

BRIDGING THE GAPS IN SOCIETY

Community Project Grant scheme fosters new approaches to helping community's needy

Behind all the glitter of a prosperous Hong Kong economy, one can still find the needy and under-privileged – be they elderly people living alone, those who are physically and mentally disabled, new immigrant families living on the border of poverty, ethnic minorities with little community support, or delinquent youths. All of these people need care, support, acceptance and encouragement from society so that they can overcome their difficulties.



Fortunately, there are many social services groups and agencies in Hong Kong who, like The Hong Kong Jockey Club, are passionate about looking after those in need and providing them with a wide array of support services. But not all such groups can get the necessary resources from Government or private sponsors to start these services.

In recognition of this, the Club launched a scheme in 2005 whereby non-Government

organisations (NGOs) who are long-term partners of the Club can receive a three-year Community Project Grant (CPG) through the Club's Charities Trust.

"In the past, we gave many of these agencies annual funding to cover deficits in their operating costs when Government subvention fell short," explains Executive Director of Charities Douglas C T So. "In contrast, the CPG scheme covers specific new community projects that

would not normally receive public funding. This works better both for all parties concerned, as it generates creative new ideas for tackling often long-standing social problems, and enables the resources to be deployed more effectively."

The funding is agreed in three-year cycles and paid in advance rather than on a reimbursement basis. "We cover their operating costs to run the projects for three years," So points out. "Knowing that they will receive sufficient

Quality sleep leads to quality life

A good example of how the Trust's Community Project Grant scheme helps bridge gaps in existing welfare support is provided by the Insomnia Treatment Project for the Elderly, run by The Hong Kong Society for the Aged (SAGE). It was one of the first projects to qualify for CPG funding in 2005, and has now moved into its third cycle of Trust support after clearly demonstrating its worth in the first two terms.

"As this was not considered a Government's mainstream service, the project was unable to receive Government subvention," explains the Club's Executive Manager for Charities, Florine Tang. "But we felt it was worth supporting as a good quality of sleep can really improve the life of the elderly – and conversely, insomnia can lead to depression or even suicide."

A typical beneficiary is Mr Ho, who began to suffer from insomnia soon after his retirement two years ago. The situation worsened after he was diagnosed as having prostate hypertrophy. Complicated by his frequent urination overnight, his insomnia became a real torment.

Luckily, he learned about the Insomnia



Treatment Project and sought advice at once. A social worker arranged a sleep quality assessment for Mr Ho, then tailor-made a therapeutic plan for his condition. He also received auricular therapy to alleviate the urinary problem. Following the social worker's advice, he has adopted healthy eating habits and practised breathing exercises to ease the anxiety caused by sleeplessness.

Mr Ho's persistence over a five-week programme has enabled him to sleep more than five hours every day, and his frequency of night urination has decreased to once or twice a night. Even though he cannot fall asleep sometimes, he can now face the problem with ease.

SAGE Vice-Chairman George Yuen says the Trust's continued support will enable this service to be extended to all elderly people in Hong Kong. "This will help people understand the importance of quality sleep, which is crucial in enhancing family relationships and social harmony," he stresses.

優質睡眠 健康晚年 香港耆康老人福利會的長者優質睡眠服務計劃，充分體現了「社區資助計劃」填補現有支援不足的宗旨。它屬於第一批合資格的受助項目，自二〇〇五年推行至今，已連續三期獲馬會資助。

馬會慈善事務高級經理鄧家鳳解釋：「該計劃被視為非緊急或非關鍵項目，因此不獲政府撥款資助。但我們認為良好的睡眠有助改善長者生活質素，避免導致更嚴重的情緒問題甚至自殺，故計劃十分值得支持。」

