

國泰公益集團 2024 年報  
2024 Cathay Charity Group Annual Report



用愛擁抱 收穫世界的微笑  
Embrace in Love; Harvest the World's Smiles



# Embrace in Love; Harvest the World's Smiles

"Live your life like a lamp, for you never know who may find their way out of darkness by your light."  
by Rabindranath Tagore.

There is no other kind of language that can warm one's heart than "love." Some may think it is insignificant to crack a smile or reach out one's hand. But such moves could melt one's defense and build up connections between people. When we care about people and embrace people with love, these heart-warming moments would turn into light, quietly illuminating more people's heart.

Make a gift of rose while your hands stay a lingering fragrance. When a person makes a selfless contribution, one gains the altruistic feeling and the recipient's happy smile is a precious reward. At this moment, this small act of kindness triggers butterfly effect. The fragrance of one's kindness travels far and arrives at some unexpected time or place, turning into hope and filling the world with the the fragrance of love. The act of love is not intended for reward, but the world will eventually respond in a deeper and warmer way.

Happiness is bringing happiness to others. Cathay Charity Group, its affiliated Cathay Charity Foundation, Cathay United Bank Foundation, Cathay Real Estate Foundation and Cathay General Hospital, has held onto the principle of humanity as always, sowing the seeds of love along the journey and reaping results of kindness as its long-term vision. Looking to the future, Cathay Charity Group will continue to work hard with its staff and partners, building a more beautiful home for love to flourish in the world and protecting every single happy smile around us.



# Insisting on Providing Care in Person in the Era of AI



In 2024, the AI technology has risen in an unstoppable and earth-shaking momentum, causing huge impact on all levels of the world and society. Amazed by its powerful functions, people who bear the forefront are trying their best to keep up and learning how to use it. Water can carry a boat, but it can also capsize it. People want to have a control over this powerful tool, but have the deep fear of being replaced and ruled by AI in the future. Facing changes in human nature, lifestyles and work patterns, it is natural that people with abundant resources happily welcome these benefits from new technologies. However, how can vulnerable communities with scarce resources keep up with this trend and remain intact?

Having been operating in Taiwan for more than six decades, LinYuan Group has witnessed the development of generations. We have always remained attentive to people's need and keep pace with the times. LinYuan Group would have saved much time and efforts in charity if leveraging the power of AI and the Internet. However, LinYuan Group staff remain united and insisted on providing care in person to every neglected corner of society. This selfless love and close interaction between people can easily move people emotionally. LinYuan Group is deeply proud of our dedicated staff. A summary of our achievements in 2024 is stated as below:

**Support to 2nd Generation of New Immigrants:** Cathay Charity Group continued its partnership with Eden Social Welfare Foundation in conducting Leadership Development Camp for 2nd Generation Immigrants, supporting them in developing their diverse potentials and engaging them in charity work for better integration and sense of identity.

**Education and Empowerment:** The continuation of Cathay Youth Excellence Scholarship and Dream Come True Program provided financial support to the school children living in remote country. Considering the rampant issues of drugs and frauds, Cathay Charity Foundation conducted Anti-drugs & Anti-fraud Dual Program in schools. The anti-drugs and anti-scam knowledge were conveyed to students through entertainment such as e-sports and board games. Cathay's 2024 anti-drug campaign was awarded the title of Anti-Drug Meritorious Group by Executive Yuan and received the public recognition: Cathay has actively committed to anti-drug efforts and its priority in administrative counseling has reaped great results in anti-drug activities.

**Social Events:** In order to relieve the blood shortage in summer, Cathay conducted Summer Blood Donation Campaign, calling for people to roll up sleeve for donating blood for the good cause. The Winter Warmth program has been carried out continuously for 23 years. In 2024, the Cathay people



visited 154 primary schools in remote country. With the newly added financial quiz game, this year's program offered a fun and educational method for children to gain financial knowledge and positive energy for a lifetime. On April 3, a 7.2 magnitude earthquake struck Taiwan, with Hualien being the hard-hit area. Cathay immediately launched disaster relief program in Hualien and dispatched emergency funds for people to live through the first hardest few days.

**Promotion of Arts and Culture:** In its support of art and cultural activities, Cathay has continued its sponsorship to the 48th National Oil Painting Exhibition and Cathay Arts Festival: Emerging Artists Exhibition. In addition, Cathay invited amateur artists joining the cause of Charitable Painting Exhibition, an affiliated event of Elevated Tree Program, with the program donors receiving the featured paintings and all the proceeds going to the Program. Being the perfect combination of art and charity, this project and concept has received praises since its commencement in 2018.

In today's world where people's lives are dominated by advanced technology and Internet, people and souls have drifted further apart; the disparity of rich and poor gone difficult to reverse. With our mission in mind, Cathay Charity Group leverages the strength of its staff and partners and calling on important figures who share similar values to work on the causes that can benefit the people on this land for a promising future. Keep the faith. Keep the optimism for the future. We will make it!



Chairman of Cathay Charity Foundation

黃調貴

Tiao-Kuei Huang

Chairman of Cathay United Bank Foundation

李明賢

Roger M. H. Lee

Chairman of Cathay Real Estate Foundation

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## Were It Not For Your Kindness

Were it not for your kindness

It wouldn't shine in your eyes.

You wouldn't get to see the wounds in people's heart.

It is exactly because of your kindness,

Being grateful and saying sweet words

Only then can the world give back to you

Gently offering with both hands

This is our prayer: May the rain fall onto the land

All creatures live happily ever after



# 2024 Annual Work Progress Report for Cathay Charity Foundation

As the world enters "post-pandemic era" with the rapid rise of generative AI, not only have the political and economic conditions changed drastically, but Taiwan is soon to enter "super aged society"(with the people aged 65 and above account for 20% of the total population). These changes are expected to bring challenges and impact to the promotion of charity causes. In 2024, Cathay Charity Foundation upheld the philosophy "Spreading Happiness and Hope" and provided the most needed help to the people and environment of Taiwan, hoping that every person would get closer to happiness due to Cathay's care.

**According to the Chairman of Cathay Financial Holding Group and Director of Cathay Charity Foundation Hong-Tu Tsai, the important thing for Cathay in 2024 was to embrace the values of diversity, accelerate cross-border communication and continue to drive growth through technology innovation and corporate sustainable development. He also encouraged all Cathay people to "bravely explore outward and view the unknown as challenges and challenges as opportunities; unlimited possibilities need to happen when everyone works together and pools collective wisdom."**

Holding onto such belief, Cathay Charity Group, and its affiliated Cathay Charity Foundation, Cathay United Bank Foundation and Cathay Real Estate Foundation, actively promote **emergency relief** and **environmental protection**, and offer care services to **school children in remote country, 2nd generation of new immigrants, young students, senior citizens, and disadvantaged communities**. In the year of 2024, the total expenditure was NT\$ 29,473,625 (US\$ 898,860). The information of the major expenditure is described as below:

## I. Social Welfare Activities

### 1. Care program for 2nd generation immigrants

Working with Eden Social Welfare Foundation to conduct Leadership Development Camp for 2nd Generation Immigrants, for the purposes of growing the diverse capabilities of new immigrants' children, and engaging them in community services for better integration and sense of environmentalism. A total of 67 courses was held in 2024, with 1,741 participants.

### 2. Empowerment Programs for School Children

(1) Dream Come True Program: This program offers children an opportunity to experience the journey of setting up a goal, working on it and achieving the goal. It helps to cultivate children to challenge and overcome obstacles, making which the ability that they can carry for a lifetime. The categories of challenges include art and music, physical strength, community and so on. The 2024 Dream Come True Program selected 24 schools and supported 480 children to complete their projects with a total funding of NT\$ 4,540,000 (US\$ 138,457).

(2) After-school care program: In order to strengthen the social safety net and support the children of fragile families, Cathay's three Foundations provided support to the following four after-school care programs conducted by Chongwen Women's Association of Yunlin (Oyster Shack), Let Love Fly Association of Hualien (Let Love Fly Program), Foundation of Pescadores Citizens (Children's Book Club) and Playful Education Association for Children of Taipei (Twilight Box). This care program mainly targets on the children from single-parent families, new immigrant families, intergenerational families, and indigenous families. Through the diverse learning experiences, it helps children find self-recognition, confidence and hope for them to build a bright future.

### (3) "Teach For Taiwan" cooperation project

Cathay Charity Group has launched a three-year (09/2022-09/2025) cooperation with TFT where Cathay's three Foundations jointly support TFT in recruiting and training teachers for remote countries. This initiative supports young teachers to go to remote countries and strives for creating a fair and premium environment for children and flip the education quality in these places. The funding for each year is NT\$ 4 million (US\$ 121,988).

### 3. Youth and Talent Development

(1) Cathay Youth Excellence Scholarship: Co-organized by Cathay Charity Foundation, Cathay United Bank Foundation, and Cathay Real Estate Foundation, this project fulfills our responsibility and mission for empowering the youth by concrete actions. The 2024 Scholarships presented a total of NT\$ 8.4 million (US\$ 256,176) to 26 groups of awardees for their charity projects and 100 high school students for their academic achievements.





(2) Mixed Disabled Troupe: Cathay Charity Foundation has worked with Mixed Disabled Troupe, a group consisting of disabled performers, for a long time. In 2024, the group conducted 7 charitable performances in schools. Through their dance performance, they conveyed important life values to 2,000 young people.

(3) Volunteer services collaboration with University Clubs: Extending care to remote country and new immigrant children, Cathay Charity Foundation worked with university clubs by sponsoring their winter and summer camp activities. In 2024, a total funding of NT\$ 209,930 (US\$ 6,402) was granted to 66 activities, benefiting 11,253 participants.

#### 4. Winter Warmth Program

The 2024 Winter Warmth was held at 154 elementary schools in the remote country where resources were hard to arrive, sending winter clothing to the children there and benefiting 12,500 people.

#### 5. Senior Care

Starting from 2022, Cathay Life Insurance has made senior friendly as its focus. It has also worked with Cathay Charity Foundation launching a series of care projects, including deepening the project of Happy Farm, and adding a new station in the tribal area in Yuli Taownship, Hualien in 2024. In terms of its long-term anti-fraud campaign towards senior citizens, the Foundation and Cathay Life Insurance, under partnership with local police stations, jointly launched more than 270 events, benefiting more than 10,000 seniors.

The Foundation also launched senior health programs in 2024. Working with University of Taipei, the Foundation and Cathay Life Insurance conducted health activities at the Cathay Happy Farm in Changbin Township, Taitung and in Nandi Community in Shetou, Changhua.

#### 6. Support for the Underprivileged

##### (1) Subsidies for low-income households and medical services

Every year in Taiwan, numerous families suffer from distress due to natural disasters, major illness, or accidents, which put their life and economy into immediate difficulties. In order to help them weather such difficult times, the Foundation, since 2009, has extended a helping hand through Cathay volunteers who pay visit and support for them to get over difficulties. In 2024, a total of 146 families were visited and supported by Cathay's network, with a subsidy amount of NT\$ 2,341,000 (US\$ 71,394), helping them get through the hardships of life.

##### (2) Other donations

Other sponsorship recipients included Tsinghua University, Central Police University, Andrew Charity Association (or called Andrew Food Bank), and other local governments, schools and social welfare groups.

The total expenditure for the above-mentioned causes was NT\$ 23,570,939 (US\$ 718,845).

## II. Social and Environmental Events

### 1. Summer Blood Donation Campaign

In 2024, Cathay Charity Foundation continued to work with Taiwan Blood Services Foundation in holding the blood donation campaign. The campaign received support from 42,118 donors and collecting 64,315 bags of blood. The result was able to provide sufficient supply to medical use and allow patients who need blood to resume their health again.

### 2. Anti-drug Awareness Campaign

Considering the population exposed to drug problem is getting younger, Cathay Charity Foundation invited various relevant parties to jointly launch anti-drug campaign in schools. For the 2024 campaign, the acrobatic troupe Han Dong H.D.A. offered five anti-drug performances, benefiting 4,200 students. Against Wind Theatre provided 6 anti-drug awareness events in schools and youth counseling centers with more than 510 students participating.

Furthermore, Cathay Life Insurance joined the one week "2024 Anti-drug Anti-fraud Exhibition for Safe Campus" held by Taipei City Government at Chiangti Plaza. In the two exhibition areas set up by Cathay, people can learn about the hazards about the drugs and increase their awareness regarding frauds through interactive games.

### 3. Charity Bazaars

Last year, the Foundation resumed Charity Bazaars in Taipei (the 8th year), Taichung (the 14th year) and Kaohsiung (the 11th year) jointly with Eden Social Welfare Foundation, YMCA Taichung and YMCA Kaohsiung. The Taipei event was also joined by Cathay Financial Holding Group, Cathay Consultant, and Cathay Hospitality Management. National Police Agency was also invited to set up a booth for anti-fraud promotion. The three Charity Bazaars attracted almost 20,000 patrons with more than 1,280 volunteers and 50 student volunteers (total work time exceeding 7,980 hours). The proceeds from these events reached NT\$ 3.06 million (US\$ 93,321), all of which would be allocated to the causes for the remote country, indigenous people, and under-privileged 2nd-generation resident children to alleviate the gap in educational resources.

