

Annual Report 2010-2012

(May 1, 2010 - April 30, 2012)



年報



BRING ME A BOOK™ HONG KONG
書伴我行(香港)基金會



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Message from Chairman 董事主席的話



Dear Friends of Bring Me a Book Hong Kong,

We have seen exponential growth and demand for our services over the past two years. In 2009, we installed twenty one libraries. Thanks largely to generous sponsors, we have been able to almost double that figure to forty libraries in 2010-11 and installed another thirty-six in 2011-12.

Even more significant, is the surge in the number of trainings we have been able to deliver: over 2,300 parents have been trained each year which is over double that of previous years. With additional funding support, we have been able to hire quality trainers to conduct in-depth and interactive workshops for parents and teachers on a regular basis.

Much of our success in reaching wider and deeper into the our target community has been due to the support we received from the Hong Kong Government's Quality Education Fund in 2010 and our joint collaboration with the Hong Kong Central Library in 2011, but most of all, our success can be attributed to our team's dedication and hard work.

I hope you enjoy reading about these and other special projects the Bring Me a Book team has been working so diligently to deliver. It is our priority to ensure that any funds which we receive is able to generate lasting impact for generations to come.

Thank you for your invaluable contributions to our success.

In sincere appreciation,

Jacqueline Ng

Chairman, Board of Governors
Program Year 2010-2012

親愛的書伴我行(香港)基金會之友：

在過去兩年間，我們看到外界對本會所提供的服務的需求，有著不斷的增長。於2009年，我們安裝了21個圖書館。而於2010至2011年度及2011至2012年度期間，我們分別安裝了40個及36個圖書館，圖書館之數目有著兩倍的增長。這些，全然有賴於贊助商的慷慨捐助及支持，我們對此深表感激。

過去年度最顯著的成就，莫過於我們能夠達成提供需求不斷激增的訓練課程：每個年度都有超過2,300位家長參加訓練工作坊，與過往年度相比，數字超過兩倍之多。因獲得額外款項，讓我們可以聘請到更多資深訓練導師，能固定地為家長及導師們進行既深入又互動的工作坊。

本會能得以成功進入目標社區，全面而深入地接觸受眾，全因於2010年獲得優質教育基金的支持，以及於2011年能與香港中央圖書館合作之成果，當然，亦有賴於本會團隊各成員為推動外展項目所付出的每分耕耘。

本人希望以上的點滴能讓你對書伴我行(香港)基金會在過去兩年所作出的有初步的了解，亦甚願你能細閱由本會一直悉心舉辦的其他特別項目內容。本會首要任務是確保所得的基金款項得以好好運用，在一代又一代的相傳中，發揮長遠而具大的影響力。

本人衷心感謝你對本會所作的寶貴貢獻，來造就本會的成功！

吳本琳 小姐

董事主席

2010-2012 年度



Message from Executive Director

執行總監的話



Since our inception in 2006, Bring Me A Book Hong Kong has transformed from being a "provider of free books and training" to what it is today, the leading advocate of family literacy in Hong Kong.

Through a number of strategic partnerships with corporations, government bodies and other non-profit organizations, Bring Me A Book Hong Kong has been able to garner support for a wide variety of initiatives to achieve our mission. In 2011, with the support of HSBC Private Bank and the Hong Kong Public Libraries, we organized the first large-scale Chinese children's book exhibition ever held in Hong Kong as part of the "Summer Reading Month" and to help encourage a love of stories from an early age amongst the local community. We were thrilled to have over 500 families from low-income backgrounds visit the library during the month-long exhibition as over 80% of these families had never been to the Central library before.

We have also attracted a number of high-profile speakers to Hong Kong to support our mission, including Dr. Stephen Krashen, U.S. based expert in Second Language Acquisition and best-selling children's author Mem Fox from Australia.

Beneficiaries for our library and training programs have doubled since 2010, largely due to funds raised at our Gala Fundraiser Dinner in May 2011. The costs of hosting the event were generously covered by our long-term partner; MABROS which meant that every dollar that was raised went directly to expand and support our programs.

We are incredibly grateful to our donors, board members and dedicated volunteers who have contributed so much time and valuable advice over the years.

We hear and read reports from teachers, social workers and parents about the difficulties and pressures they — and their children — face daily. With your continued support, we plan to address these issues through our training workshops and provide the glimmer of hope and inspiration our children and educators need for their future success.

Thank you,

Pia Wong
Executive Director, Bring Me A Book™ Hong Kong

自 2006年成立以來，書伴我行(香港)基金會由一所為香港提供免費書籍及訓練的機構，進而成為今天的親子共讀的策動者。

藉著與商業機構、政府機關，及其他慈善機構等的策略性合作，書伴我行(香港)基金會才能獲得足夠支持來推動不同的項目，達到本會創會的目的和宗旨。於2011年，本會獲得 HSBC Private Bank 的贊助與香港公共圖書館的支持，成功舉辦了全港史無前例的最大型的華文兒童圖畫書展，並成為「閱讀繽紛月」項目的一部分，協助在社區內推動幼兒愛故事的文化。在展覽期間，有著超過500個來自低收入之家庭參與展覽活動，當中超過百份之八十的家庭未曾到過中央圖書館。我們為著此活動能夠有這麼多家庭受惠而感到非常興奮。

本會亦吸引了多位海外知名講者前來香港支持我們的項目，當中有來自美國「獲得第二語言」之權威 Stephen Krashen 榮休教授，及來自澳洲最暢銷作家 Mem Fox 女士。

自2010年起，本會之圖書館及訓練等項目之受惠者數目得以攀升一倍，主要有賴於在2011年5月所舉辦的籌款晚宴。當晚所有租場費用是由本會的長期合作伙伴 MABROS 所贊助，亦即是說，當晚所籌得的所有款項便會直接撥贈予本會推動及拓展各項項目。

我們藉此向所有贊助者、董事及無私的義工們致以衷心的感謝，多謝他們多年來所付出的時間及寶貴意見。

我們聽過及看過無數老師、社工和家長們的分享及記述等，當中有關他們的困難，並他們和子女每天所面對的壓力。因著你們持續不斷的支持，我們得以計劃未來。通過訓練工作坊來帶出這些關注的問題，並提供絲絲曙光的希望和啟發給予我們的孩童和教育者，讓他們能達致成功。

多謝！

書伴我行(香港)基金會執行總監
黃秋山敬上



Our Mission 使命

To improve family literacy by facilitating easy access to the best children's books and empowering parents and teachers to read aloud with children for future success in school and life.

推動親子共讀，為大眾提供容易接觸優質兒童圖書的途徑，並教導父母及老師與小孩子朗讀，為孩子們將來在學業上及生活上的成功而鋪路。

The Board 董事局

The Board consists of nine governors. They meet every two months to lead the strategic direction of the organization and to assist the Executive Director in developing and diversifying sustainable revenue streams. Sub-committees have also been established including Book Selection, House (human resources and administrative matters), Special Events and Fundraising committees.

董事局由9位董事成員所組成，每兩個月開會一次，為機構定下策略及發展方向，並協助執行總監建立及拓展可持續性之收入來源。為書籍之挑選、會務事宜(如人力資源和行政)、特別項目和籌款活動等等，而分別成立小組委員會來專責處理。

Chairman 主席

Jacqueline Pun Lam Ng 吳本琳

Governors 成員

Annie Ho Ting 丁何安妮

Christophe Kin Pin Lee 李建平

Jacqueline Chung Sun 孫鍾婉琪

Joanna Hotung 何苗春暉

Linda Fung 馮雲黛

Sarah Dyer-Dana

Su Hwei Lee 李淑慧

Yama Chan Gaw 陳雅文



Jacqueline Ng 吳本琳



Annie Ho Ting 丁何安妮



Christophe Lee 李建平



Jacqueline Sun 孫鍾婉琪



Joanna Hotung 何苗春暉



Linda Fung 馮雲黛



Sarah Dyer-Dana



Su Hwei Lee 李淑慧



Yama Chan 陳雅文

Achievements 成就





The Book Bag Library Program 書包圖書館項目



The Book Bag Library Program provides community service organizations and businesses with a simple yet highly effective and sustainable library. It serves as a lending library which offers easily accessible selection of quality hardcover children's books and audio recordings. Each library contains about 220 books for children from infancy to eleven.

