

Community Investment and Inclusion Fund -- Project Summary

Project: Network Building Project for Ethnic Minorities (0018-10)

Name of Organization: Yuen Long Town Hall Jockey Club Yuen Long Children & Youth
Integrated Service Centre

Grant Approved: \$300,000

Project Duration: 5/2007 – 4/2008

Location of the Project: Yuen Long

Project Highlights

Objectives: to accumulate social capital by:

- (i) enhancing talents, abilities, self-concept and healthy development of youngsters via community involvement;
- (ii) building up/ strengthening networks among ethnic minorities, between them and main stream community to enable interactions, mutual help and cooperation.

Strategies

- (i) “Learn and Do” Interactive Tutorials – starts from favorite activities of youngsters, participants are encouraged to participate in community services.
- (ii) Community Ambassador – coming from the community or participants of project’s activities, they are the resource base of the projec;
- (iii) Community-based activities – two small communities will be chosen as a starting point to enhance the interactions among different racial groupings.
- (iv) Community networking between and among
 - a) resources in the community, b)ethnic minorities, and c) mainstream community

Expected Outcomes and Performance Indicators

- (i) enhancement of participants in the following three aspects a) self-concept, b)social skills, and motivation in community participation
- (ii) interaction and network among/ between ethnic minority groups and mainstream community increase
- (iii) mutual help among/ between ethnic minority groups and mainstream community increase
- (iv) participation in community services among participants increase

Brief Description of Programmes

- (i) Community ambassador – including football ambassador, basketball ambassador, band music ambassador and other volunteers, training and community services
- (ii) “Learn and Do” Interactive Tutorials – trained ambassadors to be assistant coach/ trainers
- (iii) Centre-based activities
- (iv) Various community-based activities

Unique Features

- (i) focus on “growth and development” of participants, instead of “problem-solving”
- (ii) emphasis on “community involvement” of participants, related role change and their contribution to the community
- (iii) a “networking” approach to enhance interaction, cooperation and mutual help