

2023-2024  
**ANNUAL  
REPORT**  
年度報告



# PAWS HERO

[www.pawshero.org](http://www.pawshero.org)



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# Message from Founder

Dear Supporters and Friends of Paws Hero,

2023-24 marked a transformative year for Paws Hero. I am delighted to share that through the dedicated commitment of our team, partners, and supporters, we reached remarkable milestones – engaging over 1,600 teachers and students through our Public Education Programme (PEP) and welcoming more than 1,500 participants to our Education Hub (HUB) events.

Innovation drove our initiatives this year, as we reimagined our signature "One Step One Paw" campaign and launched the pioneering "Ride for Love" initiative, advocating for animal-inclusive public transportation in Hong Kong. These endeavours not only generated vital resources but strengthened our voice for positive change.

Partnership remained at the heart of our success. We were fortunate to welcome new collaborators like Cats not Balls, while deepening our relationships with Hong Kong schools, including secondary schools for the first time, who share our vision for positive human-animal relationships. Through these meaningful partnerships, we expanded our reach and impact in promoting animal welfare awareness.

While we celebrate these achievements, securing sustainable funding for our work remains challenging in today's economic climate. Both corporate and individual donations have dropped in this financial year, posing severe challenges to our work. Despite higher expenses, our growth and service reach have expanded to new frontiers, as we firmly believe in the importance of investing in raising awareness for improved animal welfare in our community.

Therefore, your donation means more to us than ever. We rely on your unwavering support to pursue our mission of fostering harmony between humans and animals. Together, we are building a more compassionate community where every life is valued and protected.

Thank you again for being part of the Paws Hero journey.

Yours Sincerely,

Dr. Lam Ho Yi, JP  
Founder



## 創辦人的話

親愛的支持者和朋友們：

2023-24 年對動物英雄聯盟來說是蛻變與成長的一年。藉著我們團隊、合作夥伴和支持者的共同努力，我們創造了多個里程碑：我們的公眾教育計劃（PEP）接觸了超過 1,600 名教師和學生，而在我們的教育活動中心（HUB）舉辦的活動中，迎接了超過 1,500 名參加者。

今年，我們以創新的思維推出了多項活動及計劃。我們重新規劃了年度籌款活動「One Step One Paw」，並推出了嶄新的「Ride for Love 寵物共融巴士巡遊」，提倡在香港設立動物友好的公共交通服務。這些努力不僅為本會帶來了寶貴的收入，也加強了我們在社區推動動物福利的聲音。

建立夥伴關係是本會成功推廣動物福利的關鍵因素之一。我們很榮幸迎來了新的合作夥伴，如「不是貓球」等自願組織。此外，我們的教育計劃亦成功聯繫了更多對動物福利抱有共同願景的學校，今年更首次拜訪了中學。透過這些意義深遠的合作關係，我們大幅提升了香港對動物福利的社會意識。

儘管我們對今年的成績感到鼓舞，但在當前的經濟環境中，為我們的工作籌集可持續的資金仍然相當困難。在本財政年度，企業和個人捐款均有所下降，這對我們的工作構成了嚴重的挑戰。然而，即使支出增加，我們仍然堅持努力發展新的服務範圍，因為我們深信，投資於提升動物福利的教育工作實在是無比重要。

因此，您的捐款對我們來說比以往任何時候都更具意義。我們依賴您不懈的支持，以促進人類與動物之間的和諧生活。讓我們一起建立一個對動物更具同情心的社會，讓每一條生命都被珍視和保護。

再次感謝您成為動物英雄聯盟的一份子。

林顯伊博士, JP  
創辦人





# Our Mission & Work

## 使命與工作

Our core belief is simple yet powerful: education has the ability to transform how we treat and respect our animal companions, creating a world where humans and animals thrive together. This vision has attracted passionate individuals from all walks of life - from veteran animal workers to dedicated educators - who have joined forces with us to make this dream a reality.

2023 has been a landmark year for our educational initiatives. We've significantly expanded our reach, bringing our message of compassion to more schools and introducing numerous innovative new programmes and events, broadening both our audience and the scope of animal welfare topics we address.

Our fresh approach to both school visits (PEP) and community events at our Education HUB this year has allowed us to connect with people in more meaningful ways, sparking discussions about animal welfare and care that extend far beyond classroom walls and into daily life. Every workshop, every school visit, and every community event brings us closer to our vision of a society where kindness to animals is second nature.

本會一直堅守一個簡單而重要的理念：教育能夠改變人們對動物的態度與尊重方式，從而建立人與動物和諧共處的世界。我們非常高興能夠得到來自社會各界熱心人士的支持，包括動物工作者、教育工作者及眾多義工。我們攜手合作，為實現這一目標而共同努力。

2023年是本會公眾教育活動的重要里程碑。我們進一步擴展服務範圍，將愛護動物的信息帶入更多學校，並推出多項創新計劃與活動，涵蓋更廣泛的動物福利議題。

今年的公眾教育計劃（PEP）與教育活動中心（HUB）採用了多種創新模式，以更有意義的方式與公眾建立聯繫，引發更多關於動物福利的討論。無論透過工作坊、學校探訪還是社區活動，我們都致力於推動社會對動物福利的關注，逐步邁向一個全民守護動物的和諧社會。



# First Visit to Secondary School

## 動物英雄聯盟首次造訪中學



300 secondary school students from TWGHs Yau Tze Tin Memorial College filled their school hall to learn about fostering positive relationships with dogs and other animals in our community. The session was part of the school's broader initiative on the topic of inclusion to nurture a more caring, compassionate, and connected society.

