

《Wofoo Asian Award for Advancing Family Well-Being 2018》

Taiwan Dream Project –

The project that provides educational and nutritional services for children in remote communities

臺灣夢

兒少社區陪伴扎根計畫

2018.08



中國信託慈善基金會
CTBC CHARITY FOUNDATION

Who we are?



*We have a dream,
let children in Taiwan
can be away from hunger,
can learn in school,
can show their talents,
and keeping away from
drug abuse.*

*Jeffrey Koo Jr.,
chairman of CTBC Charity
Foundation*

What we do?

Light Up a Life fundraising charity campaign



CTBC Volunteers



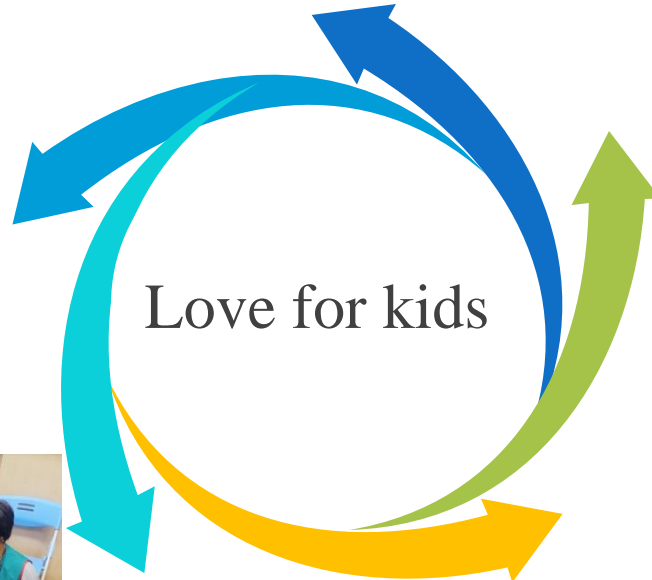
Taiwan Dream Project



CTBC Youth Baseball Project

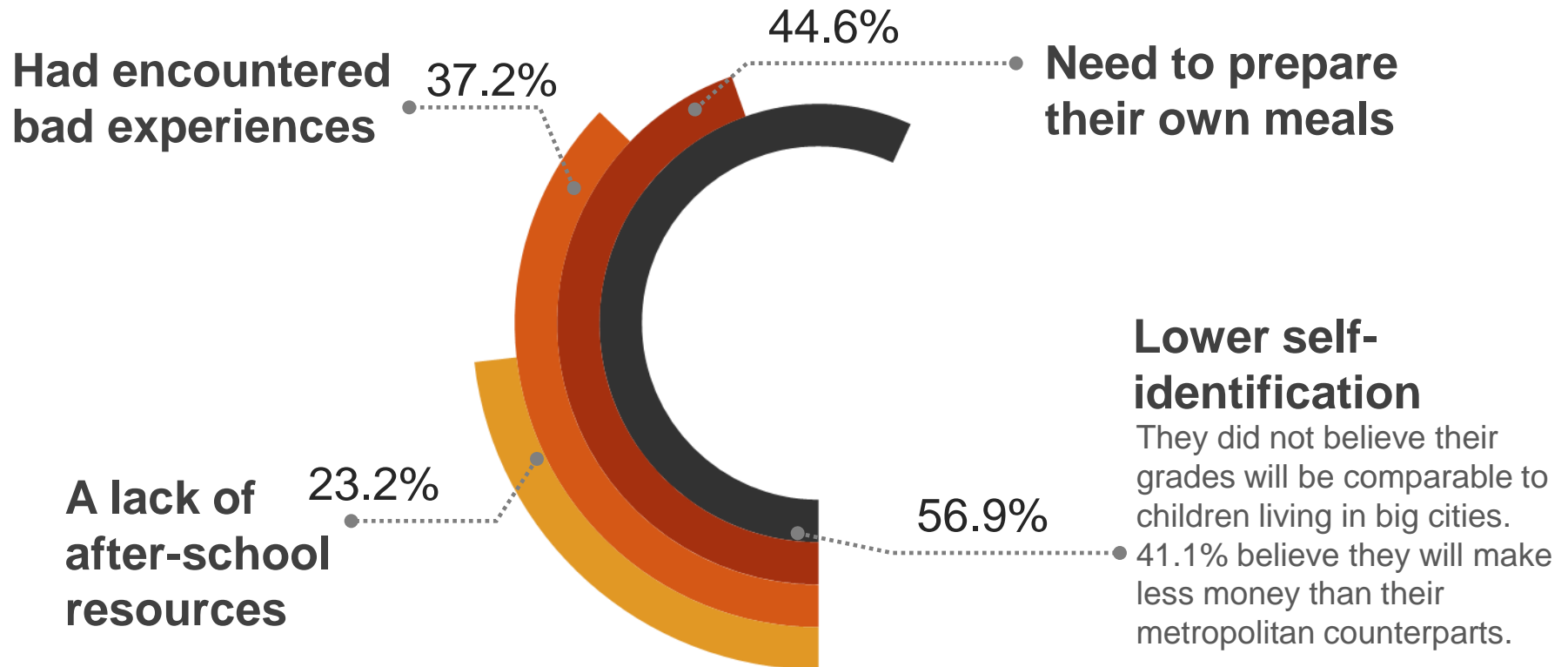


Poverty Alleviation Program



Why we start Taiwan Dream Project?

Through a survey conducted by the Child Welfare League Foundation and “Light up a Life” on disadvantaged schoolchildren, 36.4% of these children did not go home after school but wander around. These children are facing adversities.



Retrieved from : 2015 Afterschool activities survey of children in remote area in Taiwan.

It takes a village to raise a child.



How we start?



What community lack the most ?



Insufficient knowledge of childcare

Lack of funding to hire teachers

Lack of stable funding

What is Taiwan Dream project-Objectives

1

Provide underprivileged schoolchildren with diverse development opportunities and healthy meals

2

Increase the community recognition of underprivileged schoolchildren in the community

3


Combine and use community volunteers to invest in care and companionship work to increase community cohesion

4

Assist with community development work and increase community strengths

Inputs

- NT\$ 50,360,000 are invested in Taiwan Dream bases.
- 63 people join the project in 2017, including corporate volunteers, professional cultivation team, CTBC staff, Administrative Team.



