

# 2025

## 耀陽行動 Sunshine Action Performance Report



As of 2025, the poverty situation in Hong Kong is expected to remain critical, building on trends observed in previous years. Here are some key points regarding the anticipated poverty landscape:

**High Poverty Rate:** The overall poverty rate in Hong Kong is projected to remain elevated, with reports from late 2024 indicating a rate of 20.2%, affecting approximately 1.39 million individuals. This figure is likely to persist or worsen due to ongoing economic challenges and demographic shifts, particularly the ageing population.

**Elderly Poverty:** The elderly population continues to be disproportionately affected by poverty. In 2024, many individuals aged 65 and above were living in poverty, representing a significant increase since 2019. This trend is expected to continue as the population ages and the number of singleton and doubleton elderly households rises.

**Income Disparity:** The income gap in Hong Kong has widened dramatically, with the poorest decile earning significantly less than the wealthiest. In early 2024, the income disparity was reported to be 81.9 times, a stark increase from previous years. This growing inequality is likely to exacerbate poverty levels moving into 2025.

In summary, the poverty situation in Hong Kong in 2025 is likely to reflect ongoing challenges, particularly for vulnerable populations such as the elderly, amidst rising income inequality and insufficient government intervention.



With these rising costs, low-income individuals and street sleepers have been struggling to find reasonable affordable housing and to afford nutritious food, as wages have not risen in line with inflating food and housing prices. As such, Sunshine Action continues to pack and deliver Sunshine Fortune Bags containing essential long-life food essentials and hot food dinner boxes to the poor, including the elderly, the low-income families, the handicapped, the refugees and mentally-ill and street sleepers across Hong Kong regions. These contain rice, pasta, dry foods, toiletries and other key essentials for basic nutrition and sanitation.

Amidst these economic and social conditions, Sunshine Action continues to uphold its mission to ***“Feed the Hungry & Warm the Abandoned”***







**SUNSHINE ACTION UK**  
**CHARITY REG. N. 1202617**

**SUNSHINE ACTION USA**  
**(IRC) 501 ©(3).in USA No. 31954**

## 2025 Beneficiary charity centers & organizations

Since January 2025, Sunshine Action has supported the **long term food support programs** and donated the **Sunshine Fortune Bags** and other items to poor families in general, elderly, physically handicapped, severely sick, mentally ill, single parents, the asylum seekers and refugees, the homeless and the overseas charity programs:



1. Boomerang Community Centre, Dundee, UK
2. Caritas Blessed Life Parents Resource Centre 明愛樂揚家長資源中心
3. Caritas Chan Chun Ha Day Active Centre 明愛陳震夏展能中心
4. Caritas Community Centre - Caine Road 明愛堅道社區中心
5. Caritas Integrated Family Service Centre-Aberdeen 明愛香港仔綜合家庭服務中心
6. Caritas Integrated Family Service Centre-Tuen Mun 明愛屯門綜合家庭服務中心
7. Caritas Integrated Family Service Centre-Tung Tau 明愛東頭綜合家庭服務中心
8. Caritas Jockey Club Lok Wo Hostel 明愛賽馬會樂和宿舍(中度弱智人士宿舍)
9. Caritas Joyous Link District Support Centre 明愛樂然展能中心

10. Caritas Lok Heep Club 明愛樂協會-HK Center
11. Caritas Lok Ngai Day Activity Centre 明愛樂毅展能中心
12. Caritas Mok Cheung Sui Kun Community Centre 明愛莫張瑞勤社區中心
13. Caritas On-site Pre-school Rehabilitation Service-Team 1 明愛樂成長學前到校支援服務-第一隊
14. Caritas On-site Pre-school Rehabilitation Service-Team 3 明愛樂成長學前到校支援服務-第三隊
15. Caritas On-site Pre-school Rehabilitation Service-Team 4 明愛樂成長學前到校支援服務-第四隊
16. Caritas On-site Pre-school Rehabilitation Service-Team 6 明愛樂成長學前到校支援服務-第六隊
17. Caritas School Social Work Service-Kowloon 明愛學校社會工作服務 - 九龍
18. Caritas Social Work Service for Pre-primary Institutions -Tsuen Wan 明愛荃灣學前機構社會工作服務
19. Caritas Social Work Service for Pre-primary Institutions -Wong Tai Sin 明愛黃大仙學前機構社會工作服務
20. CODA Hong Kong 香港聾人子女協會
21. Collins & Katz Family YMCA - for L.A. fire relief of neighboring communities in Santa Monica, Pacific Palisades, Malibu, Brentwood, and greater Los Angeles County, USA
22. Concern Mental Health Alliance 關注精神聯盟
23. Conservative Baptist Jubilee Centre 浸信宣道會恩禧中心





