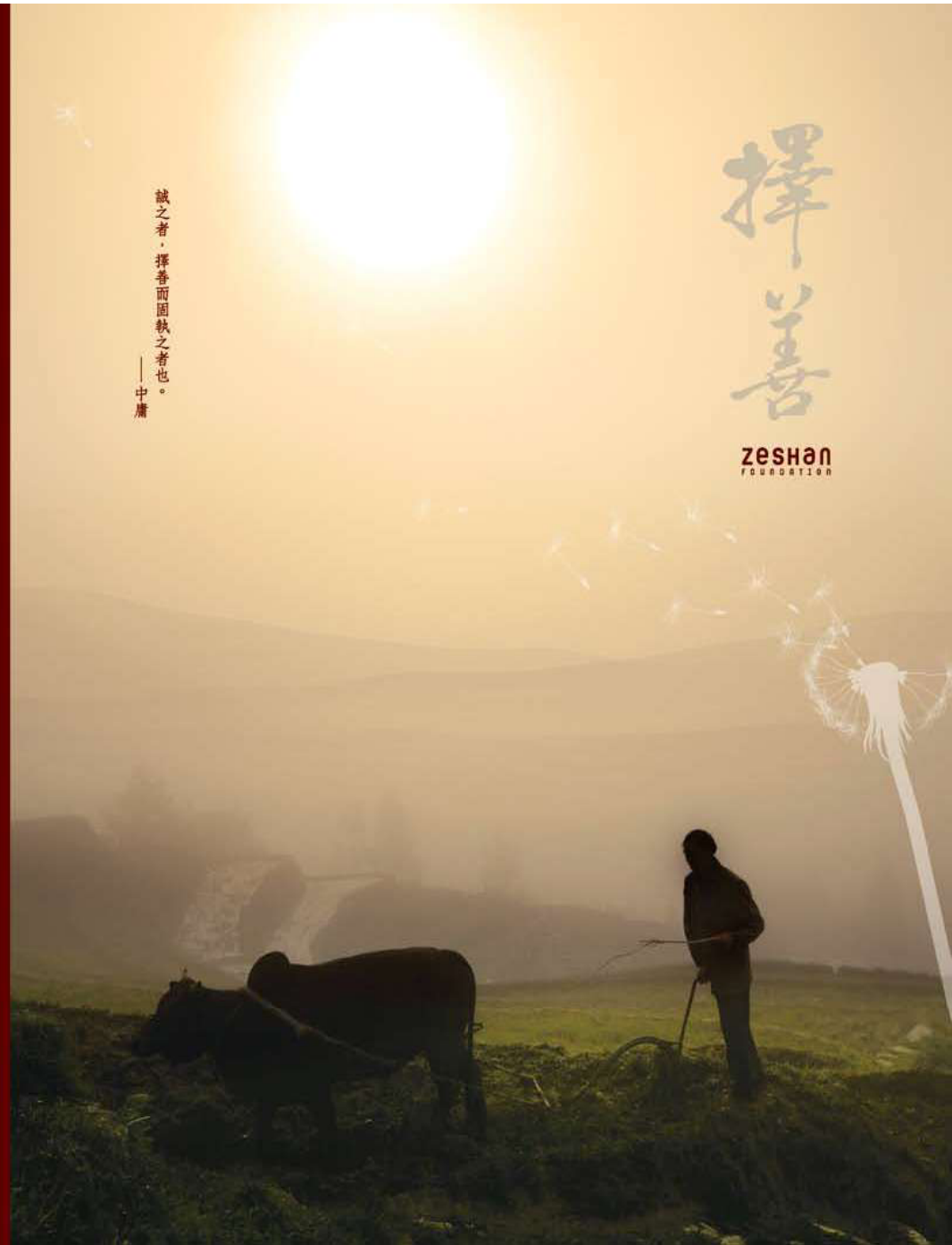


擇善

zeshan  
FOUNDATION

誠之者，擇善而固執之者也。  
——中庸





**ZeShan** - literally meaning “to be benevolent” - originates from the Doctrine of the Mean (Zhongyong), a major Confucian text that defines the unswerving pursuit of benevolence and righteousness as the fundamental element of truth and integrity. In naming the foundation ZeShan, the Chen Family hopes to keep these Chinese virtues alive through promoting good causes and helping the less privileged.

