

# 善道同行：東華三院籌募文化與社會發展

Hand-in-Hand for Benevolence:

Tung Wah's Fundraising Culture and Social Development

## 東華籌募文化 Tung Wah's Fundraising Culture

1870年3月30日，政府通過《華人醫院則例》，成立東華醫院，宗旨是以中醫中藥免費治療貧病華人。東華醫院首30年的營運經費主要來自政府的建院費用及一次性的營運基金、民間善款、銀行定存利息及當舖租金收入等。民間善款募集可分為定期募捐和不定期募捐，定期募捐多來自總理及社會中、上層人士和商人，主要為應付醫院施藥、施棺等經常性開支；不定期募捐主要針對賑災、救濟難民等突發事件。



(左起) 1964年新馬師曾、陳錦棠、靚次伯、羅家權於粵劇義演後獲東華頒贈錦旗。  
(From left) Sun Ma Se Tsang, Chan Kam Tong, Lang Chi Pak and Law Kar Kuen receive silk banners from Tung Wah after performing in the Charity Cantonese Opera in 1964.

東華為開拓善源，成立至今不斷舉辦不同的籌募活動，由單一形式的總理和商號捐款，到配合大眾娛樂而推出不同的籌款項目。東華的募捐對象除商賈大亨外，還延伸至普羅大眾，逐漸形成一種獨特的籌募文化。東華過去舉辦的活動，如傳統戲曲義演、仿效西方嘉年華會的遊藝大會等，除體現社會華洋共處的特色外，亦反映東華的籌款活動在內容及形式上敢於創新，貼近香港人的生活文化。



1999年東華賣旗日  
TWGHs Flag Day in 1999



1989年歡樂滿東華慈善晚會  
Television show of Tung Wah Charity Gala in 1989

## TUNG WAH'S FUNDRAISING CULTURE

1957年東華在荔園遊樂場舉行一連20天的慈善遊藝大會，全體總理在會場門前合照。  
Tung Wah organised a 20-day charity funfair in Lai Chi Kok Amusement Park in 1957. This photo shows all the directors at the main entrance of

On 30 March 1870, the government passed the *Chinese Hospital Incorporation Ordinance* in support of the founding of the Tung Wah Hospital to provide free Chinese medical treatment to impoverished Chinese people. In the first 30 years after its founding, the operation of Tung Wah Hospital was largely funded by government subsidies of the construction costs and a one-off operating fund, donations from the public, interest earned from time-deposit bank accounts and rent received for its tenement properties. Donations were divided into two types: regular donations which came mostly from Tung Wah directors, merchants and members of the middle and upper classes, with the monies being used to cover running costs, such as paying for free medical treatment and coffins, and irregular donations which were collected to offer relief in response to emergencies, such as natural disasters and relief for victims.

In order to increase income for philanthropic purposes, Tung Wah has had a long history of raising funds through gala events and activities since its founding. They ranged from soliciting one-on-one donations from its directors and businesses to hosting fundraising entertainment shows for the general public. The targets of appeal included not only wealthy merchants but also members of the public. This gradually formed a unique fundraising culture. Past events organised by Tung Wah, such as charity performances of traditional Chinese opera and Western-style funfairs show that its fundraising campaigns were innovative in content and form, and were relevant to the Hong Kong people's lifestyle and culture.



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創院初期的籌募工作  
Early Fundraising Initiatives

出入口洋貨行	貳百員	銅鐵行	貳百員
生豬欄行	貳百員	金鋪行	貳百員
鹹魚欄行	貳百員	銀鋪行	貳百員
硯硃行諸寶堂	貳百員	當舖行	貳百員
京菓雜貨行	貳百員	牛欄行	貳百員
萬和昌生藥行	貳百員	辦館行	貳百員
木東家行協和堂	壹百伍拾員		
猪肉行	伍拾員	上市	全德記式員 泗和式員
中環市鮮魚行	故衣行	肆拾員	
是年共收各行捐銀捌千玖百壹拾壹員			
七二因伸銀陸千肆百壹拾伍兩玖錢貳分正			

《1878年度東華醫院徵信錄》內載各工行的捐款情況。  
Annual Report of the Tung Wah Hospital, 1878, records the donations made by various industries and sectors.

