



Operation Santa Claus MBA Charity Challenge 2017

What is it? The Operation Santa Claus (OSC) 2017 Inter-school MBA Charity Challenge encourages Hong Kong's future business leaders to utilise their skills and give back to society through creative fund-raising activities. OSC invites MBA students and alumni to form teams and apply all their innovation, ingenuity and marketing know-how to raise funds for charity with seed money from our sponsor. This exercise allows teams to do good, promote awareness and put their learnings into practical use.

The Challenge Each team will be awarded HK\$ 3,000 – HK\$ 10,000 in seed money from sponsor to raise as much money as possible for OSC in 50 days.

Period 50 days (mid of November to end of December 2017)

Eligibility All MBA students / alumni are eligible to apply. Each team should comprise of 3-6 members, with at least 2 members are current MBA students or alumni.

Awards & Prizes

Winning teams of each division will be presented with prizes given by sponsors.

Top Fundraiser Award	Awarded to the team which has raised the highest amount of donation
Best Santa in Community Contribution (Top 3 Teams)	Awarded to the team which achieves the highest scores in: Most funds raised (30%) Most hours volunteered (30%) Best business plan (30%) Best presentation (10%)
Fringebacker Outstanding Online Fundraiser Award	Awarded to the team which has raised the highest amount on FringeBacker's platform
Team Certificate	For each member of a team who has completed the Challenge

Fee The OSC MBA Charity Challenge does not have any entry fee. However, we strongly encourage each team to raise a minimum of **HK\$20,000** for OSC. All fund raised will go directly to OSC 2017 beneficiaries.

Judges Mr Mark Michelson, Chairman, Asia CEO Forum at IMA Asia
Mr Peter Lewis, Presenter of "Money Talk", RTHK Radio 3
Mr Gary Liu, CEO, SCMP
Ms Maryann Hwee, Executive Director, FringeBacker



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Deadline

Deadline for registration is on **6 October 2017**.

Please register online at osc.scmp.com/mbachallenge or to complete the attached form.

Timeline

Date and Time	Activity
6 Oct 2017	Registration deadline. Please register here .
13 Oct 2017, 7-9pm LinkedIn HK office	Briefing meeting and idea pitch <ul style="list-style-type: none"> - Training workshop by LinkedIn – “Leveraging Social Media for Fundraising” - Teams to pitch their fundraising ideas - Judges to give feedback
18 Oct 2017	Submission of business plans <ol style="list-style-type: none"> 1/ Video – teams are required to submit a 60-second short video of their business idea to raise fund. 2/ Written plan - PowerPoint note (maximum 10 slides)
30 Oct 2017	Judges to review and comment on business plans
6 Nov – 31 Dec 2017	Fundraising (Format and location at your own choice. Teams can recruit volunteers to assist.)
3 Jan 2018	OSC to collect donations from teams (donation boxes, cheques, bank-in slips)
11 Jan 2018, 7-9pm LinkedIn HK office	Final presentation meeting



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Rules and Regulations

Submission of business plan

1. Each team is required to submit a **60-second video** as part of the business plan to pitch fundraising ideas; and also (b) a **Written Business Plan** (maximum 3 pages of text or 10 PowerPoint slides).
2. The following items are expected in the business plan:
 - Brief introduction of the team
 - Objectives
 - Key fundraising strategies
 - Where will funds come from?
 - What activities need to happen to raise funds?
 - Who will do the activities?
 - Timeline
 - Budget

Fundraising at public places

1. For any fundraising events that to be held in public places (e.g. public streets, MTR stations, stadia, civic centres, public housing estates etc.), permits are required by the Social Welfare Department / Home Affairs Department. Such application has to be made through OSC. Please allow at least 4 weeks for OSC and the relevant Department to process the application.
2. To avoid delay, teams are advised to select venues where a public subscription permit is not required, e.g. shops, clubs, schools, restaurants, private properties etc.

Seed money

1. Each team will be awarded HK\$ 3,000 – HK\$ 10,000 in seed money to execute their fundraising plan. Teams with better business plans will receive larger amount of seed money to start their fundraising activities. Judges will decide on the winners.
The allocation of the seed money is as follows: 1st – HK\$10,000; 2nd – HK\$ 8,000; 3rd – HK\$5,000; 4th and thereafter – HK\$3,000).

Administrative cost

1. Administrative cost shall not exceed 5% of the overall donation. Income and Expenditures should be reported in the final presentation, including all administration expenses. Outstanding costs involved should be borne by the teams themselves.

Presentation Meeting

1. Teams are expected to do a presentation of their fundraising activities before the judging panel.
2. Photos and videos of fundraising activities are recommended to show to the judges at the presentation.
3. Teams should also report the income and expenditures of the fundraising activities.
4. The panel of judges will announce the winners at the presentation meeting and present awards to the teams.



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Judging

1. The OSC secretariat and the judging panel reserve the right to amend the procedures of the Challenge without giving prior notice to participants.
2. The decision of the judging panel is final and there will be no right of appeal.
3. The panel of judges will decide the winners based on criteria including **innovativeness, creativity, how well it is implemented, the sales results, team work, collaboration with OSC beneficiaries, and the team's presentation skills.**

Handling donations

1. Teams **MUST** commit to pay donations on or before 3rd Jan 2018. The amount collected will be regarded as the total money raised by the team. Please bank-in all cash donations (except those in donation boxes) into OSC's account and return the bank in slips to us. Please also collect all cheques, if any, and send them to us.
 - Please made cheque payable to "SCMP Charities Limited – Operation Santa Claus"
 - Bank account: HSBC 502-676299-001 (a/c name: SCMP Charities Limited – Operation Santa Claus)

Donation receipt

Tax deductible receipts will be issued for donation over HK\$100. Please provide donors' details (names, addresses, contact numbers) and their donation amount to OSC for issuing receipts.

Contact

For enquiries, please contact us at 2680 8159 / osc@scmp.com.

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Operation Santa Claus MBA Challenge Team Registration Form

Date of registration:	/ / 2017 (DD/MM/YYYY)	
Name of institute:		
Course name:		
Team name:		
Team members' names and email: (3-6 members in a team)	(1) [Leader]	Email: Mobile:
	(2)	Email:
	(3)	Email:
	(4)	Email:
	(5)	Email:
	(6)	Email:
Donation pledge:	<p>We pledge to make a difference in the lives of OSC beneficiaries with our donation raised from the campaign. We will strive to do our best to raise a minimum of HK\$20,000 for OSC MBA Charity Challenge.</p> <p style="text-align: center;"><i>For and on behalf of the Team</i></p> <p style="text-align: center;">_____ (team leader's signature)</p>	
Enquiry: (Operation Santa Claus)	<p>Please send this form to:</p> <p>Ms. YoYo Chan ☎: (852) 2680 8159 ✉ yoyo.chan@scmp.com</p> <p>Fax: (852) 2680 8158</p>	