

# Opportunity from Internet Hotspot

## New Way for People with Mental Disabilities to Seek for Help

「In Nanjing, there is a story, it said that a sweet angle makes bread and dessert to make a living. His name is Li Huihui (we usually call him Huihui), which means fortune and luck. It seems that his parents leave him with great hope and blessing, however, the truth is, he does not as lucky as most of us. As one of the first intellectual disability bakers in Nanjing, his life is full of great effort and hard-working. "This is the only and the best way for him to accommodate to this society," said Huihui's father, "in the beginning, we are kind of despair to see a baby with a mental problem." At the age of 19, Huihui met an opportunity to try to bake the bread at the activity held by Aide Fund, a charity fund aimed to help intellectual disability people to find a job and accommodate to this society. Shocked by Huihui's great concentration, the manager in Aide Bakery chose Huihui to be the first trainer. After three years' hardworking, Huihui finally becomes a qualified baker in Aide Bakery, a job that can raise himself.」



### 「What is mental disability?」

**In people's mind**, the life of people with mental disabilities is **dark and hopeless**. "My son is 21 years old, blocking himself at home and doing nothing meaningful. I can't say the road for him when I don't have the ability to support his life," said a mother of a man with mental disabled.

We define disabled people as someone who is **born with** subnormal level of intelligence, and they may lack the ability to learn some basic knowledge or some daily skills. They may have some strange behaviors that seems weird to normal people, which makes people try to avoid them. In today's society, with the opportunities to access to higher level of education and social manner, people tend to be noble in front of others and prefer those who are also courteous. Due to the high sense of superiority, people view those metal disabilities who always do strange things as **low social status**. Being afraid that those metal disabilities will pose some threat or attack to others since they can not control themselves, people will choose to avoid them without any attention or help.

◆ **Do we really know about them?**

◆ **Can't they change their "destiny" that they born with?**

## The problem of unemployment

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## The development of internet

Using the power of internet to help them

「 With the born disadvantage, many people can not live normal life like us, facing the problem of unemployment and property. Getting the high attention from internet, maybe it is their new chance to escape from this unfair problem. 」

In China, according to the data collected in 2018, about **3,500,000** disabled people, with born disadvantages, have difficulty to support their life. Although some government's subsidy do help them in some aspects, this significant problem is not solved smoothly. There are still more than half of them cannot find proper jobs.



On the other hand, the strength of public attention and social concern get more and more powerful due to the rapid development of online media. Centuries ago, traditional communication implements—ink and paper—were widely used among the whole world; nowadays, the Internet, born with all kinds of hardware and software terminals, extremely assimilates into almost everyone's common life. With both visual and auditory

stimulates, social media platforms grow unprecedentedly among people from three-year-old boys to eighties-year-old grandma, and their impacts are more powerful than any other communication forms—every individuals can make their own voices louder than that in any past period in human history. As a consequence, it opens up a new way for those people who need help to ask for the public's help and attention.

Disabled people, fortunately, always get high attention from the public. However, this kind of care is not long-lasting, as soon as people stop paying attention to them, the lack of job will destroy their life. *“Instead of simply offering them subsidy, what we need to do is **training them** and providing them with **proper jobs**,”* said the manager of Aide charity organization.



Interviewing the manager of Aide charity

With the need of expertise and time to teach them, training these disabled people is one of the hardest parts, which requires a lot of money. In the past, the organizations merely use the internet to collect donations. However, what the Internet can do is far beyond that. The organizations can use the strong public concern to create more job opportunities. For instance, building some online shops. According to the data from the electric business research center, there were about **56,000,000** online consumers. With the large market and the large public concern to the disabled people, it will be a long-term support to their jobs. Giving them opportunity to decrease the disadvantage caused by the lack of shops and advertisements of their products without costing too much, creating online shop is a good choice for the organizations which help disabled people. On one hand, it will give the organization chance to get some profits utilizing in training disabled people some expertise stills; on the other hand, it will help produce more jobs for the disabled people to produce the products selling online.

## Learning expertise skill

### Fit in the society

Using the foundation from public concern to train them

「With the training, the disabled people can successfully fit in the society and find their way for living.」

With assistance from the manager, we successfully had an opportunity to jointly have a diverting communication with Li-Huihui (we call him Huihui in following contents), a man who shifted from Aide Bakery to Pizza Hut. After a brief conversation about Huihui's essential information like his operating post and company, we surprisedly found that in spite of he was born with mental disabilities, he still had some communication skills and capability to possess affinity; thus such abilities helped him to work in an entirely unfamiliar condition. Admittedly, he was able to answer our succinct questions and express his attitude towards designed work or practice, which facilitated us to update our cognition of the impact of Aide Bakery. While Huihui showed us his excellent baking technique, his mouth always looked like a curved crescent. He seemed to immerse in this process, and he even changed cookies' placement



for many times, until he felt perfect. At this moment, we all grasped the deeper understanding of what that manager said: “ Aide Bakery not only helped those disabled people **realize their values** but also make themselves truly **feel the goodness of life.**”



