

Partnership and Resource Development

The Federation cooperates with hundreds of partners in the business, educational, government and private sectors, as well as with foundations and trusts, non-governmental organisations, associations and Chambers of Commerce. Collaborations involve far more than just sponsorship and fundraising. They include mentorships, donations in cash and in kind, venue support, pro bono services and events organisation. Highlights of these partnerships are reported in a fortnightly e-newsletter, *Youth Matters*.



Partnership Project Highlights

HKFYG Youth Wellness Centre

With generous support of Fu Tak lam Foundation, the HKFYG Youth Wellness Centre was established in collaboration with the Hospital Authority New Territories West Cluster. Located in the Rehabilitation Block of Tuen Mun Hospital, the Centre is the first of its kind in Hong Kong, helping young people who are trying to give up addictions to drugs, tobacco, alcohol, the Internet or gambling. The Centre also advocates the concept of wellness and healthy living through educational programmes organised in schools and communities, making it the first wholly integrated service in the field.



Project Easy - Dyslexic Students Counselling Services

This project was launched by the HKFYG Jockey Club Student Support Centre in July 2010 with the help of a grant from The Community Chest of Hong Kong. The purpose is to help identify students with dyslexia at an early stage with tailor-made teaching and counselling programmes designed to enhance their reading and writing skills, as well as improve their attention and memory. An important part of this Project is to address learning and emotional distress that is usually caused by being dyslexic.

Hong Kong 2011 International a cappella Festival

The Hong Kong Jockey Club Charities Trust, Prince Jewellery & Watch Company, together with the Hong Kong Arts Development Council and the Sino Group, sponsored the Festival, which was held in March-April 2011. The Festival featured indoor and outdoor

a cappella concerts by groups from the United States, United Kingdom and Japan, along with the Federation's own HKFYG Hong Kong Melody Makers. It was estimated that over 10,000 people enjoyed the concerts.

HKFYG Organic Farm

With the generous support of The Lanson Foundation, Musketeers Education and Culture Charitable Foundation Limited, Mr. Shek Kang-chuen and The Verdant Foundation Limited, the Federation acquired an Organic Farm in Yuen Long in 2010. The Federation's aim is to promote the link between healthy living and the environment. The Farm is the only local farm certified organic by the Department of Agriculture of The United States (USDA) National Organic Programme.

A Close Encounter with Gambling – An Educational Project for Young People

Supported by the Ping Wo Fund Sponsorship Scheme, this two year project began in November 2010 to help young people become more aware of the dangers in gambling, while also helping them learn the importance of leading a healthy life without extremes in behaviour.

Leaders to Leaders Lecture Series 2010

Hang Seng Bank Limited continues to be the main sponsor of this dialogue series. Co-organised by Leadership 21 and The University of Hong Kong, the Series ran from April to October under the theme of "Hong Kong Today – Pass on the Wonders of Hong Kong".

Standard Chartered Hong Kong English Public Speaking Contest

With the Standard Chartered Bank (Hong Kong) Limited as the sole sponsor, the Federation organises this annual speaking contest for four months every year. This year saw a record-breaking 2,100 students from 150 secondary schools participating.

Mission Hills Youth Golf Camp

Sponsored by the Mission Hills Golf Club, the Camp was held for two days, on 21 and 22 July in Shenzhen. Under the watchful guidance of professional coaches from the Cindy Reid Golf Academy at Mission Hills, the youngsters were taken through their paces on the driving range and helped to develop their game. With a certificate in hand at the end of the two days attesting to their new sports prowess, the participants also went home with an enhanced set of social skills.



Science Exploration Workshops

With generous sponsorship from Sony Corporation of Hong Kong Limited, a series of Science Exploration Workshops were initiated especially for students from low income families. From June 2010 to March 2011, 800 senior primary and junior secondary students, from 20 schools, participated in the Workshops which covered such issues as forensic science, environmental science, food science and the science of space.



Caring Company Scheme

To recognise the dedication of partners, the Federation successfully nominated 129 companies and 12 organisations to receive the Hong Kong Council of Social Service 2010-11 Caring Company Logo and Caring Organisation Logo. This is an important recognition of corporate citizenship and a caring spirit. The Federation's "Care Action with Ricoh" received the Certificate of Merit under the Outstanding Partnership Project Award.

Fundraising

Grand Raffle

A Grand Raffle 2010 was held from mid April to the end of May 2010 with the funds being used for the setting up of the Youth Wellness Centre in Tuen Mun Hospital. Over 20 companies, including Delta Air Lines, Inc., Cathay Pacific Airways Limited, Elegant Watch & Jewellery Company Limited, China Travel Services (HK) Limited, ctf2, Gilman Group Limited, Synergis Management Services Limited,



Adler Jewellery, Carsac Limited, Oregon Scientific, New World First Ferry Services (Macau) Limited, Mr. Barrie Ho, Kieh's Since 1851, Allan International Holdings Limited, along with gift vouchers from adidas, Reebok and Hai Sang Hong Marine Foodstuff Co. Limited, offered more than 70 prizes. Further support was given by Café de Coral and Hung Fook Tong, with HK\$5 and HK\$8 cash discount coupons for meals and herbal tortoise plastron jelly respectively. Printing costs were supported by Living Stone Printing Company Limited.

