

**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 17<sup>th</sup> October 2014 – 21<sup>th</sup> November 2014**

**Charity Sale Fundraising Competition in School**

1. 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.
2. 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 Umbrella** 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.



