

2022-2023
**ANNUAL
REPORT**
年度報告



PAWS HERO



www.pawshero.org

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Message from Founder

Dear supporters and friends,

Paws Hero had an exciting year in 2022-23, with the launch of numerous initiatives and programmes. We are thrilled to share them with you in this report. Together with our many working partners, we have worked towards creating a more compassionate and unified community for animals in Hong Kong.

This year, we have achieved several significant milestones. Our first visits to secondary schools allowed us to share diverse animal care themes tailored for secondary school students. We also conducted a public education workshop for parents and children, emphasizing the importance of respecting animals. It has been amazing to see more children showing proper care for animals and sharing the benefit of adoption with their parents instead of purchasing pets. We have also extended our outreach to minority ethnic children to help them learn about building healthy relationships with animals.

The positive feedback from schools highlights the value of our work, with some even considering integrating our educational programme into their standard curriculum. More details about our Public Education Programme (PEP) can be found on pages 4 and 5.

Our Education Hub in Cheung Sha Wan has experienced substantial growth over the past year, becoming the preferred venue for many animal welfare groups and NGOs to hold their activities. We are proud to serve a diverse range of organizations, advancing the cause of animal welfare and rights. In this report, you can explore the array of workshops hosted at the Hub and witness the enjoyment and engagement of all participants.

I am pleased to announce some great achievements in our fundraising efforts. We are honoured to receive funding support from two secondary schools, which is a tangible endorsement of the value of our work and a public recognition. It is truly heartening to see the students put their trust in our organization, further assuring the impact we are making. Additionally, we are fortunate to collaborate with prominent corporations in our fundraising endeavours. Further details on these events can be found in this report.

While we celebrate these achievements, we recognize that there are still many opportunities to explore. These experiences have provided invaluable insights for our future development, strengthening our confidence in realizing the changes we envision for animal welfare in Hong Kong. Once again, I wholeheartedly invite you to join us on this meaningful journey to make a positive impact on our society. Please keep abreast of our upcoming events by following our social media platforms and signing up for our activities in the coming months.

I extend a heartfelt thank you to all once again for your support.

Yours Sincerely,

Dr. Lam Ho Yi, JP
Founder



創辦人的話

致 親愛的支持者及好友：

感謝眾多合作夥伴齊心合力，讓「動物英雄聯盟」於2022/2023年度，順利完成多項嶄新項目和計劃，奠定我們發展的重要里程碑。藉著一點一滴的推動和付出，期望讓香港成為一個對動物更具愛心、更和諧團結的社會，為動物締造更好的環境。

對「動物英雄聯盟」而言，今年是充滿突破的一年！我們首次到訪中學，與中學生探討善待動物的相關議題。同時，我們亦舉辦親子教育工作坊，向家長和孩子宣揚尊重動物的重要性。透過不同的公眾教育，我們樂見越來越多孩子學會善待動物，尊重生命，並主動向父母分享收養動物的好處，實踐以領養代替購買的理念。「愛」無分國界，所以我們也為少數族裔兒童灌輸愛護動物的訊息，讓他們從小學習與動物建立健康和諧的關係。

整全的公眾教育，有助我們有效推廣愛護動物的訊息。我們喜獲曾到訪的學校正面回應，認同本會的教育推廣工作，部份學校甚至表示，會考慮將我們對善待動物的教育信念，納入他們的課程規劃當中。如欲了解詳情及公眾教育計劃的資料，可參閱第四頁及第五頁。

過去的一年，我們位於長沙灣的「動物英雄聯盟教育中心」服務發展持續增長，成為許多動物福利及慈善團體的首選活動場所。對此，我們深感榮幸，能為不同組織提供服務，攜手為動物爭取福利和權益。在本報告中，你可清楚了解本會這一年的工作，包括一系列的工作坊及各類活動等，從中你能感受到我們的合作夥伴與參加者，對動物的關愛與重視。

除公眾教育和服務外，我亦深感欣慰本會在籌款工作方面今年有卓越表現。本年度有兩所中學的學生，揀選「動物英雄聯盟」作為捐款的受惠機構；他們的支持不僅是對我們的信任和認同，同時亦是推動我們不斷進步的動力。此外，我們衷心感謝多個知名企業，與我們合辦籌款活動。有關詳情，可參閱本報告後頁。

我們感恩本年度在各方面均取得佳績。過往的經驗為我們提供寶貴的知識，奠定「動物英雄聯盟」發展的重要基石。然而，我們不會因此感到自滿，因為在推動動物福利和權利的工作上，我們仍有很多工作、很多發展機會、很多進步空間。在未來的日子，我誠邀你加入，與我們攜手開展這段別具意義的旅程，為社會翻開新一頁。歡迎你關注我們的社交平台，踴躍參與我們的活動。

再次衷心感謝大家對「動物英雄聯盟」的支持！

林顯伊博士, JP
創辦人



Our Mission & Work

We firmly believe in the transformative power of education to shape behaviour and foster a world where humans and animals coexist in harmony and mutual respect. Over the years, we have united with dedicated animal workers, professionals, and educators who share our passion and commitment to advancing this vital mission. Together, we have collaboratively pursued meaningful initiatives that bring us closer to our ultimate goal.

Instilling the right mindset is crucial in educating the younger generation about ethical treatment of animals. Children are at the forefront of our efforts, but we also emphasize the importance of instilling a sense of respect for animals and combating animal cruelty and abuse among parents and adults. Our messages are disseminated through two primary channels: the Public Education Programme (PEP) and the Education Hub (HUB). These platforms serve as vital channels for spreading essential messages to create a more compassionate and empathetic society.

