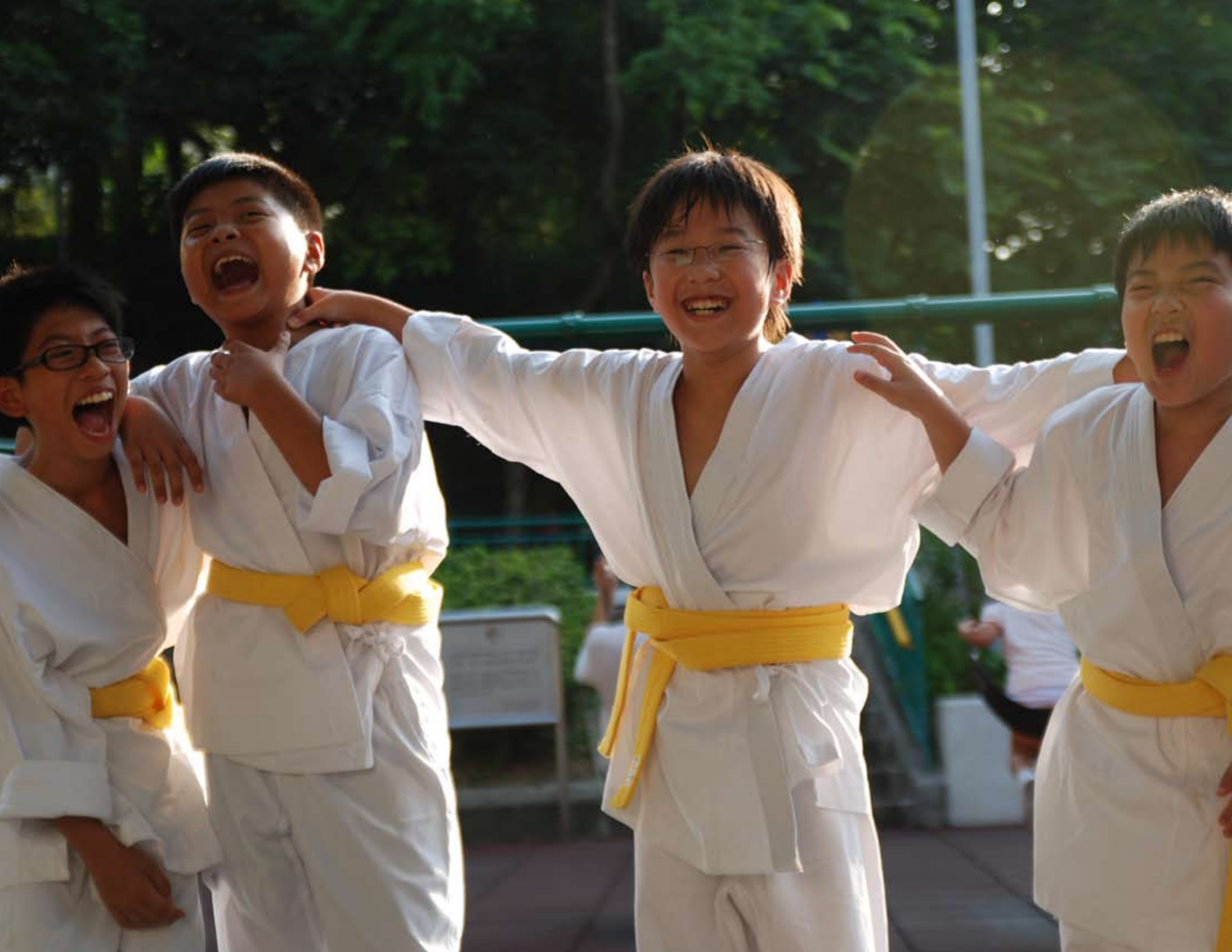


loveideas hk

www.loveideas.hk

APPLICATION
TOOLKIT





“Love Ideas♥HK” is the first programme of “Love HK Your Way!”, a public philanthropic campaign initiated by the Li Ka Shing Foundation to engage Hong Kong citizens in a united effort to improve our community.



Thank you for your interest in Love Ideas, Love HK.

The possibilities of this project are without limit. You can support projects for a favourite charity, create a new project for funding consideration, or simply vote for proposals you feel will most benefit Hong Kong.

At www.loveideas.hk, you are most important, and the process is easy. It's all about bringing Hong Kong together to promote ideas that improve our lives and better our community for generations to come.

As you browse the projects open for voting, or even add your own for consideration, you will see how easy it can be to make a difference. And in the end, the projects with the most votes will receive the funding to turn an idea into reality.





IF YOU WOULD LIKE TO PROPOSE A PROJECT

This is where www.loveideas.hk gets fun! With a few easy steps, you can initiate and find funding for your meritorious idea. Through Love Ideas, Love HK, your compassion can bring your ideas to life, and we will show you how.

