

**USE OF ENGLISH AS-LEVEL SECTION E
DATA FILE**

Contents

	Page
1. Emails from Margaret Tang to Nicky Chan.....	2
2. Advertisement for the Treasure Hunt	3
3. Article from the <i>Hong Kong Post</i>	4
4. Simon Pang's Letter to the Editor of the <i>Hong Kong Post</i>	5
5. Statistics Comparing Hong Kong and Vietnam	6
6. Quotes from Street Children in Vietnam	7
7. Excerpt from newspaper interview with a Professor of Sociology.....	7
8. Minutes from a meeting about Charity Fun Run	8
9. Article from BNN News24 Website	9
10. <i>Children Need Us</i> Discussion Board Forum	10
11. Daniel Wu: Biography	11

Not to be taken away before the
end of the examination session

Emails from Margaret Tang to Nicky Chan

To: nickychan@cnu.org.hk
From: margtang@cnu.org.hk
Sent: Wednesday 2 April, 2008 4:07 PM
Subject: Reply to Simon Pang's Letter

Hi Nicky,

Thanks so much for offering to help out with the letter. I really appreciate your willingness!

Just to recap, Simon Pang, Chair of *Charity Starts Here*, the organisation which staged the protest at the treasure hunt, has written a letter to the editor of the *Hong Kong Post*. He argues that fundraising activities in Hong Kong should only benefit local people. We need to send a reply to acknowledge his concerns and explain the charity's position.

I know that we spoke about the content of the letter yesterday, but I just want to remind you about a few things:

- You should start with an appropriate opening and then give some background to *Children Need Us*, such as who we are and what we do.
- Make sure you acknowledge Simon Pang's letter and refer to the points which we highlighted yesterday. Give full details of how we assist other charities and the money we've raised. You should support your arguments with information from the Data File. Your letter should be polite, diplomatic and informative.
- Don't forget to mention why the treasure hunt is important and give some information about the amount of money raised and how it is usually spent.
- End the letter in a concise and appropriate way, addressing the wider audience and Simon Pang's concerns.
- Remember, the editor may not print everything you write, so keep it reader-friendly and relevant to the issues. Write a balanced and concise letter.

As I mentioned, we need to submit the letter to the *Hong Kong Post* by the end of the week. I will be away on leave from tomorrow for 10 days so I am counting on you to get this done for me!

Thanks again,

Margaret

To: nickychan@cnu.org.hk
From: margtang@cnu.org.hk
Sent: Wednesday 2 April, 2008 4:20 PM
Subject: Powerpoint Slides for Daniel Wu

Hi again Nicky,

I forgot to mention that I also need you to complete some Powerpoint presentation slides. Daniel Wu has been invited to speak at the annual dinner of the Young Bankers Association and we need to prepare the Powerpoint for him.

The talk is supposed to encourage young bankers to do more work for the community. I have done the first and last slides for you but I would like you to complete the others using the headings I have given. Please use a consistent style within each slide and remember these are Powerpoint slides, so you need to be concise.

Thanks!

Margaret

Advertisement for the Treasure Hunt

Children Need Us

**10th Annual Fundraising
Treasure Hunt for children
from 3 to 11**

Venue: Greengates International School, Pokfulam

Date and Time: 3.00pm, Sunday 30th March 2008

Cost: \$100 including food, drinks, entertainment and prizes

Don't miss the grand raffle with spectacular prizes!

How to register: Email treasurehunt@cnu.org.hk

A fun afternoon for all the family!

All proceeds to help disadvantaged children in Vietnam

Protesters at Family Fundraising Event

Yesterday an event organised by *Children Need Us*, a local charity, to raise funds for disadvantaged children in Vietnam was marred by a group of angry student protesters.

Nine university students, waving banners and chanting “Charity begins at home”, gatecrashed the charity’s biggest fundraising event of the year, the Annual Treasure Hunt, which took place at Greengates International School in Pokfulam.