**Light Up a
Life
fundraising
campaign**

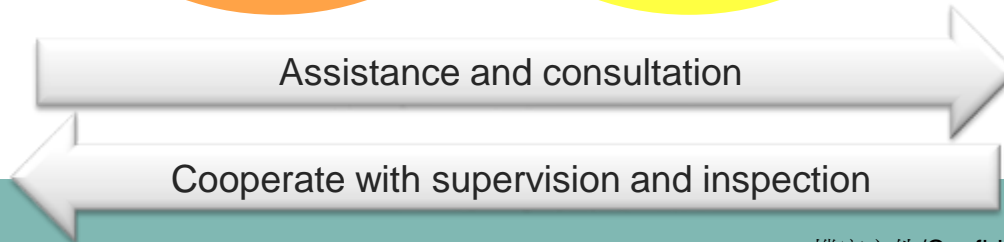
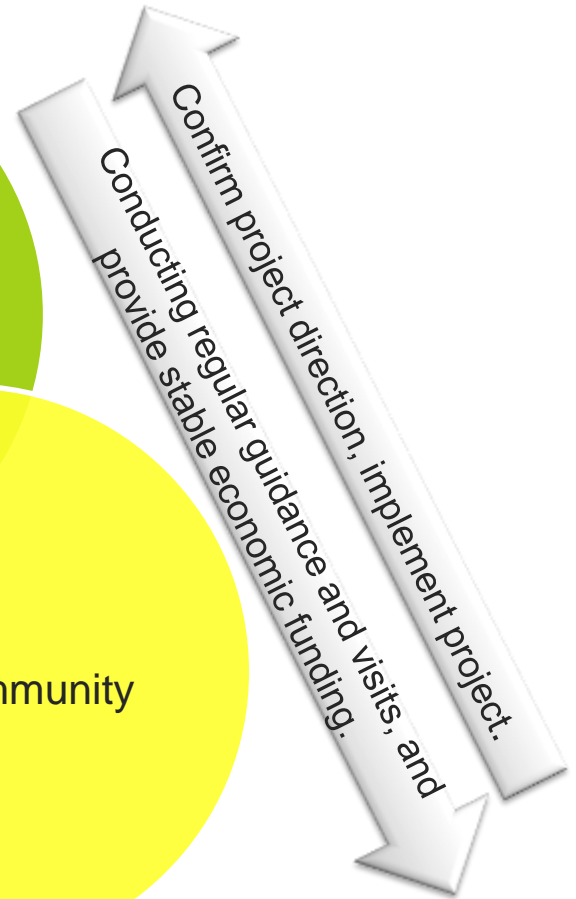
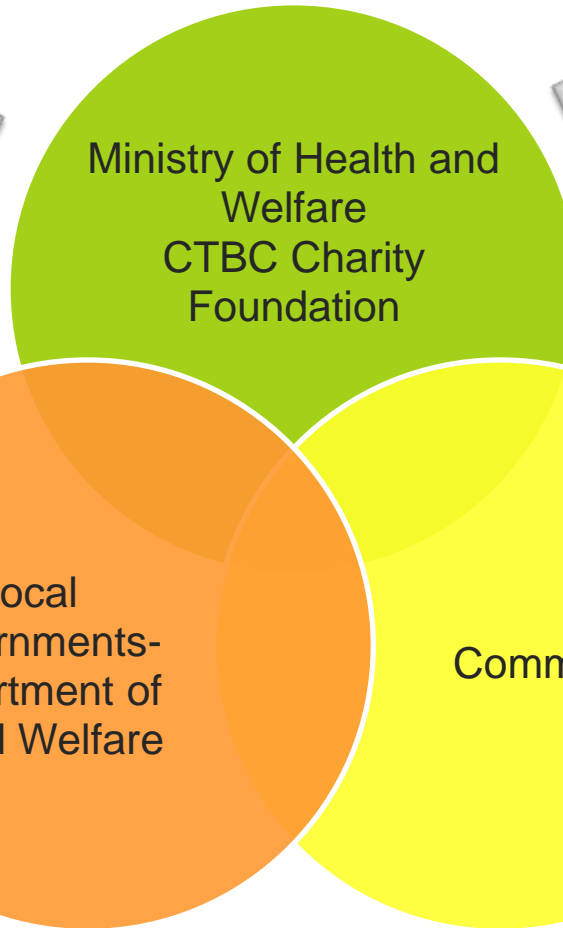
**Corporate
volunteers**

**Cultivation
team**

**Relevant
education
and
training**

Partnership

Partnership relationship
Form cultivate team
Mutually provide
guidance and visits



Regular visits→questionnaires→education/training→service model adjustment

Cultivation team

CTBC Charity Foundation
(principal investigator /CEO:
Roger Kao)

Ministry of Health and
Welfare Dept. of Social
Assistance and Social Work

27 professionals from different
background

Local governments

Targets of visits

Schoolchildren

Project staff

Community cadres

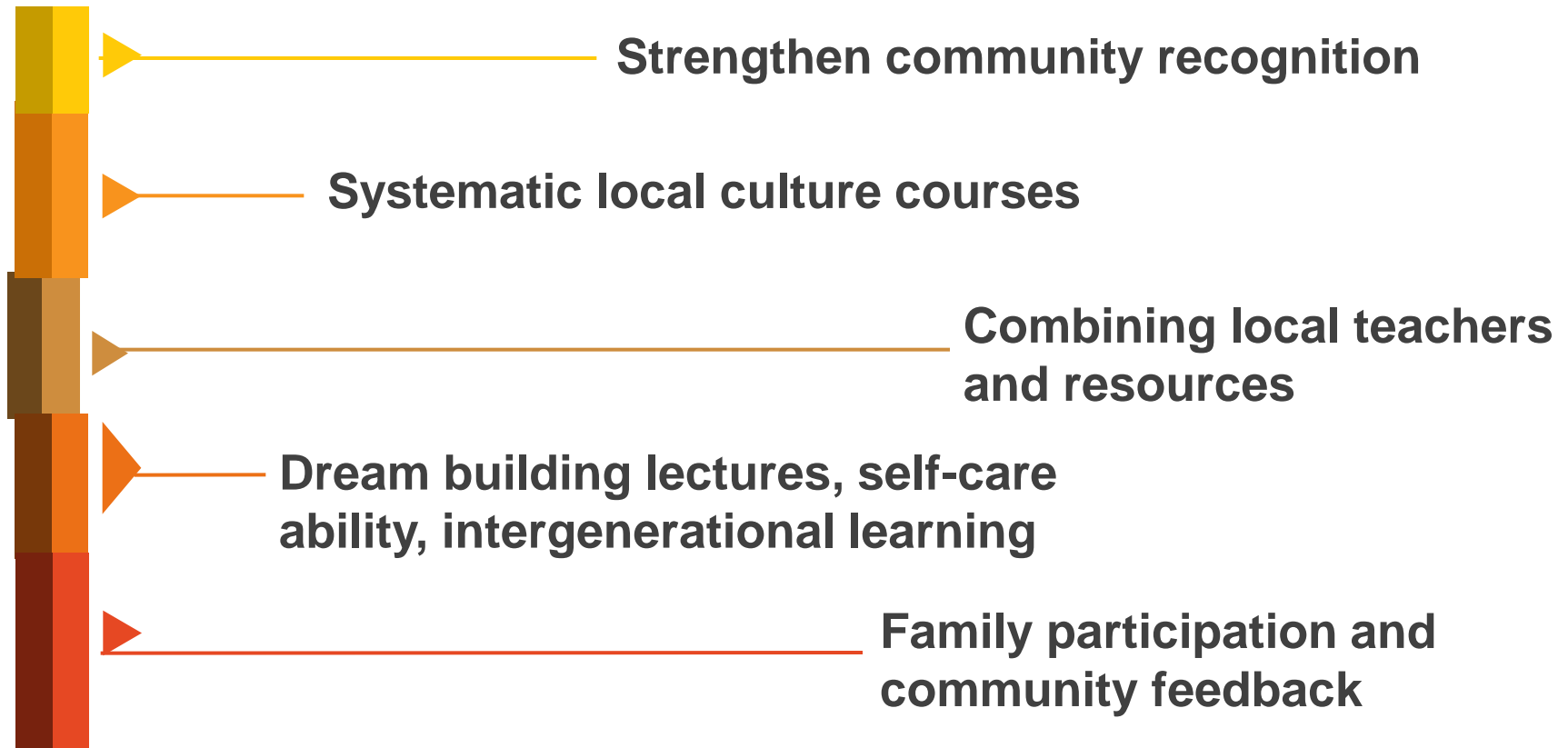
Volunteers

7 dimensions with 168 cultivation indicators



Diverse afterschool companionship programs

- Focus on localization and community recognition
- Rebuild not replace family function by community residents



Outcomes

- ◆ Service summary
- ◆ Social Return On Investment (SROI)

SOCIAL VALUE **INTERNATIONAL**

Statement of Report Assurance

Social Value International certifies that the SROI report of "Taiwan Dream Project on Dahu Community Supported by CTBC Holding and CTBC Charity Foundation", published in November 2017, satisfies the requirements of our report assurance process.

