

Unison Hikathon 2014 融樂行 2014

Fundraising Hike
慈善步行籌款活動



We are the colours of Hong Kong!

Hike for racial equality and celebrate the diversity of Hong Kong!

擁抱多元種族，支持種族平等，
齊來創造香港國際之都！



香港融樂會
Hong Kong Unison

Charity listed on
Wise Giving 慈善機構

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Executive Summary

Are you aware that for just every 16 residents of Hong Kong population, there is one ethnic minority resident living in Hong Kong?

And according to survey, over 40% of them are suffering from unemployment or underemployment due to language barrier and limited access to quality Chinese language education.

Hong Kong Unison has been serving the ethnic minority residents in HK since our establishment in 2001.

Unison Hikathon 2014 is our annual fundraising event since 2009. It will be held on **26th Oct 2014 (Sunday)** at **Tai Po 4-color Forest Walks in Tai Po Kau**. The funds raised will be used to support our current services, which include fighting for quality Chinese language education for ethnic minority children and youth.

The event is more than just a charity hike: it will be an opportunity where participants can learn and experience cultures of and difficulties faced by ethnic minorities! It will be an exciting day that you don't want to miss!

It is our pleasure to extend a cordial invite to your organization to be our supporter for the event! Your contribution goes towards ensuring a quality event and a **HOPE** for the city to achieve real racial equality. We look forward in working with you!



活動摘要

您可曾想過每十六位香港居民人口中，便有一位是少數族裔？

有研究顯示超過40%的少數族裔居民因語言障礙和缺乏有效的中文學習支援，因而失業或不穩定就業。

香港融樂會自2001年成立以來，一直致力協助香港的少數族裔居民。

融樂行 2014 為本會的年度籌款活動；自2009年首屆舉辦以來，今年已是第五屆舉行。活動將於**2014年10月26日**（星期日）在**大埔滘四色林**舉行。我們希望藉是次活動籌集日常運作經費，以協助少數族裔兒童及青少年爭取優質而合適的中文教育。

融樂行 2014 不僅僅只是一個步行籌款，還是一個體驗多元文化及認識少數族裔身在香港所面對的困難的難得機會。

我們誠摯邀請您慷慨支持本次活動。您任何形式的支持皆有助少數族裔學童早日**實現夢想**，並為香港邁進成為真正的「國際之都」更進一步。

我們期待您於**融樂行 2014**的支持和參與。



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Event Cause:

“Recognize and celebrate the racial diversity of Hong Kong and make it possible for us to fight for quality Chinese education for ethnic minority children in Hong Kong!”

Unison does not receive any financial support from the Government. We rely solely on private donations to fund our daily operation, and to help us maintain our independence.

How can WE support?

By showing your support for the event, your organization is taking part in not just a charity fundraiser, but also helping to support racial harmony and racial equality in Hong Kong.

- ✓ **Make a donation**
- ✓ **Make an in-kind support**
- ✓ **Form a corporate team / volunteer team**
- ✓ **Be our media partner**

Why should you be a part in this?

- Support the cause and make a change for all ethnic minority children.
- A great opportunity to understand and interchange with Ethnic Minority residents in Hong Kong.
- Encourage an equal and harmony working or studying environment and associate your company or organization brand image with racial diversity.
- Team building and CSR opportunity for your company staff and stakeholders.

活動及籌款目的:

“支持種族平等，並讓我們可以為少數族裔學童爭取優質而合適的中文教育。”

融樂會並沒有接受政府資助，全賴私人募捐以維持日常運作及保持機構獨立性。

支持方式:

您的支持不僅只是支持一個籌款活動，更能協助推動香港展現種族和諧及實現種族平等。

- ✓ 捐款支持
- ✓ 物資 / 禮物贊助
- ✓ 組織企業隊 / 義工隊
- ✓ 成為我們的宣傳伙伴

參與的意義...

