

# 會務滙報及展望

## Organizational Review and Outlook

世界烽煙四起，環球經濟不景氣，香港經濟亦受牽連，企業和個人均審慎理財，連慈善捐款亦顯得保守。此外，慈善機構數量不斷增加，籌款活動百花齊放，使得籌募善款競爭更趨激烈及困難。然而，我們深信，只要願景及使命清晰，總能打動人心，共襄善舉。

回顧本年度，苗圃行動籌得項目捐款\$1,119萬港元，發展基金捐款及獨立籌募的運作經費則分別籌得\$233萬及\$247萬港元。而項目開支則為\$1,311萬港元，發展基金開支為51萬元及運作開支為\$411萬港元，仍然嚴重入不敷支。

Hong Kong's economy has been negatively impacted by wars and unrests as well as slow economic growth around the world. Corporations and individual spending and related donations have slowed down significantly. In addition, with ever increasing numbers of non-profits and competing fundraising activities, fundraising is becoming more and more difficult. Nevertheless, we believe that our unwavering commitment to our mission and vision will continue to resonate with and touch our society, our donors, in a heartfelt manner.

Looking back on the year, Sowers Action raised HK\$11.19 million, HK\$2.33 million and HK\$2.47 million respectively, for Project, Development, and Operation funding. In comparison, Project, Development and Operational spending totaled HK\$13.11 million, HK\$0.51 million and HK\$4.11 million respectively, and have left a sizable deficit on Operation Fund.

### 本地工作 穩步扎根

### Local Initiatives – Steadily Take Roots

已遷往新址一年多的「深水埗苗圃服務中心」發展穩定，現有逾1,600個家庭會員。我們十分感恩獲得不同夥伴及企業的支持，提供多元服務及舉辦各項活動。本年度共舉辦251場活動，超過7,356人次受惠；另家訪445次、1,435次聆心及電話關顧會員需要。

中心新增貧困學生助學金、醫療基金及特困家庭緊急援助等項目，以支援有經濟困難的家庭。中心亦以「關係為先」為主題，舉辦多項親子活動，促進家庭關係，繼續支援有學習困難孩子。

It has been over a year since Sowers Action Shamshuipo Center relocated to the current location and it has seen steady development. We are currently serving over 1,600 families through a variety of programs and activities that are made possible by the generosity of our partners and corporate sponsors. This past year, we have organized 251 activities benefiting 7,356 persons, conducted 445 family visits and 1,435 phone calls to care for the needs of our members.

In response to pressing and urgent needs, Sowers has established a Scholarship Fund for students requiring financial assistance as well as a Medical and Emergency Assistance Fund helping impoverished families with medical care and assistance in emergency situations. In addition, we have launched the “Relationships Come First” initiative which aims to promote family relationships and assist children with learning difficulties.

## 內地海外 持續發展

## Chinese Mainland & Overseas - Sustainable Development

本會於內地業務主管單位「雲南省歸國華僑聯合會」的支持下，集中資助高中生、社區發展及送愛暖童心的項目。

而緬甸於2025年3月發生的大地震，本會籌募約40萬港元救災，並維持特殊兒童學校及兒童之家項目。

於尼泊爾設立逾一年的「苗圃社區中心」持續提供中英文班、社區圖書館及不同文化活動；今年更因應當地高中女生教育需求，設立女生宿舍，支持貧困高中女生的住宿及學習費用，並提供相應培訓支援。本會在尼泊爾，除在社區中心外，苗圃也支持中尼邊境學校的中學課程加入中文班，以提升當地學生的就業及發展機會。

With the support of “Yunnan Province Federation of Returned Overseas Chinese”, Sower’s operating arm in the mainland, our organization focused on funding projects for high school students, community development, and the “Sending Warm Love” program.

In response to the major earthquake in Myanmar in March 2025, we raised approximately HK\$ 400,000 for disaster relief; and also continued to provide support for a disabled school and children’s home.

The “Sowers Action Nepal Community Center” has been in operations for over a year offering Chinese and English classes, community library and a variety of educational and cultural activities. To meet needs of local female high school students, a dormitory was built along with offerings of financial assistance and training support to provide comprehensive assistance to them. In addition, Sowers supports the integration of Chinese language classes into school curriculum for schools along the China-Nepal border. With bi-lingual skills, this project helps to elevate students’ future employability.



