



Legal

Children Are Us Foundation

Baking the Joy & Dignity of Life

Kuo-Jen Su, Executive Direct

2011,Nov,6

■ Origin

◆ 1995

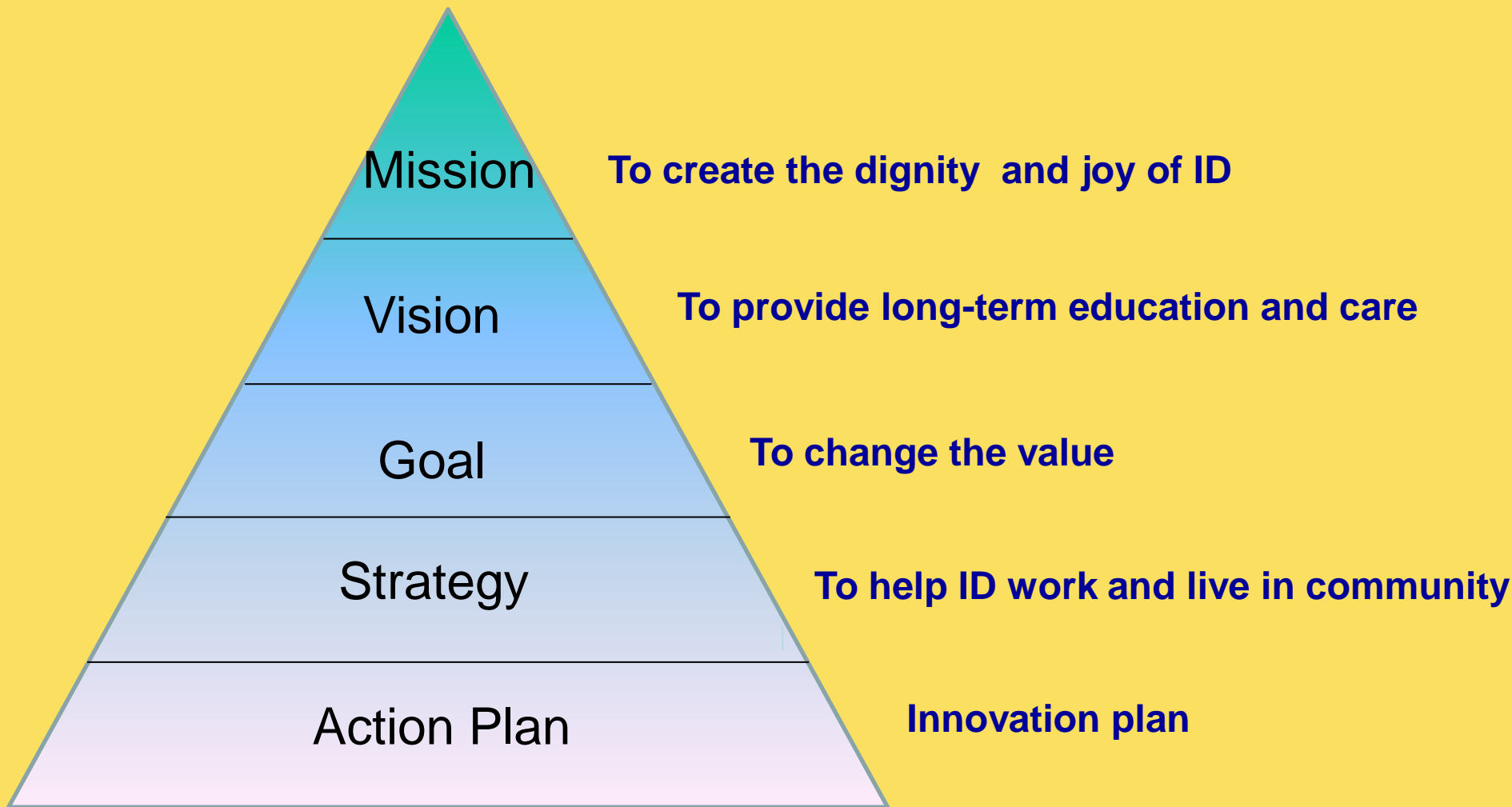
Initiated & founded by a group of parents of ID (Intelligent Disable) in 1995 in Kaohsiung City, Taiwan, for providing long term care for senior ID.

