

Annual Report 2006

The Jockey Club Scholars Alumni Association

CONTENTS

Background.....2

Organization Structure.....3

Executive Committee.....4

Message from the President.....5

Review of Activities.....6-10

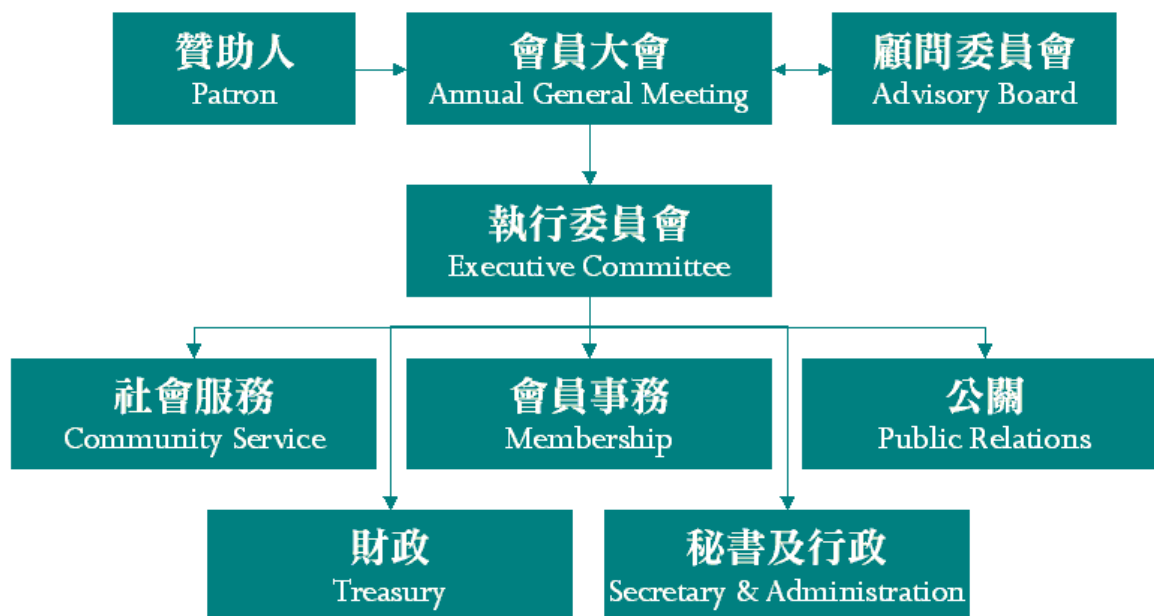
BACKGROUND

The Jockey Club Scholars Alumni Association ("JCSAA") was established as a non-profit organisation in November 2004, with a mission to build a strong network of Jockey Club Scholars to serve the society, leveraging on their diverse background and expertise.

Recipients of The Hong Kong Jockey Club Scholarship automatically become members of JCSAA. They come from nine tertiary institutions in Hong Kong. To date, JCSAA has 211 members, including 143 local scholars and 68 Mainland scholars. Among them, 88 local scholars and 39 Mainland scholars have already graduated.

JCSAA is operated by an Executive Committee, with guidance and support of The Hong Kong Jockey Club Charities Trust. Over the past years, JCSAA has organized various community service programmes, benefiting the elderly, single-parent families, youth at risk, new arrivals, children with special needs, and secondary school students.

ORGANIZATION STRUCTURE



As at 31 August 2007

EXECUTIVE COMMITTEE

2006/2007 (From Oct 2006 to Sep 2007)

Akimi Wong	President
Raymond Chan	Vice-President and Head of Community Service
Esther Tsang	Vice President and Head of Membership
Brenda Xu	Treasurer
Sandra Lai	General Secretary
James Chan	Head of Public Relations
Tung Chi Ho	Deputy Head of Community Service
Angel Li	Deputy Head of Community Service

2005/2006 (From Oct 2005 to Sep 2006)

Akimi Wong	President
Raymond Chan	Vice-President and Head of Community Service
Esther Tsang	Vice President and Head of Membership
Brenda Xu	Treasurer
James Chan	General Secretary
Chan On Fung	Head of Public Relations
Oil Ng	Deputy Head of Public Relations
Harmon Wong	Deputy Head of Membership
Tung Chi Ho	Deputy Head of Community Service
Angel Li	Deputy Head of Community Service

MESSAGE FROM THE PRESIDENT

Dear Scholars,

It has always been JCSAA's mission to create meaningful opportunities for scholars to serve our community. The results have been encouraging, especially when we see Scholars of different institutions, at different ages, and even overseas Scholars, are taking part in community service through our signature project *Schoolala* since it was launched in April 2006.

We have been telling students about dreams in *Schoolala*. So what is the dream of JCSAA? All through the years we aim not to be just an alumni association that organizes gatherings and workshops for the enjoyment of members. We eye on the community, believing that the ultimate goal of setting up this association is to make a difference in the society.

