

**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

(中文)

(English)

非政府機構名稱

Name of NGO

香港基督教青年會

YMCA of Hong Kong

機構總幹事

Head of the NGO

(1) 夏理信先生

(2) 郁德芬博士

(1) Mr. Chuck Alison – Executive Director

(2) Dr. Alice Yuk.- General Manager

總辦事處地址

Headquarter Address

尖沙咀梳士巴利道 41 號

41 Salisbury Road, Tsimshatsui, Kowloon, Hong Kong

計劃負責人

Project Officer

歐陽國緯先生

Mr. Au Yeung Kwok Wai, Eric

聯絡電話

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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?

 是* Yes* 否 No

機構已根據以下條例註冊：

The NGO is registered under the following ordinance:

 «公司條例»* The Companies Ordinance* «社團條例»* The Societies Ordinance* 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**

 \$100,000 或以下 or below \$100,001 ~ \$200,000 \$200,001 ~ \$300,000 \$300,001 ~ \$400,000 \$400,001 ~ \$500,000 \$500,001 或以上 or above

服務範圍**

Service Programme**

 安老服務

Elderly Services

 家庭及兒童福利服務

Family & Child Welfare Services

 康復及醫務社會服務

Rehabilitation & Medical Social Services

 青年及感化服務

Youth & Corrections Service

 為其他弱勢社群提供的服務

Services for Other Disadvantaged Groups

服務地區**

Service Districts**

香港及離島

 Hong Kong and Island 九龍東

Kowloon East

 九龍西

Kowloon West

 新界東

New Territories East

 新界西

New Territories West

 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.

計劃名稱：「由家啟航」扶助本地及少數族裔脫離跨代貧窮計劃
Project Name: Break Away Intergeneration Poverty

背景資料：

Service Background :

This project aims at supporting and empowering the local underprivileged and ethnic minority families living in Sham Shui Po and Cheung Sha Wan.

Owing to the language barrier, low education level and limited accessibility to community resources, new arrivals from Mainland and ethnic minorities or South Asian families in Hong Kong are the most vulnerable and less competent than local Chinese in schooling and labor market. In particular, South Asian women are very much segregated from the society due to cultural and religious taboos. All these factors put them in adversity and failed to climb up the social ladder. It ends up in a vicious cycle, vulnerable to intergeneration poverty.

While new arrived children from Mainland are disadvantaged in learning English, South Asian children are disadvantaged in learning Chinese. To acquire afterschool childcare or homework guidance services, they need to pay a service fee which cause financial burden for these poor families with many children. Therefore, many are hesitated to join the services even though our Centre provides the services only at a cost recovery base.

A well-functioned family is the best bolster as well as the most encouraging motive force. In this project, the workers intervene in a family-oriented approach on the one hand. It brings together the new arrival, ethnic minority and corporate volunteers for a mutual respect and cross-cultural environment on the other hand. We aim to build up competency, confidence and social support network of the underprivileged families. The ultimate goal is helping them break away intergeneration poverty.

Target: Families living in Sham Shui Po and Cheung Sha Wan with deprived background (new-arrival, ethnic minority, single-parent families, working-poor families, etc) who are on CSSA or with a household income not more than 20% of the CSSA family.

Duration: Sept 2010 – Aug 2012

No. of beneficiary: 30- 45 children per year

Objectives:

1. Enhance the life skills, positive life value, money and time management skills of the underprivileged children
2. Enhance cross-cultural learning capacity among needy new-arrival, ethnic minority and local Chinese children in homework guidance, language support and volunteering;
3. Build up competency, self-confidence and social support network of the parents through job

skills training, IT skills and language training;

4. Strength family function, harmony and mutual respect among the family members.

Service Content:

For the participating children, we provide mentorship program, homework guidance service, life skills training, arts and sports training and IT skills training.

For the participating parents, we provide parenting and childcare workshop, jobs skills and soft skills training, job placement and employment supportive services.

	Nature of sponsorship (Cash/ In-kind)	Quantity (Unit) per month	Type of sponsorship/ sponsorship in value
1	Set Sail Mentorship Program – foster positive life values, time management and money management skills for the children	30 children	Corporate staff to be the voluntary mentor; 6 hours of mentorship services per month for each children
2	Homework guidance and afterschool childcare service (20 service hours per week x 12 mths)	30 children	\$800 sponsorship for each children per month
3	Child Development Program such as multi-talent training, IT skills training, arts and sports activities	30 children	\$400 sponsorship for each children per month
4	Parent Supportive Services include parenting and childcare workshop, IT skills training, jobs skills and soft skills training, job placement and employment supportive services	30 parents	Corporate staff to be the voluntary tutors/ speakers for in the topic like jobs skills training, industry orientation, IT workshop, etc. 1 hour per month.
5	Family gathering/ social gathering	60 children or their family members per function	Corporate staff to assist the function. 3 functions per year. Sponsorship: \$1,500 for each function. Total: \$4,500 per year.
	Approximate Total Value (per month):	135 participants	\$36,375 per month
	Approximate Total Value (per year):	1620 participants	\$436,500
	Approximate Total Value (for 2 years):	3240 participants	\$873,000

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 mentors and volunteers	30 ppl
捐款 Cash	\$873,000 (\$436,500 for corporate sponsorship)	
總值 Total Value	\$873,000 (\$436,500 for corporate sponsorship)	

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

1. 本會若成功申請攜手扶弱基金，社會福利處將撥相等款項支持此計劃，合共港幣\$873,000。Once successfully applied, Social Welfare Department will grant half of the sponsorship which means \$873,000 in total.
2. 商業贊助機構可選擇一項或多項資助項目，數量可按每位學童為單位，款額可資助全期 24 個月或資助 12 個月為計算單位。Business corporations can grant sponsorship for one or multi services of the project. The sponsorship should be in term of head court of participating children for 12 months or 24 months.
3. 香港基督教青年會長沙灣中心自 1998 年起已於深水埗及長沙灣區為弱勢社群提供服務，服務經驗豐富。YMCA of Hong Kong Cheung Sha Wan Centre has solid experience in working with the underprivileged in Sham Shui Po and Cheung Sha Wan since 1998's.
4. 本會一直與商界建立策略伙伴關係，獲得多間商業機構支持，為本地及南亞裔兒童提供多項計劃，包括電腦銀行網絡計劃、玩具銀行計劃、青少年成就基金、澳加驗配眼鏡計劃，共為本地及南亞裔人士提供各類工作培訓及就業配對服務。Strong partnership with the business sector in providing various services such as Netbook Inclusion for Children Empowerment Project, Toy Bank, Youth Achievement Fund and OKIA EyeCare project for the underprivileged children; employment retraining and job placement services for the new arrivals.
5. 本會社工以家庭為本的輔導手法作介入點，並於兒童、家長及企業義工之間作溝通橋樑。Workers use a family-oriented approach as intervention strategy and take a role bridging the children, parents and the corporate volunteers.
6. 本會將為企業義工提供義工訓練及種族文化敏銳性訓練，以增加他們有關的知識及與服務者相處的信心。本會將提名企業參與香港社會服務聯會「商界展關懷」計劃。Volunteer training and Cultural Sensitivity Training will be provided by project staff to enhance their knowledge and skills to engage with the clients. Corporate partners will be nominated as Caring Company as branded by the HK Council of Social Services.

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 :

Chuck Allon

職銜 Title:

機構總幹事
Head of the NGO

日期 Date :



(機構蓋印 Organization Chop)