The assurance process seeks to assess whether or not a report demonstrates a satisfactory understanding of, and is consistent with, the Seven Principles of Social Value. Reports are independently reviewed by qualified assessors and must demonstrate compliance with the Social Value assessment criteria in order to be certified. The Social Value assessment criteria document can be downloaded from the website socialvalueuk.org.

Assurance here is against the Social Value principles only and does not include verification of stakeholder engagement, report data and calculations.

Awarded 11 December 2017



Jeremy Nicholls
Chief Executive Officer
Social Value International



Social Value UK carries out the assurance service on behalf of Social Value International. Social Value International is the global network focused on social impact and social value. We are the global network for those with a professional interest in social impact and social value. We work with our members to increase the accounting, measuring, and managing of social value from the perspective of those affected by an organisation's activities, through our Social Value Principles. We believe in a world where a broader definition of value will change decision making and ultimately decrease inequality and environmental degradation.

Disclaimer: Social Value International will not be responsible for any actions that an organisation takes based upon a report that has been submitted for assurance. An assured report does not grant Accredited Practitioner status to the author/authors of the report unless it is part of a full application for Accredited Practitioner status.

26 Taiwan Dream Bases

Central area

Taichung Hai Quan
Changhua Da Hu
Changhua Nan Dian
Nantou Yin Nan
Nantou Zhong Chi

Southern area

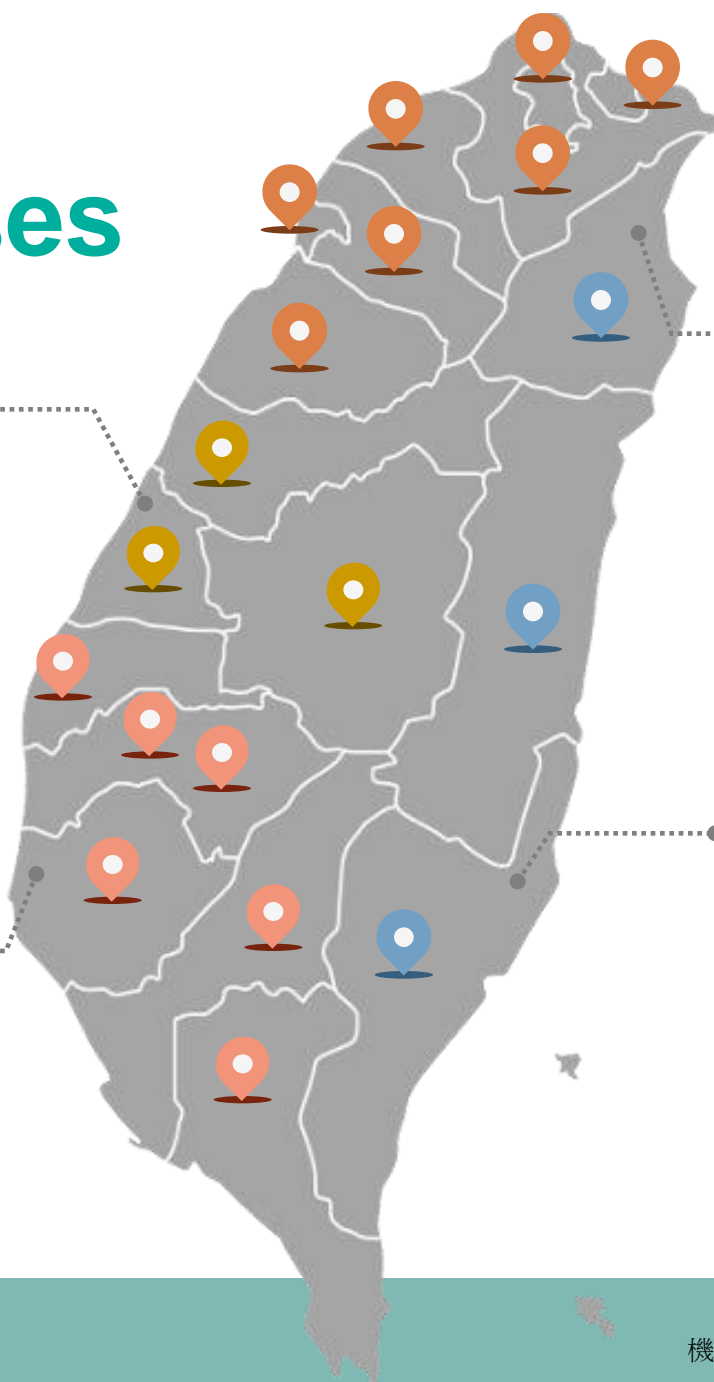
Yunlin Wu Kuai
Chiayi County Chung Chuang
Chiayi City Pineapple
Association
Tainan Shih An
Kaohsiung Chung Lu
Kaohsiung Wen Hsien
Pingtung Yong Lung