書包圖書館項目為非牟利機構及企業提供一個簡單而有效，又可持續使用的圖書館。此圖書館為外借圖書館，為孩子及家長提供方便途徑，容易接觸優質精裝兒童書籍。每個書包圖書館存有約220本適合0-11歲兒童的書籍，部分更備有錄音光碟。



Program Year 2010-2011

(May 1, 2010 to April 30, 2011)

Number of Library Installations

9 Book Bag Libraries

List of Recipients

- Caritas Integrated Family Service Centre - Tin Shui Wai
- The Chinese Rhenish Church Hong Kong Synod Choi Wan Rhenish Integrated Children and Youth Services Centre
- Evangelical Lutheran Church of Hong Kong North District Integrated Youth Service Centre
- Haven of Hope Bradbury Po Lam Community Health Development Center
- Hong Kong Association for Specific Learning Disabilities
- Hong Kong Student Aid Society - Family Energy
- Parenting Forum
- St. James Settlement Wan Chai Integrated Family Service Centre
- Sun Hung Kai Financial

2010-2011 年度

(2010年5月1日至2011年4月30日)

圖書館數目

9 個書包圖書館

受惠機構名單

- 明愛天水圍綜合家庭服務中心
- 中華基督教禮賢會香港區會禮賢會彩雲綜合青少年服務中心
- 基督教香港信義會北區青少年綜合服務中心
- 基督教靈實協會靈實白普理寶林社區健康發展中心
- 香港特殊學習障礙協會
- 香港學生輔助會家庭能量 - 天水圍家庭效能發展計劃
- 家長匯習
- 聖雅各福群會灣仔綜合家庭服務中心
- 新鴻基金融集團

Program Year 2011-2012

(May 1, 2011 to April 30, 2012)

Number of Library Installations

7 Book Bag Libraries

List of Recipients

- Caritas Dr. & Mrs. Olinto de Sousa Integrated Family Service Centre
- Chinese YMCA of Hong Kong Tsuen Wan Centre
- Christian Action Chungking Mansions Service Centre
- Christian Alliance SY Yeh Memorial Primary School
- Hong Kong Family Welfare Society Shun Lee Integrated Family Service Centre
- Kids4Kids
- St. James' Settlement Jockey Club Chai Wan Integrated Services Centre

2011-2012 年度

(2011年5月1日至2012年4月30日)

圖書館數目

7 個書包圖書館

受惠機構名單

- 明愛蘇沙伉儷綜合家庭服務中心
- 香港中華基督教青年會 - 荃灣會所
- 基督教勵行會重慶大廈服務中心
- 宣道會葉紹蔭紀念小學
- 香港家庭福利會觀塘分會順利綜合家庭服務中心
- 童協基金
- 聖雅各福群會賽馬會青萌柴灣綜合服務中心





The Bookcase Library Program

書架圖書館項目

The Bookcase Library Program places bookcases filled with 30 to 45 quality and age-appropriate children books in Chinese and English into pre-primary education institutions, community centers and hospitals. It provides equitable access to quality children's literature and fosters an early love of reading and learning for all children.

書架圖書館項目為幼兒教育機構、社區中心、醫療機構等設置書架圖書館，每個圖書館存有30-45本優質、適合不同年齡的中英文兒童書籍。圖書館為孩子及家長提供方便途徑，容易接觸優質兒童書籍，並培養兒童早期閱讀和學習的興趣。



Program Year 2010-2011

(May 1, 2010 to April 30, 2011)

Number of Library Installations

13 Large Bookcase Libraries
18 Small Bookcase Libraries

List of Recipients

Large Bookcase Library

- ABM Fung Tak Baptist Children and Youth Integrated Services
- Baptist Oi Kwan Social Service Neighbourhood Support Child Care Project / After School Care Services
- The Church of United Brethren in Christ Hong Kong Limited Tuen Mun Integrated Children and Youth Service Centre
- Fresh Fish Trader's School
- Hon Wah College (Primary Section)
- Parent-Teacher Association
- Kau Yan School - 3/F Learning Centre
- The Little Flower's Catholic Primary School
- Parent-Teacher Association
- North Point Kai Fong Welfare Advancement Association Student Services Centre
- Peace Evangelical Centre Kindergarten (Ngau Tau Kok)
- Playright Children's Play Association Paediatric Department of Caritas Medical Centre
- Po Leung Kuk Yick Kwai Fong Kindergarten
- Queen Mary Hospital - Paediatric Ward K7S
- Yan Chai Hospital 24th Term Board of Directors Social Service Centre

Small Bookcase Library

- AEFCHK Evangelical Free Church of China
- AGC Abundant Grace Nursery
- Po Nga Nursery School
- Tin Yan Nursery School
- Verbena Nursery School
- Chinese Y.M.C.A. Kindergarten
- Haven of Hope K.C. Liang Po Lam Early Education & Training Centre
- Hong Kong Christian Service Central Nursery School
- Hong Kong & Macau Lutheran Church Tsui En Kindergarten
- SAHK
- Tak Tin Early Education & Training Centre
- Wang Tau Hom Pre-School Centre
- S.K.H. Sham Shui Po Kei Oi Church Kindergarten
- The Salvation Army North Point Nursery School / North Point Creche
- Tung Wah Group of Hospitals Chan Han Nursery School
- W.F.B.
- Manjusri Nursery School
- Mantra Institute Nursery School
- Women's Welfare Club Western District HK
- Ap Lei Chau Kindergarten
- David Woo Memorial Kindergarten
- Yan Chai Hospital Nina Lam Kindergarten / Child Care Centre

2010-2011 年度

(2010年5月1日至2011年4月30日)

圖書館數目

13 個大型書架圖書館
18 個小型書架圖書館

受惠機構名單

大型書架圖書館

- 美差會潮浸服務聯會有限公司浸信會鳳德青少年綜合服務
- 浸信會愛群社會服務處灣仔課餘托管服務
- 基督教協基會屯門綜合青少年服務中心
- 鮮魚行學校
- 漢華中學(小學部) - 家長教師會
- 救恩學校三樓學習中心
- 天主教聖華學校家長教師會
- 北角街坊會學童服務中心
- 平安福音堂幼稚園(牛頭角)
- 智樂兒童遊樂協會明愛醫院 - 兒科部
- 保良局易貴芳幼稚園
- 瑪麗醫院 K7S 兒科病房
- 仁濟醫院第廿四屆董事局社會服務中心

小型書架圖書館

- 香港基督教播道會聯會
- 中國基督教播道厚恩堂厚恩幼兒學校
- 中國基督教播道會寶雅幼兒學校
- 中國基督教播道會天恩幼兒學校
- 中國基督教播道會茵怡幼兒學校
- 中華基督教青年會幼稚園
- 基督教靈實協會靈實梁燭初寶林早期教育及訓練中心
- 香港基督教服務處雋匯幼兒學校
- 港澳信義會翠恩幼稚園
- 香港耀能協會
- 德田早期教育及訓練中心
- 橫頭磡幼兒中心
- 聖公會深水埗基愛堂幼稚園
- 救世軍北角幼兒園 / 北角育嬰園
- 東華三院陳嫻幼兒園
- 世佛會
- 文殊幼兒學校
- 真言宗幼兒學校
- 香港西區婦女福利會
- 鴨脷洲邨幼稚園
- 何瑞棠紀念幼稚園
- 仁濟醫院林李婉冰幼稚園 / 幼兒中心



Program Year 2011-2012

(May 1, 2011 to April 30, 2012)

