

FUNDRAISING

A POOL OF PUBLIC SUPPORT

Most of Oxfam Hong Kong's income – 93.2% of total income for the Year 2004-05 – comes from donations from the Hong Kong public.

We express our heartfelt thanks to the more than 120,000 people who have supported us this year, as monthly donors, Oxfam Trailwalkers participants, or in many, many other ways. Without you, Oxfam simply could not do our work against poverty and injustice.

FIVE MAJOR SOURCES OF INCOME DURING THE YEAR

● OXFAM AFRICA DEVELOPMENT FUND

This newly launched Fund (in August 2004) will ensure that Oxfam can continue our anti-poverty work across Sub-Saharan Africa, which remains one of the world's poorest regions: 40% of the people earn less than USD1 a day. With the help of Oxfam Ambassador Simon Yan, HK\$418,043 was raised during the year, and 2,184 people registered as Oxfam Africa Partners.

● OXFAM CHINA DEVELOPMENT FUND

Thanks to monthly donations by 15,728 Oxfam China Partners, this Fund supported 382 projects (\$38 million) across China (See p.12-14). Actress Liza Wang helped publicise Oxfam's appeal by visiting Guizhou as an Oxfam Ambassador, and joining the annual Oxfam Rice Sale in May 2004. During the year, 4,355 new Partners signed up.

● OXFAM EDUCATION FUND

Oxfam supports basic education with children and adults, teacher training, policy advocacy and more, as education can help break the cycle of poverty. In 2004-05, 28 projects (at HK\$5.4 million) were made possible, thanks to 8,683 Oxfam Education Partners.

To help raise awareness, and funds, singer Alex Fong joined as Oxfam Ambassador, participating in our annual Oxfam Colour Pencil Sale in February 2005, and helping bring in HK\$2,286,595 and 2,241 new Partners.

● YIU KEONG EDUCATION MEMORIAL FUND

This recently established Fund, dedicated to education projects in China, allocated HK\$500,000 this year to support the improvement of two primary schools in rural Yunnan.

● OXFAM TRAILWALKER

This annual event has grown leaps and bounds since 1981 when the Gurkhas first held Exercise Trailwalker, for soldiers only! The event is now Hong Kong's largest sports fundraiser with almost 4,000 walkers. Oxfam Ambassador Tanya Liu, a news commentator who recovered from a train crash in 2002, was an inspiration to all at Oxfam Trailwalker 2004: three records were broken! HK\$23,275,000 was raised, 11hrs 57min became the fastest time ever, and 71% of teams and 88% of the 3,900 participants finished the 100km trail. A big thanks to State Street for being the title sponsor for six years now, and to the many other companies, organisations and individuals who support Oxfam Trailwalker.

MECHANISMS FOR ACCOUNTABILITY AND TRANSPARENCY

Project Management

- For development projects, Oxfam Hong Kong follows this project cycle: Needs assessment → Programme development, design and planning → Appraisal and approval of projects → Implementation → Monitoring and evaluation
- For disaster management projects: Decide when / how to timely respond to emergencies by identifying the real and immediate needs and the target groups → Immediate distribution of needed food and non-food materials → Monitor activities → Post-disaster on-site inspection (Make sure beneficiaries receive relief materials)

Special Accounts

- The Oxfam China Development Fund, Oxfam Education Fund and the Oxfam Africa Development Fund, each of which accepts donations, have separate accounts
- A separate account is also set up for emergencies (such as for the Tsunami) for which we make public appeals (See p.31)

Cost-efficiency

- The ratio of fundraising costs to funds raised must be below 1:6 (for every dollar spent, \$6 or more must be raised) – in the Year 2004/05, Oxfam Hong Kong achieved a ratio of 1:8.46. This ratio has absorbed the fundraising cost of the Tsunami appeal but excluded its income. (See p.31 – Tsunami's I/E table).
- The maximum administration and fundraising expenditure is 20% of the agency's total annual expenditure – in the Year 2004/05, this was 18.49%, excluding Tsunami project expenditure.

Audits

- External and independent audit of annual financial statements by Deloitte Touche Tohmatsu
- Enhancing internal audit system
- Individual projects and programmes are audited

過去十年發展救援及教育倡議項目開支
10 YEARS OF AIMS & OBJECTIVES EXPENDITURE



樂施會職員人數：161 (包括截至二〇〇五年三月三十一日，在香港總辦事處、中國內地、越南及東帝汶共六個辦事處工作的職員總數)

Total Oxfam Hong Kong Staff Members: 161 (including staff members in our headquarters in Hong Kong and in our field offices in mainland China, Vietnam and Timor-Leste, as of 31 March 2005)

機構內五名最高職級管理人員的薪級

Five Senior Staff Salary Packages in Ranges

年薪 Annual Income	高層管理人員數目 Number of senior staff (2004/5)
HK\$400,000 to HK\$499,999	1
HK\$500,000 to HK\$599,999	2
HK\$600,000 to HK\$699,999	1
HK\$700,000 to HK\$799,999	1