Northern area

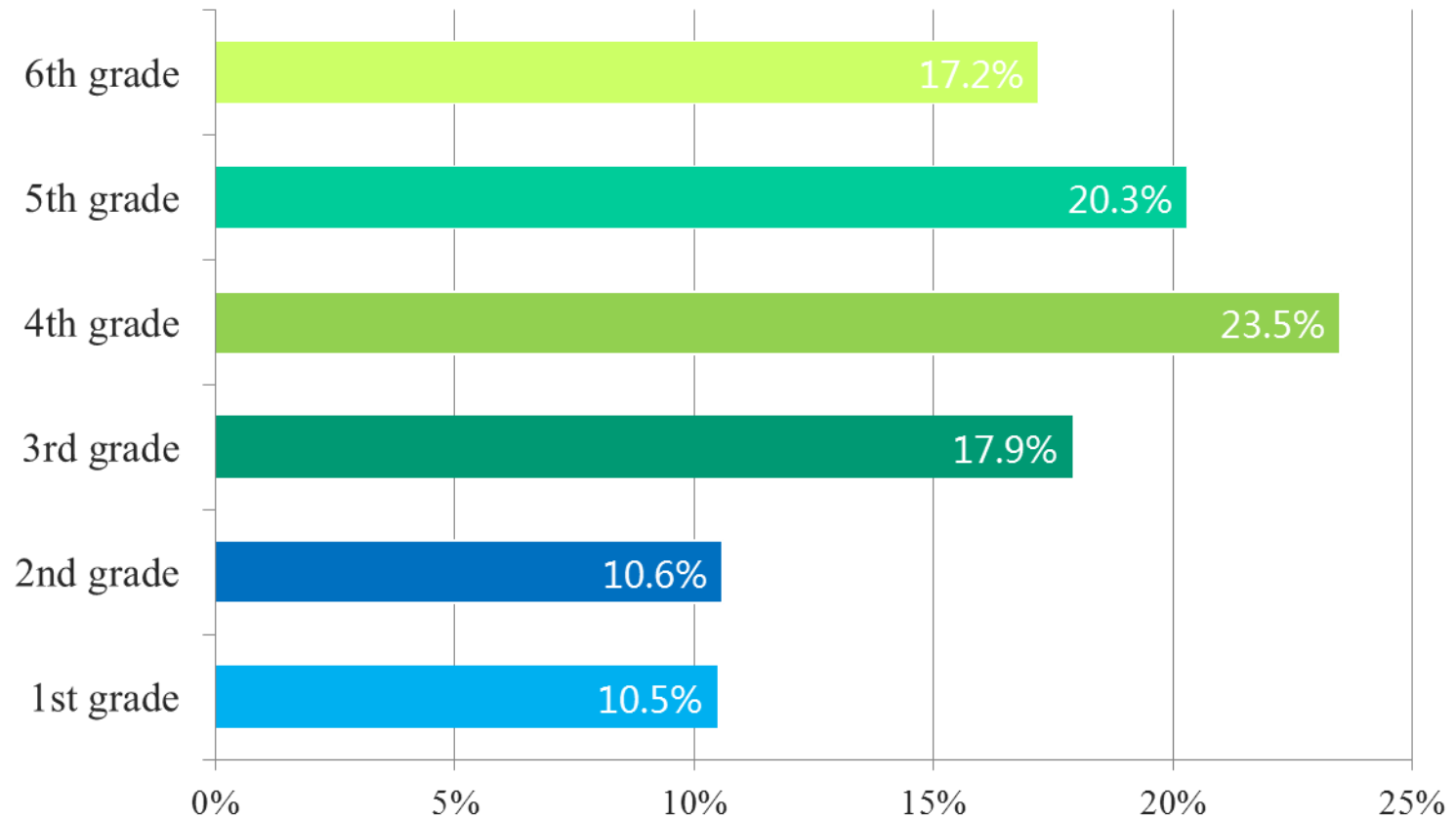
Taipei Chiu Ju
Keelung Tu Nan
New Taipei city Fu Cheng
New Taipei city Xin Jen
Taoyuan Kao Yuan
Hsinchu County Hu Nan
Hsinchu City Hsiang Shan
Miaoli Wen Nei