Accompanied by our wonderful canine ambassadors - Dao Dao, Dan Dan, and Nana - we shared practical insights about respectful interactions with animals, from proper greeting etiquette to understanding dog body language. The enthusiastic response from students was truly encouraging, and we're grateful to the School Principal and teachers for championing this important aspect of general education. Through hands-on demonstrations and engaging discussions, students gained valuable knowledge about creating harmony between humans and animals in their daily lives. This meaningful collaboration exemplifies how schools can play a vital role in building a more empathetic community.

我們非常高興與來自東華三院邱子田紀念中學的300位同學齊聚校園大堂，一同學習如何與社區中的狗狗及其他動物建立正面的關係。此次活動是學校「共融週」的一部份，旨在培養學生建立一個更加互相關懷、富有同情心和相互連結的社會。

當天，我們和可愛的狗狗大使團隊—豆豆、蛋蛋和娜娜，與學生們一起分享了許多關於與動物互動的主題，從正確的打招呼禮儀到理解狗狗的肢體語言。學生們熱情的反應讓我們倍感鼓舞，特別感謝校長和老師們對這一重要通識教育課題的支持。通過示範和討論，學生們學會了在日常生活中如何與動物和諧相處。這次的合作充分證明了學校在建立更具同理心的社區中扮演著非常重要的角色。



# Caring for Community Cats

## 關愛社區貓

**This year we started several new initiatives to promote welfare for abandoned and community cats:**

### **1. “Cats Not Balls” x “Paws Hero” Cat Adoption Day**

On July 29 we co-hosted our first Cat Adoption Day together with “Cats Not Balls”, an individual volunteer organisation for cats. We're thrilled that many adorable kitties found their forever homes and loving families to start their new lives. A big thank you to “Cats Not Balls” for giving us the chance to promote the joy of adopting animals!

### **2. Talk at Hong Kong Cat Expo 2023**

In August Paws Hero was proud to partner with “Cats Not Balls” again in the Hong Kong Cat Expo 2023 to talk about community cat welfare in urban environments. Our presentation highlighted the growing challenges faced by street cats in Hong Kong's dense metropolitan landscape, where access to basic necessities such as food, water, and shelter has become increasingly limited. The situation is dire and requires immediate attention.

The discussion emphasized the vital role of community support in creating a more sustainable environment for our city's community cats. We also shared insights about the dedicated work of local volunteers who provided feeding stations and looked after the cats' living environment, demonstrating unconditional love and care for our cat friends.

Our message focused on fostering a balanced coexistence between urban residents and community cats, acknowledging that both humans and animals have a place in our city's ecosystem. Through education and community engagement, we continue to advocate for practical solutions that enhance the welfare of Hong Kong's street cats and prevent harmful behaviour against these animals.

今年，我們開始了幾個新嘗試，其中一個就是提升被遺棄貓貓和社區貓的福利。

### **1. 「不是貓球」 x 「動物英雄聯盟」貓貓領養日**

在七月二十九日，我們與「不是貓球」這個獨立貓貓志願組織共同舉辦了第一次的貓貓領養日。我們非常高興地看到許多可愛的小貓找到了永久的家，開始了牠們的新生活。衷心感謝「不是貓球」給予我們這個機會，讓我們能夠推廣領養動物的價值和樂趣！

### **2. 2023香港貓展講座**

今年八月，本會很榮幸與再次與「不是貓球」一同參與「2023香港貓展」，分享關於社區貓的福利問題。當日我們重點探討了在香港密集的都市環境中，社區貓正面臨日益嚴峻的環境挑戰；食物、水源和棲息地等基本資源均正在逐漸減少，急需正視。

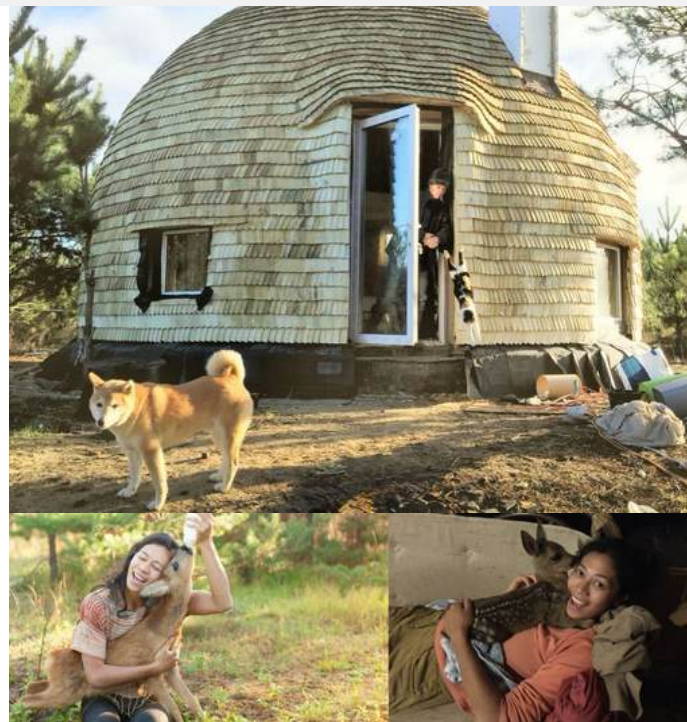
這次講座強調了社區支援對社區貓的生存尤其重要。我們亦分享了本地義工的無私奉獻，他們設立餵食站並悉心照顧社區貓的生活，展現了對這些動物的無比愛心與關懷。

