SPD Charity Hongbao 2027 Fundraising Initiative

1. Overview

SPD Charity Hongbao is SPD's annual Chinese New Year fundraising initiative that leverages the festive tradition of Hongbao giving to generate meaningful support for persons with disabilities. The initiative engages schools, companies, employees, students, families, business partners, customers and members of the public, providing them with an accessible way to contribute towards building a more inclusive society.

Funds raised through the initiative support SPD's programmes and services for persons with disabilities, helping them develop their capabilities, maximise their potential and live with greater independence, dignity and purpose.

Beyond fundraising, SPD Charity Hongbao also serves as a platform to promote greater awareness and understanding of persons with disabilities. Through participation in the campaign, individuals are encouraged to embrace the values of compassion, generosity and inclusion, thereby extending the impact of the initiative beyond financial contributions alone.

2. Objectives

The key objectives of SPD Charity Hongbao are to:

1. **Raise funds to support persons with disabilities**

   Generate donations in support of SPD's programmes and services that equip persons with disabilities with the skills, resources and opportunities to become more independent and self-reliant.

2. **Promote disability awareness and inclusion**

   Provide students, employees and members of the community with opportunities to better understand persons with disabilities and how they can contribute towards a more inclusive society.

3. **Encourage community participation in philanthropy**

   Harness the spirit of giving associated with Chinese New Year to encourage individuals, families, schools and companies to collectively contribute towards a meaningful social cause, creating a wider ripple effect of generosity within the community.

3. Fundraising Mechanism

SPD Charity Hongbao adopts a simple and accessible fundraising model combining **physical Hongbao collections with digital giving channels**.

a. Distribution of Charity Hongbao Packets. Participating schools and companies are provided with SPD Charity Hongbao packets for distribution to students, staff and employees. Companies may also extend participation to their business partners and customers.

b. Physical Donations. Participants may place their contributions into the Charity Hongbao packets and deposit the packets into designated collection boxes provided by SPD. For schools, students and staff return their Hongbao packets to their school for collection.

c. Digital Donations. Each Charity Hongbao packet also includes a QR code, providing donors with the option of making their contributions digitally instead of through physical cash donations.

d. Corporate and Group Participation. Corporate partners may mobilise their employees, customers and business partners to participate in the campaign. SPD supports participating companies by coordinating the delivery and collection of Hongbao packets and collection boxes, tabulating donations, and providing an update on the total funds raised by the organisation.

Companies may also complement the Hongbao collection with a **direct corporate donation or a digital fundraising campaign**, thereby extending the reach of the initiative to their wider stakeholder network.

4. Intended Impact

Through this model, SPD Charity Hongbao seeks to transform a familiar Chinese New Year tradition into a collective act of social good. By bringing together schools, companies, employees, students, families and the wider community, the initiative aims to create a sustainable ripple effect of giving while strengthening awareness, empathy and support for persons with disabilities.

Ultimately, every contribution supports SPD's broader mission of empowering persons with disabilities and creating opportunities for them to participate meaningfully in society.