我們深信教育具有正向改變的力量，可塑造正確行為，創造一個人與動物和諧共處、互相尊重的世界。多年來，我們與許多充滿熱忱並致力推動動物福利的工作者、專業人士和教育工作者團結一起，努力實踐有意義的工作，向彼此的願景進發。

向年輕一代灌輸善待動物的美德，至為重要。兒童和少年是我們的主要教育對象，同時我們也重視向父母、成人宣傳尊重動物，以及打擊虐待動物的行為。我們主要透過兩大項目，包括「動物英雄聯盟教育計劃」(PEP) 和「動物英雄聯盟教育中心」(HUB)，向公眾灌輸對待動物的正確態度，以創造一個更富同情心和同理心的社會。

Public Education Programme (PEP)



In the 2022-23 academic year, Paws Hero and our dedicated dog volunteers made significant strides in our Public Education Programme (PEP). We are proud to report a remarkable **220% growth** in our outreach efforts, having visited a total of **12 schools**, conducted **24 sessions**, and engaged with over **1,380 students**. This surge in activity can be attributed to the increased demand for innovative educational initiatives as schools transitioned back to normalcy post-COVID-19.

Visiting Senior Primary and Secondary Schools

This year we did many of our “firsts”! Notably, we expanded the scope of our programme to include older students in senior primary and secondary schools, tailoring our visits to align with the specific values and educational needs of each school. We are grateful to Rhenish Church Pang Hok Ko Memorial College for providing us with the opportunity to engage with their secondary school students on a variety of topics related to pets and animals. We discussed in more depth about dogs’ behaviour and needs, the benefits of adoption, the meaning of lifetime commitment, and the ills of puppy mills and smuggling.

Tailor-made Talks

On another occasion, we delivered a special presentation about caring for cats during a visit to C.C.C. Kei Tsun Primary School, leveraging their school cat as an example to teach students about the needs of cats and how to build a relationship with these lovely animals.

Visiting Ethnic Minority Centre

Furthermore, we made our first visit to an ethnic minority centre for South-east Asian children, providing them with the opportunity to directly interact with dogs. To some of these children, this was also their “First” encounter with furry friends!

Large-scale School Visit

We also culminated the programme with a large-scale meeting at Holy Angels Canossian School, where all seven of our dog volunteers participated. We would like to say a big thankyou to all the volunteers, teachers, and donors who have been instrumental in our journey.

Moving forward, we remain committed to spreading the idea of lifelong commitment to pets, and promoting animal adoption over purchasing to our next generation.

動物英雄聯盟教育計劃

於2022/2023年度，「動物英雄聯盟」及我們的狗狗義工，在「教育計劃」中成績斐然。我們的外展服務錄得百分之二百二十（220%）的增長；我們到訪 12 間學校，舉辦 24 次校內講座，與超過 1,380 名學生會面及交流。有關升幅，相信受新冠肺炎疫情復課後，學校對創新的教育計劃及內容需求增加有關。



到訪高年級小學和中學

本年度我們創下多個「第一次」！我們將外展的教育計劃的服務對象，拓展至高年級小學及中學的學生，並為他們度身設計講座內容，以符合每所學校的特定教學目標和需要。在此，我們感謝禮賢會彭學高紀念中學的安排，讓我們有機會與他們的中學生，就有關動物和寵物的議題進行交流。其間，我們更與學生深入討論狗狗的行為習慣和生活需要等，並宣揚領養的好處、講解對動物作出終身承諾的意義，還分析繁殖場和走私動物的弊端。

度身設計的講座

中華基督教會基全小學數年前收養自來貓。我們到訪該學校，舉辦一場專門講解照顧貓咪的講座，並透過學校的自家貓，教導學生照顧及認識貓咪習性，還講解與可愛動物建立良好的關係的竅門。

到訪少數族裔中心

本年度我們首次到訪專為東南亞兒童設立的少數族裔中心，讓他們親身與狗狗交流和接觸。

大型校園活動

除了講座，我們亦舉辦大型活動。我們在天神嘉諾撒學校舉行一場大型活動，並邀得七名狗狗義工傾巢而出，場面熱鬧。

在此，我們由衷感謝所有在我們發展中發揮重要作用的義工、老師和捐助者。展望未來，我們會繼續努力，教育下一代善待動物的正確觀念、信守飼養寵物這個終身承諾，並積極推動以領養代替購買動物的概念。



「動物英雄聯盟教育中心」致力為香港各個動物組織和工作者提供協作空間，讓彼此分享想法、教育公眾動物護理的知識、促進各方溝通合作以爭取動物福利。

在報告期內，教育中心舉辦了**活動21場**、與機構合辦活動**76場**，總參加人次超過**2,000名**，較去年度多出500名。由於活動內容有趣創新，故深受公眾歡迎，當中包括：T-touch工作坊、狗狗按摩工作坊、狗狗瑜伽、頤鉢班、領養活動和寵物護理工作坊等。

EDUCATION HUB 動物英雄聯盟教育中心

The Paws Hero Education Hub serves as a collaborative space for animal organisations and workers in Hong Kong to share ideas, educate the public about animal care, and foster synergy to advance animal welfare.

During the reporting period, the HUB hosted **21 in-house activities** and accommodated **76 third-party events**, with an attendance of **over 2,000**, compared to 1,500 the previous year. The events included engaging and innovative programmes such as T-touch workshops, dog massage workshops, pet well-being classes such as dog yoga and singing bowl workshops, adoption events, and pet care workshops, all of which were widely popular.





HK BUNNY RESCUE ADOPTION DAY 救兔之家領養日

This adoption day was no ordinary pet adoption event! In collaboration with "Turtles Home Hong Kong" and "Hamu Mirukuti", "HK Bunny Rescue" hosted a special adoption day for rabbits, turtles, and hamsters at our HUB on 18 Sep 2022. Many pets, including rabbits, turtles, and hamsters, were unfortunately abandoned for various reasons and need new homes. We were thrilled to partner with these animal welfare organizations to educate the public about the advantages of adoption, important considerations for new pet owners, and the lifelong commitment involved in pet adoption. The event received an overwhelmingly positive response, and numerous animals found new loving families to call their own.

這是非一般的寵物領養日！香港救兔之家、龜速回家及珍奶倉鼠幼稚園於2022年9月18日聯手，在我們的教育中心舉辦一場別開生面的領養活動，一眾兔子、烏龜、倉鼠等賣萌尋家。牠們全是被主人，因各種原因而遺棄的「孤兒」，急需尋家。很欣慰是次活動反應非常熱烈，許多動物成功入屋，開展新生活！我們喜與不同的動物福利組織合作，以加強向公眾宣揚領養動物的好處，並提醒大家領養寵物前的考慮事項，明白領養寵物是一個終身承諾、一輩子的責任。

Thanks to our dedicated volunteer instructor Miss Pauline Lai, in addition to her regular workshops at our HUB, two charity events were held on Boxing Day and during Chinese New Year. Just like humans, dogs need regular maintenance and relaxation to help soothe tight muscles and joints to keep them bouncy and happy. All proceeds from the two workshops were donated to the House of Joy & Mercy in support of their animal clinic.

