



ANNUAL REPORT 年報
2025/26

Chairman's Message 主席的話



Where Kindness Spreads, Hope Takes Root and Shines

At the end of November 2025, a No. 5 alarm fire broke out at Wang Fuk Court in Tai Po, Hong Kong, forever changing the lives of many people. In the aftermath of this sudden and devastating disaster, Strategic CSR Network worked to mobilise support for those affected. Clients of our Group, Strategic Public Relations Group, responded generously, extending a helping hand in various ways, including donating electrical appliances and other essential supplies to help affected residents meet their immediate daily needs.

At the same time, we took swift action to develop, prepare, lead and coordinate a student assistance initiative — “Tai Po Young Steps”. With funding of over HK\$1 million, the programme aims to provide timely and sustained support to 33 students affected by the disaster who are studying at the two schools, namely Tai Po Baptist Public School and Tai Po Methodist School.

Kingnet Technology (HK) Limited and its Chairman, Mr Jin Feng, responded proactively and promptly donated HK\$1 million. Together with contributions from other donors, this enabled us to begin providing support to the affected students within one month of the disaster, starting in December. Each student receives a monthly living allowance of HK\$500, as well as an annual subsidy of HK\$2,500 for school uniforms and textbooks, continuing until they graduate from primary school.

In a media interview, Ms Connie Siu, Principal of Tai Po Baptist Public School, expressed her heartfelt appreciation for the arrangements made under the “Tai Po Young Steps”. She noted that the significance of the programme extends beyond financial assistance. More importantly, it helps the children feel valued and cared for, giving them a stronger sense of confidence and hope. Some students participating in the programme also shared that, when they grow up, they hope to help others in need, passing on this spirit of care and compassion.

In addition to the “Tai Po Young Steps” programme, Strategic CSR Network continues to explore different ways to respond meaningfully to social needs. We have partnered with the “Community Living Room” to launch an initiative titled “Fun with Neighbours”, inviting families living in subdivided flats to spend their weekends in shared spaces and take part in relaxed interactive workshops and games. These gatherings not only allow families to temporarily step away from their cramped living environments, but also create opportunities for interaction and connection among neighbours.

We have also continued to promote a range of existing services and initiatives, including “Kwun Tong Household Visits”, “Visiting the Elderly with CU Mooncake”, “English Learning Programme” and “Dementia Programme”, as well as “A Little Kindness Runs a Long Way” which was launched two years ago. These initiatives serve communities of different ages, backgrounds and needs.

The year 2025 also marked a major milestone for our Group — its 30th anniversary. As part of the anniversary celebrations, the Group's eight offices across APAC jointly launched 30 community and charitable initiatives, giving back to society through concrete action.

We firmly believe that public relations practitioners shoulder a unique social responsibility, as we are privileged to have the networks, influence and channels that enable our voices to be heard. We therefore encourage our colleagues to apply their professional strengths, make good use of the resources around them, and engage deeply with local communities in putting our belief in “Care, Contribute and Connect” into practice. We believe that a company's value is reflected not only in its business achievements, but also in its ability to respond meaningfully to the needs of society through professionalism, resources and sincerity.

There are two lines often attributed to the renowned Indian poet Rabindranath Tagore that resonate deeply with our work: “Strive to become a light yourself, for you never know who may find their way out of darkness by your light. Always keep kindness in your heart, for you never know who may be lifted out of despair by your goodwill.” May these words serve as encouragement to us all.

乘風播善，落地成光

二零二五年十一月底，香港大埔宏福苑發生五級大火，很多人的生命自此被改寫。面對突如其來的災難，縱橫社會責任網絡有幸獲得集團—縱橫公關顧問集團的客戶的支持，透過不同形式伸出援手，包括捐贈電器及其他物資，協助受影響居民解決實際生活需要。

與此同時，我們亦即時展開行動，制定、籌備、牽頭並統籌學童支援項目—「大埔童行」。計劃涉資超過一百萬港元，旨在為受災並就讀於同區的兩所學校，即大埔浸信會公立學校及大埔循道衛理小學共三十三名學童，提供及時而持續的生活補助。

計劃獲得愷英網絡股份有限公司及其董事長金鋒先生的認同與鼎力支持，迅速捐出百萬港元。連同其他善款，我們於災後一個月內，即十二月起，為受影響學童提供每月五百港元零用錢，並每年提供二千五百港元校服及書簿津貼，直至他們小學畢業。