The total expenditure in this regard was NT\$ 4,446,646 (US\$ 135,610).



# 2024 Annual Work Progress Report for Cathay United Bank Foundation



In 2024, Cathay United Bank Foundation implemented all works, including education for children, charity and public welfare, art events and sponsorship, in accordance with its annual work plan. In the year of 2024, the total expenditure was 36,821,224 (US\$ 1,122,941). The information of the major expenditures is as follows:

## I. Education for Children

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

The Foundation continued the execution of the Elevated Tree Program, helping the basic education to take root and ensuring children's access to school and further a future of their own. In 2024, the Elevated Tree Program supported 5,907 under-privileged junior high and elementary school students.

At the same time, the Program extended its focus to sports events, as in line with its spirit--growing a big tree. The Program supported the physical education at different junior high schools and elementary schools so that children were able to learn self-discipline and team spirit in large sports events and discover themselves through competitions. In 2024, the Foundation sponsored 17 sports teams including the Jianshi Junior High School Judo Team in Hsinchu County to support their participation in competitions, training expenses and purchase of gears. It also sponsored the Sunrise Village Cup National Junior Football Game.

To improve children's capabilities through diversified learning, and to bridge the urban-rural gap, promote sustainable development and life-long learning, the Foundation supported Yue-Ming Elementary & Junior High School in Yilan and other units for developing characteristic curriculum. The total expenditure in this regard was NT\$11,100,648 (US\$338,548).

### 2. Campaigns organized across Cathay Charity Group

The co-organized projects include Cathay Youth Excellence Scholarship, Teach For Taiwan, Dream Come True Program, After School Care Program in the remote country, Winter Warmth Program and the production of Cathay Charity Group Annual Report. The total expenditure in this regard was NT\$6,530,000 (US\$199,146).

## II. Charity, Public Welfare and Sponsoring Activities

The causes undertaken in this regard aimed at supporting the development of indigenous communities and their social enterprises and tourism, promoting diversified education for the children in the remote country. The Foundation took concrete action to sponsor charity activities such as Kingston's A Bag of Hope. An expenditure of NT\$ 400,000 (US\$ 12,199) was spent to support the 87th Tai-Yang Art Exhibition organized by Tai-Yang Art Association and the 48th National Oil Painting Contest and Exhibition by the Oil Art Society. In addition, the Foundation purchased their self-made products from Yu-Cheng Social Welfare Foundation and Pintung Christian Bethany Home as a support to social enterprises.

## III. Art Events

In order to support local art and promote art education, Cathay United Art Center has been regularly holding art exhibitions and Art Lectures, providing a platform for Taiwanese artists and free access to art appreciation and knowledge for the public. Cathay's arts events in 2024 included 10 art exhibitions and four Art Talk Lecture Series, including two rounds of Elevated Tree Program----Charitable Painting Exhibition featuring amateur artists. The goal is to help the remote country children. Furthermore, the Foundation produced the corporate art calendar featuring local artists' works, as a well wish to deliver the beauty of art. The total expenditure in this regard was NT\$ 780,000 (US\$ 23,787).





# 2024 Annual Work Progress Report for Cathay Real Estate Foundation

For the year of 2024, Cathay Real Estate Foundation followed its annual plan and spared no efforts in conducting charity and environmental causes and providing help and care, hoping to achieve a prosperous future for all. The Foundation's affiliated libraries are located in major cities of Taiwan. Reading nourishes one's soul and new knowledge enriches one's mind. Lin Yuan Libraries also hold talent courses from time to time, which has become a pleasant daily routine. To be kind to others is to be kind to yourself. The Foundation organized Summer Blood Donation Campaign, New Immigrant Care Program, Winter Warmth Program and Cathay Youth Excellence Scholarship to support our youth. The Foundation also provided sponsorship to Teach For Taiwan, hoping that all the children who received help would work hard and harvest a promising future.

## I. Lin Yuan Libraries

As the old saying goes, "one who is filled with knowledge always behaves in elegance." The Foundation has established 9 Lin Yuan Libraries around Taiwan. Being around with stacks of knowledges, book lovers send out elegant vibes and accumulate wisdom in their mind. In the fast-paced modern world, people constantly cling to their electronic devices and become irritable due to the tiring daily work. Flipping through the pages of magazines and quietly reading books can settle one's emotions and release healing to them.

## II. Talent courses in Lin Yuan Libraries

Lin Yuan Libraries hold Talent Learning Programs every year. Each library thoughtfully designs and organizes these courses for people to play out their creativity. Participants make beautiful and exquisite craft works or paintings. Life gets to be filled with more joy and colors.

## III. Campaigns organized across Cathay Charity Group

### 1. After-school Care Program

The Foundation provided support to four after-school care programs conducted by Chongwen Women's Association of Yunlin (Oyster Shack), Let Love Fly Association of Hualien (Let Love Fly Program), Foundation of Pescadores Citizens (Children's Book Club) and Playful Education Association for Children of Taipei (Twilight Box). To make sure the children in remote country do not fall behind in their learning, this program aims at improving the disparity in educational resources and cultivating children's sense of self-recognition for them to grow strong with love.

### 2. Summer Blood Donation Campaign

Donating blood is like sprinkling nectar on a withered life, with drops of love gathering into a vast sea. Giving blood for free is an act of kindness. Simply by rolling up one's sleeve, one life can be saved, letting it set sail again toward a calm and beautiful future.

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

We collected all kinds of supplies in winter and hauled them up to remote mountain towns. The arrival of warm and heartfelt donations put smiles on people's faces, making people feel the love during the year-end holiday season. Kids cheerfully bounced around, while flowers and grass sprouted like spring had come early, filling the air with a soft, happy vibe.

### 4. Cathay Youth Excellence Scholarship

Instead of just handing out fish, we should teach people how to catch their own. Rather than simply giving out charity, it is better to help those talented young people chase their dreams. By providing scholarships, the Foundation support these students to polish their skills, push their limits, and explore uncharted territory. We hope one day they would be able to soar in the sky of their dreams like eagles and give back to the society. Leading by example and inspiring others, shining bright as daylight, a small act of kindness shall make one build a bright future.

### 5. Sponsorship to Teach For Taiwan

Cathay has set out long-term partnership with TFT to promote education equality. By providing support to TFT for its endeavors in recruiting and training teachers for remote country, Cathay shares their vision in improving disparity in education and resources. By doing so, Cathay hopes that children stay focused and be brave on their path of growth. Passion in learning will lead them to a brilliant future, illuminating even the darkest corners, like a single lamp that can cast away darkness of thousand years.

## Love and Lovable

Life is a flower that blooms slowly.

More sunlight fosters brighter colors.

Watering this flower with love, it will bloom with sweet smile.

See?

When you embrace the world,

The world is becoming more lovable.

Raindrops falling on one's palm, just like the Morse code that confesses love.

The breeze blows gently on one's face, as if it is secretly kissing you.

The more you love, the more you feel the love.

The more you love, the world will be like you.

More and more lovable.





# 15 Years of Everlasting Force that Supports 2nd Generation of New Immigrants

Second generation youth engage in community service for better sense of environmentalism

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

Cathay Charity Group initiated its partnership with Eden Social Welfare Foundation since 2010 in conducting Leadership Development Camp for 2nd Generation Immigrants for developing these children's advantageous skills. With its focus on "environmental education," the 2024 program took the participants to learn about Taiwan's ecological environment for better social integration and care to our environment. A total of 67 courses have been held, with more than 1,741 participants.



As a part of the 2nd generation program, a Vietnamese cultural event was held at New Taipei City Main Library. All participants took a group photo.

### 1. Cathay's Financial Program

Leveraging its core competency, Cathay invited 5 employees to give financial education to the 2nd generation school children. The children competed in groups to learn how to use their pocket money (income & expense) and to find out consumer risks (anti-fraud & scam) so that they could form right concept about money.

### 2. Southeast Asian Multicultural Promotion Campaign:

Lecturers were hired to provide guidance for 2nd generation of new immigrants planning

Thai and Vietnamese cultural activities. They held two events in the communities for promoting diverse values and community inclusion. On June 16, the participants held a Vietnamese cultural event at New Taipei City Main Library. The 2nd generation of new immigrants introduced Vietnamese history and culture, including Hung Kings' Commemoration Day, traditional clothing Ao Dai, and Vietnamese food. One participant's mother made Tamarind juice to share with everyone.



Cathay volunteers introduced various banking services, such as saving, loan and personal finance.

### 3. Learning on Ecology

Integrating with the Jane Goodall Institute Taiwan's programs of "Roots & Shoots," "Green Thumb," and "Animal Carnival," environmental and animal protection courses were designed for 2nd generation of new immigrants. On September 29, a presentation was held at the Pinglin Shuiliujiao Public Senior Care Center in New Taipei City, where native guanyin trees were planted, followed by a street parade to the Pinglin Old Street Market to advocate for animal protection.



Bringing the figurines of Black-billed Crested Tern and Dove of Peace, the program participants spoke about animal protection with local shop keepers and tourists at Pinglin Old Street.



On the day of result presentation, participants campaigned about ecological and animal protection. The 5th place to 3th from right: Chief of Pinglin District Office Ching-Chen Chou, Director of Cathay Charity Foundation Chang-Chao Liao, and Head of Resource Development at Eden Social Welfare Foundation Tzu-Chieh Huang.

Item	Program	Number of Times
Multicultural Promotion and Empowerment	Excellent Leadership Camp	7
	Multimedia Art Program	8
	Southeast Asian Multicultural Promotion Campaign	17
	Multicultural Experience Camp	6
Social Care and Empowerment	Community Public Welfare Service	11
	Learning on Ecology	18
Total		67



## No One to Be Left Behind- Reverse the Disadvantageous Starting Line

Providing long-term company to catch children before they fall

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



In the classroom of Oyster Shack After-school Care Program, children were reading story books.

In a society where rural and urban development is unbalanced, children who come from marginalized and poor families couldn't have the luxury to go to talent course or tutoring school. Schools are aware of this situation, but they have little to solve such structural issues. In order to build a safety net to prevent these children from falling, Cathay conducts diverse program to guide these children and youth onto the right path to the society and develop their potential.

Cathay has started supporting the After-school Care Program since 2011. The 2024 Program was implemented at four places: **Chongwen Women's Association (Oyster Shack Village in Yulin)**, **Let Love Fly (Shiulin County in Hualien)**, **Playful Education Association's Twilight Box (Wenshan District in Taipei)**, and **Foundation of Pescadores Citizens's Children's Book Club (Hsiyu Township in Penghu)**.

Cathay's long-term support offered a safe environment for those children who fall behind in their studies and do not get care from adults after school. They could stay here to make up the gap in learning and they get to find self-recognition through diverse learning experiences.

The expenditure in this regard for 2024 is NT\$ 1,800,000 (US\$ 54,895), benefiting around 150 children and adolescents.



One-on-one tutoring helped the children enhance their learning at Oyster Shack After-school Care Program.

## Dream Come True Program Cultivates the Strengths Children can Carry for Life.

480 children pursue their dreams whilst developing resilience and strength

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

"I'm not going to give up halfway. I'll keep going no matter what," shared by a student from Padan Primary and Middle School in Kaohsiung. Another student from Shuiwei Elementary School said this, "I need to hang on so that I will improve." The experiences of completing challenges help children foster courage in their heart and increase their self-affirmation and recognition.

Since its launch in 2013, Cathay's Dream Come True Program that intends to support the children living in remote country or non-urban area has paid out prizes of nearly NT\$ 32 million (US\$ 975,907), supporting 187 schools and nearly 4,000 school children as of 2024. For the

11th Dream Come True Program, there were 24 schools and 480 children selected to conduct their challenges. The themes of their challenges included the following: cultural cultivation, community exploration, music creation, music inheritance, competitive sports, etc. Children show their limitless potential and get to develop the ability of resilience through the course of the challenges. During the implementation of their projects, their teachers are just like the searchlights for these children exploring their path. All worked together, achieved together and grew together. Each participating child played out their potential and shall march on a future of their own!



Gua Shan Elementary School's children made three canoes by themselves with the images symbolizing the marine creatures and the minerals from their home town Jinguashi.



The children of Gua Shan Elementary School in New Taipei City were introducing their hand-painted canoe under the sun.





All the guests, teachers, and students took a group photo at the presentation of 2024 Dream Come True Documentary Award. They witnessed the inspiring stories that told the perseverance on their journey and the changes happening at the educational forefront. The genuine sharing made by teachers and students sent out warmth and energy. The three Cathay Foundations worked together to plant the seeds for Taiwan's future.

### Dream Come True Documentary Award Inspires Teachers and Students

#### Selection process:

The Dream Come True Documentary Award is meant to encourage the teachers to inspire children and demonstrate their passion in education through documenting the challenge process. The 17 teams filmed their challenge process and edited into short videos for the award. In the end, the external judges selected 8 videos that touched their heart. An additional prize money of NT\$ 210,000 (US\$ 6,404) to the winners at the Award Ceremony on Aug. 21.

