

2013 Social Economy Global Forum

From Job Creation to Social Enterprise----
The Community Economic Project
'The Healthy Mothers To Be Club'

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Brief on Kwun Tong Methodist Social Service

1. Established by The Methodist Church Hong Kong since 1966.
2. A community based agency, serving the grassroots and walking with the vulnerable through their difficulties
3. Multi-services provision: Family Service, School Social Work Service, Children and Youth service, Elderly service, Rehabilitation Service and Community Service.

4. Poverty Alleviation: Food Bank Service, Grassroots Family Support Station, Employment Service, Local Economy Projects and Social Enterprise
5. Service Users: Low-income families, women, SEN children, youth, elderlies, marginal workers, unemployed middle-aged workers and the poor.
6. Financial resources: 50% from government, 50% fundraising

Background

The project tries to address the following problems & needs:

1. A community with few ready job opportunities especially for unskilled middle – aged
2. A group of middle – aged, unemployed grassroots women without formal education, at risk of depression and long term financially dependent
3. Nursing mothers with newborn babies without family support and hence at risk of post-natal depression

The HMTB Club addresses the problems through

1. Job Creation

- **Post natal mentor:** a unique women career, new and innovative in job nature through which service is at the same time provided to the families in need.
- **Grassroots unemployed women:** trained to becoming quality post-natal mentor, providing personal care service for new mothers & babies.
- **Quality Post-natal Mentor Training Course:** conducted by professionals e.g. doctors, nurses etc. with verbal and written examinations held.

2. Community Economy :

A new business with market potentials: **Post-natal Care Service** for new mothers and babies.

3. Women Empowerment

- From a women employment club to become mutual help co-operative and finally registered as a limited association
- Mentors are trained to develop, manage and operate their own business

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- Mentors contribute to the society by promoting public awareness on post-natal depression through community education and by participating in volunteer service.
- Enhancing the social status and value of women through networking in which their cohesiveness is strengthened and personal development is facilitated.

Stages of Development

1. Formation (2000-2003) :

- Focus on job creation, training and opening market

2. Expansion (2003-2005) :

- Service promotion, market development, training and building up social capital

3. Consolidation (2005-2008) :

- Enhancing cohesiveness and mode of business

4. Preparation for Independence (2008-2011) :

- Buying consultancy service
- Formation of the Association
- Job-matching & accounting computerized system

Some Achievement

Total Period	No. of members	No. of interviews	No. of JOs	Development Fund (HK\$)	Revenue (HK\$)	Admin. Charge (HK\$)
02/03	25	128	102	4,474 (1%)	447,390	---
03/04	47	273	219	25,974 (2%)	1,298,690	---
04/05	64	499	416	52,419 (4%)	2,620,950	---
05/06	64	754	495	124,369 (4%)	3,109,225	---
06/07	64	653	500	214,253 (6%)	3,570,883	---
07/08	60	456	397	238,072 (6%)	3,967,866	---

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Some Achievement

Total Period	No. of members	No. of inter- views	No. of JOs	Developmen t Fund (HK\$)	Revenue (HK\$)	Admin. Charge (HK\$)
08/09	66	530	490	291,691 (6%)	4,861,517	---
09/10	78	615	551	331,299 (6%)	5,521,650	296,200
10/11	78	635	574	382,376 (6%)	6,378,933	323,300-
11/12	84	705	612	574,418 (6%)	7,180,225	307,300
12/13	84	703	606	543,489(6%)	7,354,146	367,800
	Total :	5,951	4,962	2,783,194	46,311,496	1,358,100

Some Achievement

1. Members: 25 ↑ 84
2. Employment rate in the past 5 years: 89%
3. Income generated: \$46,311,496 (better living)
4. Development Fund & Admin. Fee: ↑ in Revenue
5. Fulfilling Social Goals :
 - a. Creating jobs for unemployed women
 - b. Filling the service gaps: post-natal care
6. Building up social capital
 - a. Women capacity
 - Leadership
 - knowledge & skills for jobs and business running....