We are approaching community service differently too. Instead of visiting elderly homes or going to Ocean Park with underprivileged children, we initiate our own projects which we believe can create the most "marginal value" to the society out of our strengths as well as our creativity, passion and energy.

Schoolala is a unique and worthwhile project. But what next? Expand it to more schools, introduce it to other alumni associations, or starting another project? There can be numerous possibilities. Therefore, we are restructuring the management team of JCSAA to have different arms focusing on membership, operation of community service, and strategic planning respectively. We hope that one day we will see JCSAA be not only a strong network of youth elites but also a recognized charity or social enterprise. And it requires your support, dedication and brain power to make the dream come true.

Finally, on behalf of JCSAA, I wish to thank the Jockey Club for their continuous support and advice. I would like to express my heartfelt thanks to all members of the Executive Committee, past and present, for their selfless devotion, brilliant ideas and excellent teamwork. I would also like to thank all sub-committee members, Membership Officers and scholars who have contributed to make JCSAA an organization we can all be proud of.



Akimi Wong

President

31 August 2007

REVIEW OF ACTIVITIES IN 2006

In 2006, The Jockey Club Scholars Alumni Association (“JCSAA”) made some significant steps forward, including the introduction of its first long-term community service project as well as a number of essential systems that strengthen networking among scholars.

With the generous donations and unstinting support from The Hong Kong Jockey Club Charities Trust, JCSAA continues its two important missions in community service and networking among scholars.

Community Service

After several years of organizing ad-hoc projects for different beneficiaries, JCSAA was ready to move forward to make a longer term commitment. The design of a new signature project carries two major missions: (1) to bring real values to society leveraging on the unique strengths of JCSAA; (2) to combine networking of Scholars and community service, meaning *all* scholars are encouraged to take part in the highly flexible platform.

After brainstorming and planning for nearly six months, an innovative service project, titled “Schoolala”, was launched in April 2006 carrying those two missions. Kwai Chung Methodist College (“KCMC”) was selected to be the piloted school. The project aims at inspiring secondary school students to identify their goals in life and pursue them with a positive attitude. Scholars, as good role models for the students, design and organize different workshops and activities for a group of 40 Form 1 to Form 3 students with their own choice of time, place and format.

The activities comes in a wide variety, including visits to university faculties, visits to businesses and organizations, overnight camp, featured workshops, performance and competitions. All of them are initiated by scholars, who use their own professional knowledge and experience to organize the activities and also share their personal stories with the students.

During 2006, 17 Schoolala activities were held which recorded a total student attendance of 485. The response from students as well as teacher-in-charge was very encouraging. Not only did the students and scholars establish good relationship with each other, positive changes in the students were also obvious despite the short period of time. In the beginning, some students were shy and sometimes not cooperative. But they soon became very devoted, willing to try and enjoyed the activities very much after taking parting in a few activities. We also saw students become more confident, assertive and start to think about their goals in life.

In November 2006, eight KCMC students were invited to make a modern dance performance at the Jockey Club Scholars Sixth Graduation Celebration Dinner held at

Happy Valley Racecourse. Performing at such an occasion and in front of so many distinguished guests was not only an eye-opener to these students, but also a very memorable experience and a gigantic boost of self-confidence for them.

The response from Scholars was also very positive. Among the activities held in 2006, 74 scholars had taken part in Schoolala. The scholars felt that they were really making changes to this group of young people, building close relationship with them, and sharing what they know and what they had been through.

With members devoting a total of 2,412 hours in community service, JCSAA received the Gold Award for Volunteer Service from Social Welfare Department for the second consecutive year. Six scholars and 13 scholars won individual Silver and Bronze Awards for contributing over 100 and 50 hours respectively.

Membership

While the Jockey Club Scholarship has been established for eight years, more scholars are now pursuing either a career or further studies after graduating from universities. It has become increasingly challenging to maintain a close network among all scholars, who have such diversified profile, age and interest, and are working or studying in many different places in the world.

To meet the changing profile of scholars, JCSAA introduced two systems for membership: Membership Officers (“MO”) and Mentorship. The MO system is an important step to strengthen internal communication. An undergraduate scholar is selected from each institution to be the MO, who acts as a contact point and help JCSAA disseminate information and keep constant contact with scholars in respective institution.

The Mentorship Programme, on the other hand, encourages graduate scholars to get familiar with younger scholars and share experience with them. Both systems are in an attempt to bring scholars of different ages together and bridge the gap among them.

Another major initiative during the year was the launch of JCSAA blog. As “blog” has become a popular communication tool among young people, JCSAA decided to launch an official blog to keep all members, local and overseas, updated on all events and happenings. More interaction is encouraged as members can leave their comments on the blog entries.