24. Harmony House 和諧之家 Harmony Link Domestic Violence Prevention Centre
25. HKSKH Care and Love Elderly Neighbourhood Centre 香港聖公會基愛長者鄰舍中心
26. HKSKH Central and Western District Elderly Day Care Centre 香港聖公會 中西區長者日間護理中心
27. HKSKH Kowloon City Family Support Network Service 香港聖公會九龍城家庭支援網絡服務
28. HKSKH Kowloon City Youth Integrated Services Centre 香港聖公會九龍城青少年綜合服務中心
29. HKSKH Li Ka Shing Elderly Day Care Centre 香港聖公會李嘉誠長者日間護理中心
30. HKSKH Lok Man Alice Kwok Integrated Service Centre 香港聖公會樂民郭鳳軒綜合服務中心
31. HKSKH Lok Wah Elderly Day Care Centre 香港聖公會樂華長者日間護理中心



32. HKSKH Margaret Trench Centre Cheung Hing Wah Charity Fund Long Heng Rehabilitation Centre 香港聖公會麥理浩夫人中心 張慶華慈善基金長亨復康中心
33. HKSKH Margaret Trench Centre Family Activities and Resource Centre - 香港聖公會麥理浩夫人中心 家庭活動及資源中心
34. HKSKH Margaret Trench Centre Group and Community Work Department 香港聖公會麥理浩夫人中心團體及社區工作部
35. HKSKH Multicultural Outreach 香港聖公會多元文化外展
36. HKSKH On Yam Elderly Day Care Centre 香港聖公會安蔭長者日間護理中心
37. HKSKH Tsz Wan Shan Elderly Day Care Centre 香港聖公會慈雲山長者日間護理中心
38. HKSKH Yan Chak Meals (Tuen Mun) 香港聖公會恩澤膳(屯門)
39. HKSKH Yan Chun Elderly Day Care Centre 香港聖公會恩駿長者日間護理中心
40. Interfaith Assembly for Homelessness and Housing, New York, USA
41. Loughborough area foodbank, UK
42. Phillip Randolph House in Harlem, New York, USA

43. Pok Oi Hospital Cheung Hung 博愛醫院慧妍雅集家庭多元智能中心(長亨)





44. Pok Oi Hospital Cheung On 博愛醫院園玄學院兒童及家庭發展中心 (長安)
45. Pok Oi Hospital Cheung Tsing 博愛醫院香港新界獅子會家庭發展中心(長青)
46. Po Leung Kuk Home Care Service for Persons with Severe Disabilities 保良局嚴重殘疾人士家居照顧服務(新界區)
47. SAGE Chai Wan District Elderly Community Centre 耆康會柴灣長者地區中心
48. SAGE Eastern District Day Care Centre for the Elderly 耆康會東區老人日間護理中心
49. SAGE Ho Sang Neighbourhood Elderly Centre 耆康會何生長者鄰舍中心
50. SAGE Kwai Shing West Day Care Centre for the Elderly 耆康會葵盛西長者日間護理中心
51. SAGE Sun Kwai Hing Gardens Day Care Centre for the Elderly 耆康會新葵興花園老人日間護理中心



52. SAGE Tsuen Wan District Elderly Community Centre 耆康會荃灣長者地區中心
53. SAGE Yam Pak Charitable Foundation Day Care Centre for the Elderly 耆康會任白慈善基金老人日間護理中心
54. Salvation Army 救世軍 Kowloon West 西九龍隊
55. Salvation Army 救世軍 Shatin Team 沙田隊
56. Salvation Army 救世軍 Sunrise House 曦華樓
57. Salvation Army 救世軍 Tse Wan Shan 慈雲山卜維廉隊
58. Salvation Army 救世軍 Wah Fu Elderly Center 華富長者中心
59. Salvation Army 救世軍 Wanchai 灣仔隊
60. Sidewalk Project, Los Angeles, USA
61. Silence 龍耳-香港聾人及弱聽人士綜合服務中心
62. StoreHouse - St. Andrews Food Bank, UK
63. Yan Chai Hospital Kwok Chi Leung Kindergarten/Child Care Centre 仁濟醫院郭子樑幼稚園/幼兒中心