## 籌款活動 善心延續

### Fundraising Events – A Legacy of Compassion

本年度各項籌款活動順利舉行，包括挑戰12小時慈善越野馬拉松、助學長征及行路上廣州。同時，我們發掘更多受惠活動以增加捐款，包括由苗圃創辦人蔡兆明發起、歷時八個月的「不老長征」，為本會籌募發展基金；「公益戈壁世界通」及「傷健同心樂韻情2025慈善音樂會」分別籌款支持尼泊爾項目及發展基金。本會的學生交流團繼續在由民政及青年事務局及青年發展委員會的支持下，分別到訪上海及尼泊爾，讓年輕人擴闊視野及傳承公益精神。

This year's fundraising events, including the Challenging 12 Hours Charity Trail Marathon, Long March for Education, and Walk to Guangzhou were all held successfully. At the same time, we have created and experimented other events to drive up donations, most notably the “Ageless Long March” initiated by our founder, Mr Choi Shiu Ming, which he and a partner endured an eight-month march across China to raise resources for our Development Fund. The “Walking the Gobi for Charity” and the “HKRP x Sowers Action 2025 Charity Concert” helped raise funds for the Nepal project and Sowers Development Fund, respectively. With continuing support of the Home and Youth Affairs Bureau and the Youth Development Commission, our student exchange programs visited Shanghai and Nepal, enabling our youths to broaden horizons and learned the value of public services.



## 革新突破 齊創高峰

### Innovation and Breakthroughs – Reaching New Heights Together

因應公益市場疲憊，董事局決定增加資源比例發展香港項目。本地標誌服務 — 「童心苗圃」，將從深水埗地區拓展至葵涌。年內亦有以下多方面的突破，當中包括：

1. 於葵涌區舉辦「葵青區關愛基層兒童暨愛心家訪大行動」大型活動，成功進一步拓展苗圃踏足葵青區的服務；
2. 為提升苗圃知名度，獲得多位演藝界人士支持義務擔任活動大使，並且榮幸邀請視帝王浩信先生主唱由「港人新歌新音樂」為「童心苗圃」度身訂造的主題曲；
3. 獲得「香港樹仁大學輔導及心理學系」、「聖方濟各大學社工學系」及「香港青年動力協會」等知名組織參與苗圃地區工作；
4. 為苗圃「薪火相傳」的傳承精神，成立了「苗圃青年委員會」，讓更多年青人也有參與義工行列的平台；
5. 以及首個與傷健人士合辦於香港文化中心舉行的大型籌款音樂會。

為高效管理，董事局核心董事組成改革委員會，進行變革，檢討員工工作守則及表現。



展望未來，本會將在傳統與創新之間尋找平衡，善用跨界合作、科技應用及新興運動模式，拓展更多元的籌款渠道，同時加強品牌效益，並將參與義工獎項。我們的目標不僅是籌集資金，亦讓更多人關注教育公平及兒童成長，為下一代締造有希望的未來。

Given this challenging fund raising environment, the Board of Directors has decided to increase resources to local Hong Kong initiatives proportionally for the time being. The “Children's Haven” community services initiated for Sham Shui Po will expand to Kwai Chung. There have been major breakthroughs this year in services in Hong Kong, including:

1. The launch of “Kwai Tsing District Caring for Low-income Children and Home Visit Campaign,” a large-scale event that has successfully expanded the organization’s services into the district.
2. To enhance visibility of Sowers, we have invited celebrities from the entertainment industry to act as event ambassadors. We were honored to have Mr Vincent Wong, the Best-Leading Actor, to perform “Children's Haven”, a theme song custom-written for Sowers by Hong Kong New Voices.
3. Working in collaboration with several well-known Hong Kong educational and professional institutions, included Department of Counselling and Psychology, Hong Kong Shue Yan University, Department of Social Work, Saint Francis University and Hong Kong Youth Power Association.
4. Sowers has successfully launched “Sowers Youth Committee” with mission to promote public services and volunteer spirits to Hong Kong’s younger generations.
5. Our first-ever large-scale fundraising concert co-organized with people with disabilities as held at the Hong Kong Cultural Centre.

For better management, the Board’s core directors formed a Reform Committee to carry out organizational changes and review staff codes of conduct and performance.

Looking ahead, our organization will seek a balance between tradition and innovation, capitalizing on cross-sector collaboration, technological applications, and emerging fundraising models to diversify our fundraising channels. At the same time, we aim to strengthen our brand recognition and participate in volunteer recognition awards. Our goal is not only to raise funds but also greater awareness of educational equity and children’s development. In doing so, we hope to create a brighter future for the next generations.



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Chair of the Board



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