

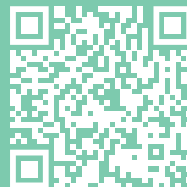


Read For Love

Reading Program

讀樂樂 · 顯愛心

閱讀計劃



主辦
Organizer

贊助 (排名不分先後)
Sponsor (In no particular order)

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關於麥當勞叔叔之家慈善基金 About RMHC Hong Kong

麥當勞叔叔之家慈善基金於1996年展開亞洲區首項麥當勞叔叔之家服務，為患重病的兒童及其家人提供一個舒適的「臨時家園」，以一應俱全的住宿設施及相關服務，幫助有需要家庭互相維繫，彼此關懷。服務設施鄰近醫院，讓病者家人更能專心照料患病孩子，一家人同心對抗病魔。

麥當勞叔叔之家備有家庭客房(包括隔離套房)、公用廚房、圖書館、學習室、遊戲區、公共飯廳和有機花園等設施。家舍不僅是臨時的住所，更是給予關懷、支援、互助的「家以外之家」。二十七年來，家舍已為超過8,000名患病兒童及其家人提供超過18萬個晚上住宿。麥當勞叔叔之家慈善基金的第二所家舍將於2023年啟用，鄰近香港兒童醫院，樓高16層，將為更多患重病的孩子及其家人提供「家以外的家」，讓他們得到適切的支援，能夠面對孩子抗病的艱難歷程。

麥當勞叔叔之家慈善基金是政府註冊非牟利機構，根據《稅務條例》第88條獲豁免繳稅，由獨立董事會監管營運，所有服務經費都是靠籌募工作及各界捐助而來。

如欲了解更多關於我們的服務，可瀏覽網頁：
www.rmhc.org.hk，或致電2947 8778。

RMHC Hong Kong (Ronald McDonald House Charities® Hong Kong) started the first RMH (Ronald McDonald House®) in Asia in 1996 to provide a “home-away-from-home” for seriously sick children and their families, enabling them to stay close together and receive care and resources they need while the sick child battles a life-threatening disease.

The RMH Hong Kong (Ronald McDonald House® Hong Kong) Program (Ronald McDonald House®) facilities include family suits (including an isolation suite), a communal kitchen, library, study room, play area, communal dining area and organic garden. The program not only offers families with seriously sick children a room to stay near the hospital, but also provides comfort, support and resources they need. Since its establishment, more than 180,000 nights have been provided for 7,000 sick children and families. In 2023, a second Ronald McDonald House with 16 floors will commence service. With its proximity to The Hong Kong Children's Hospital, many more families will get the support they need during the critical time when their child undergoes life-saving treatments.

RMHC Hong Kong is an NGO registered under Section 88 of the Hong Kong Inland Revenue Ordinance and governed by an independent Board of Directors.

For further information, please visit www.rmhc.org.hk or contact us via phone (Tel: 2947 8778).

活動簡介

Program Introduction

鼓勵兒童幫助有需要的小朋友 Children Helping Children in Need!

透過參與計劃為麥當勞叔叔之家慈善基金籌募營運經費，幫助有需要的病童及其家人入住家舍，便於鄰近醫院接受治療。參加者讀書越多，受惠病童將會更多！

Children participating in RMHC Hong Kong's Read for Love Reading Program can raise funds to host temporary stays of children undergoing hospital treatments and their families at RMH®, enabling the whole family to get the support they need while the sick child undergoes hospital treatments. The more you read, the more donation you can raise to support these sick children.

計劃宗旨

Program Objective

閱讀籌款 Read to Give

鼓勵兒童閱讀並邀請親友贊助，從而啟發他們關懷別人及培養閱讀習慣，讓他們能幫助有需要的小朋友。

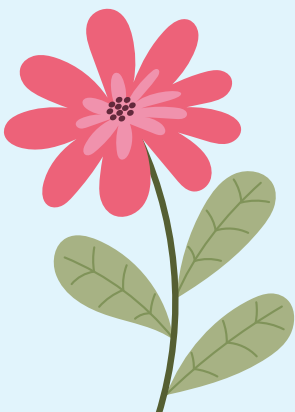
Encourage children to read more and invite sponsorship from friends and relatives, thereby inspiring them to care for other children in need. Reading as a hobby will become even more meaningful!

