

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) 郝德芬博士太平紳士	(1) Mr. Chuck Alison – Executive Director (2) Dr. Alice Yuk, J.P.- 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	包秀怡小姐	Ms. Pao Sau Yee
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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**	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 checked="" type="checkbox"/> 香港及離島 Hong Kong and Island
<input type="checkbox"/> \$100,001 ~ \$200,000	<input checked="" type="checkbox"/> 家庭及兒童福利服務 Family & Child Welfare Services	<input 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 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.

計劃名稱：東涌課後託管及興趣發展計劃

Project Name: Afterschool Childcare and Interest Development Scheme at Tung Chung

背景資料：

Service Background :

According to the report from the Census and Statistics Department in 2006, out of the no of population 37,512 living in Yat Tung Estate of Tung Chung, one-third of them were aged under 15 and 42% of the families earn a domestic household income less than \$8,000. According to the latest report from Social Welfare Department, Yat Tung Estate is the top forth in the total number of CSSA cases among the public estates in Hong Kong and has the highest number of CSSA cases due to single-parent family, unemployment and low-income.

Currently, we serve more than 200 children with deprived background such as single-parent families, working-poor families, on CSSA, disability, new-arrival, ethnic minority, etc. Our target beneficiaries are those facing difficulty in paying the fees for programs due to financial constraints. We therefore apply for the Partnership Fund for the Disadvantaged to subsidize the deprived children to continue their participation in the project.

Target: Primary school students living in Tung Chung with deprived background (single-parent families, working-poor families, disability, new-arrival, ethnic minority, etc) who are on CSSA or with a household income not more than 20% of the CSSA family.

No. of beneficiary: 40 families per year

Duration: Sept 2010 to Aug 2012

Content:

1. Afterschool childcare service plus multi-talent development courses

Those who successfully applied are eligible to enroll in the afterschool childcare service with a maximum subsidy \$400 per month for 1 school year (Sept 2010 – Aug 2011/ Sept 2011 – Aug 2012).

All participants should enroll in least 1 academic course and 2 sport training course or creative arts course every year with a maximum subsidy \$100 per month for 1 school year (Sept 2010 – Aug 2011/ Sept 2011 – Aug 2012).

All participants should be invited to join the “Face Challenge” Personal Development Training Overnight Camp which aims to enhance children’s self-understanding, self discipline and teamwork spirit.

All participants should also be invited to take part in the Community Service Day which aims to actualize “it’s a blessing to give”, to bring out own talent and to serve the community. No of

beneficiaries: 100 elderly in the community

2. Women trained to be the instructors

To facilitate local employment, we provide job skills training to the women living in the district to be the instructors of the childcare services. Monthly meeting with the instructors will be arranged which serves as a platform for service review and case sharing. Continuous training workshops for the instructors such as understanding slow learning children, specific difficulty in reading and writing and how to deal with ADHD children will also be arranged. Senior secondary school or university students in Tung Chung will also be recruited and trained up, as appropriate, as instructors.

3. Recognition Scheme

Children who demonstrate significant achievement in the area of self-management and personal growth, academic performance, extra-curricular activities, community services or good conduct in family would be rewarded by the "Toy Bank". "Toy Bank" is a scheme to encourage children to have goal achievement so as to gain compliment. Each child will receive a bankbook to record their achievement and is entitled to 12 times of receiving free toys/borrow toys annually. All the toys are mainly donated by toy manufacturing companies or corporate.

2. Student's performance review

Interim and annual review will be arranged to each child and their parents in Feb and July every year to appraise the children performance based on the following criteria:

1. Student makes good academic performance or shows significant improvement	30%
2. Student demonstrates good self discipline (attentiveness, self-initiative, be considerate, cooperative, tidiness, be responsible, polite) or shows significant improvement	30%
3. Student obtains personal achievement (participation or prize winner in extra-curricular activities)	15%
4. Student joins the volunteering services	10%
5. Student behaves well in family	15%
Total:	100%

Children who fail in criteria 1 and 2 are not qualified to apply for the 2nd phase.

3. Family-oriented approach

Family-oriented approach will be adopted in order to effectively intervene in some children who have behavioral problems. We will provide family support services to their family members when necessary.

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	\$0	
捐款 Cash	\$500 x 40 children x 24 mths = \$480,000 (Sponsorship for Business Corporate \$240,000)	
總值 Total Value	\$500 x 40 children x 24 mths = \$480,000 (Sponsorship for Business Corporate \$240,000)	

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\$480,000。Once successfully applied, Social Welfare Department will grant half of the sponsorship which means \$480,000 in total.
2. 商業贊助機構可選擇資助全期 24 個月或資助 12 個月為計算單位。Business corporations can grant sponsorship 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，並於 2006 年起於東涌開展地區服務。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. The community services extended to Tung Chung starting from 2006.
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。

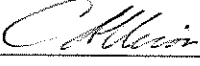

I certify that all the information given in this application is true and accurate.

- 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，社會福利署並不介...

稱與有關機構或團體訂立合作計劃的週往。

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 Allizen	
職銜 Title:	機構總幹事 Head of the NGO	
日期 Date :		
		(機構蓋印 Organization Chop)