Number of Library Installations

26 Large Bookcase Libraries
2 Small Bookcase Libraries

List of Recipients

Large Bookcase Library

- Asbury Methodist Social Service Yat Kwai Integrated Development Centre
- Causeway Bay Victoria Nursery / Victoria Nursery
- CCC Cheung Chau Church Kam Kong Kindergarten
- Chiu Yang Kindergarten
- Christian Adrienne Kindergarten / Nursery
- Christian Alliance Louey Choy Kwan Lok Kindergarten
- Heng Fa Chuen Lutheran Day Nursery
- Hong Kong Christian Service Tuen Mun Early Education & Training Centre
- Jockey Club Sarah Roe School
- Kowloon Women's Organizations Federation Lau Shun Man Fu Cheong Mutual Help Child Care Centre
- Kai Tak Peace Evangelical Center
- Children, Parents and Youth Activity Centre
- Kwun Tong St. Agnes English Kindergarten
- L.K.W.F.S.L. Wong Yiu Nam Primary School
- Parent-Teacher Association
- Lutheran Philip House Hing Man Nursery School
- N.T. Women & Juveniles Welfare Association Ltd
- Cheung Fat Estate Children Garden
- Yuen Long Children Garden
- The Neighbourhood Advice-Action Council Fanling Day Nursery
- Peace Evangelical Centre Kindergarten (Tin Shui Wai)
- SAHK
- Cheung Shan Pre-School Centre
- Lung Hang Pre-School Centre
- Shek Kip Mei Pre-School Centre
- S.K.H. St. Joseph's Church Kindergarten & Social Centre
- St. James Settlement Belcher Kindergarten Child Care Centre
- Tung Wah Group of Hospitals
- Fong Lai Ming Nursery School
- Nickon Kindergarten
- WWC (ED) HK Lai Kwai Tim Day Nursery

Small Bookcase Library

- Hong Kong Society for the Protection of Children Children's Residential Home
- Women's Welfare Club Western District HK Kindergarten

2011-2012 年度

(2011年5月1日至2012年4月30日)

圖書館數目

26 個大型書架圖書館
2 個小型書架圖書館

受惠機構名單

大型書架圖書館

- 循道衛理亞斯理社會服務處逸葵綜合發展中心
- 銅鑼灣維多利亞幼兒園 / 維多利亞幼兒園
- 中華基督教會長洲堂錦江幼稚園
- 潮陽幼稚園
- 基督教安得兒幼稚園
- 宣道會雷蔡群樂幼稚園
- 路德會杏花邨幼兒園
- 香港基督教服務處屯門早期教育及訓練中心
- 賽馬會善樂學校
- 九龍婦女聯會劉舜雯富昌互助幼兒中心
- 啟德平安福音堂親子及青少年活動中心
- 官塘雅麗斯英文幼稚園
- 世界龍岡學校黃耀南小學(家長教師會)
- 粵南信義會腓力堂興民幼兒學園
- 新界婦孺福利會
- 長發邨兒童樂園
- 元朗兒童樂園
- 鄰舍輔導會粉嶺幼兒園
- 平安福音堂幼稚園(天水圍)
- 香港耀能協會
- 象山幼兒中心
- 隆亨幼兒中心
- 石硤尾幼兒中心
- 聖公會聖約翰瑟堂幼稚園及社會服務中心
- 聖雅各福群會寶翠園幼兒園幼兒中心
- 東華三院
- 方麗明幼兒園
- 力勤幼稚園
- 香港東區婦女會黎桂添幼兒園

小型書架圖書館

- 香港保護兒童會 - 童樂居
- 香港西區婦女福利會幼稚園





The First Teachers™ Training Program

兒童啟蒙老師訓練項目



The First Teachers™ Training Program enhances our library program by engaging and educating parents, childcare providers and teachers on the critical importance of reading aloud to children and provides read aloud strategies to implement at home. The curriculum is interactive and uses "modeling the message" techniques to empower and educate parents with young children to become their child's "first teacher".

A total of 324 First Teachers™ Training workshops were conducted in the past two program years. Over 4,656 parents and 1,466 children participated in these training workshops. According to the surveys collected from parents after the workshops, 99% of them indicated that they would spend more time or increase the frequency of reading aloud to their children. Every parent who participated in the training said that they would apply what they learnt from the workshops to their daily lives.

In October 2010 and November 2011, our lead trainer Julie Fowlkes from Bring Me A Book Foundation (California) conducted a wide array of reading related workshops to parents in Hong Kong. Julie is an experienced member of the Bring Me A Book Foundation, a reading specialist and an author with over 40 years of experience. Over 510 parents participated in these training workshops.

19 First Teachers™ Train the Trainer workshops were conducted in the past two program years with 216 staff members of BMABHK recipient organizations participating. Our outreach has expanded further as these staff members have since conducted their own First Teachers Training for the parents at their respective sites.

With the generous donations received at our May 2011 Gala Fundraiser Dinner, we expanded our outreach into the low-income districts across Hong Kong through our new "Community Outreach" Training Program. Our experienced local trainers conducted 48 trainings for parents at participating schools and community centres. A total of 684 parents participated and each parent received two free children's books to support their daily reading habits at home. We plan to continue this successful program and will organize three to four community trainings every month in the future.

Venturing further afield, we have successfully expanded our training program into China. In collaboration with the Chen Yet-Sen Family Foundation, we conducted five First Teachers™ Train the Trainer workshops and one First Teachers™ Training for over 100 participants in Beijing, Haimen, Heifei and Guangzhou in 2012.



兒童啟蒙老師訓練項目藉著鼓勵家長、幼兒保育員及導師積極參與朗讀，及教導他們明白朗讀對孩子的重要性，和提供在家朗讀的秘訣，從而增強以上兩項圖書館項目。此項目採用互動式課程，並以「模範」的技巧來教育父母，幫助他們成為孩子的第一位啟蒙老師。

本會透過與受惠機構的合作，在這兩個年度裡舉辦了324次兒童啟蒙老師訓練課程，大約有4,656位家長及1,466位小孩參加。根據家長意見調查報告所得，99%的家長表示會用更多時間或增加更多次數來跟孩子朗讀；此外，所有接受過訓練的家長均表示會把訓練所學的應用到日常生活上。

於2010年10月及2011年11月，本會邀請了美國Bring Me A Book Foundation的導師Julie Fowlkes來港舉辦了一連串有關親子閱讀的訓練給家長。Julie是Bring Me A Book Foundation的一位資深導師，擁有超過40年的經驗，亦是一名閱讀專家及作者。超過510位家長參與這些訓練課程。

本會在這兩個年度裡共舉辦了19次導師訓練工作坊，共有216名受惠機構的職員完成了整個訓練。這些導師亦已經開始在自己的機構裡為家長舉行一連串的兒童啟蒙老師訓練，使本會的服務範圍進一步擴大。

由於在2011年5月籌款晚宴中籌得慷慨的捐款，本會擴大了服務，透過我們新的社區訓練計劃，令更多基層家庭受惠。我們於2011年開始推行「兒童啟蒙老師社區訓練計劃」，我們資深的導師在社區免費為學校及社區中心舉辦了48場訓練，總共有684位家長參與，而每位家長都得到兩本免費的兒童圖書，來讓他們在家中建立每天閱讀的習慣。未來，我們將繼續每月安排舉辦3-4場訓練。

合作跨地域，我們成功將本會的訓練項目擴展至中國內地。透過與陳一心家族基金會合作，我們於2012年在北京、海門、合肥及廣州共舉辦了5次導師訓練工作坊及1次兒童啟蒙老師訓練，超過100名參加者完成這些訓練課程。





Volunteer Program

義工計劃



We are extremely grateful to the 523 volunteers who have donated over 1,380 hours to BMABHK through book wrapping, reading to children, library assembly, clerical work, and preparation for our fundraising events. A total of 6,498 books have been covered in the past two years.

