售業競爭激烈的台灣，全家便利商店如何成長卓越和進軍中國大陸市場。



新北市石碇區雲海國小師生與國泰世華銀行總稽核賴耀群（前排中）及基金會同仁，於國泰世華銀行總行前廣場開心合影！

A group photo of teachers and students from City Yunhai Elementary School, Yao-Cyun Lai, Chief Auditor of Cathay United Bank (center, front row), and foundation staff taken in front of Cathay United Bank head office.

### 送愛到遠方

為促進偏遠地區國小學童透過接觸都市藝文資源，增廣視野、吸收藝術及文化新知，厚實藝術創新力，國泰世華銀行文化慈善基金會於 2014 年開辦「送愛到遠方」活動，贊助新竹以北偏遠地區國小至台北市一日遊，共支出新台幣 478,247 元。共計有 19 所偏遠地區國小 809 名學童快樂出遊，足跡踏遍整個台北市，透過如此有意義的文化體驗學習活動，不僅開闊了孩子們的眼界，拉近城鄉的距離，也傳遞了基金會的熱忱與溫暖！



國泰世華銀行副總經理莊秀珠（左）代表捐贈早餐經費予宜蘭縣及南投縣七校，由宜蘭縣教育處督學陳瑞琪（右）代表受贈。

Jui-Chi Chen from Yilan County Government Education Department (right) received breakfast sponsorship from Hsiu-Chu Chuang, Executive Vice President of Cathay United Bank (left) on behalf of 7 schools in Yilan County and Nantou County.



有豐盛的早餐，南投縣東埔國小的小朋友每天都元氣滿滿。

Students at Nantou County Tumpu Elementary School were full of energy every day because of bountiful free breakfast.

### 食分幸福—幸福待用站

從 2013 年 7 月開始，國泰世華銀行透過國泰世華銀行文化慈善基金會捐助偏鄉地區學童營養早餐。2013 學年度第 2 學期捐贈新台幣 790,550 元予宜蘭縣南山、四季、大同及寒溪等 4 校，共有 326 名學童受惠。2014 學年度第 1 學期除了持續捐贈予宜蘭縣 4 校之外，也將愛心擴及南投縣信義國中、東埔及羅娜國小等 3 校。國泰世華銀行將信用卡持卡人的消費，轉化為點滴愛心，透過基金會送出 87,054 份早餐，幫助偏鄉的孩子們健康成長。

### 其他贊助

國泰世華銀行文化慈善基金會贊助第 77 屆台陽美展以及吳隆榮理事長「八十之美·世紀之華油畫個展」畫輯經費；贊助天主教輔仁大學執行勞動部主辦之「103 年度雲嘉南推動社會企業—紮根台灣·放眼國際研討會」；國泰世華藝術中心贊助場地舉辦「閱台北·讀世界 2014 台北文學季」之世界行旅講堂以及其他贊助。



高中組宋文華同學選為本屆「2014 陳偉殷棒球獎學金網石棒球特別獎」，希望以他優異的表現做為年輕選手的學習目標。

Senior high school student Wen-Hua Sung won the special prize of Wei-Yin Chen Baseball Scholarship 2014. It was hoped that he would be a role model young people look up to for his achievements.



陳偉殷和高中組的棒球獎學金得獎者合影留念。

Wei-Yin Chen took a group photo with senior high school scholarship winners.

### Wei-Yin Chen Baseball Scholarship

Cathay Real Estate Foundation continued to sponsor Wei-Yin Chen Baseball Scholarship for the third year in 2014 in the hope of encouraging young baseball talents and supporting the baseball industry in Taiwan. The scholarship was divided into three categories: elementary school, junior high school, and senior high school. The award amounts were NT\$ 5,000 (US\$ 158), NT\$ 10,000 (US\$ 316), and NT\$ 15,000 (US\$ 475) respectively—totaling NT\$ 300,000 (US\$ 9,494). There were 34 students receiving the scholarship fund in 2014. The foundation hoped that more young talents could be motivated and become future athletic stars of Taiwan.

