

Amount granted through LKFS's "Love HK Your Way!" campaign launched in 2010 was HK\$306M. It has successfully implemented seven charity programmes involving thousands of social institutions and serving more than 3.3 million people.

	Programme	Donation Amount (HKD)	Beneficiary
1	"Love Ideas, Love HK" Round 1 to Round 3 www.loveideas.hk	128,660,000	<ul style="list-style-type: none"> • 3,398 applications • 763 winner projects selected • 4,059,255 votes from the public • Serve over 3 million people in HK
2	"Heart of Gold" Hong Kong Hospice Service Program cum www.hospicehome.hk online educational service	84,500,000	10 public hospital cancer hospice centres provide over 300, 000 sessions for 20, 000 terminal cancer patients, their family members and community people
3	"Love More" www.lovemore.hk	2,640,000	<ul style="list-style-type: none"> • 12 films with 12 dedicated film directors/ teams to present stories and scenes of HK life • Total hit rate 8,442,788
4	The Faculty of Medicine of the Chinese University of Hong Kong & Prince of Wales Hospital: TrueBeam System	40,000,000	Per year over 6,400 times of service for 360 cancer patients
5	Nethersole Hospital Serene Teen Child and Youth Wellness Centre cum Training Centre	8,500,000	Over 15,000 children and youth patients and their families
6	333 Companion Learning Leadership Program	41,200,000	<ul style="list-style-type: none"> • 74 primary schools • 1,600 students • 559,000 hours of after-school tutoring
7	Summer Fun	1,000,000	23,720 kids participated in film fairs and fun programs
	Total	306,00,000	