Eastern area

Yilan Tung Yueh
Hualien Fong Nan
Hualien Shui Lien
Taitung Shang Wu
Penghu Xi Hu

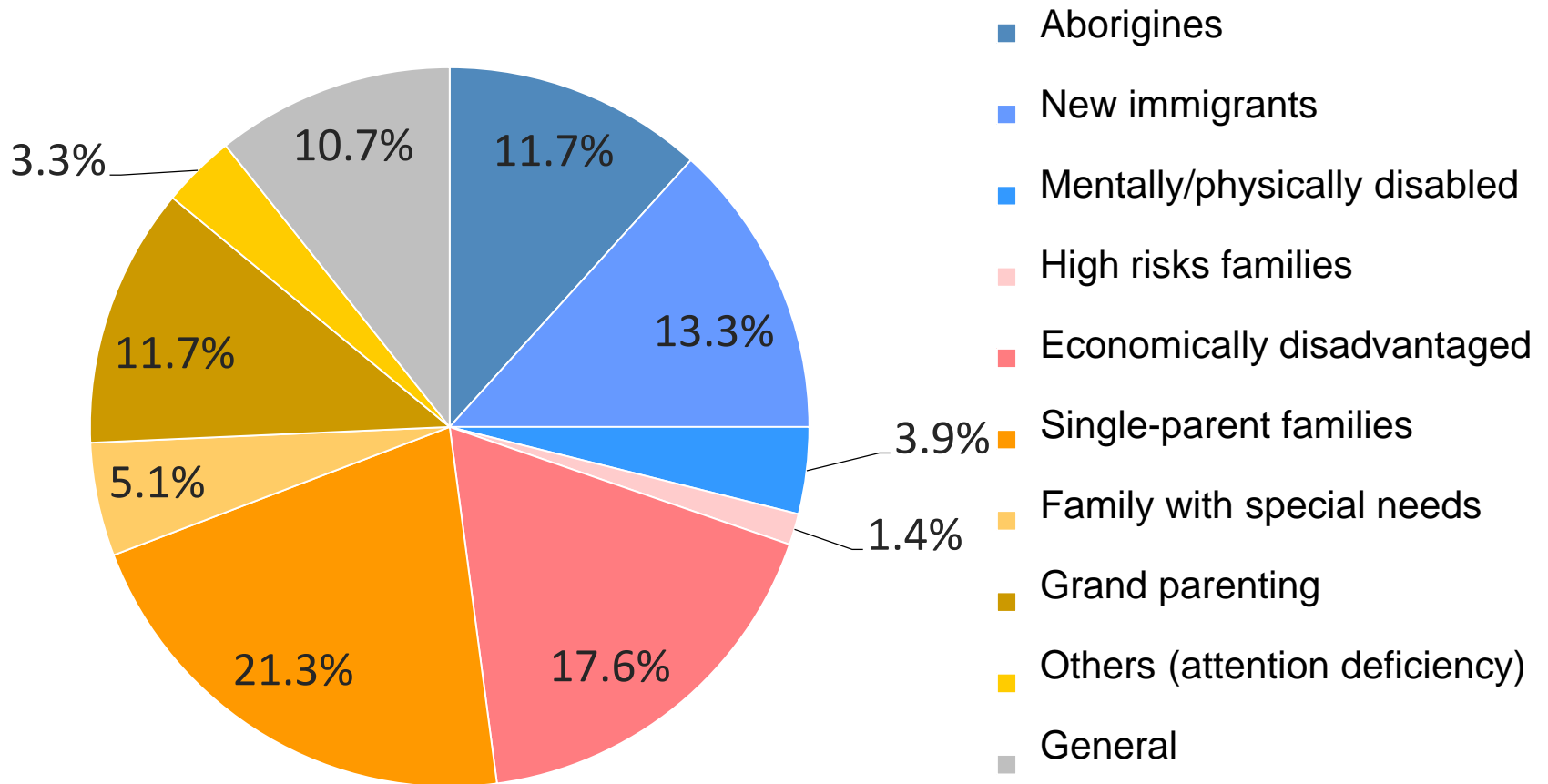


496 schoolchildren are cared in 26 communities



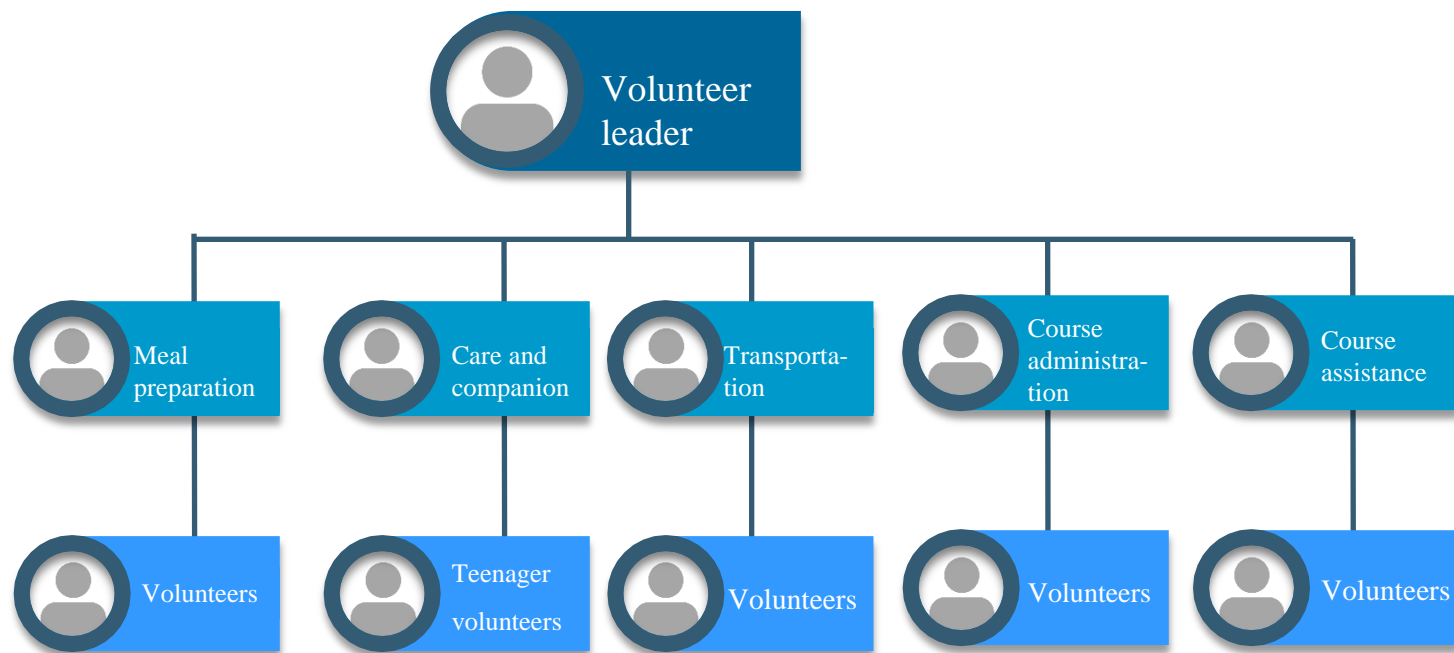
Update on Aug 2018

90% of them are from families in need



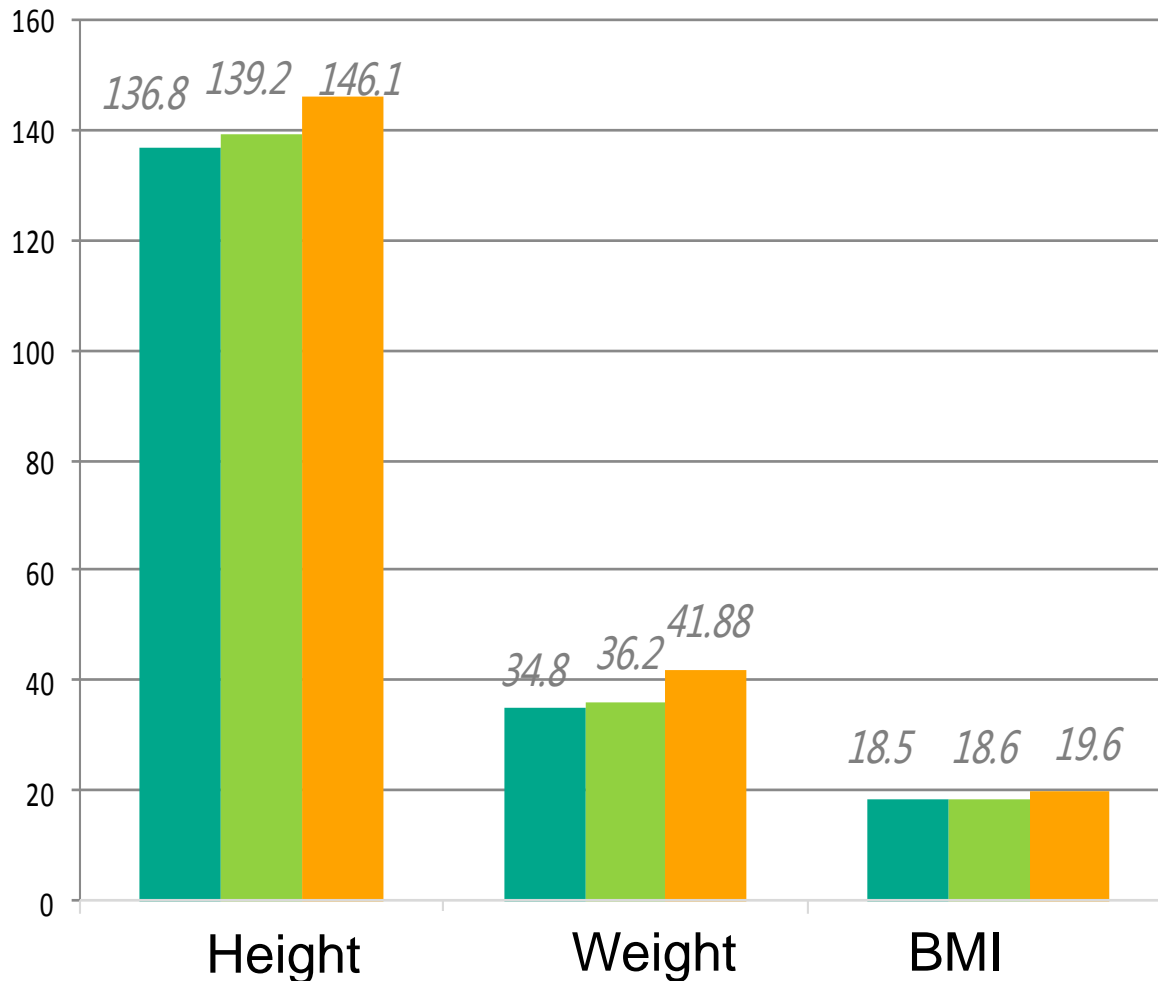
※ 10% general students including children whose parents are too busy to take care of them, almost all students in Dahu community are in the Dahu base.

Total number of volunteers are 506 in 26 communities. Volunteers are divided into groups based on their professions and interest. Education and training are arranged regularly.