大埔浸信會公立學校蕭婷校長在一次媒體訪問中，對「大埔童行」計劃能持續支援孩子直至畢業的安排由衷感到欣慰。蕭校長指出，計劃的意義並不只在於金錢援助，更重要的是讓孩子看見自己被重視、被關懷，從而建立信心與希望。亦有參與計劃的學童表示，長大後也希望能夠幫助有需要的人，將這份關愛延續下去。

除了「大埔童行」計劃，縱橫社會責任網絡亦持續探索回應社會需要的不同渠道與方式。我們與「社區客廳」合作，推出以「客廳見」為名的活動，邀請廚房家庭於週末走進共享空間，參與輕鬆的互動工作坊與遊戲。這些相聚時光，不僅讓家庭暫時離開狹窄的生活環境，也為鄰里之間的交流與連結創造了機會。

我們亦持續推動多項既有服務，包括「觀塘百人大探訪」、「中大愛心月餅贈長者」、「童你學英文」、「認知障礙」系列，以及兩年前啟動的「小義工·大意義」等活動，服務不同年齡、背景與需要的社群。

二零二五年也是我們集團成立三十周年的重大里程碑。作為周年慶祝項目之一，集團在亞太區的八大據點共同啟動三十項社區公益活動，以實際行動回饋社會。

我們深信，公關從業者肩負著獨特的社會責任。因為我們有幸擁有人脈網絡、影響力以及發聲通道。因此，我們鼓勵同事發揮專業所長，善用身邊資源，深入在地社區，實踐「關心、愛心、連心」的信念。我們深信，企業的價值不僅體現於業務成就，更在於能否以專業、資源與真誠，切實回應社會所需。

詩人泰戈爾寫的一首詩，其中兩句的大意是：「要把自己活成一道光，因為你不知道，誰會藉著你的光走出黑暗；請保持心中的善良，因為你不知道，誰會藉著你的善良，走出了絕望。」願我們繼續同行，彼此照亮，共勉。

Richard Tsang 曾立基
Chairman 主席

Achievements 成果

For the year ended 31st March 2026 截至2026年3月31日止全年

Donations received valued at
獲捐贈物資總值

HK\$ **1,784,000 +**



Donors
捐贈者

17



An aggregate of volunteers
合計義工人次

355



Partners
合作夥伴

23



Community events
社區活動

25



Beneficiaries
受助人

3,563



Service hours
社會服務時數

1,327



Total value of donations received since inception
成立至今獲捐贈物資總值

HK\$ 13,156,000+

Inkind Donations 物資捐贈



Aceclo Life Science Group Limited
信銘生命科技集團有限公司



Blue Moon Group Holdings Limited
藍月亮集團控股有限公司



Fairwood Holdings Limited
大快活集團有限公司



Hung Fook Tong Group Holdings Limited
鴻福堂集團控股有限公司



Victoria City Restaurant
海都酒家



Keris Leung 梁麗明

Cash Donations 捐款



Blue Moon Group Holdings Limited
藍月亮集團控股有限公司



EDICO Financial Press Service Limited
鉅京財經印刷服務



Fairwood Holdings Limited
大快活集團有限公司



Fujikon Industrial Holdings Limited
富士高實業控股有限公司



Karrie International Holdings Limited
嘉利國際控股有限公司



Kingnet Technology (HK) Limited
愷英網路股份有限公司



Strategic Public Relations Group
縱橫公共關係顧問集團



大興紡織有限公司



Gloria Lam



Michelle Chow



Tung Pan Pan



Wan Yau Shing



Wong Doon Yee

Community Partners 社區合作夥伴



CUHK • Care Service Team
中大 • 關懷服務團



Hong Kong Christian Service Bliss Oplu
香港基督教服務處樂暉傲創



Kwun Tong Methodist Social Service
循道衛理觀塘社會服務處



Praxis
油蔴入心



Sham Shui Po Community Living Room
深水埗社區客廳



Tai Po Baptist Public School
大埔浸信會公立學校



Tai Po Methodist School
大埔循道衛理小學



Hong Kong Student Aid Society
香港學生輔助會



The Mong Kok Kai Fong Association Limited
旺角街坊會陳慶社會服務中心



Wan Chai Methodist Centre
for the Seniors
循道衛理灣仔長者服務中心

Volunteer Partners 義工夥伴



Blue Moon Group Holdings Limited
藍月亮集團控股有限公司



Centre of Development and
Resources for Students,
The University of Hong Kong
香港大學學生發展及資源中心



