

**NGO's Proposal for Business Sponsorship**  
**For Applying Partnership Fund for the Disadvantaged**  
 非政府機構為申請「攜手扶弱基金」而期望得到商業贊助的建議

(English)		
<b>非政府機構名稱</b> Name of NGO	基督教勵行會	Christian Action
<b>機構總幹事</b> Head of the NGO	張洪秀美	Mrs Cheung Ang Siew Mei
<b>總辦事處地址</b> Headquarter Address	香港九龍觀塘道2號新秀大廈2樓	2/F New Horizons Bldg., 2 Kwun Tong Rd., Kln, HK
<b>計劃負責人</b> Project Officer	鄺福生先生	Mr Sam Kwong
<b>聯絡電話</b> Contact Phone No.	2716-8708	<b>傳真號碼</b> Fax No. 2383-5529
<b>電郵地址</b> Email Address	ca@christian-action.org.hk	
<b>機構是否「稅務條例」第 88 條獲認可為慈善機構及信託團體？</b> Is the NGO an approved charitable institution and trust of a public character under Section 88 of the Inland Revenue Ordinance?		
<input checked="" type="checkbox"/> 是 * Yes* <input type="checkbox"/> 否 No		
<b>機構已根據以下條例註冊：</b> The NGO is registered under the following ordinance:		
<input checked="" type="checkbox"/> «公司條例» * The Companies Ordinance*		
<input type="checkbox"/> «社團條例» * The Societies Ordinance*		
<input type="checkbox"/> 其他條例 * Other Ordinances (請註明 Please specify: _____)*		
<b>建議計劃大綱 Proposed Project Outline:</b>		
<b>贊助額**</b> Amount of Sponsorship**	<b>服務範圍**</b> Service Programme**	<b>服務地區**</b> Service Districts**
<input type="checkbox"/> \$100,000 或以下 or below	<input type="checkbox"/> 安老服務 Elderly Services	<input type="checkbox"/> 香港及離島 Hong Kong and Island
<input type="checkbox"/> \$100,001 ~ \$200,000	<input type="checkbox"/> 家庭及兒童福利服務 Family & Child Welfare Services	<input checked="" type="checkbox"/> 九龍東 Kowloon East
<input type="checkbox"/> \$200,001 ~ \$300,000	<input type="checkbox"/> 康復及醫務社會服務 Rehabilitation & Medical Social Services	<input type="checkbox"/> 九龍西 Kowloon West
<input type="checkbox"/> \$300,001 ~ \$400,000	<input type="checkbox"/> 青年及感化服務 Youth & Corrections Service	<input type="checkbox"/> 新界東 New Territories East
<input type="checkbox"/> \$400,001 ~ \$500,000	<input checked="" type="checkbox"/> 為其他弱勢社群提供的服務 Services for Other Disadvantaged Groups	<input type="checkbox"/> 新界西 New Territories West
<input checked="" type="checkbox"/> \$500,001 或以上 or above		<input type="checkbox"/> 全港性 Territory-wide

\* 在有需要時本署會要求遞交有關的文件 SWD may request to submit related documents when necessary.

\*\* 請在合適方格內加上「√」號。 Please √ on appropriate boxes.

**建議計劃詳情 Details of Proposed Project (限用二頁 2 page only)**

計劃名稱: 「印巴廚房」自強創業計劃  
 Project Name: "Curry Kitchen for Take Away" Business Project

**A. Rationale and Need:**

This Project aims at supporting and empowering one of the most deprived and disadvantaged groups, ethnic minorities (EM) or South Asian (SA) women and youth residents, mainly from Pakistani, Nepalese and Indian families in Sau Mau Ping, Ngau Tau Kok and Kwun Tong Town area. Unemployed local youths, mainly from YWETS (Youth Work Experience Training Scheme) and YPTP (Youth Pre-employment Training Program), will also be involved into the project on complimentary basis.

Owing to the language barrier and lack of a supportive education system in H.K., an overwhelming majority of EM youths fail in HKCEE. Even worse is that their eligibility to enter the seven out of eight local universities requires a pass in HKCEE Chinese. Civil services employment also have similar requirement. Such barriers block the upward social mobility of most EM youths. Dropping out from schools prematurely and becoming much less competitive in the labor market, in addition to misunderstanding and discrimination prevailing in the society, Disengagement and unemployment are very common among the EM youth community. Recent reports on the unemployment rate among South Asians working population is very high and has hit 40% while the overall figure stays at only 15-18% (40% & 43%, done by Oxfam & SoCO respectively in 2003). South Asians in HK thus fail to climb up the social ladder and end up in a vicious cycle, vulnerable to inter-generational poverty and adversity.

Even though some South Asian (SA) women or ladies are fit for employment, many of them are jobless or are not allowed to work, due to language barriers, family responsibilities, cultural and religious taboos. Also, their difficulties are often overlooked and potentials are under-explored.

**B. Objectives:**

By exploring the potentials and cultural strengths of unemployed EM women and youths, the project aims at coaching them to start up small business (e.g. Food Take-away service 到會服務) in a micro-social enterprise model, with financial and professional support from a business partner. Apart from generating income, the project is also expected to help them in acquiring more job skills and life experiences, as well as building up confidence and sense of social inclusion into the society. Through offering training and attachment opportunities for the unemployed, the project can support those who are deprived but have potentials and to pave a way for their career development or running their own business in the future.

Participants will be encouraged to be the ambassadors promoting messages of self-reliance, racial harmony and EM inclusion to the society through the vehicle of this social enterprise initiative which can also be the intervention model for poverty alleviation in tripartite partnership with government and business sectors. Besides, the mainstream society will appreciate EM more via tasting their delicious food and seeing their efforts.

