

Fundraising and Promotion

募捐・宣傳

我們的籌款及宣傳活動緊密配合，雙輔雙成：籌款同時宣揚助學，宣傳時亦踴躍招募活動參加者。本年度，我們舉辦了多項各具特色的步行籌款活動，參加者既可以身體力行支持助學工作，又可親身了解各地文化及當地教育情況。我們希望以多元的推廣策略，輔以公益、教育活動，讓更多市民認識苗圃行動，明白助學工作的意義。

Our fundraising and publicity events complement each other closely. We raise fund while promoting our image, and it is also a way to recruit new participants. During the year, we have organized walkathons in various styles. Not only can participants practice what they preach, they can also enjoy the scenery along the way and understand different local cultures. With a multidimensional publicity strategy, coupled with charitable and educational activities, we wish to build up our public image and stress the importance of education assistance.





行路上廣州2012

日期： 2012年1月25至29日
地點： 開平、江門及廣州
參加人數： 201
善款數字： \$1,720,237

活動特色：

本年活動由香港出發，以雙線進行，分別往開平及江門起步，至廣州為終點。路線以綠道為主，飽覽極具廣東文化特色的景點，包括開平碉樓及江門學派勝地。本年我們增加了為期兩天的「體驗隊」，讓初次參加人士得以體驗活動。

活動行程：

強人隊 (開平)	香港 > 開平 > 九江 > 番禺 > 廣州
健兒隊 (江門)	香港 > 江門 > 九江 > 番禺 > 廣州
體驗隊	香港 > 番禺 > 廣州

善款用途：

部分用於雲南、四川、甘肅、貴州貧困地區持續改善教育之用，餘款用以改善廣東地區實施的希望家園。

Walk to Guangzhou 2012

Date: 25-29 Jan 2012
Locations: Kaiping, Jiangmen, Guangzhou
No. of Participants: 201
Amount Raised: \$1,720,237

Special Features:

Different from the previous Walks, participants in two teams departed from Hong Kong at the same time and walked towards Guangzhou from two points, Kaiping and Jiangmen. To attract more new participants, a two-day "Experiencing Team" had been set up for novices to try out the trip.

Routes:

Trotting Team (Kaiping)	Hong Kong > Kaiping > Jiujiang > Panyu > Guangzhou
Striding Team (Jiangmen)	Hong Kong > Jiangmen > Jiujiang > Panyu > Guangzhou
Experiencing Team	Hong Kong > Panyu > Guangzhou

Use of Donation:

Partially used for assistance programs in the poor areas of Yunnan, Sichuan, Gansu and Guizhou, while the rest was assigned to improve the SA-PH Campus for left-behind children in Guangdong.