*Sunshine Action at University of St. Andrews, Scotland*





☉ Sunshine CSR Programs & Corporate Collaboration:  
[www.sunshine-action.org/companies](http://www.sunshine-action.org/companies)

In 2025, Sunshine Action is set to enhance its **Corporate Social Responsibility (CSR)** initiatives by collaborating with corporations globally. This collaborative approach aims to address pressing social issues and create meaningful, sustainable impact in communities. By leveraging the resources and expertise of corporate partners, Sunshine Action will focus on innovative projects that promote social welfare, environmental sustainability, and economic empowerment. The VIP volunteers in 2025 are from:

- Amasse Capital 寶積資本
- AWA American Women Association
- BNP Paribas 法國巴黎銀行
- Green Monday
- JSM Johnson Stokes & Master 孖士打律師行

## The Street-Sleepers program

### Our Story

Over 16 years ago, the founder of Sunshine Action, *Sunny*, was a regular volunteer for few charity organizations. One evening, he was called upon to help distribute food to the street-sleepers in the Yaumatei area. When Sunny arrived to the site, the center gave him alongside other volunteers some breads & butter, and a beverage.

They started to walk the entire Yaumatei area - next to the wholesale fruit market of HKG- and distributed those breads with butter that evening. When Sunny came back home that evening he discussed with his best friend and they decided to do it again themselves. They simply bought tunas, hams, tomatoes, lettuces, breads, cheeses and packed all the sandwiches again and walked along the same roads they did with the charity center.

At that time they both had full-time jobs, but luckily their office was close to home, so the sandwiches could be packed right after office hours. Sunny carried all the sandwiches and his friend carried all beverages. It was quite heavy for only 2 persons, but they continued doing so for months to come.

Since then, they have without fail delivered these sandwich meals and drinks on the evening of major Festive Holidays, including: parent's days, mid-autumn festival, Christmas Eve, New year eve, because these are the evenings that nobody would care about them. So they decided to be always there for these people to show with care and compassion delivering food.

For 16 years, Sunny has witnessed every evolution & revolution that has occurred in these areas. We distribute the dinner boxes, the supplements, anti-pandemic items, essential materials, cash coupons, a variety of food and beverages, others essentials, hot pads, etc.,

Within a year, Sunny & his friend created **SUNSHINE ACTION 耀陽行動** on June 2008, therefore this is the oldest program of Sunshine Action as they started doing it before the organisation was founded. By 2025, Sunshine Action has donated and partnered with over **950** charity organizations and centers around the World: [www.sunshine-action.org/performance-reports](http://www.sunshine-action.org/performance-reports)







The **SUNSHINE AMBASSADORS**, the **SUNSHINE 45 CLUB**, the **SUNSHINE INTERNS** and the students involved with **Sunshine Action** during **2025** are from:



1. University of Chicago, USA 芝加哥大學
2. University College London, UK 倫敦大學學院
3. NUS National University of Singapore, SG 新加坡國立大學
4. University of Pennsylvania 賓夕凡尼亞大學
5. UCLA University of California Los Angeles 加州大學洛杉磯分校
6. New York University 紐約大學
7. HKU Hong Kong University 香港大學 MPH Master in Public Health
8. HKU Hong Kong University 香港大學 Doctor of Excellence
9. CUHK Chinese University HK 香港中文大學
10. University of St Andrews, UK 聖安德魯斯大學
11. HKUST Hong Kong University of Science & Technology 香港科技大學
12. Loughborough University 拉夫堡大學
13. University of Keele, UK 基爾大學
14. University of Durham, UK 對衡大學
15. University of Toronto, Canada 多倫多大學
16. King's College London, UK 倫敦國王學院
17. LSE London School of Economics and Political Science 倫敦政治經濟

