



K&K Charity
建 灝 慈 善 基 金

'Dare to DREAM' K&K Charity Funding Scheme Application Form

K&K Charity Limited

K&K Charity is a charitable foundation established by K&K Property in 2015 to support youth, education and the underprivileged. The foundation offers scholarship and opportunities to talented youngsters for eye-broadening education and training, and funds the underprivileged to acquire new knowledge and skills for the fast-changing world.

'Dare to DREAM' K&K Charity Funding Scheme

APPLICATION INSTRUCTIONS

Please read and follow the instructions to complete the application.

'Dare to DREAM' Funding Scheme is for newly-initiated pilot project providing direct services in Hong Kong. These projects should not be funded by the government or other funding bodies. The maximum funding for each project is HK\$200,000. Successful applicant should work closely with the foundation's staffs to work out a long-term and sustainable plan.

Selection criteria include

- a) Meeting social or community needs
- b) Cost-effectiveness
- c) Clear output and outcome measurement
- d) Comprehensive project planning
- e) Experiences, track record and resources of the agency

Application procedure is simple, you are required to complete the application form completely in **either Chinese or English** and **upload** through K&K Charity Website: www.kkcharity.org.

Deadline of the application is **26 April 2019 18:00**.

For any enquiries about this application, please contact Mr Kenneth Wong on 2217-5825 or email to kenneth.wong@kkcharity.org.

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'Dare to DREAM' K&K Charity Funding Scheme Application Form

Agency Name

YMCA of Hong Kong

Project Name

(English) "Be a Big YBoss"

(Chinese) 我是Y老闆

Project-in-charge / Contact Person

Name (English) Catherine Chung (Chinese) 鍾凱程

Post Title Assistant Career Planning and Global Exchange Manager

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Agency Background

- ☒ Registered as charitable institutions or trusts under Section 88 of the Inland Revenue Ordinance
- ☒ Established under other Ordinance (Please specify: Cap.1054 Young Men's Christian Ass.)
- ☒ Member of The Hong Kong Council of Social Service
- ☐ Member of WiseGiving

Project Summary

"Be a Big YBoss" project is an entrepreneurship scheme for young people to take the challenges of operating a real business at Cafe Imagine under the YMCA of Hong Kong (hereinafter referred as YMCAHK). The project aims to provide a real life simulation environment to students where they can apply the knowledge of textbook and learn beyond the classroom, and at the same time improving their employability skill for future career life planning.

Cafe Imagine is a cafe operated by the YMCAHK and it also serves as a training restaurant and an incubator for young participants to unleash their creativity and achieve their start-up dream. Selected students will be chosen to realise their start-up dream at Cafe Imagine through an Interschool Competition.

"Be a Big YBoss" Interschool Competition

- Target participants: All students at secondary school level/tertiary students/youth from NGOs to form a team of 6-12
- Task: Submit a business plan proposal on a western cafe
- Awards: Top 3 winning teams to implement the business idea for 5 days FREE trial at Cafe Imagine

A Overall Project Descriptions**■ Rationale**

In response to the Education Bureau enhancement scheme on career planning for secondary school level, YMCAHK has been offering diverse career planning programmes since 2014, providing students the latest industry knowledge and practical careers skills for their whole personal development. Survey and feedback from teachers and students revealed that experiential learning programme would be the most effective way to achieve learning outcome and accelerate the learning benefit.

"Be a Big YBoss" project is an entrepreneurship scheme for young people to take the challenges of operating a real business at Cafe Imagine under the YMCAHK. The project aims to provide an experiential learning environment for students to experience in the whole process of cafe operation, including planning, marketing, implementation, operation phases. In the meantime, students can learn beyond the classroom and apply the knowledge of textbook:

- Marketing strategy and Use of social media
- Human Resources Planning and Customer Services
- Procurement Process
- Financial Planning
- Accounting Statement

It is expected students can unleash their potential and have better self-understanding after joining the programme, and the career-related experiences allow them to map their career life and improve their employability.

In 2018, a group of 26 students (S4) from Christian Alliance S C Chan Memorial College had been successfully implemented a Cafe Operation experience for 5 days. Positive feedback was received from this pilot scheme. Students who are passive in the classroom participated actively in preparing dishes, serving customers and engaging in promotion activities, in return gaining sense of satisfaction and exploring their talents. Apart from generating surplus in the operation, the school team also built up strong motivation and team spirit. It bridged the gap between theory and practice.

With funding source, we target to extend this learning platform to all secondary schools, tertiary institution and youth from other NGOs in Hong Kong. The source of funding would facilitate the coordination and execution of the project. In addition, we also provide a series of professional training support to strengthen schools and teachers in implementing the project, as well as provide a platform for volunteer involvement opportunity for K&K Charity.