### Yun-Suan Sun Memorial Lecture

Cathay Real Estate Foundation has been sponsoring Yun-Suan Sun Memorial Lecture for years. The topics for the lecture in 2014 were "Characteristics and Opportunities of E-Commerce in Taiwan: A Trillion Industry to Come", "Becoming Asia's First-Class Financial Institution: The Past and the Future of Fubon", and "FamilyMart, Where You are One of the Family: Growth Strategies of Latecomer Brands".

Hung-Tze Jan, President of PC Home Online, shared the topic "Characteristics and Opportunities of E-Commerce in Taiwan: A Trillion Industry to Come". He shared his extensive entrepreneurial and management experiences and talked about characteristics and development trends of e-commerce in Taiwan. Fubon Financial Holding Co. Vice Chairman Ming-Hsing Tsai shared the topic of "Becoming Asia's First-Class Financial Institution: The



詹宏志董事長以「台灣電子商務的特色與機會—面向即將來臨的兆元產業」為題，以自身深厚的創業與管理經驗，為學子分析台灣電子商務的特色與未來發展的趨勢，以台灣該如何培養國際競爭能力，啟迪學子們方向。

Hung-Tze Jan, President of PC Home Online, shared the topic "Characteristics and Opportunities of E-Commerce in Taiwan: A Trillion Industry to Come". He shared his extensive entrepreneurial and management experiences, talked about characteristics and development trends of e-commerce in Taiwan, and inspired student listeners to develop their international competitiveness.





潘進丁董事長以「全家就是你家—後發品牌的成長策略」為題，會後與在座的莘莘學子合影留念。  
Chin-Ting Pan, Chairman of Taiwan FamilyMart took a group photo with some student listeners after his speech titled "FamilyMart, Where You are One of the Family: Growth Strategies of Latecomer Brands".

Past and the Future of Fubon", and spoke of how Fubon Holding manages its insurance and banking businesses and envisions itself becoming a top-notch financial institution in Asia. Chin-Ting Pan, Chairman of Taiwan FamilyMart Pan shared the growth strategies of FamilyMart in the past 25 years and how it has stood out among fierce retail competitors in Taiwan and entered into the China market under the topic of "FamilyMart, Where You are One of the Family: Growth Strategies of Latecomer Brands".

### Sending Love to Someone Far Away

Cathay United Bank Foundation initiated "Sending Love to Someone Far Away" campaign in 2014 to sponsor remote elementary school students located in Hsinchu and areas north of Hsinchu for a one-day tour to Taipei in the hope of broadening their visions, giving them more access to art and cultural resources, and developing their artistic creativity. The one-day tour of Taipei indeed gave young participants meaningful cultural experiences, broadened their visions, shortened the gaps between them and city children, as well as passed the foundation's love and warmth. The spending of the campaign amounted to NT\$ 478,247 (US\$ 15,134), benefiting 809 students from 19 remote elementary schools.



宜蘭縣寒溪國小的孩子們，每天能開心享用早餐。  
Students at Yilan County Hanxi Elementary School were able to enjoy free breakfast every morning.



南投縣東埔國小的學童們，享用廚工當天一早到校烹煮的營養均衡早餐。  
Students at Nantou County Tumpu Elementary School enjoyed freshly cooked nutritious breakfast in the morning.

### Dining and Sharing Campaign

Cathay United Bank began to sponsor remote school students' breakfast through the platform of Cathay United Bank Foundation in July, 2013. For the second semester of school year 2013, a total of NT\$ 790,550 (US\$ 25,017) was used to finance breakfast of 326 students at 4 elementary schools in Yilan County, namely Nanshan Elementary School, Skikun Elementary School, Datong Elementary School and Hansi Elementary School. For the first semester of school year 2014, Cathay United Bank financed student breakfast at 3 schools in Nantou County (namely Xinyi Junior High School, Luona Elementary School and Tumpu Elementary School) in addition to the above mentioned four schools in Yilan County. By donating a certain amount of spending from its credit card holders, Cathay United Bank had financed 87,054 sets of breakfast to help remote children to grow in a healthier way.

