

Introduction

The “Red Ribbon in Action” AIDS Education Funding Scheme aims at encouraging local community groups to organise and implement AIDS education programme by providing financial and technical support. In the process of planning and implementing the AIDS education programme, local community groups will have a chance to acquire knowledge about AIDS, sex and drug abuse; and to further promote related messages among peer groups.

Red Ribbon Centre is an AIDS education, resource and research centre established by the Department of Health. The mission of the Red Ribbon Centre is “*to facilitate and enhance the community's response to HIV/AIDS*”. The Red Ribbon Centre would like to invite local community groups, including seniors, women, youth groups, kaifong welfare association as well as those at work or at schools, to apply for the “Red Ribbon in Action” AIDS Education Funding Scheme.

Objectives of the “Red Ribbon in Action” AIDS Education Funding Scheme

1. Arouse the awareness and concern of the public towards AIDS and its influences on society.
2. Encourage communities in different sectors to organise and implement promotional and educational programme in relation to AIDS.

Eligibility of the Funding Scheme

1. All organisations including schools and community service units (elderly centres, women centres, outreaching social work teams, integrated children and youth services centres, children and youth integrated teams, and kaifong welfare associations etc.) may apply. There is no restriction on the number and age of the members.
2. The Applicant should present a valid Certificate of Registration of their representing Society.
3. The person-in-charge of the programme must be aged 18 or above.
4. Each organisation should only submit one application in each phase
5. The person-in-charge of the programme and the organisation/school referrer cannot be the same person. Referrer are responsible to supervise the person-in-charge on behalf of the organisation/school.

Programme content

1. The programme should be non-profit-making in nature.

2. The programme should meet the objectives of the Funding Scheme.
3. Themes:
 - i. Must be HIV/AIDS-related such as safer sex education, proper use of condom, HIV testing and reduce stigma etc. The messages should be delivered to every participant.
 - ii. Topics such as sexually transmitted diseases, sex education and drug abuse can be included etc.
4. When preparing materials for the programme, reference can be found on the websites and publications of Centre of Health Promotion (www.chp.gov.hk) and Red Ribbon Centre (www.rrc.gov.hk) to ensure the accuracy of the content.
5. Assessment criterion is based on the objectives, creativity, the target groups and number of beneficiaries, cost effectiveness, design and implementation of programme.
6. Programmes conducting “life skills-based education (LSBE) on HIV/AIDS and sex” in schools targeting students will be given priority. For details about life skills-based education, please refer to http://www.rrc.gov.hk/english/target_youth_lsbe.html
7. Programmes that are entirely entertaining in nature will not be considered, except for educational carnival held under the programmes

Programme execution requirements

1. All activities should be implemented in Hong Kong;
2. The programme should be started within six months (e.g. Recruitment and programme execution) once successfully approved;
3. All activities should be completed within one year after commencement;
4. Applicants should submit the “Programme Report” and “Financial Report” to the Red Ribbon Centre one month after completion of the programme.

Application Procedures

1. Applications are accepted all year round and processed in two phases;

Phase	Application period	Programme commencing date
Phase 1	From May to End of October	From January to June of the next year
Phase 2	From November to End of April	From July to December

2. The application proposal should be submitted by post, by email or by fax to the Red Ribbon Centre. (If the application proposal is submitted by email or fax, the true copy must be submitted by post to the Red

Ribbon Centre

Address: Red Ribbon Centre, 2nd Floor, Wang Tau Hom Jockey Club Clinic, 200 Junction Road East, Kowloon

Fax Number: 2338 0534/ Email: rrc@dh.gov.hk

3. Proposal template is available for download at www.rrc.gov.hk/doc/rra_template_eng.docx

Budget

1. The fund ceiling of “Red Ribbon in Action” AIDS Education Funding Scheme” is **HK\$ 10,000** for each approved programme. The Red Ribbon Centre has the right to determine the amount of funding as final decision.
2. Funding should be expended according to the approved programme. The funds cannot be used to meet expenditures which are not related to the approved programme or which are recurrent in nature (e.g. office rentals, equipment charges, water and electricity charges etc.). Expenditures of individual items should not exceed the approved ceiling amount. Some examples of the approved expenditure items include:
 - (a) service charges for printing and design of publicity materials (i.e, poster, leaflet, notepad, etc.). (The principle of environmental protection/conservation should always be observed);
 - (b) Items required for the approved activities;
 - (c) charges arising from booking and decoration of venue, and the hire of lighting and PA system;
 - (d) charges for the hire of tutors and adjudicators in case of competitions (Under normal circumstances, the charge should not exceed 20% of the proposed budget);
 - (e) charges for day camp, overnight camp and training camp programme (Under normal circumstances, the charge should not exceed 50% of the proposed budget);
 - (f) necessary transport expenses such as the charges of the hire of transport, and/or the public transport charges for the volunteers (Under normal circumstances, the charge should not exceed 10% of the proposed budget);
 - (g) gifts for the participants and the souvenirs for the officiating guests. (Bank cheques and gift coupons which are redeemable as cash should not be eligible for subsidy under this scheme. For the sake of economy, expensive items should not be purchased for officiating guests. (Under normal circumstances, the charge should not exceed 12.5% of the proposed budget). Gifts and souvenirs should preferably bear HIV/AIDS educational or publicity value;
 - (h) drinks and snacks (These are mainly for volunteers, participants, performers in the show and officiating guests. Those who are in receipt of remuneration are not eligible. (Under normal circumstances, the charge should not exceed 20% of the proposed budget. If lunches and dinners are deemed necessary to provide, subsidy for each person would not exceed HK\$30.)
 - (i) give-away items for participants. For the sake of economy, expensive items should be avoided.

