

**疫境求變**

**CRISIS BRINGS OPPORTUNITIES**

Annual Report

Year ending 31 March 2021



# Introduction

The COVID-19 pandemic has changed various aspects of life, work, education, entertainment, and also the ways of volunteering. The crisis is resulting in heightened demand for NGOs' services at the same time as many are seeing dramatic reductions in capacity with the social distancing measures.

As the crisis brings opportunities, we launched micro-volunteering programs, various home-based and small groups DIY volunteers services. We provided extra support and guidance to our NGO partners and volunteers, assisting them to adapt to unexpected situations. We also worked on the incentive program by collaborating with WeWork and HRCA, to encourage our volunteers to give and gain during difficult times. Moreover, we kicked off two new projects with The Hong Kong Jockey Club Charities Trust - the Jockey Club Community Channel (JCCC) for community information and Stakeholder Relationship Management (SRM) Solution for NGOs, to support NGOs on digital transformation. We further worked on our 2nd year Volunteer Movement project with the Social Welfare Department this year.

And finally, we are delighted to announce that with the new projects, we relocated our office and tripled the size of our team, which marked a significant growth of Social Career in this year.





# Message from the CEO



Dear Volunteers and Friends,

Social Career recorded another amazing year in 2020-2021 with significant growth on volunteers, volunteer services, and hours as well as NGO partners. Despite the overwhelming situation of the pandemic, it prompts us to rethink how the way of volunteering operates with our strength and the aid of technologies and that is "Crisis brings opportunities". With all the efforts, we had a productive and successful year.

On behalf of Social Career, I am grateful to have our NGO partners, government department, the Hong Kong Jockey Club Charities Trust, corporates, and individual volunteers for their generosity, commitment, and support, which we have benefited greatly. We very much hope that we can count on the partnership and support in the years ahead. And more importantly, we wish the two new projects of Social Career - JCCC and SRM could assist all the stakeholders in our community to achieve further success.

Lastly, I would like to express my gratitude and appreciation to our broad members and colleagues, 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.

A handwritten signature in black ink, appearing to read "Matthew Tam".

Matthew Tam, Chief Executive Officer



# Mission and Vision

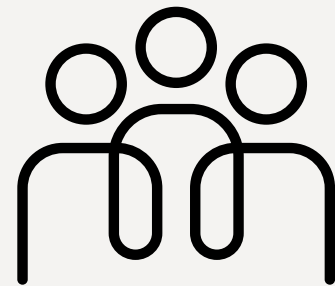
The mission of Social Career is to educate the general public in volunteerism and involvement in social causes and services. To achieve this mission, we devote our knowledge and experience of applying the latest information technology to develop a platform that helps non-profit organizations and enterprises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

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



85,375 volunteers

## We onboarded



772 NGOs

## We engaged



690,318 hours

As of 31 March 2021,

- **772** NGO partners have published **14,018** volunteer recruitment posts via Social Career NGO Admin Dashboard
- **46,767** Active Volunteers have submitted **132,859** volunteer job applications on Social Career
- Our volunteers have attended **77,634** sessions of volunteer services



# Highlight projects

## 1-minute mask delivery micro-volunteering project

To strengthen community support during COVID-19, we have launched various micro-volunteering opportunities for the public to volunteer in various ways from wherever they are, by using smartphones, the internet, or helping those in need in their community. 1-minute mask delivery project was organized in November, under the 4th wave of COVID-19 infections, enabling us to send surgical masks to those in need in the most efficient ways. With the strong volunteer network, this campaign had received overwhelming responses and further connected our community for positive causes.



## Stakeholder Relationship Management (SRM) Solution for NGOs

With the funding support from The Hong Kong Jockey Club Charities Trust, we expanded our volunteer platform to an all-in-one Stakeholder Relationship Management (SRM) solution that addresses and solves NGO-specific pain points through the latest technology. The SRM project will last for 3 years, covering various management systems for NGOs. It affirmed our efforts, not only helping the general public to become committed volunteers but also supporting NGOs to utilize the latest information technology and maximize the community impact.

