



4th CIFA Regional Symposium
2014

**Wofoo Asian Award for
Advancing Family
Well-Being (3A Project)**

**“Walk with Love”
Family Supportive Project**

HK Sheng Kung Hui Welfare Council Ltd.



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Outline

- Poverty in Hong Kong
- Theoretical framework of the Project
- Project effectiveness
- Project synergy developed

Poverty in Hong Kong

- Gini-coefficient of Hong Kong has increased from 0.476 in 1991 to 0.537 in 2011;
- 15.2% of poverty rate with 1.02 million (403,000 households) of poor population in 2012;
- Poverty rates of children and youths has increased from 40.2% to 44.1% between 2001 and 2010, it results in intergenerational poverty;
- Poverty does not only imply inadequate financial situation, it also implies inadequate care, education and exposure of children;

Poverty in Hong Kong

- Health problem is commonly found among the deprived with poor living hygiene, and mental health issue is prevailed;
- In the old urban area, many deprived families reside in “**subdivided units**” (劏房) or “**rooftop cubicles**”(天台屋) of only less than 100 square feet which cost \$3,000 to \$5,000 monthly rent;
- Due to the resident status, some deprived families not eligible for the social welfare measures such as public housing, social security scheme. Hence, a group of deprived families so-called “**N-nothing**” (N無), gets stuck in the service gap.



**50-years building
in old urban area**



**Illicit building
structure on rooftop**



Electric fans and installation dangling everywhere



A photograph showing a wooden board leaning against a wall. The board is light-colored wood and has some items on it, including a patterned cloth and a pair of white gloves with pink polka dots. The wall behind it is white and has some faint markings.

A board for sleeping

A photograph of a small, cluttered kitchen cum toilet area. The walls are white tiled. On the left, there is a sink with a blue faucet and a green sponge. Above the sink, a blue ring is hanging on the wall. To the right, there is a white toilet. A pink plastic basin is on the floor next to the toilet. A white plastic shelf is on the wall, holding various items. A broom and a mop are leaning against the wall. A red bag is on the floor under the sink.

Kitchen cum toilet





Illicit electric installation

A photograph showing a makeshift electrical setup on a wall. A white electrical outlet is mounted on a piece of cardboard, which is secured to the wall with tape. Several black wires are bundled together and run horizontally across the wall. A thin white wire is also visible running vertically down from the outlet.



Damp wall

A photograph of a corner in a room with a white ceiling and walls. A white square ceiling fan is mounted in the corner. To the left of the fan is a clear plastic water bottle on a shelf. To the right are two red plastic bags. The wall and ceiling show signs of moisture and discoloration, particularly around the fan and the bags.

A community study of deprived families living in old urban area in 2012

- 147 deprived families are interviewed, top list difficulties are housing (74.1%), financial burden (52.4%) and health problem (20.4%);
- The supportive network is so weak with 55.1% respondents have 1-3 friends from whom could be seeked help when they encounter difficulties. 15% has even no people can support.



Launch **“Walk with Love”**
Family Supportive Project
in 2013

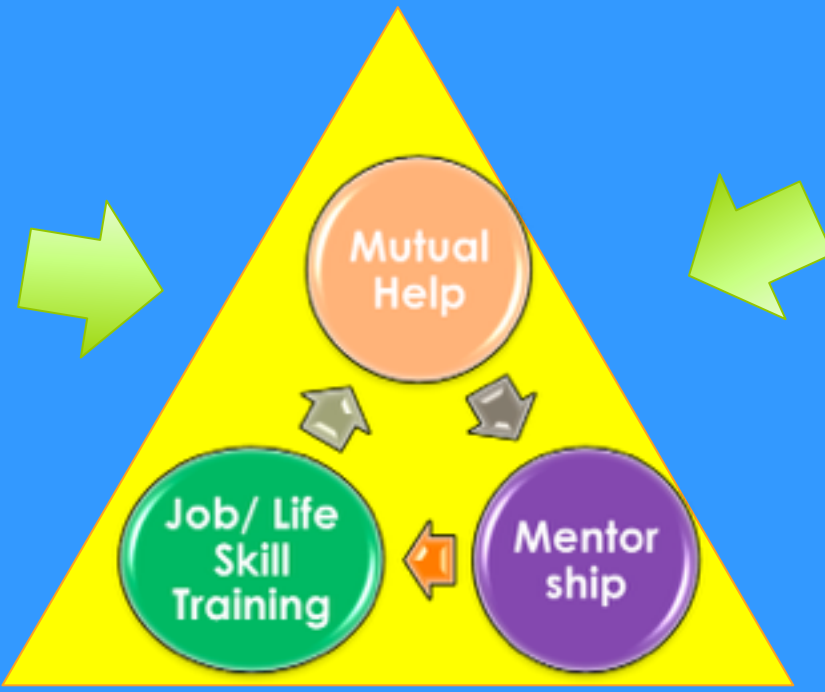


PART II

**Theoretical
framework of the
project**

Service Model

Connectedness



Empowerment

Inspiration

Strengthen Family Function

Project objectives

- A “family development plan” is customized for each recipient family for 2 years;
- Mentors will be arranged for recipient families to strengthen their social support network;
- To strengthen the family functioning of the recipient families.