這次活動希望推動大眾市民與社區貓隻之間的和諧共存，因為人類與動物都是城市生活的一份子。透過教育與社區參與，我們繼續鼓勵各界尋找實際可行的解決方案，以提升香港社區貓的福利，並防止對這些動物的傷害行為。



# CHARITY E-BOOK SALE

## 慈善電子書義賣



Pet photographer and animal healer Cass shared her insights about the unique connection between humans and animals through her thoughtful e-book "Mindful Pet Photography, Animal Communication and Energy Healing". Through a collection of compelling portraits and practical wisdom, Cass guides readers toward meaningful ways to strengthen their bonds with pets through mindfulness and positive interaction. Her work illustrates how our animal companions can be our teachers, offering valuable lessons about living in the moment and experiencing unconditional love.

This book serves as both an inspiring visual journey and a practical guide to deepening our relationships with pets while gaining fresh perspectives on life's essential values. Part proceeds from the sale of the book went to supporting Paws Hero's public education programme.

寵物攝影師兼動物療癒師Cass在她的電子書《毛孩父母的心靈啟發之旅 - 攝影。傳心。療癒》中，深入分享了從人與動物之間的微妙聯繫所獲得的啟發。透過一系列引人入勝的照片和實用的知識，Cass引導讀者探索如何透過靜心與正面互動，加深與寵物之間的連繫。從她的作品，我們會發現動物往往是我們生活中的老師，牠們教導我們如何活在當下，體驗真正無條件的愛。

這本書不僅是一場啟發心靈的視覺之旅，更是一本實用指南，幫助我們深化與寵物的關係，同時重新思考生活中的事情與價值。此次電子書義賣的部分收益捐贈支持動物英雄聯盟的公眾教育計劃。



# PAMPERING OUR DOG HEROES

## 導盲犬鬆一鬆系列



Two new events were organised for Seeing Eye Dogs in Hong Kong who are working tirelessly everyday for those in need in our community to show our support for these exceptional animals.

The New Year began on a special note as eleven Seeing Eye Dogs and their handlers gathered at our Education Hub for a unique massage workshop led by a professional massage therapist from Pets4Motion Rehabilitation Centre. The handlers learned practical massage techniques to help maintain their hard-working dogs' well-being.

In July, another unique event was held for the Seeing Eye Dogs, featuring sound therapy with singing bowls. While the curious dogs initially mistook the bowls for dinner bells, they soon settled into the relaxing atmosphere. It was heartwarming to see these typically focused working dogs let their guard down, reconnecting and relaxing with their fellow guide dogs with puppy-like enthusiasm.

Our gratitude to the three volunteer instructors, Pauline, Sandie and Rebee for leading such amazing sessions, and to Hong Kong Seeing Eye Dog Services for inviting the participants.

導盲犬一直在香港為有需要的人士辛勤工作，因此我們組織了兩個新活動以表達對牠們的感謝與支持。

新年伊始，十一隻導盲犬及其服務使用者聚集在我們的教育中心，參加了由「寵健絡寵物復健中心」的專業治療師帶領的工作坊，學習實用的按摩技巧，以紓緩辛勤工作的導盲犬的身心狀況。

在七月，我們又舉辦了另一場活動，為導盲犬進行頌鉢聲音療愈。起初，這些好奇的狗狗將頌鉢的聲音誤以為是晚餐的訊號，變得十分興奮，但很快牠們就沉浸在放鬆的氛圍中。看到這些通常需要高度專注的工作犬卸下戒備，與其他導盲犬一起玩耍，一起放鬆，展現出小狗般的熱情，實在讓人感到十分欣慰。

我們在此感謝三位導師，Pauline, Sandie和Rebee義教如此精彩的課堂，及感謝香港導盲犬服務中心協助邀請此次活動的參加者。

# Bridging Generations with Love

## 老友記分享會



Our Education Hub was delighted to become the chosen venue for the final event of Petvolution's six-week programme connecting seniors with animals. The session sparkled with lively exchanges as our seasoned citizens shared their fascinating perspectives on animals, from community cats to family pets.

Our team had a wonderful time demonstrating the do's and don'ts of greeting animals on the street. The seniors brought such rich life experiences to the conversation, offering unique insights that enriched our understanding of community attitudes toward animals.

The highlight? Our charismatic volunteer Kam Jai stole the show with his infectious smile and gentle demeanor, proving that the magic of animal connections knows no age limits.

