

# 籌款活動花絮

## Highlights of Fundraising Activities

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Sowers Action Annual Report 2014-2015



### 苗圃西藏助學行 2014

日期 2014年9月13至9月21日  
參加人數 58  
善款數字 HK\$576,975.00

#### 活動特色

今年我們再次舉辦西藏助學行，目的是帶參加者回訪2007年苗圃行走茶馬古道時為西藏籌建的學校及青少年就業培訓基地，讓他們親身了解善款用途，同時於步行中享受青藏高原的壯麗美景。

#### 行程

拉薩>墨竹工卡>工布江達>巴松措>拉薩>納木措

#### 善款用途

全數用作助學用途

### Sowers Action Walk to Tibet 2014

Date 13-21 Sept 2014  
No. of Participants 58  
Amount Raised HK\$576,975.00

#### Special Feature

Besides enjoying the trekking with stunning views of the Tibetan Plateau, participants of the Sowers Action Walk to Tibet also visited the school and Teenage vocational training centre which were built in 2007 with the donation from the fund raising event — Sowers Action Ancient Tea Horse Route Expedition. The visit helped them to have an intimate understanding on how the donation was used.

#### Route

Lhasa > Maizhokunggar > Gongbo'gyamda > Basum-Tso > Lhasa > Namtso

#### Use of Donation

Fully used for educational aid

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#### 苗圃單車助學行 2014

日期 2014年10月11日至18日  
 參加人數 30人  
 善款數字 HK\$306,565.49

##### 活動特色

自2009年起，單車助學行已成為本會一年一度的籌款活動。單車助學行首次騎進雲南，特別精選了三個地貌截然不同的地點：丘北普者黑、玉溪撫仙湖和東川紅土地。沿途風景各異，讓參加者在推動助學行之餘，同時挑戰體能和意志，也可欣賞到大自然賦予我們的美。

##### 行程

雲南段 — 丘北普者黑、玉溪撫仙湖、東川紅土地

善款用途  
 行政經費

#### Sowers Action Cycling for Education 2014

Date 11-18 Oct 2014  
 No. of Participants 30  
 Amount Raised HK\$306,565.49

##### Special Feature

Cycling for Education has been one of the key annual fundraising events since 2009. Being our first cycling tour in Yunnan Province, we have selected three distinct routes — Qiubei Puzhehei, Yuxi Fuxianhu and Dongchuan Red Land, all with vastly varied scenery. During the journey, participants can help fundraise for the students in Mainland China, while enjoying the beautiful scenery of Yunnan.

##### Route

Yunnan — Qiubei Puzhehei, Yuxi Fuxianhu, Dongchuan Red Land

##### Use of Donation

Used for operational expenditure of our organization





### 中銀香港苗圃助學長征2014贛南行

日期 2014年10月18日至10月25日  
 參加人數 141  
 善款數字 HK\$1,622,998.52

#### 活動特色

重返10年前助學長征的起點——江西贛南，並以香港市民飲用之東江源頭——三百山森林公園為終點。途中探訪兩所苗圃行動於上世紀九十年代資助興建的小學，參加者並與學生互動交流。

今年參加者年齡範圍刷新了歷屆紀錄，由最年輕的10歲至最年長的83歲。參加者更是來自不同地區，包括自加拿大、英國、新加坡、馬來西亞和澳門，齊齊為助學出一分力。

#### 行程

江西省贛州市、瑞金、三百山

#### 善款用途

為贛南2所學校建教學樓

### BOC Hong Kong Sowers Action Long March for Education 2014 Jiangxi Walk

Date 18-25 Oct 2014  
 No. of Participants 141  
 Amount Raised HK\$1,622,998.52

#### Special Feature

Our expedition started from Gannan in Jiangxi Province, the same starting point as the Sowers Action Long March 10 years ago. To make the journey even more memorable, we have chosen Sanbaishan Forest Park, the source of our drinking water from Dongjiang, as our destination. During the journey the participants had visited two Sowers schools built in the 1990s and had interacted with the students.

This year, the age of the participants range from 10 to 83 years old, making it a new record. Moreover, the participants come from different parts of the world, including Canada, The United Kingdom, Singapore, Malaysia and Macau.

