

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. Alliance of Self Help Groups for the Occupational Injuries and Diseases 香港職業傷病聯盟
2. Assoc. for Engineering and Medical Volunteer Services (EMV) 工程及醫療義務工作協會 輔助就業服務
3. Caritas Blessed Life Parents Resource Centre 明愛樂揚家長資源中心
4. Caritas Chan Chun Ha Day Active Centre 明愛陳震夏展能中心
5. Caritas Community Centre - Caine Road 明愛堅道社區中心
6. Caritas Integrated Family Service Centre-Aberdeen 明愛香港仔綜合家庭服務中心
7. Caritas Integrated Family Service Centre-Tuen Mun 明愛屯門綜合家庭服務中心
8. Caritas Integrated Family Service Centre-Tung Tau 明愛東頭綜合家庭服務中心
9. Caritas Jockey Club Lok Wo Hostel 明愛賽馬會樂和宿舍(中度弱智人

士宿舍)

10. Caritas Joyous Link District Support Centre 明愛樂然展能中心
11. Caritas Lok Heep Club 明愛樂協會-HK Center
12. Caritas Lok Ngai Day Activity Centre 明愛樂毅展能中心、
13. Caritas Mok Cheung Sui Kun Community Centre 明愛莫張瑞勤社區中心
14. 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
15. 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
16. 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
17. 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
18. Caritas School Social Work Service-Kowloon 明愛學校社會工作服務 - 九龍
19. Caritas Social Work Service for Pre-primary Institutions -Tsuen Wan





明愛荃灣學前機構社會工作服務

20. 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
21. CODA Hong Kong 香港聾人子女協會
22. 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.
23. Harmony House 和諧之家 Harmony Link Domestic Violence Prevention Centre
24. HK Occupational Deafness Assc. 香港衛聰聯會
25. Phillip Randolph House in Harlem, New York, USA
26. 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)
27. SAGE Chai Wan District Elderly Community Centre 耆康會柴灣長者地區中心
28. SAGE Eastern District Day Care Centre for the Elderly 耆康會東區老人日間護理中心

29. SAGE Ho Sang Neighbourhood Elderly Centre 耆康會何生長者鄰舍中心
30. SAGE Kwai Shing West Day Care Centre for the Elderly 耆康會葵盛西長者日間護理中心
31. 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
32. SAGE Tsuen Wan District Elderly Community Centre 耆康會荃灣長者地區中心
33. 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
34. Silence 龍耳 - 香港聾人及弱聽人士綜合服務中心
35. 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 & UCLA University of California, Los Angeles

2025 fire disaster relief

The Street-Sleepers program

Our Story

Over 16 years ago, the founder of Sunshine Acton, *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, 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.

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 930 charity organizations and centers around the World:

www.sunshine-action.org/performance-reports

We distribute the dinner boxes, the suppliments, anti-pandemic items, essential materials,cash coupons, a variety of food and beverages, others essentials, hot pads,etc.,





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. UCLA University of California Los Angeles 加州大學洛杉磯分校
5. New York University 紐約大學
6. HKU Hong Kong University 香港大學 MPH Master in Public Health
7. CUHK Chinese University HK 香港中文大學
8. University of St Andrews, UK 聖安德魯斯大學
9. University of Keele, UK 基爾大學
10. University of Durham, UK 對衡大學
11. University of Toronto, Canada 多倫多大學
12. King's College London, UK 倫敦國王學院
13. Loughborough University, UK 羅浮堡大學
14. LSE London School of Economics and Political Science 倫敦政治經濟學院
15. DBS Diocesan Boys' School 拔萃男書院

16. Singapore Int'l School 新加坡國際學校
17. GSIS German Swiss International School 德瑞國際學校
18. French International School 法國國際學校
19. CDNIS Canadian International School 加拿大國際學校
20. ESF King George V School 英基英皇佐治五世學校
21. ESF Discovery College 英基智新書院
22. ESF West Island School 英基西島中學
23. ESF South Island School 英基南島中學



24. ESF Shatin College 英基沙田學院
25. ESF Bradbury School 英基白普理小學
26. ESF Quarry Bay School 英基鰂魚涌小學
27. Yew Chung International School 耀中國際學校
28. HKIS Hong Kong International School 香港國際學校
29. Nord Anglia Int'l School HK 香港諾德安達國際學校
30. VSA Victoria Shanghai Academy 滬江維多利亞學校
31. Tai Kwong Hilary College 大光德萃書院
32. Kiangsu-Chekiang College, Int'l Section 蘇浙公學國際部
33. 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

☉ Sunshine CSR Programs & Corporate Collaboration: 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.

- 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 goal is to foster partnerships that not only benefit the communities served but also align with corporate values and objectives, creating a win-win scenario for all stakeholders involved.



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.



1-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.

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-UCL University College London 倫敦大學學院
- 4-NYU New York University 紐約大學
- 5-The University of Georgia 喬治亞大學
- The Backpack Project Athens
- 6-University of Toronto 多倫多大學 Phi Gamma Delta
- 7-Miami University at Oxford, Ohio 邁阿密大學
- 8-The University of Cambridge 劍橋大學
- 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!

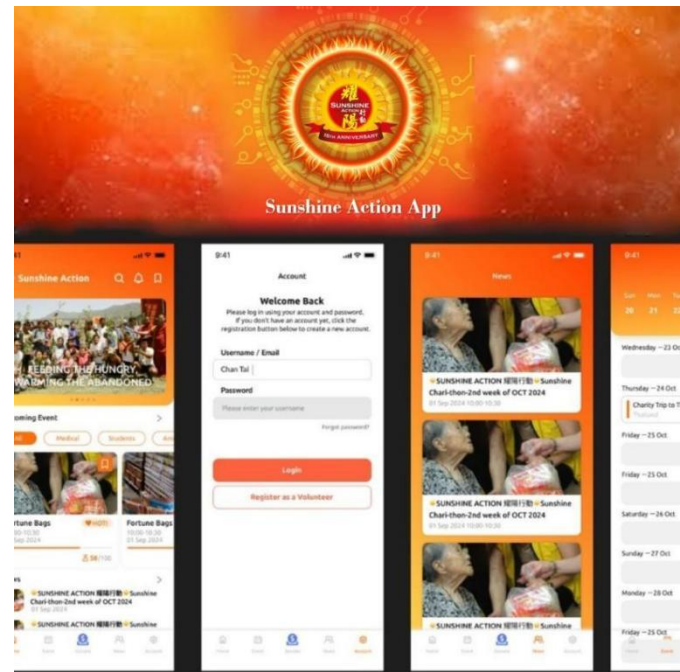
Additional Features:

- 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

Sunny - WhatsApp +852 68884028

e-mail: sunshine@sunshine-action.org

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

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