We are thrilled to have the support from many corporate partners over the past two years including Capgemini, Kwong Wah Group, Li & Fung, Norton Rose, Sun Hung Kai Financial, Shui On, Target, Turner Broadcasting and Wellington Global Investment Management Ltd. Thanks to all our dedicated volunteers for taking time to read to the children at our recipient organizations in the underserved communities.

本會非常感謝 523 位義工在過去兩年為我們獻出超過 1,380 小時，為本會包書、跟小朋友講故事、準備圖書館物資、處理一般文書工作及為籌款活動準備物資等。在這兩個年度裡包書的數目更高達 6,498 本！

此外，本會很高興在過去兩年能與不同的商業機構合作，當中包括 Capgemini、光華集團、利豐、Norton Rose、新鴻基金融集團、瑞安、Target、Turner Broadcasting 及威靈頓環球投資管理有限公司，感謝他們的義工從百忙中抽時間到我們的社區伙伴為小朋友朗讀故事。



Target celebrates International Literacy Day

On 8 September 2011, leading U.S. retailer, Target and 80 staffs from their Hong Kong office, took time out to help less fortunate children by reading to them and giving each child a free book as a gift. The staff and children from W.F.B. Manjusri Nursery School in Tsing Yi both enjoyed it tremendously and they look forward to celebrating again next year!

Bringing the gift of stories to those less fortunate at Christmas

To celebrate Christmas in 2011, we collaborated with Sun Hung Kai Financial and Wellington Global Investment Management Ltd to organize "Reading for Fun" Christmas parties for underprivileged children. This meaningful and fun event was held at two of our library sites (Women's Welfare Club Western District HK — Ap Lei Chau Kindergarten and Hong Kong Society for the Protection of Children — Children & Family Services Project) on December 16 and 17, 2011. Both the children and the volunteers had great fun during the story and puppet-making sessions. Santa Claus even joined in the fun, making it an even more memorable time for the children.

A special thank you to Norton Rose

Thanks to our committed partner, Norton Rose and their team of volunteers for taking time regularly to read to the children at St. James Settlement Wan Chai Integrated Family Service Centre since 2010.



Target 慶祝國際掃盲日

2011 年 9 月 8 日是國際掃盲日，來自美國零售界龍頭大哥 Target 香港公司的 80 多位員工，特別在這天為一群小朋友講故事及贈送圖書。所有 Target 員工及來自世佛會文殊幼兒學校(青衣)的小朋友均十分享受這次活動，期待明年再次一同慶祝國際掃盲日！

為聖誕增添歡樂氣氛，將「故事」帶給有需要的小朋友！

為慶祝聖誕節，我們與新鴻基金融集團及威靈頓環球投資管理有限公司合作，分別於 2011 年 12 月 16 日及 17 日在香港西區婦女福利會鴨脷洲幼幼稚園及香港保護兒童會兒童及家庭服務計劃(砵蘭街)為有需要的小朋友舉行「故事聖誕聯歡會」。活動當日，義工們為小朋友講故事及製作手偶，大家都玩得非常開心投入。最後，聖誕老人的出現令小朋友驚喜萬分，給他們一個難忘的聖誕！衷心感謝所有義工的支持！

特別鳴謝 Norton Rose 義工

非常感謝我們忠誠的夥伴 — Norton Rose 和他們的義工團隊，由 2010 年起定期到我們的社區伙伴聖雅各福群會灣仔綜合家庭服務中心為小朋友朗讀故事。





Fundraising Events 籌款活動



"Putting Great Books in Good Hands" Gala Fundraising Dinner 籌款晚宴

Through the tireless effort of our Fundraising Committee, staff members and sponsors, we successfully raised an outstanding HK\$5 million in net proceeds at our Gala Dinner Fundraiser on May 20th 2011. We are incredibly grateful to over 100 sponsors who kindly donated prizes for our silent auction and lucky draw. A special thanks to our overall sponsor, MABROS, for enabling us to double the number of beneficiaries for our library and training programs. A pop-up bookstore and wonderful performances entertained 570 guests in the main ball room of the Hong Kong Convention and Exhibition Center.

透過我們的籌款委員會、工作人員及贊助商的不懈努力，我們在2011年5月20日於香港會議展覽中心舉辦的籌款晚宴，成功地籌得500萬港元的善款。我們非常感激超過100個贊助商慷慨地捐贈拍賣及抽獎的獎品，更特別感謝是次活動的冠名贊助商萬寶廊珠寶有限公司，讓我們於當晚所籌得的善款可以全數幫助我們增加圖書館及訓練數目，讓更多有需要的家庭受惠。當晚我們於場內設置書店，更有現場表演，超過570位賓客來臨支持。

The American Club Charity Bash

We were thrilled to be selected as the beneficiary of The American Club's annual charity bash on November 12th, 2011. The Rock 'n' Roll theme party was a great success and helped to raise HK\$250,000 to further our mission to improve family literacy in Hong Kong.

我們很榮幸成為The American Club於2011年11月12日舉辦的慈善晚會其中一間受惠機構。是晚派對以Rock 'n' Roll為主題，非常成功，並籌得25萬港元的善款，可以幫助我們進一步在港推動親子共讀的工作。



Kids Christmas Wonderland at the French International School

To celebrate the festive season, the French International School kindly invited Bring Me a Book to participate in their annual Christmas school fete on 3 December 2011. We had tremendous fun bringing stories alive through arts and crafts activities and interactive storytelling sessions with the kids. We were pleased to sell over 150 books at the fair and the school generously donated a bookcase library.

為慶祝佳節，法國國際學校誠邀我們參加她們於2011年12月3日所舉辦的週年聖誕遊樂會。當日，我們為孩子們安排了故事時間及手工藝工作坊，將聖誕故事活現眼前，他們玩得非常開心。我們很高興當日能賣出超過150本圖書及獲得該校慷慨的捐贈一個書架圖書館。



"Mem's the Word" Luncheon 慈善午餐

On March 19th 2012, Bring Me a Book invited much-loved Australian children's author and huge proponent of reading aloud, Mem Fox to give a talk to over 100 librarians and teachers from local and international schools and hosted a ladies lunch for 80 people. Both events not only helped inspire a love of books for reluctant readers but also helped to raise \$45,000 in net proceeds to support our work.

於2012年3月19日，我們非常榮幸能夠邀請到被受愛戴的澳洲暢銷兒童圖書作者及朗讀擁護者Mem Fox女士來港，為超過100位老師和圖書管理員演說，及為我們的慈善午餐作演講嘉賓，在場超過80位賓客出席。這兩項活動不僅幫助那些對閱讀不感興趣的人士啟發他們喜愛閱讀，更幫助我們籌得4萬5千港元的善款，以支持我們的工作。



Special projects 特別項目

With the generous support from the Quality Education Fund, HSBC Private Bank, Chen Yet Sen Family Foundation and Target International Giving Program, we have been able to double the number of library and training programs and impact many more lives than previously possible over the past two years.

我們過去兩年能夠增加一倍圖書館和訓練項目的數量，得以影響更多生命，有賴於優質教育基金、HSBC Private Bank、陳一心家族基金，及 Target International Giving Program 之撥款及贊助。



Summer Reading Month 閱讀繽紛月 2011

Taking advantage of the quiet Summer period from July to August 2011, we partnered with the Hong Kong Public Libraries and organized the first large-scale Chinese children's book exhibition ever to be held in Hong Kong, as part of the "Summer Reading Month". To encourage a habit of reading from a young age and to provide opportunities for families who would not otherwise visit the library, we arranged 37 tours for over five hundred families from the underserved communities to join the exhibition, generously sponsored by HSBC Private Bank and the Chen Yet-Sen Family Foundation. A total of 20,000 people visited the exhibition and we organized 15 talks and workshops for parents and children within one month.