感謝我們的熱心導師黎施葆小姐，對本會及動物的付出。她除定期到中心舉辦工作坊外，還在聖誕翌日和農曆新年舉辦了兩次慈善工作坊。狗狗和我們一樣，也需要定期保養和適度放鬆，以舒緩繃緊的肌肉和關節，讓身體保持活力，心情愉快。兩個工作坊的所有收益，全數捐贈資助阿棍屋善行診所。



CHARITY DOG MASSAGE WORKSHOPS 慈善狗狗按摩工作坊



CANINE PAIN RELIEF WORKSHOP 「辨識犬隻疼痛」講座

Pets often conceal their pain, and it is easy for us to overlook their discomfort. Dogs, in particular, are adept at hiding their pain, leading humans to misinterpret their unusual behaviours. Our popular Ttouch instructor, Eric Lee, hosted a workshop on 24 June 2023, providing insights on identifying unusual postures or behaviours in dogs that may indicate pain. He also offered guidance on alleviating their discomfort and collaborating with veterinarians for diagnosis and treatment.

寵物常會強忍痛楚，主人容易忽略它們的需要。尤其是狗狗，它們善於隱藏疼痛，導致主人誤解它們的異常行為。深受大家歡迎的 T-Touch 導師 Eric Lee 於 2023 年 6 月 24 日舉辦講座，他不僅教導主人從狗狗異常姿勢和行為辨識疼痛，還講解舒緩狗狗不適的方法，以及與獸醫合作診斷和治療狗狗時的注意事項。

FUNDRAISING & EVENTS

籌款及活動

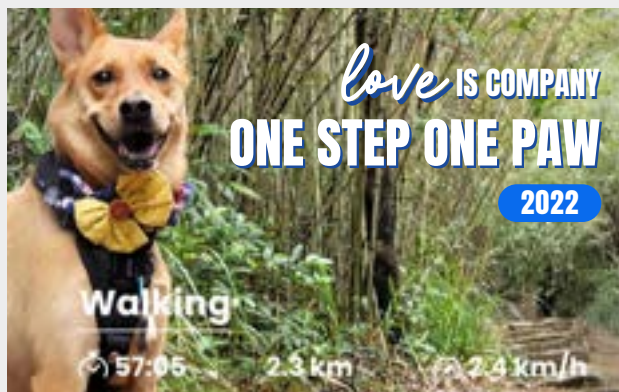


One Step One Paw

This year marked the 5th anniversary of our signature event One Step One Paw, and we are thrilled with the wonderful outcome. We raised a net total of HK\$100,000. Of this, HK\$70,000 was donated to the Home for Homeless Dogs to aid their important work in transforming the lives of rescued dogs in Hong Kong. The remaining HK\$30,000 was allocated to support the ongoing operation of our Education Hub.

In addition to our main event, where participants enthusiastically gathered sponsorships for walking their pets, this year we were fortunate to raise additional funding through the matching programme where our sponsors generously matched all funds raised through the event. A big thank you to the Federation of Hong Kong Jiangsu Youth, Fortune Mall, and My Little Korner, PetSpot, and United Italian for their superb kindness!

Every donor contributing HK\$300 or more received a large "Sniffing Mat" as a token of our gratitude for their generosity. "Sniffing Mats" is an excellent tool to engage dogs in beneficial sniffing exercises. They promote mental stimulation by satisfying their instincts, building confidence, alleviating stress and boredom in animals, as well as enhancing bonding and communication between owners and pets. The advantages are truly boundless!



今年是本會年度籌款活動One Step One Paw的五周年紀念，我們十分滿意是次活動成績。活動扣除成本後，我們共籌得港幣10萬元，其中七萬港元已捐贈浪浪之家，資助他們拯救流浪狗、改變牠們生命的重要工作。餘下的港幣3萬元則用於支持我們教育中心的持續運作。

除參加者與寵物步行籌集善款這個主要活動外，今年我們更獲得贊助商配對捐款，讓總善款得以倍增。為此，我們由衷感謝活動贊助商，包括：香港江蘇青年聯會、置富Malls和My Little Korner, PetSpot 和 永義（香港）有限公司 慷慨捐款支持。

為向善長表達謝意，我們向每位捐款港幣300元或以上的捐助者，回饋一大張「嗅聞墊」！「嗅聞墊」是一個對狗狗非常有益的工具，能訓練狗狗的嗅覺；它透過滿足狗狗嗅聞的本能，刺激腦部思考，建立信心，從而舒緩不安情緒和無聊感，有助增強主人和寵物之間的情感和溝通。因此，「聞嗅毯」對狗狗有著莫大裨益。

CNY Red Packet Donation Appeal

Before Chinese New Year, we launched a donation appeal on our social media platforms to raise funds for our public education initiatives. We extend our heartfelt thanks to all the donors who generously sent us their laisees to support our cause.

農曆新年利是捐款呼籲

在農曆新年前，我們在社交媒體平台呼籲大家捐款，為我們的公眾教育活動籌集資金。感謝支持者的慷慨捐款，讓我們繼續邁步向前。

Other fundraising activities

Throughout the year, we were honoured to be selected as the beneficiary for numerous fundraising activities organized by other organisations and corporations. Your kindness serves as a testament to the worth of our work.