#### Route

Ganzhou City, Ruijin City and Sanbaishan of Jiangxi Province

#### Use of Donation

Build academic buildings for two schools in Gannan, Jiangxi Province

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#### 新世界百貨苗圃挑戰12小時慈善越野馬拉松2014

日期 2014年11月2日(星期日)  
 參加人數 2,261  
 善款數字 HK\$3,339,022.93

##### 活動特色

本活動是本會一年一度的大型山賽，提供三條不同距離的路線給參加者選擇，按自己的能力去挑戰自己體力。三條路線同樣可以以個人或隊際形式參與，歡迎各工商機構組隊參與。當中12公里路線更設家庭組，鼓勵家長與孩子一起參與，做善事之餘，也可以親親大自然。今年42公里路段，除以往的衛奕信徑3至8段外，亦加入麥理浩徑第7段草山部份路線，變為行雙徑，難度增加少許，讓賽事更具挑戰性。

##### 路線

42公里賽：衛奕信徑3-8段及麥理浩徑第7段（油塘至大埔）  
 26公里賽：衛奕信徑4-8段（慈雲山至大埔）  
 12公里賽：衛奕信徑7-8段（城門水塘至大埔）

##### 善款用途

貧困內地高中生

#### New World Department Stores Sowers Action Challenging 12 Hours Charity Marathon 2014

Date 2 Nov 2014 (Sunday)  
 No. of Participants 2,261  
 Amount Raised HK\$3,339,022.93

##### Special Feature

"Challenging 12 Hours Charity Marathon" is one of our annual fundraising and hiking events in Hong Kong. Races include 12 km, 26 km and 42 km marathon for individual runners and corporate teams. To encourage parents to join this meaningful charity event with their children, we have a family team event for the 12 km route. For the 42 km route, we have added the MacLehose Trail section 7 on top of the Wilson Trail Section 3 to 8, making it more challenging.

##### Routes

42 km: Wilson Trail Section 3-8 and MacLehose Trail Section 7 (Yau Tong to Tai Po)  
 26 km: Wilson Trail Section 4-8 (Tsz Wan Shan to Tai Po)  
 12 km: Wilson Trail Section 7-8 (Shing Mun Reservoir to Tai Po)

##### Use of Donation

Used for assisting poor high school students in Mainland China





### 中銀國際苗圃童樂行 2014

日期 2014 年 12 月 25 日至 31 日  
 參加人數 38  
 善款數字 \$524,691

#### 活動特色

苗圃童樂行 2014 是一個專為水富苗圃兒童福利院籌募運作經費的活動，所籌得的款項全數用於「水富苗圃」。除了籌款外，苗圃童樂行亦提供一個機會讓參加者能親身接觸內地有需要的弱勢兒童，了解孩子在福利院的生活及需要，也可以為孩子帶來關懷、愛心和快樂。

#### 行程

雲南省昭通市水富縣

#### 善款用途

水富苗圃兒童福利院運作經費

### BOCI Sowers Action Walk for Children 2014

Date 25-31 Dec 2014  
 No. of Participants 38  
 Amount Raised \$524,691

#### Special Feature

Sowers Action Walk for Children was organized to fundraise for the Shuifu Sowers Children's Home. Other than fundraising, the event also provided an opportunity for the participants to come into contact with needy children in Mainland China, so as to understand their needs and bring love and care to these children.

#### Route

Shuifu County, Zhao Tong City, Yunnan Province

#### Use of Donation

Used for daily operation expenditure of the Shuifu Sowers Children's Home.

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### 苗圃行路上廣州 2015

日期 2015年2月21日至2月25日  
 參加人數 203  
 善款數字 HK\$1,678,611

#### 活動特色

今年活動以「攜手邁步、助妳讀書夢」為主題，寓意參加者手牽手為內地教育發展邁前一大步，成就孩童的讀書美夢。今屆舉辦了五天、三天及兩天的境外助學行外，一眾參加者走過小泥路，於日光村樂業苗圃希望小學抵步後，與全校師生一起享受農家午餐，感受山區風味。本年度更增設了香港繽紛助學行，讓參加者可同時為全程步行者打氣，一起分享助學樂趣。

#### 行程

五天深度助學行：香港>深圳南山區>佛山市三水區>肇慶市德慶區>日光村樂業苗圃希望小學>香港

三天精選助學行：香港>肇慶市德慶區>日光村樂業苗圃希望小學>香港

兩天體驗助學行：香港>深圳南山區>佛山市三水區>香港

香港繽紛助學行：沙田公園>大埔海濱公園

#### 善款用途

全數用於助學用途，包括資助廣東省的學生資助項目及南寧市苗圃行動華光女子高中

### Sowers Action Walk to Guangzhou 2015

Date 21-25 Feb 2015  
 No. of Participants 203  
 Amount Raised HK\$1,678,611

#### Special Feature

"Hold our hands together and fulfill your education dream" is the theme of Walk to Guangzhou 2015. It symbolizes that the participants join together to work for the betterment of education in Mainland China. We had organized different routes, including the 5-day, 3-day and 2-day routes in Mainland China. The participants walked through the rural area, and enjoyed village cuisine with teachers and students from Riguang Hamlet Leye SA-PH Primary School. This year we had also organized the "Hong Kong Fun route", in which the participants can show their support towards participants of other routes.

