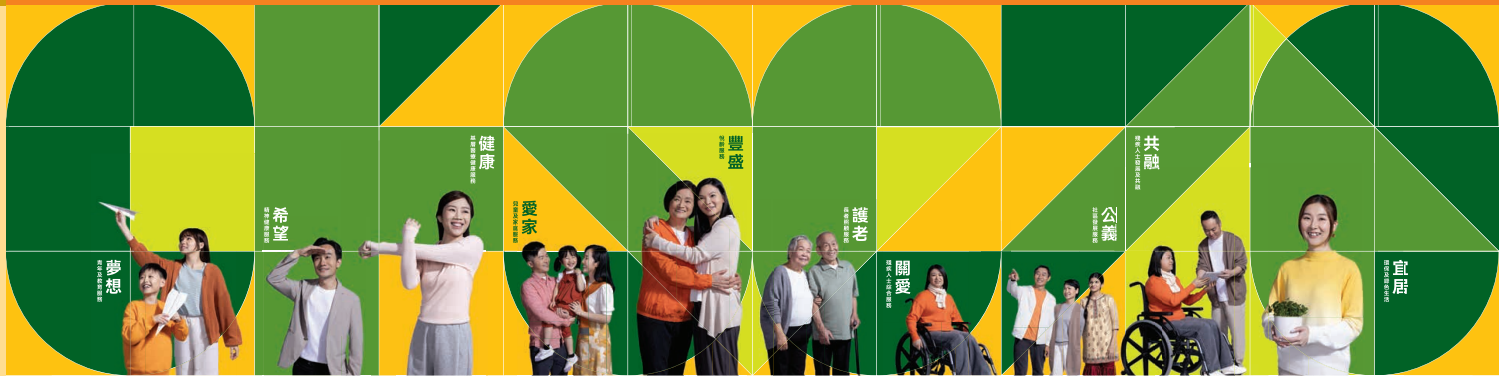


70th Anniversary Celebration



香港家庭服務中心
70th Anniversary

一家·為眾 ONE FAMILY · ONE FOR MANY



One Family • One For Many

2024 marks the 70th anniversary of CFSC. As part of the celebration, we organised a series of events that honoured our core values of family and love, under the overarching theme of “One Family • One For Many”.

“Family” was our cornerstone when we were founded seven decades ago. Today, we hope to commemorate this milestone by uniting all walks of life, both internally and externally, and by offering diverse and flexible services that respond to social needs. “One Family” symbolises the unity of CFSC as a big family where professionals from different fields join hands and combine their strengths to work and grow towards a common goal: serving the public wholeheartedly.

“One For Many” reflects how our family-centred philosophy, agility and collaborative spirit translate into people-oriented, diversified and innovative services that pass on the love of God to those in need.

Looking forward, we will continue to work as a family and offer innovative, high-quality services, while seizing every new opportunity to build a harmonious and beautiful community and grow alongside the city.



一家·為眾 ONE FAMILY · ONE FOR MANY

➤ The 70th anniversary logo of CFSC features the characters “CFSC 70”, combining imagery of a cross, love and family – the core beliefs of our Agency – as a nod to our people-oriented, family-centred philosophy and our commitment to serving with the love of God.



Learn more about CFSC's 70th Anniversary Celebration

A Brand Refresh for Our 10 Core Services

The agency is rooted in 10 core family-centred values: Love Your Family, Dream, Care for Elders, Caring, Hope, Flourishing, Health, Social Inclusion, Livable City and Justice. We are committed to expanding our services in response to the evolving needs of our society. In celebration of our 70th anniversary, we have prepared a series of new concept posters and promotional videos for our core services that highlight our ingenuity and commitment to keeping abreast of future trends.



- The brand-new concept of the 70th anniversary commemorative poster incorporated different service targets and CFSC's 10 core values to illustrate our belief in serving the public.
- Staff from various service units and service users took part in the production of a new promotional video capturing the theme of "One Family • One For Many".



Watch the CFSC's
70th Anniversary
Celebration
Promotional Video

70th Anniversary Partner Luncheon

Our 70th anniversary celebration kicked off with the "CFSC 70th Anniversary Partner Luncheon". We were honoured to have Mr. Ho Kai-ming, JP, Under Secretary for Labour and Welfare, Mr. Chen Zi-ming, representative of The Liaison Office of the Central People's Government in the Hong Kong Special Administrative Region, and Ms. Wong Yin-ye, JP, Acting Director of Social Welfare as the officiating guests. They were accompanied by Rev. Daniel Li Yat-shing, Chairman of the CFSC's Board of Directors, Professor Alex Kwan Yui-huen, Vice-Chairman, and Ms. Ivy Leung Siu-ling, Chief Executive of CFSC, as well as representatives of our service users at the opening ceremony.



- The officiating guests dotted the eyes of dancing lions with paint in a ceremonial moment that kicks off the CFSC's 70th anniversary celebration.

More than 200 partners attended the luncheon to engage and share this significant moment. An exhibition introducing the four pillars of our future service development outlined in our Strategic Plan was also displayed at the venue to promote communication and collaborations with various partners.



This spectacular event was not only a celebration of our 70th anniversary, but also a valuable opportunity to strengthen partnerships and set out our vision for the future.

More than 200 partners from the Legislative Council and the education and business sectors joined us in celebrating our 70th anniversary.



Display boards were erected at the venue to introduce our four pillars of service development and give the guests a better insight into our services.

“Gathering Strength to Build a Community” 70th Anniversary Service Expo

Kwun Tong District is where the CFSC's headquarters have established roots for nearly six decades and where our first major event took place. We held the “Gathering Strength to Build a Community” 70th Anniversary Service Expo at YM² Yue Man Square in Kwun Tong, aiming to introduce our latest services to the residents of Kwun Tong. We invited Mr. Leung Po-wah, Taddy, District Social Welfare Officer (Kwun Tong) of the Social Welfare Department, Mr. Lam Fuk-leong, Jack, Assistant District Officer (Kwun Tong), and Ms. Kwok Sau-wan, Sharon, our Charity Ambassador, to officiate at the opening ceremony alongside Rev. Daniel Li Yat-shing, Chairman of the CFSC's Board of Directors, Ms. Ivy Leung Siu-ling, Chief Executive of CFSC, and representatives from our service users.



During the opening ceremony, the officiating guests paid tribute to the theme of the CFSC's 70th anniversary celebration – “One Family • One For Many”.

Guests from various sectors, community groups, close partners and local residents enjoyed a day filled with excitement and activities. Highlights included a sharing session led by our Charity Ambassador, Ms. Kwok Sau-wan, Sharon, who recounted her experience with voluntary work and a creative catwalk performance co-organised by our service users and staff members to showcase the CFSC's 10 core services. A line-up of interactive workshops, booths and exhibitions were also featured, to promote the CFSC's diverse spectrum of services.



Staff and service users organised a one-of-a-kind catwalk performance to showcase the CFSC's 10 core services.



Exhibitions and booths were set up to raise public awareness of the CFSC's service offerings.

70th Anniversary: A Historic Milestone

Since its establishment in 1954, CFSC has been a social welfare organisation devoted to supporting and promoting the functioning of families in Hong Kong. Over the last seven decades, we have never ceased to evolve with the times, address societal needs and serve the public. In the face of an ever-changing society, our dedicated team has worked together to establish a diverse range of innovative services and create numerous milestones. We invite you to scan the QR code to learn more about our 70-year legacy and to look back on some of the memorable moments from our journey.



Learn about the CFSC's Historical Milestones