- House of Joy & Mercy Adoption Day & Carnival Charity Sale
- Workspace X'mas Charity Sale Event
- Hong Kong Animal Assisted Therapy selected us as the beneficiary for a charity programme on Commercial Radio 2
- Whiskers N Paws Operation Santa Paws Donation Campaign

其他籌款活動

本年度榮幸有多間組織和企業認同我們的努力和信念，揀選「動物英雄聯盟」為活動受惠機構。當中包括：

- 阿棍屋領養日及嘉年華慈善義賣
- Workspace 聖誕慈善義賣活動 @WeWork
- 香港動物輔助治療協會提名本會作為商業電台「有誰共鳴」節目的受惠機構
- Whiskers N Paws "Operation Santa Paws" 物資捐贈活動



Special Thanks 特別鳴謝

Metroplaza (SHKP) Charity Event

Our deepest gratitude to Metroplaza for donating HKD30,000 to Paws Hero and 643 kg of dog food to the House of Joy & Mercy through their charity event "Pets Be Hero". During the event, owners and their pets were encouraged to take photos in front of the beautiful and massive Doga Master photo backdrops at the venue and to check in on their social media platforms. For each check-in, Metroplaza contributed \$20 and 2 kg of dog food to our two organisations respectively.

新都會廣場（新鴻基地產）慈善活動

我們衷心感謝新都會廣場捐款港幣3萬元給「動物英雄聯盟」，並向阿棍屋捐贈643公斤狗糧。

新鴻基地產旗下新都會廣場舉行「毛孩 Be Hero」慈善活動。其間，商場設置以狗狗瑜伽大師為造型的巨型背景，鼓勵主人帶同心愛的寵物到現場拍照，並在社交媒體上「打卡」發佈。完成後，新都會廣場分別捐出港幣20元和兩公斤狗糧給本會及阿棍屋。

School Donations

For the first time, Paws Hero was selected as the beneficiary by two secondary schools, namely St. Catherine's School for Girls and Shatin Pui Ying College, receiving incredibly generous donations from their students. We were deeply moved by their kindness and recognition of our efforts to promote harmony between animals and humans.

學校捐贈

「動物英雄聯盟」首次成為聖傑靈女子中學及沙田培英中學的善款受惠機構。學生的一分一毫，代表對我們推動人類與動物和諧共處工作上的認同。我們不僅感謝學生的慷慨捐款，亦深受他們的善舉感動。



CULTIVATING RESPECT, LOVE AND APPROPRIATE BEHAVIOURS



PRINCIPAL KEITHA NG
伍慧詩校長

Paws Hero's Public Education Programme commenced in 2018, and Hong Kong (Ascot) Preschool & Playschool was one of the first kindergartens to open their doors to us. We have established a close partnership with the school to engage with their children in a fun and lively way, discussing the importance of respecting animals and the appropriate conduct when interacting with them.

We recently had a conversation with their Principal Ms. Keitha Ng to gather her thoughts on our programme.

Paws Hero (PH)

Principal Keitha Ng (NG)

PH: Hi Principal Ng, can you tell us when your school started to participate in Paws Hero's Public Education Programme? What drove you to incorporate this programme into your class activities?

NG: We are grateful to have the opportunity to join Paw Hero's PEP in late 2018. Upon understanding the PH initiative, we were certain that our aligned mindset could help instill virtue, which is to cultivate respect, love and appropriate behaviour towards animals among children. I think these are important messages we need to deliver to our next generation, albeit at a relatively young age.

PH: What benefits did this programme bring to your school children?

NG: The programme not only effectively delivered its mission through interactive activities about bettering the lives of animals, it also helped our students develop their social-emotional skills. They have shown increasing compassion and a sense of responsibility during different forms of interactions in and out of the classroom; be it showing empathy in conversations, or helping with chores at home. All in all, PEP has contributed positively to the foundation of acting on a righteous mind.



PH: Any particularly memorable moments during the activities?

NG: Our children and staff all beamed with joy every time when the volunteers from Paws Hero brought in the dogs. Seeing them again (especially Lovey) is just like seeing old friends!

PH: What do you like most about the programme?

NG: We are touched by the genuine love for animals presented by Paws Hero's staff and volunteers. It really brought everything together and elevated the entire presentation. We also think that the objectives of each activity are clearly presented and the programme is well designed.

Apart from the content and mission, the flexibility of the seminar arrangement has been wonderful in catering to different classes at different times, enabling our students to have ample time to participate and thoroughly enjoy all the activities.

PH: Do you think it is important for young children to learn about the correct attitudes for treating animals? Why?

NG: Absolutely. Developing correct attitudes toward treating animals forms a sound foundation for attaining morals and virtues in life, a standard we hope our children will abide by and pass on to others as they continue to grow and tackle whatever challenges come their way.

PH: Did you receive any interesting or meaningful comments or feedback from the students or parents?

NG: It is heartwarming to hear that our children and parents proactively went to animal shelters to learn more about the adoption culture after the programme. They are effectively leading by example and I am sure the children have already adopted a correct mindset and attitude towards treating animals and pets.

PH: Would you recommend this programme to other schools?

NG: In a heartbeat.

PW: Do you have any suggestions for Paws Hero to improve this programme further?

NG: With the seminars as a cornerstone of the programme, I would love to introduce our students to more inclusive activities that they can do with animals. It would be a rewarding experience for them if Paws Hero could include some of their existing events, such as dog yoga, T-touch workshops, and pet singing bowl activities. These activities can introduce unique concepts that the children can bring home.

培養尊重、 愛和適當的行為

動物英雄聯盟(PH)
伍校長(伍)

PH: 伍校長您好！能否告訴我們，學校從何時開始參加「動物英雄聯盟」的公共教育計劃？有什麼促使學校將計劃納入課堂活動中？

伍: 我們很高興有機會於 2018 年底，加入「動物英雄聯盟」的 PEP 公共教育計劃。我們了解計劃內容和目的後，認為計劃與本校的理念相近，相信計劃能培養兒童學會尊重和關愛動物，並能學懂以適當行為與動物相處；雖然孩子年紀還小，但我們認為仍有需要向他們灌輸這個重要且正確的訊息。

PH: 這個計劃為你們學校的孩子們帶來了哪些好處？

伍: 「動物英雄聯盟教育計劃」不僅透過互動方式，成功教導小朋友對待動物的正確態度，還幫助他們發展良好的社交情緒能力。無論是課堂內或外，他們漸能發揮同理心和責任感；例如與別人交談時他們嘗試理解對方感受或幫忙家人做家務等。總括而言，這項計劃對培育小朋友正確價值觀奠定重要的基礎，貢獻良多。

