

Project Title and No. : Joyful Care Castle
Name of Organization : The Salvation Army Chuk Yuen Integrated Service
Chuk Yuen Children and Youth Centre
Grant Approved : 1,850,000
Project Duration : 2/2009-1/2012
Target Group : Deprived and care in need families and children;
Women (housewives); 50-59 years old young-old;
Educated and competent youth.
Location of the Project : Wong Tai Sin

Objectives:

The harmonious and content life is full of vitality and interaction. Not only children need play, disparity in age, race, and social stratum, the communities need “play”. Bringing the sense of joy and satisfaction through “play” may connect different communities and obtain each other's recognition. Upholding this rationale, this project makes use of “care” and “play” in our intervention skill. We hope to establish a safe, supportive, energetic and caring community in Wong Tai Sin.

Strategies:

- To make use of ‘care’ and ‘play’ to establish relationships through different target groups of joining diverse interaction platform:
 - To carry out centre-based platform (Happy castle) or home-based platform (Moving castle) for building up relationship and provide support when running the castle
 - To develop community ‘play’ event
 - To recruit members of community and to train them become ‘joy maker’
- To develop ‘play’ in the community through young-old, women & children’s collaboration which is leading by the teenagers. The projects promote joy and happiness among individuals, families and communities and also hope to ingest new ‘joy maker’.
- To contact families and attract additional target audiences through connections with different community parties such as school, estate mutual aid committee
- To divide team members into small groups who carry on the spirit of this project and sustain community services.

Expected Outcomes and Performance Indicators

- The children in need and their families secure care and support
- Women, young-old, teenagers and children experience mutual understand in different roles, from which they gain counter-support from “care” and develop self-confidence and personal growth
- The families or others beneficiary parties enroll to the project
- People regardless of background and social stratum develop a new form of partnership that allows them to exchange skills and knowledge.

Areas of Innovation

Lateral execution of ‘Care’ and ‘Play’: The newly-combined platform targets on children with insufficient care and attention. Alongside with participation of teenagers, women, elderly and individuals from different social stratum, community harmony is anticipated and “Joyful Families, Energetic Communities” can be formed.