◆ CAUF

Brand new nomenclature “**Children Are Us**” – de categorized and now has become the pronoun of ID in Taiwan.



■ Strategic Policy



Innovation Projects



◆ Innovation plan —

- Established 1st Bakery in 1997, Now have 44 Service Stations.
- Established Children Are Us Percussion Band in 2000
- Established Children Are Us Opera Team in 2002
- Established Children Are Us Horticulture Team in 2004.
- Established Children Are Us Academy in 2006.
- Established Children Are Us Boy Scout Team in 2007.
- Established Enjoy Farm in 2009.
- Established Health Center in 2011.
- Constructing Swan Garden will be Finished in 2012.

■ Innovation Projects



Bakery Factory



Percussion Band



Opera Team



Boy Scout Team



Enjoy Farm



Health Center 5

Achievements of Operation(1)



- ◆ Value Innovation — Dignity, hope and joy come from social and economic value.
- ◆ Revenue in 2010 is **NT\$ 390 Million (13 million USD)**
Number of ID cared per year
: **500+**
Number of Customers served
: **14 million+ up to 2010**



■ Achievements of Operation(2)



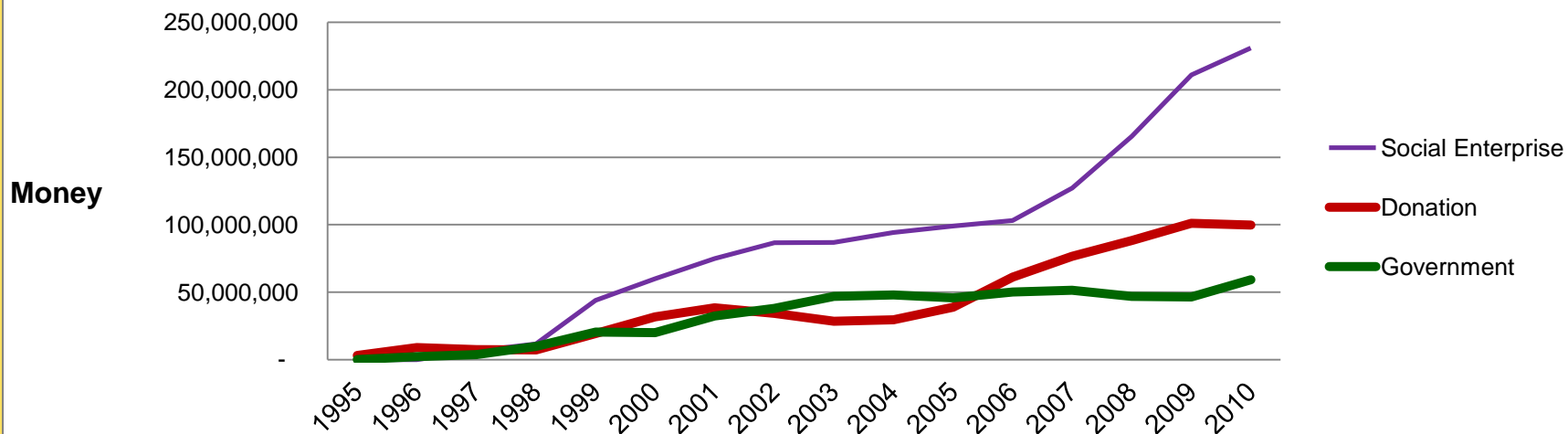
- ◆ Synonym Of ID
- ◆ From being served to serve
- ◆ Links the textbook of school
- ◆ Establish brand identity and image



