



## 籌款活動花絮

## Highlights of Fundraising Activities



40



### 苗圃行路上廣州 2013

#### 日期

助學之旅：2013 年 2 月 12-17 日

體驗之旅：2013 年 2 月 15-17 日

參加人數：265

善款數字：HK\$ 2,628,806.33

#### 活動特色：

本年設計了一條嶄新的路線，踏足清遠及粵北山區，充滿自然生態及人文特色，並以苗圃第一個資助縣－陽山縣為終點，「回到校源」。另外，短線的體驗之旅三天行程，吸引了不少希望嘗試步行活動的人士參與，體驗助學的樂趣。

#### 活動行程

##### 助學之旅：

香港→深圳→東莞→增城→清遠→陽山→香港

##### 體驗之旅：

香港→清遠→陽山→香港

#### 善款用途：

全數用於助學用途，包括資助廣東省留守兒童幸福廚房及雲川甘貴山區助學項目

### Sowers Action Walk to Guangzhou 2013

#### Date

Regular Section: 12-17 February 2013

Elite Section: 15-17 February 2013

No. of Participants: 265

Amount Raised: HK\$ 2,628,806.33

#### Special Feature:

We have implemented a new route this year that gave a fresh view for our participants. Qingyuan and Yuebei were the two highlights of the new route where are full of cultural and ecological attractions. The last stop was Yangshan where the first Sowers Action funded school located. We have also offered a 3-days elite section for participants who was the first time to experience the trip.

#### Routes

##### Regular Section:

Hong Kong → Shenzhen → Dongguan → Zengcheng → Qingyuan → Yangshan → Hong Kong

##### Elite Section:

Hong Kong → Qingyuan → Yangshan → Hong Kong

#### Use of Donation:

Fully used for educational aid programme. The key focus area are meals programs for left-behind children in Guangdong and educational aid programs in northwest China.







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42







## 第十七屆 苗圃慈善高爾夫球賽

日期：2013 年 5 月 10 日  
地點：東莞觀瀾湖高爾夫球會  
參加人數：100+  
善款數字：HK\$448,555.6

### 活動特色：

過去 16 年得到各界的持續支持，本年延續過去多年的成功，以高爾夫球運動為貧困學生籌款。逾百位參加者寓助學之餘，切磋球技，大賽亦成為了他們一年一度聚首的好機會。

### 善款用途：

用作助學及會方運作經費用途

## 17<sup>th</sup> Sowers Action Charity Golf Tournament

Date: 10 May 2013  
Locations: Mission Hills, Dongguan  
No. of Participants: 100+  
Amount Raised: HK\$448,555.6

### Special Feature:

The event was supported by numerous sectors in the past 16 years. We successfully raised fund for the student through the golf this year again. Over a hundred participants competed with each others in this tournament. The event offers a unique opportunity for the participants to get together for education in China and have fun every year.

### Use of Donation:

Fully used for educational aid programme or operational expenses of our organization





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44



## 苗圃 20 周年

為慶祝苗圃成立二十周年，我們於整年舉行了多個宣傳及籌款活動，包括 5 次戶外展覽、冰河世紀 4 慈善電影首映、心思心意郵票及紀念封義賣、會慶聚餐及 Nikon 苗圃 20 年動我心弦攝影比賽。當中的電影首映及聚餐，匯聚了不同時期、不同界別的苗圃支持者，除了共話當年，也關心苗圃的動向，均希望在將來能繼續為苗圃出力，支援內地教育的發展。各活動得到苗友及市民大眾支持，共同分享二十年的成果之餘，亦推廣助學訊息，介紹苗圃的新里程。

## Sowers Action 20th Anniversary

We have organised various promotions and fundraising activities to celebrate the 20th Anniversary of Sowers Action. That include 5 outdoor exhibitions, Ice Age 4 Charity Premiere, Charity Sale of Sowers Commemorative Stamps and Souvenir Covers, Gala Dinner and Nikon Sowers 20th year "Touch my Heart" Photo Competition. The Charity Premiere and Gala dinner were very popular. Both new and old Sowers friends joined together to chit chat about the changes and accomplishments of Sowers Action over the years in the events. Sowers friends are interested in know more about the future development of Sowers Action and how they could offer support. We are proud of what we have done to support education in the past 20 years and looking forward to reach the next milestones.





