



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



書伴我行
共成長

Drawing 圖：丘子洋
(Age 年齡：4)

Drawing 圖：丘子為
(Age 年齡：9)

伴我行共成長!!!

Drawing 圖：游靖欣
(Age 年齡：11)

2008-2010

(May 1, 2008 - April 30, 2010)

Annual Report 年報





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Message from the Founder

創辦人的話



Amidst the unprecedented disruptions and uncertainty of the global financial crisis, it is a testament to the importance of early childhood literacy and the message being spread by Bring Me a Book™ Hong Kong that the organization has continued to grow so strongly in the last two years. This has been made possible with the support of our partners and the Hong Kong community. My heartfelt congratulations go out to the governors and staff of Bring Me a Book™ Hong Kong for their passion and unwavering dedication to the organization's mission, which has enabled them to thrive in such a difficult operating environment.

The launch of the Feng Zikai Chinese Children's Picture Book Award is one of the highlights of the past two years. Whilst many language cultures around the world have fostered a tradition of producing high quality children's picture books, surprisingly, this genre has only recently been developed in the Chinese language, and mainly by Taiwanese publishers.

Many parents familiar with classic children's illustrated books in the English or Japanese languages, including my wife and I, were very puzzled by the lack of culturally appropriate Chinese language picture books for children. We found ourselves asking: How can we engage and encourage our children to develop an interest in hearing and reading age appropriate stories in the Chinese language, if such books are not readily available?

Bring Me a Book, in association with the Chen Yet-Sen Family Foundation, conducted some research on the children's picture book publishing industry in Greater China, and concluded that the best way to encourage the further development of this genre would be to sponsor an award which would recognize outstanding authors and illustrators. Such a prize may help incentivize the publishing industry to increase publications of original (rather than translated) Chinese children's picture books, and present a fuller range of quality books to parents interested in encouraging their children to develop the habit and passion for reading and learning in the Chinese language.

My mother, Mrs. Daisy Chen, offered a generous gift to launch the Feng Zikai Chinese Children's Picture Book Award and in July 2009, the award's first prize winners were announced at the Hong Kong Book Fair. The Feng Zikai Chinese Children's Picture Book Award will be a biannual program, and the second prize winners will be announced in the Fall of 2011 in Beijing.

In the coming year, I know that Bring Me a Book™ Hong Kong will continue to deepen its status as the premier advocate for early childhood and family literacy, through more innovative programs designed to scale up their existing success in empowering parents and caregivers to read to young children, and nurture their love of reading and learning.

I wish them every success and look forward to participating in the exciting upcoming programs.

James Chen

Founder, Bring Me a Book™ Hong Kong
Co-Chairman, Chen Yet Sen Family Foundation



雖然在這兩年間面對不穩定的全球金融危機，不過書伴我行(香港)基金會依然茁壯成長，在社會各階層不斷滲透親子共讀的訊息，並得到豐碩成果，實在有賴各伙伴機構的熱心推動及社會人士的積極支持。我衷心恭喜書伴我行(香港)基金會各董事局成員及職員，她們對機構的投入和盡心盡力地履行機構的使命，使機構在困難的環境下仍然能夠順利發展。

豐子愷兒童圖書獎是基金會這兩年的其中一個重點項目。當世界不同語言文化已創作很多高質素的兒童圖書時，很驚訝地，原來華文原創兒童圖書最近才開始起步，且大部份均來自台灣。

我和太太跟很多家長均經常接觸到來自外國和日本的經典兒童圖書，卻發現很難尋找合適中國文化的華文兒童繪本。我們常常自問，沒有那些優質的原創華文兒童圖書，我們又怎樣提升孩子閱讀中文圖書的興趣呢？

書伴我行(香港)基金會較早前與陳一心家族基金會合作，為中國的兒童圖書出版行業進行研究，結果發現要鼓勵出版更多優質華文兒童圖書的最好方法是設立獎項，表揚優秀的作家和插畫家。獎項能鼓勵出版社出版更多原創的華文兒童圖書，亦能為家長提供一個更全面的優質兒童圖書參考，從而鼓勵家長與孩子建立和喜愛閱讀中文圖書的習慣。

我十分感謝我的母親陳范儷靜女士慷慨的贊助，支持成立豐子愷兒童圖書獎，首屆的得獎名單已於2009年7月在香港書展公佈。這個獎項以雙年獎形式推行，第二屆的得獎名單將於2011年秋季在北京公佈。

來年，書伴我行(香港)基金會將繼續加強推動親子共讀的先導地位，她們會透過更多創新的項目，鼓勵更多家長及照顧者與年幼孩子一同閱讀，從而培養孩子自小便喜愛閱讀及學習。

我祝願基金會未來工作一切順利並期待參與各項精彩的活動。

書伴我行(香港)基金會創辦人
陳一心家族基金會主席

陳禹嘉敬上



Message from the Chairman

董事主席的話



Dear Friends of Bring Me a Book™ Hong Kong,

On behalf of the Board of Governors, it is a pleasure to report on our progress in delivering high quality books and effective read-aloud training programs to young families and early childhood educators in Hong Kong.

Now in our fourth year of service to Hong Kong, we are proud of the sustained impact we have had. Today, almost 2,500 parents and educators have been trained in the importance and techniques of reading aloud to children and 81 libraries have been installed serving over 31,000 children in areas of need.

In addition to our progress in ongoing core programming, Bring Me A Book™ Hong Kong has also achieved a series of notable milestones in the past year:

- We hired an executive director to focus on organizational development, strategy, fundraising and communications, an investment made possible by a grant from the Chen Yet Sen Family Foundation.
- We hosted a successful fundraiser that yielded significant operating funds and sponsorships for 49 new library installations with training programs, thanks in large part to the generous support of corporate benefactor, MADIA.
- The board of governors and executive director, through a process of self-study and strategic planning, crafted a two-year plan to fully realize the organization's mission and prepare for expanded impact.
- We developed high-value content for Chinese and English-language mainstream media and parenting publications.
- We committed to an ambitious plan to host Hong Kong's first large-scale children's literary festival in Summer 2011, a project that will leverage our partnerships with a number of Hong Kong leading corporations, public institutions, and the Feng Zikai Chinese Children's Picture Book Award.

Success has invited new opportunities for Bring Me A Book. We are always evaluating and developing new ways to enhance and improve the quality of our services. We will continue to experiment with new methods for reaching underserved communities. Last, we will further develop a financial infrastructure and organizational platform that will allow us an expanding influence over family literacy in Hong Kong.

We are encouraged by the support we have earned from corporations, from Quality Education Fund, from our staff and loyal volunteers, and from individuals who recognize the lasting impact of reading aloud to children. Thank you for sharing our vision and for your invaluable contributions to our success this past year, and in the years to come.

