

**Harnessing Community Resources**  
**“Project WeCan” - Business-in-Community Programme**

“Project WeCan” was a business-in-community programme designed to offer care and opportunities for the disadvantaged students in Hong Kong. It provided an open platform for business sponsors to work closely with schools through financial commitment and volunteering expertise support including mentorship and “out of classroom” opportunities to enhance students’ various life skills and self-confidence. Participating schools took part in annual joint-school activities, such as Teachers’ Development Day, New Year Bazaar, Job Tasting Programme and Teachers’ Conference, etc., to widen students’ and teachers’ exposure and encourage interactions among peers from other schools for greater synergy.