



苗圃行動  
SOWERS ACTION



# 苗圃行動

## 2016-2017 年度報告

Sowers Action Annual Report 2016-2017

願景：中國沒有孩子因困境而得不到學習機會。

• **Vision:** No child in China should be deprived of education due to poverty

**使命** 凝聚社會資源，透過義工熱誠參與，投放在教育和福利院，讓困境兒童得到良好學習條件及健康成長環境。

**Mission**

To provide children in poverty with good education conditions and healthy environment to grow up by pooling social resources and mobilizing volunteers' efforts on school and children's home projects.

無私 **Selfness**  
樸實 **Simple**  
透明 **Transparent**  
開放 **Open**



社交平台 **SocialNetwork**

網站 Website



www.sowers.org.hk

Facebook



Official.SowersAction

微博 weibo



苗圃行動 SowersAction

優酷 youku



SowersAction

youtube



TheSowersAction

微信公眾號



苗圃行動 SowersAction

### 主席及總幹事的話

累積了近四份一世紀的經驗，苗圃行動時刻準備好迎難而上。在過去發展的歷程中，我們跨過了高低起伏。慶祝 25 周年誌慶之際，我們亦面對籌款、資助的限制，危中有機，董事局、執委會毅然作出擴展服務範圍的決定，是本會助學發展上重要的里程碑。

### 財務概況

2016-2017 年度，本會的籌款面對很大的挑戰，外界的支持度減低，項目需求及制度的轉變，助學收入為 3,038 萬，較去年下跌了 377 萬。運作經費收入接近 452 萬，而經費支出卻是 475 萬，整體有近 23 萬赤字。另一方面，去年因為苗圃以境外非政府組織的身份登記尚在審批中，未能轉帳至昆明戶口，影響本年度撥款，加上福利院的工程進度延後，所以今年的助學支出減至 2,633 萬。

### 傳訊及籌款

去年苗圃名下共有 9 個主要籌款活動，包括行路上廣州、助學長征、茶馬古道、單車助學行、挑戰 12 小時、送愛暖童心、高爾夫球賽，童樂行及 25 周年的慈善音樂會，希望以多元的活動吸引不同愛好的人來支持助學。本年度傳訊及籌款部策略性地把活動劃分了資助範疇，避免籌款傾向某一個熱門的資助項目，而忽略了另一些部份。

### Chairperson's & CEO's Message

Sowers Action has turn 25 this year. We have seen and been through a lot of ups and downs in this past quarter of a century. Although a milestone year for us, we are faced with the same level of challenges (if not more) on all fronts as usual such as fundraising, statutory limitations, not to mention the latest decision from the Board of Directors and Executive Committee to expand the scope of services. Nonetheless, same as any other year, we are always ready to ride the waves.

### Financial Highlights

Fund-raising has been a big challenge in this past year. With a slight cool off in terms of external supports and the issues surrounding the NGO registrations, this year we received donations designated for education program totaling HK\$30.38 million, a drop by HK\$3.77 million compared with the previous fiscal year

On the other hand, rising demands for projects and policy changes brought about increasing operational cost. We separately raised close to HK\$4.52 million to cover our operation needs for the year. Whilst operational expenditure for the year stood at HK\$4.75 million, an overall deficit of nearly HK\$230,000 was recorded after nominal loss in exchange rate.

Expenditure on education program was reduced to HK\$26.33 million due to a combination of reasons including the delay of the works for the children's home as well as the registration works for Sowers as an overseas NGO in China, hindering the transfer of funding into Kunming.

### Communications and Fundraising

Sowers Action launched nine major fund-raising events last year, namely Walk to Guangzhou, Long March For Education, Ancient Teahorse Route Expedition, Cycling for Education, Challenging 12 Hours, Sending Love, Charity Golf Tournament, Walk for Children and Sowers Action 25th Anniversary Charity Concert. We hope the diversified activities can attract a wider audience to support our works and purposes. Our Communications and Fundraising Department has also strategically divided and channeled the fund raised from the various activities into different uses to avoid skewing to particular areas.

### 資助事務

資助項目方面，中央及地方政府增加教育撥備，援助建校需要減少，項目需求轉變，我們因而調整項目，亦作深化的工作。本年度，我們的高中生資助有項新嘗試，首次在水富縣一中，挑選 50 位貧困但成績優異的學生組成「苗圃班」。除了資助其三年的學習及生活費用，還會在人生規劃和未來發展作一些培訓及輔導。

苗圃第二所兒童之家，已於去年九月在永善縣投入服務，經過九個月的營運，仍需時調整及建立穩定的團隊。而水富苗圃則漸上軌道。現在苗圃兩所兒童之家共照顧 138 名兒童，當中更包括 11 名特殊兒童。