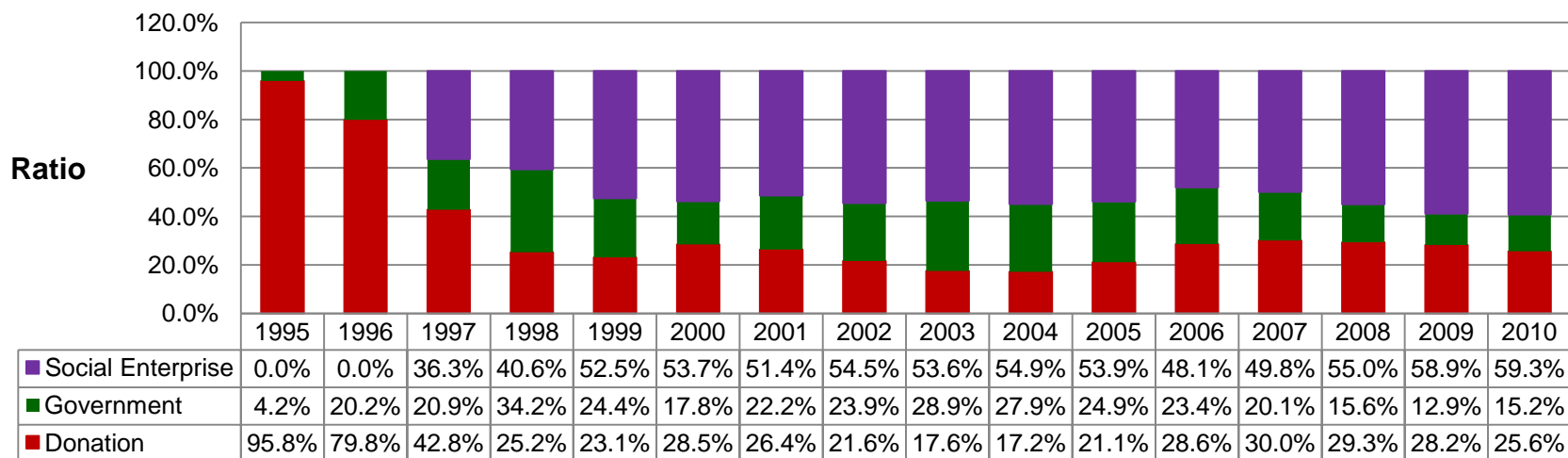
Achievements of Operation(3)