### Dream Come True Documentary Award and Award Ceremony on Aug. 21:

The award ceremony was kicked off by a heartwarming performance by the violin band from Mudan Primary School. The Chairman of Cathay Charity Foundation Tiao-Kuei Huang, Chairman of Cathay United Bank Foundation Roger M.H. Lee, and Chairman of Cathay Real Estate Foundation Ching-Kuei Chang attended the ceremony in person, encouraging the children to pursue their dreams and challenge themselves.

Among the eight winning videos of this year's Documentary Award, three were awarded as Outstanding Films. The judges unanimously agreed that they had a delicate description about the difficulties encountered by teachers and students in the pursuit of their dreams. These videos also told



Chairman Tiao-Kuei Huang (center) took group photo with the teachers and children from the remote country of Kaohsiung, Hualien and Changhua.

the process of overcoming difficulties and solving problems, and conveyed profound values. One of the winning films is about the Amis children (Shuilian Elementary School in Hualien) playing light and shadow to introducing their own culture. The other story is the Bunon children (Padan Primary and Middle School in Kaohsiung) challenging themselves by hiking to Jiaming Lake for searching their roots. The third story is about a group of children growing up beside Jhuoshuei River exploring this important river by drones and field survey.

By organizing the Dream Come True Program and Documentary Award, Cathay hopes to bring in positive energy to our educational landscape. Meanwhile, we are also aware that today's children are growing in a challenging time, and cultivating tenacity and resilience for them will be the key to Taiwan's future.

## Cathay Youth Excellence Scholarship Strongly Supports Young People

Supporting the young generation in pursuit of their dreams with scholarship totaling NT\$ 8.5 million

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



The 2024 winners and their friends and families attended the presentation ceremony. Over 100 young people showed their belief of giving back to the society with their strengths.

Young people are the hope of the future, and their dreams are the starting point for changing the world! Cathay Charity Group established a Scholarship for financially challenged students as early as in 1980. Later in 2016, Cathay adapted to the society's developing trend and changed it to Cathay Youth Excellence Scholarship. This is a real action for Cathay to carry out its responsibility and mission in empowering the youth so that they are encouraged to make changes and solve the social and environmental issues.

In 2024, the number of applicants and the amount of scholarships granted both reached new highs. A total of more than NT\$ 8,500,000 (US\$ 259,225) was granted. The category of Specific Accomplishment Group aims at encouraging students to propose ESG related projects and to take action. For 2024, there were 26 groups of winners awarded with NT\$ 30,000(US\$ 915) to NT\$ 200,000(US\$

6,099). The category of Academic Merit Group presented a grant of NT\$ 50,000(US\$ 1,525) to 100 senior high students from financially challenged families. In addition, the newly added Excellence Documentary Award meant to encourage the 2023 winners to document their actions was presented to 4 teams each with a grant from NT\$ 30,000(US\$ 915) to NT\$ 50,000(US\$ 1,525).

The past 45 years has been a nonstop journey. Cathay Charity Group has spared no efforts in pouring resources for youth empowerment. As of today, the Scholarship has paid out NT\$ 220 million (US\$ 6,709,363) to over 18,860 groups of students (individuals and groups). We hope these young people would play out their strengths and take over the endeavor to create a virtuous cycle for social change.



### Presentation Ceremony of 2024 Cathay Youth Excellence Scholarship

The Presentation Ceremony took place at the conference hall of Cathay Financial Center on Dec. 10. Chairman of Cathay Charity Foundation Tiao-Kuei Huang, Chairman of Cathay United Bank Foundation Roger M.H. Lee, and Chairman of Cathay Real Estate Foundation Ching-Kuei Chang attended the event and presented prizes to winners. The winners also shared their stories and passion for public welfare, touching the heart of every guest present.

One of the judges Yunchan Liao, the Director of Commonwealth Magazine's Independent Review, felt impressed because many nominated students under 20 already started giving back to the society and she hoped they would create more possibilities for reciprocity. When presenting the Excellence Documentary Award, film director and the founder of Formosa 3D Association Charlie Chu shared with students: "learning is to inspire yourself and sharing is to inspire others. Make yourself a light of warmth and what you do would pave the way for more people to come." He also wished all winners become heroes for Taiwan and move forward with courage.

### Winner of Specific Accomplishment Group: Fix and Chat

A team composed of students from Tsinghua University introduced the European "Repair Café" model and repaired faulty home appliances for free. They repaired everything from modern vacuum cleaners and electric fans to retro phonographs and CD players, giving discarded and faulty home



Chairman of Cathay Charity Foundation Tiao-Kuei Huang (2nd from right) took a photo with Fix and Chat team members from Tsinghua University.

appliances a second life, promoting a sustainable model from "throwing away what's broken" to "repairing what's broken" and reducing non-recyclable waste. The team thanked Cathay for the recognition. Winning the Youth Excellence Scholarship made their concept be seen by others and they were able to call for like-minded partners to achieve environmental friendliness.

### Winner of Academic Merit Group: Liao, student of the Affiliated Senior High School of National Chung Hsing University

Raised by her grandmother, Liao has studied diligently and strived for various scholarships to ease her family's financial burden. This scholarship would support her education and living expenses, allowing her to pursue her future goals without worries. In the future, Liao hopes to pursue higher education in foreign languages and become an outstanding diplomat. She said, "I will work hard pursuing my goals because life goes on. I will keep pushing my dreams ahead. I believe there will be a rainbow at the end of my dreams!"



Chairman of Cathay United Bank Foundation Roger M.H. Lee (center) took a photo with the education and community development winning team of the Specific Accomplishment Group.



Chairman of Cathay Real Estate Foundation Ching-Kuei Chang (center) took a photo with the emerging issue winning team of Specific Accomplishment Group.

## Collaboration with University Clubs Brings New Horizon for Children in Remote Country

Encouraging college students to spread love to others

Organized by: Cathay Charity Foundation



University of Taipei's International Volunteer Club held a overseas service trip to the Philippines. Despite the help they needed, the children insisted completing every single activity, showing lots of courage and persistent.

Extending its care to remote country and new immigrant children, Cathay Charity Foundation worked with university clubs by sponsoring university clubs' winter and summer activities so as to pass on the Foundation's ideal to the next generation's young students. In this category, the Foundation sponsored the following schools: National Taiwan University, National Taipei University, National Taiwan University of Science and Technology, China Medical University and Fu Jen University. The activities ranged from: Mandarin teaching, community service, medical and health service, and were held in Taiwan and its outlying islands, and even in Nepal (medical mission). For the year of 2024, the insurance premiums paid out by Cathay was NT\$ 209,000 (US\$ 6,374) to 66 applications (1,522 student volunteers), benefiting 11,253 people.



During the summer camp held by National Taiwan University of Science and Technology's Volunteer Club, instructors was teaching participants how to use water rockets.



## Mixed Disabled Troupe Urged Students "Never Give Up"

Influencing lives with their own life experiences and sending out hope and courage

Organized by: Cathay Charity Foundation and Mixed Disabled Troupe



Cathay Charity Foundation sponsored Mixed Disabled Troupe performing at Yuli Senior High School in Hualien, promoting their never-give-up spirit.

The young generations are the future of Taiwan. To inspire teenage people for them to break through their predicament, Cathay Charity Foundation has sponsored Mixed Disabled Troupe, the performing group composed of performers of different types of disabilities, to conduct charity performance tour at junior high and senior high schools and detention centers since 2007. Their gigs aim at promoting the strength and courage of not giving up and cultivating perseverance. In each event, one could always see the Cathay volunteers in yellow vest to assist the members accessing the venue.

With Cathay's sponsorship for 2024, Mixed Disabled Troupe performed 7 gigs, benefiting almost 2,000 people. Each of their performances imposed positive influence to students. For one of their performances at Yuli Senior High School in Hualien, one teacher said, "many people were inspired and expressed their admiration for the performers' perseverance in overcoming their disabilities. They gained courage to face the difficulties and the unknown in life. They become more capable of believing the future and themselves."



At the Cheng Chi University charity performance, President Tsai-Yen Li and Vice President Chih-Yu Chan attended throughout, supporting these life fighters with disabilities and spreading positive energy to students in need.



Cathay volunteers were helping Mixed Disabled Troupe's members in setting up the performance.

## Gathering the Power of Young People to Create New Educational Scene

Creating fair educational opportunities and environment

Organized by: Teach For Taiwan

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



Cathay partners with Teach For Taiwan to supported students from Pingtung's Chutian Elementary School in creating and performing their Hakka graduation song "Stars," expressing their identity and emotions toward their hometown. They performed on the TFT music festival alongside award winning singer 9m88.

In its long-term efforts of responding to the issues of education inequality and urban-rural gap, Cathay has come to realize that "people talent" is the crucial element that lies in these social and education issues. People talents are also the most real and urgent needs for the remote countryside. Investing in the education of remote country through bringing in young people talents would lead to the opportunity of children's positive growth.

Cathay has commenced its partnership with Teach For Taiwan since 2016 with annual sponsorship of NT\$ 4 million (US\$ 121,988). This partnership has supported 373 young teachers going to remote country through TFT project and benefited more than 7,000 school children. The Education and Empowerment

initiative aims to create a force of change and make an impact on remote country education.

The TFT partnership has entered its 11th year in 2024, and a music festival for children was held for its anniversary celebration. The children from Chutian Elementary School, one of Dream Come True participating school, created their graduation song Stars in Hakka language with their teacher and a local Hakka singer's guidance, and they also performed alongside the award-winning singer 9m88. By connecting culture, music, creativity, and teamwork through creation, children learn, build self-identity and confidence, ignite endless possibilities for the future, and quietly pass down their hometown's culture.



# Cathay Recognized as Anti-drug Meritorious Group for its Anti-drug Campaign

Anti-drugs & Anti-fraud Dual Program was held in schools to keep children away from drugs

Organized by: Cathay Charity Foundation  
Co-organized by: Han Dong H.D.A., Against Wind Theatre and Cathay Life Insurance



Committed to anti-drug promotion, Cathay Life Insurance was awarded with the title of 2024 Anti-Drug Meritorious Group as the only winning financial institution. Chairman of Cathay Charity Foundation Tiao-Kuei Huang received the award from President Lai Ching-te on behalf.

To align with the regulatory policy on sustainable finance and respond to the supervisory trend of fair treatment principles, Cathay Life Insurance and Cathay Charity Foundation conducted Anti-drug Anti-fraud Dual Program in schools. Through the anti-drug esport PaGamO, anti-drug board game, and anti-fraud board game, knowledge about anti-drug and anti-fraud was conveyed to schoolchildren in an educational and entertaining way.



Cathay volunteers visited schools and taught how to operate the online anti-drug game.

## 1. Award and recognition- the title of Anti-drug Meritorious Group for 2024 was awarded by the Executive Yuan

Cathay Life Insurance and the Foundation have launched anti-drug campaign for a long time. This year, Cathay was awarded with the title of Anti-Drug Meritorious Group for the second time. On the award ceremony held on Jun. 26, 2024, the Chairman of the Foundation Tiao-Kuei Huang received the award from President Lai Ching-te on behalf. Cathay was

the only financial institution that received this recognition. The Executive Yuan recognized Cathay's long-term efforts in promoting anti-drug campaign in schools, praising that **"Cathay has actively committed to anti-drug efforts and its priority in administrative counseling has reaped great results in anti-drug activities."**

Since 2017 when Cathay began underwriting group insurance for students nationwide, Cathay started a Sustainable Campus Project at the same time. With anti-drug campaign at its core, this Project utilized the entire Cathay Group's resources to put together systemic actions for anti-drug campaign through diverse and easily-acceptable methods of e-sports, boardgames, dance music, plays, martial arts and stunt performances for students to "identify, reject and fight against" drugs. Thanks to the recommendations from **K-12 Education Administration, Ministry of Education and National Police Agency, Ministry of the Interior, Cathay's 2024 campaign received the award. For the seven years since 2017, Cathay has conducted more than 1,000 tour performances, engaging more than 10,000 Cathay volunteers and benefiting over 2.5 million students.** The award news and Cathay's long-term efforts in anti-drug initiatives were publicized by Cathay Financial Holding Group's PR Department through a press release and photos, resulting in 34 pieces of media exposure, further enhancing Cathay brand image.

## 2. Cathay's Anti-drugs & Anti-fraud Dual Program were conducted for more than 345 Events

Ever since 2017 when Cathay Life Insurance started underwriting students' group insurance (high school and below level), Cathay has



At the anti-drug awareness event held at Mingder High School in New Taipei City, Captain of sub-team Chan Sanhsia Tung-Ming Lin, volunteers, teachers, students and the performing group took a group photo.

launched Sustainable Campus Project with anti-drug campaign as the main subject, and included anti-fraud in recent years. In 2024, in collaboration with Cathay's volunteer network throughout Taiwan, Cathay launched the Anti-drugs & Anti-fraud Dual Program in the hope that students would learn about the anti-drug and anti-fraud knowledge, and stay away from drugs and fraud.

### Anti-drug:

- Organizing physical anti-drug e-sports events
- Taking school children to do "anti-drug" dance

### Anti-fraud:

- Organizing fraud prevention campaigns with the police
- Inviting the police to record a fraud awareness video and playing the fraud prevention video during the event.

