



## The Volunteer Movement In Hong Kong : Engagement & Management

Central Office for Volunteer Service  
Social Welfare Department

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### The Origin

- ✚ Volunteering has a long history in Hong Kong
- ✚ The Social Welfare Department launched the Volunteer Movement (VM) in 1998
- ✚ Set up the Steering Committee on Promotion of Volunteer Services and 4 Sub-committees

### Objectives of the Volunteer Movement

- ✚ To build a more caring and harmonious community
- ✚ To encourage individuals to actualize their potentials;
- ✚ To cultivate social capital and optimise the use of community resources and expertise; and
- ✚ To enhance the sense of belongings to Hong Kong

## Administration Structure



## Steering Committee on Promotion of Volunteer Services

- ✚ To lay down the overall strategy to promote Volunteer Movement
- ✚ To set the annual themes
- ✚ To collect volunteer records
- ✚ To set up volunteer recognition system

## Steering Committee on Promotion of Volunteer Services

- ✚ To encourage citizens' participation in Volunteer Movement
- ✚ To encourage different agencies and bodies to register as Volunteer Movement Participating Organizations (VMPOs)
- ✚ To strengthen publicity and promotion effort

## The 4 Sub-committees

- ✚ Sub-committee on Promotion and Publicity of Volunteer Service
- ✚ Sub-committee on Promotion of Corporate Volunteering
- ✚ Sub-committee on Promotion of Volunteering in Community Organizations
- ✚ Sub-committee on Promotion of Student and Youth Volunteering



## Volunteer-in-chief

## Promotional Strategies

- ✦ To promote the spirit of volunteering
- ✦ To increase the visibility and popularity
- ✦ To widen the support and participation from different sectors

## Sub-committee on Promotion and Publicity of Volunteer Service

## Volunteer Movement



## Thematic slogan

- + **Volunteering – Full of Happiness** (做義工 獻愛心 社會滿載快樂人(1998))
- + **Volunteering – a way of life in the New Millennium** (人人一齊參與 義工服務新紀元(1999))
- + **Serving with Heart** (至誠至真 服務由心(2000))
- + **Volunteering – a path for our growth and societal prosperity** (踏上義工成長路 個人社會同進步(2001))

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## Thematic slogan

- + **Why not do something positive with your time, help yourself by helping other** (借出耳朵傾出心 正面人生建信心(2002))
- + **Serve with Heart, Live with Passion** (凝聚關懷傳愛心 跳躍生命闖人生(2003))
- + **Act Now; Help others; Show Your Care** (互動 互助 互愛(2004))

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## Thematic slogan

- + **One team, One heart, One mind, Volunteering for a better Hong Kong** (攜手同心 齊踏義工路 情牽你我 共創好香江(2005))
- + **One family One Heart Volunteering for a Harmonious Hong Kong** (「全家傳心」 義工服務同參與 和諧香港齊創建(2007-2010))

## The 3 Levels of Volunteer Service

## Level 1

To begin with :  
One-off or  
Episodic Volunteering



## Level 2

A Lasting Effort:  
Sustainable  
Volunteering



## Level 3

Full Integration:  
Volunteering as a  
Life Style



## Thematic Slogan (since 2011)

Volunteering – New  
Attitude to Life

義工 ` 生活新態度 –  
始於生活 融於生活

讓義務工作的核心價值成為一  
種生活方式





## VM pamphlet “Level 3 Volunteering”



## Annual Thematic Posters



## Thematic Posters



## Promotion of Thematic Posters



## Promotion of Thematic Posters



## TVAPI Promotion in Different Platforms

Roadshow and Buzplay

MTR Tracksider Plasma



## VM Newsletter 「義動」



Official Website :  
[www.volunteering-hk.org](http://www.volunteering-hk.org)



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 **Volunteer Movement Facebook**  
[www.facebook.com/volunteer.movement](http://www.facebook.com/volunteer.movement)



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## Promotional and Publicity Items



## Resource & Support





## The Use of QR Code



## Awards

### 1. Certificate (Individual/family organization)

- Gold (200/200/1000)
- Silver (100/100/600)
- Bronze(50/50/300)



### 2. Long Services Award

### 3. 10000 Services Hours Awards

### 4. Highest Number of Hours Awards



## Newspaper Supplements



## YAHOO Search : Volunteer Movement



## 2014 Volunteer Movement Video Contest



## Sub-committee on Promotion of Volunteering in Community Organizations

## “Caring for Our Community” (社區是我家)



## “Caring for Our Community” (社區是我家)



## “Community Caring Shop Recognition Scheme” (社區愛心商戶表揚計劃)



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## Hong Kong Citizen Hong Kong Heart” Volunteer Ambassador Program (香港人·香港心 - 義工大使行動)



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### Selected DIY Items



Cranes



Flowers



Shoes

## Sub-committee on Promotion of Corporate Volunteering



## Best Corporate Volunteer Service Project Competition



## Job Shadowing Programme (《影子小領袖》師友計劃)

## Stargaze Camp for All & the Blind 盲人觀星傷健營



## Training Course for Corporate Volunteer Teams



## Corporate Volunteer Team Mentorship Program

義動全方位

「2014 企業義工隊師友計劃」

為鼓勵更多企業及中小企業成立義工隊，推廣義工服務，特設「企業義工隊師友計劃」，邀請有經驗的企業義工隊伍成為新義工隊伍的導師，並為有興趣參與計劃的新加入「義工運動」的企業機構進行配對，讓有經驗的企業義工隊分享他們組織及推行義工工作的寶貴經驗，希望透過經驗傳承和交流，強化新成立義工隊的運作。本計劃純屬義務參與，費用全免。