The fundraising event got off to a good start with sunny skies, 300 excited children and an interesting welcome speech from the charity’s founder, Daniel Wu. However, by the time the teams of children arrived back at the school hall after collecting their treasure, the rowdy protesters had gathered at the entrance and were shouting obscene comments. The police were called and the angry mob was removed within about twenty minutes.

The demonstrators are part of an association called *Charity Starts Here*. They have made appearances at a number of fundraising events over the past six months. They believe that Hong Kong people should be raising money for Hong Kong problems and not sending their charity donations overseas.

Simon Pang, a 1st year Social Work student at Kowloon University and the leader of *Charity Starts Here*, said, “There are people living below the poverty line in Hong Kong. There are families who live in one room and can hardly afford to feed their children. People who are generous enough to give money to charity should be supporting local initiatives and not ones in other countries.”

Although the organisers of the fundraising event were concerned that the protesters had spoilt the day, many parents said their children were having such a great time that they didn’t really notice.

“It’s such a shame that those people chose our Annual Treasure Hunt as the place to vent their anger and frustration. It is a fun, family day out. Today is a very special day as it is our 10th Treasure Hunt,” said Margaret Tang, Director of Programmes for the charity.

She went on to say, “*Children Need Us* has been raising money for needy children in Vietnam for ten years and we have made a huge difference to the lives of many. The treasure hunt is the biggest fundraising event of the year, and yesterday it raised a record-breaking HK\$758,940. All of this money will go towards the Child Nutrition Initiative. We hope people will continue to support this worthy cause.”

Simon Pang's Letter to the Editor of the *Hong Kong Post*

- Tuesday 1st April 2008
Charity begins at home

On Sunday 30th March, certain members of our organisation attended the *Children Need Us* Annual Treasure Hunt to promote the philosophy that charity begins at home. We believe that all fundraising activities in our city should benefit local people. We discourage donors from supporting charity events which subsidise overseas people and projects. This behaviour is detrimental to the people of Hong Kong and it denies needy Hong Kong citizens the chance to improve their lives. We decided to stage our peaceful protest at the *Children Need Us* event as this charity does nothing at all for Hong Kong.

This is not true!

According to the article *Protesters at Family Fundraising Event* (*Hong Kong Post*, 31st March 2008), the treasure hunt 'was marred by a group of angry student protesters'. On the contrary, our aim was not to cause trouble, we simply wanted to enlighten misguided people who give blindly to charities without thinking where the money is going and without knowing about the problems on their own doorstep.

True, but...

There are poor people in Hong Kong and the wealth divide has widened. In June 2007, statistics from the Census and Statistics Department showed that while the rich in Hong Kong are getting richer, the poor are getting poorer and 11.7% of the working population live on HK\$4,000 or less per month. There are parents who struggle to feed their children and there are elderly and disabled people who are forced to work even though they are not really well enough. These people need our help.

Children Need Us raises funds to help children in Vietnam. Most Hong Kong people have never been to Vietnam and will probably never

Nicky,
You only need to mention the points we agreed upon. I have highlighted them. M.T.

go there. However, they are happy to donate money as this eases their guilt and makes them feel better about driving around in their expensive cars and eating at fine restaurants. We want these people to think about who they are donating their money to. We do not agree with superficial money-giving to ease guilt. We want to inform people that they have other options and that there are people in need in their own city. They should not turn a blind eye to the fact that behind the glamour and glitz there is a different side to Hong Kong.

Vietnam has seen huge advances in the past ten years and the standard of living there has risen significantly. So has the GDP. In fact, it is now almost as high as the GDP in our city. Everyone in Vietnam has access to wealth and resources and the children are well looked after by the system. Such is the wealth in the country that all Vietnamese children are now guaranteed a free education, just like children in Hong Kong. People really should be questioning whether Vietnam is a worthy beneficiary of their charitable donations when the country is experiencing such massive growth yet we are struggling from the effects of low pay and benefits.

This is not correct!

Really?

Charity Starts Here is appealing to everybody to stop taking money from Hong Kong people to subsidise the people of other countries. One's own family or country comes before other responsibilities.