North Point Methodist Primary School
北角衛理小學



Social Knitters
社織

SPRG 30th Anniversary x 30 CSR Initiatives — Volunteers

縱橫公關顧問集團三十周年 x 三十項公益活動 — 義工



Strategic Public Relations Group
縱橫公共關係顧問集團



Strategic Financial Relations Limited
縱橫財經公關顧問有限公司



Strategic Financial Relations (China) Limited
縱橫財經公關(中國)顧問有限公司



Strategic Communications Consultants Limited
縱橫傳訊顧問服務有限公司



AsiaNet Communications Limited
亞聯政經顧問有限公司



Muse Consultancy Group Limited
慧思顧問集團有限公司



Montieth SPRG Communications Consultants Limited
盟天縱橫傳訊顧問服務有限公司

Tai Po Young Steps 大埔童行



◀ To support 33 students living in Wang Fuk Court in Tai Po and attending Tai Po Baptist Public School and Tai Po Methodist School, SPRG, and its client, Kingnet Technology (HK) Limited, have made a special donation of over HK\$1 million. The donation will help provide the students with regular living allowances and additional subsidies until they graduate from primary school.

為支援居住於大埔宏福苑、並就讀大埔浸信會公立學校及大埔循道衛理小學的33名學童，集團及集團客戶愷英網絡股份有限公司合共捐款超過港幣一百萬元，為相關學童定期提供生活津貼及額外補貼，直至他們小學畢業。



◀ Following the fire, Tai Po Baptist Public School has temporarily relocated its classes to another two primary schools in the district. Mr Richard Tsang, Chairman of SCSR, visited the temporary school premises and met with Principal Ms Connie Siu to learn more about the students' situation and needs.

受大火影響，大埔浸信會公立學校需暫借區內其他小學校舍上課。縱橫社會責任網絡主席曾立基到訪臨時校舍，拜訪蕭婷校長，了解學校及學生的近況。



▲ A heartwarming moment during the visit was seeing "Po Po", the school's beloved pet lizard, still keeping the students company and bringing them comfort during this challenging time.

探訪期間，其中一個溫馨時刻，是看見深受同學喜愛的學校寵物小蜥蜴「埔埔」依然陪伴在同學身旁，在這段艱難時期為大家帶來安慰與力量。

Drawing inspiration from this year's school theme song, "Live Differently", Principal Siu shared a heartfelt message with the students, encouraging them to "live to love, to give, and to serve". She hopes they will always remember the selfless love and care shown by the community after the devastating fire — and, as they grow, transform that care into strength, carrying forward the spirit of giving and serving to others.

蕭校長藉學校今年主題曲 "Live Differently" 憑歌寄意，勉勵同學們 "Live to love, to give and to serve"，期望他們銘記在這場無情大火中所感受到的——來自社會各界無私的愛心與深切關懷；並在成長路上，將這份愛與關懷轉化為力量，把樂於付出、服務他人的精神延續下去。



◀ Through the "Dementia Screening Assessment Programme", the Blue Moon Group volunteer team helped elderly participants understand the importance of early detection, diagnosis, treatment, and making preparations in advance.

藍月亮義工隊透過「認知障礙篩查」活動協助長者及早了解檢測、診治和預早作出準備的重要性。



▲ A meaningful parent-child activity that brought families together, delivering hot meals and sharing warmth and care with those in need. 為有需要人士送上熱飯、溫暖與關懷，這令親子活動更有意義。



◀ Our programme, "A Little Kindness Runs A Long Way" received tremendous support from North Point Methodist Primary School. 「小義工·大意義」獲得北角衛理小學熱烈響應。



▲ Students from the University of Hong Kong participated in a Chinese New Year event for the elderly. 香港大學同學參與長者新春活動。



Carrying Forward Our Legacy — A Continuation of Care, Connection and Contribution 繼往開來 - 關心、愛心、同心的傳承

To mark SPRG's 30th anniversary, our offices across the APAC region joined forces to launch 30 community service projects. In Hong Kong, over 100 colleagues took part in 15 CSR initiatives, giving back to society and expressing care through meaningful action. A particular highlight was the "SPRG Fun-Filled Carnival" held in July, where over 20 colleagues, together with their family members and friends, operated more than 10 booths and workshops of varying sizes. Despite the issuance of a No. 3 typhoon signal, the event delivered a lively and enjoyable weekend for 200 residents.