#### Route

5-day route: Hong Kong > Shenzhen Nanshan > Foshan Shanshui > Zhaoqing Deqing > Riguang Hamlet Leye SA-PH Primary School > Hong Kong

3-day route: Hong Kong > Zhaoqing Deqing > Riguang Hamlet Leye SA-PH Primary School > Hong Kong

2-day route: Hong Kong > Shenzhen Nanshan > Foshan Shanshui > Hong Kong

Hong Kong Fun route: Sha Tin Park > Tai Po Waterfront Park

#### Use of Donation

Fully used for educational aid, including subsidizing the student assistance programs in Guangdong province and Nanning Sowers Action Huaguang Girls' High-School.





### 苗圃茶馬古道助學行 2015

日期	6天親子行 (2015年4月4日至4月9日) 9天助學行 (2015年4月3日至4月11日)
參加人數	150
善款數字	HK\$1,520,958.39

活動特色  
茶馬古道行出彩虹

以「生命影響生命，音樂感染別人」來形容第六屆「茶馬」最貼切不過！「香港好聲音」歌唱冠軍霍朗研和粵曲小天才王芯妍、王子俊姊弟，便是此次助學行的一份子。他們在旅程中邊走邊唱、載歌載舞，用美妙的聲音妝點整個活動，更用積極參與的態度來感動周遭的人！此行不但令參與者增長了對當地名勝古蹟及歷史文化的認識，亦結交了許多來自不同地方和背景的志同道合朋友，大家群策群力，為中國教育作出努力，從古道走出孩子的未來！

### Sowers Action Ancient Tea Horse Route Expedition 2015

Date	6 day Family Route (4-9 Apr 2015) 9 day Charity Route (3-11 Apr 2015)
No. of Participants	150
Amount Raised	HK\$1,520,958.39

Special Feature  
Somewhere over the Rainbow

"Life affects life. Music moves people" is the theme of the Ancient Tea Horse Route Expedition 2015. Mr. Ronny Fok, the winner of "Hong Kong's Got Talent" together with young and talented local Cantonese Opera stars, the "Wong duos", are the participating walkers this year. They danced and sang along throughout the journey. Their positive attitude has touched the hearts of all participants. This journey has not only enhanced the participants' knowledge of the local history and attractions, but has also brought people from all walks of life together. They joined together to work for the betterment of education in China and children's future.

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### Highlights of Fundraising Activities

#### 行程

6天親子行：昆明>大理>蒼山索道>大理古城>劍川>石寶山>沙溪古鎮>麗江

9天助學行：麗江>白沙古鎮>束河古城>大理>蒼山索道>大理古城>劍川>石寶山>沙溪古鎮>香格里拉>普達措屬都湖及碧塔海>松贊林寺

#### 善款用途

活動部份善款用於「雲南香格里拉建塘鎮獨克宗小學」配置電腦教學室；餘款將撥入苗圃助學基金作助學用途。

#### Route

6 day Family Route: Kunming > Dali > Cangshan > Dali Ancient City > Jian Chuan > Shibaoshan > Shaxi Ancient Town > Lijiang

9 day Charity Route: Lijiang > Baisha Ancient Town > Suhe Ancient City > Dali > Cangshan > Dali Ancient City > Jian Chuan > Shibaoshan > Shaxi Ancient Town > Shangri-la > Pudacao National Park Shudu Lake > Bita Hai Lake Nature Reserve > Sumtsenling Monastery

#### Use of Donation

Funds raised are partially used to purchase computers for Yunnan Dukezhong Primary school. The remaining are used for the Sowers Action Education Aid Programme Fund.







## 第二屆苗圃清水灣慈善高爾夫球賽

日期 2015年4月24日  
 參加人數 116  
 善款數字 HK\$415,130

### 活動特色

這屆很榮幸邀請到鄭文雅小姐擔任特別嘉賓進行開球儀式。一向熱心公益的鄭小姐，更身體力行參與賽事，與各健兒切磋球技。今年亦增設了高爾夫球指導課程，讓比賽選手的家人及朋友，也能學習高爾夫球的基本知識，享受打球的樂趣。各參加者及嘉賓於賽後一同出席慈善聚餐，現場除樂隊表演外，更加插了慈善拍賣及抽獎的環節，增添不少歡樂氣氛。

### 活動地點

清水灣鄉村俱樂部

### 善款用途

助學基金

## The 2nd Sowers Action Clearwater Bay Charity Golf Tournament

Date 24 Apr 2015  
 No. of Participants 116  
 Amount Raised HK\$415,130

### Special Feature

This year we were very pleased to have Ms. Olivia Cheng Man Ngar as our honourable guest for the kick-off ceremony. Ms. Cheng, who is devoted to a variety of community services, also joined the tournament enjoying the game with other golfers. We had also organized a new basic golf skill session for participants' family and friends who are new to golf. After the tournament, our hounourable guests and participants joined the charity dinner, with fun events including live band show, charity auction and lucky draw.

