

**Project reference:** 0155-02  
**Project name:** “Living Under The Same Sky” Community networking project for South-Asian Ethnic Minorities and low income families in Sham Shui Po  
**Organization name:** YMCA of Hong Kong  
**Approved Budget:** \$ 1,248,880

**Project Overview:**

This pioneer project embraces the concepts of social capital investment and cost effectiveness. It is intended as a cultural and economic development plan for a defined socially deprived group including South-Asian ethnic minorities and low-income families. Project services aim to mobilize a network of communal support and pool available resources in the community so as to effectively interface with these affected minority groups that are scattered throughout the community. Using “dots”, “linear”, and “dimensional” linking and district outreaching methods, to help these families build and develop self-help networking, thus strengthening their social integration and capacities for mutual support. The project team will facilitate the participation of the business sector, religious organizations and district government bodies as well as individuals in this process so that they can support and contribute to the project. This kind of collaboration and cooperation among the government, business sectors and community is considered to be critical in the full development of social capital.

**Design Concept:**

Based on vital statistical data and district services experience, our social service team in Cheung Sha Wan has observed the existence of a quite a substantially sized group of ethnic South-Asians and low-income families who appear to be isolated and alienated from the community in ShamShuiPo District. Government departments have little knowledge about this segment of the population and thus few specific services have been provided for them. Therefore, we have adopted a concept of forming service teams to fill this gap in community service. It is our hope that, through the methods mentioned above, we can help these needy people to help themselves and also foster a sense of belonging to the community while nurturing a spirit of mutual assistance in the community.

**Project Objectives:**

1. Provide tailor-made services to build working relations and assist the vulnerable and deprived groups composed of South-Asian Ethnic Minorities and low-income families to obtain services required.
2. Facilitate networking of these under-served populations amongst themselves and community.
3. Enable these individuals and families, through mutual assistance and service exchange, to interact socially with the community and develop a sense of belonging and community spirit.
4. Mobilize individuals and commercial organizations to participate in community development processes through volunteer service, home visits, group meetings, community activities, co-op projects, offering job opportunities etc., and promote mutual appreciation as well as self-development and enhancement.
5. Develop and maintain an effective networking mechanism to ensure the sustainable development of a caring community upon establishing mutual-help relationships and joint efforts among government, commercial sectors and people.

**Project Duration:** 36 months (April 2004 to March 2007)

**Service Areas:** Sham Shui Po District (Cheung Sha Wan, Mei Foo, Nam Cheung, Pak Tin, Tai Hang Tung and Shek Kei Mei)

**Target Group:** 1) South Asia Ethnic teenagers and their families  
2) Low-income families  
3) Vulnerable and deprived groups in the district.

**Approach:** 1) “Dot, Linear, dimensional” approach  
2) Out-reaching  
3) Group work and individual counselling

**Progress Plan:**

The project will be carried out in five phases i.e. (I) Planning Stage (II) Operating Stage (III) Integrating Stage (IV) Reaping Stage and (V) Transferring Stage

## **Outputs Indicators and Outcome Measurement:**

### Output indicators

- Establish volunteer service teams among commercial sectors and religious groups to serve the vulnerable groups: No. of volunteer teams formed by corporations and church groups.
- Promote community participation and inclusion among social sectors: No. of volunteers and volunteer service hours provided by corporations, community groups, government department, South Asia Ethnic Teenager and families and low income families parents.
- No. & frequency of low-income family participating in networking, activities and groups.
- No. of programmes, activities, home visits and services being organized.
- No. of employment opportunity provided by local employers to the South Asian Ethnic minorities and low-income family members.
- No. of cooperative programmes organized by South Asia youth volunteers and parents of the low-income families.

### Outcome measurement

- Personal Level - 70% of the South Asia Ethnic Minorities and low-income families have active participation and enhancement in their sense of belonging to the community.
- Organizational Level - 80% of volunteers from religious groups and commercial sectors have more understanding to the mentioned deprived groups, and continue to serve them
  - 50% of business and local employers have more understanding to the served groups and be willing to employ them than before.
  - 80% of government department and organizations are willing to establish referral mechanism and cooperate in promoting social inclusion programme and message.
- Community Level - 30% of the programme participants in the community have positive impression of the mentioned deprived groups and among them 15% will promote the social inclusion message to their relatives, friends, neighbors, etc.

### **Evaluation Tools:**

- Project performance indicators
- Employment or self-employment opportunities
- Survey and research analyses
- Focus group and feedback questionnaires
- Regular committee meeting