



籌款活動花絮

Highlights of Fundraising Activities

籌款活動是苗圃善款的其中一個重要來源，籌募之外，維繫了一群熱心助學的人士，也是一扇大門讓各界認識內地貧困地區的教育情況，推廣助學工作的重要。參加者身體力行的參與，除了讓內地貧困學校及師生受惠，旅途中的探訪、文化及生活體驗，可以讓參加者得到不平凡的經歷和珍貴的回憶。

Fundraising activities are not only one of our important sources of donations, but also helping to connect with a group of wholehearted people for our educational aid programs. It also provides a platform to the public accessing the latest news of education in remote areas and promoting the importance of our works. Through visiting local teachers and students and experiencing cultural exchange during the trip, walkers gain invaluable memories, and at the same time, teachers and students also benefit from the active participation of walkers.





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苗圃單車助學行 2012

日期

台灣段：2012 年 4 月 12-19 日

銀川段：2012 年 5 月 19-26 日

廣西巴馬段：2012 年 8 月 7-12 日

參加人數：96

善款數字：HK\$ 919,907

活動特色：

長途騎行好比內地貧困學生求學的毅力。本年活動開拓了不同的路線，適合單車發燒友及一家大小參與，為苗圃籌募善款之餘，享受運動的樂趣。當中的銀川段及廣西巴馬段，可以欣賞到當地的大自然景色，而台灣段則於台灣東岸騎行，挑戰參加者的體能和意志。

活動行程

台灣段：高雄→太麻里→池上→花蓮→太魯閣→羅東→淡水→台北

銀川段：銀川→中衛→沙坡頭→金沙島→中衛→銀川

廣西巴馬段：陽江→星湖→欽州→南寧→東蘭→巴馬

善款用途：

全數用作會方運作經費

苗圃行動二零一二至二零一三年年報

Sowers Action Cycling for Education 2012

Date

Taiwan Section: 12-19 April 2012

Yinchuan Section: 19-26 May 2012

Bama Section: 7-12 August 2012

No. of Participants: 96

Amount Raised: HK\$ 919,907

Special Feature:

This is required for strong will power for students in rural area to receive education. We have explored a few new routes this year that allow participants enjoy their ride with their family members. Participants enjoyed fabulous scenery at Yinchuan and Bama sections. In the Taiwan section, participants to ride along the Eastern costal line where challenge their physical level and will.

Routes:

Taiwan Section: Kaohsiung → Taimali → Chihshang Township → Hualien → Taroko → Luodong Township → Tansui → Taipei

Yinchuan Section : Yinchuan → Zhongwei → Shapotou → Jinsha Island → Zhongwei → Yinchuan

Guangxi Bama Section : Yangjiang → Xinghu → Qinzhou → Nanning → Jiangnan → Bama

Use of Donation:

Fully used for operational expenditure of our organization.



苗圃茶馬古道 助學行 2012

南絲綢之路段

日期：2012 年 9 月 15-23 日

參加人數：77

善款數字：HK\$ 604,250

活動特色：

本年以「一趟難忘的助學之旅」為主題，由長江的源頭—雲南省水富縣起步。旅程中探訪了三所苗圃資助的中小學，讓參加者可以親身與山區師生交流互動，了解山區學校生活。途經大山包、大海草山及東川等地時，則可欣賞到當地壯麗的大自然景色。

活動行程：

水富→豆沙→會澤→東川→昆明

善款用途：

全數用作助學用途，支援雲南省昭通市當地與教育相關的地震救援項目



Sowers Action Ancient Tea Horse Route Expedition 2012

South Silk Road Section

Date: 15-23 September 2012

No. of Participants: 77

Amount Raised: HK\$ 604,250

Special Feature:

The theme of this year was "Unforgettable Education Support Tour". The tour began at Shuifu, Yunnan where the source of Yangtze River is. The participants have visited 3 Sowers Action funded schools during the trip. Participants were offered a unique opportunity to interact with the students to learn more about their school life. The trip passed through Dashanbao, Dahancao Mountain and Dongchuan. All participants were impressed by the magnificent views.