### Other Sponsorships

Cathay United Bank Foundation sponsored the 77<sup>th</sup> Tai-Yang Art Exhibition, "The Beauty of Eighty: Bloom of the Century Oil Painting" exhibition artist collection catalog, and "Social Enterprise x Inspiration, Innovation, Make it True—Replication and Social Franchising" Seminar co-organized by Fu Jen Catholic University and the Ministry of Labor. Cathay United Art Center sponsored "Journey to the World" lectures in the "2014 Taipei Literature Festival: Reading Taipei, Taking in the World".

## 國泰人壽慈善基金會 2014 年經費運用情形及歷年支出報告

### 2014 年收入部分

項目	金額 (元)
孳息收入	2,811,959
現金股利	9,954,101
財務投資	1,941,581
捐贈收入	48,390,865
<b>合計</b>	<b>63,098,506</b>

### 2014 年支出部分

項目	金額 (元)
兒童福利	12,063,573
少年福利	941,482
老人福利	600,000
身心障礙者福利	1,066,528
災變救助	21,436,786
低收入戶補助	6,985,579
志願服務	946,405
清寒獎助學金	2,900,000
社會公益活動	11,358,034
其它	272,338
什項	734,720
<b>合計</b>	<b>59,305,445</b>

### 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
2012-2013	68,019,111
2014	59,305,445
<b>合計</b>	<b>1,084,891,295</b>

## Cathay Charity Foundation 2014 Income and Expenditure Report and Historical Spending

### Income for 2014

Item	Amount (USD)
Interest income	88,986
Cash dividend	315,003
Financial investment	61,442
Donation income	1,531,356
<b>Total</b>	<b>1,996,787</b>

### Expenditure for 2014

Item	Amount (USD)
Child welfare	381,759
Youth welfare	29,794
Senior citizens' welfare	18,987
Welfare for the disabled	33,751
Disaster relief	678,379
Low income subsidy	221,063
Volunteer services	29,950
Scholarships for poor students	91,772
Social welfare activities	359,431
Other	8,618
Miscellaneous expenditure	23,251
<b>Total</b>	<b>1,876,755</b>

### Historical Spending

Year	Amount (USD)
1980-1991	6,745,405
1992-2001	9,149,234
2002-2011	14,408,106
2012-2013	2,152,504
2014	1,876,755
<b>Total</b>	<b>34,332,004</b>

## 國泰世華銀行文化慈善基金會 2014 年經費運用情形及歷年支出報告

### 2014 年收入部分

項目	金額 (元)
孳息收入	6,285,020
租金收入	2,059,284
證券投資收入	11,229,023
捐贈收入	23,205,707
其他	418,575
<b>合計</b>	<b>43,197,609</b>

### 2014 年支出部分

項目	金額 (元)
慈善公益類	22,839,469
文化活動類	5,169,985
藝術中心	9,435,284
業務費用	8,478,533
使用 2013 年度結餘經費	(17,197,000)
<b>合計</b>	<b>28,726,271</b>

### 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
2012-2013	59,528,504
2014	28,726,271
<b>合計</b>	<b>760,437,775</b>

## Cathay United Bank Foundation 2014 Income and Expenditure Report and Historical Spending

### Income for 2014

Item	Amount (USD)
Interest income	198,893
Rent income	65,167
Security investment income	355,349
Donation income	734,358
Other	13,246
<b>Total</b>	<b>1,367,013</b>

### Expenditure for 2014

Item	Amount (USD)
Charity and public welfare	722,768
Cultural activities	163,607
Art center	298,585
Operational costs	268,308
Using 2013 annual surplus fund	(544,209)
<b>Total</b>	<b>909,059</b>

### Historical Spending

Year	Amount (USD)
1980-1991	3,948,449
1992-2001	8,248,766
2002-2011	9,074,399
2012-2013	1,883,813
2014	909,059
<b>Total</b>	<b>24,064,486</b>

## 國泰建設文教基金會 2014 年經費運用情形及歷年支出報告

### 2014 年收入部分

項目	金額 (元)
利息收入	2,420,815
現金股利	4,412,015
其他收入	600,000
捐贈收入	4,300,000
投資收入	3,833,825
<b>合計</b>	<b>15,566,655</b>

