



Introduction

The “Pass-it-On” Campaign has been stepping into its 15th anniversary since its inception in 2003. It is our signature annual fundraising event which has gained enormous support from many kindergartens and schools in the past years. This year, the campaign theme will be “**Love & Found**”. As a time traveler, Campaign icon “**Reddie Bear**” leads us travelling to the past, tracing back Hong Kong Red Cross’ humanitarian footprints since 1950, to recall the precious LOVE memories.



The Campaign

Two adorable and functional charity sale items - **Reddie Bear Necker Cushion** and the **Reddie Bear Travel Bag** are the companions of you and your beloved ones to spread love and care. Apart from personal use, you are always welcome to order and donate the **Reddie Bear Necker Cushion** to the underprivileged population through the Hong Kong Red Cross to show love and care across the world.



Charity Sale Items



The Reddie Bear Necker Cushion

Size: 22cm x 14cm x 30cm

Charity Price: HK\$108

Special Price via School Sale: HK\$98

* Welcome to order and donate as a Gifted Bear to the underprivileged population via the Hong Kong Red Cross network



The Reddie Bear Travel Bag

Size: 24cm x 21cm

Charity Price: HK\$78

Special Price via School Sale: HK\$68

***Donation: A Reddie bear sticker will be given to donors as compliment for any pure donation.**



Charity Sale Period

16th October 2017 – 20th November 2017



Charity Sale Competition in School

1. Participating Schools are encouraged to promote the charity sale via different channels, including but not limited to, appealing at school assemblies and 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 Necker Cushion and the Reddie Bear Travel Bag to participating schools for promotional use.



Entry Method

Please return the completed reply form to Communications and Resource Development Department of the Hong Kong Red Cross by fax to 2802 0017.



Enrollment Deadline

16th October 2017



Awarding Scheme

Winning schools will be acknowledged in a local newspaper, and be invited to the Pass-it-On Campaign 2017 Awards Presentation Ceremony which to be held in February 2017.

Awards	Total no. of Charity Sale Items (2 items)	Proceeds Raised
Premium Loving School Award	301 pieces or above	HK\$30,001 or above
Supreme Loving School Award	201 - 300 pieces	HK\$20,001 - HK\$30,000
Outstanding Loving School Award	101 - 200 pieces	HK\$10,001 - HK\$20,000
Loving School Award	50 - 100 pieces	HK\$5,000 - HK\$10,000
Other Awards		
Long-Term Support Award	Schools supporting for 3 consecutive years or above	
Highest Fundrasier Award	The entity has raised the highest amount in the Campaign (To be selected among the participating kindergartens, primary & secondary schools, corporations and non-profit associations/ groups)	



Collection of proceeds

- Participating schools should collect and verify the total proceeds, and submit together with the EXCEL order form to the Hong Kong Red Cross by postage on or before 20th November 2017. (Postal Address: 9/F, Communications and Resource Development Department, Hong Kong Red Cross Headquarters, 19 Hoi Ting Road, West Kowloon, Hong Kong)
- Purchasers and donors can settle the proceeds by the following two methods:
 - Crossed cheque made 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
 - Bank-in to one of the following Hong Kong Red Cross accounts and submit the original pay-in-slips to school for collection. Please mark the name of school and contact person, and contact number at the back.

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



Delivery Arrangement

- The order will be delivered on or before **15th December 2017**.
- Stocks of the charity sale items are limited. Schools are encouraged to submit the EXCEL order form at the earliest possible, otherwise a delay of delivery after the Christmas holidays may be incurred.



For Enquiry

Please feel free to contact us during office hours from Monday to Friday, 9:30am-6:00pm (except lunch hour from 1:00pm-2:00pm).

Mr. Lee Ka Fai (Asst. Executive, Resource Development Department)

Tel: 2507 7523 Email: kf.lee@redcross.org.hk

Mr. Kelvin Lam (Executive, Resource Development Department)

Tel: 2507 7524 Email: kelvin.lam@redcross.org.hk