

# 循序漸進 步步向前

## Moving Forward Step by Step

2013-14年，苗圃行動以「多元助學邁向前」的方向，開展了新的資助領域，惠及更多有需要的學生；同時增加籌款活動，相得益彰，帶動更多熱心助學的人士參與，令善款收入趨向平穩。

今年資助事務部仍然堅守建校、學生資助、師資培訓的工作，今年共重建16所小學(包含6個災後重建項目)、1所小學生宿舍、2個學生食堂、資助廣東省41所學校設置「幸福廚房」(項目包括：廚房改造經費人民幣1萬元、電氣設備1萬5千元及啟動經費5千元)、資助8項學校設施及配套，以及學校維修5項。我們因應在長期跟進縣的項目減少，及參考20周年回訪報告，重新資助湖南的高中生及江西的資助學校項目，擴闊資助地域。

In 2013-14, Sowers Action adopted the direction of “Advancing Multipurpose Educational Aid” and expanded the scope of service to cover more areas when providing sponsorship, hoping to benefit more students in need. At the same time, more fundraising events successfully motivated participations from people who are enthusiastic about our work; donations increased steadily.

This year, the Project Funding Services Department continued to focus on school constructions, student sponsorship and teacher training. 16 primary schools (including six after disaster projects), one primary school student dormitory and two student canteens were rebuilt. Subsidies were also provided for the establishment of “Happy Kitchen” including kitchen modification (RMB10,000), purchasing appliances (RMB15,000) and setting up establishment fund (RMB5,000), in 41 schools Guangdong, sponsorship for eight school facilities and furnishings projects and five maintenance works. Based on the decreasing number of projects in long term cooperation counties, with the reference of 20th Anniversary Revisit Report, we restarted the sponsorship program for high school students in Hunan and school projects in Jiangxi so as to get a wider coverage on sponsored areas.



2013年7月1日，本會正式接手「水富苗圃兒童福利院」（水苗），並註冊為民辦非企業，成立首個福利院項目。除了吃飽穿暖的環境，我們還希望營造一個家舍的感覺，孩子要分擔家務，也讓孩子可以有心理健康、醫療及外出工作、服務體驗的機會。經過一年的營運，水苗獲得當地政府的肯定，不時有領導及志願者來探訪。水苗啟動一年共有38個孩子，包括1名14歲聾啞兒童（特校），1名9歲患眼疾（學前班），1名9歲腦癱（未入學），1名3歲的先天性心臟病孩子，1名1歲先天性心臟病孩子（寄養在家未入學）。

另外，苗圃今年轉為全額資助苗圃華光女子高中運作經費，同時委任代表組成理事會，理事會主席為董事歐豪，希望學校管理更規範化，將教學理念發揚光大。華光女子高中專門為少數民族的貧困女生提供免費的高中教育，2014年的畢業禮上喜見該校培育了自信、自強及自重的女生，有幾位更負笈海外升學，甚至取得美國大學的獎學金，令人欣慰。

對應資助項目，我們有不同的籌款渠道。今年的總善款收入為港幣3,377萬，其中助學收入2,921萬，比預算的高出31%。籌款活動方面，今年度因應福利院項目的成立，在半年內籌備了於2013年聖誕節舉行的「童樂行」，籌得令人滿意的港幣111萬善款，為水苗未來一年的運作費用。其他籌款活動各具特色，有今年起動的本地籌款活動清水灣慈善高爾夫球賽；繼續獲得中國銀行（香港）冠名贊助的助學長征、加添助學元素的茶馬古道、人數創新高的挑戰12小時及「一小步成就一大步」的行路上廣州，各籌款活動總共為會方籌得近一半的助學收入，其餘的善款來自指定項目的捐助及定期捐款。此外，受惠活動幸得不同企業、機構及參與回禮小禮物的善長的參與，籌款收入增長了30%，可喜可賀。

On 1 July 2013, Sowers Action officially took over the “Shuifu Sowers Children’s Home” which registered as a private non-enterprise and started the Children’s Home project. We do not merely provide children with basic needs, but also wish to create a home-like atmosphere for them. Children are responsible for housework. They are also given mental health and medical supports, and outside work and service experience exposures. After a year of operation, “Shuifu Sowers” is now well-recognized by the local government. From time to time, government officials and volunteers paid visits to us. Currently, “Shuifu Sowers” accommodates 38 children, including a 14-year-old deaf-mute (special school), a nine-year-old kid with eye disease (pre-school), a nine-year-old with cerebral palsy (not admitted to school), and two children, aged three and one, with congenital heart disease (not admitted to school; in foster family).