2007 Updates

The ninth batch of Scholars was on board in March 2007. This year, new Scholars were assigned different roles and tasks in JCSAA to gain some first hand experience about the association and opportunities to meet different Scholars. The JCSAA blog has recorded over 11,000 hits since it was launched in December 2006. We have also started the JCSAA group on *facebook*, and over 50 Scholars have joined us there.

Schoolala continues in KCMC for the second year, with the same group of participants and eight new joiners. While exposure activities continue to inspire students on their future pursuits, new Schoolala projects such as *Dreamania@Schoolala* and *Book a Dream* offer the students an opportunity to realize their goals and come face-to-face with different challenges that they may encounter later in their life. We have also organized activities to engage overseas Scholars when they come back to Hong Kong during summer. These are very good examples to show that everyone can be a part of Schoolala if they want.

In May, three Scholars transformed the Schoolala project into a social venture, “Schoolala Academy”, as they entered two social enterprise business plan competitions. The team won the Best Presentation Award in the Hong Kong Social Enterprise Challenge 2007 and the business plan was highly praised by the judges.

The following are the summary of activities held in 2006 and 2007 (up to 31 August):

Date	Venue	Event
2006		
4 March	Le Manege, Central	Mentorship Kick-off Ceremony
10 March	KCMC	Schoolala introductory session
23 March	The Hong Kong Jockey Club Shatin Clubhouse	2005/06 Scholarship Presentation Ceremony
1 April	KCMC	Kick-off Ceremony of Schoolala
6 May	KCMC	Schoolala: 夢想自由拍/ 升級挑戰站
20 May	The Hong Kong University of Science of Technology	Schoolala: 火雞與科技
27 – 28 May	Jockey Club Sai Kung Outdoor Training Camp	Retreat 2006
24 June	The Hong Kong Academy for Performing Arts	Schoolala: 走進夢工場
12 July	Cathay Pacific City	Schoolala: 飛越國泰城
15 – 15 July	Po Leung Kuk Tai Tong Holiday Camp	Schoolala: 尋夢大本營
22 July	KCMC	Schoolala: 危中有機大比拚
12 August	KCMC	Schoolala- 大激鬥 砌禽獸 (Part 1)
12 August	Mystery Bistro, Tsim Sha Tsui	Welcome back and farewell party
19 August	KCMC	Schoolala: 大激鬥 砌禽獸 (Part 2)
9 September	KCMC	Schoolala: 大激鬥 砌禽獸 (終極之戰)
30 September	KCMC	Schoolala- 家豪的數學與魔法
8 October	Hong Kong Polytechnic	AGM cum Annual Dinner

Date	Venue	Event
	University	
28 October	KCMC	Schoolala: You and Mi: 現代舞之「接觸即興」
4 November	Kwai Chung Police Station	Schoolala: 阿鑫的警察故事
25 November	Hong Kong Polytechnic University / KCMC	Schoolala: 穿上我的夢 ~ Carry My Dream (Part 1)/ 展板製作大作戰 (Part 1)
28 November	Owner's Box, Happy Valley Racecourse	Graduation Dinner
3 December	Commercial Radio	Schoolala: 商台訪問及參觀
16 December	KCMC	Schoolala: Anny 捕捉 Any shot/ 穿上我的夢 ~ Carry My Dream (Part 2)/ 展板製作大作戰 (Part 2)
30 December	KCMC	Schoolala: 下一站夢想
2007		
24 February	KCMC	Schoolala: 模擬法庭
24 February	KCMC	Schoolala: 當一天記者
17 March	Jockey Club Headquarters	Orientation for New Scholars
17 March	Hong Kong Baptist University	Schoolala: 尋醫記
25 March	Radio Television Hong Kong	Schoolala: 香港電台之人人開咪
29 March	Jockey Club Headquarters	2006/07 Scholarship Presentation Ceremony
1 April	Wu Kai Sha Youth Village	Schoolala: 植書日
14 April	Hong Kong Baptist University	Schoolala: 分秒必爭 電視新聞製作
May	CUHK MBA Town Center	Hong Kong Social Enterprise Challenge 2007/ Booz Allen Hamilton Social Venture Challenge 2007
12 May	KCMC	Schoolala: 關注人類安全 地區衝突 RPG
16 May	KCMC	Schoolala: 脫穎而出
26 May	Hong Kong Institute of Education	Schoolala: 輕談淺嘗音樂初體驗
2-3 June	Sai Kung Outdoor Recreation Camp	Retreat 2007
30 June – 1 July	The Chinese University of Hong Kong	Schoolala: Dreamania@Camp
28 July	KCMC	Schoolala: 一人有一對鞋墊

Date	Venue	Event
4 August	City Hall/ Hong Kong Academy for Performing Arts	Schoolala: 麥兜與海倫
18 August	KCMC	Schoolala: 全靠把口唱 A Cappella