- 支持我們的工作— 為少數族裔學童改寫命運。
- 一個接觸及認識香港少數族裔的機會！
- 推廣平等及融和的工作或學習環境，突顯具多元文化之企業或團體形象。
- 一個履行企業公民責任及提升內部士氣的機會。



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Event Description 活動詳情

Date 日期：	26-10-2014 (Sunday 星期日)
Venue地點：	Tai Po 4-colour Forest Walks, Tai Po Kau (Near Chung Tsai Yuen)大埔滘四色林 (近松仔園)
Participant Quota 活動名額：	500

Trail 路線選項 1：黃路 Yellow Walk

Description 描述：	Challenge yourself while bringing hope to the ethnic minority children! 挑戰自己同時為少數族裔學童帶來希望之光！ Recommended for regular hiker 適合有經驗的定期行山人士
Duration 所需時間：	2.5 hours 小時 (Depends on individual speed 視乎參賽者之速度)

Trail 路線選項 2：藍路 Blue Walk

Description 描述：	Celebrate the racial diversity of Hong Kong while enjoying a leisure hike. 享受行山樂的同時為香港邁進成為真正的「國際之都」出一分力！ Recommended for culture lover 適合想瞭解少數族裔生活人士
Duration 所需時間：	1.5 hours 小時 (Depends on individual speed 視乎參賽者之速度)

Category 參與組別

Category 組別	Minimum Fundraising Amount 最低籌款額	Criteria 參與要求
Individual 個人	HKD\$500 (Including HKD\$100 application Fee 內含\$100港元報名費)	
Team 團體	HKD\$1,600 (Including HKD\$100 application Fee 內含\$100港元報名費)	(max. 4 members in a Team 上限為4名組員)
Corporate / Organization Team 組織企業隊	HKD\$10,000 (Application Fee waived for corporate team 豁免組織企業隊報名費)	(max. 20 members 上限為20名組員) Please contact Unison directly 請與融樂會職員聯絡
School Team 學生隊	HKD\$500 (Application Fee waived for school team 豁免學生隊報名費)	(min. 10 students 下限為10名學生) Please contact Unison directly 請與融樂會職員聯絡

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Sponsorship Benefits Package

企業贊助計劃

We sincerely need help from different areas in making this event possible. At the same time, charity events are also a great way for your organization to make a positive image and make dreams possible for all ethnic minority children.

Here we provide different supporting options in collaboration; and will do our best to meet any particular requirements you may have. Please kindly contact us.

我們極需要來自各方的支持以令活動順利舉行。而同時間，慈善活動亦是一個為貴機構建立正面多元和諧形象的有效方法，且更能為所有少數族裔學童實現夢想，帶來不一樣的命運。

在此提供不同贊助模式供貴機構參考；我們將竭盡所能，以滿足任何特定的需求。詳情請聯繫我們的職員。

Diamond Dream Sponsorship 璀璨夢想贊助

Donation Level 贊助金額： **HKD \$10,000** cash donation or in-kind support 捐款或贊助物資市值

Event entitlement :
鳴謝方式：

1. Acknowledgement in direct promotion mail and email sent to over 2,000 organizations and individuals, including schools, hikers, bankers...etc.
2. Logo/ Company Name in all brochures, flyers, posters, event website, stage backdrop, trail signage on yellow trail, whenever and wherever possible.
3. Invitation to the Event Opening.
4. Application fee waived for corporate team.
5. Caring Company logo nomination (subject to fulfillment of other criteria).

1. 推廣郵件及電子郵件中作出鳴謝，發送致逾2,000個機構及個人，其中包括學校、金融界及熱愛遠足人士等。
2. 在情況及時間許可下，所有宣傳物資中刊出公司標誌及名稱，包括但不限於：小冊子、傳單、海報、活動網頁、活動啟動禮舞台背景板及黃路步道上的指示牌。
3. 獲邀出席活動啟動禮。
4. 豁免企業隊報名費。
5. 『商界展關懷』提名資格(須同時符合其他要求)。

Golden Dream Sponsorship 輝煌夢想贊助

Donation Level 贊助金額： **HKD \$5,000** cash donation or in-kind support 捐款或贊助物資市值

Event entitlement :
鳴謝方式：

1. Acknowledgement in direct promotion mail and email sent to over 2,000 organizations and individuals, including schools, hikers, bankers...etc.
2. Logo/ Company Name in all brochures, flyers, posters, event website, stage backdrop, trail signage on blue trail, whenever and wherever possible.
3. Invitation to the Event Opening.
4. Application fee waived for corporate team.
5. Caring Company logo nomination (subject to fulfillment of other criteria).