何先生是睡眠服務計劃的受惠者，自兩年前退休後，失眠情況不時出現，加上患有前列腺肥大，令他失眠的同時，也受盡夜尿問題的折騰。

一次偶然的機會下，他得悉香港耆康老人福利會的長者優質睡眠服務計劃，便立即致電求助。負責社工為他進行詳細的失眠評估，且評定為「因生理疾病而導致失眠」；接著度身制訂改善失眠的治理計劃，建議使用耳穴貼磁方法，改善與泌尿系統有關的臟腑功能，再配合減少進食利尿食物的飲食習慣，以減輕夜尿困擾。同時，建議他在難以入睡時，練習呼吸鬆弛法，舒緩因失眠而引起的焦慮。

何先生按社工的指示，每天定時按壓貼磁穴位，小心飲食，並在睡前及半夜醒來時練習呼吸鬆弛法，落實以「小改變」帶來「大改善」。五星期的努力，令他每晚平均可睡上五小時，夜尿次數也減至一至兩次。現在即使偶然睡不好，也能輕鬆面對。

耆康會副主席袁金浩表示，馬會的資助讓上述服務可以大幅推廣至全港的長者，也使更多市民明白良好的個人睡眠質素對家庭關係，以至社會和諧的重要。

惠澤社群 FOR CHARITY

and more stable funding enables our partners to better plan and sustain their services. They can also employ staff on longer-term contracts, which in turns helps them attract people with the right expertise."

At the end of the three-year period, the partner agencies can apply for an extension of the funding, if the projects prove to be effective to meet the needs of beneficiaries, or come up with a new project to meet other

needs of the community.

Currently 52 partner agencies are working with the Club under CPG scheme, benefiting some 830,000 local residents a year. Among other things, the projects help the young to develop, the old to sustain a healthy life, the disabled to integrate more easily into everyday life and disadvantaged families to build support networks.

A total of HK\$212 million has recently been approved by the Charities Trust to cover

the third round of the three-year grants. Since 2005, the Trust's total donation through CPG scheme has exceeded HK\$620 million.

Some of the agencies concerned have been partnering the Club for more than 50 years, notable examples being St James' Settlement and the Fu Hong Society. "Many of our long-term partners have strong track records and with whom we've established harmonious and strong working relationships," So explains.

"Our partners often feel very honoured to be part of the scheme and have a strong sense of belonging, which further strengthens our working relationship. Quite often we work together in devising new approaches to address untapped areas of social need.

"It's been a bit of a learning curve for all parties involved, but I think that six years on, we've developed CPG scheme into a very successful formula."

多元化支援

香港賽馬會社區資助計劃，匡扶弱勢新方向

在現今富裕進步的香港社會裡，仍有一些沒有那麼幸運的弱勢社群，極需要社會的關懷、支持、接受和鼓勵，從而走出人生的困境。幸好本港有不少熱心公益的社會服務團體，跟香港賽馬會一樣，十分關注弱勢社群的需要，致力為他們提供多元化的支援。然而，並非每一個團體都能從政府或私人贊助機構取得足夠的資源，推出有關服務。

馬會為此於二〇〇五年起，透過其慈善信託基金，開展「社區資助計劃」，為長期與馬會合作，一起服務社群的夥伴機構，提供三年一期的捐助。

馬會慈善事務執行總監蘇彰德表示：

「過去，馬會每年向這些機構撥款，以補貼因政府資助不足而導致的營運虧損。『社區資助計劃』一反過去資助模式，集中支援一些不獲政府撥款但切合社區需要的項目。此舉令相關項目更具效益，不但可以讓機構尋找新的服務空間，同時讓資源更有效地分配和運用。」

計劃摒棄補助形式，提供三年一期的預付捐款。蘇彰德解釋道：「資助項目更包括計劃生效期內的經常性開支，為夥伴機構提供充裕和穩定的捐助，讓它們可以更有效、更長遠地籌劃和開展服務，以及延聘優秀的專業人才，為弱勢社群提供適切和高質素的服務。」

