

## Productive Aging: Elders Shop

Name of Organization : The Salvation Army  
 District : Wong Tai Sin Tung Tau Estate  
 Project Duration : 3 years  
 (May 2004 to May 2007)  
 Grant Approved : HK\$900,000

Through setting up the "elders shop" which would eventually become the hub of the community, the project aims at extending the contributive roles of the elders, and extending their concern beyond themselves. The project transforms the roles of elders as service recipients into givers and organizers for the common good of the community. What is previously a social centre for elders is refocused into a community centre operated by elders and others for the community. Elders, along with other local residents such as women and youth, including the new arrivals, are learning to take charge of the Elders Shop's operation. Older women who are previously computer illiterate are now making sales and taking stock through a computer. Retired decorators are becoming mentors for local youth involved in the local service teams.

Some of the elders and women have since formed into service teams: home care and home repairs, providing voluntary or fee-charging services depending on the people's ability to pay, hence creating practical training and work opportunities for some new arrival women and local unemployed youth. Within the first 3 quarters, the Shop has earned around \$150,000.



1. 機構的熱誠參與；
2. 計劃員工對基金理念的正面認同；
3. 願意嘗試新的策略；
4. 由以服務為主導的框架，轉為發掘及發展最邊緣社群的潛能，讓他們發揮自助互助的效能；
5. 打破機構之間的藩籬，動員社區資源，尋求夥伴的積極參與及建立互助網絡的能力；
6. 充分利用本土網絡的力量；
7. 回應社區需要；及
8. 清晰的社會資本成效目標。

### Successful factors for social capital development projects :

1. Enthusiasm of the agency;
2. Positive outlook of the project staff;
3. Willingness to try new strategies;
4. Clear mindset shifts from providing services to developing the strengths and giving potentials of even the most marginalized groups;
5. Ability to break down organizational barriers, mobilize community resources, secure ownership from partners, and build mutual help networks;
6. Maximize strength of local networks;
7. Responsiveness to local needs; and
8. Clear focus on social capital outcomes.



歡迎有意申請的機構就計劃構思進行初步的討論。  
 Most welcome to have a preliminary discussion of your project ideas.

#### 社區投資共享基金秘書處 CIIF Secretariat

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## 發展社會資本計劃的成功因素

### 救世軍 老有所為「長者專門店計劃」



推行地點 : 黃大仙東頭邨

推行年期 : 3年

(2004年5月至2007年5月)

資助金額 : HK\$ 900,000



### 計劃目標

- ※ 改變長者對自己，以及社會對長者能力一般較負面的看法
- ※ 提倡知識轉移
- ※ 促進跨代共融
- ※ 以建設一個社區聚腳點，回應區內老化、缺乏凝聚力等問題