Charity Sale

A new initiative was held on 25 September at the Grand Hyatt Hotel. The Sale featured a beautiful selection of rare antiques and fine jewellery, including jade carvings from various dynasties and accessories made from gemstones, for both serious collectors and curious shoppers. Part of the proceeds from the Sale, courtesy of Lisa's Collection, was donated to the Federation in support of the Youth Support Fund which offers assistance and services to young people in need.



Charity Auction

The Charity Auction on 27 November at the Conrad Hotel was conducted not only to raise funds, but to also provide an educational opportunity for young people to learn how to value and understand the magnificence of Chinese artefacts. The young people also had the chance of actually participating in the auction. Premiums received from the Charity Auction also went towards the Youth Support Fund. This would not have been possible without the support of Lisa's Collection, the Xu Beihong

Arts Committee and Madam Liao Jingwen, wife of the late artist Xu Beihong, all of whom contributed items from their collection for the auction.

Flag Day

The Federation's territory-wide Flag Day was successfully held on 15 January 2011. Approximately 5,500 volunteers helped sell flags. A Gold Flag Ambassadors Scheme was also held, with the different service units at district level organising charity programmes to raise money. The funds collected went towards supporting the Parent-child Mediation Centre.

a cappella Musical Dinner

The a cappella Musical Dinner was held on 28 March 2011 at the Hong Kong Country Club with the Hon. Dr. York Chow Yat-ngok, GBS, JP, Secretary for Food and Health as the Guest of Honour. Dr. Chow joined in the singing with guest performers Vybration from the USA, SOLZICK (Japan) and the HKFYG Hong Kong Melody Makers. Funds went towards the Youth Wellness Centre.

Donations, Sponsorship and Mentorship

The Federation also benefited from the support of other organisations and individuals. The Sports Association of the Correctional Services Department, The Hongkong

and Shanghai Banking Corporation and ELC (HK) Limited named the Federation a beneficiary of their charity events. Famous Amos organised charity sales and donated parts of the proceeds to the Federation.

Sponsorship in kind and in cash from corporate bodies and individuals continued to pour in as a result of the hard work of the Partnership Office. Time, expertise, experience and advice were also given freely. Other activities where partnership roles have featured strongly were competitions, showcases and awards, where partners have helped on selection panels, donated prizes, provided venues or equipment for Federation premises.

Donations of goods, special offers and matched sponsorships for youth members and underprivileged children included cash, guided tours, trial classes, discounted or free subscriptions, and free tickets to films, sports events, concerts, exhibitions, theme parks and the theatre.

Contributions from corporate volunteers included activities ranging from adventure training to outings, seminars and workshops, along with career and educational expos. The media and publishing sponsors also provided free or low-cost promotion for many Federation programmes and events, along with low cost advertising on roadshows, video walls and websites.



Other Sponsors

In total, the Partnership and Resource Development Office coordinated 402 funding proposals throughout the year. The following (in alphabetical order) partners are thanked and deeply appreciated for their generous sponsorship of events, programmes and activities:

- Apple Daily Charitable Foundation
- Beat Drugs Fund Special Funding Scheme Research Project
- Citi Success Fund
- Community Investment and Inclusion Fund
- Commission on Youth
- Committee on the Promotion of Civic Education
- Digital Solidarity Fund
- Fu Tak lam Foundation
- Gracious Glory Buddhism Foundation
- Hong Kong Arts Development Council
- Hongkong Bank Foundation District Community Programme
- Hung Hing Ying and Leung Hau Ling Charitable Foundation
- Innovation and Technology Fund
- Kelly Chen Children Education Fund

Li Ka Shing Foundation

Lotteries Fund

MaMa Charitable Foundation Ltd.

Ping Wo Fund Sponsorship Scheme

Opportunities for the Elderly Project

Quality Education Fund

Sir David Trench Fund for Recreation

Sir Robert Black Trust Fund Grants

Sir Robert Ho Tung Charitable Fund

Television and Entertainment Licensing Authority

The Board of Management of the Chinese Permanent Cemeteries

The Community Chest of Hong Kong (Capital Project Fund)

The Hong Kong Jockey Club Charities Trust

The Verdant Foundation Limited

Upcoming Events

Forthcoming fundraising events include another charity auction and a gala dinner. Strategies on continuous enhancement of relationships with partners and innovative fundraising continue to be developed.



