

2021 ANNUAL REPORT



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OUR **VALUES** **AND MISSION**

Founded in 2008 by the Lee Kum Kee family in Hong Kong, the **LEE KUM KEE FAMILY FOUNDATION** (LKKFF)'s core purpose focuses on the value of Si Li Ji Ren ("considering everyone's interest before taking action"). The foundation not only pursues philanthropic impacts for a better future, it also creates ways for the family to fully achieve its philanthropy through a single vision implemented using a multi-mission model.

LKKFF has been steadfast in promoting strong and **HAPPY FAMILY RELATIONSHIPS**. Our goal is to build a foundation based on trust, transparency, and with common values and priorities that endure over generations.

LKKFF promotes the concept of **PREVENTION BEFORE SICKNESS**, and firmly believes in building awareness and engaging in preventive actions before families are impacted, thereby creating a more harmonious community. Averting danger or illness and avoiding worsening relationships enables families to unlock their potential and give back to the community.

By the concept of "**LEARN, DO, SHARE,**" LKKFF encourages caring families to understand and practice the elements that contribute to family unity and to share their successful experiences with the rest of the community.

We engage in partnerships and strategic philanthropy with our partners going beyond grantmaking alone. We connect the dots and bring together like-minded people engaged with our Fund and externally, to advocate for good practices contributing to strong family relationships. Our aim is that LKKFF's philanthropic actions be carried out in ways that benefit humanity over the long-term, having a positive impact across generations.



FROM THE CHAIR



Jason Lee, Chairman

Dear friends of Lee Kum Kee Family's Foundation,

2021 was a challenging year globally yet many of us continued to seek ways to contribute in different ways to the community. The Lee Kum Kee Family has always been committed to providing intergenerational families with quality and meaningful programs and I would like to express my gratitude to our partners for their efforts and support in carrying out projects that benefit so many families, especially in the midst of Covid-19.

Achieving Positive Impacts in our Community

In recent years, age segregation has become the norm in our society, and we hope to raise awareness and introduce solutions through some intergenerational projects, which can enhance relationships by bringing out the positive values in people of different ages, backgrounds, and cultures – with a goal of eventually achieving intergenerational solidarity in our families and community.

The Foundation continues to seek innovative ideas and ways to improve our projects by collaborating with different partners. In 2021, we began to team-up with like-minded family foundations to co-create projects to maximize charitable giving and leverage each other's resources towards the same goal. We are also riding on the success of other pilot projects and contributing our additional support to enhance projects in our community.

Measuring the impact of our projects is essential to ensure their effectiveness and success. We are

in the process of revisiting and improving our evaluation reporting tools to allow us to better highlight areas where improvements can have a greater social impact.

Improvements in Governance

In building on the great work started in 2021, one of our most important priorities will be to engage independent professionals as advisors to our Family Foundation's board focusing on strategy and stewardship in keeping with the family's strong commitment towards philanthropy. On top of its formal responsibilities, the board will also endeavor to connect the voices of families and reinvigorate a common strategy and direction to create deeper and more meaningful impacts in the community.