PH: 您最欣賞計劃什麼地方？

伍: 「動物英雄聯盟」的工作人員和義工對動物的熱誠，深深感動我們！他們以真誠的態度用心講解，且計劃的方案設計完善，讓大家對計劃內容融會貫通，清晰活動的各項目標。

此外，他們舉辦的講座安排靈活，可配合不同班級、不同時間的需要，使我們的學生有充足的時間參與，充分享受所有活動。

「動物英雄聯盟」的公共教育計劃於 2018 年展開，樂基幼兒學校/幼兒樂園（駿景園）是我們最先到訪的幼稚園之一。自此，我們便與學校建立密切的合作關係，每次拜訪，我們都以生動有趣的形式與小朋友討論尊重動物的重要性，以及接觸動物時應有的態度與行為。

我們最近與他們的校長 Keitha Ng(伍慧詩女士) 進行交談，以了解她對我們計劃的想法。

PH: 活動中有什麼特別難忘的時刻嗎？

伍: 每次義工帶同狗狗到訪，小朋友和員工面上都綻露燦爛的笑容；尤其是大家見到義工狗狗 Lovey 時，像是老朋友重逢般興奮！

PH: 您認為讓幼兒了解對待動物的正確態度重要嗎？為什麼？

伍: 當然重要。培養孩子善待動物的態度，能為他們的修養和道德奠定紮實的基礎，我們希望孩子在不斷成長和面對挑戰時，亦能堅守愛護動物的信念，並感染其他人。

PH: 有沒有學生或家長向你反映，對計劃提出一些有趣或有意思的意見？

伍: 我們知道不少孩子和家長在參與活動後，主動到動物收容所，了解更多有關收養動物的資訊，這個現象真令人欣慰！因為家長的言行身教，讓孩子們清楚明瞭對待動物和寵物，應有的正確心態和態度。

PH: 您會向其他學校推薦這個計劃嗎？

伍: 一定會。

PH: 您對「動物英雄聯盟教育計劃」有什麼改善建議？

伍: 除舉辦學校講座，期望「動物英雄聯盟教育計劃」能增加更多互動環節，讓我們的學生有更多機會與動物接觸和交流；如引入他們的其他活動，如「狗狗瑜伽」、「T-touch 工作坊」和「寵物頌鉢」等。這類活動能為孩子締造非常獨特的經驗，讓他們獲益良多。



KEEPING PETS JOLLY, BOUNCY AND HEALTHY THROUGH MASSAGE

Meet Pauline, our passionate massage workshop instructor. Since June 2019, she has been leading engaging workshops at our HUB. Let's delve into her insights about our work.

PH: Hi Pauline, thanks for being an essential part of our hugely popular dog massage workshop. Can you share what this workshop entails and its benefits for both pets and their owners?

Pauline: Absolutely! I love conducting this workshop, and it's truly making a difference in the lives of many families and their furry friends. The workshop mainly focuses on teaching simple home care massage for dogs, along with essential precautions to relieve muscle tension in animals, ultimately improving their quality of life.

PH: Is dog massage popular in Hong Kong and why?

Pauline: It's definitely gaining popularity. Pet owners are increasingly aware of the importance of keeping their pets healthy and active, paying more attention to their animals' muscle condition and joint health.

PH: What do you think is the most common problem faced by pets and their owners in Hong Kong? Is there a way to improve the problem through massage?

Pauline: I've noticed many cases of injury or discomfort due to excessive walking and exercise. Massage has proven to be an effective way to alleviate pain, improve joint movement and relieve muscle tension. It can also help avoid injuries which may lead to chronic problems.

PH: Any particularly interesting or memorable experiences during the workshops?

Pauline: Once, during a workshop, there were three young, playful golden retrievers who were quite lively. However, an older golden retriever suddenly barked loudly at them, and the younger ones quieted down immediately, almost like the older one was the class supervisor. It was such a funny and heartwarming moment that reminded us that dogs have their own rules and dynamics.

PH: What role do you believe Paws Hero plays in promoting animal welfare?

Pauline: Paws Hero is the driving force for many animal welfare activities in Hong Kong, providing crucial public education to help pet owners properly engage with and care for their animals. I think they can further enhance their message through increased promotions and events.

PH: Any unforgettable or pleasant moments during our collaboration?

Pauline: Working together for over five years has been incredible. I saw the remarkable focus shown not only by the pet owners but also by the participating dogs as they attentively listened to my explanations. It was really interesting, almost as if the animals themselves believed that what their owners were learning would directly benefit them as well.



MS. PAULINE LAI
黎施葆小姐



透過按摩讓毛孩更活潑快樂和健康

黎施葆小姐（Pauline）是「動物英雄聯盟」狗狗按摩工作坊講師，她對本會和動物充滿熱誠。自 2019 年 6 月起，她一直在本會教育中心主講，深受動物家長歡迎。以下是她對本會工作的分享。

PH: Pauline 您好！感謝您一直為我們主講深受大家歡迎的「狗狗按摩工作坊」。能否分享一下工作坊的活動內容、對動物和主人有何好處和重要性？

Pauline: 當然可以！我非常喜歡這個工作坊，因為我相信課程內容能為動物和主人帶來重要而正面的改變。工作坊主要教導簡單的家居護理按摩及注意事項，如：舒緩動物肌肉緊張的方法，以提升牠們的生活質素等。

PH: 狗狗按摩在香港流行嗎？你認為有什麼原因？

Pauline: 因為越來越多主人注重寵物健康，希望毛孩保持活力，並意識到肌肉及關節問題會影響毛孩的活動能力，故「狗狗按摩」在香港正逐漸流行。

PH: 你覺得香港的寵物和主人普遍面對什麼問題？如何透過按摩改善問題？

Pauline: 我留意到許多狗狗因步行和運動過度，而造成痛楚不適甚至受傷。按摩能有效舒緩肌肉緊張和疼痛，改善關節活動能力，避免不適變成慢性疾病。

PH: 課堂上有什麼趣事或感動的經歷嗎？

Pauline: 有一次，工作坊來了三隻年輕又頑皮的金毛尋回犬，非常活潑嘈吵。同場一隻較年長的金毛尋回犬，突然大聲吠叫，那三隻狗狗立即安靜下來！當時的畫面很有趣，年長的金毛尋回犬像是一位班主任。事件提醒我們，狗狗也有自己的規則和秩序。