IF YOU ARE HERE TO VOTE

All visitors are welcome at www.loveideas.hk, but only Hong Kong residents are eligible to vote. We value your opinion and invite you to vote for the project or projects that you feel merit your support. Simply navigate between projects and click on the “vote” button next to the project. You can vote for as many projects as you would like but may cast only one vote per project during the voting period.

TO PROPOSE A PROJECT

1. COME UP WITH AN IDEA:

Is there someone or something you care about? A community organisation that serves the elderly? A neighborhood in need of restoration? A special student who could use help with expenses? A charity or philanthropic organisation that already exists? A shelter for animals? Simply choose your applicant category, and you will be directed to the funding levels available for your project. With Love Ideas, Love HK, there is no limit to your creativity or compassion.

2. FIND WHERE YOU FIT IN:

First, determine which applicant category you fall under. You have four options:

- ▶ Individual student
- ▶ Individual non-student
- ▶ Educational institution
- ▶ Charitable organisation

Individuals are only eligible for grants up to HK\$25,000, educational institutions are eligible for up to HK\$200,000, and charitable organisations can request up to HK\$300,000.

A few things to keep in mind:

- ▶ Individual applicants must have a Hong Kong ID card.
- ▶ Students under the age of 18 will need to provide a teacher recommendation if their project is chosen.
- ▶ Winners under the age of 18 will need to bring along a parent or guardian when they come to pick up their grants.
- ▶ Charitable organisations must be registered under Section 88 of the Inland Revenue Ordinance for no less than three years.
- ▶ With the exception of for-profit educational organisations such as tutorial schools, learning centres, adult education institutions, and evening schools.





3. PRESENT YOUR IDEA IN A COMPELLING AND MEMORABLE WAY:

Remember that there will be many nominated projects, and you want yours to stand out. Be creative. Let your compassion show. You may want to create several drafts of your idea before you submit it. But that's okay; you can come back and edit your idea as much as you would like. Just make sure that it is in final form before you submit, because once it is submitted and posted, the editing process is over. And you want to make sure to post it before the deadline.

4. PICK A PROJECT CATEGORY:

Voters need a basic idea of what your project is trying to accomplish. Assigning it to a category will help voters find projects that interest them. You have five options:

- ✦ Education
- ✦ Healthcare
- ✦ Culture
- ✦ Community
- ✦ Other

We encourage you to pick one of the first four categories to give voters a better idea of what your project is about. However, if you feel these categories are not relevant to your project, you can select "Other" as an option.



5. NAME YOUR PROJECT:

Be short, emotional, and even poetic. You have 40 characters for your project title, and you want it to attract attention. Remember, this is all about getting votes.

6. SET GOALS:

Make these specific and easy to read, but provide enough detail to let voters know exactly what you intend to do. This is a good exercise in concise persuasion. Keep it to 60 characters.

7. GIVE US DETAILS:

Here you can write a little more, but again your goal is to keep the attention of your prospective voters. Be engaging. Provide more detail. Focus on process and outcomes, and describe as compellingly as possible why your project is important to others, and especially Hong Kong.





8. PROMOTE YOUR PROJECT:

It has been said that one picture is worth a thousand words. True or not, remember that you want to grab the attention of voters visiting the site. One of the best ways you can do that is with attention-grabbing pictures or a video of your proposed project. Be creative and have some fun. Just remember that you can have 5 pictures of up to 500K each, and videos must be under 3 minutes.

9. MARK YOUR CALENDAR:

You'll want to remember these important dates:

- Acceptance of Applications: September 15, 2010 to October 17, 2010
- Voting: November 1, 2010 to November 21, 2010
- Announcement of Winners: November 24, 2010




10. PLAY BY THE RULES:

Keep others in mind and have common decency as you create and promote your project. Have fun and get excited about making a difference, but consider the following guidelines as you develop your idea:

- ✦ **DO** create a plan that benefits the community. After all, it's our home.
- ✦ **DO** be innovative in the way you approach your project. This is your chance to let your unique voice be heard.
- ✦ **DO** be specific about what you want to do and how you plan to do it. Vague ideas won't get you very far.
- ✦ **DO** consider the rights of others and refrain from violating them. This includes not posting any content or pictures that do not belong to you.



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- ✦ **DON'T** write or post anything that could be offensive to others. We don't want to see any profanity, pornography or sexual content, racist or discriminatory content, or anything even remotely promoting alcohol, tobacco, illicit drugs, weapons, munitions, violence, gambling, or any other illegal activity. If you post it, you will be disqualified.
 - ✦ **DON'T** include any political advocacy or commercial promotion in your project.
 - ✦ **DON'T** insult or disparage others, especially due to age, race, gender, sexual orientation, disability, profession, ethics, or religion. That's just not nice.
 - ✦ **DON'T** use this as a platform for your personal vendettas against any people, groups, businesses, organisations, causes, or beliefs. Love Ideas, Love HK is all about – you guessed it – love. Love for others and love for the community. So leave your bad feelings at the door.



loveideas ♥.hk



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