



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

Hong Kong Unison Limited

Project Name

(English) ELEVATE (Enhancing Leadership, Excellence, Visibility And Talents for Ethnic Minority Youth)

(Chinese) 前程萬里 (增進少數族裔青年的才能、領導力、卓越性及社會參與度)

Project-in-charge / Contact Person

Name	(English) Ms. Payal Biswas	(Chinese)	
Post Title	Youth Development Project Officer		
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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: Company Ordinance Chapter 32)
- ☒ Member of The Hong Kong Council of Social Service
- ☒ Member of WiseGiving

Project Summary

ELEVATE - Enhancing Leadership, Excellence, Visibility And Talents for Ethnic minority youth aims to improve the aspiration and motivation of the disadvantaged ethnic minority youth of Hong Kong to become employed and upwardly mobile. Moreover, we endeavor to build the capacity of those minority youth in higher education, training them to establish personal goals, develop leadership skills, build self-esteem, seek solutions for social problems and become valuable and visible leaders within the Hong Kong community.

Many of these non-Chinese youth are locally born and raised in Hong Kong, coming from families with lower social-economic backgrounds. With the general declining birthrate and fast aging population, ethnic minority can be a source of manpower to replenish the workforce. However, the lack of access to quality public education and equal opportunities in employment is not preparing these young people to contribute fully to Hong Kong. Hong Kong Unison (hereafter referred to as Unison) believes that if these youth have a clearer direction on their future development when they graduate from secondary schools and before they enter the job market, they will become more employable.

The overall goal is to enable ethnic minority youth:

- develop life skills and soft skills for better employability;
- to be aspired towards achievable goals; and
- increase leadership and community participation skills.

Project activities include interactive life-planning workshops, individual counseling, mock academic and job interview workshops, leadership training, capacity building and personal development workshops.

A Overall Project Descriptions**■ Rationale**

Currently there are about 8,500 ethnic minorities studying in public sector secondary schools but largely concentrated in about 10 schools "designated" for them. They mainly come from the working class families of South or Southeast Asian backgrounds (Pakistani, Indian, Nepalese and Filipino) who have settled in Hong Kong for more than two generations. These schools are generally lesser in quality and poorer in standards compared to mainstream schools. The United Nations had repeatedly criticized the existence of these schools since 2012. In fact, as recent as August 2018, the Committee on the Elimination of Racial Discrimination once again was concerned that these former designated schools are not fully resourced to provide quality education and urged the Hong Kong government to ensure children of all ethnicities enjoy their rights to inclusive and Chinese-language education so that they have equal opportunities in future employment as the Chinese peers. However, to date, the situation remains almost the same.

Students of these "designated schools" are generally disconnected from the mainstream society due to racial segregation and language barrier as they were taught a very low level of Chinese. Owing to the undesirable learning environment, they generally have low aspirations to become successful in Hong Kong and with a strong sense of hopelessness. This seriously impedes on their employment and social mobility, and perpetuates the poverty cycle in which they are trapped. The Poverty Situation Report on Ethnic Minorities 2016 revealed that the poverty rate of South Asians was 25.7% compared with the overall poverty rate of 19.9%. These youth have limited opportunities for personal development and are often overlooked by teachers, family members, and the society. According to Unison's experience, apart from cultivating a desirable learning atmosphere, career guidance and life coaching to the students are found effective to enhance their motivation in post-secondary education for better employment and economic opportunities. We believe that everyone has the potential to be a leader with the right encouragement and support. We focus on ensuring that ethnic minority youth have the support, skills and resources for upward social mobility.

Unison is one of the very few organizations that supports the entire secondary form of ethnic minority students in career guidance and life planning. The workshops are delivered by our ethnic minority social worker and facilitated in small groups by ethnic minority youth in higher education, catering to the individuals' needs. We are likely the only organization in Hong Kong that provides comprehensive capacity training to university ethnic minority youth, which is much needed to enhance their self confidence and leadership for a meaningful future.

■ Target Service Users

The program will mainly serve two groups of ethnic minority youth:

1. About 150 ethnic minority secondary students (aged 16 to 18) in former "designated" schools and their parents; and
2. About 30 ethnic minority youth in post-secondary studies (aged 18 to 23), who are recipients of Unison tertiary scholarship schemes.