1995-2010 Income Source Trend



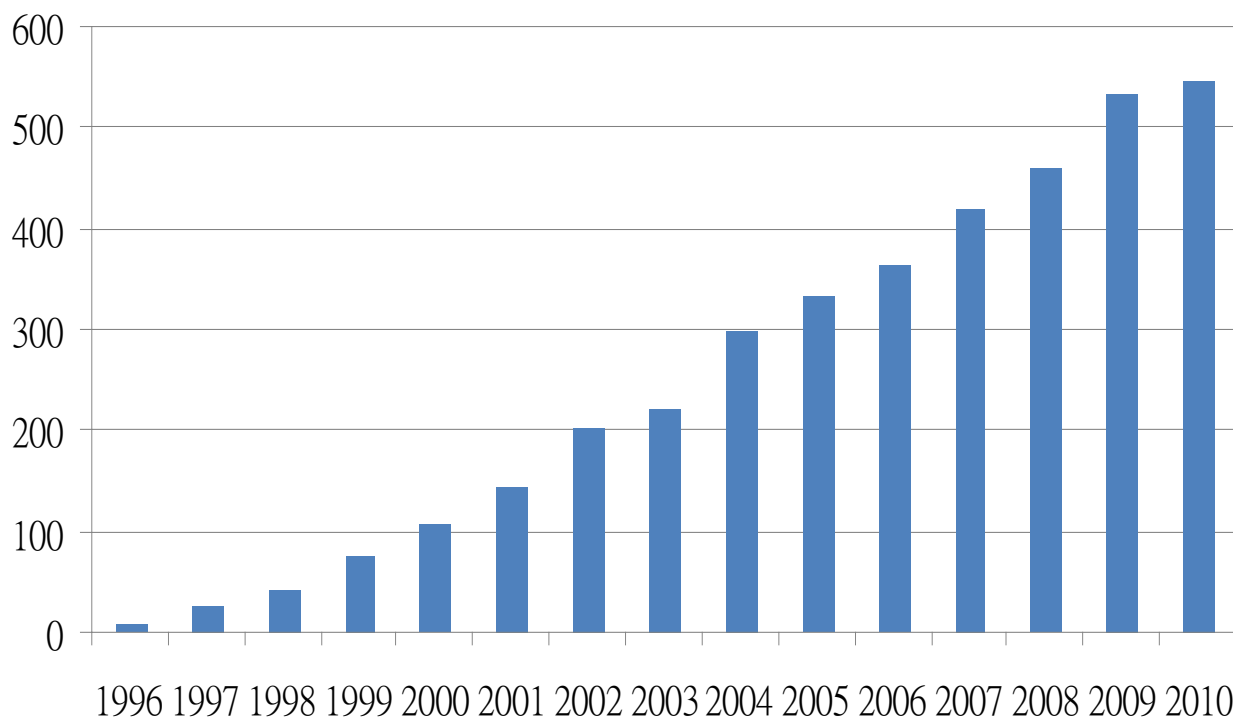
1995-2010 Income percent analysis



■ ID Service Number Statistic Chart

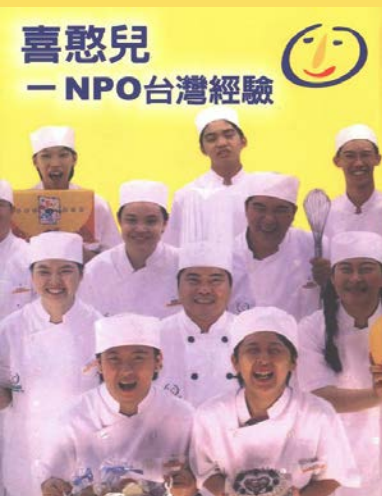


Service Number Chart each year



Achievements of Operation(5)

History documentary-Publications



2002.08



2007.06



2008.04



2009.07



2010.11



2004.12



2006.01



2006.01



2010.11

10

Achievements of Operation(6)



Theater & Orchestra Performances



2006



2007



2008



2009



2010



2010

■ Achievements of Operation(7)



Sheltered Workplace-Store in Community (total 24 shops)



Bakery



Restaurant



Store in Government

■ Achievements of Operation(7)



Sheltered workshop— Baking Factory (total 3 factories)



■ Achievements of Operation(7)



From helpers to masters



helpers

masters



■ Achievements of Operation(7)

