



Introduction 簡介

The "Pass-it-On" Campaign ("the Campaign") has been stepping into its **15th anniversary** since its inception in 2003. It is the signature annual fundraising event of the HKRC. This year, the campaign theme will be "**Love & Found**". As a time traveler, our Chief Ambassador, Mr. Alex Fong and the Campaign icon Reddie Bear lead us travelling to the past, tracing back Hong Kong Red Cross' humanitarian footprints since 1950, and to explore more "love & care" experiences in the future.

「愛心相連大行動」不經不覺已踏入第 15 周年，今年活動以「守尋 • 愛」為主題。榮譽大使方力申與活動主角迪迪熊化身時空旅行者帶領香港市民一同跨越時空，追尋香港紅十字會由 1950 年成立至今種種人道足跡，更一同邁向未來，發掘更多「愛與關懷」的美好經歷。



Corporate Support 機構支持

1. Order Charity Tokens 訂購義賣品



Reddie Bear Necker Cushion

Size: 22cm x 14cm x 30 cm
Charity Price: HK\$108

* Corporates are welcome to order and donate it as a gifted item to the underprivileged population via the HKRC network.

「迪迪熊兩用護頸枕」

呎吋：22cm x 14cm x 30 cm
慈善價：港幣 108 元
* 可作「愛心轉贈」禮品



Reddie Bear Travel Bag

Size: 24cm x 21 cm
Charity Price: HK\$78

「迪迪熊潮遊收納袋」

呎吋：24cm x 21 cm
慈善價：港幣 78 元

義賣品不設退款。No cash refund for charity tokens

3. Order Gifted Bear 訂購「愛心轉贈」義賣品

Order and donate the **Reddie Bear Necker Cushion**, and re-gift it to the underprivileged population through the HKRC network; or make a one-off donation to support.

認購並捐出「迪迪熊兩用護頸枕」作為「愛心轉贈」禮品，經由香港紅十字會網絡轉送給世界各地的弱勢社群；或作單次捐款支持。

2. Order Printed Christmas Cards / e-Cards 訂購印刷版 / 電子聖誕卡

I. Printed Christmas Card:

Open size: 25.5 cm (W) x 18 cm (H)
Trim size: 12.75 cm (W) X 18 cm (H)
Minimum order: 200 sets
* Each card comes with a white envelope

印刷版聖誕卡呎吋

打開呎吋：25.5 厘米 (闊) x 18 厘米 (高)
摺合呎吋：12.75 厘米 (闊) x 18 厘米 (高)
訂購數量：最少為 200 張
* 每張聖誕卡均配有白色信封乙個。

II. Christmas e-card is in flash/animated gif format. 電子聖誕卡為 flash/animated gif 格式存檔。

Please send the company logo in both JPEG and AI format and the greeting message within 20 words either in Chinese or English to pass-it-on@redcross.org.hk. Layout will be provided for approval before printing. The production time would take 10 working days upon approval of layout.

請將公司商標的 AI 及 JPEG 檔案及不多於 20 字的中文或英文祝福語句電郵至 pass-it-on@redcross.org.hk。製作時間為稿樣核實後 10 個工作天。

4. Other Support 其他支持

I. Organize staff volunteer team - Motivate your staff to participate in the Outreach Charity Sale Counters of the Campaign.

組織企業義工隊 - 鼓勵同事組織義工隊，參與活動的外展義賣站。

II. Assist in message circulation - Circulate Campaign message to your clients, members, staff, and business partners via leaflet, direct mailing, print advertisement, eDM, eBanner or ride-on your existing publications.

協助發放活動訊息 - 透過企業宣傳單張、郵件、廣告、電子訊息、電子橫額或企業刊物，向您的客戶、會員、員工及合作伙伴發放有關活動的訊息。

純捐款及「愛心轉贈」均可獲發香港紅十字會之捐款收據，以供申請免稅之用；而一般購買義賣品，則不獲發捐款收據。凡純捐款及「愛心轉贈」者將獲贈「迪迪熊」貼紙乙張以示感謝。

Tax deduction donation receipts are applicable to pure donations and gifted Reddie Bear Necker Cushion orders only. It does not apply to any regular purchase of charity sales items. **Donors of pure donation or gifted Bear will receive a Reddie Bear sticker as a token of appreciation.**



Payment Method 捐款方法

(a) **Crossed cheque**, made payable to the "Hong Kong Red Cross", or 劃線支票，抬頭請寫「香港紅十字會」/ "Hong Kong Red Cross" 或

(b) **Direct Transfer** to the Hong Kong Red Cross bank account 將款項存入以下其中一個「香港紅十字會」之戶口

HSBC 滙豐銀行	500-334149-009
Hang Seng Bank 恒生銀行	388-553950-001
Bank of China (Hong Kong) 中國銀行 (香港)	012-806-00028173
Citibank 花旗銀行	006-391-61495557
Bank of East Asia 東亞銀行	015-514-10-401122-1

Please mark "Pass-it-On Campaign 2017", name and tel. no. of contact person at the back of the crossed cheque or original bank-in-slip, and send together with order form to:

**Communications & Resource Development Department, Hong Kong Red Cross Headquarters,
9/F, 19 Hoi Ting Road, West Kowloon, Hong Kong**

請於劃線支票或銀行入數紙正本背頁註明「愛心相連大行動 2017」、聯絡人姓名及電話，然後連同訂購表格郵寄至：
香港西九龍海庭道 19 號 9 樓
香港紅十字會總部 - 傳訊及資源發展部



Enquiries 查詢

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