

# 2020

Annual Report



新光人壽 • 慈善基金會  
Shin Kong Life Foundation

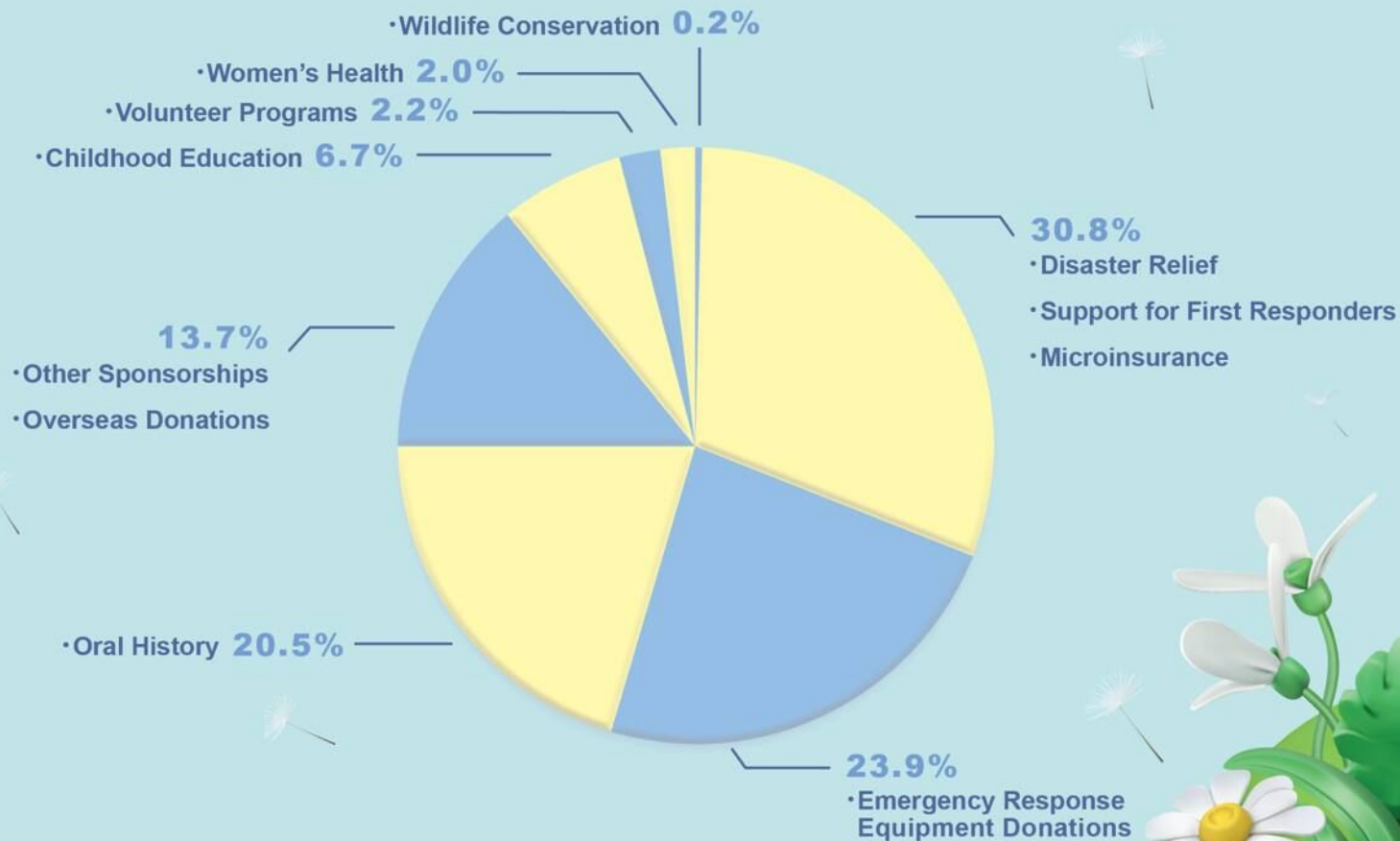
## Our Mission

The Shin Kong Life Foundation was founded in 1983 with the purpose of bettering our society. In keeping with the spirit of its founder, Mr. Wu Ho-Su, it continues to promote public good through donations and the hosting of charity events. Over the past 37 years the foundation has made over 2,500 donations (nearly NT\$160 million) to disaster relief efforts and over 500 donations (nearly NT\$150 million) to families of first responders who died in the line of duty. To date, accumulated donations have exceeded NT\$3.15 billion.