## MESSAGE FROM THE CHAIR



"Si Yuan" comes from the Chinese proverb "Yin Shui Si Yuan", which, when translated literally, means "when taking a sip of water think of its source". More than just being thankful, the idea implies the spirit of giving back. Our parents named their foundation The Si Yuan Foundation, which aptly describes what they have been doing for many years – giving back to the communities where they had made more than a comfortable life for their family. Quietly, they have also instilled in us, their children, a strong sense of humanity and philanthropy.

When my siblings and I were searching for a meaningful name for our foundation, we naturally turned to our parents for advice – and thus the name of ZeShan. The Chinese calligraphy in our logo is written by our mother, and you will find the origin and meaning of "ZeShan" at the beginning of this report.

This is ZeShan's first annual report; the projects described in the following pages are funded based on the collective vision and philosophy of each of the family members of my generation, including spouses, and the three oldest members of our next generation. In time, I am confident that the younger ones will also be able to participate and add their own contribution to our family foundation.

We have worked hard over the years, but we have also learned and grown, and our lives have been enriched by helping others as well as by working together through the Foundation. For me especially – to be given the opportunity and trust by my siblings to lead the Foundation has truly been a privilege. To them I say "thank you".

To our readers, I hope by the time you finish reading this report, you will have a better understanding of what we mean by saying "ZeShan aspires to be a catalyst and a leveraged force in proactive giving and engaged philanthropy". We are sewing seeds for future sustainability – as our front cover depicts – and we hope these seeds will grow deep and spread far.

Laura Chen  
Chair, ZeShan Foundation  
April 2008

自幼雙親即教導子女要回饋社會、不能忘本。他們創建的思源基金會，出自於中國古語——「飲水思源」，命名之初便蘊含著「取之社會、用於社會」的深意。父母親的教誨以及他們行善的不遺餘力，言教兼及身教，再再促使我們兄弟姐妹催生屬於自己的慈善基金會——「擇善」。基金會的名稱由雙親所取，為表達他們深切的期望，我母親更為「擇善」一名親筆題字。

擇善基金的項目代表著我陳氏家族兩代人——包括我們的配偶及其中三位最年長的孩子——所共同追求的目標和理想。我有信心，基金會能因我們下一代的參與而更加成長茁壯。

過去數年，我們努力工作，同時亦獲益良多。在幫助他人的同時，手足之間的相互合作、緊密配合，亦豐富了我們的人生。對我個人而言，弟妹們給了我機會，將領導擇善基金的重任託付於我，是出自他們的信任與厚愛，對他們的情誼，我時刻銘記於心，並願藉此機會致上我最真摯的感謝。

這是擇善基金出版的第一本年度報告，希望讀者看完以後，能對我們有更深入的認識，體會基金期望為「推動策略性慈善事業作出貢獻」的意義。正如本報告封面所欲傳達的訊息一樣：擇善基金祈願能為世界播下希望的種籽、細心澆灌、默默紮根，以待未來璀璨的開花結果！

陳樂怡  
擇善基金主席  
2008年4月

## MISSION AND VISION

To improve the lives of the less privileged in the world through the Chen Family's spirit of philanthropy.  
擇善基金致力改善弱勢社群的生活，發揚陳氏家族無私的慈善精神。



醫療  
教育  
香港的人文及社會服務  
慈善事業的推展

現時，基金的資助範圍包括：

擇善基金是陳氏家族成立的私人家族基金會，本基金會的使命和資助範圍均由家族成員制定，並由撥款委員會就相關申請進行審批。一般日常事務則交由專業人員處理。

擇善基金期望為推動策略性慈善事業作出貢獻，在受助群體的需要中追本溯源，提供具意義的支援和體驗，期能舒緩社會問題、縮短貧富差距，以發揮長遠的影響力。是以我們亦關注受助團體預防問題及主動解難的能力，將「助人自助」概念傳揚，並為此尋求根源性的解決方案。

擇善

## ABOUT US

ZeShan Foundation is a private charitable foundation established by the Chen Family. Its mission and mandate are set by the Family, while its grantmaking is overseen by the Foundation's Grants Committee. ZeShan is managed by a professional team.