Managing this large-scale project with such limited manpower was a huge undertaking and we would not have overcome the challenges we faced without determination and the support from our partners and volunteers. We are pleased with the feedback we received from those who attended our workshops and exhibition:

- 80% had never been to the Hong Kong Central Library prior to our event
- 93% said they will spend more time reading with their children
- 93% of respondents said they have a better understanding of the library resources since joining the exhibition and library tours



乘著悠閒暑假之利，於7至8月期間，我們伙拍香港公共圖書館舉辦了全港第一個大型中文兒童圖書展覽，成為「閱讀繽紛月」的其中一部分。為了鼓勵能盡早建立閱讀的習慣和提供機會給甚少使用圖書館的家庭，我們獲得 HSBC Private Bank 和陳一心家族基金的贊助，安排了37個導賞團給超過500個來自不同社區的基層家庭參加這次展覽。是次展覽活動總共有20,000人參與，我們在一個月內還舉辦了15個講座和工作坊給家長和兒童參加。

以有限的人力去籌辦及管理這個大型計劃是一項艱鉅的工作。我們若沒有堅定的決心和義工夥伴的支持，將不能克服這個挑戰。我們很高興收到參與過我們工作坊和展覽的人士的正面回響：

- 80% 說他們在之前未曾到過香港中央圖書館
- 93% 說他們將會花多些時間跟孩子閱讀
- 93% 說他們因參加了展覽和圖書館導賞而更明白圖書館的資源



Quality Education Fund 優質教育基金

This project, awarded by the Quality Education Fund, enabled us to train almost one thousand teachers and parents with skills and techniques to improve family literacy and spread the love of reading in the community.

A total of 18 schools participated in this project which included 53 interactive workshop sessions, which started in April 2010 and ran for one year through to March 2011. From the survey results, 96% of teachers said that their skills to engage parents in children's early education have been enhanced. 99% of parents found the training useful and 97% of them claimed that they would apply what they learned to their daily lives. All participating schools "strongly agreed" that the project added value to their school development.

獲取優質教育基金之資助，推動計劃，讓我們能夠為大約一千名老師和家長提供訓練，教授他們技巧以改善親子共讀，並將愛閱讀的種子於區內撒播開來。

整個項目為期一年，由2010年4月至2011年3月止，共有18間學校參與。藉著53個互動的工作坊，讓教師和家長們獲得訓練。參與此訓練的百份之96的教師們指出，他們怎樣在讓家長能更投入於兒童早期教育的技巧上，得以加強。參與的家長有百分之99認為此訓練非常有用，而百分之97更聲言會在日常生活中實習使用所學到的，所有參與之學校強烈贊同此項目對其學校之發展很有價值。



Target's "Love to Read" Project 2011

This one year project, sponsored by Target International Giving Program, enabled six local schools to benefit from a range of activities to enhance the children's literacy skills and interest. We organized 60 drama workshops for 180 children, conducted 11 First Teachers Trainings for over 200 parents, teachers and volunteers and donated 1,000 books to the schools serving low-income families.

From the feedback received, 91% of parents strongly agreed / agreed that their knowledge of parent-child reading had improved while 91% of parents indicated that their confidence in reading aloud to children had increased after the workshops. 97% of parents claimed they would apply what they learned to their daily lives. All the participating schools agreed that the children's interest in reading and their self-confidence had increased through the drama workshops. The addition of books also added great value to their existing libraries.

此乃為期1年之項目，由 Target International Giving Program 贊助，讓6間學校受惠，在一系列多元化的活動中，協助學童提升閱讀的技巧和興趣。我們在這一年裡為了180位兒童舉辦了60場話劇工作坊、為了超過200位家長及社區其他人士舉辦了11個兒童啟蒙老師訓練課程、送出1,000本兒童圖書給予那些服務低收入家庭之學校。

從收回之回應表所得，參與之家長有百份之91強烈贊同/贊同他們加強了對親子共讀的知識，同時，百份之91之家長指出完成工作坊後，他們與孩子朗讀的信心大增。百份之97聲稱他們會將所學的運用在生活當中，而所有參與之學校認同通過話劇工作坊，兒童之閱讀興趣以及自信心都大大加強，除此之外，並表示所獲贈之兒童圖書為其圖書館增添色彩。



Success Stories 成功個案

Angel Wong 王明玉姑娘

- Superintendent 中心主任

SAHK Tak Tin Early Education & Training Centre
(Recipient)

香港耀能協會德田早期教育及訓練中心
(受惠機構)

The SAHK Tak Tin Early Education & Training Centre serves kids aged from 0-6 with special needs such as autism, developmental delay or premature babies.

"We have been promoting Bring Me a Book's First Teachers Training since 2010. Parents are eager to join and we have found that many of them are especially keen on books related to controlling one's emotions. During the read aloud sessions, parents and children have been able to find a "common language" between them — children know the hidden meaning even though their parents only mention some of the characters' names. Some students are new to the center this year and even though we have not arranged trainings for them for the new term, they have been borrowing books from the bookcase library regularly. There is an autistic boy who loves to borrow «I've turned into a Fire-Breathing Dragon!»,» said Miss Wong.

Miss Wong also said, "I believe the trainings organized by Bring Me A Book Hong Kong really help children with special needs. Different books have different effects. When parents are able to add interactive elements to the read aloud time, such as questions, changing their voice, acting and role play, the process becomes livelier and children's language proficiency and social skills improve dramatically. In fact, at our trainings, we use books with a social context to teach children social skills. Comprehension and storytelling are two major areas which our speech therapists focus on. Therefore, we find much synergy in promoting reading out loud and encouraging participants to join the trainings at our Centre. If a child's attention span is short, parents can divide the time for reading out loud into shorter intervals or arrange more role play and activities for them.

Miss Wong said that parents love the skills of storytelling and the sharing session at the First Teachers Training. Some love "The Food for Thought" video. Generally parents think that reading can help comprehension and writing but they seldom realize that reading can foster brain development, which is a new concept to them.

香港耀能協會德田早期教育及訓練中心服務由初生至6歲在學習上有特殊需要的兒童，包括自閉症、發展遲緩或早產等。

「我們早在2010年已推行書伴我行的兒童啟蒙老師訓練，家長們都投入參與。他們在課程中分享閱讀的經驗，例如：他們特別喜歡一些關於處理情緒的書籍。透過親子共讀故事書，家長與孩子有共同的「語言」——家長只要提一提書中某些角色的名字，幼兒便明白家長的意思。時至2012-13學年，雖然我們還未再舉行訓練課程，但部份新生很喜歡閱讀，每次到中心都會借閱圖書。若他們對某些圖書情有獨鍾，更會重複借閱。例如：有一位自閉症的小朋友很喜歡《我變成一隻噴火龍了》這本書，於是他重複借閱了數次。」王姑娘分享說。

王姑娘繼續說：「我相信書伴我行的訓練課程對本中心的小朋友特別有幫助，因為不同的圖書能帶出不同的效果及功能，而訓練課程涵蓋講故事的技巧，只要家長能因應子女的需要而活用這些技巧加入互動的元素，如適當地提問、扮聲和角色扮演等，便能令整個朗讀過程變得既生動又有趣。這樣，小朋友的語言和社交能力在不知不覺間得到加強和改善。事實上，在我們的恆常訓練中，有時會透過社交故事教導幼兒社交技巧，而理解和講故事亦是言語治療師訓練幼兒的其中一個重要範疇，所以推行親子閱讀與中心的訓練不謀而合。對於專注力不足的小朋友，此課程所教導的技巧亦適用，家長們學會將故事分成小節來朗讀，或多些利用角色扮演和遊戲來進行。」

王姑娘指家長們很喜歡兒童啟蒙老師訓練所教授的講故事技巧與家長分享的部份。有些家長則喜歡短片「思考的食糧」，因為大部分人只會將閱讀聯繫到幫助讀寫和理解等語言能力，較少人知道朗讀能刺激小朋友的腦部發展，所以對家長們來說，這是一個比較新的概念。



Success Stories 成功個案

Mary Ma 馬莉婷小姐

- Social Worker 社會工作員

St. James' Jockey Club Chai Wan Integrated
Service Centre (Recipient)

聖雅各福群會賽馬會青萌柴灣綜合服務中心
(受惠機構)



Miss Ma is a social worker at St. James' Jockey Club Chai Wan Integrated Service Centre. A bookbag library was installed there in 2011. The centre mainly serves grass-root families and new immigrants. Family literacy is a new concept to them.

