

# Project Summary

**Project Title and No :** Developing big “C” in Choi Ying (0026-15)

**Name of Organization :** Kwun Tong Resident Association

**Grant Approved :** \$350,000

**Project Duration :** March 15, 2010 to March 14, 2011

**Target Groups :** Women, Children, Youth, Middle-class Families and Ederly

**Location of the Project :** Choi Ying Estate

## Project Highlights

### (i) Objectives

- to enhance the capacities and confidence of women so as to become a ‘service providers’ in community.
- to develop the potentials and to encourage more community participation among women, children, youth, elderly and the middle-class families.
- to facilitate cross-sectoral collaboration to strengthen the sense of social inclusion and belongings.
- to enhance different connections in the community and make use the networks to help newcomers of the community.

### (ii) Strategies

- Participation of resident--  
Different volunteer groups will be formed to tackle the problems of after school-care and adaptation of the new environment.
- Joint efforts of cross-sector--  
Networks will be established to work hand in hand to build a harmonious community.
- Empowerment of volunteer--  
To empower the volunteer to set up a team to sustain the service of the volunteer groups and help the newcomers of the community to adapt the environment.

### (iii) Expected Outcomes and Performance Indicators

- Recruit 20 volunteers to be the “Ambassadors of Neighbor” and set up a mutual help neighborhood network reaching 800 families.
- Recruit 20 volunteers to be the “Mentors”, and collaborate with Mutual Aid Committee and schools with the aim of serving 120 children whose families need after-school care service.
- Recruit 45 members to the “Supporting Team”. Through providing after-school care services, home maintenance, medical services, and etc., it aims to promote the sense of belonging, social inclusion and self-assurance.
- Around 200 families participate in the project .
- Collaborate with 8 shops and 10 collaborators to promote the concept of mutual help and establish the “Community Support Network”.

## Brief Description of Programmes

- “Ambassador of Neighbor”—regular home visit will be conducted by volunteer to help family in need. Suitable support such as after-school care, home maintenance, etc. will be provided if they are in need.
- “Mentoring”— helping children to build up positive attitude and develop their ability. The mentors can develop their potentials and be prepared to the job market.
- “ Supporting Team ”—Through regular home visit, home maintenance, interest classes assistance, they can help the works of the Ambassador.
- “ Oil Station ”—various organizations in the community will support the project and provide various community resources to the residents.

### **Unique Feature and Areas of Innovation**

- Geographical advantages—  
Connect different kind of human resources from neighboring district to lay the foundation of volunteer groups.
- Promotion of social capital—  
Through the work of the Choi Ying service team, concept of social capital could be promoted and sustained.