ZeShan aspires to be a catalyst and a leveraged force in proactive giving and engaged philanthropy. We seek solutions to social ills in the hope of making a long-term impact on society and creating meaningful differences to our beneficiaries. We help the needy achieve self-sufficiency to reduce the gap between the haves and the have-nots and empower those we support through capacity building.

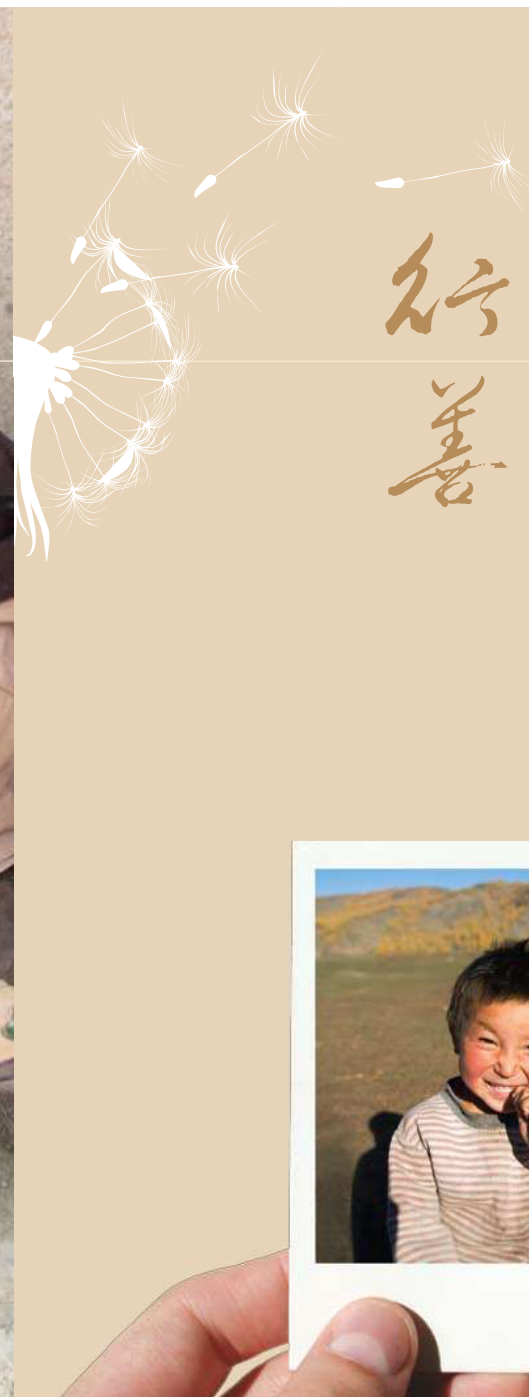
The Foundation's current mandate focuses on four areas:

Health  
Education  
Human and Social Services in Hong Kong  
Philanthropy Development

擇善



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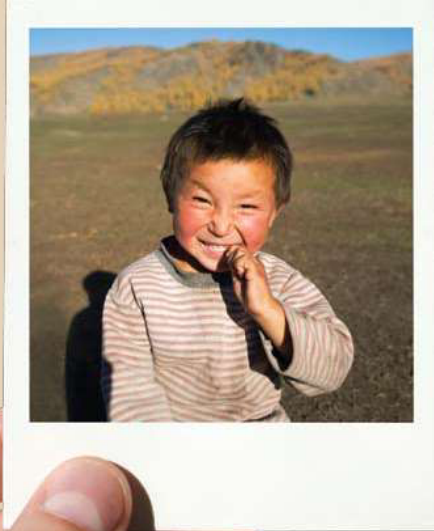


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## PROACTIVE GIVING

ZeShan Foundation has embarked on a wide range of strategic and proactive giving initiatives to address social issues in China and Hong Kong. We have been an ardent supporter of quality education and training programs as well as pilot projects that can be replicated on a larger scale.