On top of the above works, Sowers Action fully subsidized the operational expenditure of Nanning City Sowers Action Huaguang Girls’ High-School. In view that school management should be more systematic so that school’s teaching philosophy could be further promoted, we also appointed representatives to form a council chaired by Mr. Eddie Au, a member of the Board of Directors of Sowers Action. Nanning City Sowers Action Huaguang Girls’ High-School was set up especially for ethnic minority girls to receive free high school education. In the 2014 graduation ceremony, we were glad to see that the School nurtured girls with confidence, spontaneity and dignity. Some of them even went abroad for further their studies and were given scholarships from universities in the US.

We utilized different fundraising channels based on different projects. The total donations received this year amounted to HK\$33,770,000, with educational aid contributing HK\$29,210,000. This was 31% higher than our estimation. We also successfully organized “Walk for Children” on 2013 Christmas in response to the establishment of the Children’s Home Project. This fundraising event was only given half a year for the preparation but we raised an encouraging amount of HK\$1,110,000 for the operational expenditure of the Children’s Home in the coming year. Other fundraising events also have their distinctive features. They include the “Sowers Action Charity Golf Tournament” at Clear Water Bay in Hong Kong which was launched this year, “The Long March for Education” sponsored by The Bank of China (Hong Kong), “Sowers Action Ancient Tea Horse Route Expedition” blended with educational assistance elements, “Sowers Action Challenging 12 Hours Charity Marathon” which attracted a record number of participants, and “Sowers Action Walk to Guangzhou”. These events contributed almost 50% of educational aid donations while the rest of the received income came from project donations and regular donations. We must also thank different enterprises, organizations and generous donors in beneficiary activities for making a 30% increase in donations possible.

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然而，我們的運作經費仍然面臨挑戰，雖有16位名譽理事的熱心支持，再加上單車助學行開展多條路線籌款，仍然有超過港幣100萬的缺口，來年需要開源節流。

有實際需求的項目及親身體驗的活動，亦需宣傳策略，才能將助學訊息推廣。今年傳訊部加強傳媒關係及社交平台的宣傳。獲得羅氏慈善基金支持的「青年大使」，則秉承薪火相傳的使命，將助學精神帶給102名青少年。

一年的成績有賴全體中港同事、義工的付出及努力，並獲得肯定，今年本會喜獲由傑出企業公民協會舉辦的「第一屆觸動社會慈善嘉許大獎」。同時，亦恭賀董事局主席何毅良以工程師的專業服務苗圃，榮獲香港紅十字會的「香港人道年獎」，這亦代表義工角色在苗圃舉足輕重，期望來年與義工們繼續攜手發展會務。

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許彬彬  
總幹事

Despite receiving more donations this year, we still face challenges ahead. Supports from 16 members of Council to the Board and new routes for "Sowers Action Cycling for Education" have been helping us a lot but we still have a deficit of HK\$1 million). Expanding means to generating more income and cutting cost will be one of our tasks in the coming year.

Without promotional strategies, projects with actual needs and activities requiring first-hand experience would not be able to convey to the public the message of providing educational aid. This year, Communications Department strengthened the connection with media and further enhanced the promotion on social media platform. We were also very grateful to have the opportunity to bring the concept of educational aid to 102 young people who were in the Young Ambassador Scheme supported by the Law's Charitable Foundation.

We would not have such achievement this year without the efforts from colleagues in mainland China and Hong Kong, as well as our volunteers. This year, we were delighted to receive the 1st Touching CSR Award by The Association of Distinguished Corporation. At the same time, we would also take this chance to congratulate Mr. Albert Ho, Chairman of the Board of Directors, who serves Sowers Action with his expertise in engineering, to be awarded the Hong Kong Humanity Award by the Hong Kong Red Cross. All these recognitions proved that volunteers are playing a crucial role in Sowers Action. We wish to continue working with our volunteers in the coming year to carry forward the development of the organization.

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Brianna Hui  
Chief Executive Officer