In sincere appreciation,

Sarah Dyer Dana

Chairman, Board of Governors
Program Year 2009-2010



親愛的書伴我行(香港)基金會之友：

本人謹代表基金會董事局向大家報告本會於這兩個年度在提供優質兒童書籍及訓練工作上的進度。

今年是本會成立的第四年，我們為過往工作所帶來的持續影響而感到驕傲。直至現在，大約有2,500位家長及老師參加本會的訓練工作坊，透過訓練讓他們明白親子共讀的重要性及朗讀的秘訣；此外，我們於不同社區安裝了一共81個圖書館，服務超過31,000位小朋友。

除了主要的項目外，本會於過去一年在以下各方面亦得到顯著的成績：

- 感謝陳一心家族基金會的資助，本會聘請了一位執行總監，主要負責機構的發展、策略、籌款及推廣工作。
- 本會成功舉辦了第二次慈善午宴，籌得可觀善款作機構營運資金及一共得到49個圖書館及訓練的捐贈，實在非常感謝是次活動的贊助商MADIA。
- 透過一連串的檢討及策劃，董事局及執行總監一同訂立了機構兩年的發展計劃，以達致本會的使命及為未來發展作更好的準備。
- 本會編制了有關親子共讀的參考資料，主要刊登於本地的中英文報章及親子刊物。
- 透過與一些香港主要企業、公共機構及豐子愷兒童圖書獎合作，本會將於2011年夏天舉辦香港首個大型兒童文學節。

過去的成功為本會帶來新機會，我們透過不斷的檢討及發展新方向，以提升及改善本會的服務；我們會繼續探討新方法協助有需要的社區。最後，我們會進一步建立本會的財務基礎及架構，使本會在香港推動親子共讀上再邁進一步。

藉此感謝各商業伙伴、優質教育基金、員工、義工及所有支持本會理念的朋友，多謝您們對本會作出的貢獻，使本會於過去一年及未來在推動親子共讀工作上能夠取得成功。

衷心的感謝！

書伴我行(香港)基金會董事局主席
2009-2010年度

Sarah Dyer Dana 敬上



Message from the Executive Director

執行總監的話



I am pleased to report that 2008-2010 has been a time of tremendous growth and development for Bring Me A Book™ Hong Kong. In early 2010, we fine-tuned our plans to achieve our mission by adopting some medium-term strategic initiatives:

- 1) To become the recognized family literacy advocate in Hong Kong
- 2) To become financially independent and secure more stable funding sources
- 3) To expand support for our community partners and to raise awareness of BMABHK amongst our target groups

We have seen significant advances for parents, teachers and children as a direct outcome of Bring Me A Book™ Hong Kong's programs. Libraries are not just being installed but parents and teachers are becoming more empowered through our training programs. Books are not just being read, but parents are spending more time engaging with their children to share the joy of reading with them. According to the reports received from our recipient organizations, over 80% of children we serve read books more often after the library installation and over 95% have increased interest in reading books.

Over the past year, we have secured more donations for our programs and campaigns than previous years, over HK\$2 million of which was raised from our successful Fundraiser Luncheon held in December 2009. This is a tremendous achievement made possible by our many loyal supporters. We are incredibly grateful for your ongoing support.

However, there is still much work to do. Hong Kong has one of the lowest rates (26%) of parental engagement with their children in pre-school literary activities (international standard was 54%), ranking 41st out of 45 countries.¹ I look forward to seeing that number increase over the next few years and our work continuing to make a significant shift in local parents' mindset to prioritize reading to their children at home.

I am just so grateful that we have the ongoing support of so many loyal individuals, family charitable trusts, community groups, institutions, businesses, volunteers, staff, board members and corporate partners during this time as it enables us to continue our vital work.

Thank you,

Pia Wong

Executive Director, Bring Me A Book™ Hong Kong

¹ Progress in International Reading Literacy Study (PIRLS) 2006



很高興跟大家分享本會於 2008-2010 這兩個年度令人振奮的成績及發展。於 2010 年初，為了配合本會的發展，我們訂立了以下的中期目標：

- 1) 成為香港推動親子共讀的認可提倡者
- 2) 使本會財政獨立並取得穩定的資金來源
- 3) 加強對本會社區伙伴的支援及提升本會於目標群的認識

回顧過去兩個年度，本會的項目顯著地令不少家長、老師及小朋友受惠。除了於不同社區設置圖書館外，家長及老師亦透過我們的訓練項目明白親子共讀的重要性。家長開始花多些時間跟小朋友進行朗讀，分享閱讀的樂趣。根據社區伙伴的報告，超過 80% 的小朋友在安裝本會的圖書館後增加了閱讀圖書的次數，此外，超過 95% 的小朋友對閱讀的興趣提升了。

在過去的年度，很高興本會的項目得到更多捐款資助。本會於 2009 年 12 月舉辦的第二次慈善午宴更籌得 200 萬港元的善款，實在非常感激各捐贈者的長期支持。

然而，我們仍繼續努力。香港家長在孩子入學前閱讀的參與度都偏低，只有 26% 家長會跟孩子進行入學前的讀寫活動，而國際標準是 54%，於 45 個國家內排名第 41 位¹。我希望這個情況會於幾年後大大改善，更多的家長會將親子共讀的習慣融入日常生活中。

最後，本人非常感謝各捐贈者、家族基金會、社區伙伴、義工、員工、董事局及商業伙伴於這段期間對本會從不間斷的支持，使我們能夠繼續有意義的工作。

多謝！

書伴我行(香港)基金會執行總監

黃秋山敬上



Our Mission

機構使命

To promote family literacy by providing easy access to the best children's books. We educate parents, teachers and childcare providers to read aloud with children for future success in school and life.

推廣親子共讀及提供容易接觸優質兒童書籍的途徑，並教導父母、老師及幼兒工作者與小孩朗讀，為孩子們將來在學業及生活上的成功鋪路。

The Board

董事局

Our Board consists of seven members. They meet at least once every quarter to lead the direction of program planning, goal setting, program evaluation and to assist in fund development of the organization. Sub-committees are also established by them as needed.

Chairman

- Sarah Dyer-Dana

Members

- Jacqueline Pun Lam Ng
- Joanna Hotung
- Lilian Shuk Kwan Law
- Sharie Ross Tse
- Su Hwei Lee
- Yama Chan Gaw

Honorary Advisor

- Professor Tse Shek Kam
- The University of Hong Kong, Faculty of Education

本會的董事局共有七名成員，他們最少每三個月開會一次，為機構的項目發展提供指引並定立目標，亦會定期檢討項目成效及協助機構資源上的發展。此外，董事局亦會根據不同的需要成立特別委員會。

主席

- Sarah Dyer-Dana

成員

- 吳本琳
- 何苗春暉
- 羅淑君
- 駱卓怡
- 李淑慧
- 陳雅文

名譽顧問

- 謝錫金教授 — 香港大學教育學院



Sarah Dyer-Dana



Jacqueline Ng 吳本琳



Joanna Hotung 何苗春暉



Lilian Law 羅淑君



Sharie Ross Tse 駱卓怡



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 businesses and community service organizations 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 years old.

書包圖書館項目為企業及非牟利機構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，為孩子及家長提供容易接觸優質精裝兒童書籍的途徑。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 2008-2009

(May 1, 2008 to April 30, 2009)

Number of Library Installations

4 Book Bag Libraries

List of Recipients

- Christian Family Service Centre
- Family Energizer (Integrated Family Service)
- Hong Kong Council of the Church of Christ in China
- Family Web
- Hong Kong Evangelical Church
- Yan Lam Community Service Centre
- Hong Kong Sheng Kung Hui
- St. Matthias' Integrated Services

2008-2009 年度

(2008年5月1日至2009年4月30日)

圖書館數目

4 個書包圖書館

受惠機構名單

- 基督教家庭服務中心活力家庭坊 (綜合家庭服務)
- 中華基督教會香港區會家情軒
- 香港宣教會恩霖社區服務中心
- 香港聖公會聖馬提亞綜合服務

Program Year 2009-2010

(May 1, 2009 to April 30, 2010)

Number of Library Installations

4 Book Bag Libraries

List of Recipients

- Hans Andersen Club
- Lamma Island Center
- Hong Kong Society for the Protection of Children
- Children & Family Services Project (Portland Street)
- Hong Kong Student Aid Society
- Foster Care Service
- Lok Kwan Social Service
- Wong Kwong Hon Community Centre

2009-2010 年度

(2009年5月1日至2010年4月30日)