We are fully devoted to improving social welfare and culture. In addition to traditional disaster relief, oral history, women's health, childhood education, and volunteer service remain our key areas for development. By drawing on the combined resources of the Shin Kong group and joining forces with other nonprofit organizations, we are able to bring our synergies into play, fulfill our responsibilities to society, and together create a more sustainable future.



## Budget Pie Chart



## Words from the Chairman

Shin Kong Life Insurance is committed to the belief that each and every human life has value and we consider it our mission to help others and care for disadvantaged and impoverished communities. The Shin Kong Life Foundation was established in 1983 to fulfill our responsibilities as a corporate citizen, and carries forward our philosophy of “tradition without end, innovation without boundaries” in the spirit of its founder, Mr. Wu Ho-Su. By actively promoting strategic philanthropy, we strive to help spread sincerity and caring to every corner of society.

The foundation has long been devoted to our oral history program, building senior citizen friendship networks and fulfilling our commitment to care for the elderly. Across Taiwan we helped host 231 lantern festival events, calling on volunteers from throughout our organization. These volunteers came together with local children to visit care homes for the elderly and teach them how to construct paper lanterns, and a total of 3,973 volunteers, 1,261 schoolchildren, and 5,412 seniors participated. Not only did these events bring out the warmth of companionship and caring, but more importantly they provided a venue for three generations to share a hands-on experience together.

Through microinsurance, we have established a social safety net for disadvantaged families, and in 2020 we reached a total of 29,669 individuals in need. Furthermore, we received an award for outstanding performance from the Financial Supervisory Commission of Taiwan in the 2020 microinsurance competition. We also lend a helping hand to families in difficult circumstances through our emergency aid efforts. To date, Shin Kong has donated over NT\$300 million to such causes, including disaster relief, aid for families of first responders who died in the line of duty, and donations of equipment for police, ambulance, and fire services.

Looking ahead, we will continue to fulfill our responsibilities as a corporate citizen and remain attentive to the needs of our society. Together we can safeguard our communities and bring hope to those in need. In doing so we embody the spirit of Shin Kong: “Our hearts are with you. There is nowhere that the light does not reach.”

**Eugene Wu, Chairman of the Shin Kong Life Foundation**



## Words from the Executive Director



The foundation is focused on putting down roots for philanthropy. Through networking and the integration of resources, for the past 37 years we have continued to promote our main causes: oral history, women's health, childhood education, and volunteer service in the hope of creating a positive impact on society.

2020 was a fruitful year. Our oral history program, which allows seniors to share their life stories through performance and creative art, has marked its 15th year since being brought over from New York. Over time the program in Taiwan has developed its own unique local flavor, and this past year it won the 16th annual Global Views Monthly CSR award with special distinction in the senior services category. Across town and country, our woman's health program also continues to promote awareness of the importance of breast cancer screening. With regard to providing assistance to disadvantaged schoolchildren in remote areas, our childhood education program encompasses a pen pal program as well as a variety of other educational activities. These activities help underprivileged children to expand their educational horizons and open up an array of opportunities. In 2020 the Shin Kong Volunteer Corps was recognized at the Golden Wish Awards with the Outstanding Group Award, and they continue to dedicate themselves to coordinating volunteer manpower and giving back to society.

With the COVID-19 pandemic intensifying, our foundation was duty-bound to assist government efforts to counter this disease. In addition to helping the Ministry of Health and Welfare record the number of international travelers in northern Taiwan, we also answered the call of the Taipei City Government to mobilize. This involved successive visits to medical, dental, and pharmacists' associations to help package and distribute face masks, and we nearly singlehandedly met the PPE needs of healthcare providers in the greater Taipei area. By mobilizing manpower, Shin Kong was able to provide strong support to government disease control efforts. Moreover, we distributed free lunch boxes to the six branches of the Taipei City Hospital to boost the morale of medical staff as part of our Warm Lunch Boxes campaign. Our oral history team also pushed back against the limitations of the pandemic by offering virtual training and seminars, ensuring that services to the elderly were able to continue without interruption. At the same time, there were also developments overseas with the Myanmar Medical Empowerment Project. Our long-term sponsored partner, the Myanmar Academy of Family Physicians, was invited to take part in the Myanmar government's pandemic prevention plan. By assisting with the establishment of emergency clinics, providing medical training, and helping to roll out telemedicine consultations, they were able to help the government take precautionary measures and respond to the pandemic.

