

Apart from adhering to high professional standards and striving to be the leading innovator in the financial industry, Chinatrust Financial Holding Company also endeavors to be an exemplary corporate citizen, with a strong commitment to make the following contributions:



Establishing the “Chinatrust Foundation”

This foundation was established on 2 November 2004, with the main target of providing financial assistance and support to underprivileged or disabled children.

Through the whole year’s volunteer activities, Chinatrust Financial Holding Company cultivates the corporate benevolent culture and achieves the “Love for kids” objective in the company.

Holding the “Light up a Life” fundraising campaign

This event was held since 1985, and was the first fundraiser in aid of underprivileged children organized by a local enterprise. In the last two decades, it has accumulated a total fund of around NT\$300 million, helping 48,766 children, through a total of 28 charitable organizations.

Financial aid for victims of natural disasters

Donation of NT\$10 million in July 2004 in aid of those who suffered from damages and injuries caused by typhoon Mindulle in July 2004. Contributing NT\$10 million in January 2005 to victims of the disastrous tsunami which struck South Asia.

Sponsoring developments in arts and culture

Sponsoring more than 20 Arts & Cultural events from 2001 to 2004, including exclusive exhibitions such as the “Ancient Egyptian Art of the Louvre”, “A Century of German Genius”, to promote the standard and development of arts in the country, and to contribute to people’s overall quality of life.

Adopt-a-garden project at “Chiang Kai-shek Memorial Hall”

From October 2001 to September 2006, this project will provide the public with a comfortable and relaxing “green” surrounding while beautifying and effectively preserving the environment around the city.



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