學院

18. DBS Diocesan Boys' School 拔萃男書院
19. Singapore Int'l School 新加坡國際學校
20. GSIS German Swiss International School 德瑞國際學校
21. French International School 法國國際學校
22. CDNIS Canadian International School 加拿大國際學校
23. ESF King George V School 英基英皇佐治五世學校
24. ESF Discovery College 英基智新書院
25. ESF Renaissance College 英基啓新書院
26. ESF West Island School 英基西島中學
27. ESF South Island School 英基南島中學
28. ESF Shatin College 英基沙田學院
29. ESF Bradbury School 英基白普理小學
30. ESF Quarry Bay School 英基鯉魚涌小學
31. Yew Chung International School 耀中國際學校
32. HKIS Hong Kong International School 香港國際學校
33. Nord Anglia Int'l School HK 香港諾德安達國際學校
34. VSA Victoria Shanghai Academy 滬江維多利亞學校
35. Tai Kwong Hilary College 大光德萃書院
36. Kiangsu-Chekiang College, Int'l Section 蘇浙公學國際部
37. Hong Kong Academy 香港學堂國際學校





# Sunshine Internship

New York - London - Hong Kong



## SUNSHINE ACTION 2025 Sunshine Chari-thon Internship

*New York - London - Hong Kong*

<https://www.sunshine-action.org/sunshine-internships>

Since 2021, Sunshine Action has been establishing a new branch office in the US & UK. We would like to invite students interested in charity and social service to join a summer internship and conduct a wide range of tasks, which involves organising humanitarian programs and events, for our New York, London and Hong Kong branches.

Sunshine Action provides global internship opportunities, welcoming talented interns from prestigious institutions ranked among the top 10 QS universities. This includes renowned universities such as Oxford, Cambridge, the University of Chicago, and University College London (UCL), etc....

By collaborating with these exceptional students, Sunshine Action benefits from fresh perspectives and innovative ideas while offering interns hands-on experience in social impact initiatives. This symbiotic relationship not only enhances the interns' professional development but also strengthens Sunshine Action's mission to create positive change in communities around the world. Through this program, interns engage in meaningful projects, build valuable skills, and contribute to transformative efforts in various sectors.



This year, confirmed interns are from:

HKU Hong Kong University 香港大學 - MPH Master in Public Health

University of Chicago, USA 芝加哥大學

CUHK Chinese University HK 香港中文大學

## HK SDG Summit 2025

Join us under the theme “Bridging the Gap” to foster unity and drive change. [hksdgsummit.com](https://hksdgsummit.com)

With over 16 years of humanitarian work, Sunny has helped 440,000+ people in 24 countries & regions, tackling poverty and hunger with heart and action. His mission? Empower communities while championing the UN SDGs for a better, fairer world.







# THE SUNSHINE CHARI-THON

## 2025 - 2026

1 teams of students and interns  
Pack the Sunshine Food Bags in 1 institution or school  
Donate and Partner with a beneficiary charity organization

The **Sunshine Chari-thon** focuses on connecting with any universities and private or international schools in each city, county, state or region. Each participating institution will have one leading intern responsible in organizing events. Our goal is to run a **Sunshine Food Bag** event in one of the states or counties taking one Sunshine Food Bag event each week.



### **UCLA University of California** Los Angeles 加州大學-洛杉磯

In early January 2025, Los Angeles experienced a devastating fire disaster that has had significant impacts on the region. The Palisades and Eaton wildfires are the largest, contributing to widespread destruction across the area.

Shawn Wang, the **UCLA Sunshine Ambassador**, has actively involved in preparing food and materials to assist victims affected by the recent fires in Los Angeles. This initiative is part of the efforts by **SUNSHINE ACTION US**, which focuses on providing support and relief to those in need during crises.

The Sunshine Bags have been delivered to **Collins & Katz Family YMCA** for the fire relief of neighboring communities in Santa Monica, Pacific Palisades, Malibu, Brentwood, and greater Los Angeles County, USA.

### **The University of St. Andrews, Scotland** 聖安德魯斯大學

In mid-March. The Sunshine Ambassador & Sunshine 45 Club member organized the packing of the Sunshine Food Bags in the Univ. of St. Andrews and then donate to **StoreHouse** - St. Andrews Food Bank and **Boomerang Community Centre**, Dundee.

The University of St Andrews is a public university in St Andrews, Scotland was founded in 1413. It is the oldest of the four ancient universities of Scotland and, following the universities of Oxford and Cambridge, the third-oldest university in the English-speaking world.