6. Building up social capital

b. Mutual Network

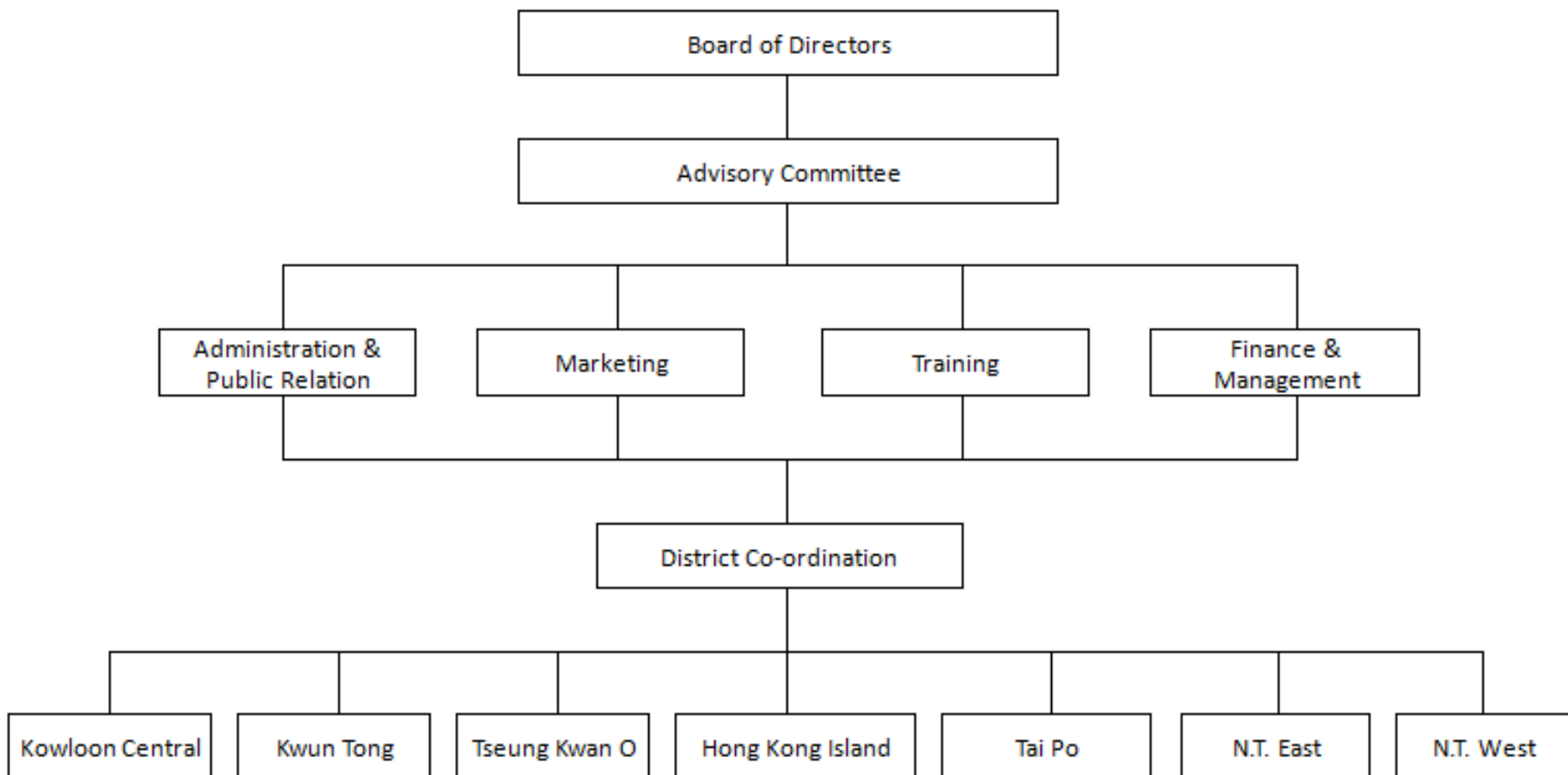
- Women network: sharing and assistance among mentors
- Professional network: Pulling resources to help nursing mothers
- Employers network: Job orders referred by ex-employers

c. From being served to self reliance

Registered as Limited Association, independent, have their own office, staff, becoming BOSS, run their own business

Healthy Mothers To Be Limited Association

Organization Structure



7. Others

- a. 3 Awards presented by the Government and the Hong Kong Council of Social Service
- b. Assist Caritas Macau to start the training and service.

The Healthy Mothers To Be Club was independent from our Agency in the year of 2011 and registered in with the name: The Healthy Mothers To Be Limited Association

Difficulties Encountered

1. Increase in competition
2. Lack of management knowledge and skills
3. Complicated job matching process
4. Handling difficult complaints
5. High stress level : taking care of babies, handling emotions of nursing mothers and relationship of employer's family members

Way Ahead

1. Sustainability of Development

Promote breast feeding, mental health of nursing mothers, harmonious family relationship, & quality child caring at home.

2. Train up committed and capable leaders

3. Develop side business, such as selling products for babies and nursing mothers

4. Create more on the job training with updated knowledge and skills.