

**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)		
非政府機構名稱 Name of NGO	基督教勵行會	Christian Action
機構總幹事 Head of the NGO	張洪秀美	Mrs Cheung Ang Siew Mei
總辦事處地址 Headquarter Address	香港九龍觀塘道 2 號新秀大 厦 2 樓	2/F New Horizons Bldg., 2 Kwun Tong Rd., Kln, HK
計劃負責人 Project Officer	鄭福生先生	Mr Sam Kwong
聯絡電話 Contact Phone No.	2716-8708	傳真號碼 Fax No. 2383-5529
電郵地址 Email Address	ca@christian-action.org.hk	
機構是否「稅務條例」第 88 條獲認可為慈善機構及信託團體？ 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		
機構已根據以下條例註冊： 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: _____)*		
建議計劃大綱 Proposed Project Outline:		
贊助額** Amount of Sponsorship**	服務範圍** Service Programme**	服務地區** 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 √ in appropriate boxes.

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

計劃名稱: 向「南亞」出發: 種族共融計劃
 Project Name: A "Colorful" Journey with South Asian Families in Hong Kong

A. Risk and Vulnerability:

This Project aims at supporting and empowering one of the most deprived and disadvantaged groups, ethnic minority (EM) children and women residents, mainly from Pakistani, Nepalese, and Indian families in Sau Mau Ping and Kwun Tong.

Owing to the low-income, low education background, language barriers, cultural gaps, and limited accessibility to community resources, ethnic minorities (EM) or South Asian families in HK are the most vulnerable and become the unseen groups. It is most likely that the EMs will suffer adversity as they are less competitive than local Chinese in schooling and labor market.

In particular, South Asian children are disadvantaged in learning the Chinese language. To acquire subsidized after-school care services, they need to join Integrated Children and Youth Service Centres from which they are barred as most programmes are operated at a cost recovery basis, which means a high fee level for the poor EM families with many children.

Besides, South Asian women are very much segregated from the society due to language barrier, cultural and religious taboos. The prolonged social exclusion results in misunderstanding and even discrimination by the mainstream communities. Their difficulties encountered and the potentials and talents are under-explored in society.

The Project aims to bring together the EM communities and corporate volunteers for a mutual respect and cross-cultural environment.

B. Objectives:

The Project is designed for the empowering of EM children and women, to facilitate their integration into the mainstream society. Through a sustainable engagement of corporate volunteers, the project is expected to:

- 1) enhance confidence and cross-cultural learning capacity among needy EM and local Chinese children in homework guidance, language support and volunteering
- 2) build up competency, confidence & social supportive network of EM women through computer and language training taught by corporate volunteers, as well as through demonstration of their own cultural talents (e.g. cooking) to volunteers and the wider community
- 3) explore feasibility of developing EM women's cooking group for small income earning and self-help
- 4) promote cross-cultural volunteerism among EM children and women, and also a sense of corporate social responsibility within corporations as a caring company
- 5) promote social integration, racial harmony and mutual respect in the community

C. Scope of Services and Strategies:

1st stage: *Cross-cultural engagement and competency building of individuals:*

- Homework guidance for needy EM and local kids (2 EM to 1 local in proportion), managed by instructors twice a week after school
- Cross-cultural learning in language and volunteering (e.g. use of magic) and care to other disadvantaged children or groups. Provision of joint volunteering training for EM &

- local Chinese kids by corporate volunteers or instructors will be made
- **EM Women's Support Group** to be developed for life skills learning (e.g. Cantonese and computer literacy) from corporate volunteers, and for social supportive networking among EM women
- 2nd stage: Development of volunteer group and community care network**
- **Cross-cultural volunteering** to be promoted among EM & local kids, and among EM women by means of cultural talents
- 3rd stage: Running income-generating group for EM women**
- **EM Women's Cooking Group** to be run to explore small income earning, facilitate cultural cooking exchanges with corporate volunteers and facilitate better understanding and appreciation of their cultural talents in the wider community. It is expected concerned local corporations would purchase the snacks and beverages / talent performance in their festive celebrations and birthday parties. (Remarks: Full kitchen facility is available at the SMP Centre)

D. Duration

Two years, preferably 9/2007 to 8/2009

E. Staffing

1 registered social worker and 1 EM program worker on full-time basis

F. Service Outputs and Net Beneficiaries

Services	No. of sessions, group activities	Expected no. of beneficiaries
<i>Homework Guidance</i>	Twice a week x 19 months	30 EM and local children/ session
<i>Cross-cultural Learning and Volunteer Group</i>	Once a week x 21 months	30 EM and local children/ session
<i>EM Women's Support Group</i>	Once a week x 8 months (some classes are conducted by corporate volunteers)	20 EM women/ session
<i>EM Women's Cooking Group</i>	Once a week x 15 months	10-15 EM women/ group (cooking exchanges with 10-15 corporate volunteers) 120 customers/ month x 12

建議贊助額 Proposed Sponsorship Amount

贊助性質 Nature of Sponsorship	款額/估值 Value (\$)	數量(單位) Quantity (unit)
物資 In-kind	Manpower as tutors and volunteers	
捐款 Cash	\$1,000,000 for 2 years (business sponsorship of \$500,000)	
總值 Total Value	\$1,000,000 for 2 years (business sponsorship of \$500,000)	

給商業機構考慮的其他因素 Other Factors for Business Corporations' Consideration

1. Funding constraints to sustain EM services in Sau Mau Ping and Kwun Tong

CA is a self-financed charitable organization with no recurrent subvention from SWD. The Hong Kong Jockey Club's 3-year funding support to The Integrated Service Centre for EM in Sau Mau Ping will end in 8/2007; there will be a funding gap if we want to upkeep some of the core services to the needy EM families, say after-school care and women's empowerment programme.

2. *Pioneering and solid experiences in working with most disadvantaged since 1980's* (c.g. refugees and asylum seekers, EM, foreign domestic helpers, Chinese new arrivals, and integrated EM services since 2002) and continuous partnership with the business sector, especially in employment retraining, self-enterprising initiatives and job placements.

3. Corporate volunteering involvement, support and recognition

Apart from charity donation, corporate volunteering is encouraged to fulfill their corporate social responsibilities and build up their corporate team spirit. Volunteer training will be provided by project staff to prepare corporate volunteers for their future involvement. Corporate partners will be nominated as Caring Company as branded by HK Council of Social Services. Such recognition is best to promote the social image of the corporations.

Various Corporations such as Airport Authority, Citibank, Microsoft, Royal Bank of Scotland, and H. K. Property Agency have been collaborating with different service programmes of CA.

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實無訛。

I certify that all the information given in this application is true and accurate.

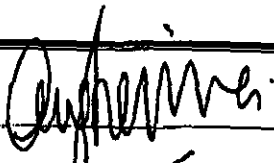
- 本人明白社會福利署收集及發放本表格內的資料目的在協助非政府機構與商界建立伙伴合作關係，社會福利署並不會介入本機構與有關機構或團體訂立合作計劃的過程。

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)