Corporate Planning

The Corporate Planning Unit works hand-in-hand with all service units and centralised departments to formulate the strategic service foci and pledged performance targets. Corporate planning is an on-going process: beginning with service retreat meetings among the 12 core services and concluding with the publication of the Annual Plan.



The Second 5-Year Corporate Plan

In 2008, the Federation began its planning cycle for the coming five years. With the active participation and involvement of staff members, the Federation's Second Five Year Corporate Plan 2009-14, along with five strategic directions, was formulated. The five strategic directions are: connectivity, caring, community engagement, professional collaboration and resources development.

Connectivity

In the past year, the Federation reinforced two major initiatives that continued to highlight connectivity as a priority. First, connections through internet digital platforms for new and existing members have been strengthened; and second, professional youth services and community activities, which ensured effective engagement of members and reinforced member relations, have also been pursued.

Dashboard of Key Service Statistics

To ensure that the efficiency and effectiveness of the different units were met, the Corporate Planning Unit continued to monitor the attainment of Key Performance Indicators. A dashboard of monthly Key Service Statistics was issued by the 12 core services to strengthen transparency on service delivery.

Year Plan Exercise for 2011-12

The Year Plan Exercise for 2011-12 is the eleventh cycle of corporate planning to formulate strategic foci and pledged performance targets. Service retreat meetings among the 12 core services, with the responsible supervisors, were carried out from October 2010 to March 2011 to discuss new initiatives for the coming year.

The Annual Plan 2011-12

The Annual Plan 2011-12 was published in June 2011, in which the overall attainment of Key Service Statistics and various business plans were reported. A simplified version in pamphlet form was also prepared. Copies of the Annual Plan and pamphlets were widely distributed to government departments, funding bodies, partners, non-governmental organisations, universities and schools.

Staff Training

2011 was a landmark year in terms of staff training, which saw both a policy paper and a programme calendar launched. The purpose of the policy paper is to set out long term objectives to both promote professionalism and lifelong learning.



Instilling a Learning Culture

With the understanding that learning is most effective if it is self initiated and is well thought out, a staff training programme calendar for the year was published. It is hoped that this will help facilitate staff members to make their own training plans.

Also launched, was a "Self Learning Scheme", as an encouragement to learn during leisure periods. Stressing flexibility and creativity, the scheme encourages staff to learn during their leisure time in a way that accommodates their working schedule and job responsibilities. As incentive, an award programme has been instituted, which will be given to those who are able to complete a minimum number of hours of training in a year, 8 hours for supportive staff and 20 hours for field workers.



Enhancing Professional Performance

An important mission of staff training is to enhance the work performance of staff by equipping them with relevant knowledge and skills. Over the past year, 38 in-house training programmes were organised with a total attendance of 2,341 staff members. Over 200 staff members were also sponsored to attend 106 short-term training programmes organised by external bodies such as universities, professional guilds and associations, government departments and social welfare organisations. A total of 8,938 training hours was achieved by staff members attending both in-house and external training programmes.

The in-house training covered such areas as:

Language learning: offering Putonghua classes for 17 colleagues who have frequent exchanges with Mainland experts and scholars.

Information technology and multimedia: providing staff members two short courses on how to make use of Web 2.0 social media tools and learn more about using multimedia tools. These programmes are in line with the Federation's five year plan.

Professional skill enhancement: training programmes on the study of poverty at a neighbourhood level for 51 Youth S.P.O.T. workers; increasing skills for 23 staff members to deliver employment services for unemployed youth including a course on using drama skills in facilitating employment training; arranging a short course for 65 staff on employing Neuro-Linguistic Programming (NLP) techniques in counselling for emotionally disturbed youth.



Apart from the short courses, 20 youth workers were sponsored to become certified NLP practitioners by attending a 100 hour NLP training course. These certified NLP practitioners now become the core workers in a "Learning Master" Project which, it is hoped will motivate young people to learn.

Staff members, who are studying in formal social work programmes which will lead to a higher diploma, associate degree, bachelor's or master's degree, were granted study leave to complete fieldwork placement in their serving units. Over the past academic year, one staff member completed her agency attached placement as part of attaining a BSW. It is anticipated that in the coming 2011-12 academic year, five staff members will be undertaking agency attached placements.

Supporting Growth of Talents

To help new staff members become familiar with working at the Federation, a total of 30 orientation sessions were arranged in the past year. Also assisting their settling down, a series of in-house training courses and workshops were provided in such areas as accounting, administration and management, the Member Relationship Management system and the casework system.



