



A SMALL BUT IMPORTANT STEP IN OUR JOURNEY

From Our Chairman

Hello and welcome to the second edition of Coastal Chronicle, the newsletter of the CCC. Inside you will find an article highlighting the role of volunteers. It shows how mutually beneficial volunteering can be, giving much pleasure and interest to the volunteer as well as to the residents. This aspect of the CCC is vitally important, of course, adding variety to the life of the Home as well as useful practical help. I would like to take this opportunity to give a big thank you to all our volunteers. CCC wouldn't be half the place it is without you!

Coming up after the summer we have two of our favourite and much anticipated fund-raising events. First up, on Saturday 27th September, is the Ball. I'm sure many of you will remember how well the "Swinging Sixties" were recreated at the last Ball. This year, the theme is "Mardi Gras", with a Brazilian flavor, entirely appropriate in this World Cup year. It gives some wonderful opportunities for outrageous costumes and is sure to be great fun. We have a fantastic venue at the Aberdeen Marina Club so grab your tables before they have all gone.

Then, on Friday 21st November is the CCC Golf Day, generously hosted by the Shek-O Golf Club. I know it's a fair way off but this really is a super day and we are now seeking four balls to compete. Book early to avoid disappointment.

We celebrated Nihal Chulani and Vicky Fung's birthdays on the 9th and 15th June respectively and they both enjoyed their special days and we wish them well in the year ahead. On the 20th July, we will be celebrating the 95th birthday of Peter Malpas and look forward to celebrating this special milestone with him.

Well that's all from me. I hope you enjoy this newsletter and the opportunity to keep up with what's happening at the CCC. Do give us some feedback so we can continue to make it better. The journalist team breaks for summer, so the newsletter resumes in September.

Happy reading!

Jon Addis

90th birthday
celebrations for
Vicki Fung ▶



◀ No siesta for George Harris when the Spanish Ladies come and dance!

Coastal Chronicle

The newsletter of the
China Coast Community

June / July 2014

IN THIS ISSUE

From the Volunteers: What they say about China Coast Community

CCC is fortunate to have numerous volunteers donate their time for its benefit. Why do they do this? A peek into the mind of volunteers.

Page 3

And also...

MARDI GRAS – CCC's Fund Raising Ball is coming soon! Read all about how you can reserve your table.

Page 4

We have a new resident! And we've been celebrating a lot of birthdays! Come and check out our "young" crowd

Page 2

DON'T MISS THESE JULY EVENTS AT THE COMMUNITY...

Yoga with Miss Vijai Singh
Wednesdays ③3:00-4:00 pm

Bingo
Fridays and Sundays ③2:30-4:00 pm

Curry Buffet hosted by Bombay Dreams
Monday, 7th July ③12:30 pm

Music by Kate Teoh, Harpist
Wednesday, 9th July ③10:00-11:30 am

Music with Secret Sing
Sunday, 27th July ③3:00-4:00 pm

Please see Notice Board or contact us
for exact schedule



Resident in Focus: Vicki Fung is 90!

Victoria (Vicky) Fung was born in Peking in 1924 and came to Hong Kong in 1939 after the Japanese Occupation. She was educated in Hong Kong. Vicky worked as a Secretary for Jebsen & Co. for 5 years and then for British Airways for 10 years. Vicky moved into CCC 2 years ago to get professional care. She likes the company of fellow residents, and particularly enjoys the garden – something rare in Hong Kong. She considers the CCC to be a “home away from home”.

Our latest resident: Nihal has moved in

Nihal Chulani came to Hong Kong 60 years ago and ran an Exports business from 1958 to 1994. He moved to CCC on 28th March this year to live and socialize with people in his age group. He finds the location convenient and the staff and residents sociable. His favourite past times include Bingo and listening to music. He enjoys outings with fellow residents to various attractions in Hong Kong including the Big Buddha, Ocean Park and Disneyland.

In the month of JUNE, our residents had a very colourful time! Check it out →

Yoga with Miss Vijai Singh

Bingo

Music with Jasmin & the Hungs

Music with The Jasmine Trio

Music with Secret Sing

Birthday celebrations with the Spanish Ladies

A very happy birthday to Peter Malpas who turns 95 on 20th July

Never a dull moment at CCC

CCC residents with the Spanish Ladies ▼



▲ Rowena Seed and Lily Lee



◀ CCC staff bid a fond farewell to Amy who worked with them for many years.

Volunteering at CCC: Our volunteers speak

Old-age homes conjure up a host of stereotypes, not least because we have grown up to mistakenly believe that such homes house the neglected amongst us. Volunteering at the China Coast Community (CCC) has not only helped debunk such myths, but it has also provided invaluable lessons for life. Experiences of volunteer groups CARE@HK, the Sathya Sai Baba Center and Fantastic All echo the same message: CCC cares.