活動對象 Target Group

幼稚園及小學學生

Kindergarten and primary students

獎項(只適用於學校) Awards (for schools only)

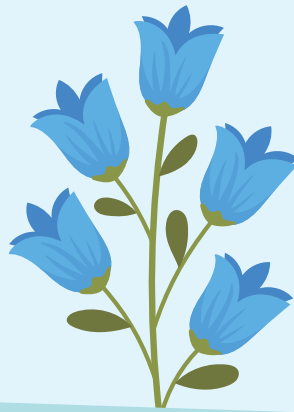


愛心閱讀學校

最高籌款之
冠、亞、季軍學校

Most Well-Read Schools

Top three most avid
participating schools



愛心閱讀大使

最高籌款之
冠、亞、季軍學生

Most Well-Read Students

Top three most avid
participating students



卓越閱讀學生獎

每間學校設最高閱讀記錄之
金、銀、銅獎

Most Well-Read Students in Schools

Top three most avid
participating students in each school

得獎者可獲證書或禮品

Winners will receive a certificate or a gift

獎賞 Gifts

- 總籌款額超過 HK\$20,000 的學校將獲得 HK\$3,000 書券 (只適用於學校)
Any schools raising more than HK\$20,000 will be awarded HK\$3,000 book coupons (for schools only)
- 凡參與此計劃的學生，均可獲贈中文或英文故事書乙本 (先到先得，送完即止)
All participating students will be awarded a Chinese/English storybook (first-come, first-served).
- 所有籌得港幣 500 元或以上的學生，將獲發紀念狀乙張及精美禮品 (先到先得，送完即止)
Any student raising more than HK\$500 will be awarded a certificate issued by RMHC Hong Kong and a gift (first-come, first-served).

活動細則 Instructions

1. 在學年內任何時間實行四至八星期的閱讀計劃
Conduct 4-8 weeks reading plan at any time during the school year
2. 活動增設「閱讀週小挑戰」，讓家長陪伴學童一起完成閱讀計劃
Parents are encouraged to follow suggestions in “Reading Weekly Challenge” in this brochure to complete the reading plan with their children.
3. 我們建議為讀完的每一本書籌款港幣 20 元或以上，總籌款額不少於港幣 250 元
(此金額相當於麥當勞叔叔之家照顧一個家庭一天所需的費用)
We recommend raising at least HK\$20 for every book read, with a total donation at not less than HK\$250 (the cost of providing one-night accommodation for a family).
4. 參加者須於計劃期內填寫本小冊子的閱讀記錄及捐款表格，或到網站下載和遞交資料及捐款
<https://www.rmhc.org.hk/tc/events-activities/>
Participants are required to fill in their reading records and pledge forms provided in this brochure. Or, they may download and submit the completed forms and make donations via our event webpage <https://www.rmhc.org.hk/en/events-activities/>.
5. 捐款滿港幣 100 元以上人士如需收據，請於捐款表格收據欄上，並以正楷填寫捐款人姓名及電郵地址
A receipt will be issued at request for any donation exceeding HK\$100. Please provide the full name of the donor in block letters and email address.
6. 有關活動資料，請瀏覽 <https://www.rmhc.org.hk/tc/events-activities/>
For activity details, please visit https://www.rmhc.org.hk/en/events-activities

學校或團體交款方法 Payment Procedures for Schools / Institutions / Groups

1. 籌款人收集善款後，請以抬頭「麥當勞叔叔之家慈善基金有限公司」的劃線支票交回
Participants should collect donations raised, and arrange for a cheque made payable to “Ronald McDonald House Charities HK Ltd”
2. 遞交支票時，請連同捐款表格交回負責老師轉交主辦機構
Please pass all cheques along with pledge forms to the teacher in charge, who will then return all materials to the organizer.
3. 負責老師請連同捐款表格及支票 (抬頭「麥當勞叔叔之家慈善基金有限公司」) 交回麥當勞叔叔之家慈善基金
The teacher in charge of each school will collect all pledge forms and donation cheques for submission to RMHC Hong Kong. Please submit only cheques payable to “Ronald McDonald House Charities HK Ltd”
4. 請影印捐款表格及支票作副本，以便核對
Please make photocopies of pledge forms and donation cheques for your own records.

