



藝術扶苗慈善基金會
Seeds of Art Charity Foundation

大愛無疆 給孩子一個家
Spread LOVE & Give Kids a HOME

**麻吉貓扶苗行2019
贊助計劃書
SOACF x Majimeow
Charity Walk 2019
Sponsorship Proposal**



關於藝術扶苗慈善基金會 About Seeds of Art Charity Foundation

我們的存在 — 是因為中國山區農村學校，經濟落後、校園設施配套不足，家庭條件貧困也難以支持學生有質素條件，學生生活質素處於極艱苦處境，大大影響讀書質素。教學條件缺乏，藝術教育沒法開展。有感藝術教育是全人教育不可缺少，我們開始小規模的籌集藝術教學資源，修建美術室、音樂室，從增添美術、音樂教育材料開始。

Why we are here ...

With poor economy and limited resources in rural area in China, poor school facilities, student living in a poor economy area so that the family cant afford the resources in study, that are big problem and affect student study quality. it is a formidable task for schools to develop Arts education. To ensure All-Around Education that everyone deserves, we believe that Arts is prerequisite to our next generation. We started from the foundation by basic construction of school facilities, including Arts room, Music room, and other related teaching materials.

我們努力 — 扶助中國內地山區校園設施：如愛心太陽能熱水器、愛心圖書館、愛心太陽能路燈、愛心檯椅、愛心棉被、愛心玩具、愛心體育器材、藝術教學設施，愛心牛羊、緊急援助金……等等。香港方面我們關懷社區獨居長者、隱居長者、弱勢家庭學生。

What we do ...

Helping and developing the facilities in rural area in China: Such as Lovely solar water heater, Lovely library, Lovely solar street light, Lovely table chair, Lovely quilt, Lovely toys, Lovely sport equipment, art facilities, Lovely cow and sheep, Emergency assistance etc.....

我們幫助 — 中國內地36間山區小學，遍佈貴州省、湖南省、雲南省、青海省、廣東省、廣西省等。香港多個社區的長者，如屯門、天水圍、葵涌、黃大仙、上水、沙田等區。

Who we help ...

Around 36 school which from rural area in China, including Guizhou Province, Hunan Province, Yunnan Province, Qinghai Province, Guangdong Province, Guangxi Province etc. In Hong Kong there are some elderly need to be helped, such as Tuen Mun, Tin Shui Wai, Kwai Chung, Wong Tai Sin, Sheung Shui, Sha Tin etc.



籌募孤兒院永久院址 — 蘭州市崇德孤殘困境兒童服務中心

Raise funds for the permanent use of land for an orphanage in Lanzhou in Gansu Province

2018年我們關注了內地一所民辦孤兒院，它2013年在民政局注冊，目前登記有40名孩子，26名孩子在崇德中心長期生活，14名孩子因地方不足，只能寄養親屬家中。他們都是孤兒、單親、棄養、殘障的，中心先後救助過102名孩子。

From 2018, we start focus a Orphanage in China. Lanzhou orphanage is Registered in 2013, there are around 40 kids register too. 26 kids is staying in Chongde Center, and other 14 kids cant stay in Chongde Center because the space is not enough, they have to live in other family home. Most of them are orphan, single-parents, abandon and disable. According to Province, they safe around 102 kids in Lanzhou in Gansu.





面對困難

1. 現在孤兒院租用在一市集旁邊，樓房殘舊，衛生極差，電線外露亂搭、通過樓梯堆滿垃圾，消防意識零，前面公眾空間，潛建小平房，到處蚊鼠蒼蠅。
2. 由於是租用，租約一滿，房東可因什麼原因收回房子。
3. 由於場地有限，床位不夠，沒法接納、安置、幫助到更多有需求的孩子。
4. 由於很多方面處於不規範、不達標，隨時可能被封閉，孤兒又會流離失所。

What we facing...

1. Now orphanage is renting a place which is near a market, the building is old and poor quality of hygiene, wires is chaos, lower knowledge of fire protection.
2. A big risk of renting, because the owner will collect back the house or space.
3. The limitation of the space, don't enough of bed, cant afford more kids who need our help.
4. The orphanage is not qualified in a standard in China, so the orphan maybe lost their living place.

為了他們安全有保障，按政府的要求標準，我們必須改善居住環境，支付永久院址，使孩子們能擁有穩定，持久的生活。

To ensure safety and fulfill the requirement set by government, it is essential for us to improve the living conditions and own the permanent use of land for Lanzhou Home. After all, offering the children with sustainable living is our ultimate goal in long term.