Throughout the year of 2024, Cathay conducted 345 anti-drug e-sport events at more than 216 elementary schools and junior high schools with more than 22,000 students participating; 271 anti-fraud events were launched jointly with 106 police stations with more than 10,000 participants.

Notably, in July 2024, Cathay Life Insurance partnered with Cathay Century Insurance to participate in the "2024 Anti-drug Anti-fraud



Cathay's Chan Pingshih volunteers partnered with Against Wind Theatre and Pingtung Adolescents' Dream League and held an anti-drug awareness event for the high-risk adolescents at Kueilai Community in Pingtung.



Exhibition for Safe Campus" held by the Ministry of Education and Taipei City Government. In the two exhibition areas set up by Cathay, people can learn about the hazards about the drugs and increase their awareness regarding frauds through interactive games.

### 3. The professional stunt group Han Dong H.D.A.

At their 2024 anti-drug tour performance, Han Dong H.D.A. offered acrobatic performances, martial arts and singing with anti-drug awareness incorporated, hoping that students could exercise more and say no to drugs. A total of five sessions were held in 2024, benefiting 4,200 students.

### 4. Against Wind Theatre

The Foundation continued its partnership in anti-drug campaign in 2024. Unlike previous years, which mainly focused on schools, the 2024 campaign was made to conduct at youth counseling centers for "high-risk adolescents." The details of the sessions held are as below:

Date	Sessions	Turnout
5/20	Changhua Student Guidance & Counseling Center	30 people
6/24	Hengchun Junior High School, Pingtung County	200 people
7/27	Pingtung Adolescents' Dream League	15 people
8/19	Hualien Children's Home	35 people
9/23	Hsinchu Student Guidance & Counseling Center	30 people
12/24	Pei Nan Junior High School, Taitung County	200 people

It is also worth mentioning that Against Wind Theatre, Pingtung Adolescents' Dream League and the Foundation went to Kueilai Community in Pintung City on Jul. 27(Sat.), providing care to 15 high-risk adolescents who dropped out from school with 20 Cathay volunteers led by the captain Yiruen Lin. With the company of Against Wind Theatre and Pingtung Adolescents' Dream League, this group of young people have also learned baking skills. They made and sold cookies and mooncakes as their social enterprise products to make profit, which helped them gain confidence, find their goals, stay away from drugs and return to schools.

**The specific results of the 2024 anti-drug campaign by the Foundation and Cathay Life Insurance is as follows:**

Unit	Time	Item	Turnout
Cathay Life Insurance	January to December	PaGamO Anti-drug E-sports	22,477 people
Han Dong H.D.A.	February to May	Acrobatic performance, singing, martial arts	4,200 people
Against Wind Theatre	May to December	Speeches and sharing of members' own life stories	510 people
Cathay Life Insurance	7/20~7/28	Participating in the Anti-drug & Anti-fraud Exhibition for Safe Campus held by Ministry of Education and Taipei City Government	More than 2,000 people
Central Police University	12/23	Academic thesis- Pi-Tsui Yeh, Assistant Professor at Central Police University Title: The Social Integration Challenges and Self-Identity Reconstruction of Diverse Gender Inmates Involved in Drug-Related Offenses	----





# Living Alongside the Fragrance of Books, Connecting Hearts Through Arts and Culture

Away from the hustle and bustle of life and keeping oneself to serenity

Organized by: Cathay Real Estate Foundation



In this quiet and comfortable space, the library makes it a good choice for people to browse magazines and newspapers, as well as an excellent spot for students to study. (Mingren Library)

## Talent courses in Lin Yuan Libraries

Since its establishment in 1983, Cathay Real Estate Foundation has set up 9 libraries in major cities around Taiwan. With the total floor area reaching 550 pings, each of the branches has a collection of more than 2,000 books, with topics ranging from literature, geography, children's books, encyclopedia etc. Books, newspapers and magazines are renewed on irregular basis. People get to have a space for reading and reflection, and a brief moment for relaxation during busy times, and students get to have a space for studying. People of every age can find their own place and tranquility in this busy-pacing society.



The serene space of the library provides an ideal setting for students to study and learn, while also serving as a friendly companion for the local community. (Mingren Library)

Knowledge is the portrayal of time, passing down wisdom and bestowing us joy in all four seasons. We can read about some one's dream of a bird amid the chirping of cicadas in midsummer, appreciate a delightful short essay in the quietness of autumn, browse the ancient poems, wander between the lines, and encounter the spring sunshine deep in the soul, which brings in full vitality. People meet and mingle here. They may exchange a few words, and instantly the connection happens, bringing warmth to each other's heart in the cold winter. The library is like a picture book of life, filled with colorful memories in the mottling times. One would recall the

youthful days and forget the hustle outside. In this pleasant environment, one can treat themselves with tenderness, basking in the serene garden filled with bookish fragrance.



The spacious and bright library is the primary choice for student learning. It is also a cozy spot in the hearts of the public. (Lingya Library)



The library is the perfect place for people to chill and relax, as well as a nice venue fostering community harmony. (Siaoming Library)



Talent courses in Lin Yuan Libraries

Every year each library organizes a variety of handicraft workshops, sparking enthusiastic learning among participants. People of all ages eagerly join in, engaging in hands-on activities. In the class, they can unleash their creativity and enjoy a relaxed and fulfilling time. For the year of 2024, Lin Yuan Libraries offered courses in Decoupage, color painting, flower clay art, pastry baking, bread making, mosaic collage, etc. Many friends and family members join the courses together. The results show a great variety of talents. Delicious handmade snacks make people drooling. The beautify floral collages and paintings bloom on household objects, adding fun to daily life. These courses bring people closer in a joyful vibe.



At Lingya Library's Children's Art and Craft, kids learn about warm and cool color tones, arrange tongue depressors in high-low circular patterns, and create eco-friendly pen holders using molded clay and wire wrapping.



At Sinhuang Library's folk art painting, participants learn how to use delicate hand-painting techniques to decorate wooden tissue box.



The instructor demonstrates the technique of crackle glaze. The surface of stool top is coated with a dark base, followed by a light top layer, creating varied crackle effects using the decoupage technique.



The adorable mushroom shape becomes even more eye-catching with cute, charming designs painted on it. Students are focused to watch the teacher doing demonstration. (Color painting class at Sanchong Library)



At Yunong Library's Parent-Child Decoupage Workshop, participants use simple collage techniques applied to photos, small tote bags, and small containers. All children and adults gather to take a joyful group photo.



The dough is rolled out, fermented, and brushed with an egg-milk glaze on top. Nice dinner rolls are ready. (Neiwei Library)



At Lingya Library's Children's Art and Craft, kids learn about warm and cool color tones, arrange tongue depressors in high-low circular patterns, and create eco-friendly pen holders using molded clay and wire wrapping.

Lin Yuan Libraries all round Taiwan

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



# Nurturing Children with Care; Tree of Hope Growing Strong

Cathay supports primary level sports and characteristic curriculum for sustainable and international vision

Organized by: Cathay United Bank Foundation



Chairman of Cathay United Bank Foundation Roger M.H. Lee (center) and representative from Ministry of Education (1st from left) presented donation to representatives from local education bureaus.

## Care and companionship help little trees grow

To "grow a big tree from a shoot", Cathay United Bank Foundation has continued its focus in children's right to education. The Elevated Tree Program, a cause that commenced in 2004, aims at supporting underprivileged children who have financial difficulty or encounter major issues in their families for them to go to school without worries.

In addition to providing schooling grants, the Elevated Tree Program also extends its focus to sports. In 2024, the Program donated funds to 1,122 junior high schools and elementary schools located across Keelung City, Miaoli County, Hsinchu County, Changhua County, Yunlin County, Chiayi County, Pingtung County, Yilan County, Hualien County, and Taitung

County, benefiting 5,907 people. Moreover, the Program supported 17 sports teams (including Jianshi Junior High School's judo team) to compete in games, purchase gears and conduct training sessions. Cathay also sponsored the Sunrise Village Cup National Junior Football Game through the Program. Over the past 21 years, the Elevated Tree Program has never stopped its endeavors. As of today, the Program has donated NT\$ 320 million (US\$ 9,759,073) and supported more than 300,000 underprivileged children to go to school.

The Cathay United Bank Foundation held a donation ceremony for the Elevated Tree Program on October 17, 2024, inviting people to share their growth stories and achievements. The 14th Sunrise Village Cup National Junior Football Game also invited a Japanese team



At the Singapore Archery Youth Open in Conjunction With Singapore Youth Olympic Festival 2024, Hualien County Zhong-Hua Elementary School achieve great results with gold medals in the women's team and individual events.



Chairman of Cathay United Bank Foundation Roger M.H. Lee (center) visited the weight-lifting team of Danei Junior High School of Tainan City, encouraging all lifters to chase their dream.

to play. The football game incorporated the elements of competition, environmental education and cultural exchanges, allowing children to sharpen their skills, learn about sustainability and demonstrate their talent and creativity. The whole event also demonstrated the strength and passion of Taiwan's junior league football.

Members of the sailing team of Yue-Ming Elementary Junior High School from Yilan also shared their experiences of "Sailing to the Blue" project in which they sailed around the Taiwan island. In this project, the students got to experience the real life on the sea, and conduct investigation on marine debris and marine data collection, becoming the ocean-protecting citizens. The sailing team expressed their gratitude to the Elevated Tree Program that helped them break through and expand the horizon.

## Cathay supports primary level sports for little athletes to shine on the world stage

The 2024 Elevated Tree Program sponsored multiple sports teams with remarkable results described as below. The archery team of Zhong-Hua Elementary School (Hualien County) won girls team gold and girls' individual silver at the 2024 Singapore Youth Archery Open. The basketball team of Nanao Elementary School (Yilan County) claimed both the U13 boys' and girls' championships at the 37th Finland Dolphin Cup International Age-Group Basketball Tournament. Zhushan High School's field hockey team (Nantou County) secured the youth division title at the 2024 Vietnam International Field Hockey Championship. Jianshi Junior High School's judo team (Hsinchu) earned two silver and three bronze medals at the 2024 National Judo Championship. Danei Junior High School's weightlifting team (Tainan City) took home two gold and three silver medals at the National High School Games, with two gold medalists breaking competition records. In addition, the program supported a total of 17 sports teams in a variety of sports.

According to Chairman Roger M.H. Lee of Cathay United Bank Foundation, the Elevated Tree Program aimed to support these schools' sports teams so that they could secure the opportunity to play games, renew their gears





Yue-Ming Elementary & Junior High School of Yilan County launched "Sailing to the Blue" project with President Lai Ching-te attending the launch ceremony.

and afford the training cost. This support would help the students raise their disciplines and team spirit and increase their confidence through the participation in sports contests at home and abroad. They would be able to feel the public support and move on to their dreams.

Cathay United Bank Foundation has sponsored Sunrise Village Cup National Junior Football Cup for eight consecutive years, making it the international game that all Taiwanese soccer teams are eager to play in. In the 2024 event, 33 teams traveled a long way to Taitung to play the games held at Fengli Elementary School. With the spirit of caring the under-privileged children in the remote country, Cathay United Bank Foundation would like to support these children to explore their future!



Yue-Ming Elementary & Junior High School's little sailors started their voyage.

### Characteristic curriculum leads to a sustainable new vision

In 2024, Yue-Ming Elementary & Junior High School implemented the "Sailing to the Blue" project, in which around 400 teachers, parents and children boarded on a boat sailing around Taiwan for 29 days and visiting 36 schools situated near the coast and on the outlying islands. Participants conducted scientific research on marine environment and waste investigation, and strived to leave as little traces as possible. This project allows students to explore marine ecology and island culture through actual practices, increasing their environmental awareness and competitiveness. Through the Elevated Tree Program, Cathay intended to provide full support to children in their actions of protecting our planet as a result of diverse learning experiences.

## Sponsoring the 48th National Oil Painting Contest and Exhibition

Driving the Force of Local Artists and Activating the Cycle of Kindness

Organized by: Cathay United Bank Foundation



Secretary General of Cathay United Bank Foundation Sofia Chi (1st from left in front row) and the Chairman of Oil Art Society of Taiwan Yung-Fu Yang (5th from left in front row) took a group photo with all the guests and congratulated winning artists.

Cathay United Bank Foundation has long supported art and cultural matters and committed to promoting the art and culture for the public. On Sep. 14, 2024, the 48th National Oil Painting Exhibition and its award presentation ceremony took place at Taichung City Dadun Cultural Center. Many art lovers and prominent painters attended this grand event. The entering artworks were displayed at Dadun Art Gallery until Sep. 25, 2024, with free admission open to the public to experience the aesthetic feast of oil painting art.

This year's National Oil Painting Exhibition attracted more than 100 entries nationwide. From traditional to modern, from realistic to abstract, these paintings manifested the creators' unique perspectives and skills. The Chairman of Oil Art Society of Taiwan Yung-Fu Yang and the Secretary General of Cathay United Bank Foundation Sofia Chi attended the ceremony on the opening day. "Not only do these paintings bring us visual delight but also a source of spiritual healing and inspiration. This year's exhibition showcases numerous high-quality paintings and reveals the artists'



Secretary General of Cathay United Bank Foundation Sofia Chi (left) presented Gold Award to artist Tung-Hsuan Ku (right).

passion and talent in oil art. We hope such art and cultural activity allows the general public to appreciate these great artists' vibrant works and stimulate more positive creative energy."