我們的教育中心很榮幸能成為「Petvolution」為期六週長者與動物互動計劃的壓軸活動場地。當天我們迎來了多位老友記，一眾長者分享了他們對社區貓以至家中寵物獨到的見解，令我們的團隊也樂在其中。其後，我們向長者示範如何正確地在街上與動物打招呼。長者們豐富的人生經驗為討論增添了無限色彩，讓我們對社區人士對待動物的態度有了更深入的了解。

最精彩的時刻莫過於我們充滿魅力的義工金仔登場。牠燦爛的笑容和溫柔的舉止，充分證明了動物與人類連結的魔力是跨越年齡界限的。





# The All New One Step One Paw 2023

## 全新「2023 One Step One Paw」

Our signature One Step One Paw annual fundraising campaign celebrated its 6th year with the introduction of innovative elements that amplified our message of pet-owner bonding while supporting our mission for animal welfare in the community. The campaign's fresh approach resonated strongly with participants, and raised HK\$130,000 in vital funds. Among the donations raised, HK\$70,000 were donated to the House of Joy and Mercy to support their valuable work in providing shelters for abandoned animals, with the remaining funds used to support the ongoing public education initiatives of Paws Hero Education Hub.

This year we introduced a brand new photo sharing mechanism where over 200 participants shared their pet photos in their social media. Each animal in each photo captured during the period help raised a \$20 donation from our sponsors, making every smile and wagging tail count toward our cause. Thanks to the generous sponsors including Por Yan Charitable Foundation, Fortune Mall, United Italian and PetSpot for supporting the event.

本會年度籌款活動「One Step One Paw」今年已經是第六年舉行，今年我們推出了多個創新活動，成功籌得港幣十三萬元。這次活動進一步推廣寵物與主人的連繫，與及對社區動物福利的關注。所籌得善款的其中港幣七萬元捐贈給「阿棍屋」，支持他們為被遺棄動物提供庇護的重要工作，其餘的善款則用於本會教育中心的公眾教育工作。

今年全新的照片分享活動獲得超過200名參加者在社交媒體上分享他們的愛寵照片。在活動期間，每張照片中的每隻毛孩均獲我們的贊助商捐贈港幣20元。非常感謝贊助商百仁慈善基金會、置富Malls，永義(香港)有限公司和PetSpot對本次活動的慷慨支持。





# Ride for Love

## 寵物共融巴士巡遊

November marked a groundbreaking moment with the inaugural "Ride for Love" event. We transformed a double-decker bus into a pet-friendly super mobile, welcoming 30 excited dogs and their owners for a scenic tour of Hong Kong. The journey began in Kai Tak, winding through North Point and East Coast Park, before concluding at the iconic Ferris Wheel at Central Pier. This initiative wasn't just about creating joyful memories - it carried an important message about the need for pet-inclusive public transportation in Hong Kong.

Our four-legged passengers stole the show with their impeccable bus etiquette, attracting the attention of passersby who all gave their big smiles and applause. The heartwarming photos and social media posts shared by participants helped spread our message far and wide, showcasing how seamlessly pets can integrate into daily public transport.

This special day wouldn't have been possible without the generous support of our sponsors: Creature Comforts Pet Community, Deardeer & PawsBite, Katland Studio, and Pro Vet. Thank you to everyone who helped make this pioneering initiative such a remarkable success!



今年十一月，One Step One Paw 舉辦了首次「Ride for Love」寵物共融巴士巡遊活動。我們將一輛雙層巴士化為寵物友好的歡樂快車，載著30位雀躍的小狗和牠們的主人巡遊香港。旅程從啟德開始，途經北角和東岸公園，最後在中環碼頭的摩天輪結束。這次活動不但為參加者創造了許多快樂的回憶，同時也成功向普羅大眾宣傳關於香港需要寵物友好公共交通的重要信息。

當日，所有毛孩乘客們都非常遵守巴士上的規則及禮儀。這部非一般巴士吸引了很多途人的注意，大家都對乖巧的狗狗報以燦爛的笑容和熱烈的掌聲。參加者亦踴躍地在各自社交媒體分享當日的溫馨照片，充份展示了寵物也可以無縫地融入我們的日常公共交通工具。

這個別開生面之旅得以實現，全賴贊助商的慷慨支持，包括Creature Comforts Pet Community、Deardeer & PawsBite、Katland Studio 和位您寵，另外亦要感謝所有讓這次活動取得空前成功的所有人。

Following this fun-filled and meaningful event, we were invited by students from The University of Hong Kong to assist in a study about pet-inclusive transportation in Hong Kong. Below are some key findings:

期後，我們收到香港大學學生的邀請，協助進行一項有關香港寵物共融交通設施的調查。以下是一些調查結果重點：

70.5%

prefer staying home with pets due to transport difficulties  
的受訪者因交通困難而另願與寵物留在家中

57.3%

regularly face challenges arranging pet transportation  
的受訪者經常遇到安排寵物交通的困難

54.5%

would choose MTR for pet outings if available  
的受訪者認為如果可以的話會選擇乘搭地鐵與寵物外出

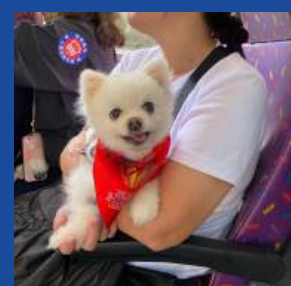
37.5%

would use MTR for vet visits  
的受訪者會使用地鐵去看獸醫

82.6%

support allowing pets on public transport with conditions  
的受訪者支持在某些條件下允許寵物乘坐公共交通工具