Simon Pang
Chair, Charity Starts Here

Statistics Comparing Hong Kong and Vietnam

Nicky - I have done a bit of research online and made the following notes for you. You should choose information to support your points and generalise where necessary. You do not need to use everything.
M.T.

	Hong Kong	Vietnam
Population	6.9 million	82.5 million
GDP (2006)	US\$188.8 billion	US\$61 billion
*Per capita GDP (2006)	US\$27,527	US\$726
Infant mortality rate	1.8/1,000	17.4 /1,000
Life expectancy	82.6 yrs	70.8 yrs
Education	<ul style="list-style-type: none"> • Age 6 to 15: full-time education mandatory • >90% children complete upper secondary education or equivalent vocational education 	<ul style="list-style-type: none"> • Age 6 to 11: full-time education mandatory • 11 + education very costly • Poor households give priority to boys • >70% of school dropouts are girls → often involved in production activities, family / household chores

* Per capita GDP (Gross Domestic Product) is the average amount (per person) of all goods and services produced in a country in a given year

Underprivileged Children in Vietnam (figures from UNICEF):

- 16,000 street children
- 20,000 child victims of prostitution
- 4,300 child drug users

Why do children leave home to work on the streets?

- poverty: families do not have enough money to provide for them
- family or social problems, such as death of a parent, domestic violence, alcoholism, divorce or abandonment

Hong Kong's Social Welfare System:

- important part of government policy - we support people least able to take care of themselves e.g. elderly, sick, disadvantaged, poor, unemployed
- well-resourced safety net → unemployment benefit, housing benefit, government housing, etc.
- good public health service

Quotes from Street Children in Vietnam

Nicky - use both of these cases of child labour to support our argument!
M.T.

Thung, a 10-year-old who works as a shoe-shine boy in order to support his family in Hung Yen, Vietnam:

I start work at 8 a.m. and finish at 5:30 in the afternoon. I can shine fifty pairs of shoes a day. I have a lot of regular customers. I am afraid of being arrested by the police. Sometimes I hide my toolbox in a bag. That's quite inconvenient because then sometimes people don't know that I'm a shoe-shine boy. On a good day I earn about 50,000 dong [US\$3.00].

I go home once every 10 to 15 days. I am quite happy to go home because I can see my parents. They are even happier to see me. They feel so-so about my work but they need the money. I give them about 200,000 to 300,000 dong [US\$12.50 - \$18.75] per month. They use the money to feed my younger brothers and sisters and to raise animals—ducks, pigs, cows. My family is very poor. They're always in financial trouble.

A flower-seller on the streets of Hanoi who refused to give her name:

I sell flowers on the street. Some days I earn nothing, some days just enough for food, that's about 20,000 to 30,000 dong [US\$1.25 - \$1.87]. I had to leave school because my parents abandoned me - I look after my 3-year-old brother. I don't like to cry but sometimes I feel very sad.

Excerpt from newspaper interview with a Professor of Sociology

Nguyen Hung Tanh is a professor of sociology at the National University in Hanoi:

Well, I must say, there have been tremendous improvements in the past decade in terms of human and social development. The government has been investing in social services to try and reduce poverty, but the sad thing is people do not have equal access to quality welfare services.

We have a lot of ethnic minorities in Vietnam and they live in remote areas and get little help from the government. This is a shame. They are also affected by natural disasters. On a positive note, things are getting better but a lot of people in my country still do without basic necessities, food, shelter, clothing and so on. We are still a long way from having a comprehensive social welfare system like in developed nations.

