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TOGETHER WE STAND

ANNUAL REPORT
YEAR ENDING MARCH, 2020



Introduction

2019 was an exceptionally challenging year for Hong Kong and Social Career, both buffeted by domestic factor and global pandemic. Through the difficult times, Social Career has tried to use different ways to promote our platform and encourage more people to volunteer, helped our NGO partners, volunteers and recipients to remain resilient to the unexpected disruptions and impacts. We believe "TOGETHER WE STAND".

This year, we have further utilised our strong network to inculcate the ideas of volunteerism. For instance, we have launched "Inspiring Stories" - a series of interview videos with celebrities, entrepreneurs and volunteer ambassadors, allowing them to share their inspiring volunteer experiences to the public. We have also applied our expertise in the latest information technology to develop the platform "Social Career Giving" for community-based distribution of essential supplies during the pandemic, to connect different factions of the Hong Kong society to support and give back to the community.

Despite all the difficulties, the number of volunteers on Social Career has grown from 46,500 to 68,112 in the past 12 months. The number of non-profit organizations, units and social enterprises we serve has increased from 560 to 713. Since the establishment of our platform, we have also engaged 504,260 volunteer hours which lead to contribution to the community.



Message from the CEO

Dear Volunteers and Friends,

We hope that you and your loved ones are staying safe and healthy. Facing the unprecedented health and economic setback brought by COVID-19 and social movement, we, just like all of you, have experienced hardships and challenges this year. Here I would like to thank the Hong Kong Jockey Club Charities Trust for their generous and continuous support, which has empowered us to further promote volunteerism to the public.

Despite the risk of coronavirus to the public health, we managed to connect with our volunteers and partner organizations on a new level. By leveraging our platform, we have recruited more than 68K volunteers. During this difficult time, 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

A world where everyone has
a second career in their lives

a Social Career





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.

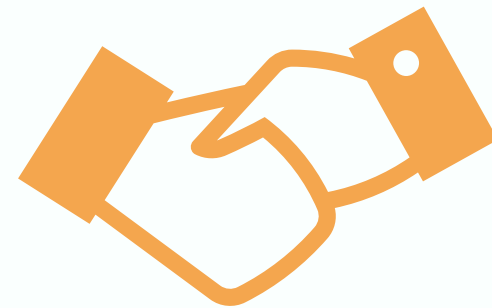
Impact We Made

WE INSPIRED



68,112 Volunteers

WE ONBOARDED



713 NGOs

WE ENGAGED



557,063 Volunteer Hours

MORE IMPACT

As of 31 March 2020,

- **713** Partner Organizations have published **11,182** volunteer recruitment posts via Social Career NGO Admin Dashboard
- **35,337** Active Volunteers have submitted **92,579** volunteer job applications on Social Career
- Our volunteers have attended **61,279** sessions of volunteer services

Project Highlights



SOCIAL CAREER GIVING

To assist NGOs in delivering the anti-pandemic supplies, Social Career has set up a free online platform for community-based distribution of essential supplies since March 2019. This project was also targeted to help collect in-kind donations and purchase goods for the needy with the donations Social Career had received.

CROWDFUNDING CAMPAIGNS

Social Career is committed to exploring new volunteering opportunities. This year, we were happy to roll out two Volunteer Hours Crowdfunding Campaigns with Laugh Festival HK and Sugar Please Bakery House respectively in 2019. Both campaigns received overwhelming results, in which over 2,000 volunteers had participated in each event.



Our Works



INSPIRING STORIES

Thanks to the generous support from various celebrities, entrepreneurs and volunteer ambassadors, we have successfully launched a series of interview videos, featuring sharing of their inspiring volunteer stories to the general public. Through this campaign, we connected and invited more people to commit as volunteers to make a social impact and reflect on the causes of volunteerism.

VOLUNTEER TRAINING

To help the general public to become committed volunteers, we have organised a series of online volunteer trainings, especially for those who has just started their "second career". Topics include "the reasons of volunteering", "the attitudes of volunteers" and "different types of volunteering", allowing our volunteers to choose the most suitable service and enjoy the volunteer journey.



Funding Sources and Financial Statement

Social Career has been operating and promoting the Social Career Volunteer Management Platform, which is sponsored by The Hong Kong Jockey Club Charities Trust. Since March 2019, Social Career has been appointed by the Social Welfare Department as the developer and operator of the Volunteer Movement web platform and volunteer management platform. The donation and income from these two projects contributed as the major funding sources of Social Career.

Fiscal Year Period: 1 Apr 2019 - 31 Mar 2020

INCOME	HK\$
Donation for Volunteer Platform Operation	4,372,964
COVID-19 Emergency Fund from HKJC	500,000
Miscellaneous Donation Income	5,985
Project and Subscription Fee Income	3,238,205
Sundry Income	4,837
Total Income	8,121,991

EXPENSES	HK\$
Salary and Welfare	5,850,880
Marketing	556,940
Rent	264,700
Utilities	363,059
COVID-19 Emergency Fund Project Costs	406,632
Other Administrative Costs	132,563
Total Expenses	7,574,774

SURPLUS FOR THE PERIOD	547,217
Accumulated Surplus	825,354