

Government introduces logo for charitable fund-raising activities for easy identification (with photo)

The Government introduced today (April 1) a logo for charitable fund-raising activities which must be used or shown at all government-approved charitable fund-raising activities for easy identification by the public. A QR code enabling the public to check information about the relevant charitable fund-raising activities will also be placed next to the logo.

The logo must be used at charitable fund-raising activities approved by different government departments which include:

- (1) For flag days and general charitable fund-raising activities approved by the Social Welfare Department (SWD) starting from April 1, 2019, the logo must be printed on Public Subscription Permits. For flag days, the logo must be affixed on flag-selling bags. For general charitable fund-raising activities, the logo must be printed on fund-raisers' badges and tags affixed on the donation collection tools;
- (2) For charitable lottery events with licence applications made and approved on or after April 1, 2019, by the Home Affairs Department (HAD), the logo must be printed on lottery licences and lottery tickets; and
- (3) For applications of charitable organisations for temporary hawker licences received and approved on or after April 1, 2019, by the Food and Environmental Hygiene Department for fund-raising activities involving the sale of goods in public places, licensees are required to display the logo at the stalls during charitable fund-raising activities.

Apart from calling the dedicated hotline (Tel: 3142 2678) and checking against the information of government-approved charitable fund-raising activities on the fund-raising activities page of GovHK, members of the public can also identify and ascertain whether a fund-raising activity has been approved by the Government by viewing the logo and the QR code.

Following the recommendations made in the Report of the Law Reform Commission, Report No. 68 of the Director of Audit and Report No. 68 of the Public Accounts Committee of the Legislative Council on improving the monitoring of charitable fund-raising activities, apart from introducing the logo, the Government has implemented a series of administrative measures since August 1, 2018, including uploading all audited accounts submitted by organisations which obtained approval to hold charitable fund-raising activities from the SWD or charitable lottery events from the HAD to the fund-raising activities page of GovHK; setting up a dedicated hotline for handling enquiries or complaints in relation to charitable fund-raising activities held by organisations in public places; and issuing the Good

Practice Guide on Charitable Fund-raising and providing a one-stop service for charitable fund-raising activities organised on government land in order to enhance the transparency of charitable fund-raising activities, safeguard the interests of donors and facilitate the conduct of fund-raising activities.

For more information on the approved charitable fund-raising activities, please visit the fund-raising activities page of GovHK (www.gov.hk/en/theme/fundraising/welcome).