Minutes from a meeting about Charity Fun Run

Children Need Us, Hong Kong Fundraising Office

Minutes of meeting held at 2.30pm on Friday 30 November 2007

Present:

Margaret Tang (Chair)

David Choi

Simon Jones

Rita Fung

Susan Lui (representative of *Hand in Hand*)

Agenda:

- To discuss arrangements for *Hand in Hand* and *Children Need Us* Annual Charity Fun Run on Tuesday 4th March 2008.
1. It was explained to new staff members that our charity cooperates with *Hand in Hand* once a year to organise the Annual Charity Fun Run. *Hand in Hand* is a small local charity which raises money for child welfare projects in Hong Kong. We help with logistical support and resources. The affiliation enables *Hand in Hand* to organise a bigger event. This year the charity will hold its 7th Annual Charity Fun Run.
 2. It was noted that David will be the person responsible for liaising with *Hand in Hand*.
 3. It was suggested that at least 20 of our regular volunteers could attend the Fun Run to assist the staff and volunteers from *Hand in Hand*.
 4. It was reported that *Hand in Hand* staff will seek sponsorship but will ask David for assistance if necessary.
 5. It was confirmed that *Hand in Hand* has accepted our offer to use our warehouse space to store equipment, prizes, etc. before the race.
 6. It was reported that last year the event raised HK\$345,000 and *Hand in Hand* expressed their gratitude for our help. Funds were used to subsidise an initiative to support young drug addicts and buy new equipment for a day-care centre for disabled children.

Next meeting: January 5th 2008

Vietnam School Feeding Programme

Written by Janice Summer

Thursday, December 21, 2006 — A bright smile spread across the face of Margaret Tang, Director of Programmes, as she sat at her desk in the *Children Need Us* head office in Hong Kong, reading an appreciation letter from a primary school student in Vietnam.

I like drinking soymilk and eating biscuits very much. I gained weight and studied much better. I like to go to school now.

I would like to thank Children Need Us with my deepest gratitude.



This young student is one of more than 150,000 schoolchildren and siblings benefitting from the Child Nutrition Initiative.

Some of the children who are benefitting from the Child Nutrition Initiative.

In September 2001, *Children Need Us*, a Hong Kong-based charity which raises money for disadvantaged children in Vietnam, began the initiative, which is designed to reach nearly 90,000 primary school children and 60,000 of their family members. The project is a unique effort to improve the health and school performance of children in rural parts of Vietnam.

"Currently, about half of primary school-age children in Vietnam are malnourished and a third of their siblings under five are malnourished," said Margaret. "The health and well-being of children are compromised by poor nutrition, unsafe drinking water and poor sanitation, particularly in rural areas."

The Child Nutrition Initiative consists of providing daily in-school feeding of soya milk and a vitamin-fortified biscuit, take-home food rations for students' families, and school and community health education, including training for teachers and parents.

"The initiative has been running for five years now and we are extremely encouraged by the number of students who have expressed feelings of increased mental well-being and excitement about attending school," said Phan Dac Kien, programme manager in Vietnam.

"This project has changed our lives so much. Our children are healthier and are keen to attend school now. It also makes parents feel happy about sending their children to school," said one parent in a small village in the north of Vietnam.

The principal of one beneficiary school summed up the positive effects the programme has brought to his community. "We can see the benefit of the project in the happy eyes, pink cheeks and brilliant smiles of teachers and pupils. There has been a physical change," he said. "This present from *Children Need Us* is invaluable."

Children Need Us Discussion Board Forum

Nicky - you might find some more benefits of the treasure hunt in this discussion board! M.T.

Subject: Re: 10th Annual Treasure Hunt

Posted by: lindaho@chatmail.com

My kids enjoyed the treasure hunt for the fifth time and we thought it was well-organised but it was a shame that a group of angry teenagers showed up to try and spoil it for everybody. I guess they must not really have anything useful to do with their time as their chanting of 'charity begins at home' and their banners reading 'don't give to Vietnam, Hong Kong needs help' were not at all convincing. Fortunately the police were called and the protesters were moved on within quite a short time.

Subject: Re: 10th Annual Treasure Hunt

Posted by: chanman@chatmail.com

I didn't go to the treasure hunt as I only donate money to local projects. I agree with *Charity Starts Here* that Hong Kong has its own problems which need to be fixed before we help others. People think Hong Kong is a very rich city but there is a huge divide between the rich and the poor and there are plenty of people in our city who live below the poverty line. There are citizens here who earn less than HK\$4,000 a month. There are children on drugs and there are people sleeping on the streets. Let's help Hong Kong before we help others.