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會員

義工

活動參加者

義工（非會員）

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+ 新增聯絡資料

中文姓名	英文名字	英文姓氏	電郵	手提電話	聯絡類型	所屬單位	新增日期	更新日期	
	Tai Man	Chan	hello@socialcareer.org		活動參加者, 會員, 義工（非會員）	TM, TSW	11/02/2022 02:49PM	17/02/2022 02:54PM	⋮
	Siu Man	Chan		12345678		全部機構單位	17/02/2022 02:40PM	17/02/2022 02:40PM	⋮
	林一二	One Two	Lam	95443227	會員, 活動參加者, 義工（非會員）	全部機構單位	05/01/2022 03:48PM	15/02/2022 05:36PM	⋮
	Tai man 🤖	Raymond	Chan	pamelacheung118@gmail.com	義工（非會員）, 活動參加者	全部機構單位	19/07/2021 03:02PM	15/02/2022 03:24PM	⋮
	Pamela	Pamela	Cheung	pamela.cheung@socialcareer.org	義工（非會員）, 活動參加者	全部機構單位	24/08/2021 12:53PM	14/02/2022 04:04PM	⋮
	jojo	Lam	Kaka	iedtytze7@privaterelay.appleid.com	活動參加者, 會員, 義工（非會員）	全部機構單位	18/11/2021 05:56PM	09/02/2022 03:42PM	⋮
	hihasop	1234	1234	pamela.cheung@socialcareer.org	會員, 義工（非會員）	全部機構單位	19/08/2021 12:06PM	07/02/2022 09:35AM	⋮
	132354	123	142	pamela.cheung@socialcareer.org	義工（非會員）, 會員	全部機構單位	17/08/2021 03:42PM	07/02/2022 09:35AM	⋮
	KL	King	lau	pamela.cheung+1@socialcareer.org	活動參加者, 義工（非會員）	全部機構單位	12/07/2021 10:37AM	26/01/2022 10:47PM	⋮
	Mary					全部機構單位	10/01/2022 04:28PM	10/01/2022 04:28PM	⋮