圖書館數目

4 個書包圖書館

受惠機構名單

- 安徒生會南丫島中心
- 香港保護兒童會兒童及家庭服務計劃 (砵蘭街)
- 香港學生輔助會寄養服務部
- 樂群社會服務處黃光漢社區服務中心



The Bookcase Library Program

書架圖書館項目



The Bookcase Library Program places bookcases filled with 30 to 45 quality children's books in Chinese and English into pre-primary education institutions, community centers, health clinics, 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本優質的中英文兒童書籍。圖書館為孩子及家長提供容易接觸優質兒童書籍的途徑，並培養兒童早期閱讀和學習的興趣。



Program Year 2008-2009

(May 1, 2008 to April 30, 2009)

Number of Library Installations

16 Large Bookcase Libraries

7 Small Bookcase Libraries

List of Recipients

Large Bookcase Library

- Aberdeen Kai-fong Welfare Association Social Service Centre - Community Centre
- ABM Hong Kong Swatow Baptist Church Community Service Association Limited, The - Moon Lok Kindergarten
- Christian Family Service Centre - Serene Court
- Hong Kong Council of the Church of Christ in China - Fong Yun Wah Evening School
- Hong Kong Christian Service - Kwun Tong Nursery School - Shek Lei Small Group Home
- Lam Tin Kai Fong Welfare Association Ltd. - Ping Tin Mutual Help Child Care Centre
- Lok Kwan Social Service - Tai Po Service Centre
- Po Leung Kuk Riverain Primary School Parents & Teachers Association
- Sisters of the Immaculate Heart of Mary - Wong Tai Sin Kindergarten
- S.K.H. St. Christopher's Nursery (Wan Chai)
- Society for Community Organization - Community Learning Centre
- South Asian Lutheran Evangelical Mission - Family Net Social Services Centre
- Tseung Kwan O Catholic Primary School Parent & Teacher Association
- Watchdog Early Learning and Development Centre
- Yan Chai Hospital Wing Lung Kindergarten / Child Care Centre

Small Bookcase Library

- Faith Lutheran Church Kindergarten
- Heep Hong Society - Healthy Kids Nursery School
- Hong Kong Christian Service - Shek Kip Mei Nursery School
- Hong Kong Society for the Protection of Children - Lam Woo Nursery School - Mr. & Mrs. Thomas Tam Nursery School
- St. Vincent De Paul Nursery School
- Tung Wah Group of Hospitals - Lui Wing Cheung Children Centre

2008-2009 年度

(2008年5月1日至2009年4月30日)

圖書館數目

16 個大型書架圖書館

7 個小型書架圖書館

受惠機構名單

大型書架圖書館

- 香港仔街坊福利會社會服務中心 - 社區中心
- 美差會潮浸服務聯會有限公司 - 滿樂幼稚園
- 基督教家庭服務中心恬寧居
- 中華基督教會香港區會方潤華夜校
- 香港基督教服務處 - 觀塘幼兒學校 - 石籬兒童之家
- 藍田街坊福利會平田邨互助幼兒中心
- 樂群社會服務處大埔服務中心
- 保良局雨川小學家長教師會
- 聖母潔心會黃大仙幼稚園
- 聖公會聖基道幼兒園 (灣仔)
- 香港社區組織協會社區學習中心
- 南亞路德會家庭網社會服務中心
- 將軍澳天主教小學家長教師會
- 監護者早期教育中心
- 仁濟醫院永隆幼稚園 / 幼兒中心

小型書架圖書館

- 深信堂幼稚園
- 協康會康苗幼兒園
- 香港基督教服務處石硤尾幼兒學校
- 香港保護兒童會 - 林護幼兒學校 - 譚雅士伉儷幼兒學校
- 天主教聖雲先幼兒學校
- 東華三院雷詠祥兒童中心





Program Year 2009-2010

(May 1, 2009 to April 30, 2010)

Number of Library Installations

6 Large Bookcase Libraries
11 Small Bookcase Libraries

List of Recipients

Large Bookcase Library

- Hong Kong YWCA
 - Lok Wah Integrated Social Service Centre
 - Lung Cheung Integrated Social Service Centre
 - Western District Integrated Social Service Centre
- Lok Kwan Social Service - North Point Service Centre
- Tung Wah Group of Hospitals - CEASE Crisis Centre
- YMCA of Hong Kong - Tung Chung Centre

Small Bookcase Library

- Caritas Ling Yuet Sin Kindergarten
- Evangelical Lutheran Church of Hong Kong, The
 - Nam Cheong Kindergarten
- Hong Kong Council of the Church of Christ in China
 - Shum Oi Church Kindergarten
- Hong Kong Christian Service
 - Lei Cheng Uk Nursery School
 - Times Nursery School
 - United Christian Medical Service Nursery School
- Hong Kong Society for the Protection of Children
 - Hong Kong Bank Foundation Nursery School
- Salvation Army, The
 - Hoi Fu Nursery School
 - Jat Min Nursery School
- Watchdog Early Learning and Development Centre (Jordan)
- Yan Chai Hospital
 - Choi Pat Tai Kindergarten / Child Care Centre

2009-2010 年度

(2009年5月1日至2010年4月30日)

圖書館數目

6 個大型書架圖書館
11 個小型書架圖書館

受惠機構名單

大型書架圖書館

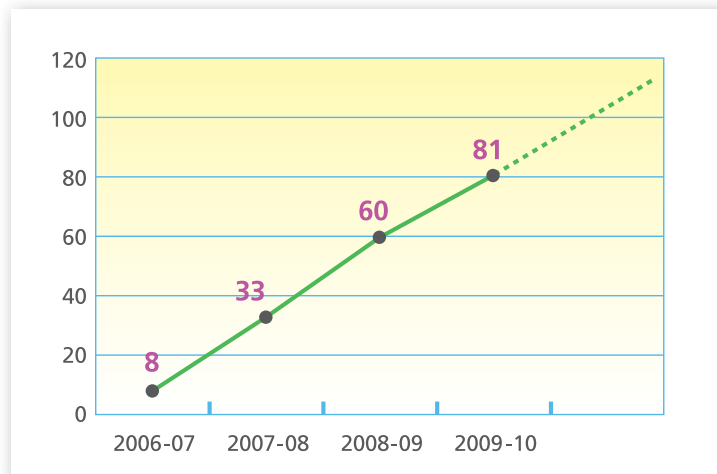
- 香港基督教女青年會
 - 樂華綜合社會服務處
 - 龍翔綜合社會服務處
 - 西環綜合社會服務處
- 樂群社會服務處北角服務中心
- 東華三院芷若園
- 香港基督教青年會東涌中心

小型書架圖書館

- 明愛凌月仙幼稚園
- 基督教香港信義會南昌幼稚園
- 中華基督教會香港區會深愛堂幼稚園
- 香港基督教服務處
 - 李鄭屋幼兒學校
 - 時代幼兒學校
 - 基督教聯合醫院協會幼兒學校
- 香港保護兒童會匯豐銀行慈善基金幼兒學校
- 救世軍
 - 海富幼兒園
 - 乙明幼兒園
- 監護者早期教育中心 (佐敦)
- 仁濟醫院蔡百泰幼稚園 / 幼兒中心