Subject: Re: 10th Annual Treasure Hunt

Posted by: erictse@webgator.com

My kids and I had a great time at the treasure hunt. It's the first one we have been to but we will definitely be back next year. I thought Daniel Wu's opening speech was excellent. We didn't know that there are so many homeless children in Vietnam or that so many school children are malnourished. What a privileged life the children of Hong Kong lead compared to so many unfortunate children in Vietnam. Mr. Wu was right to point out that there is always the chance that children with amazing talent are not discovered because they are not given a chance to learn and develop. I bet many children in Vietnam would be delighted to trade their life with that of a Hong Kong child. I was pleased to open my kids' eyes to the inequality that exists and teach them something about the world we live in as they are often blind to the hardships others face. I went to the treasure hunt expecting to give (which of course I did!), but I did not expect to gain so much.

Subject: Re: 10th Annual Treasure Hunt

Posted by: treasurehunt@cnu.org.hk

Thanks for posting your useful comments on this site. We are always happy to hear from you and to get your opinions about the treasure hunt. With your feedback we can continually improve the events we organise in order to make them more enjoyable and of course to raise more funds for needy children in Vietnam. We share the views of our founder Daniel Wu, who thinks that children need attention because they are the future of the country. Help them and you will help the country to get better. This year, thanks to the generosity of the Hong Kong public and local companies, a staggering HK\$758,940 was raised, which is more than double last year's total. Don't forget to mark down in your diaries that the next treasure hunt will be on Sunday, 29th March 2009. We promise it will be bigger and better, so please tell your friends to come along.

Daniel Wu: Biography

Daniel Wu was born on 29th January 1949 in Hong Kong. He spent his formative years living in both Hong Kong and Vietnam as he moved back and forth with his family of bankers. During his years in Vietnam, Daniel developed an understanding and love of the local culture and traditions.

After graduating with a degree in Banking and Finance from Kowloon University in 1971, Daniel worked for several years as an investment banker before returning to Vietnam with his family in 1985. In 1975 he married Phuong Quang, his childhood playmate and sweetheart, and then began a glittering career in international banking. In 1990, he was one of the founders of the Merchant's Bank of Vietnam, and three years later he became president of the bank. Largely through his skill and hard work, the bank became one of the strongest financial institutions in Vietnam, and is now part of a global banking group.

Despite his good fortune and success, Daniel has always been interested in doing community work. Whether he is in Hong Kong or Vietnam, Daniel gets involved with community projects and fundraising activities which benefit the less fortunate members of society. His philosophy is that being rich and successful allows you to be generous with your time and money. 'Money and success are good, but they are meaningless if everyone around you is suffering. I had money ... I had a career ... I had many possessions, but I found I had little meaning in my life. Charity work gives meaning to all those things. I believe we should give something back to the community in whatever way we can.'

Acting on his charitable philosophy, Daniel and his wife founded *Children Need Us* in 1997. CNU is a Hong Kong-based charity which raises money for disadvantaged children in Vietnam. He is a very caring person and wants to do something about the poverty in Vietnam.

In 2004, Daniel decided to retire from his job at the bank and devote all his time to the charity. Daniel has developed a set of mission statements for CNU and the most important one is 'All who ask for help will receive it'.

Daniel's vision for CNU is that the charity should aim to remove all the disadvantages suffered by poor children. 'We want to help these children to have normal childhoods so that they can grow up to be well-educated, healthy members of society.'

THIS IS THE LAST PAGE OF THE DATA FILE

**USE OF ENGLISH AS-LEVEL SECTION E
PRACTICAL SKILLS FOR WORK AND STUDY**

Question-Answer Book

1.30 pm – 3.15 pm (1¼ hours)
(28% of the subject mark)

INSTRUCTIONS

1. Write your Candidate Number in the space provided on page 1.
2. Stick barcode labels in the spaces provided on pages 1, 3 and 5.
3. Write your answers in the spaces provided in this Question-Answer Book. Do not write in the margins. Answers written in the margins will not be marked.
4. Supplementary answer sheets will be supplied on request. Write your Candidate Number, fill in the question number and stick a barcode label on each sheet, and fasten them with string **INSIDE** this book.
5. Answer **ALL** questions.
6. The rough-work sheets provided are for you to take notes. They will be collected separately and will not be marked.