**C. Scope of Services:**

1<sup>st</sup> stage: *Training and Development of SA Women Cooking Group*

- Recruitment and training up a group of SA women interested in cooking and learning to do business in respect of their family roles, cultures and religions

- **Purchase of equipment and utensils** (kitchen is already available at our Sau Mau Ping Service Centre) and **application for licenses** (e.g. food factory, BR)

**2<sup>nd</sup> stage: *Training of Social Enterprise and Small Business Operation for Women and Youths from SA and Local Chinese***

- **Involve youths together with SA women to obtain training in social enterprise and small business operation**
- **Specific training to SA women on food hygiene, healthy diet and kitchen management**
- **Specific training to EM & local Chinese youths on marketing, promotion & food delivery**
- **Invite business partners to give professional advice and training on "Take Away" business management**

**3<sup>rd</sup> stage: *Running Cooking Group and "Take Away" Business***

- **Running of cooking classes to the public for income generating, service and cultural promotion**
- **After facilities have been set-up and licensing approval obtained, small scale social enterprise business will be set up step-by-step with gradual investment from participants/ collaborating corporations**
- **Selling their unique and delicious cultural food (e.g. curries or naans) , snacks & drinks at a reasonable price to residents in Kwun Tong District, including locals, Man Kiu School, Taoist Primary School and Delia Memorial School (Hip Woo) with Halal lunchboxes and festive snacks**

**D. Splitting of Project Income**

- **20% retaining fund (for future operation)**
- **80% split among the participants**

**E. Duration**

**Two years, preferably 10/2007 to 9/2009**

**F. Staffing & Operating Costs**

- **1 full-time project officer (preferably social worker), 1 full-time EM worker and trainers**
- **Other costs include facilities & equipments set-up in kitchen, licensing, insurance, training, promotion, food materials, volunteer allowances, etc.**

**G. Service Outputs and No. of Beneficiaries**


<b>Services</b>	<b>No. of sessions, group activities</b>	<b>Expected no. of beneficiaries</b>
Comprehensive Business and Skill Training for unemployed women and youths	3 times in 2 years	20-25 SA women and 15 youths regardless of races for each training x 3
Running of Cooking Lessons to public, conducted by women's cooking group	Twice a month x 21 months	<ul style="list-style-type: none"> <li>● 15-20 SA women</li> <li>● 10-15 participants each from public x 42 sessions</li> </ul>
Running of "Take Away" Kitchen Service	20 months	<ul style="list-style-type: none"> <li>● 10-15 SA women and 5-10 youths for 6 months x 3</li> <li>● 800 customers/ headcounts per month x 20</li> </ul>

<b>建議贊助額 Proposed Sponsorship Amount</b>		
<b>贊助性質 Nature of Sponsorship</b>	<b>款額/估值 Value (\$)</b>	<b>數量(單位) Quantity (unit)</b>
<b>物資 In-kind</b>	N/A	
<b>捐款 Cash</b>	<b>\$1,160,000 for 2 years (business sponsorship of \$580,000)</b>	
<b>總值 Total Value</b>	<b>\$1,160,000 for 2 years (business sponsorship of \$580,000)</b>	

<b>給商業機構考慮的其他因素 Other Factors for Business Corporations' Consideration</b>
<p><b>1. Funding constraints to sustain EM services in Sau Mau Ping Service Centre</b> As a self-financed non-governmental organization, and the ending of HK Jockey Club funding to the Integrated Service Centre for EM in Sau Mau Ping starting in 9/2007, this leaves a gap in sustaining the supporting and empowering of EM members.</p> <p><b>2. Agency pioneering and solid experiences in working with most disadvantaged since 1980's</b> (e.g. asylum seekers, refugees, EM, foreign domestic helpers, new arrivals) and continuous partnership with business sector, especially in employment retraining and placements</p> <p><b>3. Corporate involvement, support and recognition</b> Apart from charity donation, another corporate involvement is giving their professional advice and training on catering business management to our unemployed trainees, as a good practice of fulfilling corporate social responsibilities. Nomination of Caring Company will be made to HK Council of Social Services when appropriate, as a validation of corporate community contribution and a means of building up corporate social image</p> <p><b>4. Foster self-reliance and cultural exchange</b> The project aims to nurture self-reliance and cultural exchange among local youths and EM women. A social enterprise initiative with contribution from corporations will serve as a platform to actualize the self-reliance ideal.</p>

### 機構聲明及同意書 Declaration and Consent of NGO

- 本人保證在本表格填報的資料均屬真確無訛。  
I certify that all the information given in this application is true and accurate.
- 本人明白社會福利署收集及發放本表格內的資料目的在協助非政府機構與商界建立伙伴合作關係，社會福利署並不會介入本機構與有關機構或團體訂立合作計劃的過程。  
I understand the collection and dissemination by Social Welfare Department of information provided in this form is for facilitating NGOs to establish partnership relationship with the business sector. The Social Welfare Department will not take part in the process of establishing partnership projects of our organization with related business corporations or organizations.
- 本人同意社會福利署可使用本表格內的資料供有興趣提供贊助的商業機構或團體查閱，或上載於有關網頁，供公眾瀏覽。  
I consent that information provided in this application form will be used by the Social Welfare Department for disseminating to business corporations or organizations having interest in providing sponsorship or for uploading into related web-based platform for public access.

簽署 Signature:		
姓名 Name :	Cheung-Ang Siew Mei	
職銜 Title:	總幹事 Executive Director	
日期 Date :	19 July 2007	
		(機構蓋印 Organization Chop)