1. 推廣郵件及電子郵件中作出鳴謝，發送致逾2,000個機構及個人，其中包括學校、金融界及熱愛遠足人士等。
2. 在情況及時間許可下，所有宣傳物資中刊出公司標誌及名稱，包括但不限於：小冊子、傳單、海報、活動網頁、活動啟動禮舞台背景板及藍路步道上的指示牌。
3. 獲邀出席活動啟動禮。
4. 豁免企業隊報名費。
5. 『商界展關懷』提名資格(須同時符合其他要求)。

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Supporting Organization 支持團體 / Media Partner 媒體伙伴

Donation Level 贊助項目：	Provide promotion channel or event support 提供宣傳渠道或活動支援
Event entitlement : 鳴謝方式：	<ol style="list-style-type: none"> 1. Acknowledgement in direct promotion mail and email sent to over 2,000 organizations and individuals, including schools, hikers, bankers...etc. 2. Logo/ Company Name in all brochures, flyers, posters, event website, stage backdrop, whenever and wherever possible. 3. Invitation to the Event Opening. 4. Application fee waived for corporate team. 5. Caring Company logo nomination (subject to fulfillment of other criteria). <ol style="list-style-type: none"> 1. 推廣郵件及電子郵件中作出鳴謝，發送致逾2,000個機構及個人，其中包括學校、金融界及熱愛遠足人士等。 2. 在情況及時間許可下，所有宣傳物資中刊出公司標誌及名稱，包括但不限於：小冊子、傳單、海報、活動網頁及活動啟動禮舞台背景。 3. 獲邀出席活動啟動禮。 4. 豁免企業隊報名費。 5. 『商界展關懷』提名資格 (須同時符合其他要求)。

Corporate Team Sponsorship 組織企業隊

Donation Level 贊助金額：	HKD\$10,000 per team 每隊 (max. 20 members in one Team 每隊上限為20名組員)
Event entitlement : 鳴謝方式：	<ol style="list-style-type: none"> 1. Acknowledgement in direct promotion mail and email sent to over 2,000 organizations and individuals, including schools, hikers, bankers...etc. 2. Logo/ Company Name in all brochures, flyers, posters, event website, stage backdrop, whenever and wherever possible. 3. Invitation to the Event Opening. 4. Application fee waived for corporate team. 5. Caring Company logo nomination (subject to fulfillment of other criteria). <ol style="list-style-type: none"> 1. 推廣郵件及電子郵件中作出鳴謝，發送致逾2,000個機構及個人，其中包括學校、金融界及熱愛遠足人士等。 2. 在情況及時間許可下，所有宣傳物資中刊出公司標誌及名稱，包括但不限於：小冊子、傳單、海報、活動網頁及活動啟動禮舞台背景。 3. 獲邀出席活動啟動禮。 4. 豁免企業隊報名費。 5. 『商界展關懷』提名資格 (須同時符合其他要求)。

Caring Company 商界展關懷

Launched by The Hong Kong Council of Social Service (HKCSS) in 2002, the Caring Company Scheme aims at cultivating good corporate citizenship. HK Unison is one of the Agency Members under HKCSS, and has nominated various corporate in the pass. In order to have a better transparency in nomination eligibility, the following criteria are set by our Executive Committee.