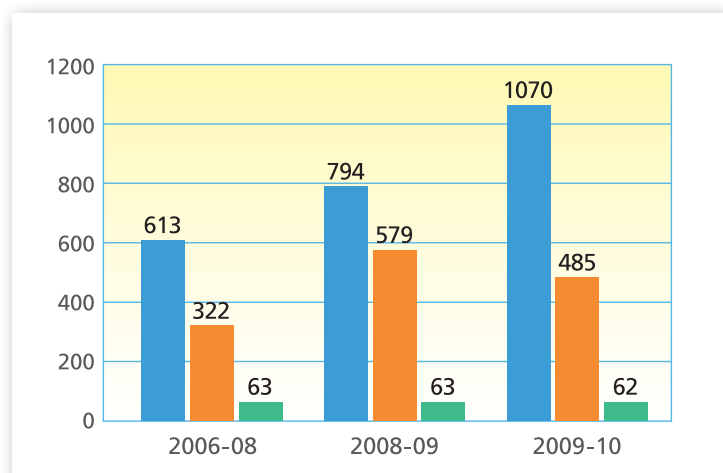


Total No. of Libraries Installed (Accumulated) 圖書館數目 (累積)

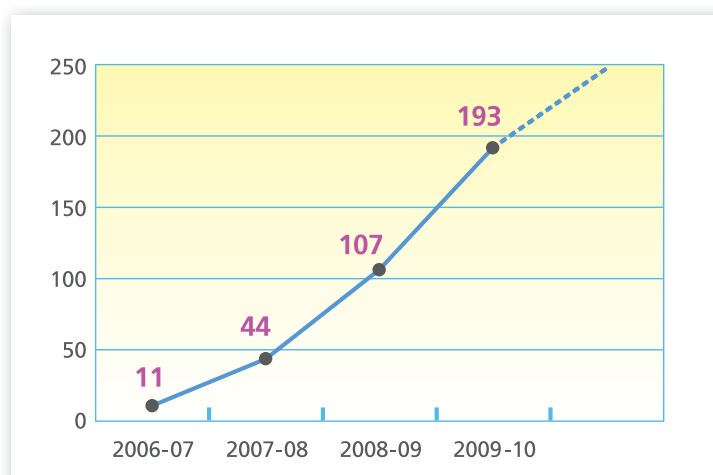


No. of First Teachers™ Training Participants 參加兒童啟蒙老師訓練人數

- No. of parent's served
參加家長人數
- No. of children served
參加小朋友人數
- No. of trainer's trained
受訓導師人數



No. of First Teachers™ Training Conducted (Accumulated) 舉辦兒童啟蒙老師訓練次數 (累積)



The First Teachers™ Training Program

兒童啟蒙老師訓練項目



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

A total of 149 First Teachers™ Training workshops were conducted in the past two years. Over 1,860 parents and 1,060 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. Furthermore, 100% of parents claimed that they would apply what they learnt from the workshops to their daily lives.

In December 2008 and November 2009, our master trainer Julie Fowlkes from Bring Me A Book Foundation (California) conducted a series of workshops to parents in Hong Kong. Julie is an experienced member of Bring Me A Book Foundation, a reading specialist and an author with over 40 years of experience in childhood literacy. Julie has a loyal following in Hong Kong and 235 parents participated in these training workshops.

Eight Train the Trainer workshops were conducted in the past two program years with 128 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.



兒童啟蒙老師訓練項目增強本會兩項圖書館項目，使家長、幼兒工作者和老師明白朗讀的重要性和朗讀的秘訣。此項目採用互動式課程，並以示範的方法，幫助父母成為孩子的啟蒙老師。

本會在這兩個年度共舉辦了149次兒童啟蒙老師訓練，大約有1,860位家長及1,060位小孩參加。根據訓練後的家長意見調查報告，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，所有家長均表示會把訓練所學的應用到日常生活上。

於2008年12月及2009年11月，本會邀請了美國 Bring Me A Book Foundation 的導師 Julie Fowlkes 來港舉辦了一連串的兒童啟蒙老師訓練給家長。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。共有235位家長參與這些訓練課程。

本會在這兩個年度共舉辦了8次導師訓練工作坊，共有128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。

Volunteer Program 義工計劃



We are extremely grateful to the 105 volunteers who have donated over 667 hours to BMABHK through book wrapping, reading to children, library assembly, clerical work, and preparation of our fundraising event. A total of 6,668 books have been covered the past two years.

We are thrilled to have the support from Goldman Sachs. Volunteer days were established by the bank on June 13, 2008 and July 9, 2009. Staff members from Goldman Sachs were allowed one day away from work to help us wrap books and read stories to the children at our recipient organizations - HKSPC Portland Street Nursery School and Lok Kwan Social Service Wong Kwong Hon Community Centre.

Li and Fung(1906)Foundation donated a Book Bag Library to the Salvation Army Ng Kwok Wai Memorial Kindergarten in 2008. 40 staff members of Li and Fung Limited participated in our First Teachers™ Training and they conducted a reading session for children in the kindergarten after they completed the training. Both the volunteers and children had a fun day!

Another corporate partner, Turner Broadcasting kindly nominated Bring Me A Book™ Hong Kong as one of their charity partners. Since January 2010, Turner volunteers have conducted regular reading sessions at our recipient sites.

We teamed up with another charity partner, Kids4Kids for our first "Buddy Reading" Program in March 2010. Four young volunteers from Kids4Kids, including award winning author/illustrator and P5 student, Haani Jetha visited HKCS Times Nursery School to read stories to the children. It was a win-win program, as the Kids4Kids volunteers not only improved their reading aloud skills but also saw first-hand how fortunate they were to have so many books at home and in their schools to enjoy. The Times Nursery Principal, Ms. Lam said, "It was wonderful to see the young volunteer's effort to ignite the passion of reading amongst the group. The children really enjoyed it especially the fun use of puppets and pictures to engage the kids even more."



本會非常感謝 105 位義工捐獻出超過 667 小時。他們為本會包書、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的物資作準備。在這兩個年度包書數目已達 6,668 本！

本會很高興繼續與高盛合作，於 2008 年 6 月 13 日及 2009 年 7 月 9 日為他們舉辦義工服務日。高盛的員工可暫時放下工作，為本會作包書服務及為本會圖書館受惠機構香港保護兒童會砵蘭街幼兒學校及樂群社會服務處黃光漢社區服務中心的小朋友講故事。

利豐(1906)慈善基金於 2008 年捐贈了一個書包圖書館予救世軍吳國偉紀念幼稚園。集團其下的 40 名員工參加本會的兒童啟蒙老師訓練，並於完成訓練後到幼稚園與小朋友一起朗讀圖書，所有義工及小朋友都很享受朗讀的樂趣！

另一間企業伙伴 Turner Broadcasting 指定本會為其中一個慈善團體伙伴，從 2010 年 1 月起，Turner 義工定期到我們的社區伙伴為小朋友朗讀。

本會與另一慈善機構 Kids4Kids 合作，於 2010 年 3 月舉行首次外展朗讀活動。在 3 月 19 日，4 名來自 Kids4Kids 的年幼義工，當中包括獲獎的作者/插畫家 Haani Jetha，到訪香港基督教服務處時代幼兒學校與 2 至 6 歲的小朋友朗讀故事。透過這次活動，義工們除了可以練習他們的朗讀技巧外，更可親身感受到自己在家中及學校可以隨時接觸到很多優質圖書是非常幸福的。時代幼兒學校的林校長非常欣賞這次活動並表示：「很高興看見義工們努力地為小朋友燃亮閱讀的熱誠，我們的小朋友非常享受，尤其是利用木偶和圖畫時，更能提升他們的興趣。」

Fundraising Events and Donations 籌款活動及捐贈



"What a Wonderful World" Fundraising Luncheon

On December 3, 2009, BMABHK organized its second fundraising luncheon under the theme "What a Wonderful World". The event, kindly sponsored by MADIA, raised over HK\$2 million which was double the initial fundraising target of \$1 million. Over 300 guests attended and within two hours, many dug deep in their pockets for both the silent and live auctions. A total of 49 bookcases and read-aloud parent training programs were also donated to benefit less privileged children in Hong Kong.