"We saw a bookbag library at our headquarters in Wan Chai and noticed the high quality and attractive books in the library. Some volunteers also read stories to children every month. The program was quite comprehensive so we wanted to bring this service to the residents in Chai Wan", said Miss Ma. When Miss Ma first started training parents, she found that many of them just wanted to learn some skills so as to encourage their children to study. However, after watching the video in the training and playing the "yarn game", parents found that what children needed most was simply quality time with them. This concept changed the attitude of the parents, improving their family relationship.

Miss Ma was afraid that parents could not read because most of them did not know many words. But the training reminded parents that they could use the beautiful pictures in the books to tell stories. Moreover, since Bring Me a Book has already classified the books into different levels, parents can find the most suitable books for their children easily. Some enthusiastic parents have already read all the books which is very encouraging.

馬姑娘是聖雅各福群會賽馬會青萌柴灣綜合服務中心的社工。於2011年，基金會於該中心安裝了一個書包圖書館。中心所服務的家長主要來自基層，包括低收入及新移民家庭，親子共讀對他們來說是一個新概念。

「我們在灣仔總會看到書伴我行（香港）基金會的書包圖書館，看到書包內藏有很多既吸引又優質的圖書，而且每月更有義工為孩子伴讀。這個服務的配套很完善，所以我們也很想把這服務帶給柴灣區居民。」馬姑娘開始推廣訓練時，發現很多家長只是想學些技巧令孩子讀書，但經過課堂上的訓練，及收看有關腦部發展的影片和織網遊戲，讓家長發現原來孩子最需要是與家長一起朗讀。這樣就改變了家長的態度，更改善了親子關係。

馬姑娘最初很擔心家長因不識字而未能與孩子朗讀，但訓練提醒家長可善用書中精采的圖畫來說故事，加上基金會已經將圖書分類成不同程度放入書包內，很方便家長尋找合適的圖書。有些積極的家長更差不多借用過所有的書包，反映區內對書伴我行圖書的需求很大，而且很需要更新書籍以繼續推廣親子共讀。

Success Stories 成功個案

Asme Cheng 鄭校長

- Principal 校長

Pauline Chung 鍾姑娘

- Social Worker 社會工作員

Christian Alliance Louey Choy Kwan Lok Kindergarten (Recipient)
宣道會雷蔡群樂幼稚園 (受惠機構)



Principal Cheng and Miss Chung work at the Christian Alliance Louey Choy Kwan Lok Kindergarten. Quite a number of the students at the kindergarten are from grass root families and new immigrants.

The school appreciates the work of Bring Me A Book because not only do parents learn to enjoy the reading process, but it also helps teachers select appropriate children's books. According to Principal Cheng, "The high quality books offered by Bring Me a Book attracted my attention. I enjoy sharing these books with parents because they are selected by experts. Teachers are busy, lacking the time and information to choose the best books. The recommended book lists suit our needs very well."

Miss Chung shared her experience as a trainer for the First Teachers Training Program, "I was worried at first because I had not conducted any kind of similar trainings before. However, I found the training content so useful and interesting that I felt it was important for me to share with parents. I am pleased they all enjoyed it thoroughly." She said one of the best features of the training is that it allowed "plenty of time for parents to share their experiences, both the difficulties and joys, regarding their reading experiences."

The training has provided parents with the skills and the right attitude to read aloud in a fun way, making them more confident. "At first the parents were afraid to tell stories because their pronunciation was not accurate. But after the training they are more confident to speak in front of people", said Principal Cheng. The school is planning to invite more parents to read stories to children next year.

"Besides, the training has become a platform for parents to exchange their reading experiences. Now, our parents love to discuss and recommend books which their children can enjoy," added Miss Chung.

鄭校長和鍾姑娘服務於深水埗區宣道會雷蔡群樂幼稚園，校內學童多來自基層家庭和新移民。

學校感激書伴我行（香港）基金會的工作，它不單提供課程教導家長如何享受整個朗讀的過程，更協助導師如何揀選適合兒童的圖書。據鄭校長所說：「最為吸引我的注意是書伴我行（香港）基金會所提供的優質圖書，我很享受與家長們分享這些圖書，因為它們全是由專家所揀選出來的，有信心的保證。教師的工作繁忙，難於抽空或缺乏資訊來挑選好書，基金會的推介書單正好配合我們的需要。」

鍾姑娘分享作為導師帶領「兒童啟蒙老師訓練」的經驗時說：「最初我感到有點憂慮，因為我未曾教授過類似的訓練課程；然而，當我發現課程裡的內容十分有用及富趣味性時，我感到有使命感，要與家長們分享。我因他們十分享受整個訓練課程而感到受惠。」她說訓練中最好的特點是有充裕的時間讓家長分享她們共讀的經驗，包括困難和喜樂。訓練課程提供家長們朗讀的技巧和對朗讀的正確態度，通過一些富趣味性的朗讀活動來加強他們的信心。「起初，家長們怕講故事，因為他們怕發音不正確。但經過訓練後，加強了他們在大家面前朗讀的信心。」鄭校長說。學校著實計劃明年邀請更多家長到校為孩子講故事。

「除此之外，訓練亦成為一個連繫家長的平台，讓他們成為朋友互相交流閱讀心得。現在，家長們最喜歡討論及互相推薦其子女喜歡的圖書。」鍾姑娘說。

Success Stories 成功個案

Mrs. Tsui 徐太

- Parent 家長

Mrs. Tsui's daughter is four and a half years old. She had been reading stories to her daughter for years but she did not know that reading was so important to brain development until she attended the First Teachers Training.

A year ago, Mrs. Tsui received training and now she reads to her daughter every day. Reading aloud had brought many changes for her daughter. She said, "I find that my daughter loves reading more than drawing and writing. She learns some words unwittingly. Her oral ability is several steps ahead. Her attention is better so that she can now read the book page by page rather than randomly flipping the book."

Mrs. Tsui mentioned that the books are very high quality. The themes are positive so they suit children. She shared one of the books called «Guess How Much I Love You». This book is about the love between a mother and a daughter. She said her daughter was afraid of being blamed but she used this story to convey a message that she will love her unconditionally. So now her daughter is eager to tell her everything and is more confident and feels safe.

Mrs. Tsui deeply appreciates the new knowledge she has acquired, "I thank Bring Me A Book for offering the training as I have benefitted so much from it, in particular, I have learnt about the needs of children as they grow up."

徐太育有一名四歲半的女兒，過往一直也會為女兒說故事，但經訓練後，她才明白到原來朗讀對大腦發展是十分重要。從此，在說故事的態度上開始改變，變得更認真，甚至把說故事當成一份家長的工作。

一年前，徐太接受了兒童啟蒙老師的訓練，至今已養成每天為女兒朗讀的習慣，更親身體驗到朗讀為女兒所帶來的改變。她分享道：「我發現女兒喜愛閱讀過於畫畫和寫字，而且她在朗讀的過程中不知不覺地學會了一些生字，口語能力亦突飛猛進。她的專注力更有顯著的進步，不再是隨意亂翻，而是逐頁細閱。」

徐太又提到書架圖書館內的圖書質素很高，主題內容正面，特別適合小朋友。她分享到其中一本圖書《Guess How Much I Love You》談及母女之間的愛。她說以往女兒很怕被罵，但她透過故事所表達的訊息，讓女兒明白到無論怎樣媽媽都愛她的孩子，故現在女兒即使做錯事都會坦然告訴她，對自己更有自信及感到安全。

徐太最為感恩她所學到的知識得以運用，並說：「我感謝基金會這個訓練讓我學到很多東西，最重要是認識到有關孩子成長的需要。」



Success Stories 成功個案

Ana

- Participant of Community Trainings Program
(Po Leung Kuk Lee Siu Chan Kindergarten cum Nursery)
兒童啟蒙老師社區訓練計劃參加者
(保良局李筱蓓幼稚園暨幼兒園家長)



Ana is a house-wife and the mother of two boys, six and five years old. She had never joined any workshop about reading before. She felt that the training completely changed her attitude towards reading aloud to her children. "I thought I was too busy to read stories to them so I did not read regularly. I even thought of giving it up completely because I found reading quite stressful."

