

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	長者安居服務協會	Senior Citizen Home Safety Association			
機構總幹事 Head of the NGO	馬錦華先生	Mr. Ma Kam Wah, Timothy			
總辦事處地址 Headquarter Address	九龍觀塘翠屏北邨翠屏商場 M2 層 1A 室	Flat 1A, M2/F, Tsui Ping Shopping Circuit, Tsui Ping North Estate, Kwun Tong			
計劃負責人 Project Officer	程偉文先生	Mr. Tsing Wai Man, Rocky			
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<p>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?</p> <p><input checked="" type="checkbox"/> 是 * Yes* <input type="checkbox"/> 否 No</p>					
<p>機構已根據以下條例註冊： The NGO is registered under the following ordinance:</p> <p><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 : _____)*</p>					
<p>建議計劃大綱 Proposed Project Outline:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%; vertical-align: top;"> <p>贊助額** Amount of Sponsorship**</p> <p><input type="checkbox"/> \$100,000 或以下 or below</p> <p><input type="checkbox"/> \$100,001 ~ \$200,000</p> <p><input checked="" type="checkbox"/> \$200,001 ~ \$300,000</p> <p><input type="checkbox"/> \$300,001 ~ \$400,000</p> <p><input type="checkbox"/> \$400,001 ~ \$500,000</p> <p><input type="checkbox"/> \$500,001 或以上 or above</p> </td> <td style="width: 33%; vertical-align: top;"> <p>服務範圍** Service Programme**</p> <p><input checked="" type="checkbox"/> 安老服務 Elderly Services</p> <p><input type="checkbox"/> 家庭及兒童福利服務 Family & Child Welfare Services</p> <p><input type="checkbox"/> 康復及醫務社會服務 Rehabilitation & Medical Social Services</p> <p><input type="checkbox"/> 青年及感化服務 Youth & Corrections Service</p> <p><input checked="" type="checkbox"/> 為其他弱勢社群提供的服務 Services for Other Disadvantaged Groups</p> </td> <td style="width: 33%; vertical-align: top;"> <p>服務地區** Service Districts**</p> <p><input type="checkbox"/> 香港及離島 Hong Kong and Island</p> <p><input type="checkbox"/> 九龍東 Kowloon East</p> <p><input type="checkbox"/> 九龍西 Kowloon West</p> <p><input type="checkbox"/> 新界東 New Territories East</p> <p><input type="checkbox"/> 新界西 New Territories West</p> <p><input checked="" type="checkbox"/> 全港性 Territory-wide</p> </td> </tr> </table>			<p>贊助額** Amount of Sponsorship**</p> <p><input type="checkbox"/> \$100,000 或以下 or below</p> <p><input type="checkbox"/> \$100,001 ~ \$200,000</p> <p><input checked="" type="checkbox"/> \$200,001 ~ \$300,000</p> <p><input type="checkbox"/> \$300,001 ~ \$400,000</p> <p><input type="checkbox"/> \$400,001 ~ \$500,000</p> <p><input type="checkbox"/> \$500,001 或以上 or above</p>	<p>服務範圍** Service Programme**</p> <p><input checked="" type="checkbox"/> 安老服務 Elderly Services</p> <p><input type="checkbox"/> 家庭及兒童福利服務 Family & Child Welfare Services</p> <p><input type="checkbox"/> 康復及醫務社會服務 Rehabilitation & Medical Social Services</p> <p><input type="checkbox"/> 青年及感化服務 Youth & Corrections Service</p> <p><input checked="" type="checkbox"/> 為其他弱勢社群提供的服務 Services for Other Disadvantaged Groups</p>	<p>服務地區** Service Districts**</p> <p><input type="checkbox"/> 香港及離島 Hong Kong and Island</p> <p><input type="checkbox"/> 九龍東 Kowloon East</p> <p><input type="checkbox"/> 九龍西 Kowloon West</p> <p><input type="checkbox"/> 新界東 New Territories East</p> <p><input type="checkbox"/> 新界西 New Territories West</p> <p><input checked="" type="checkbox"/> 全港性 Territory-wide</p>
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* 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

Project Name: Holistic Personal Emergency Link Care Service for the Needy

A) About Senior Citizen Home Safety Association

Senior Citizen Home Safety Association is the only charitable social services organization endeavors to provide 24-hour emergency relief service to elderly whom live singly in Hong Kong. The association relies mainly on fundings and donations from the general public and corporations to maintain and develop services provided for the needy.