We believe that love knows no borders and caring knows no limits. Life is enriched by altruism. Like dandelion seeds scattering in the wind, may the seeds of goodwill that we spread today land far afield and bloom into fulfilling life stories. Lastly, I wish all of you the best in the coming year!

**Cynthia Wu, Executive Director of the Shin Kong Life Foundation**

# History Alive

Entering the 16th year of collaboration with the Godot Theatre Company, the History Alive program holds storytelling courses, providing guidance for seniors on how to organize their life stories. In addition, they arrange school visits for seniors to share their life stories with schoolchildren. This gives senior citizens more ways to interact with their community, and it also allows students to learn from the wisdom of previous generations. Each year the program also holds living history dramas. These stage performances feature both seniors and children acting together, which promotes intergenerational exchange and interaction. Moreover, the energy on display in these performances can help in overturning society's stereotypes of aging. In 2020 the program reached a total of 1,684 seniors and 1,682 schoolchildren throughout Taiwan.

## Performing Arts Classes Help Foster Seniors' Self-Confidence

This past year ten performing arts classes and six oral expression classes were held, with a total of 44 participants who signed up to learn more about theater and performance. The 16th annual storytelling courses alone had 11 seniors participate, and they not only learned how to unearth their treasure trove of life stories but also learned the storytelling techniques necessary to tell them.

## Training Future Leaders to Further Develop Cross-Generational Exchanges

The 15th annual series of leadership training courses was divided into two cohorts: senior leaders and campus leaders. 14 participants from the former cohort and nine from the latter successfully completed their training. In addition, eight others went on to receive international leadership certification, allowing our program to branch out and grow.

## Life History Theater Moves Countless Viewers

This year's living history drama was a play entitled "The Wife," an account of how we all play a number of different roles in our lives. The script was based on the true life stories of real grandmothers and grandfathers, and it was acted out together by grandparents and their grandchildren. This year the play reached an audience of 573, deeply moving all those involved.

## Reaching Disadvantaged Children in Remote Areas

In keeping with History Alive's mission of cross-generational exchange, for this year's countryside project we teamed up with the Jianshi Township Boyo Foundation's afterschool childcare center, bringing disadvantaged children together with the elderly for storytelling and theater classes. This also led local seniors in Jianshi Township to reexamine their own life experiences and rediscover the value of aging. In 2020 a total of 11 seniors were partnered with 32 schoolchildren.



# Legacy Art Work

The Legacy Art Work program lets senior citizens create and use visual art to record life as they experience it: past, present, and future. Professional instructors guide group activities and seniors work with volunteers, using the creative arts to preserve the wonderful memories of their lives. Working in small groups allows the elderly to interact more and strengthen ties with family. At the same time they can use art to express a lifetime of emotions and memories. In addition, in 2010 the New and Alive Art Service was established. Solely focused on promoting Legacy Art Work and its philosophy, this group provides those in their golden years with an even greater quality of life.

## The Legacy Art Work Group

2020 marks 15 years since the Legacy Art Work program was first brought to Taiwan, and it continues to serve communities in a variety of ways. This year therapeutic group art activities were carried out at 40 different nursing homes and senior citizens' centers across Taiwan. During the Lantern Festival the group also held paper lantern workshops throughout Taiwan, inviting schoolchildren and their grandparents to decorate lanterns together and enjoy the holiday festivities. To date, these programs have reached nearly 53,600 seniors citizens.

## Leadership Training and Volunteer Recruitment

Leadership training courses consist of theory, personal oversight and guidance, internships, international certification, and more. All these courses are part of a systematic training program which helps individuals to become leaders in their own right. Course participants include social workers, occupational therapists, caregivers, university professors, students, and a wide array of professionals from other industries. This year four courses were held, with a total of 55 participants, and since the program's inception 375 individuals have completed the training. Additionally, volunteer recruiting sessions, training seminars, and advanced arts and crafts courses have been regularly held since 2011 to better meet demand. Over the past ten years more than 1,828 volunteers have been recruited, and together they have contributed more than 48,339 hours of community service.



