

Social Career

Your Second Career

ANNUAL REPORT
Year ending March, 2019

Introduction The Second Career for Social Causes

Everyone has their own strengths and deserves an opportunity to develop a second career that we are truly passionate about. It is never too late to contribute to causes through hobby and skill-based volunteering! That is what Social Career has been doing in the past year.

Since our official launch in January 2017, Social Career has made use of various channels to encourage everyone to develop a “Second Career”. For example, we invited Mr. Pakho Chau and Ms. Shiga Lin to our celebrity campaign and participated in volunteer services with their fans to further promote volunteerism. Also, we have organised our first Annual Award Presentation Ceremony to recognise volunteers, NGOs and our partners for their contributions to society.

With all these efforts, in the past 12 months, the number of volunteers on Social Career has soared from 18,000 to 46,500. The number of non-profit organizations, units and social enterprises we serve has increased from 380 to 560. Since the establishment of our platform, we have also engaged a total of 319,440 volunteer hours which lead to contribution to the community.



Welcome from the CEO

Dear Volunteers and Friends,

2018 has been a record year for Social Career, as we have seen a surge in the number of both volunteers and NGO partners joining us to step forward and forge a path for the benefits of the community. With more support from society, we are empowered to foster volunteerism with stronger influence.

On behalf of Social Career, I would like to thank our volunteers, partners organizations and corporates for their commitment in supporting us in the past year. But for their enthusiastic dedication to Social Career, we could not have achieved such astounding result. By dint of the continuous support from the Hong Kong Jockey Club Charities Trust, we have successfully rolled out and managed a rich diversity of volunteer services to the mass.

Despite the continued change over the past year, Social Career has been ceaselessly advocating public engagement in a second career for social causes. I would like to express my gratitude and appreciation to our team, who have always been the strongest asset of Social Career. In the years ahead, Social Career would strive to bring our experience together to inspire more people to engage in their second career.



Matthew Tam, Chief Executive Officer



Mission and Vision

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 social missions 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 is about who you are and your impact on society through volunteering. Your Social Career will carry on even after you have retired from your day job.

Impact We Made

WE INSPIRED



46,500 Volunteers

WE ONBOARDED



560 NGOs

WE ENGAGED



346,164 Volunteer Hours

MORE IMPACT

As of 31 March 2019,

- **560** Partner Organizations have published **6,344** volunteer recruitment posts via Social Career NGO Admin Dashboard
- **22,511** Active Volunteers have submitted **52,594** volunteer job applications on Social Career
- Our volunteers have attended **42,296** sessions of volunteer services

Project Highlights

We believe that volunteerism is spontaneous and contagious. Over this year, we have initiated a wide range of campaigns to ignite volunteers' passion in contributing to the community.



SC VOLUNTEER PLEDGE 2018

To encourage citizen participation in volunteering, we have launched the "SC Volunteer Pledge 2018" for the public to take their own pledge in volunteering. A booth was set up in May in the public area of Times Square, allowing us to connect and invite the general public to commit to volunteer opportunities provided by Social Career. Receiving overwhelming responses, this campaign had successfully drawn more people to make their very own volunteer pledge for social causes.

"LET YOUR LOVE SHINE" PROGRAM

Sponsored by Philips Lighting Hong Kong, we are delighted to launch the "Let Your Love Shine" volunteer incentive program. By completing 3 hours of volunteering, our volunteers could redeem a Philips LED Desk Lamp for free. They were also encouraged to donate the redeemed lamp to a low-income family via Social Career to make a larger social impact.

"STRIVE TO RESTORE" INITIATIVE

In the wake of the devastating Typhoon Mangkhut, we had instituted a self-initiated volunteering program, "Strive to Restore" Initiative, to the public for the clearance and maintenance of the destructed areas in Hong Kong. This program had assembled a group of enthusiastic volunteers to help clean up the adversely affected communities, demonstrating a spontaneous community spirit in helping the less fortunate and giving back to society.

Our Works and Awards

In this year, We have carried out various projects and events to reinforces the concept of volunteerism.



HONG KONG SOCIAL WELFARE DEPARTMENT VOLUNTEER MOVEMENT PLATFORM

We are honoured to be the contractor of The Hong Kong Social Welfare Department Central Office of Volunteer Services on its website (Volunteer Movement) maintenance, marketing and public relations works. It affirmed our efforts, not only helping the general public to become committed volunteers, but also providing training and support to NGOs to utilize the latest information technology and recruit volunteers online in an effective and efficient way.

CELEBRITIES - VOLUNTEER CAMPAIGN

This year we have Mr. Pakho Chau and Ms. Shiga Lin to join our Celebrities - Volunteer Campaign. Apart from the promotion events, Pakho and Shiga also engaged in our volunteer activities actively and encouraged their fans to join the services together, such that more people could have their first taste of volunteering and create a positive impact to society.

2018 ANNUAL AWARD CEREMONY AND CARNIVAL

The ceremony had a number of awards for individuals, NGOs and organizations to recognize their contributions to the society. Through this event, we have gathered all the stakeholders together and shared the happiness with the general public. By interacting with children and parents through the event booth, we have successfully encouraged more people to sign up as Social Career volunteers.

Funding Sources and Financial Statement

Social Career is solely sponsored by The Hong Kong Jockey Club Charities Trust to support the operation and promotion of the Social Career Volunteer Management Platform. In March 2019, Social Career was appointed by the Social Welfare Department as the developer and operator of the Volunteer Movement web platform and volunteer management platform.

Fiscal Year Period: 1 Apr 2018 - 31 Mar 2019

INCOME	HK\$	EXPENSES	HK\$
Donation from HKJC Charities Trust	4,541,465	Salary and Welfare	3,898,697
Project and Subscription Fee Income	985,375	Marketing	196,482
Miscellaneous Donation Income	2,662	Rent	274,500
		Utilities	305,361
		Event and Workshop Costs	257,571
		Other Administrative Costs	164,848
Total Income	5,529,502	Total Expenses	5,097,459
		SURPLUS FOR THE PERIOD	432,043
		Accumulated Surplus	278,137