Staff were also encouraged to go on exchange and training opportunities to the Mainland and overseas. Ten staff members were sponsored to attend eight conferences and exchange programmes, including the "International Leadership Programme" in USA; the "21st IAVE World Volunteer Conference" in Singapore; the "International English Speaking Competition" and the "Social Media World Forum" in London; the "Conference on Youth Participation" in Macau; the "Prato Community CIRC Conference" in Italy; the "Premier Skills Training Camp" in Shanghai and the "YBI Global Forum" in Mexico.

Perfecting Planning Mechanism and Knowledge Management

With sponsorship from the Social Welfare Development Fund, an e-learning system will be established to help provide staff members with an active learning platform. Easy to access, learning can take place anytime and anywhere. This system will have four main features: 1) access to training information and application procedures; 2) online training programmes; 3) library of reference materials; and 4) a platform to exchange knowledge and ideas.

Promoting Professional Youth Work

Over the past year, 95 social work students from local tertiary institutes and universities were offered fieldwork placements at the Federation. A further 24 student interns from different study programmes were placed at different service units to gain vocational experience and to learn about youth services.

Also last year, four training and exchange programmes were organised for government officials and youth workers from the Mainland, including a delegation of four youth workers from Shanghai; a delegation of 29 experts on volunteer service from the All-China Youth Federation; 33 ethnic minority government officials from the China Youth University for Political Sciences and 34 youth workers from Wuhan Municipality. The Federation also welcomed visitors from Ningbo, Shenzhen, Hangzhou and Singapore.

Information Technology

The Information Technology Unit dedicated its effort to enhance work productivity and communications with service users through the development of various web-based systems.

Member Relationship Management System

Stage III enhancement of Member Relationship Management System was carried out this year, whereby members were automatically informed of the changes of courses and activities. Reminders about attending activities and online enrollment of courses were made available. Improved payment receipts were also produced to provide more information for service users to review the activities that they had joined.

Case Management System

The Case Management System was launched in 2010, providing an improved interface to manage cases, including casework management, case follow-ups, case reviews, hotline record management and enhanced reporting features. The system was designed to suit the special needs of the Counselling Services.

Campsite Management System

The Campsite Management System entered into a "User Acceptance Test" phase. The system now allows for the booking of campsites, venue utilisation and activity packages to be more closely and more efficiently managed.

Computer System Standardisation

For 11 Units, the computer system standardisation was carried out. This included support services, software purchases, centralised backup solutions and network optimisation being provided.

Virtual Private Network

In order to boost the security of the internal system of the Federation, a Virtual Private Network (VPN) among different Units is currently in plan and new solutions are being sought. It is expected that the first phase of VPN among major remote offices will be laid in 2012.

Premises Development

uCafés in Youth S.P.O.Ts

A novel, enjoyable, relaxing and trendy input to the reception areas of the Youth S.P.O.Ts, the uCafés have proved to be extremely popular. They serve as an informal and cosy venue to meet and relax with friends, while enjoying refreshments.

This year, 14 new uCafés were opened. These were at Heng Fa Chuen Youth S.P.O.T., LOHAS Youth S.P.O.T., Felix Wong Youth S.P.O.T., Lung Hang Youth S.P.O.T., Tin Shui Youth S.P.O.T., Tai Po Lions Youth S.P.O.T., the Jockey Club Kin Sang Youth S.P.O.T., the Jockey Club Hung Hom Youth S.P.O.T., the Jockey Club Shaukiwan Youth S.P.O.T., the Jockey Club Tseung Kwan O Youth S.P.O.T., the Jockey Club Jat Min Youth S.P.O.T., the Jockey Club Kwai Fong Youth S.P.O.T., Tsuen Wan Youth S.P.O.T. and Tsuen King Youth S.P.O.T.

Improvement Works at the HKFYG Organic Farm

A series of improvement works were completed at the HKFYG Organic Farm, near the Ho Pui Reservoir in the Tai Lam Country Park. This has allowed for a more comfortable learning environment, as well as multi-purpose rooms equipped with facilities for seminars and workshops. The Farm can now host up to 300 visitors a day.



Phase III Redevelopment of the Jockey Club Sai Kung Outdoor Training Camp

The Jockey Club Sai Kung Outdoor Training Camp is supported by The Hong Kong Jockey Club Charities Trust to pursue its Phase III Redevelopment in order to augment the Camp's capacity and interactive platform for experiential opportunities for people of all ages. Over the year, an Environmental Impact Assessment Study Report was approved and the Environmental Permit was granted. The Country and Marine Parks Authority also gave its approval for the Federation to carry out the redevelopment project and to have it completed before the end of 2013. The construction works will commence in the summer of 2011 and the whole project will take 19 months to complete.

Maintenance of Offices, Service Units and Camp Premises

The Premises Development Unit closely monitors the physical conditions of all Federation premises, especially the Camps. This is due to the high utilisation rate and commitment of the Federation to keep all premises and equipment in a good condition so that safety is ensured. Over the past year, 28 improvement works and minor renovations were carried out.