"What a Wonderful World" 慈善午餐

本會於2009年12月3日舉辦第二次慈善午餐，並為此籌得200萬港元的善款，較預期目標多出港幣100萬，實在非常感激各善長仁翁樂助支持。是次活動由奢華手飾MADIA冠名贊助。活動當日有超過300名賓客擠滿宴會廳，各賓客們慷慨解囊對無聲拍賣及公開拍賣非常踴躍。此外，透過當日午餐共得到49個書架圖書館及訓練捐贈，這些圖書館及朗讀訓練將受惠於沒有機會接觸到高質素書籍及沒有人為其定時朗讀的香港兒童。



Target Donate Seven Libraries

With the approved grant of US\$25,000 through 2009 Target International Giving Program, Bring Me A Book™ Hong Kong will install seven libraries in local community centers and kindergartens across Hong Kong. The first ribbon cutting ceremony to commemorate the dedication of seven libraries took place at Hong Kong Christian Service — Times Nursery School on Dec 9, 2009.

With the generous donation from Target, more children will have access to good books and more people will be aware of the critical developmental and cognitive advantages provided by reading aloud to children.

Target 捐贈七個圖書館

感謝 Target 於 2009 年捐贈了 25,000 美元予本會，透過這筆款項，本會將安裝七個圖書館於本地幼稚園及社區中心。捐贈儀式暨首個圖書館開幕禮已於 2009 年 12 月 9 日在香港基督教服務處時代幼兒學校舉行。

Target 慷慨的捐贈將能夠幫助更多兒童接觸優質的兒童書籍，此外，可讓更多家長認識親子共讀對兒童發展的重要。



Shui On Seagull Club Charity Walk

On March 28 2010, Shui On Seagull Club raised over \$150,000 for BMABHK. The charity walk around Inspiration Lake was attended by over 150 Shui On employees and family members. The funds raised will cover costs for four library programs and read aloud trainings to local educational centers for children with special needs. A read aloud training was conducted at their office for around 20 Shui On staff who have also provided three reading sessions at our recipient network.



瑞安海鷗社慈善步行

瑞安海鷗社一年一度的慈善步行於 2010 年 3 月 28 日在東涌迪欣湖舉行，超過 150 名瑞安集團的員工與家人一起參與。是次步行籌款為書伴我行(香港)基金會籌得超過 15 萬港元，款項將用作捐贈四個圖書館及朗讀訓練予服務特殊需要兒童之機構，從而令有特殊需要的兒童受惠。此外，我們亦舉辦了一個朗讀訓練予 20 名瑞安員工，他們已為我們的社區伙伴進行了三次朗讀活動。

Feng Zikai Chinese Children's Picture Book Award 豐子愷兒童圖畫書獎



The Inaugural Feng Zikai Chinese Children's Picture Book Award Ceremony 第一屆豐子愷兒童圖畫書獎頒獎典禮

The inaugural Feng Zikai Chinese Children's Picture Book Award ceremony took place on 22nd July, 2009 at the Hong Kong Book Fair held at the Convention and Exhibition Centre. From a total of 330 entries, eight judges from China, Hong Kong, Taiwan and the U.S. selected one "Best Children's Picture Book Award"; one "Judging Panel's Recommended Illustration Award"; one "Judging Panel's Recommended Writing Award" and nine "Outstanding Children's Picture Book Award". The winners were awarded a cash prize of USD20,000, USD10,000, USD1000 respectively, and were given an Award Emblem and Trophy. The honorable guests, Mr. Moses Cheng, OBE, JP, Mr. Hongbo Gao, Ms. Yiyi Feng (daughter of the late Mr. Feng Zikai) and the chairwoman of the judge panel, Dr. Yukying Fok, all gave speeches. Jimmy Liao, the renowned picture book author from Taiwan, gave an interesting talk on the makings of a picture book. The Feng Zikai Chinese Children's Picture Book Award Executive Committee bought 3000 copies of the top prize title book and donated it to schools to enhance their library selection and to promote children's picture books with original Chinese content.

第一屆豐子愷兒童圖畫書獎頒獎典禮於2009年7月22日在香港會議展覽中心的香港書展舉行。由來自中、港、台、美的八位評審從兩岸三地參選的330本書中，選出首獎一名、評審推薦圖畫創作獎和評審推薦文字創作獎各一名、佳作九名，分別頒贈獎金兩萬美元、一萬美元、一千美元，以及獎項標誌和獎座。大會邀得鄭慕智太平紳士、高洪波先生、豐一吟女士及評審團主席霍玉英博士致辭，更邀得壓軸嘉賓台灣著名繪本家幾米先生以「一本圖畫書的誕生」為題進行專題演講。主辦單位並購買首獎作品3,000冊，贈予學校作為教育及推廣閱讀之用。



Feng Zikai Chinese Children's Picture Book Award Touring Exhibition 豐子愷兒童圖畫書獎巡迴展

To encourage children's love of reading in the Chinese language and to promote high quality Chinese children's picture books, the Feng Zikai Chinese Children's Picture Book Award Executive Committee has planned a unique touring exhibition to various Chinese speaking cities. The exhibitions' first stop was Taipei - held on January 29 to 7 February 2010, the next stop will be Shanghai followed by Hong Kong in 2011. The exhibition went beyond the simple display of the award winning books to mixing art with fun by bringing the stories and the illustrations alive through life-size 3D models of selected scenes. The on-site activities were lively and colourful; from award-winners' sharing their stories and experiences of 'the making of the picture books' to interactive and engaging storytelling sessions. These activities provide unique "Meet the Author" opportunities and helps to connect parents and the children through art. The ten-day exhibition was well received and drew over 2300 visitors. To learn more about the Feng Zikai Chinese Children's Book Award and to see more photo's of the exhibition, please visit www.fengzikaibookaward.org

為鼓勵孩子閱讀中文圖書及推廣優秀的華文原創兒童圖畫書，籌委會特別於各華文地區呈獻「第一屆豐子愷兒童圖畫書獎巡迴展」，展覽首站台北於2010年1月29日至2月7日舉行，巡迴展隨後將移師上海及香港。展覽內容不單純展示得獎圖書及畫作，同時更把書中的異想童趣及溫馨場景化作立體裝置現身展場，融合藝術與童趣。展覽現場活動亦十分豐富，包括得獎者分享創作經驗、資深圖畫書工作者座談、親子導賞會以及說故事時間等。多元的活動面向不僅為讀者、專業人士提供一個交流園地，同時也為父母與孩子之間建立一座美學橋樑。為期十日的展覽共吸引超過2,300入場人次。如欲了解「豐子愷兒童圖畫書獎」及欣賞展覽相片，請瀏覽官方網站 www.fengzikaibookaward.org。



Mrs. LUNG 龍太

- Parent 家長

Mrs. Lung, who participated in the First Teachers™ Training at HKSPC Children & Family Services Project, is one of BMABHK's active volunteers and a mother of two children. She was first attracted to BMABHK because of the uniqueness of its work reported by a local newspaper and has been volunteering at BMABHK for a few months.

"It really is a marvelous program with high quality books and trainings. I used to tell stories or talk to my daughter when she was young; however, I encountered disapproval by some peers who claimed that babies are not able to understand anything. I realized, after attending the training, that is a serious misconception amongst parents. In fact, research has proved that children who are read to regularly develop faster as their brains will have better and stronger connections than those children who do not have a regular reading habit," said Mrs. Lung.