Undergraduate admissions are now among the most selective in the country, with the university having the third-lowest offer rate for 2022 entry (behind only Oxford and Cambridge) and the highest entry standards of new students, as measured by UCAS entry tariff, at 212 points.

St Andrews has many notable alumni and affiliated faculty, including royals William, Prince of Wales, and Catherine, Princess of Wales.

聖安德魯斯大學乃蘇格蘭聖安德魯斯之公立學府，肇建於1413年，為蘇格蘭四大古老學府之首，亦係繼牛津、劍橋後，英語世界第三悠久之高等殿堂。2025年3月，「耀陽行動」擬於此學術重鎮籌辦「耀陽福袋」善工包裝義舉。該學府本科取錄之嚴苛，現冠絕英倫——2022年度取錄率位列全英第三低（僅次牛劍雙璧），新生入學分數門檻更以UCAS 212點之姿，高踞全國之巔。聖安德魯斯門生顯赫，尤以英國王室成員為著，威爾斯親王威廉殿下及威爾斯王妃凱瑟琳殿下皆曾負笈於此。學府師資更匯聚四海鴻儒，薪火相傳逾六百年。







## CUHK Chinese University of Hong Kong 香港中文大學

CUHK is the first university in Hong Kong in hosting the packing of the “Sunshine Fortune Bags” in March 2025. This event not only underscores the importance of university students' involvement in charitable endeavors but also fosters a deeper understanding of the project process and the realities faced by the impoverished.

The **Chinese University of Hong Kong** 香港中文大學 (CUHK) is a public research university in Shatin, Hong Kong. Established in 1963 as a federation of three colleges – Chung Chi College, New Asia College, and United College, it is Hong Kong's second-oldest university. It's often ranked among the top 50-100 universities by QS World University Ranking, Times Higher Education World University Rankings, Academic Ranking of World Universities (ARWU), U.S. News & World Report Best Global Universities Rankings, etc...

The event is co-organized with **DOE Doctor of Excellence**... the same group of medical students from **CUHK & HKU** that travelled with Sunshine Action in the outreach & health program in Siem Reap Cambodia in 2024 and 2025.

## Loughborough University 拉夫堡大學

Thanks to the Sunshine Intern, Olivia Butler in organizing the packing of the “Sunshine Fortune Bags” and donating to the local food bank. The **Loughborough University** is a public research university in the market town of Loughborough, Leicestershire, England. The university has the largest sports scholarship programme in the UK, with over 250 international athletes studying and training and it's ranked No. 1 in sport science in the entire UK.

## University of Pennsylvania 賓夕凡尼亞大學

In April 2025, Sunshine Action will launch its acclaimed **Sunshine Chari-thon** at the University of Pennsylvania (UPenn), an Ivy League institution renowned for its legacy of leadership and innovation. Organized by Sunshine Ambassador Freddy Liu, the event will mobilize students and faculty to assemble “Sunshine Food Bags” -curated provisions for vulnerable communities—donated to a local Philadelphia charity. This initiative underscores Sunshine Action's mission to intertwine academic excellence with actionable compassion.

Founded in 1740 by Benjamin Franklin, UPenn stands as one of the United States' 9 colonial colleges and a cradle of revolutionary thought. Franklin's vision of an institution cultivating leaders in academia, commerce, and public service



endures through its unparalleled alumni network, which includes:

Eight signatories of the U.S. Declaration of Independence - Three U.S. Presidents (William Henry Harrison, Joe Biden, and Donald Trump) - 38 Nobel laureates and 36 living undergraduate billionaires—the largest cohort among U.S. universities.

It's no. 11 in 2025 QS world university ranking and 14 in THE world university ranking.

