

籌款活動花絮

Highlights of Fundraising Activities



苗圃單車助學行 2013

日期 廈門段：2013年3月29-4月3日
青海湖段：2013年8月3-9日
洞庭湖段：2013年10月14-19日

參加人數 76

善款數字 HK\$656,816.80

活動特色：

自2009年起，單車助學行已成為本會一年一度的大型籌款活動。本年度的單車活動，特設有3段不同特色的路段，沿途風景各有優勢，且各有難度，讓參加者在推動助學工作之餘，同時挑戰體能和意志，也可欣賞到當地大自然景色。

行程：

廈門段：廈門>金門>小金門
青海湖段：西寧市>西海市>青海湖>鳥島>剛察縣>西海鎮
洞庭湖段：長沙>益陽>桃花江風景區>益陽>沅江>華容縣>岳陽>汨羅

善款用途：

全數用作會方運作經費

Sowers Action Cycling for Education 2013

Date Xiamen Section: 29 Mar-3 Apr 2013
Qinghai Lake Section: 3-9 Aug 2013
Dongting Lake Section: 14-19 Oct 2013

No. of Participants 76

Amount Raised HK\$656,816.80

Special Feature:

Since 2009, Sowers Action Cycling for Education is one of the key fundraising events every year. The event this year offered three routes for participants to choose from and each of the route features unique scenery.

Routes:

Xiamen Section: Xiamen > Kinmen > Xiao Kinmen
QingHai Lake Section: XiLing City > XiHai City > QingHai Lake > Bird Island > Gang Cha Xian > Xihai Town
Dongting Lake Section: ChangSha > YiYang > Taohuajiang ScenicResort > Yiyang > Yuanjiang > Huayung Town > Yueyang > ZuoLuo

Use of Donation:

Fully used for operational expenditure of our organization.





苗圃茶馬古道助學行2013

日期 2013年9月15-21日
 參加人數 91
 善款數字 HK\$1,015,541

活動特色：

今年，我們行走雲南省昭通市彝良及魯甸兩縣，探訪早前因地震而受損毀的學校，用我們的溫暖和愛心關懷災後重建，與學生交流互動等，表達我們對災區的關注。

行程：

昭通>水庫>大山包>永豐>魯甸>牛頭寨>昭通

善款用途：

全數用作助學用途，善款全數用於資助雲南省特殊教育教師培訓

Sowers Action Ancient Tea Horse Route Expedition 2013

Date 15-21 Sept 2013
 No. of Participants 91
 Amount Raised HK\$1,015,541

Special Feature:

We covered two provinces in Yunan this year, Yiliang and Ludian in Zhaotong City. We visited the schools devastated by the earthquake earlier and surveyed the status of reconstruction. We expressed our concern for the children and had a good time interacting with them.

Route:

Zhaotong > Shuiku > Dashanbao > Yongfeng > Niutou Zhai > Zhaotong

Use of Donation:

Fully used for subsidizing teacher training program in special education in Yunnan.

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中銀香港苗圃助學長征2013

日期 2013年10月20-27日
參加人數 209
善款數字 HK\$3,084,099

活動特色：

本年活動繼承苗圃助學長征的精神，於湖南省步行籌款助學，並於香港及內地推廣苗圃助學長征品牌及宣傳助學訊息，籌募善款資助中國貧困地區的學生。今年更首次得到中銀香港的冠名贊助，除了活動經費外，更派出54名員工隨團出發，親身感受助學長征精神。

行程：

長沙>吉首>矮寨大橋>德夯>湘西苗寨瀑布>鳳凰古城>武陵源

善款用途：

全數用作助學用途，資助湖南省保靖縣100名高中生，及為青海省中小學的學生及學校配套提供資助

BOCHK Sowers Action Long March for Education 2013

Date 20-27 Oct 2013
No. of Participants 209
Amount Raised HK\$3,084,099

Special Feature:

The event this year had fully demonstrated the spirit of Sowers Action Long March. The long march took place in Hunan Province. The event helped to disseminate the importance of assisting educational development as well as promoting the Sowers Action Long March branding. We are deeply honored to have had Bank of China (Hong Kong) be the title sponsor for the event. In addition to operational cost, Bank of China (Hong Kong) had sent 54 staff to gain first-hand experience of the event.

Route:

Changsha > Jishou > Aizhai Bridge > Dehang > Xiangxi Miaozaiz Waterfall > Fenghuang City > Wulinyuan

Use of Donation:

Fully used for sponsoring 100 high school students in Baojing, Hunan and subsidizing facilities for schools in Qinghai Province.