The Cathay United Bank Foundation has long been dedicated to promoting and supporting art and cultural endeavors. With the principle of "supporting local art and promoting art and culture," this commitment is reflected in various sponsored activities. Through its Cathay United Bank Art Center, the Foundation regularly organizes exhibitions and lectures, inviting the public to participate for free. In addition to providing support in the field of art and culture, the Foundation also actively promotes various public welfare projects, and uses funds from donation to support the education of under-privileged children in remote country, acting as their strong backing. Happiness is bringing happiness to others. Going forward, the Cathay United Bank Foundation will continue to make contribution to the development of art and social welfare in Taiwan.



# The 2024 Elevated Tree Program-Charitable Painting Exhibition (Sep. 21-Oct. 19; Oct. 26-Nov. 23)

Working with artists to support Elevated Tree Program, and helping children to go to school

Organized by: Cathay United Bank Foundation Affiliate Art Center



At the opening of 2024 Charitable Painting Exhibition, Chairman of Cathay United Bank Foundation Roger M.H. Lee (center in back row), Chief Operation Officer of Cathay United Bank James Wu (1st from left in back row), and Chairman of Oil Art Society Yung-Fu Yang (8th from right in back row) took a photo with artists and guests.

The Cathay United Bank Foundation has long been committed to promoting local arts and culture. For the year 2024, it launched two rounds of Charitable Painting Exhibition at Cathay United Art Center. The first round took place from Sep. 21 to Oct. 19. All proceeds from the exhibition were donated to the Cathay United Bank Foundation's Elevated Tree Program as scholarships for under-privileged children in remote country. Through the power of art, the exhibition brought together the forces of all walks of life and invited people to appreciate art and make donations for the good cause together.

In its endeavor of supporting local art, Cathay United Bank Foundation recruited a group of amateur artists who provided their works as free gifts to the donors who support the Elevated Tree Program. This event has received rave review since its first launch in 2018. The

two rounds of the 2024 Charitable Painting Exhibition displayed more than 100 oil paintings in the themes of still life, landscape, floral and others. With the intention of supporting charity, the artists showed their plentiful momentum of art. Many people attended the exhibition to appreciate these works.

Cathay United Bank Foundation is committed to its corporate social responsibility. The Elevated Tree Program now has entered its third decade. The Foundation has spared no efforts in charity and public welfare, and there is no exception to art education. Looking ahead, the Foundation shall integrate the corporate and public resources and continue its efforts jointly with artists, providing solid support to the children in the remote country through the means of charitable exhibitions. Thus, the positive values shall be paid forward in ripple effect.



# 2023 Cathay Arts Festival (Jan. 9 - 27)

## Emerging Artists Exhibition

Organized by: Cathay United Bank Foundation Affiliate Art Center



The exhibition venue of 2023 Cathay Arts Festival- Emerging Artists Exhibition.

The Emerging Artist Exhibition as part of Cathay Art Festival held for the 23rd year is particularly launched for youth artists at senior high school and university levels. It is an event for young artists to announce their unique and creative oil art and watercolors works.

The Exhibition started recruiting contestants since early August in 2023 and entered deliberation for final winners in November. Cathay Pacific offers a total of NT\$320,000 in scholarships, of which the "Gold Award" winners of the college and high school groups will receive scholarships of NT\$ 60,000 (US\$ 1,830) and NT\$ 50,000 (US\$ 1,525) respectively, to encourage outstanding emerging painters to submit their works.

From the interview with winners, we learned that each winner regarded highly of the honor of being selected into the Emerging Artist Exhibition. A lot of non-art students took great

efforts to fight for an opportunity to show their works. The Chairman of the Taiyang Art Association, who served at the judge panel, said that the level of entries in the "New Century Potential Art Exhibition" is quite high every year, and the judging process requires extra caution in order to promote outstanding original works, and thereby encourage the nurturing of a new generation of potential painters and achieve the original intention of nurturing artistic talents.

Furthermore, the Emerging Artists Exhibition also held virtual gallery on its official website for more people to appreciate. The works winning Recommendations and above were displayed at the award presentation ceremony, and Gold, Silver, and Bronze award winners were displayed at the Head Office of Cathay Life Insurance afterwards. The works passing second review were exhibited at Cathay United Art Center in January, 2024, for people to know more about these young artists of Taiwan's next generation.



# Songs of the Wild Cloud (May 25-Jun. 22)

Poet Artist Emma Lien Solo Exhibition

Organized by: Cathay United Bank Foundation Affiliate Art Center



At the venue of Songs of the Wild Cloud- Poet Artist Emma Lien Solo Exhibition.

As a poet-artist, Emma Liene's poetic talent is truly a rare gift, as if it were an innate artistic nourishment. Her artistic cultivation comes from the hardships in life and her profound perception of nature. These experiences and reflection are condensed into the resplendent hues of her works. Her life is like a cloud drifting freely with the wind, wandering freely across places, enriched by wildness and a sensitive wisdom, all of which blossom under her brush. Emma Lien boasts extensive international exhibition experience, and her works have been cherished by collectors worldwide. Her first solo exhibition in Taiwan showcased her creations over the years, allowing audiences to glimpse to her inner art world.



Artist Emma Lien posed in front of her work.

# The Song of Four Seasons·Eternity·Tranquil Times (Jul. 2-27)

Zhang Demin's 19th Oil Painting Exhibition

Organized by: Cathay United Bank Foundation Affiliate Art Center



Chairman of Cathay United Bank Foundation Roger M.H. Lee (left) took a photo with the curator Ai-Chu Wu (right) in front of an important work.

This exhibition carries the artistic journey of Zhang Demin throughout his life. Following the doctrine of the mean, he expresses his leisurely life philosophy in the long river of time. Looking back the years, Zhang's paintings bear witness to the reckless past of his youth. His artistic style has matured over time, gradually blending Eastern aesthetics with Western techniques, achieving a perfect harmony of East and West. Zhang has firmly believed: "Painting is not only a visual expression but also a reflection of one's mind; most importantly, it can soothe the soul." His works convey the power of perseverance and bring inner tranquility for

viewers to experience immeasurable joy. This is the state that Zhang has tirelessly pursued and aspired to throughout his whole life. This retrospective exhibition guided viewers to explore through visuals, and immerse themselves in the moment. They got to refine their spirit in the atmosphere of art.



## Zen Through Ocean & Mountains (Nov. 30-Dec. 21)

Oil Painting Exhibition-Ping Ping Chen

Organized by: Cathay United Bank Foundation Affiliate Art Center



Chairman of Cathay United Bank Foundation Roger M.H. Lee (right) took a photo with artist Ping Ping Chen (left) in front of her work.

The exhibition Zen Through Ocean & Mountains presents the artist Ping Ping Chen's creative concepts and life insights. Having lived in Canada for many years, she constantly explored and learned in a foreign culture. While broadening perspectives, she gradually developed a distinctive personal artistic style. Her works, inspired by several mentors, showcase her passion for art and perseverance in pursuing her dreams, conveying a life attitude of chasing dreams and facing challenges without fear. Her works for this exhibition featured in the themes of fish, mountains, and floating life. Mostly created with oil paints, they are filled with emotions

and vitality. Amidst serene fish shadows, vibrant fighting fish, and majestic mountain light, visual elements and creativity are skillfully blended together. Her works not only reflect the importance of art to her but also show her love for life and dreams. This exhibition represents a reflection and sharing of Ping Ping Chen's art journey. She expressed her growth and insights in different cultural contexts, allowing the viewers to feel the profoundness behind her works.



## Connection with Eternity (Dec. 27-31)

Xu Zhiwei's Solo Exhibition

Organized by: Cathay United Bank Foundation Affiliate Art Center



Chairman of Cathay United Bank Foundation Roger M.H. Lee (right) took a photo with artist Xu Zhiwei (left) in front of her works.

This exhibition presents Xu Zhiwei's inner journey from a learner to an artistic creator with a timeline. At the lowest point in her life, she looked at a Formosan sweet gum outside her window and realized how impermanent life can be and how precious time is. This emotion inspired her to learn how to paint. She keeps her thoughts about life through paintings.

Such persistence of two decades have gradually refined her paintings, encompassing themes of figures, still life, and landscapes, showcasing her passion for colors and exploration of artistic expression. From realism to lyrical impressionism, her works interpret the splendor of nature and the power of life.

Viewers not only could enjoy the visual beauty but also felt her pursuit of self-realization and inner determination. These works inspired people to believe that with persistence and effort, life would become more colorful and beautiful.





# Art Talk Lecture Series and Exhibitions

Free lectures bring people closer to art

Organized by: Cathay United Bank Foundation Affiliate Art Center



Chairman of Oil Art Society Yung-Fu Yang gave a lecture on painting contest titled "Battle on Canvas."

In order to promote art education, the Art Center conducted Art Talk Lecture Series for free during the evening time at the venue. For 2024, four lectures were held with the Chairman of Oil Art Society of Taiwan Yung-Fu Yang and Chairman of Taiwan International Watercolor Association Ren-Shan Lin as speakers. The Art Center also organized a music concert and health lecture, hoping to provide the public with the access to art education and attract people to appreciate art.



At the venue of Chiu-Ling Huan's personal concert.

## 2024 Art Talk Lecture Series:

Four Art Lectures

Date		Topic	Lecturer
1	3/16 (Sat) 14:00	<b>The Battle on Canvas</b> The lecturer shared the important details about joining a painting contest, from putting ideas together to the preparation of submitting works. He led the audience to discuss what a work should possess and encouraged all to participate in these competitions to excel in their paintings.	Oil Art Society of Taiwan Chairman Yung-Fu Yang
2	8/14 (Wed) 19:00	<b>The Battle on Canvas 2.0</b> Continuing the theme of the previous lecture "The Battle on the Canvas," this session not only shared key strategies for competition success but also explored how to enhance the depth and completeness of a painting to create impressive artworks.	
3	10/16 (Wed) 19:00	<b>The Development of Taiwanese Local Painting - The Call of Native Sentiment</b> Centered on local paintings, the lecturer explained the developmental context of Taiwanese paintings and the impact of this historical evolution on Taiwan's cultural identity. The lecture thereby enhanced people's recognition of the importance of native paintings.	Taiwan International Watercolor Association Chairman Ren-Shan Lin
4	11/20 (Wed) 19:00	<b>The Expression in New Century—the Application of Mixed Media</b> The lecturer introduced a variety of mixed media and creative methods, establishing participants' concept on the diversified applications and arrangement. The participants learned how to pick the right media based on their content and deepen their artistic expression.	

## Two Other Events

Date		Topic	Speaker
1	11/09 (Sat) 14:00	Personal Concert	Chiu-Ling Huang
2	11/14 (Thu) 12:00	The Knowledge about Breast Cancer That You Don't Know	Taipei Medical University Hospital Dr. Chin-Sheng Hung

# Art Calendar and Products for Fund-raising

Cathay held charity bazaars to raise funds for underprivileged children

Organized by: Cathay United Bank Foundation Affiliate Art Center



Art calendars, Art Center tote bags, and sports towels for charity sale.

Cathay United Art Center selected 12 works of eight Taiwan-loving artists, including Hsien-Fa Su, Yung-Fu Yang, Fan-Jung Yeh, Ren-Shan Lin, Yi-Chu Tsai, Ching-Huang Dai, Sheng-Hong Yang, and Jun-Ren Li, to produce the 2025 Art Calendar. The 12 pieces of art works feature the natural scenery painted by impressive strokes, and the design also echoes to the paintings to show the vitality of living things.

At the same time, in conjunction with the art center's exhibition activities, we will also launch charity sale items such as the art center's commemorative bags and sports towels. All proceeds will be used to help disadvantaged students with their studies, and we are committed to promoting the beauty of social kindness.



# Cathay Volunteers Help Building Social Security Net

Cathay volunteers help under-privileged families weather difficulties and march into bright future

Organized by: Cathay Charity Foundation

Ever since 2009, the Foundation has assigned Cathay volunteers to provide visits to underprivileged families and individuals for immediate care. At the Foundation, we hope that the volunteers' visits would help them get through the valley of darkness as soon as possible.

The information regarding the cases that received aids and the total of funding in 2024:

Quarter	Aid Cases	Amount of Funds
Q1	22	NT\$ 376,000 (US\$ 11,467)
Q2	58	NT\$ 867,000 (US\$ 26,441)
Q3	28	NT\$ 351,000 (US\$ 10,704)
Q4	38	NT\$ 747,000 (US\$ 22,781)
Whole Year	146	NT\$ 2,341,000 (US\$ 71,394)

Note: The Foundation provides long-term support to two cases, totaling NT\$ 300,000 (US\$ 9,149) per year.



On April 3, a 7.2 magnitude earthquake struck Hualien. Cathay volunteers immediately went to the disaster area to provide supplies and care.

