

Project Summary

Project Title: 0012-13 “The Fireflies : A Glow of Caring Neighbourhood”

Name of Organization: Hong Kong Sheng Kung Hui Lady MacLehose Centre

Grant Approved: HK\$ 1,800,000.00

Project Duration: 3 years (from 1st July 2009 to 30th June 2012)

Target Groups :

- a. Project Recipients: Elders, deprived and services needed families living in Tsing Yi (North)
- b. Project Changing parties: Non-working population, women and healthy elderly
- c. Project Collaborator: Government, and non-government organizations, business parties, schools, professionals, housing authority, MACs, OC etc

Location of the Project : Tsing Yi (North) Housing estates

Project Highlights :

(i) Objective

- a. Remodeling social values: To develop ability and capacity of capital of women, the elderly and deprived families;
- b. Establishing and developing the community networks: Linking families, groups in the community, and jointly to achieve the concept of neighborhood help;
- c. Sharing and learning different knowledge, skills and life experience within participants.

(ii) Brief Description and Strategy of the Project

Stage of development

- Providing training and visits to women and the community for establishing mutual help network;
- Build up a platform to provide mutual help from trained women to elders and deprived families;
- Explore the professionals and qualified individuals being the mentors or sharing guests to provide training to deprived group;
- Develop the collaboration of different groups and parties will guide, provide advice and training plans to promote the development of the project;
- Women responsible for planning, preparation and holding programmes and outings to deprived families / elderly people, in addition to enhancing women's leadership talents.

Stage of consolidation

- Set up self-employed teams: Involve women, deprived families to develop the sustainable economic service.

(iii) Unique Features of the Project

1. With the implementation of community and neighborhood matching service system, encourage program participants to provide services to help others and promote the concepts of mutual trust, mutual benefit, mutual understanding and the spirit of mutual complementary.
2. Plan to promote the self-employed / home-based working teams to serve the neighborhood and the community after the project end.
3. Building up a mutual help supporting network in the Tsing Yi (North) housing estates community.

(iv) Expected Outcomes & Performance Indicators

1. Promote personal / family changes

- To develop the elderly' talent and experience, from being participant, and developed to be program assistant and become a member to develop the project;
- Set up self-employed team to promote the capacity of women;
- Develop and enhance the self-employed skills for deprived women and families, and encourage them to participate the volunteer service;
- Mobilize the local families to participate the programmes and activities for building up mutual support network;
- Invite the youth to share and co-operate with different parties for achieving the goal of inclusive human capital.

2. The establishment of cross-sector collaboration

- Invite MACs, OCs, the business sector, Government, NGOs, being cooperative partnership, in order to refer the cases, to provide training and co-operate activities.