

## DESCRIPTION OF SPECIFIC ACTIVITIES FOR THE NEW PROJECT

### 1. Fundraising & Communication Strategy

#### Reasons:

- Funding plays an important role for an organization's survival and development. Ho Chi Minh City Child Welfare Association is required to secure a stable funding so as to conduct different projects for underprivileged children, children of remote villages and child patients who have severe sickness; to pay for staff salaries, administration and advertisement, etc. If we are successful in this strategy we will be capable of maintaining projects and be more free to use money as we observe new and urgent needs.
- Communication also plays an important and indispensable role toward the fundraising strategy. It helps not only to promote the image, missions and achievements of HCWA but also enlist the community support for the sake of underprivileged children. In addition, it helps to raise the awareness of the local communities in advocating for children's rights.
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#### Method:

- *Staff:* We need to establish a team of 03 persons. This team will work closely with HCWA's social workers from different projects and volunteers, collaborators in organizing fundraising/communication activities/events.
- *Modes of fundraising:*
  - Writing project proposals to be submitted to organizations, trusts, companies, etc.
  - Organizing online fundraising to mobilize public aid.
  - Organizing fundraising activities/events: twice a year for two big events - one in June (Action Month for Children) and one in December (Christmas and New Year). In addition, small events will be organized regularly by conducting talk shows/discussions in schools so as to enhance social responsibilities and enlist the support of teachers and students
  - Organizing fundraising through schools
- *Modes of communication:*
  - Website, Facebook Fan page of HCWA: regularly updated information on HCWA's project activities and events, successful stories/case studies, etc.
  - Advertising HCWA and its projects through fundraising activities/events, etc.
  - Participating in other organizations' activities/events so as to advertise HCWA and its projects to networks, funding agencies and local communities.
  - Public media (newspaper and television) will be used to promote HCWA and its projects.
  - Publishing brochures, leaflet and video clips on HCWA and its projects in order to help raise public awareness about HCWA's vision and mission as well as its projects for the sake of underprivileged children.
  - Organizing photo exhibition for children to tell about stories that they have observed through photos they took.

## 2. Organizational Development and Capacity building for HCWA, public child care & protection officers and stakeholders

### 2.1 Organizational Development and Capacity building

#### Reasons:

- Staff members foremost contribute to the achievements and development of an organization, programs and projects.
- Professional networks as stakeholders, if capacitated appropriately, could share resources with one another, contributing part to the effectiveness and quality of the projects and services to underprivileged children, families and local communities.

#### Methods:

- A project initiation conference could be used to introduce the project's activities to local authorities and networks of social organizations, etc.
- A survey on the system of child care and protection in Ho Chi Minh City will be conducted by referring available documents and interviewing former and present experts in child care and protection.
- A child protection policy of HCWA consulting with related experts will be elaborated and used within HCWA projects.
- A capacity need assessment of HCWA's staff members, public child care & protection officers and other stakeholders should be conducted in order to design a suitable training program
- The staff members of HCWA be capacitated to become TOT (training of trainers) trainers who will afterward organize training sessions to public child care & protection officers and collaborators.
- A core group of trainers who are public child care & protection officers and collaborators be established. This group will be capacitated with related knowledge and skills so as to conduct training to local people, parents and children.
- Child's rights and child sexual abuse protection (CSAP) campaigns are organized through forums, camping, contests, etc. so as to mobilize children and other stakeholders' participation.
- Awareness-raising/discussion sessions on child's rights and CSAP be organized in the local communities for local people, parents and children.
- HCWA together with the Child's Rights Working Group in Ho Chi Minh City (CRWG in HCMC) organize quarterly meetings/seminars. As a network of child protection, CRWG in HCMC consists of members who are representatives of governmental competent agencies, INGOs, local NGOs, etc. having a shared interest in improving child advocacy, cooperating and sharing experiences & resources in child's rights protection.
- Core groups of children in the local communities be maintained and developed.
- Mid-term and yearly review conferences be organized to review the project activities and results.

### 2.2 Network of collaborators and volunteers

#### Reasons:

- General collaborators and volunteers could be of helpful assistance to the social workers in organizing activities/events for children such sports & recreational activities, excursions, etc. This could help the social workers concentrate in their social work and fundraising/communication activities.

- Professional volunteers are those who have knowledge and skills in different aspects. They could contribute to the activities such as school tutoring, sports, creative arts, writing project proposal documents, organizing fundraising/communication events, etc.