PH: 你認為「動物英雄聯盟」，在推動動物福利方面有什麼貢獻？

Pauline: 「動物英雄聯盟」舉辦許多活動和公眾教育，教導主人照顧動物的正確方法及溝通竅門。我認為他們可繼續加強這方面的工作及宣傳，藉此推動香港的動物福利。

PH: 與「動物英雄聯盟」合作中，有什麼難忘或愉快的經歷？

Pauline: 與機構合作已有五年多，過程非常愉快。從工作坊中，我留意到不僅寵物主人、就連狗狗都顯得非常專注，聚精會神地聽我解說。我覺得這個場面很有趣！因為參與的毛孩彷彿意識到，主人從工作坊上學到的知識，最終會令自己受惠。



SESAME 芝麻

Age 年齡: 8

Breed 品種: Yorkshire Terrier 約瑟爹利

Favourite things 喜歡的事物:

Eating and Being Super Attached to People 嗲人，食嘢

Years of Volunteer Work 義工年資: 3

Reasons for becoming a volunteer:

成為義工的原因:

Sesame is friendly and enthusiastic, and is always kind to all animals and children. I hope his disposition can bring joy to those around him, and can help foster harmony between people and their pets.

因為芝麻性格友善及熱情，對所有動物及小朋友都好親切。希望牠可以令身邊所有人開心，並推動人寵共融的理念。

Unforgettable Moments @ Paws Hero:

活動中令你難忘的時刻:

We feel honoured to participate in all of Paws Hero's activities, each one leaving a truly lasting impression. There was one particular event on 1/3/2023 I remembered well. During our revisit to a school, the children's enthusiasm and love for the animals were extraordinary. In fact, two children lined up twice just to spend more time with Sesame and they didn't want to go. Their affection was very heartwarming. It's moments like these that thoroughly reflect the positive impact and recognition of Paws Hero's invaluable work.

能加入機構的活動，覺得很有意義，每一次活動都很深刻、感受很深。

最深刻一次是2023年3月1日的學校拜訪活動，這間學校是我們第二次拜訪，但今次出席的小朋友，在活動上的互動及反應都令我特別感動。他們很喜歡出席的小毛孩，其中兩位小朋友更排隊兩次和芝麻打招呼，因為太喜歡牠而不想離開！我深深感受到動物英雄聯盟活動的意義及認受性！

Age 年齡: 13

Breed 品種: Poodle 貴婦犬

Favourite things 喜歡的事物: Going for a walk 散步

Years of Volunteer Work 義工年資: 11

Reasons for becoming a volunteer:

成為義工的原因:

I just want to do my part for our community and help more people see how amazing dogs are, hoping that more people will grow to love animals and appreciate the value of life.

我想為社會盡一點綿力，希望令多些人認識狗狗的善良，及令更多人可以愛護動物、尊重生命。

Unforgettable Moments @ Paws Hero:

活動中令你難忘的時刻:

I saw many children who were so loving and caring for small animals. They really wanted to know more about the dogs' daily lives and hobbies, which made me feel that what Nana and I were doing was indeed very educational and meaningful.

見到很多小朋友很有愛心、很愛護小動物，他們都好想了解更多狗狗的生活習慣和愛好，令我覺得與娜娜的服務很有教育意義。



NANA 娜娜



SUSU 素素

Age 年齡: 5

Breed 品種: Shih Tzu 西施

Favourite things 喜歡的事物:

Eating, playing, sleeping, watching birds, and jogging with mom
食玩瞓、睇雀仔、陪媽媽跑步

Years of Volunteer Work 義工年資: 4

Reasons for becoming a volunteer:

成為義工的原因:

I volunteer to spread love, share with others, and fulfill a sense of purpose.

我希望能透過義工服務將愛延續、和別人分享和覺得很有使命感。

Unforgettable Moments @ Paws Hero:

活動中令你難忘的時刻:

The most unforgettable experience was during a parent-child education activity. We created the opportunity for parents and children to nurture a genuine love for animals and respect for all life. With the encouragement from their parents, many children stepped out of their comfort zones to interact with dogs for the first-time. We could feel their innocence, warmth, and harmony, and it was a truly heartwarming experience for Susu and me.

最難忘的是一次親子教育活動，我們幫助父母及子女一起建立愛護動物及尊重生命的正確價值觀。同時，活動能讓小孩子在家長陪伴和鼓勵下，突破自己去嘗試接觸狗狗，那份純真、那份溫馨和諧，令我和素素都感覺很溫暖窩心……

Age 年齡: 11

Breed 品種: Poodle 貴婦犬

Favourite things 喜歡的事物:

Eat, sleep, play, dressing up 食、瞓、玩、貪靚

Years of Volunteer Work 義工年資: 10

Reasons for becoming a volunteer:

成為義工的原因:

The goal is to provide Bear Bear with diverse experiences by engaging in more events and meeting more people. This enriches her life and allows her to spread her positive energy, bringing joy to everyone she encounters.

我希望帶熊啤啤多去不同地方，令牠見多識廣，讓生活過得更充實和具意義，藉此豐富牠的經歷，為大家發放正能量，提升歡樂指數。

Unforgettable Moments @ Paws Hero:

活動中令你難忘的時刻:

I remember that in one activity, a child was afraid to come forward to touch Bear Bear, so he looked at her from a distance. When the event was almost over, the child began to come closer to us and wanted to touch her. The change in her over such a short time was remarkable.

記得有一次活動，有一位小朋友開始時不敢觸摸熊啤啤，只在遠距離觀望，到差不多活動結束時，那位小朋友終於上前表示，想摸摸狗狗，讓我很高興！



BEAR BEAR 熊啤啤



DOUDOU 豆豆

Age 年齡: 10

Breed 品種: Shih Tzu 西施

Favourite things 喜歡的事物:

Eating seafood and going out 食海鮮，去街街

Years of Volunteer Work 義工年資: 5

Reasons for becoming a volunteer:

成為義工的原因:

It is meaningful to be able to educate children about the importance of caring for animals, advocating the correct mindset for adoption, and discouraging abandonment.