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# Our works

## Volunteering via DIY Workshops

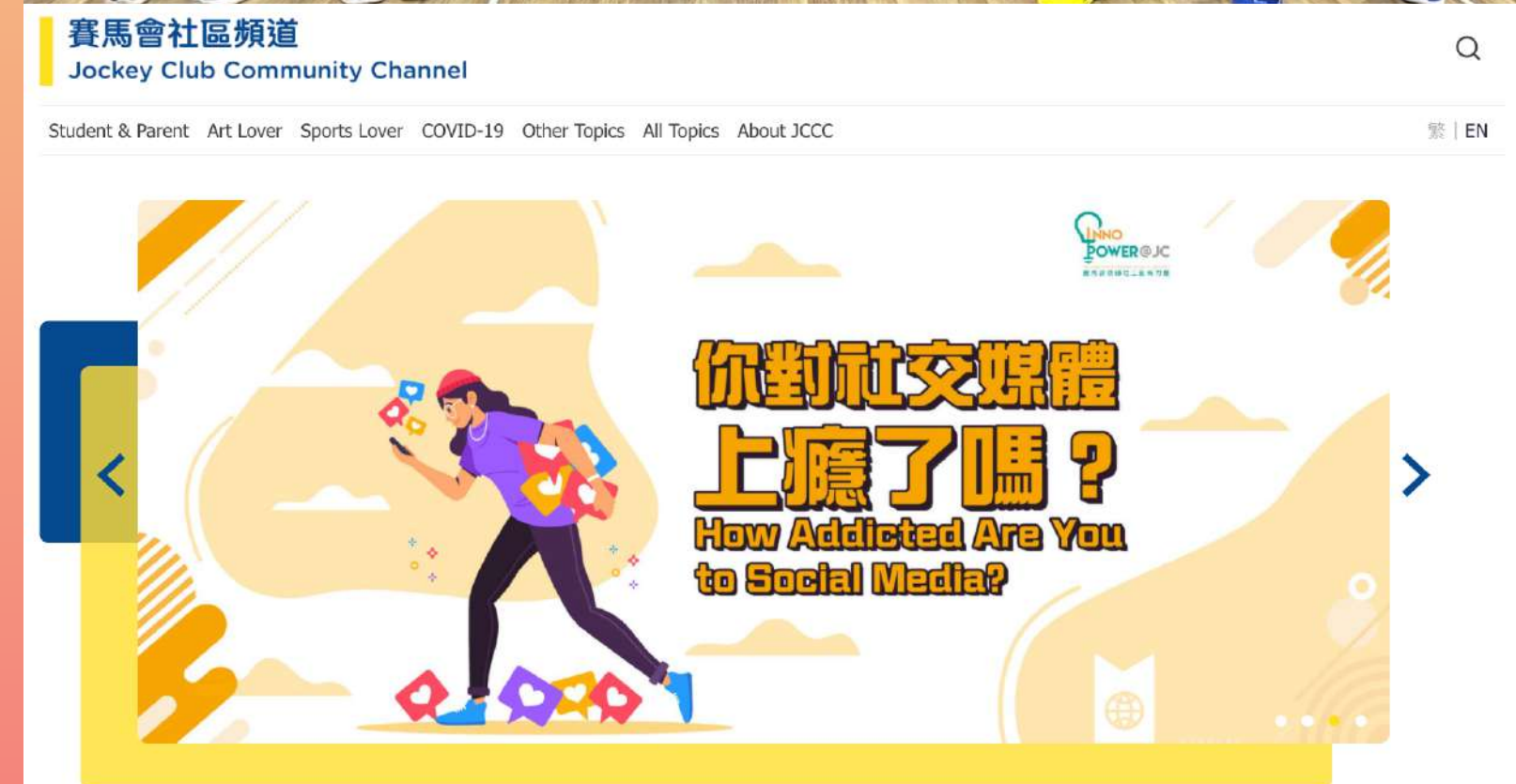
To encourage volunteers to take part in services during the pandemic, we organized a series of workshops with NGOs and private workshop owners. Workshops were either hosted in small groups or at home with all materials provided. Our workshops included soap and lipstick making and festive decorations designing, allowing volunteers to learn something new and help the community in a fun way. The final goods were sent to elderly and low-income families as gifts during the difficult time.

## Jockey Club Community Channel (JCCC) Project

We are honored to be the contractor of The Hong Kong Jockey Club Charities Trust for the JCCC project on its website maintenance, marketing, and public relations works. Through this online publishing platform, we further helped the general public to get all the latest information, learning materials and leisure contents developed by NGOs and community partners.

## Incentive Program

Thanks to the support from WeWork and Happy Retired Charity Action, we have successfully expanded our incentive program this year to recognize and encourage volunteers' continuous involvement and engagement.





# Funding Sources and Financial Summary

Social Career has been developing and operating the SRM and Volunteer Management Platform, which are sponsored by The Hong Kong Jockey Club Charities Trust. Social Career has also been running multiple projects supported by various partners including The Hong Kong Jockey Club Charities Trust and the Social Welfare Department. Below is the financial summary according to our audited financial report highlighting our major income sources and expenses.

Fiscal Year Period: 1 Apr 2020 - 31 Mar 2021

INCOME	HK\$
Donation for Volunteer Platform Operation	3,250,102
Donation for SRM Solution for NGOs	7,406,236
Project Fee for JCCC Online Platform	1,578,000
HKJC COVID-19 Emergency Fund (Refund)	(11,392)
Miscellaneous Donation Income	72,743
Project and Subscription Fee Income	2,471,502
Event Income	9,185
Government ESS Subsidy	486,000
Sundry Income	5,586
Total Income	15,267,962

EXPENSES	HK\$
SRM and Volunteer Platform	10,087,153
JCCC Online Platform Project	1,578,815
HKJC COVID-19 Emergency Fund Project	82,283
Other Projects	2,079,777
Administration	501,190
Total Expenses	14,329,218
SURPLUS FOR THE PERIOD	938,744
Accumulated Surplus	1,764,098