



Individual Giving and Volunteerism

A Social Engine for Change

PRESENTED BY MS. JOSEPHINE LEE,
DCEO ST. JAMES' SETTLEMENT

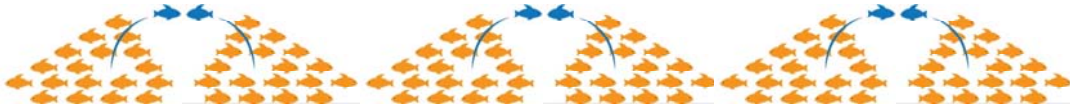
JUNE 16, 2015

Because of "HER"

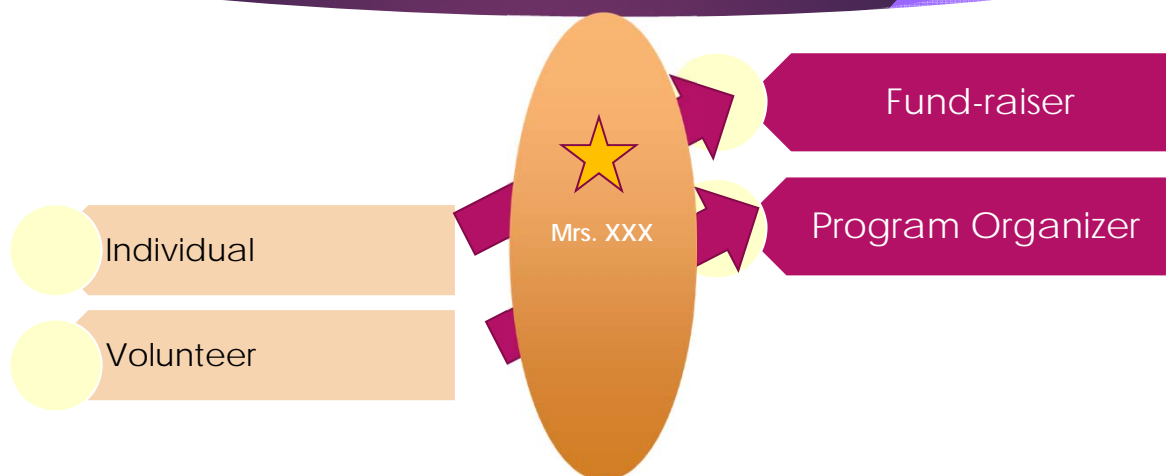
- ▶ Mrs. XXX (housewife)
- ▶ Joined St. James' since 2000
- ▶ Referred by another volunteers' organization
- ▶ Rehabilitation service...street sleepers' service...elderly services
- ▶ Comes every week to serve individually
- ▶ Comes every month with friends to serve elderly in group

Present Development

- Formation of 寸草心
- Raise few millions to help the elderly
- Monthly birthday party with elderly
- Festival celebration with them
- Every year, serve more than 1,500 deprived elderly, singletons



Empowering Mrs. Yeung & enhancing her capability



Inputs from SJS

- ▶ Build the rapport
- ▶ Open the doors (from service to service)
- ▶ Respect her wish (designated fund for designated services)
- ▶ Create the platform (recruitment and staff support)
- ▶ Facilitate her work (newsletter 寸草心)
- ▶ Freedom and autonomy

In the past, **V**olunteers give

- ▶ Time
- ▶ Money and In-kind donation
- ▶ Talent (skills and knowledge)



In the past, Donors give

- ▶ Money
- ▶ In-kind



Nowadays, Giving manifests

The Core Essence of

- ▶ Engagement
- ▶ Participation
- ▶ Reciprocity



“

Engagement Participation Reciprocity

”

SJS Volunteers Co-create Examples (I)

Program Development (Drive for Innovation)

Help to Build, Build to Help

2015 Outstanding Partnership Award



- ▶ Collaborate with Aedas (Global Architect Firm)
- ▶ 透過設計多項創新活動、運用**建築專業知識及傷健人士的經歷**，鼓勵學童對生命抱持正面及積極態度，造就生命，同時灌輸**可持續社區發展理念**，讓學童及Aedas**建築師多關愛社區**。

Help to Build, Build to Help

- ▶ 建築師加社工共同編寫
- ▶ 實地考察無障礙設施 學懂關顧
- ▶ 親身見證 過來人分享
- ▶ 建築師指導，學童親自設計貼心的社區
- ▶ 建築師分享 勉勵學童實現夢想
- ▶ 模型設計公眾展覽會：增加公眾對無障礙社區設施及環保建築之了解



164建築界義工 及建築系學生



協作成效

“與百多位小學生共同設計合適傷健人士的公園，小朋友的積極及無限創意，讓我感到有意義，並從小朋友身上學習到新思維。”

“每一次的參與都讓我很興奮，深深感受到小朋友的創意，每一個公園模型都令我有意思想不到的驚喜。”



活動能增加他們對傷健人士的了解，
接近90%基層學童承諾多關心傷健人士需要

860基層學童



“雖然你們在視覺上有問題，但我們是不會歧視你們的。而這次活動教曉我尊重和幫助他人，亦希望可以在更多地方建設無障礙設施，以方便殘疾或視障人士行動。”

“您們要小心生活，長大後我會做一些無障礙設施給您們”

