

CDF end-of-year charity day raked in nearly NT\$1mn in proceeds thanks to employees' enthusiastic participation

China Development Financial (CDF) hosted an end-of-the-year charity event on a warm December day, full of gratitude. All staff participated in the event enthusiastically, helping participating charity booths rake in nearly NT\$1mn in proceeds. During the event, CDF chairman Chang Chia-juch thanked CDF employees for their participation and said CDF can duly fulfill its corporate social responsibility through the CDIB Education and Cultural Affairs Foundation's long-term devotion to remote communities and disadvantaged children, contributing to society while taking business to new heights.

Every year, the foundation invites its sponsorees to participate in CDF's end-of-the-year charity day. This year the sponsorees of the CDF Nutrition 100 program, students from Taitung's Taoyuan Elementary School (for the eighth year running), went all the way to Taipei to kick-start the event. This annual event has been much anticipated by CDF employees each and every year, and this year's activities included an art exhibition by scholarship holders of the Vocational Skills Scholarship program in CDF's headquarters on Nanjing East Road, a charity bazaar and an awards ceremony honoring senior employees.

The charity bazaar has been a buzz topic among CDF employees every year, with this year's being no exception. This time, the foundation invited 12 charitable organizations, including social welfare groups and social enterprises from Taitung, Hualien, Miaoli and Taipei, to sell a total of 220 kinds of products; among them, driftwood artifacts from the Yuan-ai Workshop Association in Taitung and handmade snacks from the Yu-Cheng Social Welfare Foundation were hot sellers among CDF employees. The CEO of CDIB Foundation, Yang Xiu-Jyuan, noted the number of CDF employees who bought presale charity vouchers was higher than last year, and the volume in dollar terms hit the highest level, reflecting CDF employees' generous support of the charity event as well as the company's cohesiveness.

Another key activity of the charity day is honoring our senior employees. Chairman Chang said, "Rather than honoring, I'd prefer showing appreciation for or thanking our employees. In any enterprise or group, talent is the most important, and the company will only thrive through top talent." Chang further

pointed out the company's emphasis on the talent is not only manifested within the company but also through the foundation's various projects, like the Dumbo Scholarship program and the Vocational Skills Scholarship program, which have made progress in fostering talent. These are very encouraging results from fulfilling the company's charitable policy of "education, the best investment" and CDF's long-term goals.

Illustration: Choir of Taitung's Taoyuan Elementary School invited to perform on the day