個別參加者交款方法 Payment Procedures for Individual Participants

1. 參加者可於本會網站遞交參加表格及捐款 <https://www.rmhc.org.hk/tc/events-activities/>
Participants can submit enrolment forms and make donations via our website: https://www.rmhc.org.hk/en/events-activities
2. 截止報名日期：2024年4月30日
Enrolment deadline: 30 April 2024

閱讀週小挑戰

Weekly Reading Challenge

每個星期讀一種類別的書籍，有助以啟發誘導、由淺入深、循序漸進的方法去培養小朋友的閱讀能力

Reading one category of books each week can help develop children's reading ability in an inspiring, progressive, step-by-step approach.

閱讀週

Reading Week

幼稚園學生組別

Kindergarten group:

建議書籍 Recommended books:		書籍介紹 Book Introduction:
週一 Week 1	圖畫書 Picture Books 《爸爸的小貨車》	以豐富的圖畫和簡單文字講述小女孩與爸爸的美好有趣旅程以及溫馨的親情 The wonderful and interesting journey and the warm relationship between a little girl and her father, told in a wealth of pictures and simple language.
週二 Week 2	童話 Fairy Tales 《安徒生童話》	書中含有不同的童話故事並附有精美的插畫來增加趣味性 Different fairy tales presented in exquisite illustrations for enhanced reading interest.
週三 Week 3	寓言 Fables 《伊索寓言》	擬人化的動物寓言能生動的表達出背後的人生大道理 Vivid expressions of life principles rendered in anthropomorphic animal fables.
週四 Week 4	神話 Myths 《中國神話故事》	以淺白易明的文字詮釋中國傳統文化知識 Traditional Chinese culture elaborated in simple, everyday language.
週五 Week 5	歷史故事 History Stories 《司馬光砸缸》	以圖畫形式呈現出司馬光的聰明才智來表達出啟發新思維的重要性 The story of Si Ma Guang's ingenuity, presented in pictures to highlight the importance of creative thinking.
週六 Week 6	童詩 Children's Poems 《唐詩三百首》	朗朗上口的詩歌薈萃了中華文化的博大精深 A collection of classic, catchy poetry encompassing the breadth and depth of Chinese culture.

小學生組別

Primary school group:

建議書籍 Recommended books:		書籍介紹 Book Introduction:
週一 Week 1	生活百科 Life Encyclopedia 《十萬個為什麼》	書本通過問題引導讀者思考，再提供答案來解答問題 A book that guides readers to think through questions, and provide answers to tackle them.
週二 Week 2	益智 Puzzle 《腦筋急轉彎》	一本幫助讀者鍛煉創意新思維，用多角度思考的啟蒙書籍 An enlightening book that helps readers to drill on creative thinking from multiple perspectives.
週三 Week 3	漫畫 Comics 《屁屁偵探讀本：怪怪偵探事務所》	在層層推理、鬥智反轉的演繹中解開事件的謎團 A detective fiction that unravels the mystery of events through step-by-step reasoning and wits reversal.
週四 Week 4	自然科普 Natural Science 《STEM 嘉年華——發掘遊樂場中的趣味科學》	從有趣的遊樂場嘉年華去認識不同的科學原理 Learn about different scientific principles from a fun playground carnival.
週五 Week 5	刊物 Publications 《餐桌上的科學》	從科學原理的角度去瞭解飲食的知識和體會餐桌的樂趣 Understand the knowledge of diet and experience the fun of dining table from the perspective of scientific principles.
週六 Week 6	小說 Fiction 《奇跡男孩》	講述一個小男孩克服了畸形的臉部帶給他的困難，啟發讀者要勇敢面對一切 The story of a young boy who overcomes challenges in life due to his deformed face, inspiring readers to face every challenge bravely.



親子(齊)講故事比賽 Parent-Child Storytelling Competition

活動目的 Objectives of the event

- 藉着比賽，讓小朋友發揮創意和增進親子的關係
To fuel children's creativity and enhance parent-child relationships through competition
- 提升小朋友學習興趣及演說技巧
To boost children's interest in learning and their public speaking skills

對象 Target audience

- 幼稚園及小學學生與家長
Kindergarten and primary school students and their parents

比賽內容 Competition Content

- 第一階段：2024年4月份(接受報名)
First stage: April 2024 (Registration)
- 第二階段：2024年5月1日至5月20日(遞交短片日期)
Second stage: 1-20 May, 2024 (Submission of short video)
- 第三階段：2024年6月2日公佈五名進入總決賽
Third stage: Announcement of the top five finalists on 2 June, 2024
- 總決賽：2024年7月份舉行
Finals: Held in July 2024