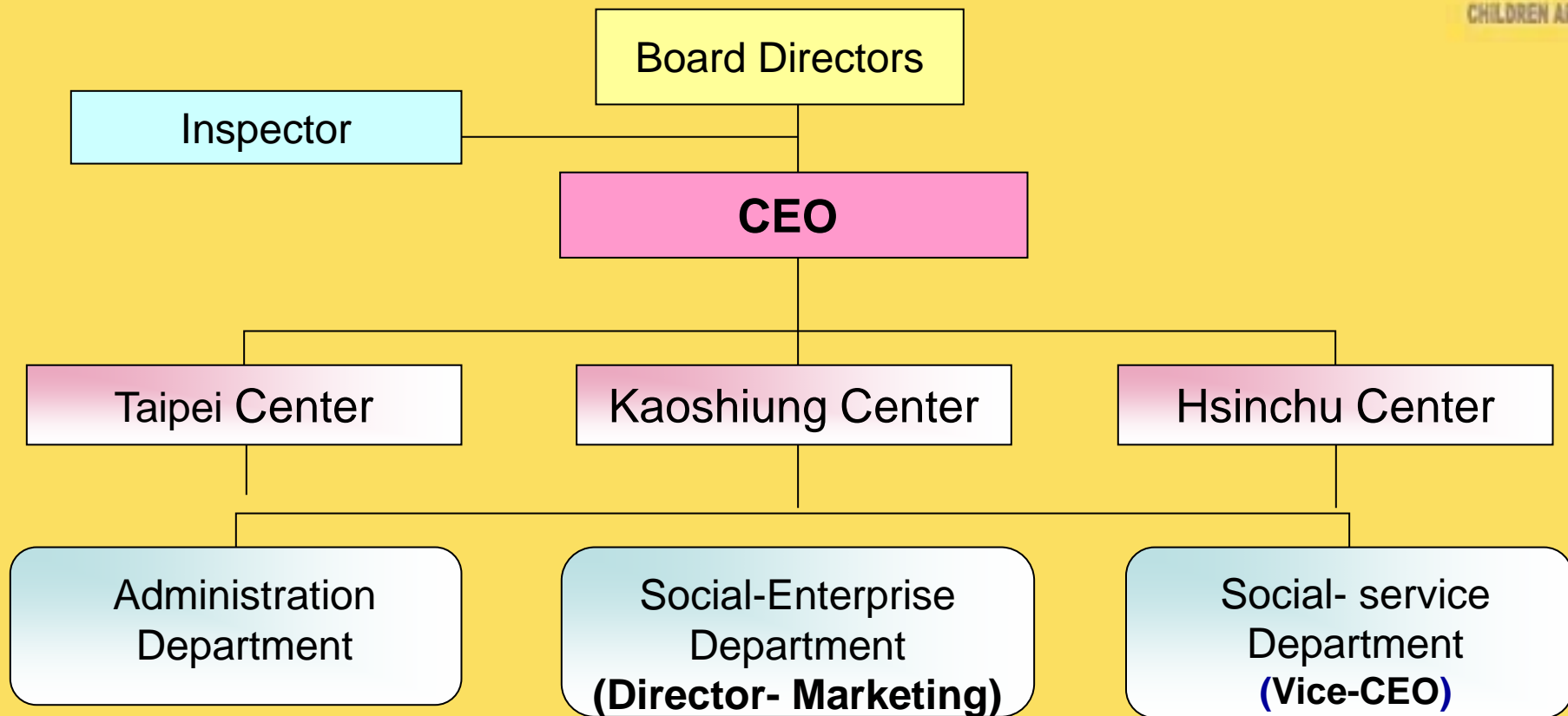


Social Enterprise Cooperating with Enterprise



- ◆ **Bakery in Asus**
- ◆ Runs by CAUF
- ◆ ID hired by Asus & training by CAUF

■ Organization Structure



1.Social Enterprise : 123 Persons 2.Social Welfare : 100 Persons

- ◆ **Mission—To create the dignity and Joy for ID.**



◆ ID Get 23 Licenses from Government

