

理想、使命及價值觀宣言

Vision, Mission & Values Statement



理想 Vision

共同建設一個互相關懷的社會，使人人能自立自主、自尊自信、和諧共處、幸福快樂。
Together we build a caring community with self-sufficiency, dignity, harmony and happiness.

使命 Mission

為顧客 For our Customers	提供優質的社會福利服務，以助他們面對人生各種挑戰。 To provide quality social welfare services to enable them to meet life's challenges.
向社群 For the Community	提倡社會及家庭責任感。 To promote social and family responsibilities.
助員工 For our Staff	發展潛能，透過嘉許成就、授權委責及增強培訓，建立既進取又團結又專業的工作隊伍。 To develop individual potential and reward results; and to empower and build an innovative, cohesive and professional team.
與福利機構 For Welfare Organizations	齊心協力，相輔相成，發揮更大效能，以提供有效益和效率的服務。 To promote synergy conducive to efficient and effective service delivery.

價值觀 Values

專業精神 Professionalism	忠誠投入，堅毅不屈，不斷增進知識，磨練技巧，力求盡善盡美。 We will embrace the highest standards of integrity, endurance, knowledge and skills.
以人為本 People-oriented Service	時刻關注他人的需要，提供適切的服務，並堅守互相尊重、公平及保密的原則。 We will always be sensitive to people's needs and provide timely services with respect, fairness and confidentiality.
社區參與 Community Participation	群策群力，眾志成城。 We will involve the community in attaining our service goals.
有效溝通 Effective Communication	保持緊密聯繫，交流意見，促進互相了解。 We will strive to understand and to be understood.
精益求精 Continuous Improvement	努力不懈，追求卓越。 We will continuously strive for excellence.