The “students” making cookies



Through a series of supporting measures, Aide has successfully changed the lives of many special employees, many of them are just like Li Huihui. Once, due to severe mental disabilities, they were only in limited cognitive level and had no basic life skills. They even could not correctly distinguish the front and back of clothes, could not communicate with strangers, and could not understand the concept of time. It was almost impossible for them to go to work like how normal people do. Making bread, which is a complicated and demanding job, seems far away from these special people. Fortunately, Aide has greatly improved the situation of the special students through personalized education and arranged different tasks for the special students with different personalities. **Now, they can take care of themselves, make bread skillfully, arrive at the bakery on time and communicate with customers naturally. Some of the students are even up to the standard of normal restaurant workers,** as a result, Aide, which does not set any career limit towards its students and workers, even recommend them to some non-charitable companies like Pizza Hut. “We want to change their lives, not to raise them as some charities do,” said the manager, “It has been proved that we cannot raise them just by giving them money, **there is no end for this.**”

**The transient fire**  
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**The lack of long-lasting support**

The power of internet is not permanent

「Just as the manager said: “With the continuous need of foundation, the temporary attention from the internet is not enough to support us.”」

**Online advertising and marketing** provide many benefits for many charitable organizations like Aide, but inevitably it has drawbacks. "Every time we're exposed to social media, our sales dramatically increase, but it's always **short-lived**. When the tide passes, our sales quota will fall back to the bottom again. To tell you the truth, we have been in a deficit, but the good news is that the deficit is decreasing year by year."



The good thing is, in China, the online hotspot is prevalent in recent years, many people find their way out through the Internet. With tremendous popularity, some shops boost their selling record. In the past years, we want to draw the attention of society to donate money or just take care of some mentally disabled people. One thing that we cannot ignore that in China, society still **discriminates against those people**. "This society is still afraid of them. When normal people are heard of some mentally disabled people, they do not actively contact them," said the manager of Aide Bakery, Mrs. Wang, "I think that people do not fully understand how to help those unfortunate people, they desperately need the communication and friendship with other people."

One way that the company currently implements is to send some simple videos to the Social Media platform to show the common lives, especially the positive side of these unfortunate people. How they work, how they bake the bread, how they get an education during the work, these videos describe the smile and happiness of those bakers. Moreover, the Aide has been added to many online food delivery platforms such as Meituan. The recommendation which sent to users on the platform not only brings convenience to customers but also slightly alleviates the problem of short vitality.

However, platform users' attention is far from enough to drive the continuous development of Aide. Early this year, a message from Taobao, which is the biggest online shopping mall in China, describes the hard-working of those intellectually disabled bakers. Over **200,000** people read and transmitted this message in just **one day**. Huge social influence occurred in the society, **40,000** RMB selling record was made. However, compared with the **only 108,000** RMB made in **the last whole year**, the situation is still not optimistic at present.

## The bright future

## The power beyond imagination

The real help public can offer to these angles

「The broken angels may and must fly, the digital era is the blowing wind, morality and love are their strongest wings.」



### The Call of Charity for Disabilities



### The Growth of On-line Platform

In China, the charity for the disabled has last for half a century, however, the real viewpoint of the society and attitude to those broken angels have not changed much. In people's minds, the disabled people, cannot learn some basic knowledge or some daily skills are not able to work and the only way of "live" is relying upon the support from their parents. The Chinese version of AIDE is morality and love. Great financial support has granted to help them, but contribution does not change into merit. For a long time, the charity seeks a method to disseminate the problem and dilemma to the public about those disabled people.

As the development of modern technology and the growing level of living, people may spend more time shopping online such as TaoBao, which not only brings convenience to people's daily life but also provides pleasure for them. TaoBao is a fantastic platform to conduct propaganda for products, which can effectively call consumers attention on those disabled beaker. Moreover, for those consumers, they spend lots of time on TaoBao everyday, and it is easier for them to see this article, even by accident. In sympathy for those people and an affirmation of their excellent performance, people may choose to buy these bread to give a helping hand to them.

## The interaction of the internet and charity for disabilities

In the digital era, the disseminate becomes easier and faster, but the situation still not optimistic. What the people with mental disabled need is not sympathy, but love. Those disabled people are now trying to prove that they do not beg for help and sympathy, with the proper help of the society, they can support their life. After taking the organized and the specific training, many of these so-called disabled people have successfully grasped adequate skills like making the cookies or cleaning the restaurant expertly and even some of them can be the top of the realm. By interviewing and making friends with Li HuiHui, we realized that what the public need to do is to make use of the internet, create chance for them to train and work, and let them live by themselves. The interaction of internet power and the power of people's heart will undoubtedly help a lot of "angles".