Give-away items should bear HIV/AIDS educational or publicity value (Under normal circumstances, the charge should not exceed 25% of the proposed budget).

Terms of the Funding Scheme:

1. Successful organisations should keep in close contact with Red Ribbon Centre to facilitate the progress. **Prior contact should be made before production of education and publicity materials so as to ensure the accuracy of information contained.**
2. Red Ribbon Centre has the right to assign representative to attend the programme.
3. Participating organisations shall attend the briefing session of the Funding Scheme.
4. All printed and online publicity materials of the programme should prominently bear the statement: **“The programme is sponsored by the Red Ribbon Centre”**.
5. The Red Ribbon Centre reserves the rights to use the productions from the sponsored programme.
6. Successful organisations cannot change the content of the programme, such as number of participants and nature of activity, without Red Ribbon Centre’s prior approval. Normally, such approval would only be granted under exceptional situations.
7. Publications and audio-visual productions released for related programme should not infringe the copyrights or intellectual property rights of others and should not be used for sale.
8. Red Ribbon Centre shall not be liable to the claims, demands and liabilities arising from sponsored programmes.
9. If the programme is unable to complete, or implement against the objectives of the Funding Scheme, Red Ribbon Centre has the right to terminate the provision of funding.
10. Articles (including audio-visual materials, sound recordings, pictures and written materials) funded by the Scheme must not contain anything that:
 - (i) would incite hatred against, and/or denigrate or insult any person, organisation or community of persons; or
 - (ii) would be in breach of any law, rule or regulation currently in force in Hong Kong.
11. Articles (including audio-visual materials, sound recordings, pictures and written materials) funded by the Scheme must not contain content that may be classified as indecent or obscene under the Control of Obscene and Indecent Articles Ordinance (Cap. 390). **Failure to comply with this requirement will result in withdrawal of sponsorship.** It is therefore in the interest of the sponsored organisation to submit the articles to the Obscene Articles Tribunal for classification before publication/public display if the sponsored organisation has doubt that the content may be indecent or obscene.
12. Articles (including audio-visual materials, sound recordings, pictures and written materials) funded by the Scheme must not contain anything that would infringe any intellectual property rights or any rights of portrait, privacy, secrecy or publicity. The sponsored organisation is responsible for ensuring that there is no such infringement. If the sponsored organisation intends to use materials created by others, prior

approval from the copyright owner must be sought. Red Ribbon Centre (RRC) is not responsible for any claims or liabilities incurred by the sponsored organisation in connection with any claim that the content of the sponsored organisation's production infringes the copyright or intellectual property rights of others.

13. If an applicant intends to accept sponsorship for the project proposed to be funded by the Scheme from any organisation other than RRC, prior approval in writing must be obtained from RRC. Under no circumstances shall the applicant accept funding from illegal sources, or from companies which businesses have direct conflict with the Government policies (such as tobacco, alcohol, gambling and obscenity related businesses).
14. If the sponsored organisation intends to conduct the project together with any other projects, prior approval must be obtained from RRC in writing.
15. Any sponsored activities or articles under a project approved under the Scheme shall not bring either the Hong Kong Special Administrative Region Government (HKSAR Government) or other government(s) into disrepute, or affect the relations between the HKSAR Government and other government(s), or embarrass the HKSAR Government or other government(s).
16. The Red Ribbon Centre has the right to request the sponsored organisations to make the following statement on articles (including audio-visual materials, sound recordings, pictures and written materials) sponsored by the Scheme :
"The content of this article represents the opinion of our organisation only. It does not represent the position of the HKSAR Government"
This statement should be prominently and legibly displayed adjacent to the acknowledgement of the Scheme.
17. The sponsored organisation should comply with any other additional conditions as may be imposed by RRC in writing.
18. The sponsored organisation has the responsibility to ensure that activities undertaken in the sponsored project (including articles and promotional materials produced) comply with the laws of Hong Kong. It may be liable to legal action for failure to abide by the laws of Hong Kong. For the avoidance of doubt, the sponsored organisation will not be exonerated from legal liability by virtue of RRC's sponsorship of the project.

Guidelines of the Funding Scheme

1. Funding should be expended according to the approved programme.
2. Funding should only be used after approval is granted to the organisation. The approved budget expenditure will be settled on a reimbursement basis.
3. Funding shall not be used for political, religious and commercial purposes.
4. RRC will not assume any responsibility for claims, requests and legal liabilities incurred by the approved

programme. The Applicant should procure insurance policies (including public liability insurance and third party liability insurance, etc.) from a recognised insurance company in Hong Kong for the programme.

5. Funding should not be paid to any individual as remuneration (except service providers) for their participation in the programme.
6. Funding should not be applied for the expenses in purchasing equipment and furniture and recurrent expenditure (for items such as staff emolument).
7. Upon completion of the programme, applicants should submit the “**Programme Report**” and “**Financial Report**” (together with the original and copy of receipts, and all related documents) to the Red Ribbon Centre. Funding will only be reimbursed when the Red Ribbon Centre has verified all document and is satisfied that the programme has attained the intended objectives.
8. The applicant/ organisation should provide a bank account for reimbursement. The payee must be the applying organisation. No funding will be paid to individual member of any organisation.

Personal Information Collection Statement

- The above information will only be used by Red Ribbon Centre for communication purpose.
- The personal data you provide are mainly for use within Red Ribbon Centre but they may also be disclosed with your consent to relevant parties if required.
- You have a right of access and correction with respect to the personal data as provided for in sections 18 and 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance.
- For enquiries concerning personal data provided, including the making of access and corrections, please contact Red Ribbon Centre at Tel: 3143 7200 or via email (rrc@dh.gov.hk)