### Location

The Clearwater Bay Golf & Country Club

### Use of Donation

Fully used for education fund

## 籌款活動花絮 Highlights of Fundraising Activities



### 第十九屆苗圃慈善高爾夫球賽

日期 2015年5月8日  
參加人數 119  
善款數字 HK\$484,100

#### 活動特色

延續過去十八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。

#### 活動地點

東莞觀瀾湖高爾夫球會

#### 善款用途

分別用作助學及會方運作經濟用途

### The 19th Sowers Action Charity Golf Tournament

Date 8 May 2015  
No. of Participants 119  
Amount Raised HK\$484,100

#### Special Feature

The Charity Golf Tournament was held again as a continuation of success from the past 18 years. Over a hundred golfers joined the tournament raising fund for students in Mainland China. On top of the zealous support from the golfers, we would also like to express our gratitude to the commercial sector and enthusiastic individuals for making the event another success.

#### Location

Dongguan Mission Hills Golf Club

#### Use of Donation

Used for educational aid program and operational expenses of our organization





## 送愛暖童心 2014

日期 2014年3月至12月  
善款數字 HK\$1,196,574.40

### 活動特色

苗圃行動在偏遠貧困區資助危校重建，大部份地區均屬偏遠貧困山區，如雲南的昭通地區（雲貴川三省交界）或臨滄地區（中緬邊界），學生家境絕大部份清貧，夏季上學穿著破爛膠拖鞋，冬天在高寒地區衣衫單薄等等。因此苗圃行動推行送愛暖童心計劃，發動大眾關注貧困地區學生物資缺乏的情況，同時以集腋成裘的方法募捐保暖外套，幫他們渡過寒冬。

### 行程

本計劃受惠學校為雲南省四個縣區內共40間苗圃學校，縣區包括：水富縣、永善縣、魯甸縣及巧家縣；總共送出9,827件外套。

### 善款用途

全數用作生產保暖外套

## Sowers Sending Love 2014

Date Mar-Dec 2014  
Amount Raised HK\$1,196,574.40

### Special Feature

Sowers Action has been subsidizing renovation projects for schools in poor rural areas. The schools are mostly located in the remote mountains, for example: Zhaotong area (across the provincial borders of Yunnan, Guizhou and Sichuan) and Lincang area (near the China-Myanmar border). The students there are mostly from impoverished families and could only wear ragged slippers and shabby clothes. In view of this, Sowers Action organized the "Sending Love" program to fundraise for these students, the fund was used to produce warm jackets for helping them to survive the cold winter.

### Route

A total of 9,827 jackets were delivered to 40 Sowers schools in 4 counties of Yunnan Province, including: Shuifu County, Yongshan County, Ludian County, Qiaojia County.

### Use of Donation

Used for producing warm jackets.



與四川彝族學生交流，他們的熱情與好客在我的預料之外。心內只想著照顧我們，把其他拋諸腦後。我的配對巫建兵是個名列前茅的好學生，他寧可犧牲晚上溫習的時間，與我談天；還竟為了我這數天之交放棄一星期零用錢，買了當地的民族服裝給我作禮物。與其說他們視我們為朋友，倒不如說是家人。最動容的，其實往往是最原始的愛。

感謝苗圃行動和苗圃青年大使計劃，照亮我的眼界，讓我看見這世界原來比我所知道的更大、更闊。接下來，我也要走得更遠，點亮世界。

**苗圃青年大使2015參加者** 鄧子謙

The hospitality from the Sichuan students of the Yi ethnic group was out of my expectation. They had put us in their top priority. My buddy Wu Jianbing was a good student who ranked the top among his class. Yet during our stay he would rather use his precious time to chat with me than to study. He even used one-week worth of pocket money to buy a piece of traditional clothing for me as a gift. I would say that they had considered us as family members rather than just friends. Pure gesture of love is what touches people most.

I would like to give thanks to Sowers action and its Youth Ambassador Program, as they had enabled me to see the world. The world is much broader than I have previously thought. Next, I would want to go further and enlighten the world.

**Sowers Action Youth Ambassador 2015 Participant** Thomas Tang