南寧市苗圃華光女子高中（華光）經歷了三次遷校，加上資源缺乏，校舍條件簡陋，師資不穩，幾番面臨關閉，但卻屹立不倒。本年度終於有了一線曙光，可租用原業主的新教學樓至 2028 年，我們也為華光能有較長遠的發展計劃而感到欣慰。

化旦尖措孤兒學校由於沒有辦學證，得不到政府的認可，部份學生亦沒有學籍，畢業後升讀公辦中學有困難。所以作了一個痛苦的決定，即時停止收新生並著手進行 5 年分流計劃，無奈下逐步淡出此項目。

### Project Funding

In terms of funding projects, the increase of the central and municipal government's provision for education has generally changed the demand profiles for our works. We have therefore consequentially made adjustments to our projects and deepened some of our works. For example, as a first attempt, we have selected 50 under-privileged but outstanding students from Shuifu County First High School to form a "Sowers Class". In addition to funding their three years of study and living expenses, personal development training and counseling are also provided for these students.

Following Shuifu Sowers Children's Home project which is fully on its track after 4 years of operations, the second children's home at Yongshan County has just been put into operation in September last year. Similar to Shuifu, this will take some time to adjust and stabilize for its long term operations. Nonetheless the good news is the two children's homes now take care of 138 children in total, including 11 of them requiring special needs.

Nanning Sowers Action Huaguang Girl's High School (Huaguang) has in the past years suffered from lack of resources, teacher's instability and was relocated three times between rented premises. Despite all that, this year we finally see a ray of light – we have agreed with the original owner of the school premises to rent the new teaching building to 2028. We are gratified with such news and look forwards to making longer-term development plan for Huaguang.

This past year did not go without less up beating news. With regards to Huadanjiancuo Orphan School, it was unlicensed by the government, with this it also means that students would have no formal schooling status, making it difficult to further their education into public school after graduation. For this reason we have made the painful decision to stop new student recruitments and proceed onto a 5 years plan to relocate the students, and gradually, though reluctantly, fade out of this project.



### 未來展望

內地於去年 9 月實施慈善法，明確了慈善活動的範圍，加上今年 1 月境外非政府組織管理辦法相繼出台，完善慈善機構在內地的登記和運作制度。為此苗圃資助成立「廣州市苗圃行動公益基金會」，提早準備迎接挑戰的來臨，亦為未來 3 年取得內地公募身份鋪路。

今年年初本會的“雲南項目辦事處”以境外非政府組織的身份重新申請登記，審批仍在進行中，即使登記完成，估計在落實項目和籌款的操作上仍磨合需時。面對籌款及資助項目的挑戰，加上政策的改變，為了充分發揮這建立了 25 年的公益平台，苗圃建議擴闊資助範圍至全球的教育及兒童福利項目，以華文教育作為開始，待會員大會通過修改會章。修改會章加強靈活性外，亦幫助更多有需要的困境兒童，另在策劃籌款活動上亦定必帶來新鮮感。

迎接銀禧紀念，我們的義工設計了 25 周年的紀念商標、撰寫新會歌「前路有我伴你開」、更新網頁，期望以嶄新的姿態，譜寫新的一頁，傳承助學之光。

最後，謹代表苗圃行動向每一位捐資者、合作伙伴、義工，獻上最深的謝意，感謝大家一起走過 25 年助學路，並期望在未來的日子繼續有您同行！

### Looking ahead

Since September last year, two newly enacted Chinese legislations for the management of NGO and charities, namely the “Charity Law” and the “Administration of Activities of Overseas Non-Governmental Organizations within the Territory of China” has been implemented. To this end, Sowers Action has established Guangzhou Sowers Action Charity Foundation to meet the challenges ahead, and target to obtain license for the public fundraising in the coming 3 years.

Our “Yunnan Project Office” has also renewed its registration as Overseas Non-Governmental Organizations at the beginning of the year. We are still awaiting the approval of the renewed registration. However, even if the registration was completed, it would still take some time to streamline the actual implementation of the projects along side with other fundraising issues. In the face of the challenges and policy changes, to fully make use of the 25-years experiences in the public service realm, Sowers Action proposes expanding the scope of service to global children’s welfare and education, with Chinese-language education as the starting points. This is currently to be vetted by the members attending the Annual General Meeting. This new chapter pending approval will also bring more flexibility to our works to help more children in need and bring in new ideas in our fund-raising activities.

As said in the opening, this year marks our Silver Jubilee. For that our volunteers have redesigned a commemorative trademark, composed a new organization anthem, and revamped our webpage with the outlook and hopes for reaching new attitude.

Finally, and most importantly, on behalf of Sowers Action, we would like to offer our deepest gratitude to every donors, partners, volunteers – thank you for walking our path through the 25 years and we look forward to continuing on this path with you for many years to come!



Brianna Hui  
Chief Executive Officer  
總幹事  
許彬彬



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Chairperson  
董事局主席  
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