Ana used to find academic books for her children to read. However, it was not enjoyable and she soon learnt about the importance of reading aloud and finding fun books to stimulate the child's imagination. Moreover, she was reminded that children should be relaxed when they enter the world of books. The trainer demonstrated many story-telling techniques which she could practice at home. Her mind changed after the training. She now enjoys reading stories together with her children and when they ask for more stories, she will be motivated to read more. "Now I will bring some books with me and I will read to them as long as I have time. I also encourage my husband to read to our children. When they tell me about their imagination and creativity, I feel happy about it", she said.

Now, Reading is no longer a "pressure" but a "pleasure" for me. I enjoy sitting with my children and enjoy our story time together every evening. I know that these fifteen to thirty minutes of story time every evening is making a difference in my children's life.

Ana 是一位全職家庭主婦育有六歲女兒及五歲兒子。Ana 沒有參加過關於朗讀的工作坊，她覺得這次訓練完全改變了自己為孩子朗讀的態度。Ana 分享說：「從前我只會於不太忙碌時才抽空為他們朗讀，所以沒有建立朗讀的習慣。甚至想要放棄，因為朗讀為我帶來壓力。」

以往 Ana 會在朗讀前特意找一些具「教訓」意義的圖書，讓孩子從中學習。久而久之，朗讀變成壓力，令時間亦變得越來越短，越來越少。不過，兒童啟蒙老師訓練的導師令她明白到為何朗讀對孩子這樣重要，更提醒她要輕鬆與孩子進入書中世界，又示範了很多說故事的技巧，讓她可以帶回家中實踐。自此，她改變了心態，學會去享受每次說故事的時間。當孩子要求她繼續朗讀故事時，Ana 便有很大滿足感來推動她繼續為孩子朗讀。「現在我會隨身攜帶著圖書，只要有時間我便跟他們說故事。我又鼓勵丈夫為孩子朗讀，看到他們對故事有著幻想和創意念，我也感到很開心。」她說。

現在，朗讀對我來說不再是一種「壓力」而是「快樂」。我享受每晚與孩子一起朗讀的時間，因為我知道只要每天用 15 至 30 分鐘為孩子朗讀，便能令他們的人生變得不再一樣！

Success Stories 成功個案

Yammie Chan

- Participant of Community Trainings Program
(Chan Sui Ki (La Salle) Primary School)
兒童啟蒙老師社區訓練計劃參加者
(陳瑞祺喇沙小學家長)



"A long time ago, I thought reading to children was tedious and stressful because I treated it as a mother's responsibility. But now, I can experience the joy in family literacy!"

Yammie is the mother of two children. She never enjoyed reading or doing any literacy activities with her kids and for years and thought of giving it up. However, everything changed after a teacher invited her to join Bring Me a Book's First Teacher's Training. Yammie now loves to read stories to her children and appreciates that the trainer used simply ways to illustrate difficult concepts. Moreover, the skills she and the other participants learnt were highly applicable allowing her to practice what she had learnt straight away.

The training also changed her perception of the advantages of family literacy, "I realized that reading together is not just about enriching the child's vocabulary, but equally, if not more important, is that it can really help enhance our relationship with our children through stories, which in turn, strengthens the family bond. So, this cannot and should not be done by other people", Yammie said.

"At the training, the trainer introduced a book called «A New Year's Reunion». I was so pleased to find it in library and read it to my children immediately. They loved this book too. My elder son even held it in his arms when he was sleeping." This experience provided Yammie with the understanding that family literacy is a deeply interactive process: Parents share books to children; Children love the books; Children's positive feedback brings satisfaction to parents. This cycle is very powerful in promoting family bonding experiences. "It was difficult to choose books for children. But I can now follow Bring Me A Book's recommended book list to select high quality books for my children."

Yammie is now an active blogger on Bring Me a Book's website as she hopes her successful experience can encourage and inspire other parents to read together with their children on a regular basis.

「從前，我總覺為孩子朗讀是一件很乏味的東西，而且感到壓力，因為我把講故事變成了一份母親的責任。可是，現在的我卻從親子共讀中體驗出無限的驚喜！」

Yammie 是兩個孩子的媽媽，她以往對親子共讀感到好像進入死胡同，無法向前，甚至曾經選擇放棄。但是，自從圖書館老師邀請她參加書伴我行（香港）基金會所舉辦的「兒童啟蒙老師社區訓練計畫」，她改變了對親子共讀的看法；而且，更愛上了與孩子分享故事的時間。她很欣賞訓練導師以深入淺出的方法讓家長們明白到原來親子共讀是可以十分簡單的，而課堂上所示範的技巧都能在家中學以致用。

兒童啟蒙老師訓練計畫還改變了她對親子共讀的理解。「最大的得著是我能明白到親子共讀的好處，除了能豐富孩子的知識及詞彙外，同樣能促進我與子女的親子關係，所以，親子共讀是絕不能假手於人的。」她說。

「訓練中，導師介紹了一本得獎圖書《團圓》給我們，這吸引了我到圖書館尋找此書，並將它看完。我立時愛上了這書，更將它借回家與孩子們一起分享，他們也很喜歡，哥哥更要求抱著圖書睡覺。」這個經歷讓 Yammie 理解「親子共讀」就是一個如此互動的過程，家長把喜歡的圖書與孩子分享，孩子也很自然會愛上圖書；同時，孩子的正面回應又為家長帶來成功感，成為推動親子共讀的強大力量。「以往要為孩子揀選圖書並不容易，但現在我可以跟據書伴我行的推薦書單去尋找優質的兒童圖書給我的孩子。」

Yammie 現在活躍於基金會的網誌中，因為她希望將自己成功的經驗成為別人的激勵，更鼓勵其他家長享受親子共讀之樂！

Success Stories 成功個案

Ada, Chan Po Shan 陳寶珊

- Social Worker 社會工作員

The Hong Kong Family Welfare Society Shun Lee Integrated Family Service Centre (Recipient)
香港家庭福利會觀塘分會順利綜合家庭服務中心 (受惠機構)



As the center is located at a public housing estate, the lenders of the library are mainly from low-income families. Miss Chan, the social worker at the Center, applied for the Book Bag Library, which was generously donated by the Li & Fung Foundation Limited, to support the development of their local community reading project.

"The Book Bag library attracts many people to borrow books. The lending rate has increased by 50%. Many parents did not know reading can foster children's brain development and they often ignored family time. But after training, they found that reading aloud has many advantages. The training is attractive also because it is free. Besides, parents can get books after completing the training", she said. She also mentioned that the training and the supplementary material helps to promote family literacy.

"I remember one parent admitted that she had never read stories to her children. But after training, her mind changed dramatically. She now knows how important reading is so she makes time every day for reading. After one week, she was able to establish the habit and her relationship with her son became closer. I respect her very much because of her determination and persistence", Miss Chan said. She also said that some parents could use stories to help their kids with dictation. Using the skills flexibly, they can create an enjoyable experience of learning.

Miss Chan added that positive and active parents can promote a supportive atmosphere in which parents can share their experience of reading with their children.

