

Project Title : 302C - Caring Community Networking Project

Name of Organization: HKSKH Lady MacLehose Centre

Grant Approved: HK\$1,400,000

Project Duration : 3 years (from 1st March 2008 to 28th February 2011)

Target Groups :

- ① The Third Age : Aged 50 or above
- ② 2C Target : Youth, woman, middle- aged, older adult ; which include school dropouts, unemployed, new immigrants, chronic illness and disabled, etc.

Location of the Project : Kwai Tsing

1. Project Highlights :

(i) Objective

The project is to recruit and train core members of the third age group, targeting towards their 2nd career in serving the community, and to help building a ‘Caring Community’ by mobilizing and motivating the youths, the aged and women in the community to form a ‘Intergeneration Helping Network’.

(ii) Strategy

The project named “302C” with a meaning of making use of the potential energy of the Third- Aged, to start off their Second Career. With their abundant life experience, they could play a pioneer role to support and concern others in need in the movement of building caring community. By this process, they become an important and powerful work force in building the social capital.

(iii) Expected Outcomes & Performance Indicators

- a. The project is to organize a 302C core group, and it is expected to have an expansion in its size from 20 to 40 persons in three years.
- b. Build up a registration and recognition system for a caring community and its mutual help networks, establishing an operational team for running the system and turn it into a regular organization.
- c. Enhance the joint efforts among government, business and the third sector. 20 units are willing to support and participate in the project.
- d. Change the mindset from passive acceptance of welfare to the delivery of social service, 120 participants is more confident and active to engage in the community after capacity building.

2. Brief Descriptions of Programmes:

Using the 302C core group for connecting the large-, middle- and small-scale business commercial enterprises and turn them eventually into a “caring company” of the district. Through a series of district-level program including a kick-off ceremony, a sharing meeting, recognition-giving ceremony and a mutual-help exhibition, demonstrating good examples of “mutual appreciation and mutual help” for the community residents to knowing different mutual help incidents happening around in their community.

3. Unique Feature and Areas of Innovation

- ✓ Emphasize on non-professional intervention. The Third- Aged plays a pioneer role in mobilizing community resources and building up social capital.
- ✓ Highlight the slogan of “Everyone can be Volunteers” and the spirit of mutual appreciation and mutual help.
- ✓ Advocate the message of “Experiencing Your Potential & Ability through Caring and Serving Others”.