## 1. Disaster relief for Apr. 3 Hualien earthquake

At 7:58 a.m. on Wednesday, April 3, 2024, a magnitude 7.2 earthquake struck Taiwan, the strongest earthquake since 921. Disaster reports were received from various parts of the country, with Hualien being the worst hit area. On the day of the disaster, the Foundation immediately contacted the Dongtai District Office, where the disaster-stricken area is located. We simultaneously released the "Guidelines for the Foundation Volunteer Groups' Disaster Relief Service" on the internal platform to launch disaster relief services right away and provide necessary and immediate support to the local area. During this period, the Foundation accepted a total of 53 applications for natural disaster emergency relief from Hualien. After the case review, 27 applications were approved and a total grant of NT\$ 332,000(US\$ 10,125) was issued to help local disaster victims overcome their difficulties. Subsequently, the Foundation also followed the "Guidelines for the Foundation Volunteer Groups' Disaster Relief Rapid Service" to provide supplies and related expenses NT\$ 42,000 (US\$ 1,281) for the local teams to implement emergency matters.

## 2. A timely helping hand

The case client Ms. Chen, married, with stage 4 ovarian cancer, couldn't work due to her treatment. Her husband had diabetes and worked as hourly-paid casual worker. They had three children. The client's oldest son and second daughter (both not married) lived and worked in the north. Her first daughter, divorced and unemployed, just got out of prison and was raising a daughter at elementary school age. The grand daughter was living with the client. According to the volunteer's recount, the client was very touched and grateful when she received the aid money. She lost her job because of cancer and had the difficulty of paying rent. Not knowing what to do, she received the timely help from Cathay. She couldn't help feeling the warmth from the society.



## In Collaboration with E-commerce to Support Under-privileged Communities

The Foundation set up charity booth at 2024 recognition and annual conference

Organized by: Cathay Charity Foundation  
Co-organized by: Andrew Charity Association (or called Andrew Food Bank)



At the 2024 Cathay Life Insurance Recognition Conference, with charity booths set up, Cathay staff enthusiastically responded to Andrew Food Bank's cause, supporting underprivileged families and students.

With Cathay Life Insurance's invitation, the Foundation set up a booth at the Cathay Life Insurance's 2024 recognition and annual conference on May 16, 2024. The Foundation partner Andrew Charity Association (or called Andrew Food Bank) displayed their food box for Cathay employees to learn about their cause and the charity recipients. On the day of event, the Foundation received great response from colleagues and helped the Food Bank raise up to NT\$ 180,000 (US\$ 5,489). The Cathay staff used reaction to support underprivileged children. Later, Andrew Food Bank's CEO Shao-Ho Luo posted on his social media page, expressing gratitude to Cathay Charity Foundation for offering the booth. He also thanked the Cathay Life Insurance employees for their generous donations.

On the event day, nearly a thousand employees wrote down their feelings about supporting the charity or their blessings at the booth's message board. By taking photos and sharing the sign "I'm doing well and I give," they inspired more people around them to care about and participate in charity.

## Tree Buy Shopping and Andrew Food Bank in Partnership to Collect LNY Meals for Under-privileged Families

Sending love for under-privileged families to have good meals at Lunar New Year

Organized by: Cathay Charity Foundation



The staff of Symphox, a Cathay subsidiary, and Cathay volunteers joined the packing of Andrew LNY meals, sending love to 1,500 fragile families.

In the face of price hikes, under-privileged families are under greater hardships. Cathay Charity Foundation partnered with e-commerce platform Tree Buy Shopping to launch the "Sending LNY Meals with Love" fundraising initiative in January 2024. This project aims to bring warmth to under-privileged families during the Lunar New Year season so that they feel the love from all walks of life.

With the spirit of "Spreading Happiness and Hope" in mind, the Foundation has long led the Cathay employees and customers in participating in charitable activities. Through the reward points of cardholders and policyholders, Cathay continued to spread love and hope to families in need. The "Sending LNY Meals with Love" campaign raised over 12,000 Lunar New Year meals (each pack valued at NT\$ 280 or US\$ 8.5), nearly 3,000 daily food boxes (each valued at NT\$

300 or US\$ 9), and additional donations from the Foundation, totaling NT\$ 4.35 million (US\$ 132,662). This cause supported more than 1,500 under-privileged families, allowing them to enjoy a hearty LNY feast at their reunion dinner tables. This act of love kicked off Cathay Group's new year of good causes too.

On January 17, 2024, the Foundation called on 20 staff to go to Andrew Charity Association. They packed the meals and food boxes so that this food can be delivered to the needed families on time.

The CEO of the Andrew Charity Association Shao-Ho Luo expressed his gratitude to Cathay Group for its long-term support of Andrew's ideas. Over a long time Cathay has focused upon social issues, and this cooperation is a practical deed to help those under-privileged families.



# Cathay Donate Ghost Festival Supplies

Benefiting under-privileged families and students; sending love through practical actions

Organized by: Cathay Charity Foundation



Cathay Life Insurance donated the supplies from Ghost Festival worship to Twilight Box for the under-privileged children and adolescents in Wen Shan District.

The Ghost Festival worship was conducted at Cathay Life Insurance building on Aug. 7 2024. After the worship was done, Cathay donated the offerings including long-life milk, rice, cookies, and beverages to several social welfare organizations. These organizations included Homeless Taiwan Association in Wanhua District, Taipei City. The social worker Tsung-Lin Liao said the Association's operating cost had increased due to price hike, and these supplies from Cathay meant a lot to them.

The other recipient was Taipei Parent's Association for the Visually Impaired, which was founded by a group of parents of visually impaired people in 1996. Deeply aware of the lack of resources for the visually impaired, this Association has committed to building a comprehensive service system for visually impaired children's and students' transitioning, those who lost their sight mid-life, and adult visually impaired individuals seeking employment. Their mission is to create a friendly environment where the visually impaired can

enjoy "unhindered living, education, information, and employment." This time, the supplies were distributed to low-income households, unemployed individuals, or visually impaired adults living alone within the Association. Additionally, they also provided home cooking courses, using donated materials to teach simple cooking and food preparation techniques, enhancing the self-reliance of the visually impaired people.

The third social welfare organization is Twilight Box. They operated at the Hsing Long Ankang Community. By providing various kinds of empowerment programs, they took care of those fragile adolescents from high-risk families. Currently they serve approximately 51 children and teenagers. The supplies were given to the underprivileged children and teenagers in Wenshan District. Cathay Charity Foundation hopes to support more social welfare organizations to respond to social needs and provide real materials to support the organizations' operation.

# Cathay Charity Foundation Worked with World Peace League to Celebrate Mid-Autumn Festival at Indigenous Communities

Integrated with local produce to increase income for indigenous communities

Organized by: Cathay Charity Foundation  
Co-organized by: Tribal Kitchen and World Peace League



The 2024 Mid-Autumn gift boxes were sent to the children cared by the World Peace League.

Focusing on providing care and support to the indigenous communities, Tribal Kitchen has been based in the country to assist local industry development. At the time of Mid-Autumn Festival, the Foundation worked with Tribal Kitchen and World Peace League launching a care project for the children living in the Pingtung area.

This project aimed at not only providing bread for poor children, but also boosting the sales of local produce for the adults earning more income. By combining the rice grown with natural agriculture and the red quinoa noodles produced at Majia, Pingtung, the project procured these nutritious food for poor children and helped the farmers increase their income. In addition, Cathay Charity Foundation joined hands with the Tree Buy Shopping platform to connect stakeholders, help tribal elders promote agricultural products, and let the children cared by World Peace League feel the warmth and hope during Mid-Autumn Festival.





# Cathay's Winter Warmth Program Lasting for 23 Years

Volunteers sending warmth and teaching financial knowledge

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



Winter Warmth Program at Er Cheng Elementary School. All children and participants had a good time together.

In order to carry out its corporate social responsibility and create common good for the society, Cathay Charity Group has initiated the Winter Warmth Program at the elementary schools in the remote country since 2002. The 2024 Winter Warmth Program was held at 154 elementary schools in 16 cities around Taiwan, benefiting 12,500 children. Both hit new records over the years.

Cathay Financial Holding Group and its subsidiary companies have actively participated in the Program for the past 23 years. For the 2024 event, **Chairman of Cathay United Bank Foundation Roger M.H. Lee, Chairman of Cathay Securities Investment Trust Shyi Chang, President of Cathay United Bank Alan Lee**, and other senior executives attended different sessions of Winter Warmth Program. With real action, they showed their support to

the elementary schools in the remote country and demonstrated the values of sustainable development.

Cathay, in response to the Financial Supervisory Commission's inclusive financial policy, put together children's financial quiz game to help children establish proper money values. Through engaging Q sessions between the host and the children, they learned about diverse financial knowledge, including savings, account opening, bank functions, and anti-fraud measures. Children were all very enthusiastic in the questions.

"We will do this every year, sending warmth to every child," said the Chairman of Cathay United Bank Foundation Roger M.H. Lee. Moreover, Cathay Charity Group and Cathay's subsidiaries would visit the remote country

elementary schools to provide warm, love and care as well, added by the Chairman of Cathay Securities Investment Trust Shyi Chang. For the Winter Warmth Program, Cathay tried their best to be creative in terms of gifts and show program every year, hoping to bring the best blessing and nice memories for the remote country children.

"From venue inspection, activity design to execution, Cathay volunteers showed their eagerness. Every time we could feel the genuine joy from the children. It feels really great that we could bring warmth to each other," said the Director General of Cathay Charity Foundation Li-Chiu Wang.

Cathay volunteers visit the schools in remote country, spreading care through action and planting seeds of love in students' hearts.

They hope to bring positive strength to their future paths. Happiness is bringing happiness to others. Such deeds that create a cycle of kindness are the embodiment of Cathay's corporate philosophy.



Chairman of Cathay United Bank Foundation Roger M.H. Lee (center) presented Christmas gifts to children. The little girl happily said thank you.



The 2024 Winter Warmth Program kicked off on Dec. 5. Happiness is bringing happiness to others. This is a relay of kindness.



## Blood Donation Campaign to Implement ESG

Recruiting more than 64,000 bags of blood for 2024

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



On Sep. 12, 2024, a blood donation event was co-hosted in front of Cathay Life Insurance's headquarter building with Cathay General Hospital and the Chan Peitung Team. This event received a record-breaking 192 bags of blood from medical professionals, residents in the community and Cathay staff.

Cathay Charity Foundation has started its partnership with Taiwan Blood Services Foundation to organize blood donation campaign in summer, the season when blood shortage happens, since 2000. The Foundation urged all of its sales staff and volunteers to step up when it is needed the most so that the medical supply of blood is sufficient, and more patients could restore their health.

From early May to the end of September in 2024, a total of 648 blood donation events were held across Taiwan and 64,315 bags of blood were collected. Over the past 25 years, the total accumulative blood donation has reached nearly 694,659 units, equaling 173,664,750 CC of blood. The Foundation was awarded "Excellent Blood Donation Performance in 2024" unit by the Ministry of Health and Welfare.

Notably, with the collaboration of Cathay Hospital, Cathay Life Insurance's Chanbeitung team and Taiwan Blood Services Foundation, a blood donation event was held at the Cathay Life

Insurance Head Office building on Sep. 12, 2024.

Medical personnels, people from communities and employees came to support the event and the result reached a record high of 192 bags of blood. Cathay General Hospital's Superintendent Chih-Cheng Chien and Deputy Superintendent Chao-Hsiang Lin, Chairman of Cathay Charity Foundation Tiao-Kuei Huang and Director General Li-Chiu Wang, and Captain Hsiou-Mei Lin all attended the event in person. "Donating blood to save lives is priceless. I want to take this small action to urge people to do the same. It's not a big deal but I will keep on doing it. We also need to promote that blood donation can bring positive effect so that such action would sustain," a volunteer from Chuan Yencheng team said so.

As a financial institution, Cathay offered anti-fraud promotion at some events. The police reminded people that they shouldn't panic if they receive any messages talking about "money." They should not deliver or transfer money to other people.

Blood donation is a simple yet meaningful act. It combines the passion of employees and people from all walks of life, which shows Cathay volunteers' commitment to promoting social inclusion and showing the warm side of society. At the same time, we will continue to move forward with the public through actions, so that this love and care can have an impact in every corner of society. Such positive and beautiful force shall be jointly delivered and extended forever. This is the practice of altruism.

## Senior Friendly and Regional Revitalization Projects Help Create Happy Late Life.

Combining the USR resources to protect senior people's health and mind

Organized by: Cathay Charity Foundation  
Co-organized by: National Taiwan Ocean University and Eden Social Welfare Foundation



Shuangyu Community organized an art-making program aiming to help the seniors achieve physical and mental well-being with the concept of "Elders Supporting Elders, Youth and Seniors Thriving Together."