### 2014 年支出部分

項目	金額 (元)
霖園圖書館	10,976,639
7 號廣場系列活動	1,300,000
台灣新住民關懷計畫	250,000
夏日捐血活動	50,000
國泰兒童成長營	149,525
寒冬送暖	100,000
孫運璿先生管理紀念講座	250,000
蔡萬霖先生紀念獎學金甄選活動	500,000
陳偉殷棒球獎學金	300,000
其他支出	806,555
<b>合計</b>	<b>14,682,719</b>

### 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
2012-2013	33,229,365
2014	14,682,719
<b>合計</b>	<b>508,062,080</b>

## Cathay Real Estate Foundation 2014 Income and Expenditure Report and Historical Spending

### Income for 2014

Item	Amount (USD)
Interest income	76,608
Cash dividend	139,621
Other income	18,987
Donation income	136,076
Investment income	121,324
<b>Total</b>	<b>492,616</b>

### Expenditure for 2014

Item	Amount (USD)
Lin Yuan Libraries	347,362
Plaza 7 Series Activities	41,139
New Immigrant Care Program	7,911
Summer Blood Donation Campaign	1,582
Cathay Children Development Camp	4,732
Winter Warmth Program	3,165
Yun-Suan Sun Memorial Lecture	7,911
Wan-Lin Tsai Scholarship	15,823
Wei-Yin Chen Baseball Scholarship	9,494
Other expenditure	25,524
<b>Total</b>	<b>464,643</b>

### Historical Spending

Year	Amount (USD)
1983-1991	4,827,776
1992-2001	5,055,427
2002-2011	4,678,506
2012-2013	1,051,562
2014	464,643
<b>Total</b>	<b>16,077,914</b>



醫療團至 Davigele 衛生所醫療服務，衛生部官員 Dr. Josaia Samuela(左二)、黃政華副院長(左三)與醫療團合影。

A medical team led by Vice Superintendent Cheng-Hua Huang (3<sup>rd</sup> from left) rendered medical services in a public health center in Davigele, Fiji, and posed for a group photo with officer Josaia Samuela (2<sup>nd</sup> from left) from the Ministry of Health, Fiji.

## 以醫療服務回饋社會 愛心跨越國界

### 國泰綜合醫院 照護偏鄉關懷弱勢

## Crossing Borders for Love; Giving Back to the Community with Medical Services

### Cathay General Hospital offers health care services to the disadvantaged in remote areas

國泰綜合醫院長期以來秉持「以醫療服務回饋社會」為宗旨，平日除提供高品質醫療服務外，多年來亦定期至偏鄉提供醫療照護，協助解決當地醫療資源不足的問題。而為發揮愛無國界精神，更派遣醫療團至斐濟、南印度藏人屯墾區進行國際醫療服務，以實際醫療關懷服務大眾，盡心盡力地回饋社會。

#### 一、國際醫療服務

總院承接衛生福利部「太平洋友邦及友我國家醫療合作計畫」，2014年10、12月由總院黃政華副院長、洪焜隆副院長分別率隊分2梯次至斐濟進行巡迴醫療與教學合作服務，讓當地居民免於截肢、聽力喪失，成功建立良好醫療外交形象。

汐止國泰綜合醫院陳錦松主任及黃于洲醫師也於7、8月組團分2梯次至南印度藏人屯墾區 Kollegal 進行牙醫服務，為當地學童、老人及喇嘛等檢查口腔，並教導口腔清潔觀念。另新竹國泰綜合醫院2014年6月捐贈清華大學尼泊爾志工團醫材及藥資等，提供學生志工前往尼泊爾進行衛教宣導，期能提升當地醫療品質。

#### 二、照護偏鄉地區民眾健康

總院及汐止國泰綜合醫院長期支援平溪、貢寮偏鄉救護服務，並定期舉辦醫療講座，提供當地居民正確醫療觀念。另由員工發起的賽德克偏鄉醫療服務自98年以來，每月至當地看診服務，15年來沒間斷，使偏鄉居民得到持續的醫療照護。

