

Annex

**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

非政府機構名稱：

Name of NGO:

Playright Children's Play Association

機構行政總裁或總幹事：

Head of the NGO:

Ms Kathy Kin-ho Wong

總辦事處地址：

Address of Headquarters:

18A, Block F, 3 Lok Man Road, Chai Wan, Hong Kong

電話號碼：

Telephone No.:

28982922

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Fax No.:

28984539

電郵地址：

Email Address:

info@playright.org.hk

機構是否《稅務條例》第88條獲認可為慈善機構及信託團體？

Whether the NGO is an approved charitable institutions and trusts of a public character under section 88 of the Inland Revenue Ordinance?

有 Yes 否 No

機構已根據以下條例註冊：

The NGO is registered under the following ordinance:

《公司條例》the Companies Ordinance《社團條例》the Societies Ordinance其他條例other Ordinances (請註明Please specify: _____)

(需夾附有關的文件 Please attach related documents)

建議計劃大綱簡介(例如對象、時間、內容等)：

Proposed Project Outline (e.g. target group, time schedule, brief content etc):

See attachment.

建議的商業贊助：

Proposal for Business Sponsorship:

贊助性質(捐款/物資)： Nature of Sponsorship (Cash/In-kind):	數量(單位) Quantity (unit)	款額/估值 Value (\$)
See attachment.		
大約總值Approximate Total Value		

其他因素提供給商業機構作考慮

Other factors for the consideration of business corporations

See Attachment.

機構聲明及同意書 Declaration and Consent of NGO

本人保證在本表格填報的資料均屬真確無訛。

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。

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 certify that all the information given in this application is true and accurate.

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.

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:



姓名 Name:

Dr Chow Chun Bong

職銜 Title:

董事會主席
Board Chairperson

日期 Date:

14 April, 2005



Proposed Project Outline (1):

“Play Inclusion Action – an Interactive Channel Project” is an innovative play project in hospital setting, which offers play experience for all hospitalized children, even they are bed-ridden or being isolated. It provides a platform for empowering the ‘deprived’ community, cultivating value of social support through play inclusion. It uses technology to breakthrough the physical boundaries and brings laughter and fun for the children. It is a live performance and features with variety of tailor-made programs for children in hospital and community. The channel characterized by live broadcasting with interactive element so those hospitalized children who are bed-ridden, in isolation or too sick to reach the stage, they also can interact with the channel and join in the fun with others. It also serves as a platform for the public to show their care and concern to the children in the hospital and being participated in the project to serve the underprivileged children.

Through the project, we aim to provide the service to the hospitalized children mainly at Princess Margaret Hospital (PMH) and offers special inclusive play experience for children in community through the channel once a month. If budget were available, we would like to develop more connections to different special needs schools or hostels to benefit more underprivileged children through the project. Besides, we will invite different groups of children and adults to share and play with children in the stage shows. In-addition, we need technical support and help from volunteers from individuals or companies.

Target group:

- Hospitalized children at PMH.
- Underprivileged children in community.
- Other children, families and groups that support inclusion in community.

Time schedule:

- September 05 to August 08 on monthly basis

Proposal for Business Sponsorship:

Nature of Sponsorship (Cash/In-kind)	Value (\$)
A. Set-up cost	212,440
B. Operation cost	75,140
Approximate Total Value	287,580

Other factors for the consideration of business corporations:

Apart from the financial support, we also need the following supports from the business corporations.

- Contribute their own strength, e.g. technical support in the operation of the channel or have stage performances.
- Regular volunteer support in the project.
- In-kind donation of required equipment for the project.
- Donation of company products as gifts to performers and child patients.
- Help to promote this project for public awareness and supports.

Proposed Project Outline (2):**"Play Caring Project"**

Most of the time, sickness is unavoidable. Children can suffer a lot from illness and hospitalization both physically and psychologically, especially for those with chronic illness. Through this project, we will provide quality play opportunities for children suffering from chronic illness, be they in hospital or in community. One major ingredient of this program will be to empower the health professionals and volunteers of Hospitals, with play knowledge and skills to provide play opportunities to the hospitalized children. Besides, we will provide educational medical play workshop for pre-school children to understand hospitalization and show their concern and care to the underprivileged children at hospital.

Target group:

- Children at hospitals.
- Children with chronic illness within the community.
- Health care professionals and volunteers at hospitals.
- Children in pre-schools.

Proposal for Business Sponsorship:**The budget in one year**

Nature of Sponsorship (Cash/In-kind)	Value (\$)
Professional cost	307,000
Operation cost	85,800
Approximate Total Value	392,800

Other factors for the consideration of business corporations:

Apart from the financial support, we also need the following supports from the business corporations.

- Provide appropriate venue for us to have mass play days for the children with chronic illness.
- Committed volunteer support in the project, e.g. support in mass play days and pre-school play workshops.
- In-kind donation of required materials for the project.
- Donation of company products as gifts to child patients.
- Help to promote this project for public awareness and supports.