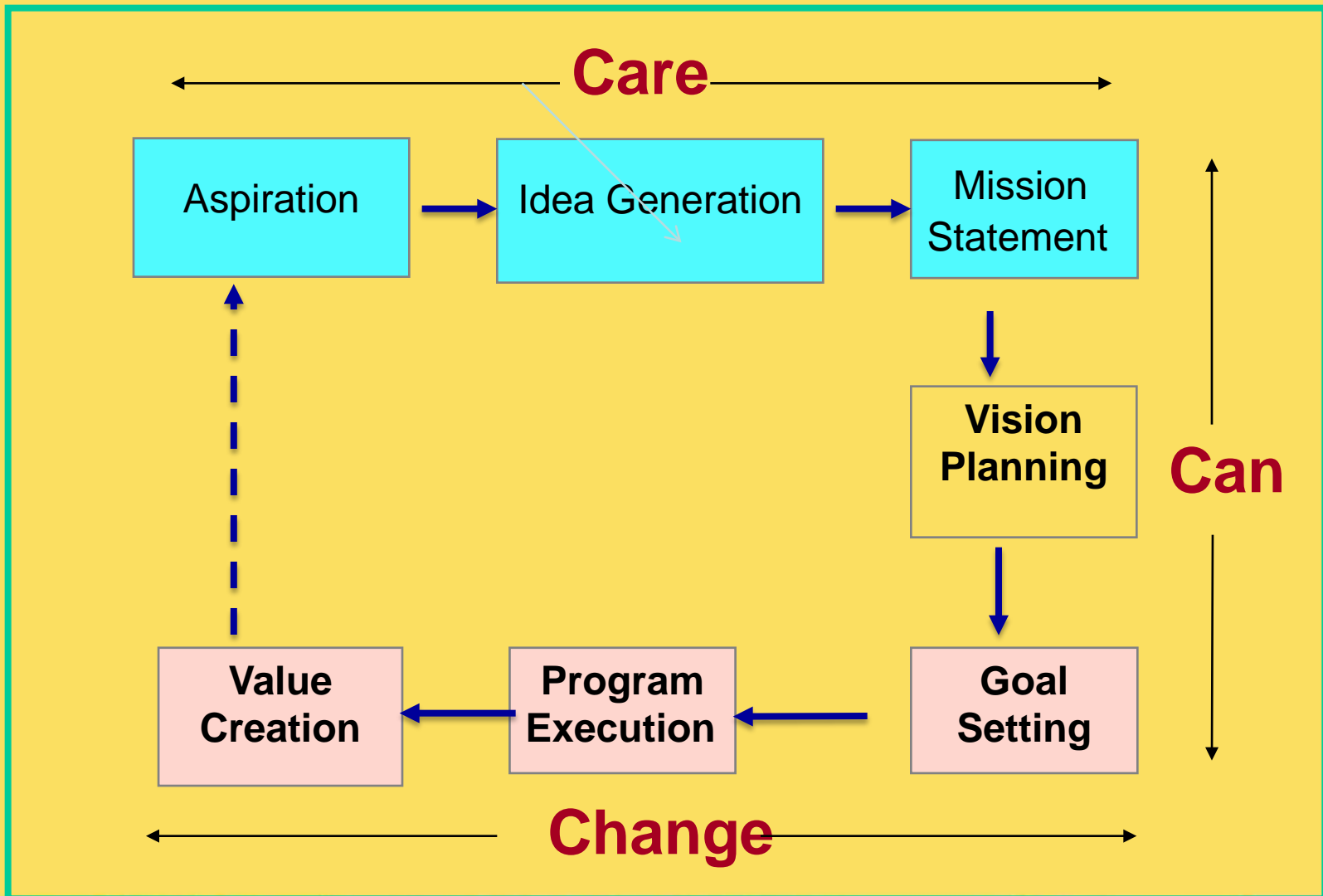


- ◆ **Vision—Education & Care of ID all the life time.**
- ◆ **Value—Reform the life of ID .**
 - (1) from being serviced to serve.
 - (2) from resources consumers to
resources creators.

3C+3E



◆ 3C—Care, Can, Change



◆ 3E—Three Effects.

➤ Pygmalion Effect

--You get what you expect.

➤ Butterfly Effect

--A Small butterfly waves the wings ...