你願意付出一點，給孩子一個安穩的家嗎？ Take a small step to offer children Stable Living

對於每天活在繁華都市的你和我
For those who live in cosmopolitan city like you & me

\$40

每個早上的一杯咖啡
A cup of morning coffee



\$100

吃一個豐盛午餐
A big lunch



\$300

為衣櫥添置新衣
New clothes for your wardrobe



對於蘭州孩子
For the kids in Lanzhou

飲用半個月的牛奶
一套內衣
一年的鉛筆數量
- milk for half month
- A set of underwear
- pencils to be used for 1 year



50天的主食
一雙鞋
20個月的零用錢
- Basic meal for 50 days
- A pair of shoes
- Pocket money for 20 months



支持「藝術扶苗慈善基金」，參與步行籌款，為流離失所的孩子建立安穩的家
Support SOACF Charity Walk and give a helping hand to the homeless children.





「藝術扶苗慈善基金會」為非政府資助的慈善團體，需要透過舉辦慈善活動來籌募經費，再加上社會上各善長的捐助，才能繼續推行服務，幫助更多有需要人士。

As a self-financed organization, SOACF relies heavily on fundraising campaigns and donations to sustain and to continue our work and reach out to more people in need.



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慈善步行籌款
Charity Walk

日期 Date : 20 / 01 / 2019 (星期日 Sunday)

時間 Time : 9:00AM — 1:00PM

路線 Route : 山頂道花園 Peak Road Garden > 柯士甸山道 Mt. Austin Road >
盧吉道 Lugard Road > 夏力道 Harlech Road > 山頂道花園 Peak Road Garden

起步禮地點 Kick off venue : 山頂道花園 Peak Road Garden

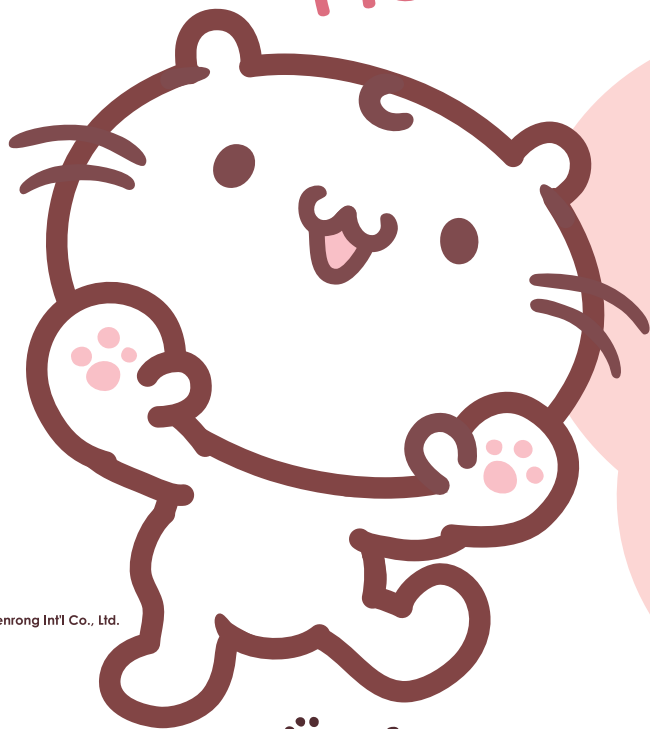
預期參與人數 Expected no. of participants : 1,000

目標籌款額 Expected Donation Amount : HKD \$6百萬 million





Hello!



Renrong Inf'l Co., Ltd.

麻吉貓
majimeow

大家好，我是來自台灣的麻吉貓。我的個性充滿好奇心、樂天和隨遇而安。我希望把我的正能量帶給大家，以及跨文化的特質把大愛無疆精神發揚。藉著我可愛圓潤造型，把笑容帶到蘭州兒童的臉上。

希望大家與我一起把關懷和溫暖帶給蘭州的兒童！

Hi there! This is Majimeow from Taiwan. I have a positive mind with curiosity and peace all the time. With my round face and cute appearance, I hope to share happiness and love across the region, and bring smiles to the kids in Lanzhou.

Together, we let them feel warmth and care!



路線 Route

山頂道花園 > 柯士甸山道 > 盧吉道 > 夏力道 > 山頂道花園

Peak Road Garden > Mt. Austin Road >
Lugard Road > Harlech Road > Peak Road Garden

路線詳情 Path details

山頂環迴步行徑是一條輕鬆易走的遠足徑，全程約4公里(約2小時)，適合任何年齡人士參加，居高臨下飽覽香港最美麗動人的城市景觀。

Peak Circle Walk is 4 km route (takes around 2 hours) which suits all walks of life. You are able to view the most spectacular scenery of Hong Kong from the Peak.