Update on Aug 2018

Student's physical change



■ Pre-test

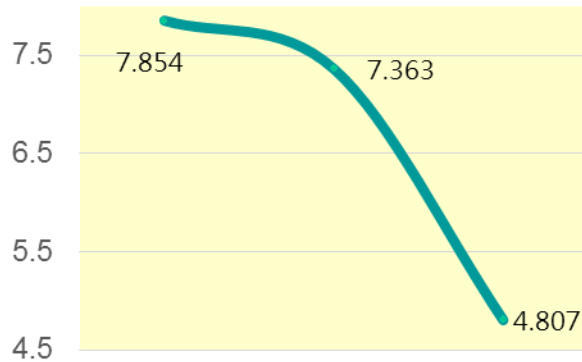
■ Post-test

■ The 31st "Light up a Life" survey results (Average of children in remote area)

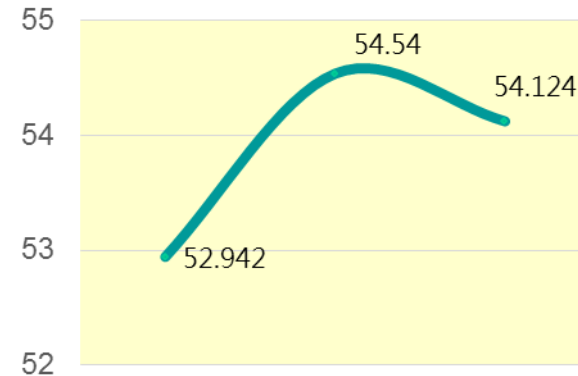
※ The survey data was collected from 2015.10.12 to 11.20.

Change of schoolchildren

Children's depression scale

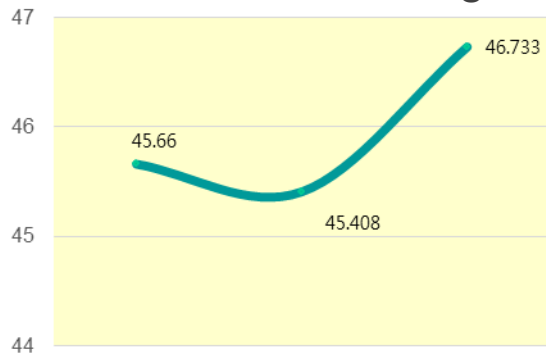


Self-identification & community recognition

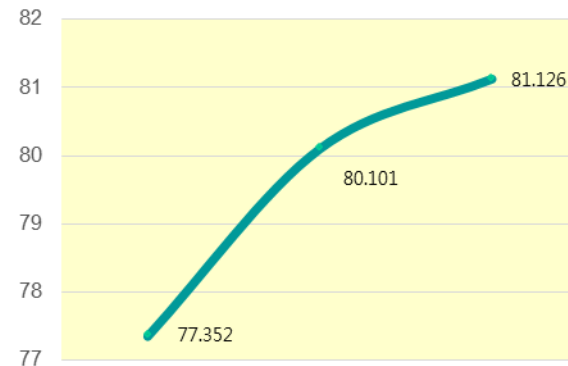


Change of volunteers

Childcare knowledge



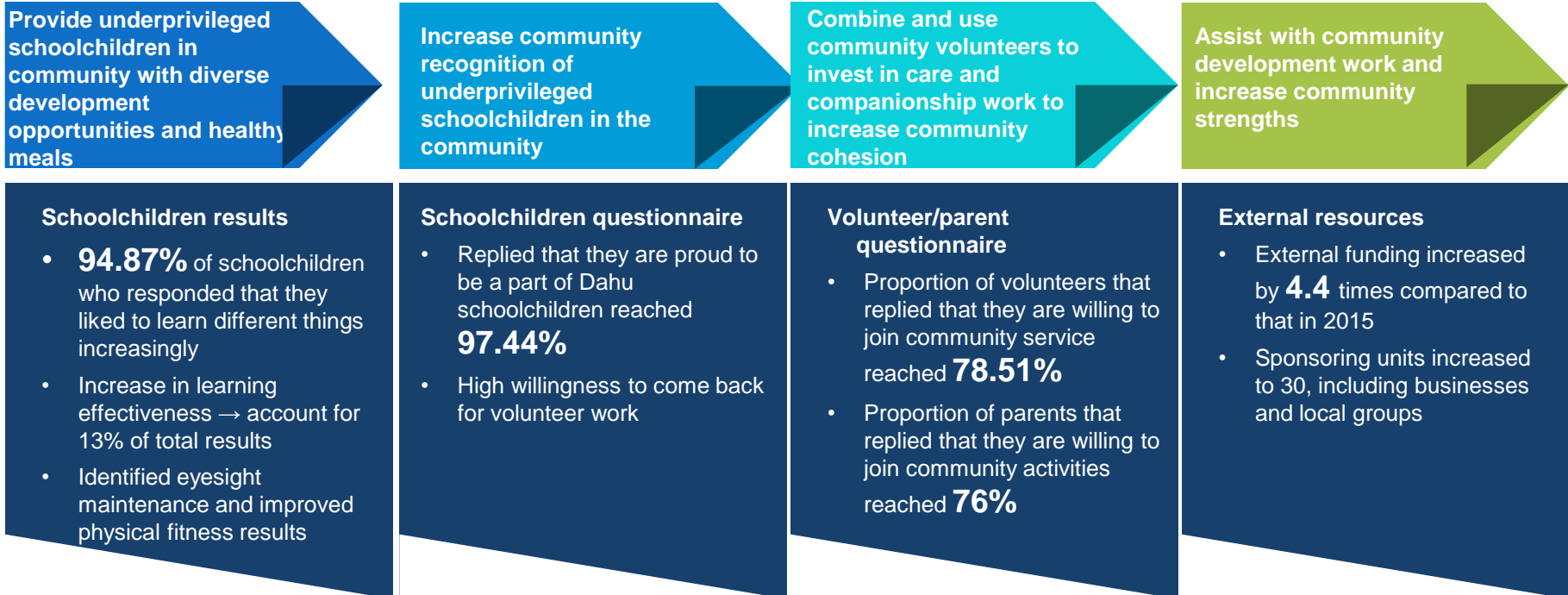
Awareness towards community & childcare of residents



Data from Nov. 2015 to present

SROI

Adopting the Social Return On Investment (SROI) measurement on Taiwan Dream Project in Changhua Dahu Community, and discovered that every NT\$1 investment on the community can generate NT\$4.26 social value. The report was certified by the Social Value International (SVI)