部分精選參賽作品將上載至「香港麥當勞叔叔之家慈善基金」社交媒體，讓全港公眾投票選出「最受歡迎作品」
Selected entries will be published on social media platform(s) of RMHC Hong Kong, for the public to vote for the "Most Popular Award"

所有參加者將獲參與獎狀乙張
All participants will receive a certificate of participation

最後五強參加者，將有機會登上商場舞台，親身向公眾演繹作品
The top 5 finalists will have the opportunity to present their work on stage at shopping mall



報名方法及費用 Registration Method and Fee

- 凡捐款港幣500元或以上者，即可參加比賽。
Donating HK\$500 or above to join the competition.
- 家長可透過PayMe及香港支付寶支付捐款。
Parents can pay the donation through PayMe or Alipay Hong Kong.
- 請於報名表上填寫參加者的個人資料、參賽影片作品連結及捐款記錄截圖。有關報名表連結將於稍後公佈。
Please fill in the personal information of the participant, the link of the video and a screenshot of the donation record on the online registration form. The form link will be announced later.
- 當收到報名表格後，報名確認通知將於5個工作天內以電郵通知家長。
Once the registration form is received, a registration confirmation notice will be sent to parents via email within 5 working days.
- 請於2024年5月20日或之前提供參賽編號和上載參賽影片作品。
The competition number and competition video must be provided on or before 20 May, 2024.
- 逾期遞交的參賽作品恕不受理。
Late submissions will not be accepted.
- 請於2024年5月20日或之前完成報名及上載參賽影片作品，逾期遞交的參賽作品恕不受理。
Registration deadline is 20 May, 2024. Late submissions will not be accepted.

比賽形式 Competition Format

- 比賽誦材：沒設特定題材，可以使用物件/道具去配合演講
Topic for recitation: No specifications topics but props can be used
- 比賽形式：以親子形式進行錄影
Format: Parent-child video recording
- 比賽項目：粵語
Language: Cantonese
- 故事時間：影片總長度不可超過4分鐘
Storytime: Total length of the video should not exceed 4 minutes

作品要求 Video Requirements

- 講故事前，請先讀出參賽者名字，誦材題目及作者名字(如有)。整段影片須清楚顯示參賽者之全身、樣貌及動作。
Before starting the story, please state the names of the participants, the titles of the story, and the name of the author (if any). The entire video should clearly show the participant's full body, appearance, and actions.
- 影片解像度為720p (1280×720)或以上。
The video resolution should be 720p (1280×720) or above.
- 影片必須為沒經剪接的拍攝原片，不得加入特別效果，例如配樂、音響、圖片、文本、濾鏡、過渡、調色、調光、字幕或特別效果等，亦不得進行任何剪接及後期製作。
The video must be a long, original shot, no special effects such as music, sound, pictures, text, filters, transitions, color grading, lighting, subtitles, or special effects can be added, and no post-production editing is allowed.
- 影片必須是現場收音，不可配音。
The video must be live sound, no overdubbing.
- 拍攝影片時，請以定鏡拍攝，避免隨便移動鏡頭，以確保影像穩定。
The video camera should remain stable during recording, the shot should be fixed, and the camera should not be moved.
- 請以Google Drive提交作品，Google Drive連結必須確保「連結共用設定」設定為「已開啟」。
Submissions must be made via Google Drive, with the link sharing settings set to "On."

評審準則 Judging Criteria

表達技巧 Expression skills:	20%	語調 Intonation:	20%
咬字發音 Pronunciation:	20%	台風 Stage presence	10%
情感表達 Emotional expression	20%	參賽者之服飾、頭飾、化妝 Participant's costumes, headgear, makeup:	10%
評判為主辦與協辦機構代表及學校校長 Judges: Organizers, co-organizers, and school principals			

獎項 Awards

最佳演譯大獎一名 Best Interpretation Award	最具創意大獎一名 Most Creative Award	最具台風大獎一名 Best Stage Presence Award
最佳親子互動獎一名 Best Parent-Child Interaction Award	最貼切服飾大獎一名 Most Appropriate Costume Award	最受歡迎作品大獎一名 Most Popular Award
*推薦最多學生參賽的學校/教育中心將獲頒發證書以作表揚 A certificate of appreciation will be is given to the school/education center that recommends the most student participants		

