



21 March 2011

To: Friends, parents, teachers and alumni of Rosaryhill School

Dear all,

We are writing to seek for your support for the development of Rosaryhill School.

You may have learned from the local media, secondary schools in HK are currently facing various types of challenges such as decline in the number of students. Unfortunately Rosaryhill School inevitably is being affected by this challenge. You may be surprised to hear that there were six classes of Secondary One in 2009-10 academic year but last September our school is only able to obtain four classes of Secondary One students.

To deal with the above mentioned challenge, Rosaryhill School is determined to launch a series of campaigns of various natures. Internally it is determined to improve the students' general academic standard and English Proficiency, students' discipline and reputation of the school. Externally a campaign to be launched is a series of advertorial articles on Apple Daily – Education Column starting from 29 March 2011 for 3 consecutive weeks.

We hope to achieve the following goals through such advertorials on Apple Daily:

1. To promote the school image.
2. To inform the public that RHS continues offering well balanced education, enjoyable learning environment, caring teachers, successful alumnus, etc.
3. To attract new students.

The cost of the advertorial on Apple Daily (over 300,000 copies daily circulation) is estimated to be about HK\$50,000. We seek for your support in tendering your financial assistance in this project. We shall keep you informed of the records of each campaign. At the moment, apart from the above advertorial campaign, the Development Office is still in the process of planning other campaigns for RHS. Fund raising is crucial to the success of school development in terms of public image. Your generous support will be highly appreciated.

Should you decide to render your financial support, please make payment by cross cheque payable to "Rosaryhill School" and send it to:

Ms. Evy Cheung
Rosaryhill School (c/o Secondary Section)
41B Stubbs Road
Hong Kong

Yours sincerely,

Fr. Francisco de las Heras & Members of Development Office