## 苗圃青年大使計劃 2012-2013

本計劃旨在讓青少年透過多元化活動，如講座、工作坊、模擬實習、訓練營、遠足訓練及自辦校內活動等，獲得課堂外的培訓和體驗，從而培養公益精神，提升情意品德及領導才能，於日後回饋社會。前期訓練完成後，會甄選優秀參加者到國內山區考察，親身感受當地學生的生活，實踐助學理念，加強對國內教育、生活及文化的了解。考察活動的最大特色為全程寄宿於當地中學或農村，並以「一對一配對生活」，即一名香港參加者配上一名內地中學生共同生活，以建立雙向的生活、文化及學術交流。學生需於回港後在其所屬學校裡分享「助人自助」的訊息，以喚醒大眾關心社會、公益事務，以至中國內地，放眼世界，珍惜所有。

青年大使們均十分享受參與此計劃，除了可以認識更多新朋友外，能夠共同接受訓練，讓他們認識內地的教育環境。而山區考察更觸動了他們的思考，到訪一個落後地區，生活完全改變，他們感受到自己身在福中，而山區學生堅毅的求學精神，也激發起他們學習的動力。在考察中，兩地學生均有得益，最重要的是，到了將來有能力之時，會一盡己力，貢獻社會。

## Sowers Action Young Ambassador Program 2012-2013

The Program aims to provide an opportunity for Hong Kong students to learn and have fun outside the classroom as well as develop their spirit of charity. We also want to elevate the ethical standard and leadership skills of those futures leaders. The participants are required to attend preparation course prior to the programme start. Selected students will be invited to join the investigation tour. In the tour, can get know the education system in Mainland China, ways to improve the education standard, learn more about the local culture and experience the student life in rural region in person. The participants stayed in the school or with the local family for the whole trip. We employ "one-to-one" strategy that one local student partnering with a Hong Kong student to ensure the capability of knowledge transfer. Participants are expected to share their experience and learning with their social groups after the trip. The key message is to encourage others involve more in charity events in the future.

Through this program, the young ambassadors could meet new friends from Mainland and receive practical training together with peer that sharpened their understandings of education in China. The home visiting in a remote area was the most impressive activity that triggered their thinking when they came across with a different lifestyle. The young ambassadors could compare their leaning environment between Hong Kong and China and to experience the learning attitude of local students. They are also motivated to work harder when they learnt the perseverance of local students. Indeed, both mainland and students were benefited from this exchange program, and most importantly, both of them learnt how to make contributions to society in the future.





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#### 受惠活動計劃

苗圃有幸得到社會商界及機構的支持，認同我們的工作，在公司機構舉行慈善活動，為苗圃籌募善款。我們亦積極配合公司機構的活動方案，提供可行的協助和資源，務求發揮慈善活動的最大效益。

受惠活動數目：54

善款數字：HK\$398,133

善款用途：

用作助學或會方運作經費用途

#### Beneficiary Activity Scheme

Numerous organizations support Sowers Action by running fundraising activities within their organisations. We are flexible with offering various types of charity activities to cope with the needs of different organizations. The key is to offer help to more student in need by maximise the fundraising effectiveness.

No. of Participants: 54

Amount Raised: HK\$398,133

Use of Donation:

Fully used for educational aid programme or operational expenses of our organization



#### 回禮小禮物捐款計劃

根據中國傳統，人們都偏好在龍年舉辦喜事，婚禮的回禮小禮物捐款也隨之而增加。新人們在喜慶之時，不忘在偏遠山區的貧困學生，向他們送上滿滿的愛和祝福。而回禮的感謝卡，也向新人及宴會來賓帶來感謝的笑臉。

本計劃除了適合婚宴外，彌月、壽辰、周年紀念等，苗圃的感謝卡亦是上佳的選擇！

捐款計劃：47

善款數字：HK\$88,252

善款用途：

全數用作助學用途

#### "Small Gift for Big Occasions" Donation Scheme

Traditionally, Chinese people are likely to enjoy their big day in the Year of Dragon that making our "Small Gift for Big Occasions" Donation Scheme even more meaningful and fruitful last year. By choosing our gift card meaning that the couples celebrate their wedding day beautifully without forget offering help to students with love and blessings, and the smiling faces on gift cards also share happiness to all the participants. The gift card is perfect for special occasions like full moon banquet, anniversary or birthday banquet.

No. of Donations: 47

Amount Raised: HK\$88,252

Use of Donation:

Fully used for educational aid programme