每位參加者可獲精美「麻吉貓」紀念品一份
Each walker will receive souvenir pack of “Majimeow”

大會將安排免費穿梭巴士於港鐵金鐘站 A 出口接載參加者前往起步點(山頂道花園) 首班為8:00am，然後以每30分鐘為一班，最後班次為9:30am。先到先得，逾時不候。

Shuttle bus will be arranged for walkers from Admiralty Exit A to the kick off venue(Peak Road Garden) . The first shuttle bus will be at 8:00am. And the bus will run every 30mins until 9:30am. First Come, First Served. Be there, or be squared.

步行結束後，參加者可於山頂道花園繼續參與嘉年華
Walker can stay and enjoy the carnival after the walk.

終點備有茶點供參加者享用
Refreshment will be prepared for walkers at the finishing point.



Renrong Int'l Co., Ltd.



為鼓勵參與是次步行籌款，大會將設有：
To encourage participation, we will present

最高個人籌款獎 — 金、銀、銅

Top individual fundraising award : **Gold, Silver, Bronze**

個人組
Individual team

最高參與團體獎 — 金、銀、銅

Highest fundraising award : **Gold, Silver, Bronze**

最高團體籌款獎 — 金、銀、銅

Top fundraising award : **Gold, Silver, Bronze**

團體組
Public / Corporate Team

全場總冠軍獎

Champion

得獎者可獲獎盃及精美禮品(TBC)
Winners will receive trophy and gifts (TBC)



大愛無疆 給孩子一個家

企業贊助 Corporate Sponsor	贊助金額 Sponsorship Amount (HK港幣\$)	贊助內容 Package Details
冠名贊助 Title Patron	HK港幣\$200,000+	於起步禮進行支票 / 紀念品頒贈儀式 Cheque / souvenir presentation at the opening ceremony
翡翠贊助 Jadeite Patron	HK港幣\$100,000	於宣傳物品刊登貴公司的商標為活動贊助商 Display of company's logo on promotion materials as event sponsor
鑽石贊助 Diamond Patron	HK港幣\$50,000	贊助商的商標會顯示於刊登在地鐵、尖沙咀碼頭和媒體的鳴謝廣告內 Display of company's logo in acknowledgement advertisements — Hong Kong MTR and Media
水晶贊助 Crystal Patron	HK港幣\$30,000	步行期間，隊伍可展示貴公司的橫額 Participating teams can arrange display of company's banner during the Walk
一般贊助 General Patron	HK港幣\$10,000	
其他贊助 In-kind Donation	禮品、禮券 或 其他 Gifts, Coupons or Others	



曾贊助及支持公司 / 機構
Previous supporting companies/ organizations





曾贊助及支持公司 / 機構 Previous supporting companies/ organizations






- **於活動宣傳廣告及鳴謝廣告刊登參與企業的商標**
Logo exposure in advertisement and acknowledgement
- **傳媒宣傳**
Media coverage
- **義工活動安排**
Volunteer activity arrangement
- **於網站、Facebook、電子通訊宣傳**
Promotion via website, Facebook, e-newsletter
- **提名贊助機構取得「商界展關懷」標誌的機會 (視乎資格)**
Possibilities of nominating corporate sponsor to apply for Caring Company Logo (subject to eligibility)



- **戶外廣告 Outdoor advertising placement**
地鐵站 MTR station
尖沙咀天星小輪碼頭 Star Ferry Pier in Tsim Sha Tsui
- **報章及雜誌廣告**
Advertising placement on newspapers & magazines
- **海報張貼及單張擺放於各大型商場, 全港公共屋邨 或 食市**
Posters display and leaflet distribution in shopping malls, public housing estates or restaurant
- **於各中小學宣傳**
Promotion in Primary and Secondary Schools
- **活動官方網站、電子通訊、年報及 Facebook 宣傳 (例如:網絡紅人的社交平台)**
Promotion on official website, Newsletter, annual report & Facebook.
(e.g. Social media platforms of KOL or Blogger)



- **成為良好企業公民**
Be a Responsible Corporate Citizen
- **支持社會上有需要人士，如一些弱勢家庭兒童、長者和在內地山區生活的困苦兒童**
Support the needy in our society, including children who are in lack of home care , elderly and kids from rural are in China.
- **透過參與慈善活動，建立企業的關愛文化**
Cultivate caring and respectful corporate culture through charitable work
- **回饋社會，扶助弱勢社群**
Make community investment through donations



期待你的參與！
Look forward to your participation !

Sponsorship Contact — Loop PR & Marketing

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