

# 創新義工平台

展現義工

新力量

**Social Career - MAKING NEW IMPACT**

# INTRODUCTION

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What would you think of the phrase “Making New Impact”? Firstly, you may think of something brand new. Secondly, you may think of something being changed because of the impact. This is what Social Career has been doing in the past year. Since our official launch in January 2017, Social Career has introduced an innovative way of matching volunteers to Hong Kong, and the results were encouraging.

Throughout this year, Social Career has seized every opportunity to encourage more people to volunteer, and to motivate everyone to start developing a career that can create positive impact to the society, as we call it, “Social Career”. For example, we have launched our first ever outdoor advertising campaign, featuring Mr. Chau Pak Ho as our “volunteer leader”. We have organized various workshops and seminars to train up more skill-based volunteers such as volunteer journalists, so that they can help writing impactful articles and create more exposure for non-profit organizations. We have also established partnership with corporates including GOGO VAN and JOOX, allowing us to provide more support to our partner organizations and volunteers.

With all these efforts we made, just in the past 12 months, the number of volunteers on Social Career has grown from 1,000 to almost 18,000. The number of non-profit organizations, units and social enterprises we serve has increased from 65 to 380. Since the establishment of our platform, we have also engaged 138,000 volunteer hours which in turn contributed to the community. We are eager to share with you our exciting journey in this report.



# MESSAGE FROM THE CEO

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Dear Volunteers and Friends,

First of all, I would like to thank all our volunteers, partner organizations and corporates for your contribution and support in the past year on behalf of Social Career. For such a newly established organization, only officially launched in January 2017, we would have never achieved what we achieved without your support in just 15 months. With the continuous support from the Hong Kong Jockey Club Charities Trust, we have made volunteering much more accessible and manageable for both the volunteers and recruiting organizations than before, through the use of latest information technology.

The trust and collaboration from our partner organizations is also a critical factor to achieve this growth rate. We appreciate the effort made by all our partner organizations who work along with us to develop the most suitable technology for the social service sector. The valuable feedback from the management and frontline users allowed us to keep on enhancing our features and make Social Career even better now than when it first launched.

Last but not least, I would also like to thank our team for their dedication towards Social Career. Introducing something new to the market is never an easy task. But I believe our effort together as a team has really made it happen, and I am certain new impact has already been made.

We are looking forward to an even more impactful year ahead of us, and we hope you will be part of this movement.



Matthew Tam, Chief Executive Officer





# MISSION & VISION

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## MISSION

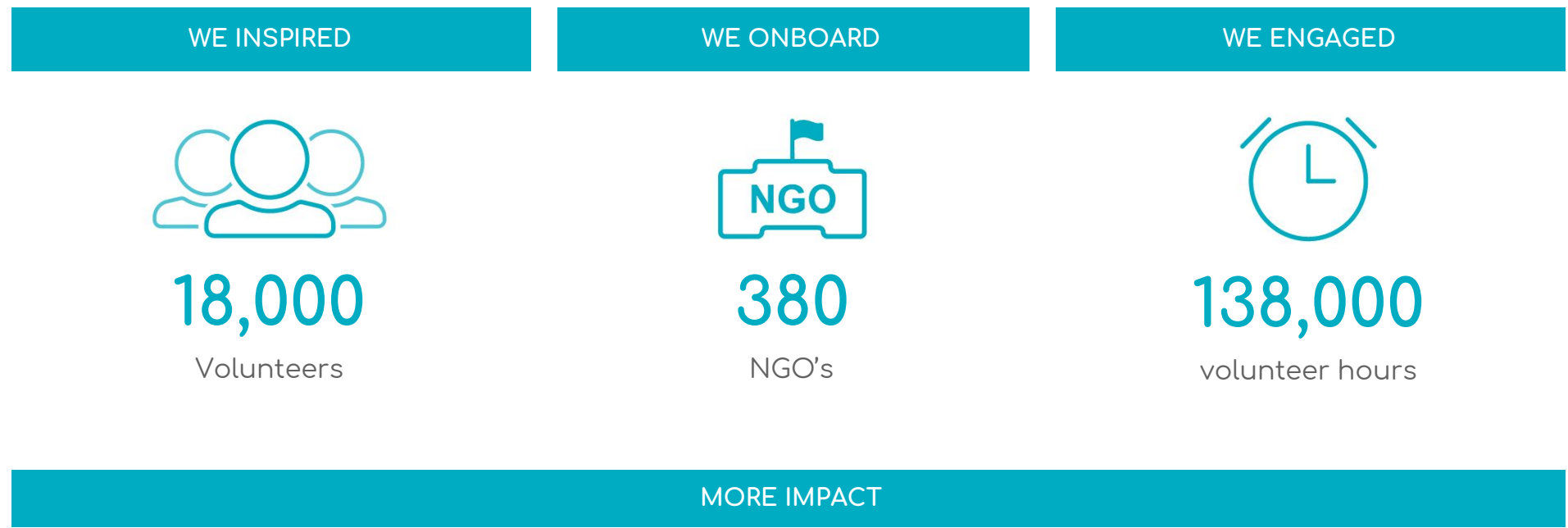
The mission of Social Career is to educate the general public in volunteerism and involvement in social causes and services. To achieve this mission, we devote our knowledge and experience of applying latest information technology to develop a platform that helps non-profit organizations and enterprises with a social mission to encourage and manage long-term and skill-based volunteering activities.



