

Annex 2

**NGO's Proposal for Business Sponsorship
For Applying Partnership Fund for the Disadvantaged**
非政府機構為申請「攜手扶弱基金」而期望得到商業贊助的建議

	(中文)	(English)			
非政府機構名稱 Name of NGO	智樂兒童遊樂協會	Playright Children's Play Association			
機構總幹事 Head of the NGO	王見好	Kathy Kin-ho Wong			
總辦事處地址 Headquarter Address	香港柴灣樂民道3號F座18樓A室	18 A, Block F, 3 Lok Man Road, Chai Wan, Hong Kong			
計劃負責人 Project Officer	郭明秋	Blondi Ming-chau Kwok			
聯絡電話 Contact Phone No.	2898 2922	傳真號碼 Fax No. 2898 4539			
電郵地址 Email Address	blondi@playright.org.hk				
<p>機構是否「稅務條例」第 88 條獲認可為慈善機構及信託團體？ Is the NGO an approved charitable institution and trust of a public character under Section 88 of the Inland Revenue Ordinance?</p> <p><input checked="" type="checkbox"/> 是 * Yes* <input type="checkbox"/> 否 No</p>					
<p>機構已根據以下條例註冊： The NGO is registered under the following ordinance:</p> <p><input checked="" type="checkbox"/> «公司條例»* The Companies Ordinance* <input type="checkbox"/> «社團條例»* The Societies Ordinance* <input type="checkbox"/> 其他條例* Other Ordinances (請註明 Please specify: _____)*</p>					
<p>建議計劃大綱 Proposed Project Outline:</p> <table border="0"> <tr> <td style="vertical-align: top;"> <p>贊助額** Amount of Sponsorship**</p> <p><input type="checkbox"/> \$100,000 或以下 or below</p> <p><input type="checkbox"/> \$100,001 ~ \$200,000</p> <p><input type="checkbox"/> \$200,001 ~ \$300,000</p> <p><input checked="" type="checkbox"/> \$300,001 ~ \$400,000</p> <p><input type="checkbox"/> \$400,001 ~ \$500,000</p> <p><input type="checkbox"/> \$500,001 或以上 or above</p> </td> <td style="vertical-align: top;"> <p>服務範圍** Service Programme**</p> <p><input type="checkbox"/> 安老服務 Elderly Services</p> <p><input checked="" type="checkbox"/> 家庭及兒童福利服務 Family & Child Welfare Services</p> <p><input checked="" type="checkbox"/> 康復及醫務社會服務 Rehabilitation & Medical Social Services</p> <p><input type="checkbox"/> 青年及感化服務 Youth & Corrections Service</p> <p><input checked="" type="checkbox"/> 為其他弱勢社群提供的服務 Services for Other Disadvantaged Groups</p> </td> <td style="vertical-align: top;"> <p>服務地區** Service Districts**</p> <p><input checked="" type="checkbox"/> 香港及離島 Hong Kong and Island</p> <p><input type="checkbox"/> 九龍東 Kowloon East</p> <p><input checked="" type="checkbox"/> 九龍西 Kowloon West</p> <p><input checked="" type="checkbox"/> 新界東 New Territories East</p> <p><input checked="" type="checkbox"/> 新界西 New Territories West</p> <p><input type="checkbox"/> 全港性 Territory-wide</p> </td> </tr> </table>			<p>贊助額** Amount of Sponsorship**</p> <p><input type="checkbox"/> \$100,000 或以下 or below</p> <p><input type="checkbox"/> \$100,001 ~ \$200,000</p> <p><input type="checkbox"/> \$200,001 ~ \$300,000</p> <p><input checked="" type="checkbox"/> \$300,001 ~ \$400,000</p> <p><input type="checkbox"/> \$400,001 ~ \$500,000</p> <p><input type="checkbox"/> \$500,001 或以上 or above</p>	<p>服務範圍** Service Programme**</p> <p><input type="checkbox"/> 安老服務 Elderly Services</p> <p><input checked="" type="checkbox"/> 家庭及兒童福利服務 Family & Child Welfare Services</p> <p><input checked="" type="checkbox"/> 康復及醫務社會服務 Rehabilitation & Medical Social Services</p> <p><input type="checkbox"/> 青年及感化服務 Youth & Corrections Service</p> <p><input checked="" type="checkbox"/> 為其他弱勢社群提供的服務 Services for Other Disadvantaged Groups</p>	<p>服務地區** Service Districts**</p> <p><input checked="" type="checkbox"/> 香港及離島 Hong Kong and Island</p> <p><input type="checkbox"/> 九龍東 Kowloon East</p> <p><input checked="" type="checkbox"/> 九龍西 Kowloon West</p> <p><input checked="" type="checkbox"/> 新界東 New Territories East</p> <p><input checked="" type="checkbox"/> 新界西 New Territories West</p> <p><input type="checkbox"/> 全港性 Territory-wide</p>
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* 在有需要時本署會要求遞交有關的文件 SWD may request to submit related documents when necessary.