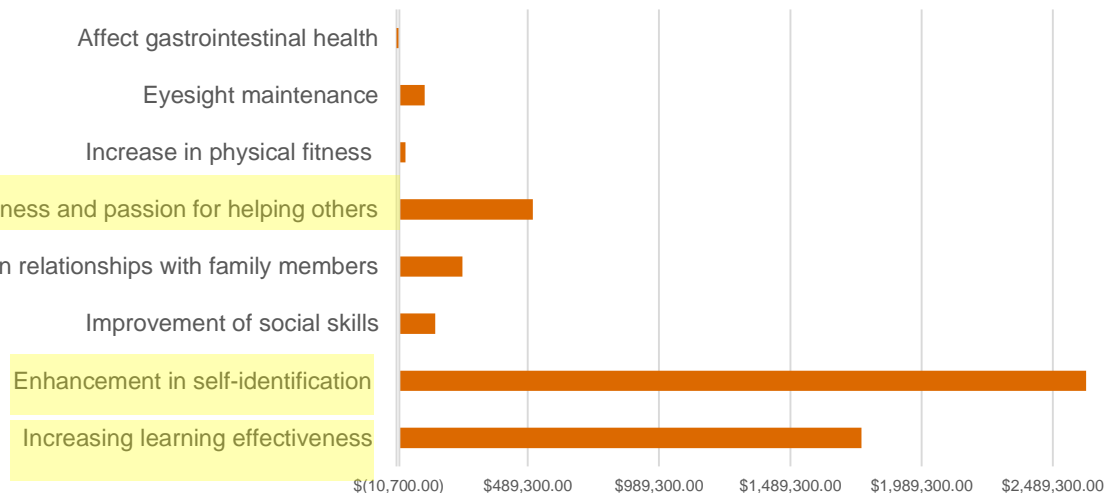
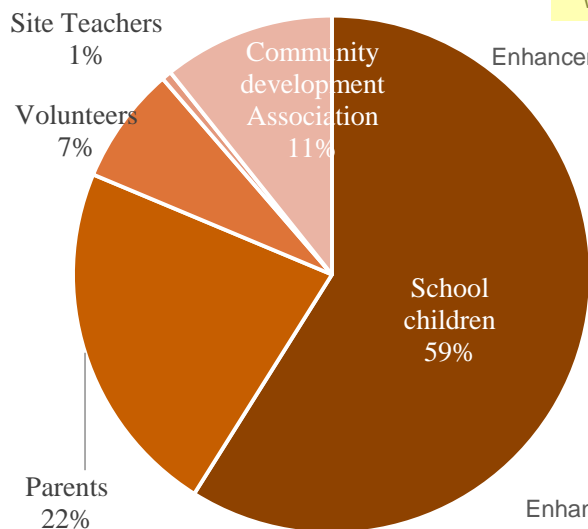


*Awarded “2017 The Asia Responsible Entrepreneurship Awards,” “The 1st CSR Award”, “14th Global Views Monthly CSR Awards”.

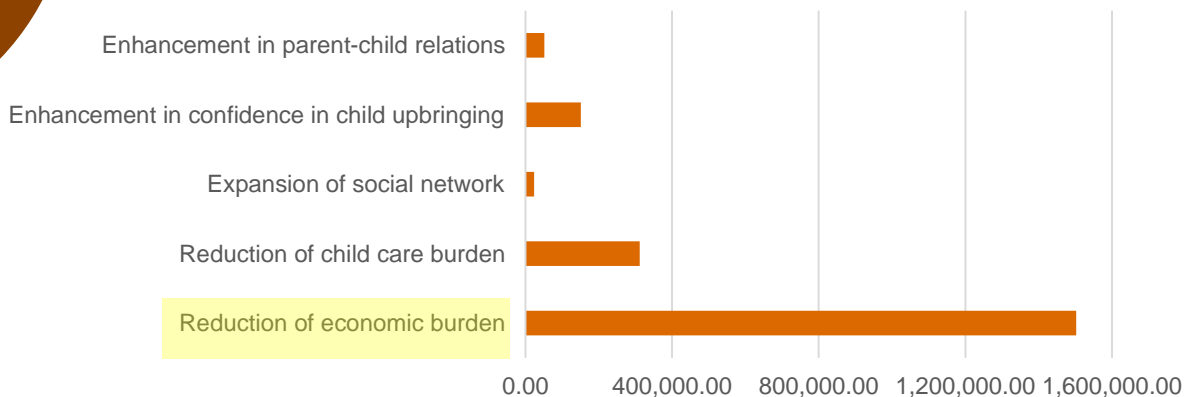
SROI Project Value Analysis – school children and parents

Distribution of Results: School Children

Distribution of Outcomes



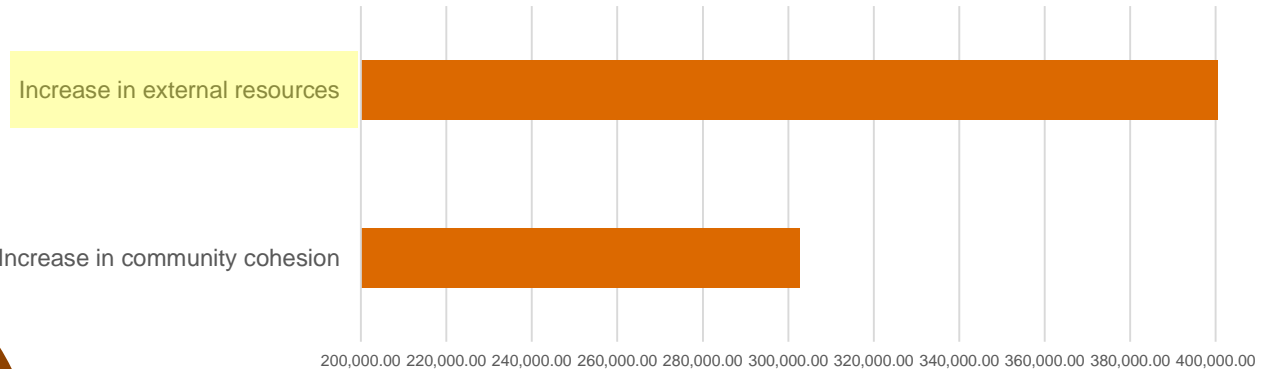
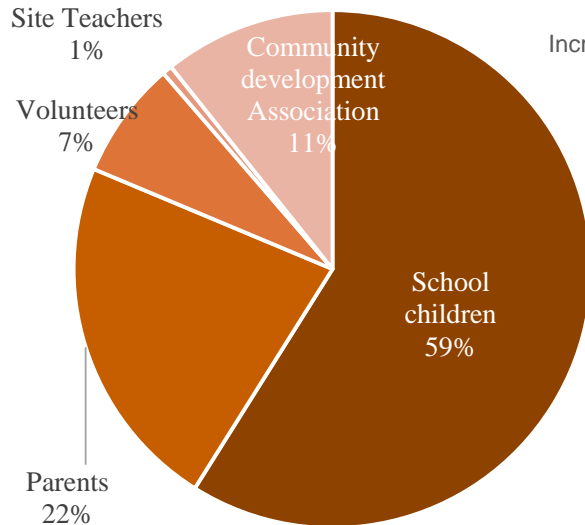
Distribution of Results: Parents



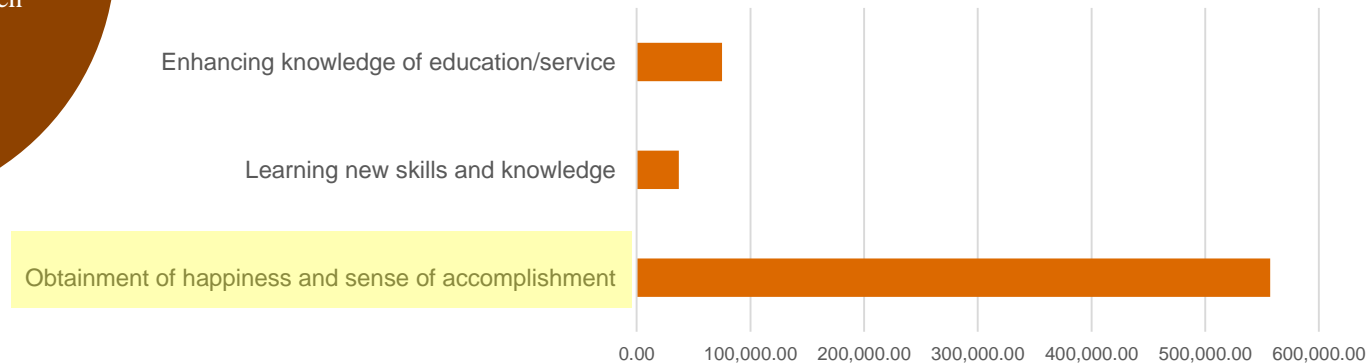
SROI Project Value Analysis- community association and volunteers

