

把愛找回來

全年無休的公益平台

Rediscovering Love: The Year-round Charity Platform

串聯全台門市，成為在地公益的最後一哩路。

Connecting all stores in Taiwan and localizing charity actions.

為了在這片土地種下希望的種子，7-ELEVEN秉持著「真誠、創新、共享」的企業精神，自1988年以隨手行善的概念，推動「把愛找回來」，在門市設置零錢箱與ibon募款，方便民眾一塊來做愛心，讓愛心24小時不打烊，並以無數的創意發想，帶動募款金額逐年提升，協助社區關懷弱勢與長者。

1999年更成立「統一超商好鄰居文教基金會」，投入社區關懷，以「好鄰居同樂會」的方式，深入城市與鄉鎮，每年舉辦上萬場活動，把歡笑和溫暖帶到全台角落，更以門市為據點，活化鄉鎮社區發展，為社區開創更美好的未來。

7-ELEVEN honors our enterprise spirit “honesty, innovation, sharing” and has been spreading seeds of hope in Taiwan all over Taiwan since 1988. We launched the “Rediscovering Love” campaign and placed coin donation boxes at stores and donations channels at ibon kiosks, making it very convenient for the public to donate money anytime, anywhere. After rolling out limitless creative campaigns, the donation amount has increased annually and the funds are used to help community minorities and the elderly.

In 1999, we established the Good Neighbor Foundation that focuses on community care. We hold over ten thousand Good Neighbor Party events every year to interact with minority groups in cities and rural areas. We bring joy and warmth to every corner in Taiwan, and use 7-ELEVEN stores as home bases to stimulate community development in rural areas to create a better future for the local residents.



公益
CHARITY