Remarks: Cafe Imagine has been operating as a training platform for tertiary and secondary school student since 2010, it has trained up approx. 400 Advanced Diploma of Hospitality Management students for the hospitality and catering industry. 10 startup plan from students has been implemented under the supervision of the trainers and instructors from YMCAHK. Experienced trainers and Chef from the industry will provide professional advice, whereas hygiene supervisor offers hygiene workshop to strengthen their industry knowledge on food & beverage sector.

■ Target Service Users

Young people aged 13-22, from secondary level, tertiary school students and youth from NGOs in Hong Kong

- All participants can receive 2 hours FREE consultation session and FREE industry visit
- Top 3 winning teams (approx. 36 person) can receive a FREE intensive 6 hours training and 5-day FREE simulated entrepreneur experience.

■ Approach

A "Be a Big YBoss" Interschool Competition will be introduced to collect creative startup business idea from young participants to operate a western cafe. The business proposal should include the theme of cafe, cafe menu, pricing, marketing strategy, human resource and financial planning and etc.

Target participants: All students at secondary school level/tertiary students/youth from NGOs to form a team of 6-12

Competition topic : A business plan on a western cafe

Award: Top 3 winning teams will be awarded to implement the business idea for 5 days FREE trial

Objective

1. To enable the young people to integrate the theory at classroom to a real life scenario in a western cafe setting.
2. To stimulate creativity, critical thinking, problem solving, decision making and communication skills of young people
3. To provide a holistic experiential learning platform for young people to obtain hands-on work experience
4. To improve employability skills and build up appropriate work attitude of young people.

Expected learning outcome

A. Pre- Competition Stage - All participants

- To apply theories to real situation, unleash creativity, establish communication skills in preparing the business proposal.
- Acquire food & beverage industry knowledge and experience its operation by joining the site visit to Cafe Imagine.
- To have an in-dept knowledge on operating a business in food & beverage industry.

B. After-Competition Stage - Top 3 winning teams

- To grasp the latest trend of catering industry and gain real career experience and practical skills.
- To understand the hygiene factors and nutrient value in preparing food and designing menu, raising the awareness of green and environment protection through the professional training and real operation.
- To gain experiential learning experience and obtain both practical and soft skills (including catering skills, menu design, POS operation, marketing, resources management, financial management, communication, customer services, decision making and problem solving skills, risk management and etc) in the stimulated entrepreneur experience.

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■ Contents

1. Promotion phase

June to Sept 2019- Promotion and enrollment of the competition

Oct 2019- Application Deadline

2. Pre- Competition Stage - All participants

Oct to Dec 2019 - Consultation Session (2 hours) & Site Visit to Cafe Imagine

End of Jan 2020 - Proposal Submission Deadline

Mid of Feb 2020- Result Announcement (Final top 3 winning team)

3. After-Competition Stage - Top 3 winning teams

End of Feb 2020 - Training Workshop (Total 6 hours)

Mar 2020 - School preparation on project implementation

April to July 2020 - Project implementation (1 day preparation + 4 days operation)

June-July 2020 - Sharing Session and Press Release on project

Role of YMCA

- Provide professional support in the consultation session, site visit and training sessions
- Supply of the venue, all catering equipment and the POS system for cafe operation
- Offer full staffing support on the 15-day trial run operation, including chef and hygiene staff

Role of K&K Charity

- The project creates a volunteer platform for K&K Charity:

1 manpower on proposal screening in end of Jan to Feb

1 manpower on workshop in Feb (topic: marketing plan/ marketing material design workshop)

1-2 manpower as an assessor on project implementation day

2-3 manpower on sharing session

B Evaluation Methods**1. Marking Rubric Sheet**

To shortlist all business plan proposal submission to final top 3 teams according to the competition objective

2. Customer Survey

To evaluate the project implementation and effectiveness

3. Assessor Evaluation Form

To examine student employability skill, including problem solving, decision making and communication skills

4. Attendance Record

To assess the participation level of the students

5. Participating school and students feedback

To evaluate the effectiveness of the project and check the learning progress of the students.

6. Sales Report

To examine the operation effectiveness of the business plan

C

Income

Total Income (i) \$ 36000


Expense (please break down into details)

| | | |
|---------------------------|-----------|---------------|
| Total Expense (ii) | \$ | 234560 |
|---------------------------|-----------|---------------|

D Declaration

On behalf of the Executive Board of our Agency, I confirm that all information provided in this application form and other related documents (if any) are, to the best of my knowledge, accurate and complete.

Signature



Name: James Choi
Post Title: Director of MPS
Date: 19/4/25

Agency Stamp