Since 2022, Cathay has designated "Age-Friendly" as its key focus, with Cathay Charity Foundation and Cathay Life Insurance jointly promoting Cathay Happy Farm. Incorporating Cathay's three sustainability pillars—climate, health, and empowerment—this initiative pioneers a systematic approach to support the elderly through diverse aspects such as health and empowerment. Cathay Happy Farm combines the aspects of health, companionship, social engagement and anti-fraud to help the seniors create a happy late life. **The 2024 newly established site of Cathay Happy Farm is located in the Springtime Community in Yuli Township, Hualien County, targeting around 40 local Amis, Fujian, and Hakka elders.** The achievements of Cathay's five current Happy Farms in 2024 are as follows:

### 1. Shuangyu Community, Gongliao District, New Taipei City

In 2024, Cathay continued its collaboration with Professor Chung-Heng Hsieh, the leader of Ocean University's USR program, to promote the initiative "Elders Supporting Elders, Youth and Seniors Thriving Together: Making Art for Seniors' Physical and Mental Well-Being" as the core focus. Through community-based art activities that involved seniors, the program aimed to reshape the community and local cultural memory of Gongliao. The curriculum integrated collective creation, aesthetic courses, and art therapy activities to enhance seniors' physical and mental health, fostering their positive feelings and reducing inner loneliness. The companionship model of "elders accompanying elders" or "youth and



seniors together" strengthened community cohesion. These experiences evoked local memory. Through art creation and narrative, engaging hands, minds, voices, and even physical movements, the program stimulated senses, offering local seniors a way to embrace their later years with art, enriching their life, vitality, and sense of being.

The implementation of the program covers two aspects:

- **"Gardening: The Healing to Body and Soul" Making plaster flower pots and color-painting**

Planting herbs and foliage plants at Happy Farms. During the attachment period of planting and maintaining the plants, the life education with positive sense and healthpromoting mindset got to be shaped in this way. The art therapy of gardening that explored the relationship between individuals and the community not only helped boosting individuals' self-identification but also strengthened their identification to the community.

- **"Creative Art: Creating art to evoke feelings for the local community":**

All seniors from the Shuangyu community were invited to collaborate with all elementary schools in Gongliao to create works at art courses designed around local themes, such as collective creation or handicraft workshops. These activities brought up the local seniors' aesthetic experiences and community memories. The art activities were not just art courses but served as a platform for companionship. Through the narrative of art, young and old shared and discovered local culture and emotions together.

## 2. Senior Day Care Center, Changbin Township, Taitung County



Partnering with University of Taipei, Cathay established a Cathay Happy Farm in Changbin, Taitung County, helping the seniors learn about healthy lifestyle and exercises.

Cathay Charity Foundation, Cathay Life Insurance and University of Taipei worked together in 2024, launching "Active Aging-Fitness and Health Promotion Program" at the Senior Day Care Center in Changbin, Taitung. Two lectures were held in Nandi Community, Changhua and Cathay Happy Farm in Changbin, Taitung on May 10 and Jun. 14 respectively. These activities were meant to increase the seniors' health awareness and provide relevant knowledge and skills.

Cathay volunteers and the teachers and students from University of Taipei provided a wealth of health information and advice to the elderly. They also helped the seniors learn how to maintain good health through regular exercise and good daily routine.

The team from University of Taipei shared the latest health science knowledge and answered the audience's questions, providing practical information and methods. Through the industry-university cooperation, we were able to provide valuable health services to community residents, and spread the health knowledge for more people.

## 3. Fish Pond Community, Tungshi Township, Chiayi County



On Oct. 27, 2024, Cathay volunteers from Chan Putzu attended the Black Gram Project 2.0's result presentation at Fish Pond Community in Tungshi Township, Chiayi County. They took a group photo with the community development association's members and local seniors.

Black Gram Project 2.0 was held at Fish Pond Community in 2024. The organizer Fish Pond Community Development Association invited the local residents and Cathay volunteers to join the farming of black grams. At the result presentation taking place on Oct. 27, Chanputzu team's Captain Chin-Yi Wu and 25 volunteers (including Liang-Cheng Huang) participated in the making of hand-made black tofu, in addition to their care activity to the local seniors.

Last year's black gram project was making black soy sauce, while black tofu was made for this year. These age-friendly activities were renewed every year. In addition, the USR project led by Professor Shun-Ren Tsai of Providence University and Professor Mei-Ting Chang of Chang Gung University of Science and Technology worked in collaboration with the Ministry of Agriculture to conduct the food and agricultural health promotion. The Black Gram Project 2.0 that laid emphasis on the senior's life wisdom and the local cultural traditions attracted more than 20 elderly people to step out of their homes and resume their participation to the community affairs. A total of 25 elderly people (average age of 75) participated the activity.

## 4. Nandi Community, Shetou Township, Changhua County



Prof. Kai-Lin Liang from National Chi Nan University discussed with Nandi Community's people about the 2024 Cathay Happy Farm project.

The Cathay Happy Farm in Nandi Community, Changhua County cooperated with Professor Kai-Lin Liang of National Chi Nan University. Professor Liang specializes in the field of longterm care management and is the CEO of the USR program at National Chi Nan University. He has undertaken projects from public sector such as the National Development Council, Ministry of Agriculture, and the Ministry of Health and Welfare. He is good at combining students with local organizations in new activities.

On the Sunday of Jul. 17, Professor Liang visited Nandi Community for the first time to conduct a field survey for the 2024 collaboration plan. The main focus was to conduct a functional health assessment for the seniors, evaluating their physical functions and self-cognitive abilities. Through planting in vegetable and fruit gardens, the program aimed to enhance the seniors' muscle strength and social participation. Learning new knowledge also helped improve the quality of life. Notably, the project outcomes were compiled into a comprehensive lesson plan to be shared with neighboring communities, expanding the local impact of Cathay Happiness Farm.





## 5. Springtime Community, Chihiluo Tribe, Yuli Township, Hualien County



Cathay volunteers from Chan Huahsien attended the result presentation at Springtime Community in Yuli, Hualien County, spending a nice Sunday afternoon with more than 30 Amis, Fujian and Hakka seniors.

For the year of 2024, the Foundation continued to deepen its collaboration with the Rural Development and Soil and Water Conservation Agency (referred to as the SWCA) under the Ministry of Agriculture. Recommended by the SWCA Hualien Branch, the Foundation partnered with the MOA Hualien Branch, Springtime Community Development Association, Chihiluo Tribe Cultural Heritage and Economic Development Association, and the USR program led by Associate Professor Nian-Tzu Geng from Tzu Chi University of Science and Technology. We built the fifth Cathay Happy Farm at Springtime Community targeting around 40 Amis, Fujian, and Hakka senior residents.

From Nov. 30 to Dec. 1, 2024, Springtime Community Development Association and Chihiluo Tribe Cultural Heritage and Economic Development Association, in collaboration with the Hualien County Government, held "FALI FALI Music Festival," a cultural experience event. The event invited people to come to the Amis cultural market and concert, while also arranging for Amis and Hakka seniors from Springtime Community to join. Cathay volunteers and Springtime Community

Development Association's social workers felt the enthusiasm and energy from the seniors because of the event. In particular, the Hakka seniors not only sang Hakka folk songs on the spot but also prepared Hakka delicacy the glutinous rice balls. Happily chitchatting with Cathay volunteers, they showed their activeness for life.

## Cathay Volunteers Relay in Love

Model volunteers submitting sustainable and charity proposals for cycle of kindness

Organized by: Cathay Charity Foundation

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



Model volunteer- Chingshui Service Center manager Shu-Nyu Chan held a tree seedling cultivation activity at Dadu Mountain Reforestation Center, inviting people to support reforestation and protect the Earth.

To honor the selfless dedication of our colleagues and inspire the public to join the cause and engage in social welfare, Cathay Charity Foundation annually recognizes outstanding volunteer staff and teams devoted to public service so that their model can inspire other colleagues. Each year at the recognition event, people find out "persistence" is steadfastly upheld by a group of people who seek no reward but simply wish for the well-being of others. It is this power of love that makes an impact to our society. In order to foster the positive cycle, the Foundation invites these exemplary volunteers to make proposals for public welfare initiatives. The related themes include environmental friendliness, youth empowerment and senior care. By doing so, we want to carry out corporate sustainability commitment and continue, as a good neighbor, our engagement with the locals.

In 2024, 32 teams submitted their entries, and 8 exemplary Cathay volunteer teams were selected to receive the fund for their Dream Projects, NT\$ 800,000 (US\$ 24,398) in total. The proposals contained a wide variety of subjects, including the Puli volunteer team working with local businesses and organizations to hold a charity sale to support the Chen Chou Children's Home, and volunteers from Chingshui Service Center inviting friends and family to support the Taiwan Reforestation Association in planting tree seedlings. The Center Manager Shu-Nyu Chan said, "the one who benefits the most is everyone who participates in it." We hope this platform would let more people know that kindness and love are constantly happening around us. Cathay consistently encourages our staff to



participate in volunteer services with love and passion, making our society less indifferent and more compassionate, and lightening up the happiness. The specific achievements are described as follows:

### 1.Chingshui Service Center - Planting seedlings and restoration of Taiwan's native trees

The Center Manager Shu-Nyu Chan, also a long-term volunteer, submitted the proposal working with Taiwan Reforestation Association to promote tree seedling cultivation activity for Taiwan's native shallow-mountain plant communities. Fifty people, including Cathay staff, their families and customers responded to the cause and joined the planting of Taiwan native seedlings of three-leaved Acanthopanax. Ms. Chan mentioned that this tree-planting activity took place at the Dadu Mountain Reforestation Center in Taichung City, starting with "seedling cultivation." The nursery aimed to produce 10,000 seedlings annually, with over 70% being native tree species from Taiwan's natural forests. The seedlings were used not only for the Association's restoration test zones but also provided for public sector's needs. This initiative promoted the sustainability of Taiwan's forests and carbon reductions so that our forests and planet could restore their health.

Ms. Zhan and the staff at the Chingshui Service Center said that protecting the Earth and sustainability is not a matter for one person, but a group of like-minded people who work together to exert their influence. By doing one's bit, volunteers continuously promote the environmental and climate action in their daily life.

### 2. Team Chuan Wanho Lihsin- Anti-fraud Squad

In terms of the "Anti-fraud Squad" project, sales agent Ching-Yuan Kuo from Chuan Wanho Lihsin Liaison Office proposed to conduct interschool exchanges between urban and rural elementary schools for children to mutually learn each other's strengths while promoting anti-fraud awareness. This project invited police officers, retired Cathay volunteers, and Basegarden to join the anti-fraud. Songshan Elementary School's teachers and students and retired Cathay volunteers were trained to be the seed instructors for the anti-fraud board game. On Nov. 13, 2024, a group of 40 people including teachers, students, parents and Cathay volunteers visited Wenshui Elementary School to conduct the event and the Cathay volunteers from Chan Miaoli also joined the event. Through the fun and educational approach of the anti-fraud board game, the project brought the anti-fraud awareness among students. The children were encouraged to share the knowledge with their parents and grandparents at home. The activity was highly praised by the students, teachers, and school principal.



Model volunteer - Hsiang-Jung Li from Chan Puli Team proposed a project to support Chen Chou Children's Home. She held a charity bazaar and received great support from local residents.

### 3. Team Chuan Kaofeng- Dance to Celebrate at Huichuan Nursing Home

Elected as a model volunteer in 2024, team Chuan Kaofeng's sales agent Chi-Yang Ku is a person dedicated to public welfare and has accumulated volunteer hours. He proposed a care event in which the indigenous dance troupe Wenchen Dance Troupe performing at Huichuan Nursing Home and received the Foundation's sponsorship. The event combined the cheerful and highly cultural dance performance and anti-fraud promotion to celebrate Father's Day in advance for Huichuan Nursing Home's residents.

The average age of Wenchen Dance Troupe's dancers is from 55 to 70 years old. With the passion to dance, they do regular training and often perform for schools and temple fairs. This event took place also for the birthday celebration at Huichuan Nursing Home, showing Cathay volunteers' commitment to age-friendly actions. On the day of the celebration event, Cathay volunteers wheeled the nursing home residents to Agongdian Riverbank Park to watch the indigenous dance performance by the Wenchen Dance Troupe. Additionally, officers from the Shoutian Police Station conducted an anti-fraud awareness session for everyone present, deepening their understanding of common tactics used by fraud groups. The Model Volunteer Dream Project not only promoted the physical, mental, and financial well-being of the elderly but also helped the residents of Huichuan Nursing Home celebrated a memorable and heartwarming Father's Day in advance.

# Mobilizing Group Resources to Conduct Charity Bazaars for Under-privileged Children

All subsidiaries under Lin Yuan Group responded to the cause and recruited resources for sale

Organized by: Cathay Charity Foundation  
Co-organized by: Cathay United Bank Foundation, Cathay Real Estate Foundation, Eden Social Welfare Foundation, YMCA Taichung, YMCA Kaohsiung, Cathay Life Insurance, Cathay United Bank, Cathay Century Insurance, Cathay Hospitality Management and Cathay Consultant



The Taipei event of 2024 Cathay Charity Bazaars took place at the plaza of Sun Yat-Sen Memorial Hall. A Cathay manager purchased a wood carving work for the good cause.

The Foundation resumed to conduct Charity Bazaars at three locations of Taipei, Taichung and Kaohsiung, with all the proceeds going to social welfare organizations for the causes for 2nd generation of new immigrants and under-privileged children. The Foundation worked with Eden Social Welfare Foundation to conduct the Taipei event, YMCA Taichung for the Taichung event, and YMCA Kaohsiung for Kaohsiung event.