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苗圃挑戰 12 小時慈善越野馬拉松 2013

日期 2013 年 11 月 3 日
參加人數 2,304
善款數字 HK\$2,436,230

活動特色：

「挑戰」是本會一年一度在港舉行的大型行山籌款活動，三五知己享受行山樂趣的同時，希望參賽者從活動中，體驗到內地山區學生每天走路上學的苦況，為改善山區教育工作籌募善款。

行程：

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

26 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

10 公里：城門水塘主壩 > 鉛礦坳檢查站 > 大埔

善款用途：

全數用作助學用途，資助內地高中生連續三年的學習生活費

Sowers Action Challenging 12 Hours Charity Walkathon 2013

Date 3 Nov 2013
No. of Participants 2,304
Amount Raised HK\$2,436,230

Special Feature:

“Challenging 12 Hours” is our fundraising events in Hong Kong. Participants joined their friends to enjoy the fun of hiking. They experienced how difficult it is for students to take a long walk to school. Their contributions helped to improve the education development in the rural area.

Routes:

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

26 km: Shatin Pass Road > Kowloon Reservoir Checkpoint > Lead Mine Pass Checkpoint > Tai Po

10 km: Shing Mun Reservoir Main Dam > Lead Mine Pass Checkpoint > Tai Po

Use of Donation:

Fully used for student sponsorship to high school students.





苗圃童樂行 2013

日期 2013年12月26日至2014年
1月1日
地點 雲南省水富縣
參加人數 57
善款數字 HK\$1,114,932

活動特色：

苗圃童樂行於本年首次舉行，專門為水富苗圃兒童福利院籌募經費，於聖誕節舉行步行和探訪活動，希望透過此活動讓參加者親身了解內地孤兒及特殊兒童的需要，更希望步行者在完成整個行程後，號召更多志願者加入苗圃行列，繼續扶助貧困地區的孤殘兒童。

善款用途：

全數用作水富苗圃運作經費

Sowers Action Walk for Children 2013

Date 26 Dec 2013–1 Jan 2014
Location Shuifu County, Yunnan Province
No. of Participants 57
Amount Raised HK\$1,114,932

Special Feature:

This is the first year of “Walk for Children”, aiming at fundraise for Shuifu Sowers Action Children’s Home. The walk took place during Christmas and a series of home visit was arranged. Participants gained better understanding about the difficulties encountered by the orphans and special children. The ultimate goal is to attract more volunteers to support educational for disabled child and orphan

Use of Donation:

Fully used for daily operation expenditure of Shuifu Sowers Children’s Home.

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苗圃行路上廣州2014

日期 6天助學之旅：2014年2月2-7日
2天打氣團隊：2014年2月2-3日
參加人數 176
善款數字 HK\$1,868,114

活動特色：

176名隊友迎著寒風細雨，五天步行歷四時氣候考驗，抵終點揭陽市惠來縣周田鎮仙埔村大昌行集團苗圃希望小學後，齊心合力栽種愛心樹20棵，又與同學一起午飯、聊天、遊戲，一同歡度農曆新年。

行程：

6天助學之旅：香港>龍崗區>惠陽市>汕尾市>陸豐市>揭陽市惠來縣周田鎮仙埔村大昌行集團苗圃希望小學>香港

2天打氣團隊：香港>龍崗區>惠陽市>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項目及本會其他助學項目

Sowers Action Walk to Guangzhou 2014

Date Regular Section: 2-7 Feb 2014
Elite Section: 2-3 Feb 2014
No. of Participants 176
Amount Raised HK\$1,868,114

Special Feature:

A total of 176 participants completed the five-day trip in extremely challenging weather. The final destination is Jieyang City Huilai County Xianpu Village Da Cheong Hong SA-PH Primary School. A special love tree planting event was organized for participants to plant 20 trees. The participants joined the children for lunch, chit-chat, games and celebration for the Lunar New Year.

Regular Section: Hong Kong > Longgang > Huiyang > Shangwei > Lufeng > Jieyang City Huilai County Xianpu Village Da Cheong Hong LM-SA-PH primary school > Hong Kong

Elite Section: Hong Kong > Longgang > Huiyang > Hong Kong

Use of Donation:

Fully used for educational aid, including "Happy Kitchen Project" in Guangdong Province and other educational programs.



第十八屆苗圃慈善高爾夫球賽

The 18th Sowers Action Charity Golf Tournament

日期 2014年5月16日
地點 東莞觀瀾湖高爾夫球會
參加人數 118
善款數字 HK\$540,000

Date 16 May 2014
Location Mission Hills, Dongguan
No. of Participants 118
Amount Raised HK\$540,000

活動特色：

延續過去十七屆慈善高爾夫球大賽的成功，今年再度舉行此項籌款活動，逾百位參加者積極參與，助學之餘切磋球技。除參加者的支持外，商界及社會人士對本活動的支持和贊助，讓活動得以順利舉行。

Special Feature:

This event had been successfully organized in the last 17 years. Over a hundred golfers participated the event. Supports from the commercial sector and enthusiastic individuals together make the event a success.

善款用途：

分別用作助學及會方運作經濟用途

Use of Donation:

Used for educational aid program and operational expenses of our organization