## VISION

Our vision is to be in a world where everyone has a second career outside of their work. Everyone deserves an opportunity to develop a second career that we are truly passionate about. We call this our Social Career. You can have a fulfilling Social Career regardless of your profession, education or your social status; it's about who you are and your impact on society through volunteering. Your Social Career will carry on even after you have retired from your daily job.

# IMPACT WE MADE



As of 31 March 2018

380 Partner Organizations have published 2,076 Volunteer Recruitment Posts via Social Career NGO Admin Dashboard

9,623 Active Volunteers\* have submitted 19,283 Volunteer Job Applications on Social Career

Our volunteers have attended 31,553 Sessions of volunteer services

2,262 Likes on Social Career Facebook page

\* Volunteered at least once in the past 12 months

# HIGHLIGHT PROJECTS

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We believe that the promotion of volunteerism must be done together with multiple sectors, therefore Social Career has established partnership with iconic corporates from different areas in order to maximize the impact.

## GOGO VAN NGO Support Program

GOGO VAN became our sponsor partner and started offering free transportation service to all the partner non-profit organizations on Social Career since December 2017. Eligible organizations can enjoy one trip of free transportation service every month. This generous support from GOGO VAN can provide a convenient and cost-effective logistics solution to many of our partner organizations, especially for those that frequently organize events and services outdoor or at locations outside of their service centres.

## Mobile Digital Classrooms powered by Google CS First

As a technology charity organization, we were excited to receive the first donation granted from Google in Hong Kong. With the donation support from Google, Social Career organized a program jointly with Kids4Kids, a Hong Kong based non-profit organization that focuses on empowering young people. The name of the program is called "Code + Create". In this program, 60 Chromebooks were purchased, so that trained volunteer coding instructors recruited from universities can teach children from low-resourced primary schools coding, using online teaching material powered by Google CS First.





# OUR WORKS AND AWARDS

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2017 and the first quarter of 2018 has been an eventful year, especially when it was the first year after our official launch. We have carried out various projects and events to make what we planned in the beginning happen. We were glad that our works were recognized and received 2 awards for Social Career.

