

Community Investment and Inclusion Fund - Project Summary

Project Title and No.:	“Shepherd’s Dream” – Youth Employment Concern Project (0039-15)
Name of Organization:	Jockey Club Cheung Wah Youth S.P.O.T., the Hong Kong Federation of Youth Groups
Grant Approved:	HK\$1,600,000
Project Duration:	2 years (December 2009 – October 2011)
Target Groups:	15-24-year-old youths with low motivation and work skill level
Location of the Project:	North District

1. Project Highlights

(i) Objectives

The Project aims at two main objectives.

- 1) To equip the target youths with proper knowledge and skills, as well as working motivation, for the better self-adjustment with the job market;
- 2) To establish a mutual caring community wherein the experienced and resourceful personal bodies can help enhance the target youths with potentials.

(ii) Strategies

- 1) Invite committed enterprises as our partners - the partners would nurture our youth with their positive core corporation values;
- 2) Provide internship, and on-job training and mentorship - our youths would enhance their understanding toward the real job market;
- 3) Cater youth with career-related social activities - our youths would further develop their working potentials and positive working attitude with effective, funny and alternative activities;
- 4) Utilize the power of the media - our community would raise its social awareness towards present and reinforce our youth’s positive self-recognition.

(iii) Expected Outcomes and Performance Indicators

- 1) Positive Enhancement of our youth’s understanding toward real job markets - our youths would be willing to attend prevocational trainings and pursuit their career goals;
- 2) Positive self-growth of our mentors - our mentors would develop their own potentials to and learn about how to enhance the daily communication among youth colleagues;
- 3) A new vision of employers towards our youths - our employers would have a new insight about the characteristics and abilities of the youths; willing to hire them as their employees and fulfill their corporate social responsibility;
- 4) Implementation of a “student-oriented” pedagogical principle in education - our school would progressively solve students’ behavioral problems.

2. Brief Description of Programmes

The Project is about the story of a group of youths in achieving their career goals. Courage, endurance, perseverance and responsibility are the essential elements for the pursuit of their dreams. In the Project, Hung Fook Tong Holdings and Advance Multimedia Company Limited are invited to join forces with us to provide adequate trainings, placement opportunities and marketing promotion activities for our youths; and the enterprise employees would match up with the participants to act as their life mentors, sharing invaluable working experience and providing prompt support in response to their needs on the job-seeking road. All kinds of power and resources are collected from different enterprises, schools, community members and media to help our youths achieve what

they want in their deep hearts.

3. Unique Feature and Areas of Innovation

- 1) Full implementation of the Project throughout school years – our youths would be well equipped before they leave for work;
- 2) Different power and resources from the community – the project would provide a wide range of working opportunities to our youths ;
- 3) The Project is not only about knowledge acquisition , but also about the core values and positive culture of the enterprises participated;
- 4) Low-ratio mentoring arrangement - perfect assistance and supervision are provided to meet the youth needs;
- 5) Involvement of enterprise volunteer teams – the project would utilize the social powers to serve our community.