129 Sheltered Factories follow CAUF model in Taiwan.

➤ Red Queen Effect

--Continuous Progress & Sustainability

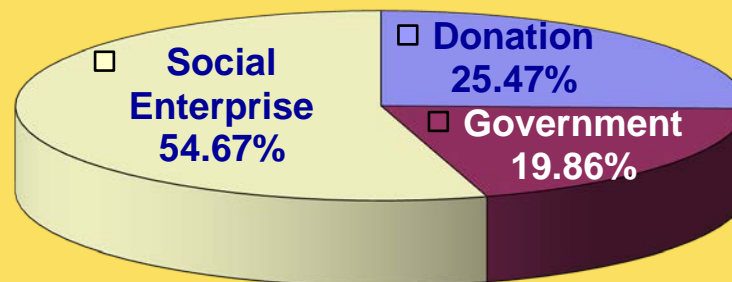
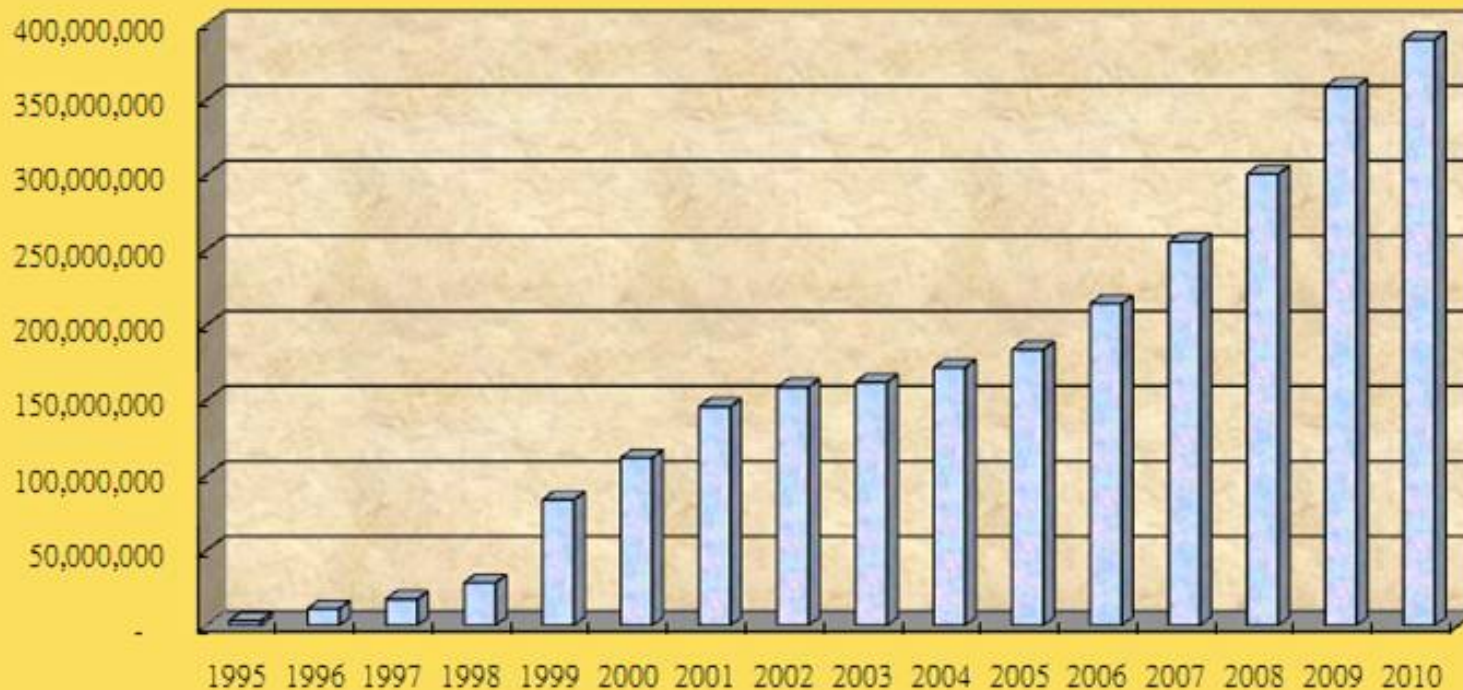
◆ (1) Heaven Help.

- ①CAUF established
- ②Continuous Growth
- ③44 care Stations Care for ID



◆ (2) Self Help.

1995~2010 Total Growth of Income



- ◆ (3) People Help.
Citibank
Chunghwa Telecom for Enjoy Farm



◆ (4) Help People.

- Boy Scout Team Serves for Aborigine
One Donation, Two Touches !
- Sales Rice for Weak Rice Farmers.
- Care to Children with Cancers.



