

對外推廣

Promotion

苗圃青年大使計劃2013–2014

苗圃青年大使計劃(青使)已踏入第七個年頭，本計劃旨在讓青少年透過多元化活動，如講座、工作坊及訓練營等，獲得課堂以外的培訓和體驗。青使在一連串活動中，學習到如何籌辦活動、與人溝通、訓練團隊合作精神和應變技巧等。然後，運用在活動中學習到的技能，在校內籌劃和舉辦不同的活動，以推廣及宣揚苗圃助學精神。

本年度活動更加強「個人成長」的部分，通過一連串講座、工作坊令他們在學習與人溝通、團隊合作外，更進一步反思自我價值觀。由活動籌委擔當播種的角色，傳承公益精神，令各「小種子」在苗圃中成長為明日的「大樹」，亦令苗圃助學精神得以薪火相傳。

Sowers Action Youth Ambassador Program 2013–2014

Providing wide ranging extra-curricular learning exposure for teenagers, the Sowers Action Youth Ambassador Program, in its seventh year, will continue to contribute in educating our next generation. As Sowers Action Youth Ambassador (SAYA), students will be equipped with the skills of organization, communication, cooperation and adapting to emergencies. After a set of programmed training, they are required to organize an activity in their own school, utilizing the skills learnt to help promote Sowers Action's mission.

This year, we do not only keep our tradition of teaching how to organize an activity, but also put an emphasis on "Personal Growth" throughout the whole program. The training is conducted in a series of talks and workshops which first provide basic information then encourage participation, communication and team work. Ultimately, it is hoped that the SAYAs will have deep self-reflection and become a better individual. We cherish our role as sowers, and look forward to the day when they grow up and make contributions to the society, achieving the aim of "relaying the spirit".





完成前期的訓練後，籌委會甄選30名青使，前往內地山區作文化交流。他們不但能親身感受當地學生的生活，亦會探訪當地的中學和農村，深入了解山區文化、生活及教育。文化交流團通過「一對一配對生活」的經歷，即是一名香港青使配上一名當地中學生共同生活六天，讓他們共同反思待人接物的態度及其價值觀，了解人與人之間互動的重要，青使亦從體驗山區生活中學懂珍惜所有。回港後，青使能根據自身的經歷，與人分享「以人為本」、「助人自助」的精神和訊息，喚醒大眾關心社會，讓青使能有所成長。

After finishing the training program, 30 SAYAs will be selected to join a cultural exchange trip to rural China. During the trip, participants will reside in a local high school and a village to experience the kind of life in rural China. One of the highlights of this trip is our one-to-one pairing between the SAYAs and local high school students. They live and participate all the activities together during the six-day trip, often resulting in a huge cultural shock. Through exchanging thoughts and ideas with others, participants should be able to realize the importance of communications. These stories are worth sharing to raise awareness about creating a caring society in a “human based” and “help others to be self-reliant” approach. Most important of all is that SAYAs can become more mature and all-rounded individuals.

受惠活動

上學讀書是孩子的基本權利，但對於很多內地山區學生卻是奢侈的願望。正因獲得大眾和工商機構對我們的認同和支持，他們在舉行喜慶宴會、

Beneficiary Activity Scheme

Numerous organizations support Sowers Action by selecting us to be the beneficiary in their different activities. Their contributions make the dreams of rural students come true.



展覽、音樂會、節日活動，以至推出新產品之時，也不忘山區孩子，舉行各式各樣的慈善活動，選擇我們為受惠機構，支持助學或會方營運。在這新一年度，希望大家繼續與我們並肩而行，凝聚新力量，共同為內地貧困兒童送上祝福！

受惠活動

善款數字：HK\$534,195.52

回禮小禮物捐款計劃

善款數字：HK\$51,159

Corporate and public are welcomed to join us in various ways, to share your love with the needy students.

Beneficiary Activity Scheme

Amount Raised: HK\$534,195.52

"Small Gift for Big Occasions" Donation Scheme

Amount Raised: HK\$51,159

宣傳活動

為讓更多市民大眾認識苗圃的助學工作，我們積極參與了約20次不同類型的對外宣傳活動，例如商界展關懷社區伙伴合作展及公司機構舉行的展覽，與商界建立合作關係，從不同方面與苗圃合作，幫助內地貧困學生，並履行企業責任，回饋社會。而參與獎項提名、向媒體供稿、接受訪問等，則可向普羅市民介紹助學工作的重要性，從而鼓勵他們參與其中。在推行新的資助項目或義工招募時，我們亦會舉行簡介會及工作坊，讓有意參加的朋友可以更了解項目的詳情，有助推動項目的發展及尋求資源，透過參加者的再次傳播，亦能發揮宣傳的作用。未來我們仍會繼續把握各種的宣傳機會，向不同層面宣揚助學訊息。

Promotion Activities

We joined about 20 external promotions this year for better promoting our work to the public. Caring Company Partnership Expo and exhibitions held by private companies help us explore cooperation opportunities with corporates, allowing them to support disadvantaged students while fulfilling corporate social responsibility. We also participated in award nominations, press interviews and advertorial publications actively to extend our outreach. Besides, we held various briefing sessions and workshops for our new projects and volunteer recruitments. Interested parties can have detailed information about the project and their sharing to others can also help further spreading the message.





參與苗圃義務工作將近5年，樂見會務循序漸進，人才越來越鼎盛，期望未來更上多層樓！

I have participated in voluntary works for almost five years, and I am happy to see Sowers Action is growing up gradually and steadily. I wish they will continue their effort in Mainland China and contribute to the society

Hang Luk
義工 Volunteer

祝苗圃在內地山區的教育工作順順利利！貧困地區學生努力讀書，知識改變命運！

Wishing all the best to the works of Sowers Action in Mainland China! I believe knowledge can change destiny when you are working hard.

Kelly Chu
義工 Volunteer