SPRG has always upheld a spirit of community care, kindness and unity – the very purpose behind the founding of SCSR.

適逢集團成立30週年誌慶，亞太區各分公司眾志成城，攜手啟動30項社區服務項目。其中，超過100位香港同事積極參與15項本地義工服務，以實際行動回饋社會、傳遞關愛。尤以七月舉行的「縱橫·續Fun嘉年華」最為熱鬧，20多位同事及他們的家人朋友合力負責10多個大大小小的攤位及工作坊，在三號風球下與200位街坊歡渡週末。

集團一直秉承關心社區、傳遞愛心、凝聚同心的精神，而這亦正是成立縱橫社會責任網絡的宗旨所在。





Fun with Neighbours 客廳見

We are proud to take a meaningful step in supporting the "Community Living Room" Project through our "Fun with Neighbours" event.

Families living in subdivided flats were welcomed to the Living Room, where they could take a break from their daily routines and enjoy booth games and workshops together — sharing a cheerful and relaxing weekend as a community.

我們很高興透過「客廳見」活動，為支持「社區客廳」計劃踏出有意義的一步。

我們邀請劏房家庭走進客廳，暫時放下日常生活的忙碌，一同參與攤位遊戲及工作坊，在輕鬆愉快的週末時光中相聚交流，感受社區的溫暖與連繫。



STATEMENT OF COMPREHENSIVE INCOME 全面收益表

FOR THE YEAR ENDED 31ST MARCH, 2026 截至二零二六年三月三十一日止年度
(Expressed in Hong Kong dollars 以港幣為單位)

	2026	2025
Revenue 收益	\$ 1,532,215.31	\$ 719,090.53
Other Income 其他收入	66.71	161.94
Mandatory Provident Fund Contributions 強積金供款	(12,050.99)	(11,882.67)
Provision for Long Service Payment 長期服務金撥備	(11,673.29)	-
Salaries 薪金	(243,855.95)	(234,189.96)
Other Operating Expenses 其他經營費用	(525,283.45)	(571,344.20)
Finance Costs 融資成本	(890.00)	(830.00)
Surplus (Deficits) for the Year 本年度盈餘(虧絀)	\$ 738,528.34	\$ (98,994.36)
Other Comprehensive Income 其他全面收益	-	-
Total Comprehensive Surplus (Deficit) for the Year 本年度全面盈餘(虧絀)總額	\$ 738,528.34	\$ (98,994.36)

STATEMENT OF FINANCIAL POSITION 財務狀況表

AS AT 31ST MARCH, 2026 於二零二六年三月三十一日
(Expressed in Hong Kong dollars 以港幣為單位)

	2026	2025
ASSETS 資產		
Non-Current Assets 非流動資產		
Property, Plant and Equipment 物業、機器及設備	\$ -	\$ -
Current Assets 流動資產		
Inventories 存貨	\$ 31,962.00	\$ 178.59
Bank Balances 銀行結存	1,029,122.77	310,465.56
	\$ 1,061,084.77	\$ 310,644.15
Current Liabilities 流動負債		
Accrued Expenses 應計費用	\$ 9,869.49	\$ 9,630.50
	\$ 9,869.49	\$ 9,630.50
Net Current Assets 流動資產淨值	\$ 1,051,215.28	\$ 301,013.65
Total Assets Less Current Liabilities 總資產減流動負債	\$ 1,051,215.28	\$ 301,013.65
Non-Current Liabilities 非流動負債		
Provision for Long Service Payment 長期服務金撥備	\$ (11,673.29)	\$ -
NET ASSETS 資產淨值	\$ 1,039,541.99	\$ 301,013.65
EQUITY 權益		
Accumulated Surplus 累積盈餘	\$ 1,039,541.99	\$ 301,013.65

Board of Directors of SCSR 縱橫社會責任網絡董事局成員

Chairman 主席 Tsang Lap Ki, Richard 曾立基
Directors 董事 Chan Man Ching 陳曼菁
 Fok Ka Wai, Vivian 霍嘉慧
 Lee Wai Wun 李慧媛

Cheung Lai Wan 張麗雲
 Wan Suk Yin 溫淑賢



1 Volunteer
Application Form
義工登記表



1 Support SCSR
支持縱橫
社會責任網絡



1 2025/26 Annual Report
full version
2025/26年報
完整版本