By watching lively demonstrations during the training, Mrs. Lung gained a deep insight into how to put all the reading tips into practice, "Once, the instructor told a story for us. It was amazing for her to tell a story with singing, exaggerated facial expressions and meaningful interaction. The demonstration gave me a clear and constructive way to conduct shared reading."

"Storytelling is a kind of wisdom and I am not surprised that for some parents, shared reading becomes less enjoyable when they are faced with difficulties during reading. The First Teachers™ Training is really a supportive one; we ask all sorts of questions related to books and reading. By the end of the session, we are inspired by each other. It is very enriching," Mrs. Lung added.

After attending the First Teachers™ Training, Mrs. Lung was inspired to volunteer her time to BMABHK. She has wrapped books and shared many of BMABHK's reading tips with other parents. Up till now, Mrs. Lung loves to read with her children every day and encourages other parents to do the same.

龍太是兩個孩子的媽媽，亦是書伴我行(香港)基金會的熱心義工。她起初在報紙上留意到基金會的工作，並於今年暑假在香港保護兒童會兒童及家庭服務計劃(砵蘭街)參加由該中心舉辦的兒童啟蒙老師訓練。

「這真是一個很好的項目，有高質素的圖書及訓練。當女兒還小的時候，我已習慣跟她說故事。但有些人卻不同意我的做法，認為孩子太小，根本不明白。當完成訓練後，我知道很多父母都有誤解。事實上，研究證實定期為孩子進行親子共讀有助他們腦部迅速發展，他們的腦部會比其他沒有人定期為他們閱讀的孩子發展得好。」龍太說。

導師於訓練中示範了生動的講故事技巧，令龍太得益不少。「導師以唱歌形式朗讀了一本圖書，再配合誇張的面部表情及互動，令我學到了一些很有用的技巧。」她說。

「說故事，也是智慧的一種。我知道有家長一遇到困難時，對親子共讀的熱誠便會退減並不再享受。兒童啟蒙老師訓練支持著我。在當中，導師除了解答我有關閱讀的問題，在分組討論中，家長彼此分享，我從大家身上得到啟發，這使我十分鼓舞。」龍太說。

最後，龍太更成為基金會的義工，她曾替基金會包書及整理訓練課程資料，並向其他父母分享朗讀的秘訣。直到現在，她仍喜愛每天與孩子共讀，更鼓勵其他父母盡早跟孩子進行親子共讀。



Mr. LEUNG 梁先生

- Parent 家長

Mr. Leung, a father of a four year old boy and a six month old girl, is also the President of the Parent Teacher Association at a local kindergarten on Lamma Island. He joined the First Teachers™ Training at Hans Andersen Club after he found that telling stories can be hard work and confusing.

"BMABHK provides a unique service not only by providing quality books, but also by educating parents on how to use the books. Parents may get books from kindergartens all the time; however, I found that I did not really know how to read aloud effectively. Should I tell the whole story? Should I read with the children all the time? There were so many questions about reading that I was not sure about," Mr. Leung says.

After attending the First Teachers™ Training, all of Mr. Leung's questions and concerns were answered and as a result, his children's enthusiasm to read increased significantly, "My children have become more willing to give constructive responses. Through shared reading, in which parents and children have an excellent opportunity to communicate, the relationship with my children has improved and become much and closer."

"My children often choose the books recommended by BMABHK due to the interesting content and bright, lively illustrations; it is obvious that BMABHK's books are thoughtfully selected and suitable for young children with a proper word-to-picture ratio. My children treat books with many words from the public library as a toy." Mr. Leung says.

Due to increasing academic pressure for children at kindergarten level, Mr. Leung insists on reading with his children everyday with passion and actively promotes the First Teachers™ Training to other parents at his children's school.

梁先生是兩個孩子的父親，亦是南丫島一所幼稚園的家教會主席。當他發現原來跟孩子閱讀是很困難時，便報名參加由安徒生會南丫島中心舉辦的兒童啟蒙老師訓練。

梁先生分享道：「書伴我行(香港)基金會提供了獨一無二的服務，除了提供優質圖書外，還配合訓練教導家長怎樣跟孩子閱讀。家長有時也會從幼稚園得到書本，但怎樣才能令朗讀有成效呢？我應該講整個故事嗎？我該不該常常陪孩子閱讀？實在有很多問題在我腦中盤轉。」

當參加兒童啟蒙老師訓練後，梁先生的問題便得到答案，他學會了有效的親子共讀方法，明顯地，孩子對閱讀產生了興趣及熱誠。「孩子變得願意給予有建設性的回應；此外，透過親子共讀，我跟孩子有更多機會溝通，親子關係亦加強了。」梁先生說。

「我的孩子經常選擇閱讀基金會建議的圖書，書本不但有高質素內容，且有漂亮插畫。明顯地，基金會的書本全都經過精心挑選，文字及圖畫比例適中，適合年幼的孩子閱讀。坦白說，我的孩子會把從公共圖書館借來較多字的圖書當玩具玩。」梁先生說。

孩子現在的功課已頗忙，但梁先生仍盡力堅持每天有親子共讀的時間，他更在幼稚園向其他家長推廣兒童啟蒙老師訓練。

Mr. CHENG 鄭先生

- Parent 家長



Mr. Cheng, a father of a five year old boy, is a supportive and involved member at Hans Andersen Club, Lamma Island Center, which has a Book Bag Library from BMABHK. Mr. Cheng has benefited considerably from the Book Bag Library as it is very close to his home. Having participated at the First Teachers™ Training during the summer holiday, he realized that shared reading is especially important for a child's development.

As a critical father, Mr. Cheng, found that the First Teachers™ Training is strongly supported by scientific research, which convinced him of the training curriculum. "I was impressed by the neurological research and the critical moment of brain development in a child. Reading aloud helps to build up connections in babies' brains and enhance their language and reading skills; this view is supported by precise investigations and research." Mr. Cheng says.

Mr. Cheng also shared his own personal experiences, "Be patient all the time. My child is an energetic one and originally we experienced difficulty reading together. However, once we found the right, age-appropriate books and chose the right environment to read in, he concentrates much more and now enjoys reading."

鄭先生是一個五歲孩子的爸爸，並且是安徒生會南丫島中心的活躍成員。書伴我行(香港)基金會在2009年捐贈了一個書包圖書館予該中心。鄭先生的住所距離該中心很近，因此他經常到書包圖書館借書；此外，在參與兒童啟蒙導師訓練課程後，他深深明白到閱讀對孩子發展是極其重要。

鄭先生是一個邏輯思維強的爸爸，他發現兒童啟蒙導師訓練是有科學研究支持的。「使我印象最深的是那些有關腦部發展的研究，跟孩子閱讀可以幫助建構他們的腦部，加強語言及閱讀能力。」鄭先生分享道。

鄭先生也分享了他個人的經驗，他說：「跟孩子閱讀要有耐性。我的孩子是那種精力充沛的男孩，要他安安靜靜坐下，實在很困難。不過，當我選擇了適合他年紀的書及適當的閱讀環境後，他的專注力便提升了，他現在很喜歡閱讀呢！」

Success Stories 成功個案

Ms. So Yuen Yuen 蘇媛媛校長

- HKCS Lei Cheng Uk Nursery School (Recipient)

香港基督教服務處李鄭屋幼兒學校 (受惠機構)



Ms. So is the Principal of HKCS Lei Cheng Uk Nursery School in Sham Shui Po, one of BMABHK's Bookcase Library recipients. Some of their children are from grassroots families, including parents who are new immigrants to Hong Kong.

