

Ping Wo Fund Sponsorship Scheme 2011-12 invites applications

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

The 2011-12 Ping Wo Fund Sponsorship Scheme (the Scheme) is inviting applications from today (March 31). Community organisations are welcome to apply for sponsorship to organise public education programmes to prevent and alleviate gambling-related problems in Hong Kong.

Any registered organisations or statutory bodies are eligible to apply for sponsorship under the Scheme. The sponsorship level approved for each project proposal is subject to individual applications. The maximum sponsorship for each project is generally set at \$300,000, but it may be increased to \$500,000 for large-scale projects which can instill long-term effects over a large number of beneficiaries.

Priority will be given to projects targeted at young people and families. Assessment criteria include content, objectives, rationale, creativity, target groups, number of beneficiaries, indicators for self-assessment and cost-effectiveness of the project/s.

Applicants should submit in duplicate their proposals (including the completed application form) to the Secretariat of the Ping Wo Fund Advisory Committee on 31/F., Southorn Centre, 130 Hennessy Road, Wan Chai, Hong Kong by noon on April 29, 2011. Successful applicants will be informed in writing.

To download the application form or find out more about the Scheme, please visit the Home Affairs Bureau website (www.hab.gov.hk/en/policy_responsibilities/District_Community_and_Public_Relations/gambling.htm#6) or contact the Committee's Secretariat 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/Thursday, March 31, 2011

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