



Theme of the Year – “Do your Best, Serve the Community”

In *Scouting for Boys*, Lord Baden-Powell, founder of the Scout Movement, mentioned that “Be prepared and alert”. To encourage Scout members to help people and oneself at difficult times, Public Relations Branch launches the 24-month Theme of the Year “Do your Best, Serve the Community”. The details are as follows:



1) Theme of the Year

Do your Best, Serve the Community

2) Launch Period

15 April 2020 - 15 April 2022 (24 months)

3) Method of Participation

To organize theme-related activities to promote the Scouting spirit. A stainless straw set will be given to each applicant as a souvenir.

I. “Do your Best” Action

(For individual applicant only)

Share and record the good deeds in daily lives.

- | | |
|---------|---------------------------------------------------------------------------------------|
| Drawing | ▪ On A4 size paper; hand-drawing or computer software accepted. |
| Essay | ▪ Not more than 150 words (Chinese or English); handwritten or printed text accepted. |
| Others | ▪ Any other formats e.g. photo, promotional poster or video. |

II. “Serve the Community” Implementation

(For Scout Group, District, Region or AHQ Branch only)

Design a slogan prior to the event, and print on the circular or other promotional materials. The information can also be shared on social media platforms such as Facebook, Twitter, Instagram or YouTube channel with hashtag “#doyourbestservethecommunity”. Activities may cover one of the following:

- Community Service
- Visits (e.g. home for the elderly)
- Activities related to Sustainable Development Goals of the United Nations (e.g. climate / health / gender equality / other sustainable community topics)
- Activities related to Messengers of Peace (MoP)



Submit the completed application form & send to Public Relations Branch:

- The applicant should be an individual Scout member;
- There is no limit to the number of entries but each entry is entitled to applying for one time only;
- In case of plagiarism found, the application will not be processed.

Submit the completed application form with the following documents within a month after the event:

- a) Name list of all participating Scout members;
 - b) At least 3 digital photos;
 - c) Report of the event in 50-150 words in MS Word format and;
 - d) Circular / promotional materials with slogan or related hyperlink.
- The applicant should be from a Scout Group/ District/ Region/ AHQ Branch;
 - Duration of the event should be at least 4 hours;
 - All events should be held in compliance with the *Policy, Organisation and Rules* of Scout Association of Hong Kong, and guidelines on Scout service detailed in the Policy Circular No. 04/2018;
 - Applications must be signed by Group Scout Leaders/ District Commissioners or Assistant Chief Commissioners and affixed with the chop of authorized units.



- Activities should be held from 15 April 2020 to 15 April 2022 ;
- Applications must be submitted to Public Relations Branch by 15 May 2022 ;
- There is no limit to the number of entries but the same activity is entitled to applying for one time only.



Upon approval of the application, Public Relations Branch will inform the applicant by notification email for the collection of souvenirs.

***** Valid email address should be provided in the Application Form *****

Those who have not received notification 2 weeks after their submission should contact Public Relations Branch



Successful applicant is required to collect the souvenirs from Public Relations Branch within 2 months from the issue date of the notification email or the right for collection will be null and void.

a) In person

Method I : Present the notification.

Method II : Present the reference number at the top right corner of the notification and show the Scout membership card/ identity document.

b) By a representative

Present the reference number at the top right corner of the notification and show the copy of applicant's Scout membership card/ identity document.

A stainless straw set will be given to each participant as a souvenir.

4) Submission Method

All forms and related materials should be submitted through one of the following channels during the specified period :

- 1) In Person Public Relations Branch
Scout Association of Hong Kong
10/F Hong Kong Scout Centre
Austin Road, Scout Path, Kowloon
Office Hours :
Mon-Fri 9:00am – 6:30pm
Sat 9:00am – 5:00pm
(Lunch hour 1:00pm-2:00pm)
- 2) Fax 2302 1087
- 3) Email prca@scout.org.hk

*** To save paper, applicants are advised to submit application form and related materials by email to Public Relations Branch. Successful applications will be notified by email for the collection of souvenirs.***

5) Enquiries

Please contact Public Relations Branch at 2957 6366 during office hours.



Nancy HO
Public Relations Commissioner

Notes :

- (1) Scout units can also join Messengers of Peace (MoP) Project if the activities in line with any theme of MoP and contain service element. Please refer to International Circular No. 09/2020 for details.
- (2) All entries may be published in *Hong Kong Scouting* magazine or uploaded to the social media platforms such as Facebook, Instagram or YouTube channel. The Association reserves the right to use, publish, broadcast and edit the entries for publicity purposes without notice and remuneration. All entries will not be returned to the applicants.
- (3) If applicants fail to follow the application procedures, Public Relations Branch may not be able to process the applications.
- (4) Public Relations Branch reserves the right for the final approval of applications.