#### 三、關懷弱勢舉辦物資募集活動

2014年12月舉辦「寒冬送暖·物資募集」活動，募集家電、衣服、兒童讀物等物資幫助延吉平宅、育成社會福利基金會、聖道兒童之家與南投縣合作國小的弱勢族群與偏鄉兒童，希望透過愛心物資募集活動，發揮大愛精神，為弱勢等需要關懷的人重建希望、快樂人生。

#### 四、公益醫學夏令營

深獲好評的「小學生醫學夏令營」至今舉辦7年，2014年安排體驗以雞腿進行傷口縫合模擬，獲小學生熱烈回響；另配合國泰公益集團辦理公益活動「兒童成長營」，安排原住民、新住民等弱勢兒童認識醫療專業體系及實際作業狀況，作為偏鄉學童未來職業選擇參考。

Cathay General Hospital, in order to fulfill its intention of giving back to the society with medical services, has dedicated itself to offering high quality medical services and to taking up social responsibility by providing health care services to the populations in remote villages where there are shortages of medical resources. The hospital even goes the extra mile to send medical teams to Fiji and Tibetan settlements in south India for the world's needy.

#### I. International Medical Service

Cathay General Hospital was commissioned by the Ministry of Health and Welfare to carry out the "Pacific Allies and Friendly Nations Medical Cooperation Program". In 2014, Vice Superintendent Cheng-Hua Huang and Vice Superintendent Kun-Lung Hung led teams to Fiji in October and December respectively to provide mobile medical services and to support educational cooperation. The mission teams prevented many local residents from amputation and hearing loss, successfully enhancing the country's image through medical diplomacy.

In July and August, Sijhih Cathay General Hospital sent two teams led by Dr. Chin-Sung Chen and Dr. Yu-Chou Huang respectively to Kollegal, a Tibetan settlement in south India, to offer dental services to local students, the elderly and monks, and to teach them knowledge of proper oral hygiene. In June, 2014, Hsinchu Cathay General Hospital sponsored Tsing Hua University student volunteer team to Nepal for medical devices and drugs.

#### II. Rural and Remote Health Services

Cathay General Hospital and Sijhih Cathay General Hospital provide long term support for medical services in Pingxi and Gongliao, and organize speeches on medicine on a regular basis to provide local residents correct health knowledge. In addition, hospital staff has continuously offered free medical services every month in the past 15 years in remote aboriginal Seediq villages since 2000.

#### III. Donation Collection Event for Caring for the Disadvantaged

In December, 2014, Cathay General Hospital organized a Winter Donation Collection event to collect and donate household appliances, clothing and children's books to Yanji Public Housing, Yu-Cheng Social Welfare Foundation, Holy Word Children's Home, and Nantou County He Zuo Primary School to help disadvantaged children and children from remote villages, in the hope of sharing great love, hope, and happiness to those in need.

#### IV. Summer Medical Camp for Elementary School Students

The Summer Medical Camp for Elementary School Students was held for its seventh year. In 2014, students learned basic wound closure techniques with the use of chicken legs in a simulated surgical environment. In addition, Cathay General Hospital assisted Cathay Charity Group to hold Cathay Children Development Camp, arranging disadvantaged aboriginal children and immigrant children to know professional medical system and healthcare operating system for future career.

# 展望

Prospects

展開希望的雙翅  
Open Wide the Wings  
of Hope

天空這麼遼闊  
大地如此寬廣  
天地誘引著  
我們張開雙翅  
向希望的遠方飛去

不遠處傳來  
愛與希望的召喚  
還有濃烈的幸福香味  
緩緩飄來  
我們自由自在地昂首  
向寫滿希望的未來  
振翅飛去

So vast is the sky.  
So broad is the earth.  
The sky and the earth are calling us  
to open wide our wings  
and fly towards hope.

Not far away  
Love and Hope await.  
A strong sense of delight  
is in the sky.  
Heads up high,  
Wings open wide,  
Towards Hope we fly.



**國泰公益集團**  
Cathay Charity Group



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