隨着東華在海內外華人社會的聲望日增，除了提供恆常服務外，每當國內外發生災禍，東華必義不容辭協助救濟和參與災後的重建工作，因此東華需具備充足的資源以維持日常營運。

除了把政府一次性的營運基金放銀行生息外，東華早年的營運經費基本上是由每一屆董事局自籌自給，收入來源主要來自當產的租金、廟宇撥捐、行會、商會、總理或個人的捐款，或本地及海外專項籌募等。遇經濟不景時，捐款數目便會大減。雖然後來政府每年對東華有一定資助，但杯水車薪，東華仍有賴民間捐款發展院務。19世紀末，東華的慈善工作備受外界認同，故東華籌劃的募捐項目如沿門勸捐等，均滿有果效。



「神威普佑」牌匾為清光緒皇帝於1879年御賜，以表揚東華醫院募集巨款，協助賑濟華北地區的大旱災。  
The plaque with the inscription "Shen Wei Pu You" was bestowed upon the Tung Wah Hospital in 1879 by Qing Emperor Guangxu to commend the hospital's fundraising efforts for the relief of a severe drought in North China.

In its early years, apart from earning interests from the one-off operating fund provided by the government, Tung Wah derived its operating funds mainly from each term of the board of directors, who either raised funds or made donations out of their own pockets. The major sources of income came from temple donations; donations from guilds, merchant associations, directors or individuals; and fundraising campaigns at home and abroad. In times of economic stagnation, donations would decline substantially. Even though in later years, the government began to provide financial assistance to Tung Wah, the subsidies were far from adequate, and Tung Wah continued to rely on public donations to develop its services. By the late 19th century, Tung Wah had gained widespread recognition for its charity work. Its fundraising initiatives, such as door-to-door fundraising, were rather effective.

高貴同慶	三戲園各班緣簿總列計開
月鳳儀班共捐銀十兩零二錢二分四厘	榮蘭英班共捐銀二兩五錢二分
錦恩儀班共捐銀九兩六錢一分二厘	合如意班共捐銀七錢二分
杏花春班共捐銀十四兩零四分	普勝儀班共捐銀一兩零八分
受山鳳班共捐銀三兩零九分六厘	富長春班共捐銀三兩八錢七分
瑞如堂班共捐銀四兩三錢零五厘	小生班共捐銀七錢二分
普慶雲班共捐銀二兩五錢	祝萬年班共捐銀八兩一錢
經高陞班共捐銀一兩四錢四分	普天福班共捐銀二兩八錢八分
崑山玉班共捐銀一兩零八分	萃太平班共捐銀一兩零八分
瑞德儀班共捐銀六兩四錢八分	錦成林班共捐銀二錢一分六厘
永如堂班共捐銀三錢六分	連高陞班共捐銀二錢一分六厘
梨太平班共捐銀十二兩五錢五分	杏花村班共捐銀三兩六錢
祥高陞班共捐銀七錢二分	賀高陞班共捐銀一兩六錢九分二厘
是年共收各戲班捐銀玖拾叁兩壹錢零壹厘	

普樂（前身為昇平戲園）、同慶、高陞戲園是香港最早的三座戲園，專門演出粵劇。早年東華在戲園存放緣簿（捐款冊），1885年的《徵信錄》記有24個戲班捐款報效東華醫院。  
Po Lok (formerly Sing Ping Theatre), Tung Hing and Ko Sing Theatres, built for Cantonese opera performances, were Hong Kong's earliest theatres. In the old days, Tung Wah kept a donation register at each of the theatres. According to the Annual Report in 1885, 24 Cantonese opera troupes had donated funds to the Tung Wah Hospital in that year.

EARLY FUNDRAISING INITIATIVES



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# 拓展及淪陷時期的籌募工作

## Fundraising Initiatives during Tung Wah's Expansion and the Japanese Occupation

20世紀初期，隨着東華服務範疇不斷擴大，加上全球經濟不景，東華將籌款活動形式普及化並融入大眾，寓善於樂。當中戲曲籌款最為人所熟悉。1913年，廣華醫院聯同屬下油麻地公立醫局在太平戲院演戲籌款，開創東華舉辦演戲籌款的先河。戲曲表演是東華最長壽的籌款項目之一，直到今天，不少粵劇紅伶依然樂意為東華義務演出。1930年代，全球金融動盪，香港經濟不景，募捐更見艱難。東華遂在1934年開辦賽馬彩票，又舉辦遊藝大會、萬善緣勝會、賣花籌款等活動，以開拓善源。

1941年，香港淪陷，東華的醫療救濟工作卻從未間斷，但籌募工作只限於總理認捐、賣旗籌款及沿門勸捐。賣花、賣旗都是仿效西方的募捐方法。東華舉行賣花籌款始於1935年，賣旗則可追溯至日治時期。為降低成本，東華在1967年後停止賣花籌款，但賣旗至今仍是東華每年重點籌款項目之一。近年東華更邀請本地插畫師設計富有特色的旗章，並將賣旗結合互動遊戲，為傳統賣旗活動增添趣味。



1930年東華醫院及救傷隊在利舞臺戲院演超群大集會籌款壹元券  
One-dollar Charity Voucher for Theatre Fundraiser organised by the Tung Wah Hospital and St. John Ambulance at the Lee Theatre in 1930



東華舉行賣旗籌款，善長慷慨解囊。  
Tung Wah held a Flag Day to raise funds from generous benefactors.