條款及細則

- 每位參賽者只限遞交一份作品，重覆參賽作棄權論。
- 參賽作品一經遞交，均不能再作修改。所有參賽作品得獎與否將不獲退還
- 參賽作品不能含有淫褻、暴力、誹謗、不良意識或任何具爭議性及不適當之內容。參賽作品如有抵觸法例，一切法律責任將由參賽隊伍承擔，主辦機構一概不負責。
- 一經參賽，即表示參賽者保證其參賽作品為原創，從未公開發表，亦沒有侵犯任何第三者的權利；如有需要，參賽者須向第三者取得發表作品的一切所須批准。任何違反此規則的參賽者，將會被取消參賽資格，並就主辦單位可能蒙受的損失作出彌償，主辦單位保留一切法律追究的權利。
- 參加者必須擁有其遞交作品之唯一及全部版權，並同意將作品之所有版權轉交香港麥當勞叔叔之家慈善基金宣傳用途。香港麥當勞叔叔之家慈善基金有權修改、翻譯、改編、使用、複製、出版、展覽、派發及宣傳等，而毋須取得參加者之同意或繳付任何費用。
- 主辦機構將保留一切比賽活動中的最終決定權，包括演繹、更改、取消或暫停此活動的細則及條款、獎項及其他安排，而不需另行通知。
- 參加者一經遞交報名表格或參賽作品，均視為同意並願意遵守以上參賽須知、條款及細則，如主辦單位相信參加者有任何違反此活動的相關細則及條款之行為，主辦單位將保留隨時取消其參賽及獲獎資格的權利，是次比賽亦不設任何上訴機制。
- 個人資料收集聲明，閣下提供之個人資料將會供香港麥當勞叔叔之家慈善基金作記錄、行政、評審、通訊、市場分析及資訊推廣等用途。閣下任何個人資料將絕對保密，只有香港麥當勞叔叔之家慈善基金職員才能處理有關資料。
- 根據《個人資料（私隱）條例》規定，閣下有權查閱及修正報名表格上所提供的個人資料。如有需要，請發電郵至 rfr@rmhc.org.hk；或致電2947 8778與我們聯絡。

Terms and Conditions:

- Each participant is limited to submitting one entry, repeated entries will be disqualified.
- Once submitted, entries cannot be modified. All submissions, whether they win or not, will not be returned.
- Entries must not contain obscene, violent, defamatory, negative consciousness, or any controversial and inappropriate content. If an entry is in violation of the law, the participating team will bear all legal responsibilities, and the organizing institution will not be responsible.
- By participating, participants guarantee that their entries are original, have not been published before, and do not infringe on the rights of any third party; if needed, participants must obtain all necessary approvals from third parties to publish their work. Any participant who violates this rule will be disqualified and will compensate the organizing unit for any potential losses. The organizing unit reserves all rights to legal recourse.
- Participants must own the sole and entire copyright of their submitted works, and agree to transfer all copyright of the works to Ronald McDonald House Charities Hong Kong for promotional purposes. Ronald McDonald House Charities Hong Kong has the right to modify, translate, adapt, use, copy, publish, exhibit, distribute, and promote, etc., without obtaining the participant's consent or paying any fees.
- The organizing institution reserves the final decision on all aspects of the competition, including the interpretation, change, cancellation, or suspension of these rules and terms, the prizes, and other arrangements, without notice.
- By submitting the registration form or competition entry, participants agree to and are willing to abide by the above competition instructions, terms, and conditions. If the organizing unit believes that the participant has violated the rules and terms of this event, the organizing unit reserves the right to cancel their participation and winning qualifications at any time. There is no appeal mechanism for this competition.
- Personal Data Collection Statement: The personal data you provide will be used by Ronald McDonald House Charities Hong Kong for record keeping, administration, judging, communication, market analysis, and information promotion. Your personal data will be kept strictly confidential and will only be used for the above-mentioned purposes. If you wish to access or amend your personal data, please contact Ronald McDonald House Charities Hong Kong.

Disclaimer:

- The organizers are not responsible for any technical issues that may occur during the submission of entries, such as network failures, computer hardware or software failures, etc.
- The organizers are not responsible for any damage or loss of entries during the submission process.

Contact Information:

For any enquiries regarding the competition, please contact:

Email: rfr@rmhc.org.hk

Phone: (852) 2947 8778



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