



社會福利署

Social Welfare Department

Our : SWD 0075-0010-0060-0005-0005-P001  
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Subventions Section  
38/F, Dah Sing Financial Centre  
248 Queen's Road East,  
Wan Chai, Hong Kong

15 September 2025

Heads of Non-governmental Organisations (NGOs)  
operating subvented services / Service Operators of subsidised services

Dear Sir / Madam,

**Acknowledgement of Subventions and Subsidies for Services**  
**Funded by the Social Welfare Department**

Further to our letter of 23 February 2024 at Annex regarding the captioned subject, we write to remind you of the requirement of acknowledging services and/or projects that are subvented/subsidised by the Social Welfare Department (SWD) and/or supported by the Lotteries Fund (LF) through displaying the designated logo, i.e. "Subsidised Service by the Social Welfare Department".

2. While we acknowledge the broad adoption of the designated logo across service locations and publicity materials in accordance with the requirements set out in the above-mentioned letter, to fully reflect the Government's commitment to providing welfare services and facilitate the public to easily identify the services funded by SWD, we wish to emphasise that the display of logo must clearly and directly associate with the specific SWD-subvented/subsidised services.

3. To achieve consistent practice and facilitate the effective implementation of logo display requirements, please ensure the following:

- i) displaying the designated logo at the prescribed size and prominence as outlined in the Logo Usage Guideline enclosed with the above-mentioned letter and the Lump Sum Grant Subvention Manual;
- ii) displaying the designated logo in the immediate context of service descriptions or service-specific sections of websites, social media, annual reports or other publicity materials as appropriate;
- iii) avoiding generic placements, such as placing the designated logo solely in the main page footer or header of website/annual report of the agency, where the public cannot readily associate the logo with

- the specific SWD-funded services; and
- iv) the display of logo should not be overshadowed by the background or other acknowledgements.

4. We appreciate your continued cooperation in maintaining these standards to ensure transparent public communication about government-funded services. Should you have further enquiries, please contact the Liaison Officer of Subventions Branch designated for your organisation or the Project Officer of your LF projects.

Yours sincerely,



( KAM Kwok-ming )  
for Director of Social Welfare

c.c. Chairpersons of NGOs