Project beneficiaries

- Family as a whole is the serving unit;
- “N-nothing” families residing in Kowloon City District, who are not protected by the welfare net;
- Or with a monthly family income less than or equal to 75% of median income of same household size;
- Lives in sub-divided units or illicit building structure.

Assessment

- Family can self apply or referred by social worker
- Social worker makes **an in-depth need assessment**

Implementation

- Family fills in the **pre-test questionnaire**
- Social worker assigns mentors for the family
- Social worker **works out the family plan** with the family & mentors

Evaluation

- Social worker has to **review the family plan** with the family and mentors regularly
- Family fills in **the post-test questionnaire** at the end of the Project



PART III

Project effectiveness

Profile of Beneficiaries

- **61 families** joined the project, in which **254 family members** are being served;
- **33% are single parent families** with marital status of divorce/ separated/ widowed;
- Most of the families have **1-3 children**;
- **44% are housewives**, 27% have part-time jobs, 15% have full-time job, & **14% are unemployed**;
- 42% have \$10,000-\$15,000 monthly income; (median monthly household income for a 4-person family is \$32,000)
- 37% family expenditure is larger than income;
- Headache, depressive mood, anxiety, insomnia are commonly found.

Output

	Expected (24 months)	Actual (17 months)
No. of recipient families	100	61
No. of people served	300	254
No. of mentors	40	76
Amount of donation	\$3,000,000	\$2,620,000
Amount of money spent	\$3,000,000	\$614,979
No. of service sessions	720	990
No. of service attendance	2,160	1,644

Project achievements

Objective 1: A “family development plan” for each recipient family for 2 years.

- All the recipient families have their unique family development plan;
- A grant total of \$614,979 has been approved for 61 families. The range is from \$730 (the family has just joined for one month) to \$28,216 ;
- The grant allocation focuses on the development need of the children, such as 44% on “tutorial class”, 18% on “extra-curricular activities” and 16% on “daily necessities”.

Case illustrations (026 Ms Sze; 001 Ms Tze)

Project achievements

Objective 2: To strengthen the social support network by matching the mentors with families.

- Mentors have provided various kinds of assistance and guidance for the families, such as emotional support, homework tuition, job-related advice, family gathering, role model, etc. ;
- Mentors also benefited, with more awareness of the poverty problem in HK, a strong sense of satisfaction by helping the recipient families.

Case illustrations (019 Mr Lee; 009 Ms Pong)

Project achievements

Objective 3: To strengthen the family functioning.

- From the quarterly review of each family, most of the families have gradual improvement with the implementation of the family plan;
- The financial planning, parent-child relationship and family resilience domains have outstanding improvement;
- Living environments have been greatly improved by the allocation of 2nd hand furniture or electric appliances; with the financial support from the Project, they have greater flexibility in money allocation.

Case illustrations (Ms Leung)

Before :
The mattress is placed on the floor for sleeping.



After:
With a new double-decker, more space is available.



Before :
Messy condition for doing homework



After:
A 2nd hand desk provides a place for homework and studying.





PART IV

Project synergy

Project synergy

- Surprisingly, the amount of donation, **number of mentors and partner organizations are growing with the snowball effect**. It is the story of survival of each recipient family and the mentor-mentee relationship touched the hearts and exerted the impact. Hopefully, the Project could be sustainable and replicated to other deprived areas in Hong Kong;
- **Multi-disciplinary collaboration could maximize the project effectiveness** : volunteer groups, church members, business sector, could help the recipient families in different aspects;

Project synergy

- The Project has used only 23% of the donation for 17 months. Instead of spending money on carrying out the development plans, the **resources** (goods and services, e.g. free extra-curricular activities, homework tuition, tickets for visit, 2nd hand furniture, minor household improvement works) **networked by the mentors and partner organizations are abundant for the use of the families**, it costs around \$200,000. It also indicates the great passions and input of the donors, mentors, sponsoring and partner organizations.

Categories	Partner Organizations
<p>Business</p>	<ul style="list-style-type: none"> • Grandion Industrial Limited • King Parrot Group • Hop Yuen (Holdings) Ltd. • Häagen-Dazs • Yau Lee Holdings Limited • Cathy Pacific Airline
<p>Professional</p>	<ul style="list-style-type: none"> • Hong Kong Women Professionals & Entrepreneurs Association • Hong Kong Women Lawyers Association • Do Shum Sport and Cultural Association • Hong Kong Eye Care • Modern Education

Categories	Partnership Organizations
Volunteer Organization	<ul style="list-style-type: none"> • Rotary Club of Central • The Wings
Church	<ul style="list-style-type: none"> • HK Sheng Kung Hui Women's League • HK Sheng Kung Hui Holy Trinity Cathedral • HK Sheng Kung Hui St. John's Cathedral • HK Sheng Kung Hui All Saints' Cathedral
Charity Foundation	<ul style="list-style-type: none"> • Gallant Ho Charities & Public Well-Being Services (H.K., P.R.C.) Limited • Food Angel

**“ Though we are poor,
we have lofty aspiration! ”**

Thanks for all your kind attention!