■ Approach

Our program builds a continuous relationship with schools; unlike other NGOs who offer one-off talks with different staff every time. Unison provides year-round interactive talks/workshops in small groups so students can build a close relationship with the Youth Development Project Officer. Follow up activities like home visits, casework, or counseling sessions are provided to individuals in need.

The program for secondary school youth will be implemented through talks and workshops on topics such as career and jobs, further studies, life planning, interview skills, mock interviews and workplace visits, inviting corporate volunteers to share and guide them. University ethnic minority students will facilitate sharing in small groups. Unison is likely the only organization that engages tertiary ethnic minority students in secondary life-planning workshops to motivate ethnic minority youth. Secondary school students expressed they enjoy the sharing from university students as they see them as role models. In September 2019, we will introduce a comprehensive tailor made program for selected secondary six students on resume writing, refining interview skills and life coaching in one-to-one sessions to better prepare them for the future. For workplace visits, we consult the secondary five youth on their interests and choose jobs/workplaces that students are actually interested to know more about; instead of just selecting a cliché job which most organizations choose (e.g. hotel housekeeping, police, fire stations and baggage handlers in airport).

We believe parents play an important role in the lives of ethnic minority teenagers. Hence we will also organize parent workshops to inform them of the possible opportunities for their children and how to guide and motivate their children towards achievable goals.

Through various training workshops on leadership, personal development, communication and organization skills, and life coaching, we aim to build the capacity of and empower Unison scholarship awardees so that they develop confidence and skills to participate in the Hong Kong society more meaningfully. Corporate volunteers and people from various careers will be invited to network and join the training of tertiary awardees.

■ Contents

Key elements

1. Interactive whole person development and career guidance school talks to Form 4 to Form 6 students – on life planning, aligning interests and career goals, critical thinking, life planning, continuous learning and career pathways, Chinese learning, and work ethics, etc. These talks will mainly be delivered by the Youth Development Project Officer but Unison scholarship awardees, people from different professions, and young ethnic minority role models will be invited as speakers to inspire the younger generation.
2. Experiential learning – with collaboration of corporate partners, conduct academic and job mock interview workshops, resume writing courses, work place visits, and career development sessions for both secondary students and tertiary scholarship awardees to explore and be prepared about their intended career.
3. Leadership and capacity building – Unison will provide training to tertiary scholarship awardees on leadership, critical thinking, self-understanding, labour market, social responsibility, personal development, organizational and communications skills, etc.
4. Community activities – Unison tertiary scholarship awardees will participate in activities such as secondary schools workshops, ethnic minority concern groups, Policy Address submission, Poverty Summit, Youth Summit, etc. to enhance their social awareness.

We anticipate to provide approximately 80 secondary workshops throughout the academic year in 8 schools; charging \$1750 per workshop.

B Evaluation Methods

Post-workshop evaluations and post-training questionnaires, focus group evaluations, self-reflection reports, from Unison scholarship awardees, and observations.

Program Objectives: Develop life skills and soft skills for better employability

Progress indicators:

- number of youth reporting increased self-awareness eg. recognizing own strengths and weaknesses
- number of youth demonstrating increased decision-making skills
- number of youth demonstrating improved interview skills and resume writing skills
- number of youth reporting increased knowledge in basic workplace responsibilities

Program Objective: Aspired towards achievable goals

Progress indicators:

- number of youth reporting increased self-confidence in their ability to accomplish their personal goals
- number of youth reporting improved aspirations for the future, in career or further studies
- number of youth with increased awareness of opportunities
- number of youth demonstrating positive attitudes towards life planning
- number of youth developing realistic short-term and long-term plans

Program Objective: Increased leadership and community participation skills

Progress indicators:

- number of youth demonstrating increased leadership skills
- number of youth in participating in community activities
- number of youth able to assert themselves and speak out

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Income

Program Income		\$	140000
Other Income (please specify)		\$	
		Total Income (i)	\$ 140000


Expense (please break down into details)

[illegible]

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: Phyllis Cheung

Post Title: Executive Director

Date: 19/4/26

Agency Stamp