# Women's Health

## Breast Cancer Awareness and Prevention

In the past, Taiwanese women were often unwilling to undergo breast cancer screening out of embarrassment. For this reason we have partnered with the Taiwan Breast Cancer Alliance, and since 2005 we have helped to train breast cancer survivors to become ambassadors for prevention and treatment. Over the years there has been steady progress, with survivors traveling to 25 cities and counties as well as 369 towns across Taiwan to raise awareness of the importance of breast cancer screening.

In 2020, in addition to turning our focus on areas with relatively low rates of screening, we also made special efforts to reach out to new immigrants to Taiwan. Five seminars were held in Yunlin and Pingtung, attracting a total of 128 participants. Prior to attending, 34% of women polled stated they were either unwilling to undergo screening (or had no opinion about the subject). After the lectures, up to 85% of women polled said that they were willing to undergo screening, with more than half of those stating that they were "very willing" to do so.

## 2020 Light Up the Pink Ribbon Event

As October is international Breast Cancer Awareness Month, we joined the rest of the world by participating in the Light Up the Pink Ribbon event, raising public awareness of the importance of periodic breast cancer screening. In light of the high relapse rate for breast cancer patients, in 2020 our foundation and the Taiwan Breast Cancer Alliance hosted the Light Up the Pink Ribbon event in Taipei Expo Park. The event is a reminder to society that breast cancer patients, survivors, and those facing a recurrence all need our care and support.



# Health and Wellness Lectures

Due to lifestyle changes, people today are under increased stress and many exhibit depressive tendencies, which in turn can lead them to neglect their health. Yet health is our most valuable asset. This is especially true during this pandemic, as physical exercise can help enhance our immune systems and maintain our emotional well-being. For several years now our foundation has hosted a variety of lectures and activities to promote these ideas. In 2017, 2018, and 2019 we held workshops on sleep and wellness, stress relief and happiness, and celebrity fitness, respectively. With events held across greater Taipei, Taichung, Kaohsiung, and Hualien, in the future we hope to spread these health and wellness concepts throughout Taiwan.

This past year we held a series of traveling health and wellness workshops, with four events in New Taipei City, Taichung, Kaohsiung, and Hualien. Headlining the events was the well-known and experienced fitness instructor Kimiko, and a total of 641 Shin Kong Life Insurance employees and policyholders participated.

Through dance-inspired workouts and hands-on coaching, participants learned the facts about fitness as well as simple exercises that can be done at home.

Moreover, they were encouraged to develop their own exercise habits and thereby strengthen their immune systems. Overall the events were a lively and rewarding experience for all involved.



# Childhood Education

## New Classmates 2.0

This program has two components. The first is continued assistance to the Shin Kong Village in Jianshi Township in the form of the Shin Kong Elementary School scholarship fund. This ensures that these young children have access to quality education even in this remote mountain village. The other facet of the program is the pen pal program, which matches disadvantaged children with adults from a wide array of occupations. By exploring many different walks of life children can expand their minds and better imagine their own futures. Currently there are 15 organizations participating in the program, including the United Daily News group, the Godot Theatre Company, Hsinchu Air Force Base (2nd Tactical Fighter Wing), Army 601st Aviation Brigade, Real Good (band), National Taiwan University of Science and Technology, Taipei National University of the Arts, Shin Kong Life Insurance, the Shin Kong Bank, Shin Kong Security, and the Shin Kong Volunteer Corps.



## Field Trips and Pen Pal Christmas Party

This year we held countryside theater classes for our small pen pals, in addition to hosting the Dream Jobs Forum 30, inviting children to interact with big pen pals from various professions (including helicopter pilots, graphic designers, actors, and bank workers). Through these exchanges the children were able to broaden their horizons and better imagine their own futures. After a year of exchanging letters, we also held an in-person reunion for all our pen pals. This heartwarming event allowed pen pals both big and small to strengthen their friendships and create wonderful memories together.



## Shin Kong Volunteer Corps

The Shin Kong Volunteer Corps was the first corporate volunteer organization registered with the Department of Social Welfare in all of Taipei. Each year we work with nearly 30 other social welfare organizations and help to provide much needed manpower. Despite the impact of COVID-19 we actually ramped up our volunteer efforts rather than scale them back. This past year we took part in 438 volunteer events involving 2,314 participants and contributed a total of 14,088 volunteer hours. In terms of the number of events, volunteers, and man hours involved these were all record highs. Volunteer activities cover a wide range of causes, including providing for the elderly and disabled, women, aboriginal schoolchildren, as well as those suffering from cancer and rare diseases. To add to this we have also joined the ranks of volunteers assisting the government's disease control and prevention efforts.

