

會務回顧

Matters of Administration in Retrospect

宣傳推廣部

Promotion And Publicity Department

宣傳推廣部的工作範疇主要有學校宣傳及推廣、定期捐款推廣及處理受惠活動三方面：

本年度本部門主力在定期捐款方面作出一系列的宣傳：

一、香港電影金像獎影帝張家輝先生正式成為苗圃行動的助學大使。家輝一直熱心公益，尤其樂意於助學範疇出錢出力，親身到山區探訪學童，又經常出席苗圃各項慈善活動，本年更答允苗圃的邀請擔任助學大使，繼續宣揚助學訊息，呼籲各界人士支持苗圃的定期捐款計劃，實踐學童的上學夢。

二、「苗圃青年大使計劃 2009-2010」在校內推廣苗圃助學訊息，重點宣傳定期捐款，讓師生及家長認識現今中國山區教育的匱乏不單是校舍或宿舍，而是學生的學習費及生活費。透過善長定期的捐款，學生的學習方不致斷斷續續，讓他們享有學習的機會及權利。超過四十多間青使學校紛紛響應計劃，積極呼籲大家到場慷慨解囊或填寫定捐表格，

The working category of the Promotion & Publicity Department are mainly promotion and publicity in schools, promotion of regular donations and management of favored activities.

This year, we put our effort mainly in regular donations to give a series of publicity:

1. Mr. Nick Cheung Ka Fai, the Best Actor of Hong Kong Film Award, officially become the Education Support Ambassador of Sowers Action. Nick has been enthusiastic in public welfare, especially eager to pay effort and money for the category in education supporting. He came to mountainous area to visit schoolchildren in person. He always attend varieties of Sowers Action charity events. This year, he even accepted Sowers Action's invitation to become Education Support Ambassador to proceed spreading the message of education supporting. Appealing to everyone for supporting the regular donations plan of Sowers Action to fulfill the dreams of students, provide education for them.

2. Young Ambassador 2009-2010 programme promote the message of Sowers Action support education in school. They mainly publicize regular donations. Let teachers, schoolmates and parents realize that the education in China mountainous area is not only lacking of schoolhouses or dormitories, but the school fees and living costs. Through donators' regular donations, students just do not have to study intermittently to enjoy the opportunity and right of studying. Over 40 schools respond to the Young Ambassador Programme,



反應熱烈。

三、為配合媒體上的宣傳，定捐的廣告系列也展示於各類型的公眾地方（如巴士車身、大廈幕牆、小輪碼頭等），讓更多市民關注學生資助的重要性。

本部門於本年同時積極發掘有意寓行善於籌辦活動的機構，鼓勵它們考慮以苗圃行動作為受惠機構，雙得益彰。於過去一年，本會共接受超過六十七宗以受惠形式捐獻款項的活動，成績理想。至於本會各籌款活動的宣傳工作，本部門一如以往負責協調的部分，情況穩定及理想。

最後，宣傳部在此感謝苗圃其他部門及所有籌委義工的通力合作，於裡裡外外都把事情打點得有條不紊，祝願來年大家都百尺竿頭、更進一步。

actively appeal to people for making donations or filling the forms of regular donations. The result was a great success.

3. To co-ordinate with medias for the publicity, a series of advertisement of the regular donation scheme will be demonstrated in various types of public places (such as buses, walls of buildings, ferry piers, etc), so that more citizens may concerned about the importance of student financial assistance.

This year, we have been actively seeking organizations which are willing to hold events for charity. We encourage them to consider letting Sowers Action be the beneficial organization, so that both are benefited. In the previous year, we favored by over 67 donations events, the results are satisfying. As for the publicity work of our organization, this department will be responsible for the part of coordinating as usual and the condition is stable and satisfactory.

At last, the Promotion & Publicity Department would like to thank all the volunteers' co-operations for they arrange everything methodically. Wishing that everyone can reach even higher levels of success.

義工名單

專責部長 陳思茵
職員 吳穎恩

List of Volunteer

Department Director Stella Chan
Staff Priscilla Ng



苗圃青年大使計劃

青年大使計劃是一個讓中學生實踐公益事務的起步點。既為服務社會又同時透過舉辦不同類型的校內活動而培訓個人於策劃及推廣的技巧。第四屆共有 141 位青年大使，分別來自全港 50 所學校，參加人數更是歷年之冠。

經歷一年的培訓，大會嚴選出 30 位精英青年大使，參加為時七天於甘肅省慶陽市的「山區體驗旅程」，進一步擴闊視野、培養創意以及提高組織及溝通能力。

Sowers Action Young Ambassador Programme

Young Ambassador Programme is a starting point for secondary school students to act in public welfare. Serving the society and also organizing different types of school activities to train individual in planning and promotion skills. In the 4th Sowers Action Young Ambassador Programme, there are total of 141 fourth Young Ambassadors from 50 schools in Hong Kong, which is a new record.

After a year of training, the Congress elected 30 elite Young Ambassador to participate in the "mountain experience journey" for seven days at Qingyang City, Gansu Province. In order to further broaden their horizons, develop creativity and improve organizational and communication skills.



