

Ping Wo Fund Sponsorship Scheme 2010-11

The following is issued on behalf of the Ping Wo Fund Advisory Committee:

The Ping Wo Fund Advisory Committee today (March 31) launched the 2010-11 Ping Wo Fund Sponsorship Scheme. The scheme aims to provide sponsorship to community organisations to organise public education programmes to prevent and alleviate gambling-related problems in Hong Kong. The scheme is now inviting applications.

Any registered organisation or statutory body is eligible to apply for sponsorship under the scheme. While the sponsorship level approved for each project proposal will be subject to the merits of individual applications, the maximum sponsorship for each project is generally set at \$300,000. The sponsorship level may rise to \$500,000 for large-scale projects which can instill long-term effects over a large number of beneficiaries.

The advisory committee will accord priority to projects that aim at preventing and alleviating gambling-related problems among young people. Priority will also be given to projects with families as the target audience. Assessment of applications will be made with due consideration of major factors including the content, objectives, rationale, creativity, target groups, number of beneficiaries, self-assessed performance indicators and cost-effectiveness of the projects.

Applicants should submit in duplicate their proposals (including the completed application form) to the Secretariat of the Ping Wo Fund Advisory Committee at 31/F, Southorn Centre, 130 Hennessy Road, Wan Chai, Hong Kong. Application deadline is at noon on April 30, 2010. Successful applicants will be informed of the result in writing as soon as the assessment exercise is concluded.

For further details or enquiries about the scheme, please visit the website of the Home Affairs Bureau :

(http://www.hab.gov.hk/en/policy_responsibilities/District_Community_and_Public_Relations/gambling.htm#6) or contact the secretariat of the committee at 2835 1360.

The committee first launched the Ping Wo Fund Sponsorship Scheme in 2009 to encourage community organisations to organise public education programmes, with

a view to enhancing public awareness of gambling-related problems.

Ends/Wednesday, March 31, 2010

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