** 請在合適方格內加上「√」號 Please √ on appropriate boxes.

建議計劃詳情 Details of Proposed Project (限用二頁 2 page only)	
計劃名稱 Project Name: <u>See attachment</u>	

建議贊助額 Proposed Sponsorship Amount		
贊助性質 Nature of Sponsorship	款額/估值 Value (\$)	數量(單位) Quantity (unit)
物資 In-kind	See attachment	
捐款 Cash		
總值 Total Value		

給商業機構考慮的其他因素 Other Factors for Business Corporations' Consideration
See attachment

機構聲明及同意書 Declaration and Consent of NGO
<ul style="list-style-type: none"> ● 本人保證在本表格填報的資料均屬真確無訛。 I certify that all the information given in this application is true and accurate. ● 本人明白社會福利署收集及發放本表格內的資料目的在協助非政府機構與商界建立伙伴合作關係，社會福利署並不會介入本機構與有關機構或團體訂立合作計劃的過程。 I understand the collection and dissemination by Social Welfare Department of information provided in this form is for facilitating NGOs to establish partnership relationship with the business sector. The Social Welfare Department will not take part in the process of establishing partnership projects of our organization with related business corporations or organizations. ● 本人同意社會福利署可使用本表格內的資料供有興趣提供贊助的商業機構或團體查閱，或上載於有關網頁，供公眾瀏覽。 I consent that information provided in this application form will be used by the Social Welfare Department for disseminating to business corporations or organizations having interest in providing sponsorship or for uploading into related web-based platform for public access.

簽署 Signature: <u>Kathy Kin-ho Wong</u>	
姓名 Name: <u>Kathy Kin-ho Wong</u>	
職銜 Title: <u>機構總幹事 Executive Director of the NGO</u>	
日期 Date: <u>13 July 2007</u>	
(機構蓋印 Organization Chop)	

Project Name

Hospital Play Service @ Caritas Medical Centre.

Community needs

Hospitalization and sickness can be a very stressful and painful experience for children. In hospital, they have to face a lot of strange people and medical equipment; they will worry about their sickness; also they will have pain because of their sickness, investigation and treatment.

Play is the most natural thing for all children. Through play, they can have fun; they can express; they can explore and learn; and they can have positive feelings to cope with stress situation.

With the support from a trained Hospital Play Specialist, it can maximize the benefits of play to children at sick. Through preparation play, we can prepare the children psychologically to cope better with the upcoming medical procedures. Through the medical play, we can provide a channel for children to express their feelings towards their illness, also learn some related medical knowledge. Through distraction play, we can help the children to reduce anxiety and play during the medical procedures. Through the developmental play, we can promote the normal growth and development for the hospitalized children. In addition, play can provide fun and make the children having a more positive feeling to cope with their stress in the hospital. With a better psychosocial state during sick, it can help to fasten the recovery from the sickness.

Objectives

- To help child patients and their families cope with sickness, treatment and encourage them to enjoy children's right to play through therapeutic play service.
- To help and promote the special needs children in DDU to have fun and support in their overall development through stimulated play.

Target group

Children in the paediatric wards and Developmental Disability Unit (DDU, 陽光之家) of Caritas Medical Centre. Children in hospital need play service to help them cope better with hospitalization. And the special needs children in the Unit need play to have fun and a better overall development. At times, the special needs children in DDU will also need to repeated admission to the paediatric wards of the Hospital for treatment.

The total bed number in paediatrics wards is 82 for children with medical, surgical, orthopaedic, eye diseases, etc. And there are 180 children in the DDU for children aged 6 to 16.

Service model

A full time Hospital Play Specialist will station in the hospital to provide play service to the children in paediatric wards and DDU.

Project duration

From April 2008 to March 2009

Budget

HKD390,000

Other factors for the considerations of business corporations

1. Have brand name and logo exposure in Chinese and English in all printed matters.
2. Support to nominations relating to corporate citizenship.
3. Have members/volunteers from the sponsor participated in the service to the children.

Project Name

Playright Playmobile @ Remote Communities

Community needs

There were news reported recently about the accidents happened to children and youth when they were playing in the community. Taking Tung Chung as an example, children will ride on bicycle on busy roads, they will swim dangerously in the busy pier area, or play ball games and group games at the roadsides. A girl died while she played in a dangerous river area in 2006 as reported in a newspaper. We are aware that many disadvantaged districts in Hong Kong, just like Tung Chung, are still facing the lack of play provision for children in short to medium term, even government has confirmed to speed up the construction of some recreation facilities projects in these districts.

Objectives

Playright, as a non-government organization promoting the value of play in Hong Kong, should reach out to these remote districts strategically, efficiently and provide a creative solution and strategy to help tackle this immediate problem.

Target group & number of users served:

30,000 Children and Parents in Tung Chung, Tuen Mun and remote communities in New Territories

Project Details

Playright would like to have our Playmobile to be driven to the open spaces in these disadvantaged districts and turn them into quality safe play areas to children as a short-term solution to the problem of limited outdoor play provision as we mentioned.

Playmobile actually is a tailor-made 5.5 tones truck vehicle containing play materials and furniture which can turn open spaces in community into interesting and stimulating playgrounds for more than 150 children and parents each time. Inside this mobile playground, several types of play activities will be introduced to satisfy the growing needs of physical, social, emotional development of the children.

Project duration: 1 year

Budget

	(HK\$)	(HK\$)
Total Expenditure	<u>900,000</u>	
LESS: Programme Fees received	<u>500,000</u>	
Sponsorship/ Other Funds		400,000

Other factors for the considerations of business corporations:

The following acknowledgement to the partner will be made:

1. providing around 6 to 8 play events a year of valuable volunteer opportunity for the corporation to directly in touch and serve the children and their families. Professional training on the play skills will be offered to the staff team;
2. acknowledging the corporation's support with logo exposure on the Truck body as Sole Sponsor.
3. acknowledging the corporation's support on all project-based printed publicity materials including event banners, program information factsheet, other promotion matters. The publicity materials will be delivered to all kindergartens and primary schools in Hong Kong at least twice a year; and
4. increasing the public awareness on our successful partnership in serving community by cooperating with government departments to organize in two (2) district events a year; and
5. involving the corporation into the decision making process of the project development and reporting to the corporation on a regular basis.