

THE HONG KONG COUNCIL OF SOCIAL SERVICE
Standing Committee on Public Engagement and Partnership

Minutes of the 3rd Meeting for the Year 2016/17

Date : June 2, 2017 (Friday)

Time : 4:00 –5:30 pm

Venue : Room 1410, 14/F, Duke of Windsor Social Service Building,
15 Hennessy Road, Wanchai, Hong Kong

Present: Ms Cheung Wing Suet, Wendy (St. James' Settlement) – Chairperson
Ms Amarantha Yip Yun Wan (Hong Kong Family Welfare Society) – Vice
Chairperson
Ms Chau Shuk King, Kitty (Christian Family Service Centre)
Ms Ting Suk Yee, Regina (Hong Kong Sheng Kung Hui Welfare Council)
Mr Stephen WONG (Caritas)
Ms Wong May Kwan, May (Hans Andersen Club)
Ms Wong Si Wan, Winnie (Hong Kong Red Cross)
Ms Yeung Pin Mui, Maggie (Hong Kong Down Syndrome Association)

Apologize: Ms Leung Shuk Yee, Irene (Senior Citizen Home Safety Association)
Ms Chan Ka Po, Judy (The Hong Kong and China Gas Company Ltd.)
Ms Yuen Kwai Fong, Daisy (MTR Corporation Ltd.)
Mr Orr Ka Yeung, Kevin (Winner Medical (Hong Kong) Ltd.)
Mr Szeto Kwong Chiu, Ralph (CMRS Digital Solutions Ltd.)

In attendance: Mr Cliff Choi (Business Director, PEP, HKCSS)
Ms Christine Kwan (Senior Manager, WiseGiving)
Ms Wendy Luk (Senior Manager, Caring Company Scheme)
Ms Winnie Wong (Officer, WiseGiving) - Recorder
Mr Keevin Poon (Programme Manager, Caring Company Scheme)

1. Endorsement of minutes of the last meeting

The minutes of the last meeting held on February 16, 2017 were adopted.

2. Discussion

2.1 The Audit Commission conducted a review on the monitoring of charitable fund-raising activities. Cliff Choi highlighted the key issues raised in the Directors of Audit's Report No. 68 (Audit Report), which included:

- Government's support and monitoring of charities
 - Monitoring of charitable fund-raising activities
 - Management of projects financed by the Lotteries Fund
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- Currently, permits and/or licenses are required for conducting charitable fund-raising activities in public places such as flag days and on-street charity sales or raffle tickets. However, new forms of fund-raising activities, such as face-to-face monthly donor recruitment and appeals for donation on the internet are not subject to government monitoring and do not require permits or license.
 - Winnie Wong gave a brief introduction of the Face-to-Face Monthly Giving Alliance (the Alliance), which was organized and established by 19 Hong Kong charitable organizations. The Alliance is a self-regulatory membership body to promote accountable face-to-face fundraising practices, especially monthly donor recruitment. Currently, the Alliance is working on a survey about fundraising cost, it was hoped the preliminary findings and suggestions could be shared for committee for discussion.
 - The Social Welfare Department (SWD) agreed to kick start to review the Reference Guide on Best Practices for Charitable Fund-raising Activities though consulting relevant professional bodies and representatives of the organizations.
 - The committee agreed to form a working group to follow up on the new SWD fund raising guidelines. Kitty Chau, May Wong, Winnie Wong and Ralph Szeto were appointed to be work group members to follow up on such issues.

2.2 Business for Social Good - Outstanding Award & Most Admired Award

- Cliff introduced the new award scheme – The Business for Social Good – Outstanding Award & Most Admired Award, which is launched by Our Hong Kong Foundation and supported by HKCSS, McKinsey & Company and GLG. (Post meeting note: the Award was renamed as Business for Social Good Outstanding Award)
- The Award aims to identify local examples of creating social and environmental benefits through profit-making business.

- Cliff mentioned that there was increasing number of companies making successful attempts in approaching social causes as business opportunities. Cliff quoted LAWSGROUP as an example, which turned their own old industrial buildings into shopping malls and offers space to support new artists or fashion designers.

2.3 HKCSS Convention 2017

- Cliff reported that the theme of HKCSS Convention 2017 is Innovation for Better Future. The event would be held on Nov 1 2017 at the Hong Kong Convention and Exhibition Centre.
- A total of 22 proposals were received from NGOs for speaking at concurrent sessions. Cliff invited committee members to form a work group to screen the proposals, including Wendy Cheung (Chairperson), Judy Chan, Maggie Yeung and Stephen Wong.

2.4 Design of a new funding scheme with donor support

- Cliff highlighted some existing project-base funding schemes that HKCSS have been supporting, such as HSBC Community Partnership Programme, Link Together Initiatives and Operation Santa Claus.
- The new funding scheme is looking for new ways of supporting NGO development. Members suggested that NGO capacity building and support for prevention services could be considered, and the funding period be extended for a period of two years, as an alternative to one-year funding schemes.

3. Progress Report

3.1 Caring Company Scheme

- A study visit on Sustainable Development and Corporate Community investment in Japan was organised from 21 to 24 March, aims to know more about the innovative CSR initiatives and sustainable measures in some of the Japanese companies.
- Wendy Cheung & Wendy Luk, both joined the delegation of this visit, shared some insights and observations among visited Japanese companies. The Report Back Session would be held on June 28, 2017 in 1/F Auditorium of HKCSS.

3.2 WiseGiving

- WiseGiving invited members to participate in the first international Doing Good Survey conducted by the Centre for Asian Philanthropy and Society.
- The survey covers issues about fundraising, regulatory, fiscal and tax

environment around giving and receiving donations.

4. Date of next meeting

There being no other business, members scheduled the next meeting on October 16, 2017 at 4pm.