Service extension- Delivers loves to Aborigine



You Tube
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搜尋

首頁 影片 頻道

喜憨兒送愛到部落：屏東縣瑪家鄉北葉村

註解編輯器

送愛到部落
以行動支持偏遠地區學童

財團法人喜憨兒社會福利基金會
Children Are Us Social Welfare Foundation

0:02 / 1:09

觀看次數：459

☆☆☆☆☆ 0 個評分



Service extension -Rice culture



- ◆ To Help Weak Farmers
- ◆ Commodity innovation –

Presently husks Rice & Gift box



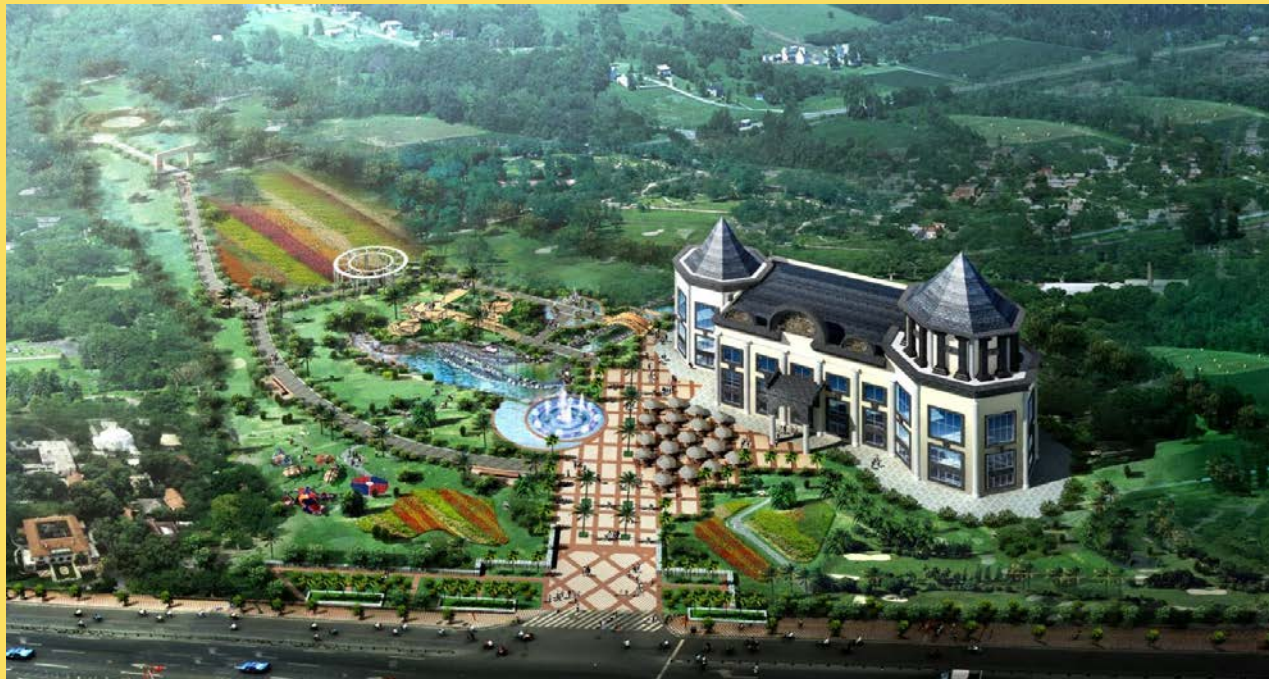
◆ (1) Senior ID Care Project.

Build new Swan Garden at northern Taiwan

Lifelong care with Landscape therapy

Budget Estimation : USD 5,000,000.

Land need : 10,000m².



◆ **(2) CAUF Hospital Project**

Build a Hospital for ID .

Land need : 10,000m²

Budget Estimation : USD 7,000,000

◆ (3) CAUF Health Center Project

Build a Health Center at Taipei Area

Budget Estimation : USD200,000



◆ (4) Asus Model Project, Enterprise Cooperation Project



- ◆ **Bakery in Asus** run by CAUF
- ◆ ID hired by Asus & training by CAUF

◆ (5) **Agriculture Development Project.**

Enjoy Farm products promotion.

Fragrant plants for baking and cooking.

Derivatives for shampoo, soap, detergent, etc.

Budget Estimation : USD400,000 for a
processing plant.



CHILDREN ARE US

[illegible]

Naïve moment of CAUF Children



By Jenny, Department of Psychology, University of Berkeley, USA. 2011



We love Children & Children love you





Thank You For Your Attention