Distribution of Results: Community Development Association

Distribution of Outcomes



Distribution of Results: Volunteer



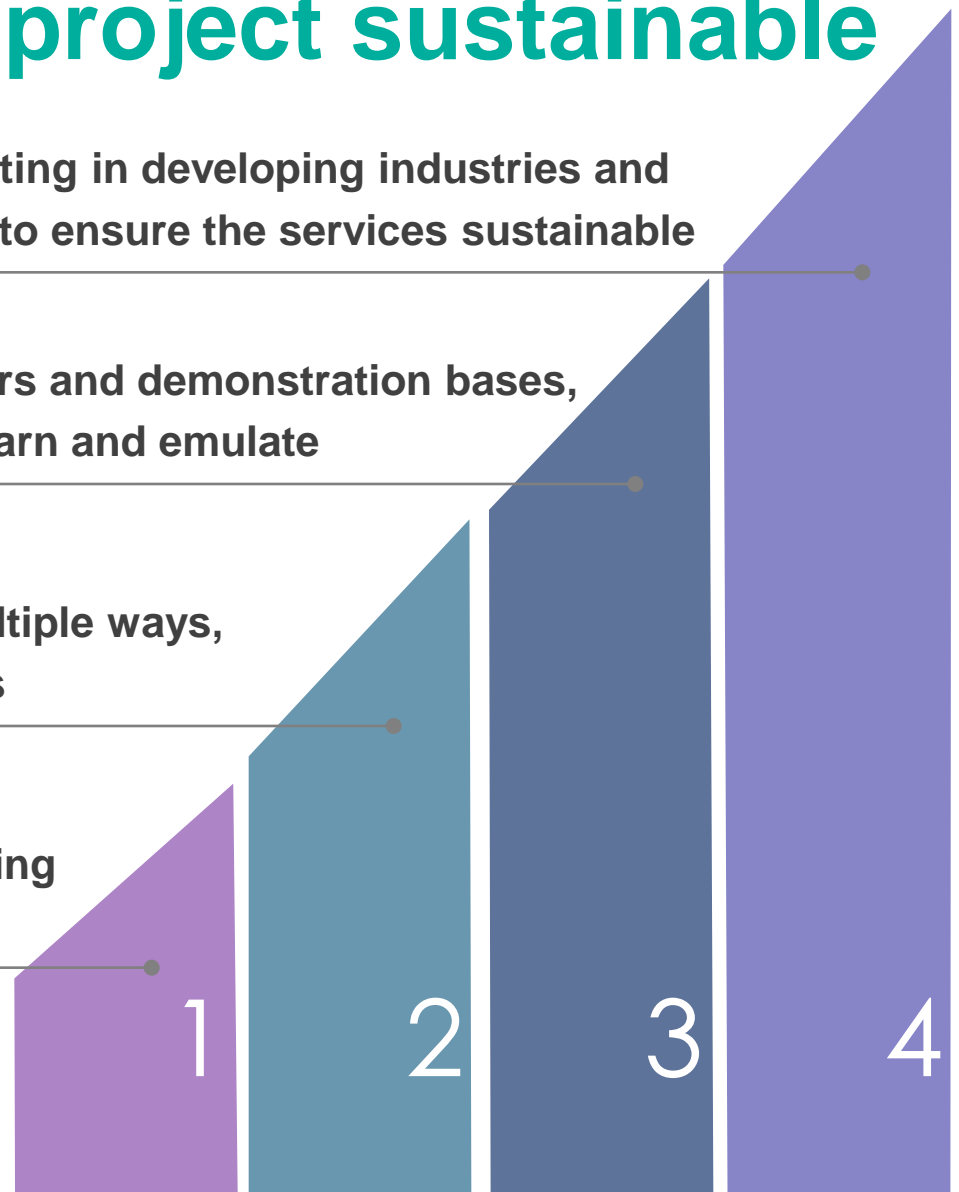
Ways to make the project sustainable

4) Assisting in developing industries and features to ensure the services sustainable

3) Developing seed teachers and demonstration bases, so that other groups can learn and emulate

2) Promoting the project in multiple ways, and connecting more resources

1) Expanding the project and assisting bases in developing highlights





Visions and dreams

- ◆ Establishing community-based social safety net for children
- ◆ Local talent cultivation



Thanks!

Any questions?

You can find me at mayin.lin@ctbcfoundation.org

Appendix

Community progress

Providing bright places



Community residents get involved



Care and companion from

VO



Cherish and feedback



Children don't wander around



More resources invested



Enhance self-confidence

More residents respond “it takes a village to raise a child.”

Pineapple Association had been a popular pineapple cans producer and wholesale center. After factories were closed, only old houses and messy neighborhood are left. When the base established, more residents found that there was a group of children who needed care. It just so happens that the abandoned market in the community need to be activated, the borough chief, community residents and volunteers collaborated to improve the community, so that children had a place to experience things. On weekends, they help making brunches, serving dishes and cleaning tables, they eventually realized how difficult their parents had been raising them. At the same time, residents eagerly got involved in activities and provided more food. The income was returned into funding for elders and children in the community.



SROI

Every NT\$1 investment on Changhua Dahu Community can generate NT\$4.26 social value. The report was certified by the Social Value International (SVI).

Objective 1: Provide underprivileged schoolchildren with diverse development opportunities and healthy meals



◆ Schoolchildren results



- **94.87%** of schoolchildren who responded that they liked to learn different things increasingly
- Increase in learning effectiveness → account for **13%** of total results
- Identified eyesight maintenance and improved physical fitness results

*Awarded “2017 The Asia Responsible Entrepreneurship Awards,” “The 1st CSR Award”, “14th Global Views Monthly CSR Awards”.

SROI

Objective 2: Increase the community recognition of underprivileged schoolchildren in the community

◆ Schoolchildren questionnaire



- Replied that they are proud to be a part of Dahu schoolchildren reached **97.44%**
- High willingness to come back for volunteer work

SROI

Objective 3: Combine and use community volunteers to invest in care and companionship work to increase community cohesion



◆ Volunteer/parent questionnaire

- Proportion of volunteers that replied that they are willing to join community service reached **78.51%**
- Proportion of parents that replied that they are willing to join community activities reached **76%**

SROI

Objective 4: Assist with community development work and increase community strengths

◆ External resources



- External funding increased by **4.4** times compared to that in 2015
- Sponsoring units increased to **30**, including businesses and local groups