有興趣參加本計劃的企業請致電「義工運動專線」2224 0100 查詢。

「2014 企業義工隊師友計劃」  
導師機構：

- 九龍巴士(一九三三)有限公司
- 香港上海商業銀行有限公司
- 英國保誠保險有限公司
- 新鴻基地產發展有限公司
- 香港電燈有限公司
- 恒隆地產有限公司
- 新創建集團有限公司

## Sub-committee on Promotion of Student and Youth Volunteering

## Hong Kong Outstanding Youth Volunteers Scheme



## Tour Report



## Best Student and Youth Volunteer Project Competition



Award Presentation Ceremonies were arranged in respective 4 sub-committees

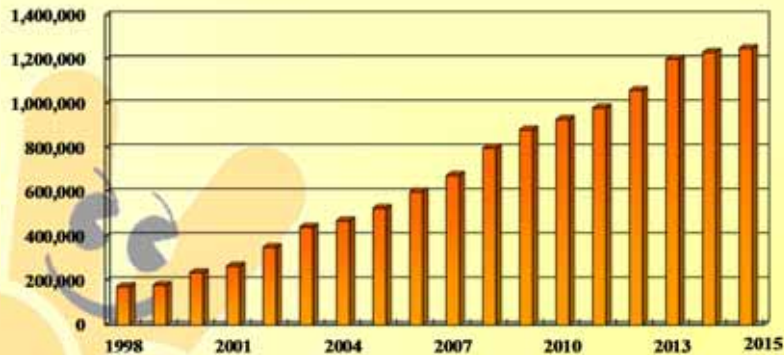


## Statistical Data



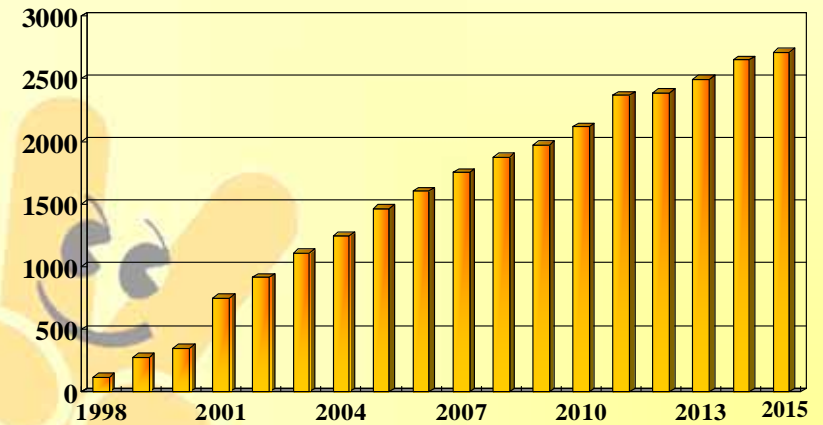
## The Increase of Registered Volunteers Since 1998

Total number of registered Volunteers : 1,249,693 (as at 31.5.2015)



## The Number of Volunteer Movement Participating Organizations (VMPO)

2,709 (as at 31 May 2015)



## Types of VMPOs

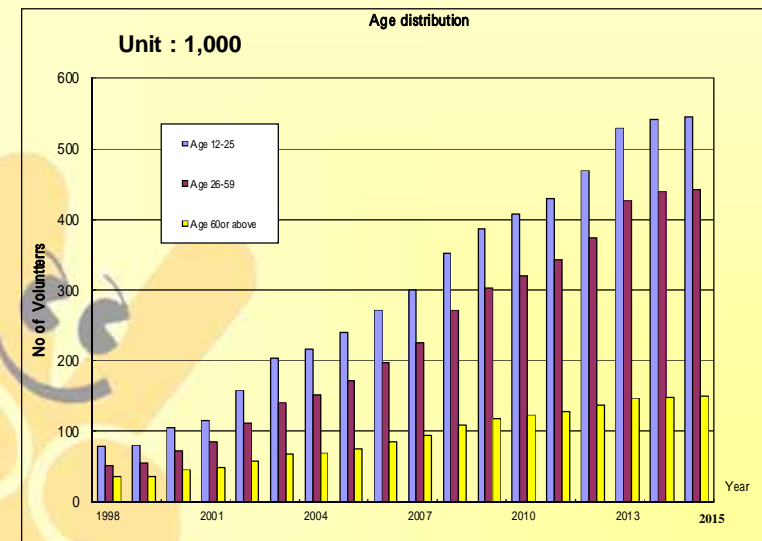
N = 2,709

(as at 31.5.2015)

### VMPOs distribution

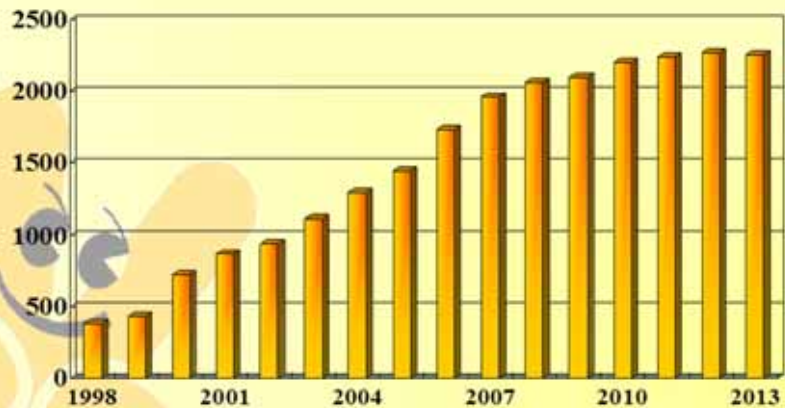


## Age distribution of the Registered Volunteers since 1998



## Number of Volunteer Service Hours under the Volunteer Movement

Unit: 1,000    2013 Total Service Hours : 22, 520, 608 Hours



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