

Hong Kong Red Cross Pass-it-On 2014 Charity Sale Fundraising Campaign

Introduction

Pass-it-On Charity Sale Fundraising Campaign is the biggest annual fundraising event of the Hong Kong Red Cross ("HKRC"). We have a new campaign slogan "Plus You" this year aimed at inviting more people to get involved in different forms of the humanitarian work, including the charity sale. Students are encouraged to extend their love and care to those who are in need through the charity sale campaign. Proceeds raised will be used to support the humanitarian works of the Hong Kong Red Cross in serving the sick and the suffering, regardless of their races, religions and backgrounds.

Campaign Characteristics

Two charity sale items of this year are practical yet adorable, the **Reddie Bear Hand Warmer** and the **Reddie Bear Umbrella** are the best companions to advocate the spirit of love and share to your friends and beloved ones. Apart from direct purchase for self-use, the **Reddie Bear Umbrella** can also be donated as a Gifted item to the deprived population across the world through HKRC to bring them joy and care.

Charity Sale Items



Size: 14cm (w) x 16.5cm (h)

The Reddie Bear Hand Warmer

Charity Price HK\$68



Size: 5cm(w)x 5cm (d)x 27cm(l)

The Reddie Bear Umbrella

Charity Price HK\$98

Donation: Tailor-made bear sticker will be given to donors as compliment for any cash donation.

Charity Sale Period 17th October 2014 – 21th November 2014

Charity Sale Fundraising Competition in School

- Schools are encouraged to support the charity sales via different promotion channels, including but not limited to, appealing at school assemblies and to parents association, sending out solicitation notices to parents, supporting students in hosting charity sale activities at lunch break, after school, etc.
- Hong Kong Red Cross will provide posters, order form in excel format, parent notice template and a sample set of the Reddie Bear Hand Warmer and the Reddie Bear Umberlla to schools for promotional use.

Participation Method

Simply complete the reply form and send to Communications and Resource Development Department of the Hong Kong Red Cross by fax at 2802 0017.

Hotline: 2802 0016 Fax: 2802 0017 www.redcross.org.hk/web/pio2014

Email: pass-it-on@redcross.org.hk Facebook: www.facebook.com/hkrcpion

Enrollment Deadline 17th October 2014 (Friday)

Awarding Scheme

Winning schools will be acknowledged in a local newspaper, and be invited to the Pass-it-On Award Presentation Ceremony to be held in late February 2015 (Date to be confirmed). Awards including:

- 1. "Premium Loving School" Award: Charity Sale of 301 pcs of charity items or raised over HK\$30,001
- 2. **"Supreme Loving School" Award:** Charity Sale of 201-300 pcs of charity items or raised between HK\$20.001 HK\$30.000
- 3. "Outstanding Loving School" Award: Charity Sale of 101-200 pcs of charity items or raised between HK\$10,001 HK\$20,000
- "Loving School" Award: Charity Sale of 50-100 pcs of charity items or raise between HK\$5,000 HK\$10,000
- 5. Long-term Support Award: Schools support for 3 consecutive years or above
- Highest Fundraised Award: The entity which raised the highest amount in the campaign*
 - * All kindergarten, primary & secondary schools, commercial and non-commercial associations/unit/corporations are eligible

Collection of proceeds

- 1. Participating schools should collect and verify the total proceeds, and submit together with the order form to the Hong Kong Red Cross by 21nd November 2014 (Friday).
- 2. Purchasers and donors can settle the proceeds by the following two methods:
 - i. Crossed cheque payable to the "Hong Kong Red Cross" (Participating schools can either issue one cheque for all orders or collect all cheques from purchasers and donors), or
 - ii. Bank-in to one of the following Hong Kong Red Cross accounts and submit the <u>original</u> <u>pay-in-slips</u> to school for collection.

HSBC 500-334149-009
Hang Seng Bank 388-553950-001
Bank of China (Hong Kong) 012-806-00028173
Citibank Hong Kong 006-391-61495557
Bank of East Asia 015-514-10-401122-1

- 3. Cash payment will **NOT** be accepted.
- 4. Donation receipts will be sent to schools for distribution to donors (*only applicable to pure donation or purchase of gifted bears*).

Delivery Arrangement

- 1. The order will be delivered on or before 12th December 2014 (Friday).
- 2. Stocks of the charity sales items are limited. Schools are encouraged to submit the order form at the earliest possible, otherwise the delivery of the items may be delayed until after Christmas holidays.

Enquiry

Please call the Communications and Resource Development Department during office hours on Monday to Friday, 9:30am-6:00pm (except lunch hour during 1:00pm-2:00pm):

Ms Fey Wong, Assistant Manager 2507 7521
Ms Jade Lee, Assistant Fundraising Program Executive 2507 7523

Hotline: 2802 0016 Fax: 2802 0017 Email: pass-it-on@redcross.org.hk www.redcross.org.hk/web/pio2014 Facebook: www.facebook.com/hkrcpion



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Official Use Only (GD125-Sch001/PIOXXXX)
Rec'd date:
Ref.:

Please reply before 17th October 2014

: Communications and Resource Development Department, Hong Kong Red Cross

	: 2507 752	23 (Ms Jade Lee)	Fax	: 2802 0017	
	estimated or The Reddie for more deta	der quantities [*] are Bear Umbrella . Pleas ails.	sets of The R	2014 Charity Sale Fundraising Campaign, and eddie Bear Hand Warmer andsets of sof A3 poster for promotional use, and contact us out NOT a commitment	
	Our school would like to <u>organize student volunteer team</u> (persons) to participate in charity sale counters. Please contact us for further arrangement.				
		support the humanitari	ian works of HKRC in t	nising Campaign, but would like to <u>make a</u> he amount of: HK\$	
		Cheque No.: *Crossed cheque pa	yable to the "Hong Kor	ng Red Cross"	
	• 1	Direct Transfer to the	Hong Kong Red Cross	bank account	
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		Hang Seng Bank	38	8-553950-001	
		Bank of China (Hong	g Kong) 01:	2-806-00028173	
		Citibank Hong Kong	00	6-391-61495557	
		Bank of East Asia	01	5-514-10-401122-1	
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Schools which purchase charity sale items of 50pcs or more in total, or raise proceeds over HK\$5,000 will be awarded as "Loving School".