

Project No : 0038-03
Project Title : 「New SOHO New Life」 Project
Name of Organisation : TWGHs
Grant Approved : HK\$ 700,000

Project Highlights :

This project will focus on developing the potentials of the SOHO people who have various special skills and talents but have not been fully utilized. Through developing network amongst all strata of people in the community, the social capital in the society can be utilized and thus the quality of life of the people in the community can be enhanced.

The objective of the project is to set up “New SOHO’s Club” in the Eastern District through networking SOHO people, private corporations, governmental and local organizations, thereby creating a harmonious and integrated environment in the society.

Brief Description of Programmes to be organized:

1. New SOHO New Life:

To motivate and mobilize a group of voluntarily or involuntarily retired or self- employed middle-aged people, build up network among them, provide training in volunteerism and opportunities to serve the under-privileged.

- Promotion of the Project: Promotional activities will be launched in Eastern District to promote the concepts of “New SOHO New Life”. Members will be recruited to assist in promoting the concept of caring neighbourhood as well as voluntarism in the community by utilizing their potentials and strength.
- Establishment of New SOHO’s website: To let the general public and our potential SOHO members to browse through the website which provides various kinds of information and resources for SOHO living i.e. life after retirement / out of job. At the same time, it can provide a platform for the general public and the SOHO people to share their life experiences, and therefore develop mutual aid network and further recruit more members.
- Establishment of New SOHO’s Club: To let members have a clearer role and mission to utilize their potentials to serve others by forming mutual aid groups.

- Service in Community: To assist members in identifying the needs of people in the community, such as the elderly, mentally handicapped, new immigrant families, single-parent families, children and youth, etc. Through organizing various social service activities, members can actively participate in the voluntary work by employing their potentials and strength. Seminars and talks will also be held so as to let the professional knowledge of the members pass onto others in the community.
2. Building up networks with private corporations, governmental departments and NGOs:
 - Through collaboration with private corporations, governmental and non-governmental organizations, we can render help to the new members to adapt to new life style and changes in role after retirement / being out of job. This can enhance the cooperation among different sectors in the community.
 3. Providing services to private corporations, governmental departments and NGOs:
 - To render guidance to those who will soon become voluntarily or involuntarily retired middle-aged people. Through organizing talks and sharing workshops, the members of the New SOHO's Club can utilize their potentials and strength as well as share their experience with the new members, and assist them to pass through the transitional period readily with support.
 4. Preparation for Self-financed New SOHO Mutual Aid Society
 - To plan and organize the service package for different sectors in the community in order to build up mutual support network which serve as snowball-effect through recruiting more new members while delivering service to them.
 5. Establishment of Self-financed New SOHO Mutual Aid Society
 - To provide platform for members to share their experiences so as to consolidate the network and to render assistance to those in-need.

Unique Features of the Project :

- Through networking in the society, developing and utilizing their precious potentials and social assets, the New SOHO people can obtain life satisfaction through helping others, and therefore enhance their self-worth through active participation and contribution to the society once again. In addition, through promoting cooperation among private, governmental and social sectors, the social capital of the new SOHO people can be further enhanced. We hope to achieve the following results:
 - a. Harmonious Community: to develop a harmonious community, actively developing social capital;
 - b. Self Help – To Help Others: to promote voluntarism in the community, empower them as givers, and thus develop a trustful relationship and supportive atmosphere in the community;
 - c. Social Inclusion: To enhance the communication, liaison and cooperation among private corporations, residents in the community, government departments and community groups in order to establish a caring and harmonious society;
 - d. Community Participation: To promote participation of the public in the community by nurturing the interest and initiative of the public in voluntary work.

Project Duration : 30 months (from April 2004 to September 2006)

Target Groups : Middle-aged professionals who have voluntarily or involuntarily retired or stayed out of job

Location of the Project : Eastern District

Expected Outcomes

1. Establish and sustain a self-financed support group - 'New SOHO 's Club'
2. Not less than 150 members
3. 10,000 head counts have participated in the project
4. 100 times of voluntary services provided
5. Not less than 3,000 people benefit from the project