

第十六屆慈善高爾夫球賽

日期： 2011年5月6日
地點： 東莞觀瀾湖高爾夫球會
參加人數： 100+
善款數字： \$540,000

活動特色：

我們今年再接再厲，延續過去賽事的成功經驗，寓助學於娛樂。比賽分男子組計算，設有不同獎項，例如最遠程獎、最近洞獎、全場最佳成績獎等。除了公眾踴躍參與，商界及機構亦大力支持，當中觀瀾湖高爾夫球會贊助果嶺費，並提供賽事支援；香港理工大學工業設計中心則提供獎盃設計和贊助。

善款用途：

分別用作助學及會方運作經費用途

「回禮小禮物」捐款計劃

婚宴是人生大事，更可以是慈善樂事。近年，有見不少新人希望為婚禮增添新意，苗圃於是開創先河，以婚宴作為途徑，鼓勵新人將回禮化作捐款，用以資助內地貧困學生，為婚禮的喜慶氣氛增添一分額外意義。

我們會為新人印製感謝卡，贈予婚宴來賓，聊表謝意。感謝卡一套共六款，封面印上山區學生的一張張笑臉，是受助者的喜悅，也是對新人的祝福。感謝卡背後可印上個人謝詞，讓來賓更感親切。

除了婚宴，計劃也適用於不同的喜慶場合，如結婚週年紀念、彌月、壽辰或聚餐等。本年度，共有21個宴會派對參加計劃，選擇將回禮化作捐款，為本會籌得逾8萬元，全數用於助學用途。

受惠活動計劃

除了個人善款，商界及機構捐助對我們亦非常重要。為此，我們積極與大小機構合作，讓各方按照其特色和資源，設計適合的慈善活動。此舉既可資助本會助學，令貧困學生受惠，一盡企業社會責任，亦可透過群體活動，加強員工的凝聚力和提升機構的形象，是名符其實的一舉多得。

本年度，本會共舉行47個受惠活動，籌得逾45萬元善款，分別用於助學或運作經費。

16th Charity Golf Tournament

Date: 6 May 2011
Location: Dongguan Mission Hills Golf Club
No. of Participants: 100+
Amount Raised: \$540,000

Special Features:

The event combined entertainment with a charitable cause to improve the education in China. Divided into men's and women's categories, there were various trophies including longest drive, closest to pin, best score, etc. Besides increased public participation, businesses and organizations were also very supportive. Among them, the Mission Hills Golf Club sponsored the green fees and the Industrial Centre of the Hong Kong Polytechnic University designed and sponsored the trophies.

Use of Donation:

For education assistance as well as operating expenses of our organization.

“Small Gifts for Big Occasions” Donation Scheme

Wedding matters a lot to one's life; you can make it matter to those in need as well. In the recent years, many couples wish to make their weddings more exciting. We therefore took the initiative to encourage them to donate their gifts-in-return to improve China's education, making their joyful marriages even more meaningful.

We provide thank-you cards for couples to express their gratitude to guests. Printed on a set of six are images of the smiling faces of students in the mountain areas. They stand for the happiness of the beneficiaries as well as the blessings for the couples. Cards can also be personalized by adding individual messages on the back.

Besides weddings, the scheme is suitable for other celebratory occasions such as wedding anniversaries, birthdays, month-old parties of babies or other gatherings. During the year, 21 parties have joined our scheme to donate their gifts-in-return and helped to raised more than HK\$80,000 for us. All the proceeds were used for education assistance.

Beneficiary Activity Scheme

In addition to individual donations, supports from the businesses and different organizations are equally important to us. We actively collaborate with parties large and small to design charitable events based on their characteristics and resources. They can benefit themselves in many ways: Besides exercising corporate social responsibility by helping the poverty-stricken, they can also create bonds among their employees and build a better brand.

47 beneficiary activities were held during the year, with over HK\$450,000 raised for the purpose of education assistance or operational expenditure.

國情教育大使計劃

計劃旨在為本地中學生提供一個課外機會，在輕鬆愉快的環境中認識和理解國情。計劃分為訓練和體驗兩部份。前期為一系列的訓練活動，透過短片、照片、新聞、繪畫、角色扮演等多種方式，為參加者提供社會、政治和文化等方面的基礎認知。其後的互動討論環節，大使爭相交流、論辯，鍛煉表達技巧之餘，又可加強獨立和批判思考的能力。此外，訓練亦包括集體遊戲和戶外活動，從中培養大使的領袖及團隊精神。

經過連串的培訓，一眾大使便進入整個計劃的「重頭戲」——「山區交流體驗團」。今年4月，體驗團到訪雲南省巧家縣的苗圃愛群希望中學，以單對單的方式跟當地學生配對，同住同吃，體驗了為期六日五夜的山區生活。過程當中，大使與當地學生有機會以不同形式交流，包括運動會、同遊市集、美食大賽及文藝晚會，充分體驗當地的風土人情和生活方式。

多位國情大使均指，計劃讓他們更全面地了解國家，互動討論增強了他們的個人見解，「山區體驗團」更是非常深刻的體會。可以到訪一個陌生環境，體驗別樣的生活，與當地學生深入交流，大使們都認為是相當難得的經驗。與原來的生活作對比，更能讓他們感受到自己身在福中，學懂珍惜所有，同時產生更大的動力，日後更積極參與公益事務，回饋社會。

National Education Ambassador Program

The program aims to provide an opportunity for local secondary school students to learn about their country outside the classrooms in a fun and relaxed manner. Divided into "training" and "experience", the program began by providing a fundamental understanding of our country from the social, political and cultural perspectives, using various means including videos, photographs, news articles, paintings and role-play games. Ambassadors then took part in an interactive debate session which aimed at developing their communication skills, as well as the ability to think independently and critically. There were also group games and outdoor activities to cultivate their leadership and team spirit.

After completing the training activities, the ambassadors proceeded to the core program — visiting the mountainous areas in Mainland China. In April this year, the group visited SA-PH Secondary School in the Qiaojia County of Yunnan. During their 6-day stay, each ambassador was matched with one local student to experience how it was like living in the mountainous regions. They interacted with each other by sports games, visit to the market town, culinary competitions and cultural shows, so that ambassadors could fully appreciate the local culture and lifestyle.

Many ambassadors felt that that the program allowed them to understand their country much more comprehensively. After a series of interactive discussions, they were more comfortable expressing their personal views, and the visit was truly memorable. They agreed that living in an unfamiliar environment and having in-depth exchanges with local students were one-in-a-lifetime experiences. It made them realize that they were the lucky ones and learnt to cherish what they are having now. Also, they were eager to join more charitable events in the future to make a contribution to the society.