Routes:

Shuifu → Dousha → Huaizha → Dongchuan → Kunming

Use of Donation:

Fully used for subsidizing the education relief programme after earthquake in Zhaotong, Yunnan.





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苗圃助學長征 2012

滇北行

日期：2012年9月21-30日

參加人數：206

善款數字：HK\$ 3,347,092

活動特色：

每年助學長征均會於當年紅軍長征路線中選段而行。本屆探訪了途經的兩家小學，與學生舉行課堂互動遊戲，樂上半天。還有香格里拉迷人的景色為參加者打氣，令活動順利完成。

活動行程：

昆明 → 麗江 → 香格里拉 → 奔子欄 → 飛來寺 → 梅里雪山 → 麗江 → 昆明

善款用途：

全數用作助學用途，支援雲南省昭通市當地與教育相關的地震救援項目

Sowers Action Long March for Education 2012

North Yunnan Section

Date: 21-30 September 2012

No. of Participants: 206

Amount Raised: HK\$ 3,347,092

Special Feature:

The Sowers Action Long March for Education usually includes part of routes that occurred in the Historical Long Marches. We have visited 2 schools in the trip during the march. Participants spent half day to interact with the students. The nice scenic view at Shangri-la became part of the unforgettable memory for participants.

Routes:

Kunming → Lijiang → Shangri-la → Benzilan → Feilai Temple → Meili Snow Mountain → Lijiang → Kunming

Use of Donation:

Fully used for subsidizing the education relief programme after earthquake in Zhaotong, Yunnan.



苗圃挑戰 12 小時 慈善越野馬拉松 2012

日期：2012 年 11 月 4 日

參加人數：1,862

善款數字：HK\$ 2,376,172.5

活動特色：

活動為苗圃唯一在香港舉行的籌款活動。歷年來吸引了許多熱心助學，又喜愛行山運動的人士持續參與。本年活動除了有大眾熟悉的 42、23 及 10 公里賽事外，於大埔海濱公園增設定向賽，適合老少同樂。

活動行程：衛奕信徑第 3-8 段

42 公里：

油塘三家村→井欄樹檢查站→獅子亭檢查站→九龍水塘檢查站→城門水塘主壩→鉛礦坳檢查站→大埔海濱公園

23 公里：

沙田坳道十二笏→九龍水塘檢查站→城門水塘主壩→鉛礦坳檢查站→大埔海濱公園

10 公里：

城門水塘主壩→鉛礦坳檢查站→大埔海濱公園

定向賽：

大埔海濱公園

善款用途：

全數用作助學用途，支持學生資助及師資培訓項目

Sowers Action Challenging 12 Hours Charity Walkathon 2012

Date: 4 November 2012

No. of Participants: 1,862

Amount Raised: HK\$ 2,376,172.5

Special Feature:

This is the only activity that Sowers Action organizes in Hong Kong. The activities attracted thousands of hiking lover as well as charity supporters. The categories include 42km, 23km, 10km and a newly created Tai Po coastal adventure route that fits for all ages.

Routes: Wilson Trail Section 3 to 8

42 km :

Yau Tong Sam Ka Tsuen Recreation → Tseng Lan Shue Checkpoint → Lions Pavilion Checkpoint → Kowloon Reservoir Checkpoint → Shing Mun Reservoir Checkpoint → Lead Mine Pass Checkpoint → Tai Po Waterfront Park.

23 km :

Shatin Pass Road → Kowloon Reservoir Checkpoint → Lead Mine Pass Checkpoint → Tai Po Waterfront Park

10 km :

Shing Mun Reservoir Main Dam → Lead Mine Pass Checkpoint → Tai Po Waterfront Park

Orienteering :

Tai Po Waterfront Park

Use of Donation:

Fully used for educational aid programme. The key focuses are on student sponsorship and teacher training.