## NGO Trainings and Workshops

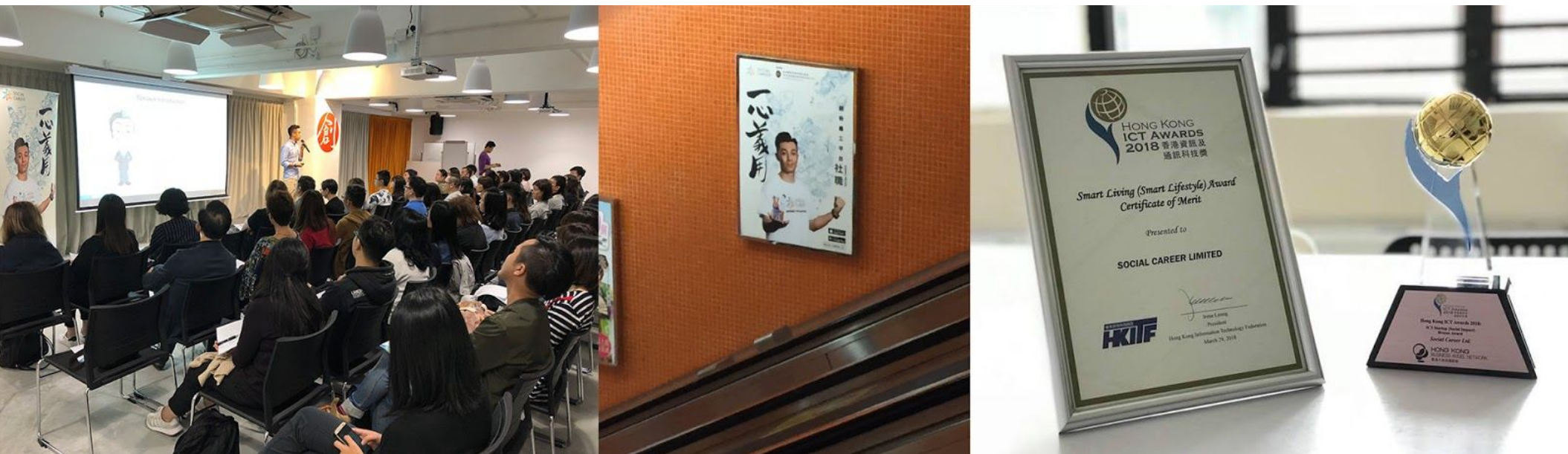
Other than helping the general public to become committed volunteers, we also provided service and support to non-profit organizations and even social enterprises. With the mission of helping these organizations to utilize latest information technology, we regularly organized trainings and workshops for our partner organizations on topics such as "How to Manage Volunteers" and "Digital Marketing for NGO".

## Promotion Events

Thanks to the generous help and support from Mr. Chau Pak Ho, he agreed to be our promotion ambassador on a voluntary basis. We launched a series of outdoor advertising campaign on buses around Hong Kong and in MTR stations last summer. Pak Ho also helped us with the production of a series of promotional and tutorial videos. Since these campaigns, the slogan of "一心義用" has become a memorable tagline to associate with Social Career.

## Hong Kong ICT Awards 2018

We were honored to receive the ICT Startup Award (Social Impact) - Bronze Award and Smart Living (Smart Lifestyle) Award - Merit in the Hong Kong ICT Awards 2018. It affirmed our efforts in making new social impact and changing people's way of living through the means of technology.



# FUNDING SOURCES AND FINANCIAL STATEMENT

Social Career is solely sponsored by The Hong Kong Jockey Club Charities Trust to support our platform development, support service and other operations. The first phase of the funding ended on 23 February 2018. The second phase of the funding for the operation and promotion of Social Career started on 24 February 2018, and it has a 3-year funding period.

The financial statements summary below is based on the 2017-2018 audited financial statements.

Fiscal Year Period: 1 Apr 2017 - 31 Mar 2018

| INCOME                  | HK\$      | EXPENSES                   | HK\$      |
|-------------------------|-----------|----------------------------|-----------|
| HKJC Donation           | 5,406,326 | Salary                     | 4,622,698 |
| Google Program Donation | 242,100   | Event and Promotion        | 603,259   |
| Other Income            | 1,000     | Rent                       | 243,444   |
| Total Income            | 5,649,426 | Utilities                  | 214,798   |
|                         |           | Other Administrative Costs | 62,637    |
|                         |           | Google Program Costs       | 214,100   |
|                         |           | Total Expenses             | 5,960,936 |
|                         |           | DEFICIT FOR THE PERIOD     | (311,510) |
|                         |           | Accumulated Deficit        | (153,906) |