擇善基金會期望透過策略性慈善捐贈，舒緩國內與香港的社會問題。我們特別重視高質素教育和培訓項目的支持，並資助不同類型的先導計劃，希望藉此把成功的經驗推廣至其他地區。





### *AIDS/SARS Summit, Tsinghua University, Beijing, China*

The year 2003 would remain indelible for the Chinese in the years to come. It was when Severe Acute Respiratory Syndrome (SARS) first hit China, causing widespread fear and deaths. But as the Chinese saying goes: crises give rise to opportunities; that very same year offered a golden opportunity for China to review its approach to infectious disease control.

Partially funded by ZeShan Foundation, and facilitated by Dr. David Ho, a world-renowned expert on HIV/AIDS whose research helped generate the cocktail therapy, the Tsinghua AIDS/SARS Summit was launched in Beijing in November 2003, gathering Chinese government officials as well as scientists and academics from China and abroad to tackle HIV/AIDS and SARS. The summit marked the beginning of the central government's embrace of a more open attitude towards the HIV/AIDS issue in China.

The summit, which featured former US President Bill Clinton as keynote speaker, received extensive local and international media coverage and drew the attention of Chinese people, and in particular central government officials, to the important issue of infectious disease prevention and control. Academics who attended the summit published reports in the aftermath of the conference, addressing concerns ranging from reforms of the public health system in China to the relationship between poverty and infectious disease.



對中國人來說，2003年是難忘的一年：非典型肺炎肆虐中國，造成人心惶惶並導致諸多傷亡。但古語有云：「有危即有機」。非典亦同時提供了一個檢討內地傳染病防治機制的機會。

清華大學在該年十一月召開了「清華大學AIDS與SARS國際研討會」，讓內地的政府官員以及不同國家的科學家和學者齊聚一堂，研究如何對抗愛滋病和非典。會議標誌着中央政府在處理愛滋病從保守到開放的轉變態度，以及官員對防治愛滋病意識的提高。擇善基金很高興能為會議提供財政方面的支持。

在發明愛滋病雞尾酒療法的何大一教授統籌下，會議順利進行，邀請了美國前總統克林頓參與及致詞，吸引了國內外媒體大規模的報導，對在國內推廣防治愛滋病和非典產生了深遠的影響。另外，參加這次高峰會的學者把會議的討論集結成書，當中就多個關於傳染病的課題：包括中國公共醫療體制改革及傳染病與貧窮的關係等進行探討。

## Hepatitis B Vaccination for Children, Qinghai Province, China



Compared with other parts of the world, hepatitis B is especially prevalent in China – one in ten Chinese is a hepatitis B carrier, which in absolute number translates into around 130 million people. While in 2002 the central government introduced universal hepatitis B vaccination for newborns, children born prior to that year are not included in the scheme and hence are vulnerable to the virus.

Seeing the need to protect these children, ZeShan Foundation supported a pilot vaccination program in Hainanzhou, Qinghai Province in 2006 and 2007. The program, a joint initiative of the Asian Liver Center at Stanford University and the China Foundation for Hepatitis Prevention and Control, provided vaccination for around 56,000 children in Hainanzhou. The success of this pilot program had attracted other sources of donation, resulting in the expansion of the program to vaccinate half a million more children in the rest of Qinghai against hepatitis B.



## 乙型肝炎疫苗注射 (中國青海省)

中國是「乙肝大國」，估計約有十分之一的人口（即約1億3000萬人）是乙型肝炎帶菌者。中國政府在2002年宣佈為所有新生兒免費提供乙肝疫苗注射，但在該年以前出生的孩子則沒有機會因此措施而受惠。

為了能夠照顧到這些孩童，擇善基金在2006年和2007年資助史丹福大學亞裔肝臟中心和中國肝炎防治基金會的先導計劃，為約56,000名居住在青海省海南州的兒童提供乙型肝炎防疫注射。計劃得到正面的評價，因而吸引了其他捐款者的支持，將項目推展到整個青海省，進而令50萬個兒童受惠。