因為覺得教育小朋友愛護動物，領養不棄養的正確觀念很有意思。

Unforgettable Moments @ Paws Hero:

活動中令你難忘的時刻:

Witnessing parents and children learning about animal care and adoption is incredibly fulfilling.

每次活動都能提升家長和小朋友，對愛護動物及領養的認識，我覺得十分有滿足感和難忘。

Age 年齡: 11

Breed 品種: Pomeranian 松鼠犬

Favourite things 喜歡的事物:

Going out and taking pictures, visiting cafes and car rides 逛街影相、到 Café、坐車睇風景

Years of Volunteer Work 義工年資: 2

Reasons for becoming a volunteer:

成為義工的原因:

I want to help more people understand the genuine needs of animals, and the importance of upholding mutual respect between humans and animals. 將善待動物的正確信息帶出，希望更多人明白動物的真正需要，懂得從動物角度出發，明白人和動物之間也需要彼此尊重。

Unforgettable Moments @ Paws Hero:

活動中令你難忘的時刻:

Each activity was incredibly engaging, and time always seemed to fly by. The instructor's storytelling approach simplified complex concepts and allowed the young children to think about the issues independently. Even at such a young age, the children's responses were profoundly touching and unforgettable. This reminded me that we adults should set a good example and strive to do better.

每次活動都非常精彩，總覺時間過得太快。導師以故事方式，深入淺出讓小朋友分析內容。講故事環節完結後，小朋友的回應讓我最感動、最難忘。別看他們年紀輕輕，其實已有自己的想法，所以作為成年人的我們，要做好榜樣。



GOLDIE 金仔



DAN DAN 蛋蛋

Age 年齡: 16

Breed 品種: Poodle 貴婦犬

Favourite things 喜歡的事物:

Playing handkerchief games with mom 和媽媽玩手巾

Years of Volunteer Work 義工年資: 10

Reasons for becoming a volunteer:

成為義工的原因:

To bring joy to everyone through our furry friends
希望能透過狗狗給大家帶來歡樂

Unforgettable Moments @ Paws Hero:

活動中令你難忘的時刻:

During a recent visit, I mentioned that Dandan was already 16 years old. Teachers and classmates were all surprised that he's still volunteering at this age. They all indicated that we should pay more respect and love to animals for their kindness.

最近一次活動中，我提及蛋蛋已經 16 歲，老師和小朋友都嘩然！說這個年紀仍然服務大眾，覺得牠很厲害，而小朋友亦知道自己應要更加愛護動物。

Age 年齡: 4

Breed 品種: Pomeranian 松鼠犬

Favourite things 喜歡的事物: Eating 吃東西

Years of Volunteer Work 義工年資: 2

Reasons for becoming a volunteer:

成為義工的原因:

As dogs their primary job is to eat, play and sleep. But on top of that, we would love to help other dogs to live happily and freely in Hong Kong.

作為狗狗食玩瞓是牠們的主要工作，除此以外，我們也希望能幫到其他狗狗，可以在香港快樂和自由地生活。

Unforgettable Moments @ Paws Hero:

活動中令你難忘的時刻:

We met many children who really loved Mong Mong and filled us with joy.

我遇到很多很愛護矇矇的小朋友，令我們非常開心。



MONG MONG 矇矇

FUTURE PLANS

未來計劃

To broaden the impact of our Public Education Programme, we need to discover new channels to convey our messages to individuals of all ages and backgrounds. It is time to engage directly with the community to amplify awareness of our mission, foster collaboration from various parties, and garner broader support from the public. This means we have to be organising more and larger-scale campaigns and events, such as exhibitions, joint charity sales, public education events, seminars, etc.

Furthermore, following the success of our first parent-child programme, we recognize the need to host such events more frequently. Parents play a pivotal role in instilling the right mindsets in their children, and we need to convey to parents the importance of their contribution to nurturing a truly harmonious relationship with animals.

Regarding fundraising, while we have primarily relied on events to secure the necessary funds for our operations, we are contemplating the launch of a monthly donation programme to establish a consistent income stream. We are confident that over time, this programme will become an integral part of our funding sources, allowing us to grow and expand as needed.

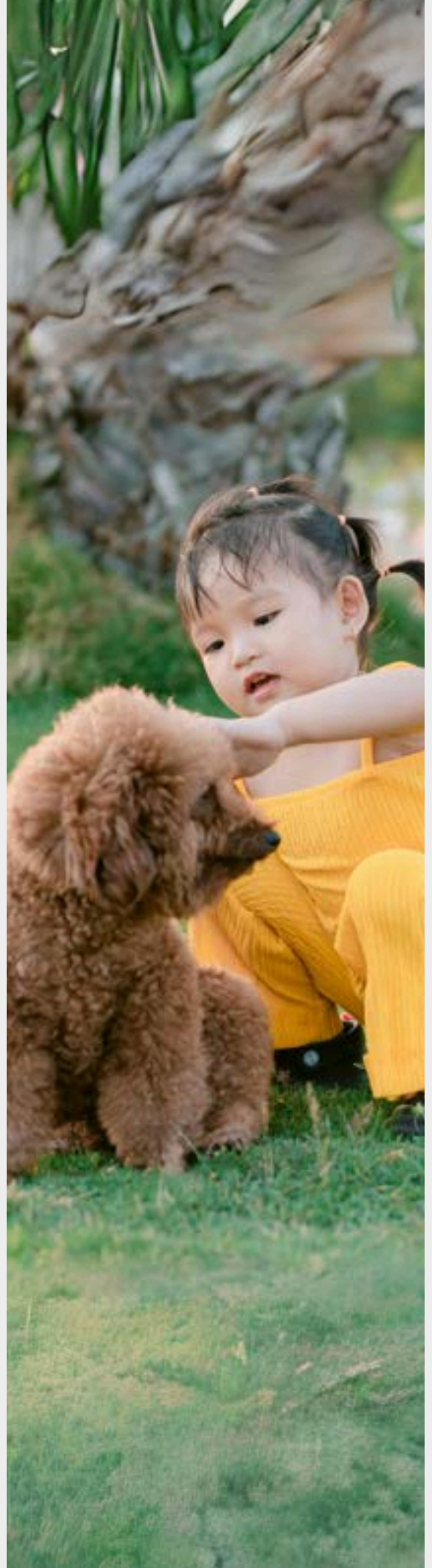
Overall, we are thrilled to embark on new endeavours in the upcoming year and eagerly anticipate to walk with you in the unfolding of these new chapters.