SJS Volunteers Co-create Examples (II)

Project Development (Fill the Service Gap)

Charity Projects

- ▶ One-man band Project
- ▶ Territory-wide program
- ▶ Help at least 2,000 people in need every year
- ▶ Spend more than HK\$1m in each project
- ▶ Huge pool of volunteers



SJS Volunteers Co-create Examples (III)

Fund-raising through Sports

- ▶ Parent involved in Food Bank and mobilized child as HK Junior Golfer to participate in charity
- ▶ Becomes annual fund-raising program (10 years)
- ▶ Over HK\$5M raised, 275 corporate partners & 934 players involved; more than 17,200 persons served
- ▶ Golf tournament...Go Run...Kin ball...
- ▶ Involvement of next generation



Nowadays, Volunteers have

- ▶ The ability to give
- ▶ The innovative mind to give
- ▶ The precious time to share



Love Ideas Love Hong Kong by Li Ka Shing Foundation

- ▶ Love Ideas ♥ HK" is the first programme of "**Love HK Your Way!**", a public philanthropic campaign initiated by the Li Ka Shing Foundation (LKSF) to engage Hong Kong citizens in a united effort to improve our community.
- ▶ Through an online platform – www.loveideas.hk – Hong Kong residents (**NGOs, schools or individuals**) can submit innovative and creative ideas or vote for projects that encourage compassion and improve the lives of those who live in our community.
- ▶ Campaign issue a call to arms for everyone in Hong Kong to come together and make a difference through the **combined powers** of technology, charity, and community awareness.

Role of SJS as Supporting Organization

- ▶ Assist promotion and publicity
- ▶ Initial screening of the proposals (no violation of T&C; clear presentation and reasonable budget)
- ▶ After awarded, individual grantee needs to submit project check list
- ▶ Ongoing monitoring: provide professional advice, make referrals or bridging contact, arrange visits
- ▶ Mid-term sharing: provide feedback and fine-tune the proposal details
- ▶ Final evaluation and wrap up

Outstanding Individual Project (I)

血管炎、高安氏；無脈症，話你知！

- Grantee is a patient
- Mobilize her network and resources
- Produce a disc to introduce this illness e.g. place in public library
- Increase public awareness
- Media coverage
- Patients approached her for help

Outstanding Individual Project (II)

長洲－在回憶沙漏的樽頸

- ▶ Born and live in Cheung Chau
- ▶ Promote the island with the support of island residents and tourists
- ▶ Promote sense of belongings of local residents
- ▶ Good use of Facebook, website and media dimdimcheungchau.hk
- ▶ Culture preservation



Good Practice

Incubator

- ▶ Untraditional resource allocation mechanism (online voting)
- ▶ Resources support e.g. cash
- ▶ Project endorsement
- ▶ Provide platform for promotion and publicity
- ▶ Grantees' network

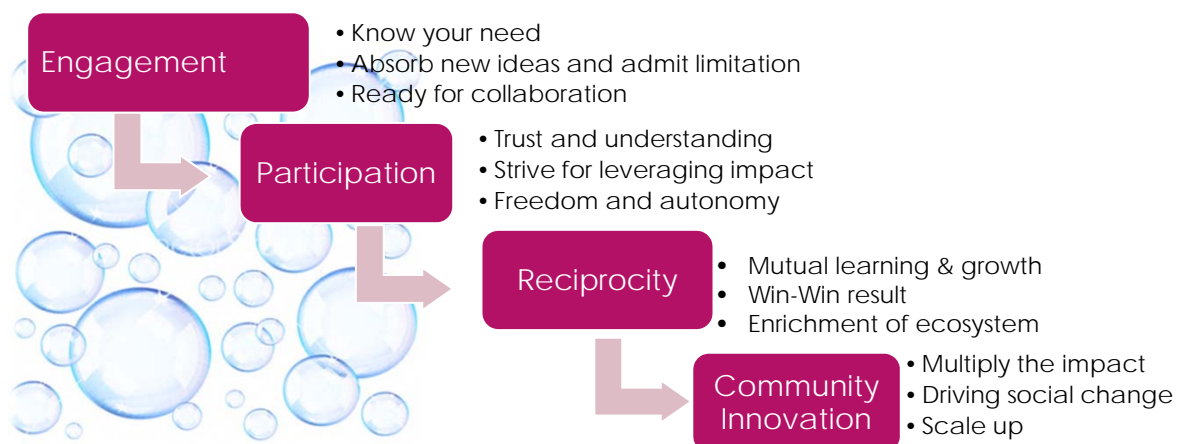
Facilitator

- ▶ Bottom up participation (e.g. from patient's perspective)

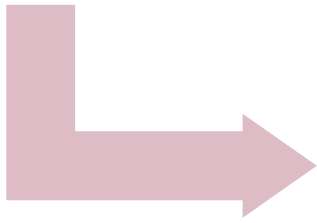
Turning Point of Individual Giving and Volunteerism

- ▶ Too many social issues and social problems...
- ▶ Limited resources and constraints
- ▶ Build up human and social capital in the community
- ▶ Achieve a balanced and sustainable approach

Process: Engagement, Participation and Reciprocity



Individual Giving and Volunteerism



Paradigm Shift



Thank You and Welcoming feedback!!