B) Aims of the Project

To provide the 24-hour Personal Emergency Link (PE Link) Service and our holistic care service to **100** elderly who experience financial difficulties while not eligible for the government's allowance on PE Link.

C) Highlights of the Project

1. Directly benefit the individual elderly who are in crisis situation.
2. The Association will provide life-long free maintenance and service charges to match with the funding body.
3. The Project fills in the gap of service to those non-eligible elderly.
4. The beneficiary enjoys the life-long care of the funding body via the PE Link Service.
5. Donor can pay visit to the beneficiaries at time convenient to both parties. Thus, sustain the continuous care and support of the funding body to the elderly.
6. The Association also bears the cost of monthly service fee as a matching to the funding body's support. It is a joint venture in serving the needy.

D) Services to be rendered

- ◆ Personal immediate assistance whenever needed. Example: admission into Accident & Emergency Department
- ◆ Inform their kin and relatives whenever needed
- ◆ Fax one's medical record to hospitals whenever needed
- ◆ Phone Assurance and short-term counseling
- ◆ Home Visit on request
- ◆ Solicit & distribution of gifts-in-kind to the needy people, for example, coats & quilts, electric appliances, escort service to hospitals and clinics
- ◆ Referral to the respective social service agencies will be arranged when needed

E) The Arising Demand on Charity Cases for the Past 2 Years

Year	2003-2004	2004-2005
Month		
August	144	136
September	117	132
October	137	142
November	183	162
December	65	161
January	65	193
February	249	108
March	114	188
April	143	258
May	187	216
June	132	314
July	135	406
Total	1,671	2,416

*The demand on charity cases has increased 45% compare to 2003-2004

F) Sharing of Beneficiaries

Auntie Lui-mui used to live in her own style. Behind her wrinkly face lies boldness of determination. Although in her late year of 86, she insists to earn her own living by being a rag picker, only to persist her own living and strive for dignity...

When asking for her priority of necessities, she said nothing but an Emergency Alarm System. Auntie Luk-mui once fell down at home with her head injured. Fortunately, her neighborhood was eventually alerted by her screaming and sent her to hospital at once. Recalling this memory, Luk-mui was still in great panic. She said in worry, "I thought I would die at that moment, it was really a miserable experience."

The Senior Citizen Home Safety Association made her dream come true by installing an Emergency Alarm System for her...

Auntie Luk-mui immersed in happiness when we saw her again. She said, "Thanks for the donor, I feel much more relieved now."

G) Holistic Care-Phone Assurance Calls

To enable the staff of the sponsored corporate to tender care and involve in serving the needy elderly, we are proud to offer training program and service opportunity for the staff. As a part of our comprehensive and total care to the needy elderly, currently more than 5,000 singly lived elderly are served by regular assurance calls by hundred of trained volunteers. We truly believed by involving corporate staff in this caring service, both their morale and sense of belonging to the corporate will be further enhanced. Furthermore, they will also tender better care and respect to elders of their families as well.

H) Corporate Volunteers Involvement Programme--The Elderly Caring Calls

Since most of the elders are singly lived in the community, even some without any social contact or support due to their ageing or living environment. To most of them, attending to a caring call from the trained volunteers means that they are remained contacted and network with the society, and also allow them to share their desperate emotion at times of frustration. In according to the annual statistic of the service of Samaria Anti-suicide Society's, the suicide rate of Hong Kong is again ranking the first in the world.

We truly believe that the Regular Caring Calls for Elderly will not only prevent the elders from committing or attempting suicide, it will also help to render timely support to them. Hence, the esteemed staffs from the corporate are cordially invited to join in our caring team. For the past years, totally more than 1.3 million of assurance calls have been offered to the elders by the service.

I) Major Features

Staff volunteers will be offered with 4 sessions (total 8 hours) of training on skills and knowledge in serving elderly. They would also be offered practice opportunities to grasp more concrete experience prior to their service. Afterwards, they would be given a list of 10-20 elders who have enrolled with the service. Staff volunteers can make regular calls to the assigned elders at their spare time from work or at home. It provides much flexibility for the volunteers to work out with the elders on the exact time of calling. After the assurance calls, volunteers are requested to fill in a form and fax back to our organization for prompt follow-up. Should the volunteers identified that the elders may require further follow-up or with immediate need for intervention or assistance, they are welcome to call directly to the staff of Elder Ring for prompt follow-up.

J) Contact Person

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