為加強推廣公眾教育，我們積極尋找嶄新方法，吸引不同年齡和背景人士，協助我們推廣訊息。目前正是適當時機，讓我們深入社區，促進各方合作，提升公眾對「動物英雄聯盟」的認識與支持。因此，未來我們會積極籌辦更多大型活動，如展覽、與其他機構合作舉辦慈善活動、公眾教育講座等。

此外，繼我們成功首次舉辦親子教育活動後，我們意識到我們需要舉辦更多類似活動。愛護和尊重動物的態度，應從小教育與培養，過程中父母扮演重要角色，並發揮關鍵作用。期望透過家長，培養孩子真正從小與動物建立和諧關係的正確心態。

籌募方面，目前我們主要依靠活動收益維持營運開支。為建立穩定的收入來源，我們正籌備推出每月捐款計劃。有關方案將成為「動物英雄聯盟」的重要資金來源，有助我們按未來發展和需要加強服務。

總括來說，我們對來年開展的新計劃感到十分雀躍，熱切期待您的參與，一起為香港的動物福利寫下新篇章。

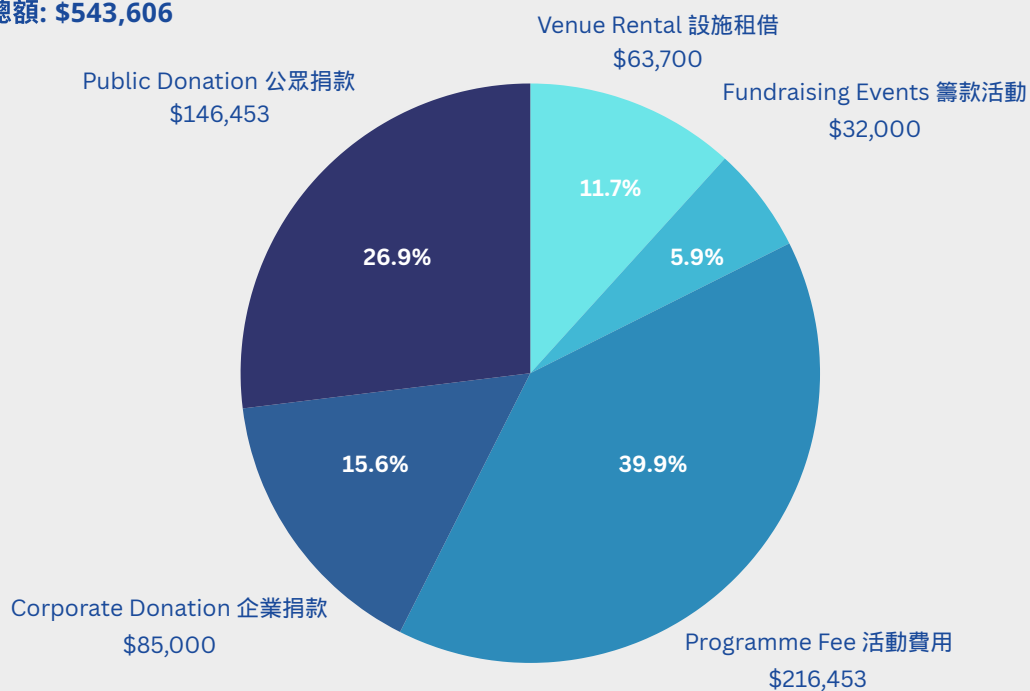


INCOME & EXPENSES 2022-2023

收支簡報

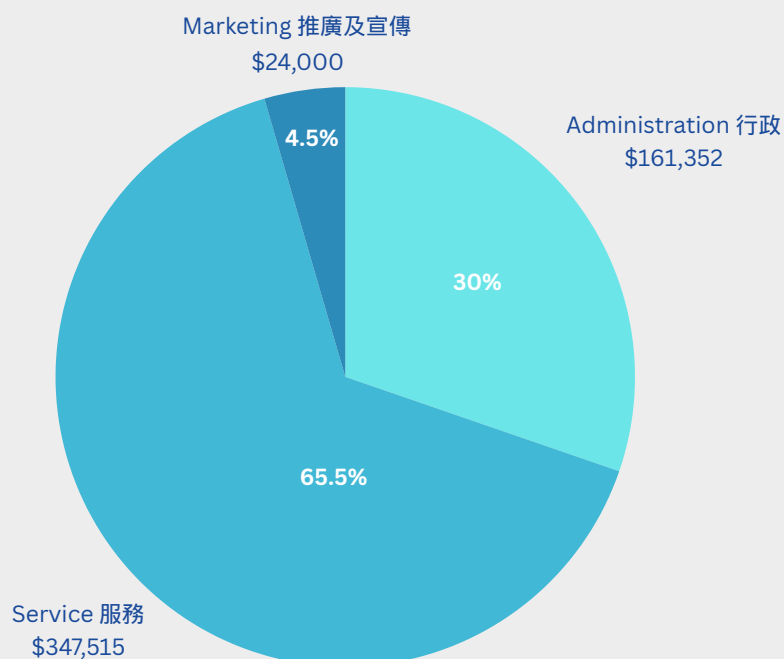
INCOME 收入

TOTAL 總額: \$543,606



EXPENSES 支出

TOTAL 總額: \$532,867



ACKNOWLEDGEMENT

鳴謝

FOUNDING PARTNERS 始創合作伙伴

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House of Joy and Mercy 阿棍屋

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Hong Kong Bunny Rescue 香港救兔之家

LUA Foundation 香港人壽保險從業員協會慈善基金

WeWork

Whiskers N Paws

SCHOOL DONATION 學校捐款

St. Catherine's School for Girls 聖傑靈女子中學

Shatin Pui Ying College 沙田培英中學

VOLUNTEERS 義工

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Condy Yee - 蛋蛋媽

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