

PROJECT OVERVIEW

PRESTASI JUNIOR INDONESIA (PJI)

LEARNING ABOUT EARNING: AN INTRODUCTION TO FAMILY AND COMMUNITY ECONOMICS INDONESIA

Prestasi Junior Indonesia (PJI), together with volunteers from Prudential, worked with street children from impoverished families at a 'safe house'. Located in a deprived area of North Jakarta, this safe house has become a sanctuary for children living on the streets, or an escape from difficult home environments.

The aim of the volunteering activities is to establish the first positive steps on a path which will provide a means for children to become productive members of their community. The volunteer involvement embodies activities which engender trust and co-operation - qualities seldom encountered in the lives of the young people.



PRESTASI JUNIOR INDONESIA (PJI)



176

Prudential volunteers

1,100

Prudential Indonesia employees

Charity

Prestasi Junior Indonesia

Key contact

Robert Gardiner

Name and location

Learning about Earning: An Introduction
to Family and Community Economics
Jakarta, Indonesia

Number of Prudential volunteers involved

176

Number of Prudential employees in the country

1,100

Amount of Prudential funding for the project/initiative

£8,600

Key activities

Over a period of six weeks, 176 Prudential employees gave up their free time to participate in two volunteering programmes with PJI, benefiting more than 200 young people at the safe house.

- Ourselves Programme: aimed at younger children (aged 8-10), focused on the individuals and the roles individuals play in society.
- Our Community Programme: helped older children (aged 11-14) build their self confidence and communication skills.

Ten three-hour lessons were delivered (five from each programme) which benefited 170 young people at the safe house.

William Kuan, Chief Executive Officer, Prudential Life Assurance Indonesia, took part in the volunteering activities and highlighted the importance of education and planning for the future.

An additional 30 volunteers joined 50 young people from the safe house on an outing to the beach. The young people were given the opportunity to take part in activities designed to enhance their problem solving skills, improve self confidence and provide an opportunity for team work.

Achieved results

A. For the charity/not for profit organisation

The growth in the number of volunteers involved in PJI activities is testament to the example set by Prudential. As part of the Chairman's Challenge, PJI has, over five years, benefitted from the involvement of almost 600 Prudential volunteers. Such was the success of the JA 'Ourselves' programme that another corporation is now beginning its own volunteering programme in 10 schools using the Indonesian version.

B. For Prudential

Working with disadvantaged children from the Kumala Foundation directly addresses Prudential's corporate responsibility priorities. Volunteers from the Jakarta office visited the safe house on three occasions in 2011.

The volunteers appreciated the special needs of the young people and demonstrated appropriate sensitivity in all aspects of their teaching and support during the 10 lessons. This was most evident at the 'Ourselves' events as some children were illiterate and the volunteers worked with them to ensure that they were able to gain maximum benefit from this opportunity.

C. The impact Prudential's involvement has had in the local community

The positive impact of the volunteering is illustrated by the improvement in student knowledge over each five lesson experience. Although notable improvements were seen in both groups, the younger students needed additional support from volunteers compared to their older counterparts. Assistance was required due to limited literacy skills. The Prudential volunteers encouraged the children to become more confident. They now answer questions in school and play with each other constructively.

D. Long term plans to ensure the project will continue to have an impact

PJI has established a strong and positive relationship with Prudential and the volunteers over five years and will build on this in 2012 by training additional employees.

PJI plans to implement new volunteer-led programmes in safe houses to benefit more young people. The Department of Social Welfare in Indonesia has recognised PJI's work in this area and involved the charity in forums and seminars. The collaboration between PJI and Prudential has also created a means by which the charity can continue to enter safe houses with the support of the government.

PJI has just begun a venture with the Yayasan Cinta Anak Bangsa (YCAB) foundation. This organisation provides mothers working in Jakarta markets with small business micro-finance on the proviso they send their children to school. To meet the needs of these children YCAB has established government-sanctioned 'Rumah Belajar', or Learning Houses. There are seven of these in Greater Jakarta and the charity is currently piloting special programmes for the students.

PJI is currently focusing on the development and implementation of micro-businesses run by teenagers within the Learning Houses and aims to utilise the skills and experiences of Prudential volunteers to help the children of 'market mothers' learn about the world of business in a constructive environment.



Use of Chairman's Challenge programme funds

The funding provided:

- training, JA resources (translated/localised) and staffing.
- site visits to the Kumala Foundation.
- the OutBound activity visit.

Future use of Chairman's Challenge programme funds

£15,000: Would be used to adapt and provide additional JA programmes (Our Family and Our City) in 2012 to benefit 50 per cent more children.

£10,000: Would support continued work with the children from the Kumala Foundation.

£7,000: The 2011 experience has provided PJI with programmes which have been translated and localised. The money saved by not having to translate materials allows for greater beneficiary involvement.