# Embrace Love Photo Exhibition

## 小確幸故事展

Our intimate “Embrace Love” photo exhibition captured the heartwarming journeys of 10 adopted dogs and their families, showcasing how rescue animals transform from abandoned souls to cherished family members. Hosted across four neighborhood bookstores and cafes, these touching visual narratives revealed how unconditional love can heal and bring joy to both humans and their furry companions. Each story reinforced a powerful message: “When you adopt, you not only save a life but gain a loyal friend who will love you completely in return. Life may be full of bitterness, but our animal friends are definitely the best natural sweetener we can find.” Through these real-life tales of second chances, we hope to inspire more families to choose adoption over purchase.

We wish to extend our gratitude to the four cafés and bookstore, including Wako Café, Pawtners - Hong Kong, Book Punch and Why So Café for participating in this meaningful endeavour.

我們的「小確幸故事展」闡述了十隻被領養狗狗及其家庭的感人故事，講述了這些曾被遺棄的毛孩如何透過被領養成為珍貴的家庭成員。此次展覽在四家社區書店和咖啡店舉辦，透過圖片及感人的文字，告訴我們無條件的愛能為人類及動物帶來療癒和真正的快樂。每個故事都在強調一個信息：「當你選擇領養動物時，你不僅拯救了一條生命，還獲得了一位會全心全意愛你的忠實朋友。而且，人生日子總有艱難時，但動物絕對是甜度十足的天然甜味劑。」通過這些真實的故事，我們希望鼓勵更多家庭選擇領養，放棄購買寵物。

我們衷心感謝四家咖啡店及書店，包括 Wako Café、Pawtners - Hong Kong、Book Punch 及 Why So Café，參與這個饒富意義的活動。







## Canine's Life Philosophy 狗兒生活哲學工作坊

In collaboration with WNYG Space and Hong Kong Animal Assisted Therapy Association, an insightful workshop exploring the life journey of a therapy dog and our responsibility towards all living beings was held at the end of November. Through shared experiences and meaningful discussions, participants gained deeper understanding of how animals' life journeys often mirror our own, teaching us valuable lessons about resilience, trust, and unconditional love. The key message resonated clearly: true love for animals begins with listening to and respecting their inherent needs, rather than imposing our human expectations upon them.

我們與WNYG Space和香港動物輔助治療協會合作，在11月底舉辦了一場探討治療犬生活及生命價值與責任的工作坊。通過經驗分享和深入討論，參加者發現到原來動物的生命旅程往往反映我們自己的旅程，並教會我們有關毅力、信任和無條件的愛等寶貴的生活哲學。

此次工作坊傳遞的關鍵信息是：愛護動物應始於聆聽和尊重牠們真正的內在需求，而非將我們人類的期望強加於牠們。

## Shop for Paws 愛寵商戶

Through a new initiative called "Shop for Paws", we expanded this year's One Step One Paw campaign to include retail partnerships. We are grateful to ProVet, Tim Kee Dumpling, Pets4Motion Rehabilitation Centre, Hong Kong Ocean Park Marriott Hotel and URBAN Café for pledging a portion of their sales proceeds from selected merchandise and services to support our Education Hub. This innovative fundraising approach has helped broaden our resource base while creating meaningful partnerships with socially responsible businesses.

我們擴展了今年的「One Step One Paw」籌款活動，新增名為「愛寵商戶」的計劃，並增加了多間零售合作夥伴。我們感謝「位你寵」、「甜記餃子」、「寵健絡寵物復健中心」、「香港海洋公園萬豪酒店」及「URBAN Café」，將部分選定商品和服務的銷售收入捐贈予我們的教育中心。這次活動不僅增加了我們的捐款渠道，還讓我們與眾多善心企業建立了有意義的合作關係。



# Shih Tzu So So Charity Art Exhibition

## 「我行我素」素素家西施小天地 慈善畫展商戶

Our Education Hub came alive with the joyful energy of over 100 Shih-tzus and their devoted owners at our special 5-day art exhibition featuring a series of captivating portraits of Shih-tzus. The event was a heartwarming celebration of the bond between these beloved companions and their families. Adding meaning to the merriment, all proceeds from the sold artwork directly supported Paws Hero's Education Programme and PAWcess Human Animal Collab initiatives.

A separate charity sale was also organised at the event with all proceeds going to "Big Tree Animal Sanctuary and Adoption Centre", doubling the delight and meaning of the gathering. Thank you very much to "SoSo Home Stray Animal Support" for organising such a meaningful exhibition.

