

Charity Shoes Auction for After-Care

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Helping the rehabilitated March towards Happiness One Step at A Time!

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A random killing incident took place in Taipei MRT in May 2014. Whenever there was such an event that captured the attention of the society, the rehabilitated and their families suffered, as they needed to bear the anger of the public, making it more difficult for them to start afresh.

To help the rehabilitated who once lost their way in life to re-integrate with the society, and successfully find the jobs, the Ministry of Justice and Taiwan After-care Association have long provided

1. Authored by Director of Taiwan After-Care Association Taipei Branch.



the rehabilitated guidance and companionship, as well as employment services such as stable employment opportunities and vocational training. The Ministry and the Association have also invited private enterprises to offer the rehabilitated job opportunities. To date, nearly 360 charitable enterprises have come onboard, making the journey of re-entry more steady and smooth.

With anxiety looming over the society, renowned local ladies footwear brand, Miss Sofi, decided to turn love and care into concrete actions ahead of the Dragon Boat Festival. They donated 400 pairs of ladies footwear to help the rehabilitated take the first “step” towards reintegration so that they could

all have a fresh start and march toward happiness.

I.Charity Auction Project

Taking advantage of the opportunity, Taipei District Prosecutors Office and Taiwan After-care Association Taipei Branch collaborated with Taishin Charity Foundation and Kuo Yuan Ye Foods Co., Ltd. to organize the “Miss Sofi Charity Auction for After-care” at Taishin Building on May 30. Through the charity auction, the organizers invited enterprises to jointly care for disadvantaged groups within the communities and enabled those serving community services and social labor in lieu of prison term to learn their

self-value, build self-confidence, and rediscover directions in life through the process of caring for others (the rehabilitated with low-income, the rehabilitated and families in the Family Support Project for the Rehabilitated, probationers, victims, and single-parent families).

Political Deputy Minister of Justice Chen Ming-tang, new chairman of the Association Wang Tien-sheng, Director general of the Department of Prevention, Rehabilitation, and Protection You Ming-jen, and Taishin Financial Holdings Chairman Wu Tong-Liang all participated to raise fund for "After-care Product Retail Center". Kuo Yuan Ye Foods and Daxin Printing provided Dragon Boat Festival gift boxes and Hehuan rice to show their care for low-income probationers and the rehabilitated. Political Deputy Minister Chen called for the society, enterprises, and organizations to reach out to minority groups that were in need and yet overlooked by the public. The event also gathered enterprises that could provide more resources and job opportunities in helping the rehabil-

itated take the first step toward happiness!

In addition to the shoes auction, the event also offered after-care products tasting, including Rong Yu Coffee and Taipei Prison handmade crackers, allowing the public to see the rehabilitated from a new perspective and facilitating dialogues and reintegration between the rehabilitated, communities, and citizens. After-care enterprises meant more than just jobs to the rehabilitated; more importantly, the promotion and marketing of after-care enterprises could help the rehabilitated rediscover directions in life and realize their own value and positioning.

The revenue of the auction would be used to build the "After-care Product Retail Center." The establishment of the center would provide a platform to directly showcase and market after-care products so that the rehabilitated could utilize this platform to show the society their hard work and effort, as well as their reflections on past mistakes, thus reconstructing a positive image for the rehabilitated.



II.Photos



Upper left: 30 May, 2014, Each of Citizens show support and purchase four pairs

Upper right: 30 May, 2014, Deputy Minister Chen Ming-tang of Justice and Chairman Wang Tien-sheng join the event

Lower left: 30 May, 2014, Thanks to Chairman Wu Tong-liang of Taishin Financial Holdings for helping with the charity auction

Lower right: 30 May, 2014, Charity auction and guests in attendance