To help our partners continue to grow as volunteers, in 2020 the Shin Kong Volunteer Corps held four basic training seminars. These courses imparted the skills and knowledge needed to develop more professional volunteer services. Through training and organized planning, the Shin Kong Volunteer Corps has steadily improved the standards and quality of its volunteer efforts.

At the 2020 Golden Wish Awards the organization was presented with the Outstanding Group Award. Moreover, at the invitation of the Ministry of Health and Welfare as well as the Departments of Social Welfare in Taipei, Yunlin, and Chiayi, we participated in a number of workshops to share about our operations as a volunteer organization. Going forward we will continue to strengthen our team spirit, strive to become a stronger organization, and spread warmth and caring to every corner of our society.



# Medical Care in Myanmar

The Shin Kong Life Foundation recognizes the medical care needs in Myanmar and has accordingly partnered with the Shin Kong Bank, Shin Kong Wu Ho-Su Memorial Hospital, and the Manan Trust from Australia as sponsors. In addition, we work with NGOs such as Global Health through Education, Training and Service (GHETS), the Boston University Family Medicine Global Health Collaborative (BU GHC), and the Myanmar Academy of Family Physicians (MAFP) to implement the Myanmar Medical Empowerment Project. The project, which has long been committed to establishing family medicine as a specialty field and training personnel, makes use of structured thinking to fill in the gaps in Myanmar's health care system. Aside from the goal of improving the overall health care environment, the project also promotes Myanmar-Taiwan medical exchanges.

Both the Boston University Family Medicine Global Health Collaborative (BU GHC) and the Royal College of General Practitioners (RCGP) were invited to take part in the educational facet of the program, which involves establishing a training program for the next generation of physician educators in family medicine, as well as collaborating with government and academia to provide comprehensive coursework and clinical training.

In 2020 the project's executive partners, alongside the Myanmar Ministry of Health and Sports (MOHS) and the University of Medicine (1 and 2), Yangon, drafted the curriculum for Myanmar's first ever Master's program in family medicine, further developing the talent pipeline. With the onset of the COVID-19 pandemic, the Myanmar Academy of Family Physicians (MAFP) was also invited to take part in the Myanmar government's pandemic prevention plan. By establishing emergency clinics, introducing telemedicine consultations and virtual training, and disseminating public health information, they were able to help the government respond effectively to the pandemic.



# Overseas Donations

<b>Boston University Family Medicine Global Health Collaborative (BU GHC)</b>	The Boston University Family Medicine Global Health Collaborative (BU GHC) and the Myanmar Academy of Family Physicians (MAFP) are both executive partners of the Myanmar Medical Empowerment Project. Through them, we are helping to meet the project's goals of training a cohort of physician educators, establishing clinical training centers, and promoting integrated reform at both governmental and academic institutions. At its core, the project aims to improve the overall health care environment in Myanmar and promote Myanmar-Taiwan medical exchanges.
<b>iamtheCODE</b>	iamtheCODE is a British organization focused on expanding access to coding education. They are dedicated to the promotion of STEAMED fields (Science, Technology, Engineering, Arts, Mathematics, Entrepreneurship, Design) as a tool to train and empower women. By helping girls all around the world master the skills necessary to be a part of Industry 4.0, we can also reach sustainable development goals.
<b>Platform Presents</b>	The British non-profit organization Platform Presents was formed with the aim of elevating the social standing of the younger generation. Through its reading materials and sharing platform the group helps to cultivate artistic talent, with a special focus on female voices. Through movies, short films, poetry, theater, and all manner of creative pursuits, the organization continues to inspire and bring together new artistic talent.
<b>KAA Intrepidus Trust</b>	Since its establishment in 2017, the KAA Intrepidus Trust has been dedicated to eradicating childhood poverty and resolving unequal access to education in England. Through a variety of enrichment programs, including music, theater, literature, writing, PE, and life skills, disadvantaged students are provided with a well-rounded education which not only helps them develop self-confidence but also helps to broaden their horizons and aspirations.
<b>The Philanthropy Workshop (TPW)</b>	Founded by the Rockefeller family in 1995, it currently comprises over 450 leaders from around the world coming together to form a global philanthropic organization that is second to none. It is dedicated to helping philanthropists worldwide better understand trends in international society, analyze laws and regulations, optimize work skills, and pool resources effectively in order to maximize the benefits of philanthropic efforts and their impact on society.
<b>World Economic Forum (WEF)</b>	Headquartered in Geneva, Switzerland, the World Economic Forum is a non-profit organization established as a foundation in 1971, with the goal of making the world a better place. For years the forum has brought together global leaders and elites from every industry to discuss the most pressing issues facing our world today and how they can be resolved.
<b>Cure Parkinson's Trust</b>	Formed in 2005, the Cure Parkinson's Trust is dedicated to funding medical research on Parkinson's disease, with the goal of slowing, stopping, and eventually curing the disease. Through international collaborative research projects and clinical trials, new potential treatments are being explored and investigated, bringing hope to those with Parkinson's.
<b>Focused Ultrasound Foundation</b>	The Focused Ultrasound Foundation was created in 2006 to improve the lives of millions of people with serious medical disorders by accelerating the development and adoption of focused ultrasound. Their core programs include technological development, clinical trials, talent cultivation and training, hosting symposia and workshops, fostering collaborative partnerships, and more. In 2018, the foundation was recognized as one of America's 10 Best Medical Research Organizations by Charity Navigator.