The event information of 2024 Charity Bazaars is as follows:



At the Taichung's Charity Bazaar, volunteers worked hard to achieve their sales goal.



Taken at the Kaohsiung's Charity Bazaar. Hotel Cozzi Chungshan Branch joined this event for the first time in 2024.



Event	Term	Time	Location	Social Welfare Groups in Cooperation	Target
Taipei	The 8th term	11/23 (Sat) 11:00~16:00	Sun Yat-sen Memorial Hall Outdoor Plaza (505, Sec. 4, Ren'ai Road, Xinyi District, Taipei City)	Eden Social Welfare Foundation	2nd generation of new immigrants
Taichung	The 14th term	12/7 (Sat) 11:00~16:00	Hsindu Ecology Park (Section 2, Hsiangshun Road, Beitun District, Taichung City)	YMCA Taichung	Under-privileged children (from indigenous, new immigrants and financially challenged families)
Kaohsiung	The 11th term	12/14 (Sat) 11:00~16:00	National Stadium Outdoor Plaza (100, Shiyun Avenue, Tzuoying District, Kaohsiung City)	YMCA Kaohsiung	Under-privileged children (from indigenous, new immigrants and financially challenged families)

Notably, the 2024's Taipei event was resumed after a three-year suspension, and this time more Cathay companies joined the cause, including Cathay Financial Holding Group and Cathay Consultant both of which participated for the first time.

For the **Taipei event**, the organizers called on Cathay Life Insurance (including senior executives and all departments) in collecting brand new PR gifts for sale. They received great response and got to have great results on the day of event.

For the **Taichung event**, we had liaison office from Changhua and Yunlin took initiative to register.

The Chungshan Branch of Hotel Cozzi, an affiliate of Cathay Hospitality Management, joined the **Kaohsiung event**.

In the hope of inviting the companies under Lin Yuan Group to participate in Charity Bazaars, we wanted to enlarge the impact from charity causes and children empowerment. In terms of the results, the 2024 Charity Bazaars achieved a growing income for every booth and growing number of attendants. **For the three events, the number of the volunteers who participated is more than 1,280 people and nearly 20,000 people came to the events.** The specific results are as below:

Year	Taipei	Taichung	Kaohsiung
2024	NT\$ 1,140,000 (US\$ 34,767)	NT\$ 996,000 (US\$ 30,375)	NT\$ 928,000 (US\$ 28,301)
Booths	71	74	69



# Cathay and Police Team Up as Guards against Frauds

Cathay volunteers took the role as instructor, teaching the seniors how to break fraud scams

Organized by: Cathay Charity Foundation  
Co-organized by: National Police Agency and local police stations



Retired senior volunteers collaborated with the Taipei City Police Department Songshan Branch to conduct anti-fraud board game event for seniors in Taipei's Liancheng Community.

Cathay has always valued the issues of the senior communities, actively participating in community services and promoting related activities. We trained our Cathay volunteers to become the instructors of anti-fraud board game, collaborating with the National Police Agency and local police stations to support care services at community centers for seniors.

Leveraging Cathay's core function in financial risk control, Cathay volunteers used the board game Guards against Frauds to teach the seniors how to identify scams so as to protect their wealth. At the same time, these activities helped the police main financial order, establish safe environment and

carry out the sustainable development for corporations and society.

In addition, Cathay also supported the retired volunteers to expand their interpersonal relationships by providing anti-fraud training.

The sales agent Ching-Yuan Kuo from Chuan Wanho Liaison Office provided training to retired volunteers, encouraging them to step out of their homes and into the community, demonstrating care and support for seniors. Participating in anti-fraud activities helped the seniors learn how to avoid scams and protect their assets, with a total of over 115 seniors participating and benefiting in 2024.

# 2024 Income and Expenditure Report and Historical Spending

## Income for 2024

Item	Amount (USD)
Income from donation	592,091
Income from interest	150,068
Income from dividend	385,969
Others	9,149
Total	1,137,277

## Expenditure for 2024

Item	Amount (USD)
Child welfare	422,289
Senior Welfare	18,838
Welfare for the disabled	30,028
Low income subsidy	76,268
Excellence Scholarships	159,959
Volunteer services	22,193
Other social welfare	33,675
Social and Environmental Events	135,610
Administrative Expenditure	24,541
Total	923,401

## Historical Spending

Year	Amount (USD)
1980-1991	6,500,604
1992-2001	8,817,194
2002-2011	13,885,213
2012-2021	11,471,656
2022-2024	2,751,766
Total	43,426,434



# 2024 Income and Expenditure Report and Historical Spending

## Income for 2024

Item	Amount (USD)
Income from interest	272,258
Income from security investment	444,773
Income from rent	258,371
Income from donation	616,109
Others	49,172
Total	1,640,683

## Expenditure for 2024

Item	Amount (USD)
Charity and Public Welfare	663,972
Administrative Expenditure	210,502
Others	248,466
Total	1,122,940

## Historical Spending

Year	Amount (USD)
1980-1991	3,805,154
1992-2001	7,949,405
2002-2011	8,745,075
2012-2021	10,931,979
2022-2024	3,635,461
Total	35,067,074



# 2024 Income and Expenditure Report and Historical Spending

## Income for 2024

Item	Amount (USD)
Income from interest	113,049
Cash dividend	92,155
Others	9,149
Income from donation	0
Income from investment	5,480
Total	219,834

## Expenditure for 2024

Item	Amount (USD)
Lin Yuan Libraries	237,562
Talent courses in Lin Yuan Libraries	6,246
Operational Cost	44,221
Administrative Expenditure	19,805
Others	869
Total	308,703

## Historical Spending

Year	Amount (USD)
1983-1991	4,652,568
1992-2001	4,871,958
2002-2011	4,508,716
2012-2021	3,814,795
2022-2024	879,037
Total	18,727,074





# Cathay General Hospital Commits to Social Welfare and Responds to Sustainable Development

Striving to become a sustainable hospital and achieve UN Sustainable Development Goals (SDGs)

Organized by: Cathay General Hospital

With its mission of giving back to the society with medical services in mind, Cathay General Hospital has actively participated in charity causes for the communities and taken part in the overseas medical aid program to patients from home and abroad. Moreover, it is devoted to enhancing medical quality, academic research, AI development, and provide premium services to patients, and it echoes to the UN's health goals and sustainable goals in education.



The children who joined medical summer camp took a photo happily with their certificates.

## Summer medical camp for elementary school students

Cathay General Hospital has held a medical summer camp for primary school students every year since 2007, except during the Covid period. The summer camp has been held for more than ten years and has been well received by parents. The 2024 summer camp was held on July 10 and 11, with a total of nearly 100 primary school students participating. The course content is designed to focus on the physical and mental health of

students, including arranging infectious disease specialists to teach about common infectious diseases, pediatricians and nutritionists to talk about balanced nutrition and healthy growth, and psychiatrists and psychologists to teach the children how to detect addiction to electronic devices and methods to relieve stress. In addition, the organizers designed life education courses incorporated with the scenarios of the inconveniences experienced by seniors. This was meant to cultivate children's empathy and tolerance. Participants also had a tour



Chairman of Cathay Charity Foundation Tiao-Kuei Huang (3rd from right), Superintendent Chih-Cheng Chien (3rd from left) and Deputy Superintendent Chao-Hsiang Lin (2nd from left), Section Chief of Taipei Blood Center Jun-Hung Liu (1st from left), Director General Li-Chiu Wang (2nd from right), and Captain Hsiou-Mei Lin (1st from right)

at different medical units so that they could understand the job nature of different medical professionals. We hope to cultivate their interest in medicine through a rich curriculum and increase the students' ability to use the medical knowledge they learned to help others and themselves.

## Calling on employees to donate blood to benefit patients who need blood transfusion

In recent years, the number of blood donors has been decreasing, but the demands of blood for seniors are increasing in our aging society. It was often reported that blood bank was in short supply. As a result, Cathay General Hospital worked with Cathay Charity Foundation, Cathay Life Insurance's Chan Peitung Team and Taiwan Blood Services Foundation in conducting blood donation event on Sep. 12, 2024. The event received great response from medical workers, communities, and Cathay staff with collection of 192 bags of blood within one day. Cathay General Hospital's Superintendent Chih-Cheng Chien and Deputy, Superintendent Chao-Hsiang Lin,

Cathay Charity Foundation's Chairman Tiao-Kuei Huang and Director General Li-Chiu Wang, and Cathay Life Insurance's Captain Hsiou-Mei Lin all attended the event in person. A bag of blood may save one person's life. It was hoped that this activity would replenish the blood bank in a timely manner and benefit patients in urgent need of blood.

## Companionship for the people under palliative care for them to peacefully walk through the darkness of life with dignity and warmth

As the society has been aging quickly and going through rapid changes, medical institutions have been given more weight on care and social responsibilities. Due to various changes and needs, there have been a group of hospital volunteers who joined the medical team and social workers in providing palliative care for terminally ill patients for many years.

For those who receive palliative care, bed rest, pain, and stairs at their doorstep are often the hardships they endure. A lot of times, some







Cathay General Hospital sent out a delegation to St. Lucia.

simple acts such as washing hair or getting a haircut that seem easy at first glance, become the biggest wishes in their mind.

So, starting from 2024, some of these volunteers picked up scissors and learned to do it, and the others climbed up to 5th floor with Father's Day card. They may have been normal people quietly doing these things, but they helped the patients spend their last moments with more dignity and warmth.

From hospital wards to alleyways, this group of selfless volunteers, alongside the palliative care team, reached out to accompany countless families through dark times of their life. Through these acts, medical services could achieve more and reach further, enabling holistic care with greater flexibility and possibilities.

#### Supporting the treatment and prevention of metabolic chronic diseases in Saint Lucia

Cathay General Hospital and the International Cooperation and Development Foundation have launched the St. Lucia Metabolic Chronic Disease Prevention System Strengthening Project since 2023. Currently, this project has produced 12 St. Lucia seed teachers and has keep sending delegations to St. Lucia for field visits and guidance. The seed teachers returned to their country to open care program and exercise program for

metabolic chronic disease patients. They also used social media to promote health education, demonstrate nutritional cooking and other activities, which have received great feedback from locals. In addition, Cathay General Hospital, leveraging its expertise in medical informatics, assisted St. Lucia in improving screening efficiency by developing the "i-Screen" system. This digital platform collects community and household screening data, streamlining the screening process and enhancing data entry efficiency. The system was officially launched in 2024, with Foreign Minister and ICDF Chairman Chia-Lung Lin among the attendees. St. Lucia's senior government, including Prime Minister Philip J. Pierre and Health and Senior Affairs Minister Moses Jn. Baptiste, highly praised the i-Screen system. They said that this system could effectively improve chronic disease prevention and treatment, greatly reduced the paper workload of medical staff, and the digital screening data could be used as reference for decision-making in chronic disease prevention and treatment. That has become one of the country's achievements in information technology.

#### Actively participating in international medical aid mission

Guided by the humanitarian principle of "Medicine Without Borders, Service Without Boundaries," Cathay General Hospital has sent out medical missions for numerous times to provide free medical services in Fiji, Nepal, India, and Mongolia since 2007. In 2024, we continued the organization of overseas medical aid missions: joining non-profit organizations to go to Nigeria for consultations and screenings; going to Nepal's MMTH Hospital for consultations, case discussions, lectures, teaching about laparoscopic surgery, sharing expertise in preoperative anesthesia

assessment, intraoperative anesthesia management, postoperative pain relief, and recovery. Through our active participation in international medical aid actions, we promote international medical exchanges and advance the UN Sustainable Development Goals.

#### Signing letters of intent with overseas hospitals and promoting medical exchanges and training for foreign medical personnels

In order to implement the UN Sustainable Development Goals - establishing diverse partnerships and providing good health and well-being, Cathay General Hospital actively facilitates training for foreign medical personnel in Taiwan, aiming to enhance local clinical medical technology and services. Cathay General Hospital has collaborated with 19 hospitals across countries including Pakistan, Mongolia, St. Lucia, Vietnam, and Nepal. Through signing letters of intent for medical cooperation, both parties engage in international medical exchange conferences, clinical technique guidance, demonstration teaching, case discussions, and training for foreign medical personnel. In 2024, many trainees have completed their training and returned to their own countries to benefit more local patients.

Cathay General Hospital has adhered to its purpose of "paying back to the society with medical services." In addition to pursuing the improvement of medical service quality, we will continue our endeavors in public welfare and keep using our expertise in medicine and information to assist our foreign friend nations to enhance their medical quality, implementing the UN SDGs.



## Relay for Love and Hope Sustains

Giving out selfless love is like the relay of sacred fire.

It's not a marathon for a single runner.

But the relay of millions of hearts.

It's the hand you reach out.

It's the light he grabs on.

Light up the hope in the palms of another.

It is not an easy task everyone knows.

You could have left, but you choose to stay.

Virtue is not left to stand alone. He who practices it will have neighbors.

Let us hold high the torch of hope.

Run. Just Run.

Because love never stops.