三年捐助期屆滿後，夥伴機構可為成效顯著的計劃申請延長資助，或申辦全新的三年資助項目。

目前共有五十二個社會服務團體參與「社區資助計劃」，為超過八十三萬名市民提供青年成長發展、長者護理、殘疾人士復康及貧困家庭支援等多元化服務。

在未來三年，馬會再撥捐二億一千二百萬港元，支持「社區資助計劃」。馬會自計劃於二〇〇五年推出以來，已撥捐超過六億二千萬港元。

部分受助機構已與馬會建立夥伴關係逾五十年，包括聖雅各福群會及扶康會。蘇彰德表示：「我們的長期合作夥伴均是有豐富經驗的社會服務團體。」

「我們的合作夥伴非常高興能參與計劃，並由此產生強烈的歸屬感，進一步鞏固了與馬會的合作關係。在緊密互動的合作下，我們構思出無數應對社會新挑戰的斬新服務。經過各方的努力學習和實踐，『社區資助計劃』在六年間已發展成為一個非常成功的服務資助模式了。」

Helping minorities develop their potential

Through Hong Kong Christian Service's Integrated Service Centre for Local South Asians, which has operated under a Community Project Grant from the Trust since 2008, local ethnic minorities like 18-year-old Bibi from Pakistan have been able to live their life to the fullest. Bibi's parents migrated to Hong Kong many years ago, leaving her to be brought up by her grandmother in her homeland.

As custom there dictates that females should stay at home, Bibi seldom went out after finishing primary three schooling and was forbidden to attend any social function unless accompanied by relatives.

At the age of 16, Bibi came to Hong Kong to live with her parents. Although her parents encouraged her to make new friends, she had difficulty adapting to the new environment and preferred to stay at home. However, the situation changed after she met Saima, a member of the Integrated Service Centre.

Saima introduced Bibi to other South Asian women there and she has since attended classes on cookery, hairdressing and women's hygiene.

"I never dreamt that I could go out alone and learn so

much," said Bibi gleefully.

Her adjustment illustrates how the project can help local ethnic South Asians in West Kowloon develop their potential and learn how to access social services. Their successful integration into the community in turn helps to provide racial harmony.

This is the second initiative to be operated by Hong Kong Christian Service under the CPG scheme, following an earlier three-year communications project to promote the importance of mass media. "Having been partners for more than 30 years, the Club fully respects and trusts our professionalism and gives us support and independence in running some of these challenging, time-consuming but meaningful programmes," says Deputy Chief Executive of HKCS Suen Lai-sung.

少數族裔 共融社區 透過馬會二〇〇八年捐助香港基督教服務處舉辦的「南天網絡」，一班南亞裔朋友也來自巴基斯坦的十八歲少女 Bibi 一樣，在香港活出精彩人



生。Bibi 父母早年來港生活，留下她自小在家鄉與祖母生活。

基於當地文化，Bibi 完成小三課程便留在家中料理家務；在沒有親戚陪同下，Bibi 亦不得出席任何社交活動。

十六歲那年，Bibi 來港與父母團聚。儘管父母非常鼓勵

她外出認識朋友，但人生路不熟，又害怕面對新環境，她選擇留在家中照顧妹妹。直至認識了另一位巴籍婦女 Saima，情況便改變過來。

Saima 介紹 Bibi 認識「南天網絡」的一班南亞婦女會員，從此她開始學習烹飪、髮型設計及婦女健康等。「我從沒想過自己可以踏出家門，並學到這麼多知識。」Bibi 笑得燦爛。

Bibi 的轉變正好反映計劃協助了西九龍區的南亞裔人士發展潛能，認識社會服務及資源，更容易投入本地生活，促進種族融和。

「南天網絡」是香港基督教服務處，繼一個為期三年的公共媒體傳理推廣項目之後，第二項透過香港賽馬會「社區資助計劃」推展的服務。香港基督教服務處副行政總裁孫勵生說：「馬會與香港基督教服務處合作三十多年，充分尊重專業自主，信任專業設計，願意支持我們籌辦具深度和挑戰性，並且需要花時間耕耘的項目。」