In the early 20th century, Tung Wah continuously expanded the scope of its services. Meanwhile, as the global economy was sluggish, Tung Wah introduced popular elements to its fundraising initiatives and engaged members of the public to enjoy. Charity performances of Chinese opera were the best known. In 1913, the Kwong Wah Hospital, along with its affiliate Yau Ma Tei Public Dispensary, organised a charity Chinese opera performance in the Tai Ping Theatre; it was the first of its kind in the history of Tung Wah, and the beginning of one of its longest-standing fundraising initiatives. Even today, many renowned Cantonese opera artistes are delighted to perform in charity shows for Tung Wah. In the 1930s, Hong Kong's economy slumped in the midst of a global financial crisis, and fundraising became more difficult than ever. In light of this, Tung Wah organised a charity sweepstake in 1934 and subsequently made a bid to increase its income by launching other fundraising initiatives, such as funfairs, the Yulan Festival Mass Rituals and charity flower sales.

In 1941, Hong Kong fell to Japan. Tung Wah continued to provide healthcare services and emergency relief to those in need but could only raise funds through donations from the directors, charity flag sales and door-to-door fundraising. Inspired by similar functions in the West, Tung Wah organised the first charity flower sale in 1935 and charity flag sales during the Japanese Occupation. But as the cost of flower sales was rather high, the initiative ceased after 1967, while charity flag sales have remained one of Tung Wah's major fundraising initiatives even to this day. In recent years, Tung Wah has commissioned local illustrators to design the flags. Also, other interactive games have been created to make the traditional flag sale activities more interesting.



1931年東華董事局會議紀錄記有廣華醫院的沿門勸捐活動由東華總理發起，每位總理皆有各自的「派數」，即須籌得的善款金額。  
According to the minutes of Tung Wah Board Meeting in 1931, the Kwong Wah Hospital's door-to-door fundraising campaign was initiated by the directors of the Tung Wah Hospital. Every director had a donation quota to meet.

## FUNDRAISING INITIATIVES DURING TUNG WAH'S EXPANSION AND THE JAPANESE OCCUPATION



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# 戰後百花齊放的籌募工作

## Diversified Fundraising Initiatives after the Second World War



1981年《歡樂滿東華》宣傳海報  
Poster for Tung Wah Charity Gala, 1981



1956年《蓋世霸王》慈善首映禮場刊  
House Programme for Charity Film Premiere of *The Conqueror*, 1956

戰後香港社會民生漸趨安定，市民對大眾娛樂需求大增。東華再次擴大募捐範圍，配合大眾需求，舉辦一系列結合消費的籌募活動，如慈善晚會、粵劇名伶義唱及大型電視籌款節目，讓市民欣賞節目之餘，也可作出捐獻。1950年代起，粵語片在香港大行其道；1970年代，市民的生活條件有所改善，電視機成為家庭必備的物品，電視文化亦普及起來。1974年，《歡樂今宵之東華籌款晚會》開創了香港電視籌款節目的先河，它更是《歡樂滿東華》的前身。東華借助新興電視文化的影響力，透過電視直播進行籌款，別樹一幟。1980年代至1990年代，香港經濟由製造業轉型為金融服務業，市民普遍收入上升，中產階級冒起，潮流生活和娛樂模式更趨多元化，因此東華的籌募活動亦推陳出新，更講究趣味性。千禧以後，東華的籌募活動更強調個人參與和滿足感。

