

NEWS RELEASE

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When Happiness Knocks: Yuanta Volunteers Head to Kaohsiung's Cishan Sugar Factory, Partnering with Community Forces to Accompany Rural Students on Environmental Education Field Trips

Supporting education in remote areas through action, Yuanta Financial Holding Company (FHC) and the Yuanta Cultural and Educational Foundation (Foundation) continue to deliver care. This year's Yuanta Happiness Day event, themed around "Environmental Education," welcomed 68 students from Shangping Elementary School in Kaohsiung City and Wutai Elementary School in Pingtung County today (9/20). The group visited the Kaohsiung Cishan Sugar Agricultural and Creative Park—a century-old sugar factory repurposed into an eco-friendly hub—embarking on a learning journey that blends ecology, culture, and eco-conscious craftsmanship. We also presented exclusive Happiness Gift Packs containing jackets, pants, and sneakers, creating warm and touching memories for the students.

Yuanta Happiness Day partnered with the Cishan District Sugar Factory Community Development Association in Kaohsiung City to organize diverse experiential courses utilizing local resources. Accompanied by Yuanta volunteers, students experienced local banana fiber craftsmanship. They personally extracted natural fibers from the pseudostems of banana leaf sheaths, then used them to create sphagnum moss balls and paint with sap from the banana pseudostems. This sparked students' interest in natural materials and ignited their imagination, transforming each child into a green thumb and an eco-friendly little champion. Through a full day of hands-on activities, the students gained an understanding of resource recycling and the implementation of environmental sustainability concepts.

NEWS RELEASE

Both schools participating in this event embrace a philosophy of diverse teaching approaches. Shangping Elementary School in Kaohsiung City is dedicated to creative teaching that integrates art with the environment. Wutai Elementary School in Pingtung County is renowned for its preservation of Rukai (indigenous Taiwanese) culture and ecological education. The schools extended their sincere gratitude for the invitation. Yuanta Happiness Day aligns perfectly with their exploratory learning philosophy, offering field trips and experiential learning that allow students to experience the charm of Taiwan's traditional sugar industry culture and eco-friendly craftsmanship.

The Yuanta Foundation stated that a principal once shared, "Receiving an invitation from Yuanta is like the joy of happiness knocking at your door; it feels as exhilarating as winning the lottery." The original purpose of Yuanta Happiness Day is to ensure every child receives their own special gift. The Happiness Gift Pack is more than just material aid—it transforms care into companionship and inspiration, encouraging students to pursue their dreams with courage. Since its inception in 2012, the initiative has held 68 sessions, mobilizing over 2,000 volunteers and distributing more than 9,000 customized Happiness Gift Packs. The Yuanta Foundation partners with local communities and educational institutions to transform "happiness" from a single gift into a beacon of light illuminating the path ahead for children in remote areas.

NEWS RELEASE



Photo 1: Yuanta FHC and the Yuanta Foundation hosted the Yuanta Happiness Day event in Kaohsiung, preparing customized Happiness Gift Packs for children in remote areas.



Photo 2: Yuanta volunteers guided students in experiencing banana fiber crafts while learning about environmental sustainability.