



CDIA主席陳美蘭女士在CDIA成為全港共同致力資助青年人發展的平台，協助他們成功轉捩點發展或升學，最後志滿志得。CDIA Chairman Ms Amy Chan said CDIA is a platform for youth development for participation by the business sector to help youths become college ready and job ready, eventually alleviate poverty.



CDIA成功協助數百青少年轉捩點戶口，有了個人銀行存摺，青少年對自己的發展更有承擔。CDIA facilitated hundreds of CDF youths to open bank account. With their personalized passbooks, the youths further commit to their savings habit.



www.cdia.com.hk



Child Development Initiative Alliance (Charity Reg. No. 91/14125)

A group of caring business corporations set up the "Child Development Initiative Alliance" (CDIA). Officially registered in April 2014, CDIA has the following objectives:

- to add value to the Government's "Child Development Fund" (CDF), benefit youths in need and ultimately, eradicate inter-generational poverty.
- to be an open platform for extensive participation by the business community to engage in youth development initiatives.
- to serve as a conduit to promote and educate the public on the culture of developing and supporting underprivileged youths.

Inter-generational Poverty in Hong Kong

Inter-generational poverty has been a long term hindrance to the development of Hong Kong. Nearly 210,000* children under 18 live below the poverty line. The Government introduced the CDF poverty alleviation policy (www.cdf.gov.hk) targeting to help youths aged 10 to 16 from an economically-deprived background shake off poverty. It is proven by International research as a very effective way to address inter-generational poverty. Its 3-pronged approach includes: Targeted Financial Planning, Quality Mentorship and Personal Development Plan (see diagram).

Active Community Participation

The CDF programme is supported by two other charities besides CDIA - "Child Development Matching Fund" (CDMF, www.cdmf.org.hk) and "Quality Mentorship Network" (QMN, www.qmn.hk). They share similar conviction to advocate a holistic caring culture for the youths, where the Government, the business sector and the community should collaborate and invest both money and time into youth development, helping them get out of poverty.

* From the "Hong Kong Poverty Situation Report 2012"

3 Elements of the Child Development Fund Asset Building Model



Your Participation

CDIA influences societal value, cultivate the culture of youth development in the community and engage them in this holistic youth development movement. It facilitates the business sectors to participate in a wide range of youth development initiative and gives them opportunities to reciprocate to the society. Members of CDIA will leverage on their networks and resources to help our needy youths.

- We invite you to join CDIA, if you
- have a passion to help underprivileged youths
 - are willing to offer business resources (financial and non-financial) to facilitate the work of helping underprivileged children
 - wish to involve your company in the work of CDIA

Child Development Fund

Child Development Fund (CDF) is a three-year programme introduced by the Government in 2008 to help youth from a disadvantaged background. It seeks the collaboration of family, private sector, community and Government for the long term development of Hong Kong. Participants are encouraged to plan for the future by developing an asset-building habit and a positive personal development plan.



CDIA在暑假為大馬路及北區青少年提供游泳訓練，又為香港下一代發展，更添添份熱誠關懷。讓更多少年人，"I am pleased to see the positive responses from the business sector in supporting the future development of our next generation. I sincerely hope that this sharing and caring spirit will persist in the years to come." - Honorary Patron of CDIA, Mr Bernard Chan



興立及福利團體與政府共同支持CDIA成立，積極推廣青年發展計劃，以多方位發展及協助青少年發展。精神之傳承，是傳承。"It is heart-warming to see that CDIA takes the initiative to encourage business sector to contribute and participate in very creative and versatile ways in helping our youths. With this momentum and commitment, our next generation could "stand taller" and "go further" in their future." - Secretary for Labour & Welfare, Mr Matthew Cheung



青少年發展企業聯盟 (慈善團體註冊編號: 91/14125)

一群關心香港下一代發展的工商企業和社會團體，自發成立「青少年發展企業聯盟」(Child Development Initiative Alliance, CDIA) 2014年4月正式在港註冊。其宗旨為:

- 配合及支持政府的「兒童發展基金」，發揮更強協同力量，使消費青少年受惠，提升扶育下一代、解決貧富懸殊效益
- 擔當工商各界扶育青少年的開放平台，匯聚力量，起動及結集各方資源，共同推動「身兼力行 扶育下一代」的全方位青少年發展新思維
- 成為推廣青少年扶育文化的橋樑，進一步提升社會對扶育青少年議題的關注和認知

香港跨代貧窮

跨代貧窮對香港長遠發展影響至深，二十多萬* 18歲以下兒童生活在貧窮線以下。針對這情況，特區政府推出CDF扶貧計劃(www.cdf.gov.hk)，協助10至16歲來自貧窮家庭青少年踏出脫貧第一步。此計劃獲國際研習團賞，有效長遠解決跨代貧窮，計劃分三份：「目標理財」、「優質友師」及「圓夢成長」(見圖)。

社會積極參與

除CDIA外，CDF亦得到「兒童發展配對基金」(Child Development Matching Fund, CDMF, www.cdmf.org.hk)和「優質友師網絡」(Quality Mentorship Network, QMN, www.qmn.hk)的支持。各機構持相同理念，倡議社會應體力行，結集業、商、民力量，同時拉攏金錢和時間，協助青少年踏出脫貧的第一步。

* 根據「香港貧窮情況報告2012」

兒童發展基金資產建立模式三元



您的參與

商界是香港繁榮的基石，青少年則是香港未來的希望。不管任何行業、規模的企業，只要願意付出其企業資源和專業知識，樂思廣益，即可加入企業聯盟，成為聯盟伙伴，幫助青少年踏出向上的第一步，也使香港繼續鞏固其繁榮的根基與具備邁步向前的動力。

- 誠邀僑商以下途徑參與CDIA:
- 有志幫助消費青少年
 - 為協助青少年，願意提供商界特有的資源 (經濟支援及非金融協助)
 - 鼓勵現職的企業機構參加CDIA工作

兒童發展基金

特區政府在2008成立「兒童發展基金」扶貧計劃協助消費家庭青少年。計劃為三年，鼓勵家庭、商界機構、社會各階層及政府攜手合作、集思廣益為香港長遠發展出力。參與計劃的青少年會學習籌劃將來、建立有形無形的資產及培養正確積極的人生觀。

CDIA Organization Structure 青少年發展企業聯盟管治架構

- Honorary Patron 名譽贊助人**
Mr Bernard CHAN
Dr Moses CHENG
Dr CHOI Yuen Wan
Ms Elizabeth LAW
- Honorary Chairman 名譽主席**
陳智思先生
鄭慕智博士
蔡元晉醫生
羅麗儀女士
- Board of Director 董事會**
Chairman 主席
Mrs Amy CHAN
Ms Mandy TANG
Ms Judith YU
Vice Chairman 副主席
Mrs Grace LEE
Mr Ken YEUNG
Ms Julita CHAN
Mr Eugene FONG
Mr David KUNG
Ms Beatrice MOK
- Honorary Secretary 義務秘書**
陳麗儀女士
鄧明慧女士
楊莉珊女士
李陳嘉惠女士
楊軒誠先生
陳玉坤女士
方奕展先生
吳勁先生
龔綺雯女士
- Honorary Treasurer 義務司庫**
Director 董事

* In alphabetical order of the surname
* 以英文姓氏為準

Child Development Initiative Alliance 青少年發展企業聯盟
Rm 2202, 22/F, Tung Che Commercial Centre,
246 Des Voeux Road West, Sai Ying Pun, Hong Kong
香港西營盤德輔道西246號東基商業中心22樓2202室
Tel 電話: 28129797 Fax 傳真: 28150011
Info@cdia.com.hk
www.cdia.com.hk