我們的教育中心迎來了超過100隻可愛的西施犬及牠們的飼主，現場洋溢著滿滿的歡樂氣氛。這次「我行我素」慈善畫展為期五天，展示了一系列迷人的西施犬肖像，每幅畫都捕捉了這些可愛狗狗獨特的個性，展現了牠們與家人之間深厚而溫馨的感情。為了增添活動的意義，所售出作品的收益全數捐贈支持動物英雄聯盟的公眾教育計劃及「動・人研習所」的工作。

活動當天還舉辦了一場義賣，義賣收益撥捐「大樹下善待動物庇護站」，讓此次聚會的快樂與意義雙倍提升。衷心感謝主辦單位「素素家浪浪支援行動」。

# Monthly Donation Programme 每月捐款計劃

We launched our monthly giving programme in June, opening a new chapter in our fundraising efforts. These regular donations provide a steady income flow that allows us to plan ahead with confidence and respond quickly when animals need us most. We've also made it simpler to give by using Alipay as our payment platform for monthly donations.

本會在六月開始了每月捐款計劃，為我們的籌款工作開啟了新篇章。大眾每月的定額捐款使我們有穩定的收入及信心去提前規劃服務，使我們能在動物最需要我們的時候有足夠資源迅速提供援助。每月捐款計劃以「支付寶」作為捐款平台，讓捐款變得更加便捷。

# Supporting Other Animal Organisations

## 支持其他動物組織

A cornerstone of Paws Hero's mission is our commitment to promote Hong Kong's animal welfare through strategic financial support and meaningful partnerships with other animal organisations. We recognize that local animal charities and organisations are the frontline of animal protection in our city, working tirelessly to provide shelter, care, and hope to animals in need. Their dedication and love makes a profound difference in the lives of countless animals who might otherwise face abandonment or hardship.

Throughout this reporting year, we've had the privilege of collaborating with remarkable organisations and dedicated volunteers who share our vision for animal welfare. These partnerships have not only enhanced our collective impact but also highlighted the invaluable role animals play in enriching our lives. We take great pride in supporting these organisations as they pursue their vital mission.

The following organisations have been our valued partners during this reporting period (in random order):

本會透過對各本地動物福利組織提供經濟支持和建立夥伴關係，推動香港的動物福利工作。本地的動物慈善機構和組織是我們社區動物保護工作的前線人員，他們努力不懈，為有需要的動物提供庇護、照料和希望。他們的愛心對無數被遺棄或生活困難的動物至關重要。

今年，我們有幸與一些傑出的組織和熱心的志願者合作，共同推進我們對動物福利的願景。這些夥伴關係不僅增強了我們在社區的影響力，也反映了動物在我們生活中的無比價值。我們非常高興能夠支持這些組織，延續他們充滿意義的工作。

以下組織都是我們今年重要的合作夥伴 (排名不分先後):

**House of Joy and Mercy**  
阿棍屋

**Hong Kong Bunny Rescue**  
香港救兔之家

**Cats not Balls**  
不是貓球

**Smoew**

**Hong Kong Homeless Dog Shelter**  
香港流浪狗之家

**Hong Kong Seeing Eye Dog Services (HKSEDS)**  
香港導盲犬服務中心

**Research about animal inclusive transportation in Hong Kong by HKU**  
香港大學人寵共融交通問卷調查

**Big Tree Animal Sanctuary and Adoption Centre**  
大樹下善待動物庇護站

**Hong Kong Dog Rescue**  
香港救狗之家

**Animal Friends**  
動物朋友



# Connecting through Touch

## 觸感傳意



Eric Lee is a T-Touch (Tellington T-touch) practitioner who leads our popular T-Touch classes at our Education Hub. His classes offer practical tips for pet owners to alleviate stress and anxiety in their animals, enhancing their overall quality of life. Paws Hero is a firm believer in the amazing benefits of T-Touch and is the only organisation in Hong Kong that provides the workshop to the public.

Eric's journey with T-Touch began while he was finding ways to connect with and exploring various training methods for his own dog, who was particularly sensitive to stress. He emphasizes that T-Touch focuses on creating positive experiences for both human and the animals during the interaction, thereby enriches the lives of both. Through careful observations, practitioners closely monitor the animal's physical and emotional state, assessing their movements and reactions to gain better understanding of their needs and wants. "The animals' reaction to human is their feedback, and by closely observing it allows for better and more effective communication, thereby empowering the animal and fostering trust between the two parties," Eric explained.

A vital aspect of T-Touch is the mental shift it encourages in pet owners. By visualizing calm and positive scenarios, owners can in fact change the animal's reactive behaviour. "For example, the owner should focus on imagining a quiet and calm dog while he is barking, and miraculously the dog will slowly calm down. The phrase 'Change your mind, change your dog' truly works like magic," he added.

One of the appealing features of T-Touch is its minimal reliance on food and toys, which reduces potential conflicts between human and animals during training. Unlike traditional methods that focus on correcting undesirable behaviours, T-Touch addresses not just the behaviour, but the root causes, helping to restore balance in an animal's physical and emotional state.

"Our pets can feel our love and emotions through touch. T-Touch techniques can be applied to all living beings, as they involve a conscious connection through touch. It can truly transform their behaviour and our relationship with them," Eric stated.