Please stick the barcode label here.

Candidate Number						
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	Marker's Use Only	Examiner's Use Only
	Marker No.	Examiner No.
Task		
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Checker's Use Only	
Checker No.	
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INSTRUCTIONS

As you complete the following tasks, remember that all your comments must be based on information in the Data File. Your comments must be understood by readers who do not have copies of the Data File to refer to.

Situation and Role

You are Nicky Chan, an employee of *Children Need Us*, a Hong Kong-based charity which raises money for disadvantaged children in Vietnam. You work in the media section of the fundraising office. Last Sunday a group of protesters staged a demonstration at the charity's biggest fundraising event, the annual treasure hunt. Subsequently, Simon Pang, one of the protesters, wrote a letter to the editor of the *Hong Kong Post* to complain about *Children Need Us*. Your boss, Margaret Tang, has asked you to write a letter to the editor of the *Hong Kong Post* in response to Simon Pang's letter. She has also asked you to complete some Powerpoint presentation slides. You should follow the instructions in Margaret Tang's emails on page 2 of the Data File.

Task 1: Letter to the Editor (61 marks)

Using information from pages 2 to 10 of the Data File, write a letter of **about 500 words** to the editor of the *Hong Kong Post* in response to the letter from Simon Pang. You should follow the instructions in Margaret Tang's first email on page 2 of the Data File.

Task 2: Powerpoint Presentation Slides (26 marks)

Using information from pages 10 and 11 of the Data File, complete the slides for the Powerpoint presentation which Daniel Wu will give at the Annual Dinner of the Hong Kong Young Bankers Association. You should follow the instructions in Margaret Tang's second email on page 2 of the Data File.

Please stick the barcode label here.

Task 1: Letter to the Editor (61 marks)

Using information from pages 2 to 10 of the Data File, write a letter of **about 500 words** to the editor of the *Hong Kong Post* in response to the letter from Simon Pang.

You should follow the instructions in Margaret Tang's first email on page 2 of the Data File.

Children Need Us

*Room 1428, Great Star Commercial Building
88, Tak Fung Street, Hung Hom, Kowloon*

The Editor
Hong Kong Post
April 3rd 2008

Dear Sir

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

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Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

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Yours sincerely,

Micky Chan

pp. Margaret Tang, Director of Programmes

Answers written in the margins will not be marked.

Marks will be awarded for:

- Content**
- Balance**
- Conciseness**
- Relevance**
- Paraphrasing**
- Text type**
- Purpose and Impact**
- Polite and Diplomatic Tone**
- Readability + Organisation**
- Language**

Task 2: Powerpoint Presentation Slides (26 marks)

Using information from pages 10 and 11 of the Data File, complete the slides for the Powerpoint presentation which Daniel Wu will give at the Annual Dinner of the Hong Kong Young Bankers Association. You should follow the instructions in Margaret Tang's second email on page 2 of the Data File.

Slide 1

Leading a Meaningful Life: Daniel Wu

- What do I mean by 'a meaningful life'?
 - Being rich and successful allows you to be generous with your time and money
 - By finding a cause which inspires you, it is possible to bring great happiness to others

Slide 2

My Early Years in Hong Kong and Vietnam

- 1949 _____

- 1971 _____

- 1985 _____

Slide 3

From Banking to Charity

- 1971 _____

- 1990 _____

- 1993 _____

- 2004 _____

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Slide 4

Why I Do Charity Work

- _____

- _____

Slide 5

Why I Focus on Children

- _____

- _____

Slide 6

Your Challenge....

- Be aware of your social responsibilities as you achieve success
- Get involved in community projects which benefit others



Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

Marks will be awarded for:
Content
Readability and Language
Consistency

END OF PAPER