「商界展關懷」計劃由香港社會服務聯會(下稱社聯)於2002年策動，旨在促進商界與社福界之間的策略性伙伴合作，共同推動企業社會責任，建設共融社會。本會為社聯機構會員之一，過去亦曾為不同機構作提名。為提高透明度，以下為經本會執行委員會通過之提名要求。

- Financial support of no less than HKD\$10,000 (cash or in kinds) **and** 港幣1萬或以上捐款或物資贊助 **及**
- Committed at least 100 man hours of voluntary service **and** 提供100個義工服務小時 **及**
e.g. Hikathon is counted as 5 hours of voluntary services. With this calculation, 20 employees joining the Hikathon can fulfill this requirement. 例子: 融樂行的義工服務時數為5小時，若20人參與即可達到100小時。
- Provide EM Friendly and equal opportunity environment at workplace and (or) community.
於公司及(或)社區內推廣平等及融和環境，突顯多元文化。
e.g. English & Chinese notice to all staffs, promote racial equality in workplace and (or) community, is currently recruiting EM, willing to recruit EM ... etc. 例子：於公司內提供雙語告示，聘請非華裔員工...等

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About ethnic minority in Hong Kong:

Ethnic minority indicates the **non-Chinese people in Hong Kong**. According to Population Census 2011, there are **about 451,183 ethnic minorities** in Hong Kong, account for **6.5%** of the population.

Since there is **no appropriate Chinese language education provided to them**. Ethnic minority students are lacking opportunities in further studies. According to Census 2006, the school attendance rate for advance education among ethnic minority youth aged 19-24 was 5.4%. It was much lower than that for whole population namely 22.4%. The language barrier makes them less competitive and they have difficulties to get out of the poverty trap and integrate into society.

About Unison Hikathon:

Unison Hikathon is the only annual fundraising event of Hong Kong Unison. Since its first held in 2009, it has come to the 5th year. With generous and great support from all sponsors and participants, we have raised more than 1.5 million HKD since our 1st edition. The proceeds has allowed us to continue our services to ethnic minority individuals and their families. We have a participation nearly 600 people and raised over HKD\$500,000 in Unison Hikathon 2012.

Review of last year's Hikathon:
<http://www.unison.org.hk/hikathon.php>

About Hong Kong Unison

Hong Kong Unison was established in March 2001. On the basis of humanitarianism, we endeavor to promote racial equality in Hong Kong and assist ethnic minority residents to participate in society, assume social responsibilities, and attain equal rights and opportunities given to Hong Kong residents. Our work includes policy advocacy, public education, research and direct social services. We are a public charitable institution (IR File No. 91/7763) and listed under Wisegiving.

Our achievements:
http://www.unison.org.hk/DocumentDownload/Unison-Achievements_English.pdf

Thank You!
多謝!

關於香港少數族裔居民:

少數族裔 這個名稱於香港意指 非華裔人士。根據 2011年人口普查資料，香港有大約451, 183名少數族裔，佔總人口的6.5%。

少數族裔學童一直以來缺乏合適的中文教育，嚴重影響他們於本地升學及就業的機會。根據2006年人口統計資料顯示，19-24歲的少數族裔青年就學比率為5.4%，遠比全港人口的相應比率22.4%為低，削弱這群少數族裔新一代的競爭力，使他們難以脫貧及融入社會。

關於融樂行

融樂行為融樂會唯一的年度籌款活動，由2009年舉行第一屆以來，今年已是第五屆舉行。過去四屆承蒙 各界的慷慨支持和參與，已籌得超過一百五十萬港元；因而使我們能夠繼續服務少數族裔居民。去年我們共有600人共同參與此項活動，並籌得超過港幣 50萬元。

融樂行2012 活動回顧：
<http://www.unison.org.hk/hikathon.php>

關於香港融樂會

香港融樂會成立於 2001年3月，為非政府資助的非牟利機構。本會是基於人道主義精神而創立，並以推動香港種族平等為使命。本會致力於協助香港少數族裔居民積極參與社會，承擔社會責任，爭取平等權利及機會。我們的工作包括政策倡議，公眾教育，研究及提供直接社會服務。我們是認可的公共慈善機構（IR File No. 91/7763），亦為香港社會服務聯會惠施網會員之一。

本會重要成果：
http://www.unison.org.hk/DocumentDownload/Unison-Achievements_Chinese.pdf

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玫瑰，不管換個什麼名字，還是一樣芬芳。人類，不論是什麼膚色，應有一樣的尊嚴。

A rose, no matter how its name is changed, is still fragrant. Humans, no matter what their colors are, have the same dignity.