# Connecting through Touch

## 觸感傳意

Eric Lee 是一位 T-Touch (Tellington T-touch) 導師，負責本會教育中心非常受歡迎的 T-Touch 課程。他的課程為寵物主人提供實用技巧，以紓緩動物的壓力和焦慮，提升牠們的整體生活質素。動物英雄聯盟深信 T-Touch 為動物帶來的功效，亦是本港唯一提供 T-Touch 工作坊的機構。

Eric 的 T-Touch 之旅，源於自己的狗狗對壓力特別敏感，因此四出尋找各種訓練和增進感情的方法。他解釋道，T-Touch 強調仔細觀察和創造互動時的正面體驗，導師會密切留意動物的身心狀態，評估牠們的動作和反應去進一步了解牠們的需要。他表示：「動物的反應就是和我們溝通和回饋的方法，因此仔細觀察能夠讓我們更有效地溝通，也能讓動物感受到尊重及被了解，並加深雙方的信任。」

T-Touch 的另一個重點是鼓勵寵物主人改變心態；透過想像平靜和正面的互動場景，主人可以改變寵物的行為。「例如當狗狗不斷吠叫時，主人可以想像牠很安靜平和的模樣，慢慢狗狗也會安靜下來。」他補充道：「改變你的心態，改變你的狗狗」這句話真的像魔法一樣有效。」

T-Touch 的另一個吸引之處在於它不依賴食物和玩具來達成訓練目的，從而減少訓練過程中雙方可能出現的衝突。傳統的犬隻訓練方法通常專注於糾正不良行為，而 T-Touch 針對的不是行為，而是針對根本原因，旨在幫助動物恢復身心的平衡。

「我們的寵物能夠通過觸碰感受到我們的愛和情感。所有生物都可以應用 T-Touch 手法，因為它主要透過觸碰建立有意識的聯繫，這能夠有效地改變牠們的行為以及我們之間的關係。」Eric 道。





# #letsbepetsangel

## 寵物天使



Through the educational organisation Dreamstarter, Paws Hero had the wonderful opportunity to meet the "5D03 Pet Angels" team from Hong Kong Baptist Convention Primary School. This enthusiastic group of nine fifth-grade students came together for a heartfelt project aimed at promoting animal welfare among their schoolmates and the broader community. We had a delightful conversation with their teacher, Miss Chung, about this inspiring experience and the meaningful impact of their initiative.

"The team created engaging educational videos that highlighted critical issues such as animal abuse in Hong Kong, responsible pet ownership, and the importance of adoption. Their creativity also shone through in community engagement, as they collaborated with various pet-friendly shops and businesses to share their message: 'Think thrice before adopting, and love them endlessly after adoption,'" Miss Chung explained. "It was a significant step for the students as they stepped out of their comfort zones to approach businesses for support. We are incredibly proud of their achievement."

"The discussion held at Paws Hero's Education Hub was truly uplifting. The students deepened their understanding of animal welfare and were thrilled to meet their dog ambassador, Kam Jai. The informative session fostered greater empathy toward abandoned animals."

"We are proud to see our students transforming into passionate advocates for animal welfare in such a short time. They also learned to leverage social media as a powerful tool to raise awareness about these issues. The final presentation at our school received overwhelming support and recognition from both parents and fellow students. It was a remarkable learning experience for them," Miss Chung concluded.

At Paws Hero, we believe in nurturing compassion from a young age. We are delighted to see more schools stepping up to introduce the concepts of animal welfare through engaging and interactive projects. We look forward to witnessing even more school-led initiatives in the future!



# #letsbepetsangel

## 寵物天使

動物英雄聯盟很高興透過教育機構Dreamstarter，認識香港浸信會聯會小學的「5D03 寵物天使」團隊。這支由九名小學五年級學生組成的團隊，致力向同學們和社區推廣動物福利。我們與他們的帶隊老師鍾老師討論了這個項目的過程及其意義。

「寵物天使團隊這次很用心地通過製作短片探討香港社會中受虐動物的情況，領養的重要性和如何成為富責任感的主人。他們的創意也延伸到社區，與多家寵物友善的餐廳和寵物用品店合作，傳遞這個活動的訊息：『養前要三思，養後要愛護！』」鍾老師解釋道。「同學們走出舒適圈去尋找合作商戶，實在是一個突破，我們對他們的成績感到非常驕傲。」

「我們和動物英雄聯盟教育中心的交流，實在讓同學們獲益良多。他們深入了解到動物福利的重要性，並非常高興能見到狗狗大使金仔。這次交流大大增強了他們對被遺棄動物的同情心。」

「我們很欣慰看到學生們在短時間內成為動物福利的推動者。他們還學會了如何利用社交媒體，廣泛宣傳並提高公眾對動物福利的關注。在校內的展示日，很多同學和家長對於他們的展板和資料都表示讚賞與支持。這無疑是一次非常寶貴的學習經驗。」

在動物英雄聯盟，我們相信從小培養同情心的重要性。我們很高興看到越來越多的學校通過各種有趣且互動的方式，提高學生們對動物福利的關注。我們期待未來看到更多由學校及年輕人主導的倡議活動！