Ms. So says that she was not only impressed with the quality of books provided by BMABHK, but also that the First Teachers™ Training had such powerful and immediate effects: "Some parents, especially those newly emigrated from China, had no parent-child reading habits at all or only read to their child once or twice a month. After attending the training, they realized the importance of shared reading, in particular, the effect of having a suitable environment and style of voice during storytelling. More importantly, children reported that they no longer felt bored when reading with their parents, and as such, their interest in reading has increased significantly."

The parents are invited to the nursery school to practice reading aloud to the children. Ms. So explained, "We are providing chances for parents to improve their storytelling skills and confidence. At first, many of them are nervous about reading aloud; however, after a few chances to practice, parents become sophisticated storytellers and attract the children's attention. After experiencing success, parents, especially those from the Mainland, are more confident and their Cantonese speaking skills are also enhanced."

Another wonderful outcome of the First Teachers™ Training, according to Ms. So, is that it provide a great platform for parents to share their concerns and experiences with one other, "The parents have become much closer through this support network. This kind of relationship is important especially for new immigrant parents as they often don't have a large social network to accommodate their life in Hong Kong."

Ms. So also mentioned that their teachers do not have adequate experience in selecting children books as they are so busy with their daily teaching duties, "BMABHK is an expert in children book selection; their advice has helped us a lot! It is not easy to choose good books in Hong Kong as we are faced with such a wide selection. We have and will continue to consult the booklist from BMABHK as our reference guide for quality children's books," added Ms. So.

蘇女士是位於深水埗香港基督教服務處李鄭屋幼兒學校的校長，基金會於2010年安裝了一個書架圖書館於該校。該校家長部份來自基層，當中亦包括新移民，少有親子共讀經驗。

蘇校長對本會高質素圖書及家長訓練留下深刻和正面印象。她說：「有一些家長，特別是從內地來港的父母，從沒有或甚少與子女進行親子共讀。當完成家長訓練後，他們開始明白到親子共讀的重要性，了解到環境和聲線等因素的影響。更重要的是，孩子覺得父母講故事不再沉悶了，他們的閱讀興趣亦大大提升。」

蘇校長更邀請父母到學校為孩子講故事。「我們希望為家長提供機會去加強講故事技巧及提升自信心。起初，他們有點緊張，不是每個人都能講得很好。但經過幾次嘗試，家長已能熟練地運用講故事技巧，並能吸引小孩的注意力。最後，家長的信心及廣東話應用亦提升了。」

此外，家長訓練亦成為一個平台，使家長成為朋友，互相交流及支持。「這些網絡對新來港家長是十分重要的，有助他們適應香港生活。」蘇校長說。

面對琳琅滿目的圖書，加上教務繁忙，老師未必有足夠資訊及時間去選最合適的圖書。蘇校長說：「書伴我行(香港)基金會是兒童圖書專家，她們的意見幫了我們很多！要在香港選擇優質的圖書真的不易，因此，我們會參考基金會的建議書目購書。」

Quotes from Parents about our First Teachers™ Training 參加兒童啟蒙老師訓練家長的感想

Thank you to Bring Me A Book for organizing such a meaningful training - for two mornings in a row, my 16-month-old baby boy Hoi Kiu picked a book with him when he left home with daddy for nursery. Since I stayed at home to work on my dissertation, his daddy had to take up the task of reading to Hoi Kiu on the ferry. I think I will 'encourage' Hoi Kiu to pick a book every morning so that he can continue to enjoy the morning reading time with daddy. :)

感謝書伴我行(香港)基金會安排這次有意義的工作坊。當16個月大的兒子 Hoi Kiu 和爸爸離家一起上學時，Hoi Kiu 總會帶一本圖書在身邊。由於我要在家完成我的論文，爸爸便負責在渡輪上跟 Hoi Kiu 朗讀。我會鼓勵 Hoi Kiu 每天選一本圖書，讓他可以與爸爸一起渡過早上愉快的朗讀時光。

Renee Wong — mother of a 1 year old boy
一歲兒子的媽媽



Thank you so much for teaching us! I really enjoyed your training.

When I returned home to read books with Jasmine (2.5 years old), I now also read the title page and the author to her. One night, we read several books about Maisy the mouse character by Lucy Cousins. She told me that "oh Lucy writes so many books!" I immediately found another book titled "Noah's Arch" to her saying the illustrations were also done by Lucy. :-) I remember when we read to children, there should be books to build connections. And I also like how you taught us how to make little books. I once made a book and wrote my name and Jas' name. She is so excited!

感謝 Julie 的教導！我十分享受她的課。

當我回家與兩歲半的 Jasmine 一起閱讀，我現在會先向她朗讀書名及作者。有一晚，當我們一起閱讀幾本由 Lucy Cousins 編寫有關 Maisy 這隻小老鼠的圖書時，Jasmine 跟我說：「Lucy 寫了很多書啊！」於是，我立即找另一本由 Lucy Cousins 畫插圖的書(書名：Noah's Arch)，向她說這本書亦是 Lucy 的作品。我記得 Julie 曾經說過，當我們跟孩子朗讀時，可以將書本聯繫到另一本書上。此外，我很喜歡 Julie 教我們製作的小小故事書。我製作了一本給 Jasmine 並於書上寫上我和她的名字，她很高興呢！

Clare Chan — mother of a 2.5 year old girl 兩歲半女兒的媽媽



Thank you for your generous sharing and teachings on how to effectively read aloud to children. I have learned so much and become a lot more enthusiastic having attended your class. By sharing with you and other mothers, I feel empowered and positive. I have talked to my husband on how perfect Bring Me A Book is to benefit children who do not have access to children books. He also agreed and said that he should come to the training course in future too. I will definitely spread the word about this organization and share with others the importance of reading aloud to children everyday. Natalie is becoming more attentive to the stories and a lot of times she has her own preference of books and actively flips the pages. I'm very pleased with her progress. We have fun and I enjoy the quality time being with her and sharing books and stories ... and laughter too!

感謝 Julie 的分享及教導我們如何有效地為孩子朗讀。這次工作坊使我獲益良多，我變得更積極為女兒閱讀；在課堂中與 Julie 和其他家長交流，我的信心大大提升。我向丈夫分享書伴我行(香港)基金會如何讓孩子接觸優質兒童圖書，他亦很認同並說將來有機會一定要參加兒童啟蒙老師訓練。我一定會向身邊的朋友宣傳基金會的工作並與他們分享每天跟孩子朗讀的重要性。Natalie 的專注力變得越來越長，她有自己喜愛的圖書並會主動翻閱。我很欣喜與 Natalie 朗讀的成果，我們享受優質的朗讀時間，一同分享圖書、故事及歡笑！

Alice Choi — mother of a 2 year old girl 兩歲女兒的媽媽

Quotes from Volunteers

義工的感想



BMABHK provides a hub for Turner Entertainment to engage with the local community in reading quality and multicultural books. It also provides a channel for me to share love and knowledge through reading books to children. I enjoy every moment during the reading sessions.

書伴我行(香港)基金會提供一個平台使我們有機會為本地不同社區的孩子閱讀優質的圖書。藉着跟孩子朗讀，我可以將愛及知識傳遞給他們，我非常享受跟孩子朗讀的每分每秒。

Siddal Lee

— BMABHK Volunteer and Marketing Manager of Turner Entertainment Networks Asia, Inc.

書伴我行(香港)基金會義工及
Turner Entertainment Networks Asia, Inc. 市場經理



We really enjoyed our reading session with the kids! They were enthusiastic to learn and excited by the books they were reading. We had lots of fun helping the kids to engage with the stories and passing on our love of reading to them - we hope to return soon.