**Methods:** HCWA will

- Post information on volunteer recruitment (general and professional volunteers) on its website and Facebook fan page and other social organizations' websites within the network.
- Interview volunteers and prepare for volunteers' task and responsibility description.
- Provide general volunteers with knowledge and skills working with children; HCWA's child protection policy.
- Organized regular meetings with volunteers to review their work, etc.

### 3. Direct support and intervention activities for poor and underprivileged children

#### 3.1 Education:

**Reasons:**

- Providing poor & underprivileged children with scholarship and school equipment so that they are able to continue schooling, instead of early school drop-out.
- Organizing training sessions on life skills, basic computer, activities of creative arts and sports (football, swimming, roller-skating), etc. for children.

**Methods:**

- The social workers conduct family visits and make a list of needy children.
- School teachers (both public and charity) are given TOT training so that they could organize training for their students.
- Providing children with basic life skills training sessions such as swimming, CSAP, school violence, safe Internet safe surfing, self-awareness skill, "Say-No-to-drug abuse" skill, accident prevention, etc.
- Organize basic computer classes for children
- "Human Library" will be open once a month. Those who have knowledge and experiences in different aspects be invited to participate in the library as "Human Books" which children can "borrow" to read within 15 minutes. Through "Human Library", children's questions and concerns can be answered.
- Forums/workshops for children be organized so that they could voice their concerns and participate in any issues related to their lives.
- Organizing children's photo exhibitions.

#### 3.2 Vocational training – Probation:

**Reasons:**

- Vocational training is important and indispensable to poor & underprivileged children who had to stop schooling but have strong motivation and interest in learning a job. Once they have a job and income they can be independent in their lives and capable of helping their families to cover household expenditures. In addition, this could help prevent children from using their idle time to hang around with bad friends and from having high risks of social evils.

- During the 3-month period for probation/on the job learning, children receive financial support so that they could cover expenses for meals and transport as well as feel comfort and confident in the jobs they have chosen.

**Methods:**

- The social workers conduct family visits and make a list of needy children.
- In cooperation with the local authorities and vocational training centers/private enterprises, HCWA organizes job orientation meetings for children.
- Making child social profiles and providing financial support for children to pay for vocational fees and buy vocational training equipment.
- Making child social profiles and providing financial support for children during the 3-month period for probation/on the job learning.

**3. 3 Health care**

**Reasons:**

- It is advisable that health care support for poor & underprivileged children be emphasized. Having sickness they would have to face financial burden paying for medical charges.
- The survey on the needs of poor & underprivileged migrant children showed that some children had had sickness, being in need of treatment. Also, through the survey, still were there many misconception about health care among children and their parents/care takers such as children buying medicine at the pharmacy without seeing the doctor nor informing their parents of their diseases.

**Methods:**

- Organizing child to child (CtC) programs that children conduct training sessions on health care in general and adolescent reproductive health to their friends.
- Buying health & accident insurance for children over six years old.
- Providing urgent financial support for children having sickness.
- Providing psychological treatment support for children to have psychological problems by sending them to the psychologists. The project also must have a staff member who has knowledge about psychology so as to identify children's problems and adequate solution at the early stage.

**3. 4 Recreational activities**

**Reasons:**

- There needs to have many recreational activities for children.

**Methods:**

In order to implement these activities effectively, HCWA will recruit relevant volunteers who give support to the social workers of HCWA to conduct the following activities:

- Football club: the club opens on some certain days in the week.
- Swimming: children are taken to the swimming pool to learn how to swim. Swimming helps prevent children from drowning.
- Organizing team games for children through club, training and discussion
- Children's photo exhibition: Organizing photo exhibition for children to tell about stories that they have observed through photos they took.

#### 4. Staff

Staff members of the project consist of official staff of HCWA and volunteers, collaborators.

##### *a. Official staff:*

- Project manager, social workers, accountant and translator (4 salaries in total)
- Fundraising & communication team: 03 staff (The project pays for their salaries in year 1 only. Since year 2 onwards, the team has to raise fund for their salaries.

##### *b. Collaborators and volunteers:*

- Local collaborators: they are public child care & protection officers and Youth Union officers, etc. at the wards/communes level (The project provides them with allowances).
- Volunteers: General volunteers participate in child support activities (3 months at minimum). Professional volunteers participate in specific tasks/activities such as project proposal writing, document translation, support for fundraising/communication events/activities, etc.