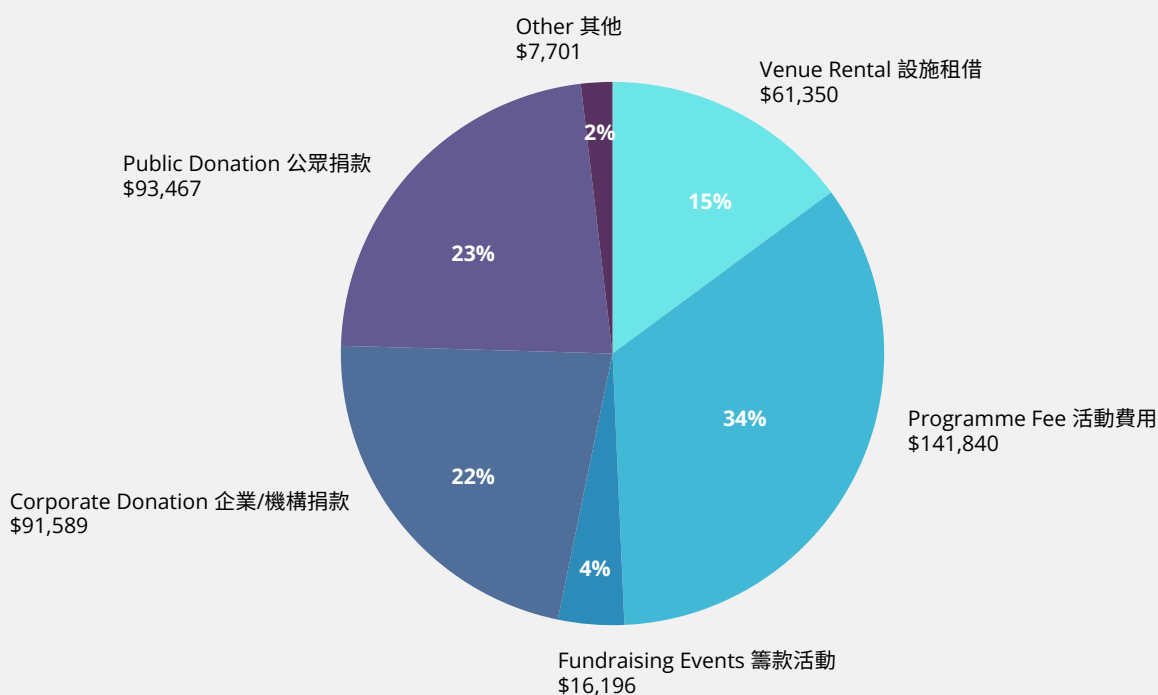
# Income & Expenses

## 2023-24

### 收支簡報

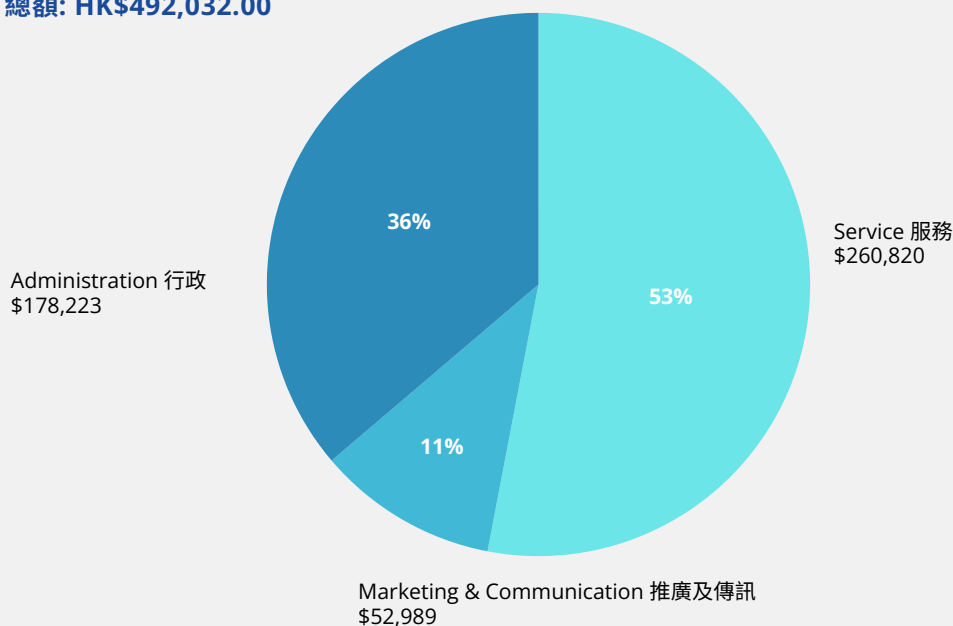
#### INCOME 收入

TOTAL 總額: HK\$412,143.00



#### EXPENSES 支出

TOTAL 總額: HK\$492,032.00



# Acknowledgement

## 鳴謝

### **PARTNERS 合作夥伴**

Cats Not Balls 不是貓球  
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香港動物輔助治療協會  
Hong Kong Bunny Rescue 香港救兔之家  
Hong Kong Seeing Eye Dogs Services 香港導盲犬服務中心  
House of Joy and Mercy 阿棍屋  
LUA Foundation 香港人壽保險從業員協會慈善基金  
SoSoHome Stray Animal Support 素素家浪浪支援行動  
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Pauline Lai 黎施葆老師  
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Lai Sun Development 麗新發展  
Pawtners  
Pet4Motion Rehabilitation Centre 寵健絡寵物復健中心  
Petspot  
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