我們非常享受與孩子一起的朗讀時間！孩子們很用心學習並非常喜歡那些圖書。很高興今次有機會與孩子分享故事並將我們對閱讀的熱愛傳遞給她們，希望我們很快便有機會再為孩子朗讀。

Christina MacGilp

— BMABHK Volunteer and registered lawyer of Norton Rose Hong Kong
書伴我行(香港)基金會義工及 Norton Rose Hong Kong 律師



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, 2010

	2010 HK\$	2009 HK\$
Revenue		
General donations	1,326,959	962,177
Fundraising receipts	2,578,548	-
Special event donations	126,190	536,659
	<u>4,031,697</u>	<u>1,498,836</u>
Add: Other Income		
Net surplus on a special project - Feng Zikai Chinese Children's Picture Book Award	59,062	1,369
Bank interest income	36	294
	<u>4,090,795</u>	<u>1,500,499</u>
Less: Expenses		
Audit fee	-	6,500
Bank charges	3,875	3,150
Books	183,464	152,734
Building management fee	45,529	44,779
Depreciation	41,389	98,347
First teachers training	47,219	82,338
Fund raising event	315,923	-
Godown rent	12,675	23,400
Insurance	14,986	10,599
Legal and professional fee	-	41,328
Local travelling	4,066	4,201
Marketing	19,935	43,100
Mandatory provident fund contributions	33,437	28,299
Rent and rates	191,227	222,004
Office supplies	27,415	22,357
Printing and stationery	9,648	11,667
Program materials	73,713	89,444
Repairs and maintenance	5,126	4,447
Special event expenses	25,197	285,419
Staff recruitment	-	13,896
Staff salaries and allowances	880,932	691,902
Staff welfare	360	-
Sundry expenses	568	1,649
Telephone and fax	15,787	14,294
Training, seminar and conference expenses	11,106	1,822
Utility charges	6,976	7,590
Volunteer program expenses	1,006	1,228
	<u>1,971,559</u>	<u>1,906,494</u>
Net surplus / (deficit) and total comprehensive income for the year	<u><u>2,119,236</u></u>	<u><u>(405,995)</u></u>

Financial Report 財務報告

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

Balance Sheet As at April 30, 2010

	2010 HK\$	2009 HK\$
Non-Current Assets		
Property, Plant and Equipment	9,019	41,990
	9,019	41,990
Current Assets		
Inventories	361,593	239,191
Other receivables	73,114	73,999
Bank and Cash	3,744,976	1,639,400
	4,179,683	1,952,590
Current Liabilities		
Other payables	159,576	84,690
	159,576	84,690
Net Current Assets	4,020,107	1,867,900
Total Assets Less Current Liabilities	4,029,126	1,909,890
General Fund		
At May 1, 2009	1,909,890	2,315,885
Transfer from statement of comprehensive income	2,119,236	(405,995)
- Surplus / (Deficit)	4,029,126	1,909,890

Acknowledgments

鳴謝

We wish to express our deepest gratitude to the following individuals and organizations for their donations and support in 2008-2010.

本會對下列人士及機構在 2008-2010 這兩個年度之捐贈及支持，深表謝意！



The Chen Yet-Sen Family Foundation 陳一心家族基金會

For the support since the establishment of Bring Me A Book™ Hong Kong in 2006
於 2006 年全力支持成立書伴我行(香港)基金會

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Future Plans 未來動向



Future Plans 未來動向

"Read Together, Grow Together" Family Literacy Campaign

To address the low rate of parental engagement with their children in Hong Kong, we plan to host a series of promotional events to raise public understanding of the importance of parent-child reading, not just for knowledge enrichment but also for family bonding.

Under the theme "Read Together, Grow Together", our first family literacy event, sponsored by New York Life Insurance Worldwide, will be held in Plaza Hollywood, Diamond Hill in August 2010. We will have celebrity guests perform reading demonstrations and give live performances to promote our mission. Parents and caregivers will be given practical advice on reading aloud and our community partners will also run game booths to make it a fun day for the whole family. We hope to work with corporate sponsors to expand this campaign to the other underserved communities across Hong Kong over the next few years.

書伴我行共成長親子共讀運動

香港家長在孩子入學前閱讀的參與度都偏低，為了令他們認識親子共讀的重要性，本會計劃舉辦一連串的推廣活動，目的鼓勵家長從小為孩子進行親子共讀，從而提升孩子的閱讀興趣及加強親子關係。

第一次大型親子共讀活動「書伴我行共成長親子共讀運動」將於2010年8月在鑽石山荷里活廣場舉行，是次活動由紐約人壽環球保險有限公司贊助。當日會有名人講故事環節、精彩表演及遊戲活動等，適合一家大細參加。我們希望繼續與不同的商業贊助機構合作，於未來幾年將此活動伸延至香港其他社區。

A Guide to the Best Chinese and English Books for Children

Unfortunately many great Chinese children's books become out of print much faster than English language ones. As a result of this and due to the success of our 2008 Guide to the Best Books for Children, we plan to publish our updated guides for both English and Chinese children's books in early 2011. We will be distributing them at schools, public libraries and it will be available to download from our website. We hope our new guide books will alleviate the concerns we often hear from parents, teachers and childcare providers on which books to select for children that are age-appropriate, culturally relevant and most importantly, fun for the whole family to enjoy!

優質中英文兒童圖書參考目錄

由於有不少優質兒童圖書已經斷版及鑑於本會於2008年編制的華文兒童圖書導讀深受各界歡迎，本會將於2011年更新現有的華文兒童圖書導讀，亦會編制一本優質英文兒童圖書參考目錄，希望可以幫助家長及老師解決如何選擇優質兒童圖書的困難。這些導讀將派發給學校及公共圖書館，亦可於本會網頁下載。

Future Plans 未來動向

"Learn to Read and Read to Learn" : Collaboration with the Hong Kong Public Libraries

Starting in September 2010, we will be providing regular reading sessions for children at the Hong Kong Public Libraries (HKPL) and in July 2011, we plan to collaborate with the HKPL on a very ambitious, large-scale project during the "Summer Reading Month" — this is an exciting literary program with many exhibitions and activities designed to promote parent-child reading while children are on their summer break.

Early childhood reading is not just about learning "ABC" but also to help children make sense of the world around them and to enjoy enriching their perspective on life. During the month long program, we plan to exhibit the award winning Feng Zikai Chinese Children's books at the Central Library and to arrange talks by authors, illustrators and literary experts from around the world. There will be variety shows, performances, reading and craft workshops for the public to enjoy. We are especially excited to have the support from the district libraries so we can reach further into the community and plan to provide transport and admission to the event for free to better serve those families in need. As many of the programs will be initiated and run by BMABHK, we are seeking sponsorship and volunteers' to support this unique event.

香港公共圖書館合作計劃

由2010年9月開始，本會將定期與公共圖書館合作，舉辦兒童故事環節。此外，於2011年7月，本會計劃與公共圖書館合辦大型活動 — 「閱讀繽紛月」，期間會舉辦不同的精彩活動包括專題展覽及親子工作坊，希望在暑假期間向家長推動親子共讀，讓家長及小朋友歡度一個充滿閱讀氣氛的夏日。

親子共讀除了可以幫助小朋友學習詞彙外，更重要的是讓他們認識世界。在「閱讀繽紛月」期間，本會計劃於中央圖書館展覽豐子愷兒童圖書獎得獎書籍，亦會邀請世界各地的作家、繪畫家及文學專家來港為家長舉辦講座，以及舉辦不同的表演及故事環節，讓大眾參加。本會很高興得到各分區圖書館的配合，為了讓不同地區的家庭能參與活動，我們希望屆時能安排交通予有需要的家庭，免費接送他們往返中央圖書館。由於大部份活動將由本會負責，我們將繼續努力尋找贊助及義工們的支持。





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