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張家輝先生
苗圃行動助學大使
Mr. Nick, Cheung Ka-fai,
Education Support Ambassador



以慈善救災的題目作開始，大家定必馬上聯想到：那裡的人受困需要幫助！在我們成長過程中，都已看過一幕幕令人動容的畫面，然後再看到受助人士得到關心及善後等等的幫助，因而感到欣慰！

但今次我說的主旨，不是受困的人；而是解困的人！經過幾回不同形式的親身探訪，曾目睹多少有心人的偉大事蹟，甚至作出犧牲！大家試想想，若有一天不幸地遇上困境，也會多渴望得到別人的相助呢？！

我相信你也在人生中，無論在任何層面上，都總會遇上過困境，但卻未必盼到別人的援手！但不要緊，因你今天仍能站着，已證明了你是解困，而不是受困的。

無私的幫助別人，你會得到什麼？這一點：若是你從未真心真意幫助過別人的話，確實難以形容！你無需得到人家的讚賞，甚至受助者的一聲多謝，你仍然感受到一種開揚、安然及穩重的感覺，並有一份微笑的心在悸動著，妙不可言。善舉，無需比較或跟隨別人，需要的，只是你的一顆善心！

When a passage begins with charity relief work, it will easily make people think: where are these people who are in need! In our upbringing, we must have seen moving scenes, in which people were given care and things were tidied up, etc; and then you would feel relieved and happy!

But this time, what I am trying to talk about is not people who are in difficulties but those who get people out of difficulties. I have made a few different types of visits. I witnessed great things done by many kind people, some of them even made sacrifices! Imagine if you were met with some misfortune and were trapped in a difficult situation. How eager would you hope that someone would come to your assistance?!

I believe that in your life, you must have come across difficult times in whatever way. And you might not have got help from anyone! It does not matter because you are still here now. It is evidence that you have already solved your difficulties and you are not trapped any more.

What would you expect after you have helped someone selflessly? If you have never helped anyone before, that is absurd! There is no need for you to get any compliment from anyone. Even a simple thank you from the one you helped will be enough to make you feel stall, peaceful and self-assured. Your heart will tremble with a smile, which is beyond words. There is no need to compare your charitable act with anyone or to follow someone to do something good. All you need is a heart of kindness!





張瑪莉小姐
苗圃行動助學大使
Ms Mary Cheung,
Education Support Ambassador

現時中國發展一日千里，人民的生活質素也漸漸得以改善。但當我們離開大城市，走進遠離煩囂的山區，卻發現原來我國還存在著不少落後又貧窮的地區。在這些貧困的山區當中，更有不計其數的適齡學童因為家庭的收入欠佳和種種原因而未有上學受教育的機會。小朋友們往往只能透過課室的窗戶，偷偷聆聽老師講課。一些較為幸運的學童，雖然有機會讀書識字，可惜他們的學校卻可能是一所欠缺維修，殘破不堪的危房，隨時影響著他們的人身安全。面對這樣的學習環境，我們可怎樣幫助他們呢？

身為「苗圃助學大使」的我，希望能夠出一分力，協助宣揚推廣助學的訊息，呼籲更多市民伸出援手，合力改善國內山區小朋友學習的環境，讓學童能以「知識改變命運」，將來為社會作出貢獻。

China is moving forward in a very rapid pace, growing stronger and wealthier, and the living standard is improving across the country everyday. However, there are still many children in China living in poverty who can not afford going to school, especially in the mountainous regions. They want to learn, but they can only do so by hiding themselves outside classroom windows listening to teachers teaching inside. For those who are fortunate enough to go to school, the condition of the school is jeopardizing their safety for it is in a dilapidated state due to the lack of maintenance. In view of this situation, what can you do to help these children?

As "Sowers Action's Ambassador for Education", I want to do whatever I can to gain the attention of the Hong Kong public at large and appeal to them to donate generously to the education fund to improve the school condition and provide education to underprivileged children. It is my hope that education will help change the fate of these children so that they will eventually contribute to their society.



任賢齊先生
苗圃行動助學大使
Mr. Richie Jen,
Education Support Ambassador

苗圃行動一直都在幫忙很多偏遠山區學校跟學生，建設學校、補助同學上學、書本跟用具。山區同學上課是要付出比城市學生多很多，時間跟勞力，他們的學校不是在家附近，山區沒有交通工具，有些同學還要走很遠的路，走過兩座山才到學校，還要幫家裡種田，他們付出勞力比城市學生多。我們生長在幸福的環境，想想山區的生活，請幫助有需要的同學。你付出一點點，他們就可以有很大幫助，請多多支持苗圃行動。

Sowers Action has been helping many students and schools in the remote mountainous regions. They build schools, subsidize students for their schooling, books and stationery. Students in the mountainous regions have to pay much more time and effort than those in the cities. Their schools are not near their homes. There is no transport in the mountainous regions. Some students even have to walk for a very long distance passing two mountains before they arrive school. Moreover, they have to help their family in the farming fields. Compared with the students in the cities, they have to pay much more effort. We were lucky to be brought up in a nice environment. Let's imagine life in the mountainous regions. So please help these students who are in need. The little you give will be a great help to them. Please give your generous support to Sowers Action.