



South China Morning Post

# BRING YOUR **A** GAME



## TEAMS WANTED FOR THE 3<sup>RD</sup> OSC MBA CHALLENGE

If you're an MBA student or a member of the alumni, we need your help. We're looking for teams of 3 to 6 to raise money for **Operation Santa Claus**, the **SCMP's** annual Christmas charity campaign. Using your inherent marketing and business skills, your team has just 50 days to raise a minimum of HK\$20,000. Seed money will be provided and there are exciting prizes to be won.



### HAVE YOU GOT WHAT IT TAKES?

Register your team at [osc.scmp.com/mbachallenge](http://osc.scmp.com/mbachallenge) by **21 September 2015**  
For enquiries, please email [osc@scmp.com](mailto:osc@scmp.com) or call **2680 8159**

Operation Santa Claus is the South China Morning Post and RTHK's annual Christmas fundraiser. Since 1988, it has brought joy, goodwill and over HK\$230 million assistance to 214 charities. We need your support to help those who need it most in Hong Kong and mainland China.

Media partner: **EDUCATION POST**  
SET YOUR COURSE FOR LIFE

Event sponsor:  **SWIRE PROPERTIES**



**South China Morning Post**  
Make every day matter





# Operation Santa Claus MBA Challenge 2015

**What is it?** The Operation Santa Claus (OSC) 2015 Inter-school MBA 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 Swire Properties. 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 the event sponsor Swire Properties to raise as much money as possible for OSC in 50 days.

**Period** 50 days (12 November – 31 December 2015)

**Eligibility** All MBA students / alumni are eligible to apply. Each team should comprise of 3-6 members.

**Categories** **MBA Students Division** – at least 2 members are current MBA students  
**MBA Alumni Division** – at least 2 members are MBA alumni

## Awards & Prizes

Winning teams of each division will be presented with a trophy and prizes. Each individual team member will receive a certificate.

	MBA Students Division	MBA Alumni Division
Top Fundraiser	An exclusive curated tour to Taikoo Hui, Guangzhou – a large mixed-use property developed and operated by Swire Properties	
Most Creative Business Plan Award	Dining vouchers	
Best Presentation Award	Dining vouchers	

**Fee** No application fee is required. However, each team has to make a pledge of a **minimum donation of HK\$20,000**. All fund raised will go directly to OSC 2015 Beneficiaries.

**Judges** **Mark Michelson**, Chairman, Asia CEO Forum at IMA Asia  
**May Lam-Kobayashi**, Head of Public Affairs at Swire Properties  
**Hugh Chiverton**, Head of English Programme Services, RTHK  
**Michael Chu**, Director of Group Marketing and Events at SCMP

**Deadline** Deadline for registration is on **21 September 2015**. Please register online at [osc.scmp.com/mbachallenge](http://osc.scmp.com/mbachallenge) or to complete the attached form.

# Operation Santa Claus MBA Challenge 2015



## Timeline

Date	Activity
21 Sep	Registration deadline. Please register online at <a href="http://osc.scmp.com/mbachallenge">osc.scmp.com/mbachallenge</a>
6.30pm, 9 Oct	Briefing session 1/ Speaker: Mr Victor Ruiz, CEO of actiMirror and alumni of blueprint's accelerator programme 2/ Practical advice to be given by judges
20 Oct	Submission of business plans 1/ Video - please prepare a short video (no more than 2 minutes) to pitch your fundraising ideas. 2/ PowerPoint note – (no more than 6 slides)
9 Nov	Judges to comment on business plans (The best proposal will award with the largest amount of seed money)
12 Nov – 31 Dec	Fundraising period (Format and location at your own choice. Teams can recruit volunteers to assist.)
6 Jan 2016	OSC to collect donations from teams (donation boxes, cheques, bank-in slips)
6.30pm, 12 Jan 2016	Presentation meeting



# Operation Santa Claus MBA Challenge 2015

## **Rules and Regulations**

### **Submission of business plan**

1. Each team is required to submit a business plan in form of (a) a short video (no more than 2 minutes) to pitch fundraising ideas; and also (b) a summary capturing the key points of the business plan (no more than 3 pages in Word or 6 PowerPoint slides).
2. The following items are expected in the business plan:
  - Brief introduction of the team
  - Objectives/goals
  - Timeline
  - Fundraising strategies
  - 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 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 from Swire Properties to execute the fundraising plans. 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: 1<sup>st</sup> – HK\$10,000; 2<sup>nd</sup> – HK\$ 8,000; 3<sup>rd</sup> – HK\$5,000; 4<sup>th</sup> 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.



## Operation Santa Claus MBA Challenge 2015

### 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 6<sup>th</sup> Jan 2016. 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 Ms Katrina Chan at 2680 8159 / [katrina.chan@scmp.com](mailto:katrina.chan@scmp.com) or Ms Ellen Yeung at 2680 8152 / [ellen.yeung@scmp.com](mailto:ellen.yeung@scmp.com).

# Operation Santa Claus MBA Challenge 2015



## Operation Santa Claus MBA Challenge Team Registration Form

<b>Date of registration:</b>	/ / 2015 (DD/MM/YYYY)	
<b>Team category:</b> (please select a division)	<input type="checkbox"/> MBA Students Division (currently studying for a MBA) <input type="checkbox"/> MBA Alumni Division (MBA graduates)	
<b>Name of institute:</b>		
<b>Course name:</b>		
<b>Team name:</b>		
<b>Team members' names and email:</b> (3-6 members in a team)	(1) [Leader]	Email: Mobile:
	(2)	Email:
	(3)	Email:
	(4)	Email:
	(5)	Email:
	(6)	Email:
<b>Donation pledge:</b>	<p>Our team confirms to join the <b>MBA Challenges for Operation Santa Claus 2015</b> and commits to raise no less than <b>HK\$20,000!</b></p> <p>Donation will be made by 6<sup>th</sup> Jan 2016.</p> <p><i>For and on behalf of the Team</i></p> <p>_____ (team leader's signature)</p>	
<b>Enquiry:</b> (Operation Santa Claus)	<p>Please send this form to:</p> <p>Ms. Katrina Chan ☎: (852) 2680 8159 ✉ <a href="mailto:katrina.chan@scmp.com">katrina.chan@scmp.com</a> or</p> <p>Ms. Ellen Yeung ☎: (852) 2680 8152 ✉ <a href="mailto:ellen.yeung@scmp.com">ellen.yeung@scmp.com</a></p> <p>Fax: (852) 2680 8158</p>	