# Ecological Conservation

In 1986 foundation chairman Eugene Wu adopted a baby gorilla named Baobao which had been smuggled into Taiwan. This not only marked the beginning of Baobao's new life in Taiwan, but also the beginning of a partnership with the Taipei Zoo. Since then we have continued to support the protection and conservation of these gorilla species on the verge of extinction. After many years of effort, we facilitated a partnership between the Taipei Zoo and the European Association of Zoos and Aquaria (EAZA) in order to join the European Endangered Species Program (Gorilla EEP). In 2019 the Taipei Zoo received international certification, putting Taiwan on the map as one of the world's important gorilla breeding centers.

Under the international organization's conservation plan, Baobao moved to the Netherlands while female gorillas were brought over to Taiwan to live together and start a family with another male gorilla, Diego. On October 30, 2020 the Taipei Zoo welcomed baby Jabali into the world, the first gorilla ever to be born in Taiwan. The foundation and Shin Kong Life Insurance together sponsored a celebratory event, drawing public attention to gorilla conservation issues while at the same time celebrating the new birth.



# Resisting the Pandemic Together

## Warm Lunch Boxes Campaign

The unforeseen COVID-19 pandemic has sent shockwaves around the world. Taiwan's handling of the pandemic earned it global praise, yet the contributions of frontline healthcare workers should not be ignored. In March of 2020 foundation chairman Eugene Wu announced the start of the Warm Lunch Boxes Campaign to boost morale. The Hotel Royal group made 1,500 tasty, nourishing lunch boxes which were then distributed to six branches of Taipei City Hospital, including the Yangming, Zhongxing, Heping, Renai, Kunming/Linsen, and Zhongxiao branches. This was our way of thanking these institutions for serving as quarantine hospitals during the midst of the pandemic, while at the same time offering our respect and encouragement to Taiwan's frontline medical workers.



## National Pandemic Response Team Volunteers

During the pandemic the Taipei City Government was facing a manpower shortage in its efforts to contain the disease, and our foundation quickly moved to recruit volunteers to join the national pandemic response team. In addition to packaging and distributing face masks to frontline workers at medical, dental, and pharmacists' associations, we also helped the Ministry of Health and Welfare record the number of international arrivals in Taiwan. Over the past year 1,077 volunteers took part in 229 separate pandemic-related events, contributing a total of over 7,716 man hours.



## Digital Workarounds for the Pandemic

To push back against the constraints imposed by the pandemic, Legacy Art Work held its 33rd Network Symposium fully online for the first time. During six hours of training courses, sixty leaders continued to exchange and refine ideas. Adapting to the reality of the situation not only ensured that services to the elderly were able to continue without interruption, but also highlighted the fact that Legacy Art Work continues to grow as an organization.





37 Floor, No.66, Section 1, Zhongxiao West Road, Taipei 100, Taiwan  
TEL: +886-2-2389-5858 ext.3795~97  
<http://www.sklf.org.tw>

