

Project Summary

Project Title and No.: "Keychen-up" Project (0034-14)

Name of Organization: Aberdeen Kai-fong Welfare Association Social Service Centre

Grant Approved: 1.5 million dollars

Project Duration: 1/7/2009 – 30/6/2012 (3 years)

Target Groups: Non-engaged youth aged 15-25

Location of the Project: Southern District

1. Project Highlights

(i) Objectives

- 1. Mentoring Network** : To explore the resources network and strengths of the government, business sectors and the general public and to establish a mentoring relationship in order to enhance youngsters' motivation.
- 2. Exploring Talents** : To explore the talents and potentials of the youngsters and assist them to set a clear goal for their academic development or career path in the future.
- 3. Community Building** : To facilitate a mutual collaboration between the mentor and the mentee, provide a catering service for the community and promote a healthy food culture.

(ii) Strategies

The main strategy of this project is to establish a network across all sectors and social strata and to integrate the power of the business sector, academic sector, professional bodies and the social welfare sector. With the practice of an one-stop service, youngsters can connect themselves with the society, set a goal for personal growth, develop potentials and build a healthy community. Details of the strategies are as follows:

- 1. An one-stop service:** This project will provide an "one-stop" service for youngsters including pre-employment training, job placement, on-job training and employment assistance service by matching up mentors.
- 2. Role Changing** : By expanding the mentoring function, this project will change the traditional role and image of the mentor and mentee and enhance their potentials.
- 3. Creative Thinking** : This project can offer an opportunity for our Agency to creatively integrate the mentorship scheme and youth on-job training. The one-stop service provides comprehensive services for the youngsters including getting to know the job market, job placement, pre-employment or on-job training with the guidance of the mentors, etc.
- 4. Collaboration** : This project can explore new opportunities for each sector to further develop their potentials and contribute to the training of the pillars of society in the future. Business companies or professional bodies from all sectors will be involved and they can take advantage of complementing each other.

(iii) Expected Outcomes and Performance Indicators

- 1. Mentoring Network** : To establish a mentoring relationship with mutual trust by connecting 210 youngsters and 100 mentors. Youngsters can develop positive thinking and broaden their horizons.
- 2. Exploring Talents** : To enhance talents and skills of 210 youngsters and more than 190 of them are targeted to be more goal-oriented and ambitious, thus connecting themselves with the society.
- 3. Community Building** : To build a collaboration between the mentor and mentee and run the Life Café for 5 days a week. The mentor will teach the mentees and help them develop potentials, change their roles from passive to active and contribute to the community finally.

2. Brief Description of Programmes

The "Keychen-up" Project integrates the mentorship scheme and youth pre-employment training. With the collaboration across all sectors and social strata (Apart from the collaborators in the previous ULYSSES Project, three new partners including Hong Kong Ocean Park ,HKU School of Professional and Continuing Education College of Business and Finance and Hong Kong Young Chef Club have also joined this project.), an "one-stop" service is provided for the youngsters including pre-employment training, job placement, on-job training and employment assistance service by matching up mentors.

3. Unique Feature and Areas of Innovation

- 1. A Groundbreaking service:** Traditional youth centre provides applicable social welfare services for youngsters in the district but this project aims at giving a groundbreaking one. Trainers will also act as mentors. This can provide an opportunity for them to get in touch with the youngsters earlier for youngsters' greater benefits. After the training, mentors will run the Life Café together with some of the mentees and serve the community. The social workers will only play the roles as facilitators in the project.
- 2. A Deeper Collaboration:** Collaborators do not merely provide monetary contribution or show support in names. They are in fact one of the participants in this project and they will grow with the youngsters.
- 3. Changing youngsters' life values:** By providing pre-employment training, on-job training and a strong mentor-mentee relationship, the youngsters can take on a more positive role, explore talents and fulfill their potentials in workplace. In addition, this project also encourages the mentors and business sectors to change their previous negative thinking about the youngsters. They will learn to adopt positive attitudes towards youngsters, be more understandable and provide training for them.