丙午年孟夏，「耀陽行動」將於美國常春藤盟校賓夕法尼亞大學 University of Pennsylvania 啟動廣受國際之「耀陽慈善馬拉松」善舉。是次活動由「耀陽行動」慈善大使Freddy統籌，廣召師生共襄盛舉，攜手籌備「耀陽福袋」——此乃專為清寒社群量身訂製之救濟物資，將悉數捐贈予費城在地慈善機構。此番善業，正彰顯「耀陽行動」融匯學術卓越與實踐慈悲之宗旨。

賓大肇建於乾隆五年（西元一七四零年），乃美利堅九大殖民時期學院之一，亦為孕育革命思潮之搖籃。創校先賢班傑明·富蘭克林倡導「致用之學」，冀學府作育經世濟民之棟樑，此精神歷二百八十五載而彌新。其杏壇英傑輩出，門生顯赫者包括：《獨立宣言》署名八位 - 美利堅總統三任（威廉·亨利·哈里森、喬·拜登、唐納·川普）諾獎得主三十有八，在籍本科億萬富豪卅六位，冠絕全美學府 - 該校學術地位崇隆，據二零二五年QS世界大學排名位列十一，泰晤士高等教育全球大學排名居十四。

Last year, the "Sunshine Food Bags" packing events were organized by the students from, or being hosted directly by the following institutions:

- 1-The University of Chicago 芝加哥大學
- 2-The University of Oxford 牛津大學
- 3-The University of Cambridge 劍橋大學
- 4-UCL University College London 倫敦大學學院
- 5-NYU New York University 紐約大學
- 6-The University of Georgia 喬治亞大學
- The Backpack Project Athens
- 7-University of Toronto 多倫多大學 Phi Gamma Delta
- 8-Miami University at Oxford, Ohio 邁阿密大學
- 9-Columbia Grammar & Preparatory School, NYC, US

We are currently planning to expand Sunshine Action's presence in the USA, UK, Hong Kong and others places. Our partnerships with the students from universities have proven positive for networking and creating impactful programs, so we would like to set up a comprehensive network.





The **SUNSHINE ACTION APP** focuses on enhancing community engagement by providing essential services for donors and volunteers. Here's a brief overview of its features:

### Key Features of the Sunshine Action App

**Volunteer Registration:** Easy sign-up process for new volunteers.  
Profile creation to track volunteer hours and activities.

**Events Calendar:** A comprehensive calendar displaying upcoming events.  
Ability to filter events by date, type, or location.

**Volunteer Sign-Up:** Simple interface for volunteers to sign up for events.  
Notifications and reminders for upcoming commitments.

**Online Donation:** Secure and user-friendly donation process.

**Join Together:** Coordinate our efforts and volunteer as a group. Invite friends!

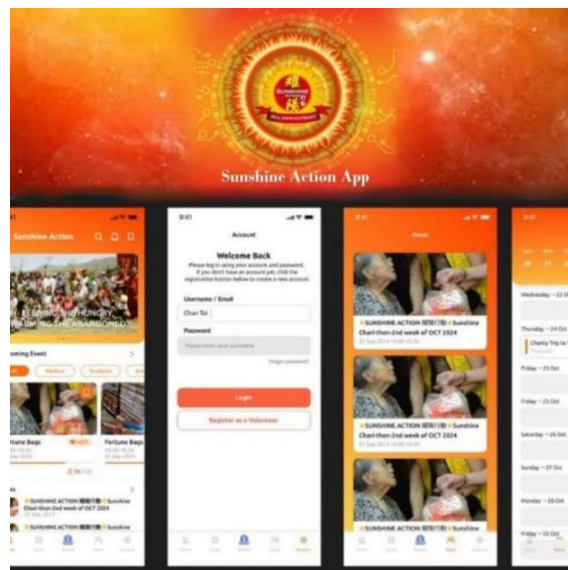
### Additional Features:

- Impact tracking to show how donations and volunteer hours are making a difference.
- Community forums or messaging for volunteers to connect and collaborate.

### Benefits

- Increased Engagement: Encourages more people to get involved and support community initiatives.
- Streamlined Processes: Simplifies registration and donation tasks, making it easier for everyone.
- Real-Time Updates: Keeps volunteers informed about new opportunities and events.

This app would significantly enhance the experience of both donors and volunteers, making community service more accessible and organized.



**SUNSHINE ACTION 耀陽行動**

[www.sunshine-action.org](http://www.sunshine-action.org)

Sunny - WhatsApp +852 68884028

e-mail: [sunshine@sunshine-action.org](mailto:sunshine@sunshine-action.org)

Sunshine Action Youtube Channel <https://www.youtube.com/@sunshineaction22>

Sunshine Action performance reports: <https://www.sunshine-action.org/performance-reports>