中心位於觀塘區公共屋邨裡，參與訓練及使用圖書館的家庭多來自區內的居民。「我們曾經舉辦學生義工伴讀計劃，發現效果不錯。為配合中心在閱讀方面的發展，我們便嘗試申請基金會之服務。」該中心於 2011 年獲得利豐 (1906) 慈善基金有限公司捐贈書包圖書館，服務區內有需要之家庭。

「書包圖書館吸引了不少家庭來借書，中心的圖書借用量明顯增加了五成。很多家長並不知道朗讀對兒童腦部發展有很大影響，亦忽略了親子相處的時間。但接受了訓練後，才發現原來朗讀的好處比他們想像中更為深遠。這個計劃另一個吸引之處是由基金會資助，費用全免，而且完成訓練後還可獲贈圖書。」她表示訓練內容及配套都有助中心推動親子閱讀。

陳姑娘分享了一些成功的故事：「我記得有一位家長她從沒有跟孩子朗讀，但訓練後改變了她的想法。她知道朗讀對孩子很重要，於是每天特定一個時間跟孩子共讀。一星期後，她和孩子便成功地建立了朗讀的習慣，而且親子關係亦變得更為親密。我很佩服那位家長，因為她認為對孩子重要的便即時行動，堅持到底，最終得到很大的效果。」她說，有些家長甚至用說故事形式幫孩子默書，把訓練技巧活用出來，為孩子創造愉快的學習經驗。

最後，陳姑娘說家長參與訓練的態度，亦可以幫助帶動小組積極投入的氣氛，讓家長彼此之間互相支持推動共讀。

Success Stories 成功個案

Wong Ka Po 黃家寶

- Parent 家長

Ka Po is a mother of an eighteen year old and a four year old daughter. There is a Book Bag library close to her home so she frequently borrows books from it. She also completed the First Teachers Training Program. "Although I have always read to my children, I never knew how to choose suitable books. Bring Me A Book has classified the books into different ages and themes which parents can learn a lot from it. Even adults will love the books", she said.

Ka Po picked up many new skills at the training, such as how to change her voice for effective storytelling, how to ask the right questions and why we should introduce the author's names to our children. Ka Po has found that the tips have made the reading process more interactive and attractive, "My daughter has become more interested in books. If I forget to tell a story to her one day, she will remind me. Now I will bring a book with me so that I can read to her any time and everywhere", she said.

Ka Po is happy to see that her daughter loves reading. She now feels she has a closer relationship with her daughter as she is more willing to share her thoughts and feelings which she described as "fantastic".

家寶是一位育有十八歲及四歲女兒的母親。由於住處附近有書包圖書館，故經常到社區中心借用，並參與兒童啟蒙老師訓練的課程。「其實我也有為孩子朗讀的習慣，但不懂得如何選擇合適的圖書。基金會的圖書館將圖書分門別類，讓家長可以認識很多適合不同年齡的兒童圖書，我更發現書包內的圖書連大人也很喜歡呢！」她說。

家寶分享訓練課程教曉她很多說故事的技巧，例如改變聲量、發問問題，和介紹作者等，讓說故事的過程變得更互動和吸引。「我發現孩子的閱讀興趣越來越大，如果我忘了說故事那天，女兒便會主動提醒我。所以我現在會隨身帶備圖書，這樣就可以在任何環境下都可以跟女兒朗讀。」家寶說。

家寶很高興看到女兒喜歡閱讀。親子共讀除了讓她們母女關係變得緊密，更讓媽媽多些了解孩子的心事，又認識到孩子那些古靈精怪的念頭。



Financial Report 財務報告

BRING ME A BOOK HONG KONG LIMITED
(Limited by Guarantee)

Statement of Comprehensive Income For the Year Ended April 30, 2012

	<u>2012</u>	<u>2011</u>
	HK\$	HK\$
Revenue	8,856,808	1,799,500
Add:		
Net surplus on a special project	408,612	70,924
- Feng Zikai Chinese Children's Picture Book Award		
Bank interest income	39	15
Total Income	<u>9,265,459</u>	<u>1,870,439</u>
Less:		
Operating expenses	334,377	328,752
Fundraising event expenses	1,150,747	89,024
Program expenses	3,396,322	1,918,444
Total Expenses	<u>4,881,446</u>	<u>2,336,220</u>
Net Surplus / (Deficit) For The Year	4,384,013	(465,781)
General Fund Brought Forward	3,563,345	4,029,126
General Fund Carried Forward	7,947,358	3,563,345

Financial Report 財務報告

BRING ME A BOOK HONG KONG LIMITED
(Limited by Guarantee)

Balance Sheet As at April 30, 2012

	<u>2012</u>	<u>2011</u>
	HK\$	HK\$
Non-Current Assets		
Property, Plant and Equipment	15,351	15,402
	<u>15,351</u>	<u>15,402</u>
Current Assets		
Inventories	448,245	459,557
Other receivables	101,026	379,186
Bank and Cash	8,105,431	2,927,824
	<u>8,654,702</u>	<u>3,766,567</u>
Current Liabilities		
Other payables	722,695	218,624
	<u>722,695</u>	<u>218,624</u>
Net Current Assets	7,932,007	3,547,943
Total Assets Less Current Liabilities	<u>7,947,358</u>	<u>3,563,345</u>
General Fund		
At May 1, 2011	3,563,345	4,029,126
Transfer from statement of comprehensive income / (loss)	4,384,013	(465,781)
- Surplus / (Deficit)	<u>7,947,358</u>	<u>3,563,345</u>

Acknowledgments

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Bring Me a Book Institute

Be Inspired, Practice Good Habits and Positively Impact Your Child

To cater to the surge in demand for our award-winning training workshops from a new sector - highly educated parents from middle-class families, schools and organizations which fall outside our usual 'non-profit' requirements - we will set up a social enterprise, the Bring Me a Book Institute. The Institute aims to provide an alternative and sustainable revenue source for our non-profit work. It will also help to reinforce our position as the leading advocate of family literacy by providing a platform to invite high caliber speakers from the literary and parenting field to join the Institute's "Speaker Series".

The first term for the Institute will run from October 8 to November 16, 2012 for a period of six weeks. Trainings and workshops will be arranged in English, Cantonese and Mandarin across Hong Kong.

書伴我行學院

讓你得到啟發、養成良好習慣、為孩子帶來積極影響

為了應付來自中產家庭且受高等教育的家長們及其他不在本會資助範圍的學校和機構對我們得獎訓練課程的需求，本會創立社會企業「書伴我行學院」。成立學院為我們非牟利的工作提供另一個選擇和持續的收入來源。它還成為一個平台，可讓我們邀請到來自文藝界和親子界高水平的講者加入學院的「講者系列」活動，鞏固我們促進親子共讀的領導地位。

第一學期之課程將於2012年10月8日至11月16日舉辦，為期六個星期。訓練和工作坊將以英文、廣東話和普通話於香港不同地區進行。



A project to reduce language barriers for ethnic minorities in Hong Kong

We are pleased to be selected to run a pilot project to support ethnic minority families in Hong Kong. The project, generously funded by The Ovolo Group, was screened by The Hong Kong Council of Social Service Wisegiving Program with the aim to improve Chinese as a second language for low-income ethnic minority children in Hong Kong.

We will partner with Yuen Long Long Ping Estate Tung Koon Primary School to implement the programme in October, 2012. We hope that by improving the Chinese language skills of the ethnic minority children through reading, writing and drama workshops, they will become more confident at school and integrate more easily with the local community, thereby becoming more competitive in the long-run.

少數族裔計劃

為香港少數族裔打破語言障礙開展新項目

本會深感榮幸能被獲選為負責推動少數族裔計劃的機構，此項目乃由 Ovolo 集團和惠施網攜手策劃及作出輪選，致力幫助在港低收入少數族裔的兒童打破語言障礙，提升中文能力。

本會將於2012年10月聯同元朗朗屏邨東莞學校落實展開此新項目，我們期望能透過中文故事時間、寫作及話劇課程改善那些少數族裔兒童的中文能力，提升他們的自信心及幫助他們融入社區；長遠而言，提升他們的競爭力。





www.bringmeabook.org.hk

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