What volunteers want to offer may not always fall in line with what CCC requires. Sabita Prakash of CARE@HK (whose members are largely English speaking professionals based in Hong Kong) says: "When we first visited CCC we went with the intention of doing things like reading aloud to the residents or chatting with them, but we ended up doing very different things – it was an eye-opener." With life expectancies on the rise, the CCC residents, and perhaps in other such homes as well, are older and frailer. Services have to be offered at their convenience, depending on their mood. Acknowledging that the nursing staff at CCC were more qualified and adept at looking after the day-to-day needs of the residents, CARE@HK began considering alternative ways of improving the quality of life of the residents, both directly (arranging group music and dance performances, Christmas decorations) and indirectly (helping raise funds through charity balls and improving awareness of CCC through a social media strategy).

Volunteer groups can be powerful in extending the bandwidth of any charity by giving them more hands and heads to work on solutions, and by being their *de facto* ad agencies in spreading the word. To render maximum impact, consistency in response times, quality of work and flexibility is critical.

"Getting your point across in decision-making is important, as it is with any conventional job," Sabita asserts. Since the backgrounds of the various decision-making committee members are so diverse, resolving problems tend to be challenging but interesting and needs to be tackled creatively in order to take everyone along.

That old-age homes offer basic amenities and their residents are largely neglected are pre-conceived notions that CCC helps to dispel. The centre is cosy and clean, hosts fun activities and celebrates birthdays with song and dance. CCC is well managed, borne out by the fact that many of the residents endorse it as a home away from home. It is heart-warming to see so much laughter among people in the senescence of their lives.

"The elderly take to anything children have to offer", says Sabita, a fact backed by the Sathya Sai Baba Center, whose 12-year-olds have closely bonded with the CCC residents for the



past eight years. Fantastic All, a group of talented musicians, also brings cheer to CCC with their monthly recitals.

"Children's performances and art around the venue inject a more youthful atmosphere to the place", Sabita reiterates. "More colour all around, through paintings/photos or wall colours, would further lift residents' spirits". She also recommends spreading the word around. Not many people in Hong Kong are aware of CCC's unique mandate, so enhancing its presence in social and other new media will help burnish its image.

When asked about which aspect of CCC lent itself most for volunteering, Sabita said that volunteers in the services sector (e.g. accounting, banking, consulting, advertising, legal) found that helping with administration best suited them because it offered off-

location flexibility and could be done after regular day jobs. "Our experience/abilities in planning, organising and executing can be very useful behind the scenes."

Volunteers believe that to attract younger residents, CCC may need to package itself as an attractive lifestyle change. Introducing activities that younger senior citizens enjoy, would improve the community feel at CCC. Indeed, these activities could also be extended to the elderly who may not be residents but would like to spend some time with like minded people in a similar age bracket.

The children of the Sathya Sai Baba Center, in addition to distributing daily necessities, enliven CCC with such games as passing the parcel, Bingo and even dancing statues. The children and the residents have developed close ties, and the children are always looking forward to their visits.

Music speaks louder than words, and is universally popular among all age groups. In 2011, Jonas, an enthusiastic saxophonist who loves to share his passion for music with others, was looking for a volunteering opportunity. With his mother's help, Jonas was lucky to find CCC, and was warmly greeted by Miss Vijai Singh, General

Manager of CCC. Since then, Jonas and his group of talented musicians have been entertaining at CCC every month and their performances have become a big draw among the residents. Jonas and his mother find every visit enriching and enjoyable.

The group started with one young boy, but it quickly swelled in numbers. With some key members leaving to study abroad, more talented young musicians - together with their mothers - have been invited to join the group. "We have now named ourselves the Fantastic All and are committed to sharing joy through music with the residents at CCC, and by doing so we hope to make a meaningful contribution to the community," says a member of the group.

All you wanted to know about the Mardi Gras ball and didn't know who to ask



Get set for the event of the year: the Mardi Gras fund-raising ball on 27th September 2014 at the Aberdeen Marina Club.

You can contribute in various ways:

- buy a table for 12 persons for \$18,000 or \$1500 per head
- buy raffle tickets at \$250 per head
- advertise in the souvenir programme (see the table below for rates)
- donate in cash
- donate items or experiences to the silent or live auction

Contact Miss L.V. Singh +852 2337 7266

Advertising Rates (for A5 size) in HK\$	
Outside cover in colour	\$10,000
Inside front cover in colour	\$8,000
Inside back cover in colour	\$8,000
Full page in colour	\$6,000
Half-page in colour	\$4,000

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The newsletter of the China Coast Community

The China Coast Community, set up in 1979, is a care and attention home for the English-speaking elderly regardless of their financial circumstances. It is located at 63 Cumberland Road, Kowloon Tong, Kowloon, Hong Kong.

We are available at:

Web: www.chinacoastcommunity.org.hk

Phone: +852 2337 7266

Email: ccchome@netvigator.com

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UPCOMING FUND-RAISING EVENTS



Golf Day

is here!

Friday, 21st November 2014

Shek O Golf & Country Club

Register your team NOW!

Contact

Ms Joey Tong at Golfoo7

joey@golfoo7.com