As society slowly stabilised after the Second World War, demand for mass entertainment in Hong Kong began to surge. Tung Wah once again expanded the scope of its fundraising work by gearing it towards consumer habits to attract public participation, such as charity galas, charity Cantonese opera performances and fundraising television galas. People could donate money while enjoying the programmes. In the 1950s, Cantonese films rose to popularity in Hong Kong. In the 1970s, with living standards improving, television sets became essential household items and television culture flourished. In 1974, Tung Wah Charity Night on Enjoy Yourself Tonight, the predecessor of Tung Wah Charity Gala, was launched as Hong Kong's first fundraising television show. Tung Wah stood out from its peers by leveraging the influence of the emerging television culture and raising funds through live TV broadcasts. In the 1980s and 1990s, Hong Kong's economy underwent a shift from manufacturing to financial services. People generally earned more money. Also, the city's growing middle class had more choices on trends, lifestyles and forms of entertainment. Keeping abreast of the times, Tung Wah introduce more innovative and exciting elements into its fundraising initiatives. Since the new millennium, Tung Wah's fundraising culture emphasises personal participation and satisfaction.



1965年東華三院慈善遊藝大會獎券  
TWGHs Charity Funfair Raffle Ticket, 1965



1960年林家聲演唱《花染狀元紅》。  
Lam Kar Sing preforms *Flower and the Top Scholar*, 1960.



1961年任劍輝（右）、白雪仙義演粵劇《白蛇新傳》。  
Charity Cantonese Opera Performance of *The Romance of the White Snake* performed by Yam Kim Fai (right) and Pak Suet Sin in 1961.

## DIVERSIFIED FUNDRAISING INITIATIVES AFTER THE SECOND WORLD WAR



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# 東華籌募文化與社會發展

## Tung Wah's Fundraising Culture and Social Development



2020年「失業及短期經濟援助籌募計劃」海報  
Poster of Donation Campaign for Short Term Financial Aid for the Unemployed & Low-Income Families in 2020

對東華而言，市民多年來捐贈的一分一毫，都曾幫助該院維持及發展服務。善款背後所反映的是香港市民的善心、愛心及同舟共濟的團結精神。這種集腋成裘的籌募方式，富有濃厚的香港慈善精神。

東華的歷史與香港社會發展息息相關，而東華的籌募文化亦間接反映香港人的生活面貌。透過不同種類的籌募活動，可了解到東華如何將籌募普及化，讓籌募文化與消費形式、大眾娛樂聯繫起來。東華近年更積極培養企業行善文化，鼓勵年青人關懷社會，推動社會的慈善事業和籌募工作的發展。

除了確保市民對機構的認受性，東華對善款的監察也非常嚴謹。為讓每分每毫的善款發揮最大效益，東華主辦的各項籌募活動均不會從善款中扣除行政費用，讓善款全數撥用於東華服務，令更多有需要的市民受惠。這些籌募項目凝聚了廣大市民的愛心和善心，將愛傳揚給每一位受惠人士，從而達致關愛他人、全民行善的目的。



東華賣旗日  
TWGHs Flag Day



2020年8月，東華假香港蘇富比網站舉行「滑板藝術網上展覽暨慈善拍賣」，為東華屬校學生的藝術及音樂教育籌募經費。圖為藝術家何博欣以「東華村莊」為題的作品。  
In August 2020, Tung Wah held a Skateboard Deck Art Online Exhibition cum Charity Auction on Sotheby's website to raise funds in support of art and music education for the students of Tung Wah schools. The picture shows the work of artist Vivian Ho under the theme of "Tung Wah Village".

For Tung Wah, every cent donated by members of the public over the years has helped the Group sustain and develop its services. Raising funds this way – accumulating small donations to make a difference – exemplifies the Hong Kong people's benevolence, compassion and spirit of unity.

Tung Wah's history is closely linked to the social development of Hong Kong, while its fundraising culture indirectly reflects the lives of the city's people. Its rich portfolio of fundraising initiatives shows how Tung Wah popularised fundraising and linked fundraising culture with consumer spending and mass entertainment. Tung Wah has strived in recent years to help corporations build a benevolent culture, encourage young people to care for society and drive the development of charitable and fundraising work in Hong Kong.



薛家燕（左）、魯振順參與2006年《歡樂滿東華》卡拉之星演唱籌款環節。  
Nancy Sit (left) and Henry Lo participate in Celebrity Karaoke Fundraiser, Tung Wah Charity Gala in 2006.

Apart from ensuring the organisation's recognition by the public, Tung Wah stringently monitors the use of donations by ensuring that 100% of the contributions is used to support its services and help people in need. No

administrative expenses from the donations collected are deducted. Tung Wah's fundraising initiatives affirm time and again that compassion can be pooled, benevolence can be shared, and community resources thus generated can help reach out to everyone in need.

# TUNG WAH'S FUNDRAISING CULTURE AND SOCIAL DEVELOPMENT



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