A Better Workplace for our Employees

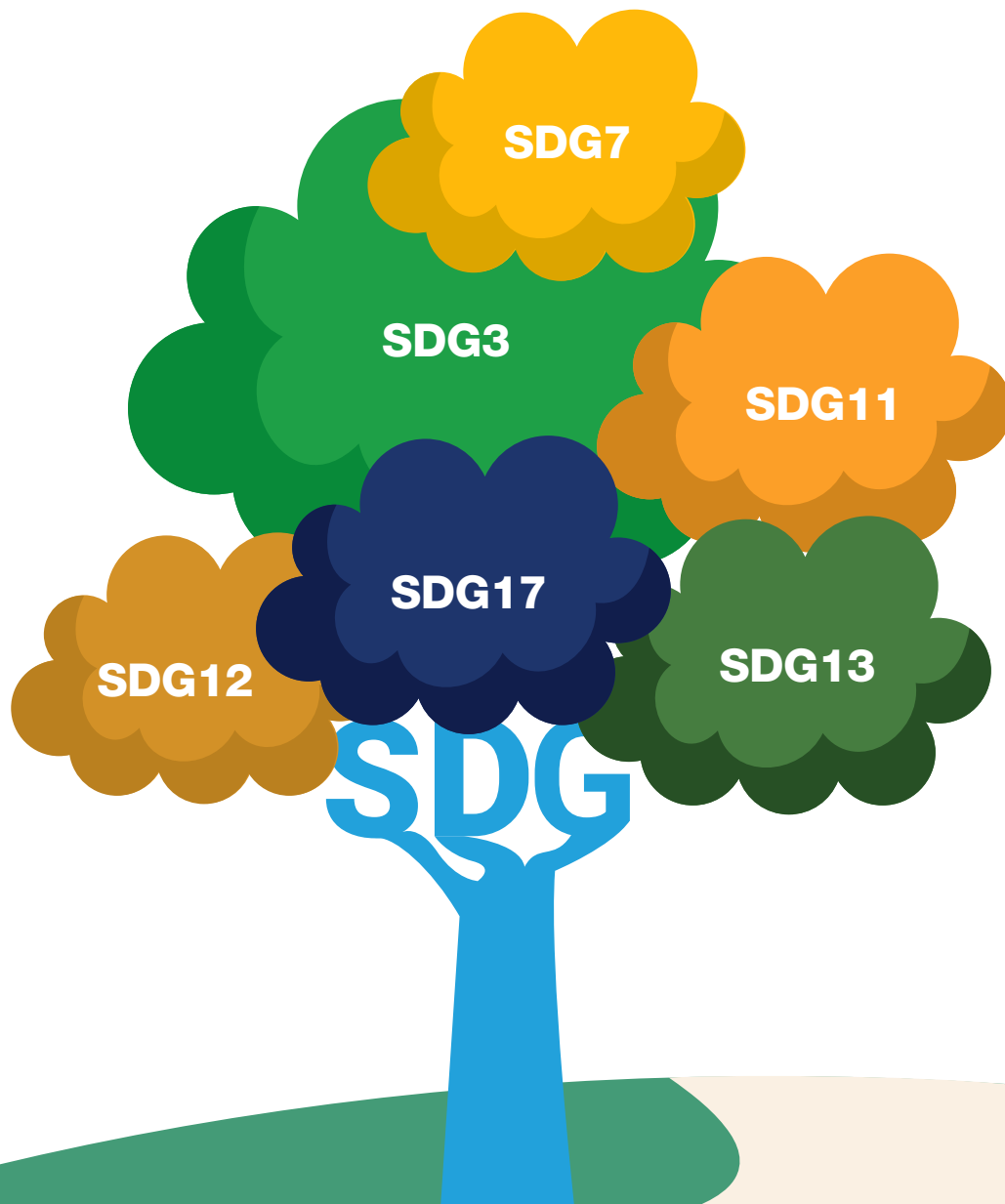
We want to create a happy team workplace and culture bringing people together from different backgrounds and beliefs and inspire them to build a positive and sustainable environment to improve their well-being. We strongly believe that successful organizations are the ones that put their people first.

Wishing you and your family a happy and healthy 2022,

**For and on behalf of the Lee Kum Kee Family Foundation,
Jason Lee, Chairman**

SUSTAINABLE DEVELOPMENT GOALS IN 2021 PROJECT

To establish a better and sustainable future for future generations, LKKFF is promoting the Sustainable Development Goals (SDGs) to families across Hong Kong. The SDGs were set up in 2015 by the United Nations General Assembly with expected completion in 2030 following a Decade of Action. We believe the collective efforts being made by families are bigger than individual contributions and are therefore exploring new areas where families can build relationships through generations while understanding and acting on global environmental issues. We are making a difference by encouraging our partners and grantees to adopt elements of the SDGs in their projects.





SDG3 (Good Health and Well-being)

Ensuring healthy lives and promoting well-being at all ages is necessary for sustainable development. We have launched a number of programs to promote the well-being of families and children.

- **D.H Chen Foundation X Inspiring HK** - *Martial Art Class*
- **PMA Music Foundation** - *Beats in the City*



SDG7 (Affordable and Clean Energy)

We are focused on making sure that energy becomes more sustainable and widely available. This year, we supported the Chinese YMCA Wong Yi Chau Youth Camp in setting up 62 solar panels that will generate power while cutting costs for the next years. We hope this pioneering program inspires other clean energy projects.

- **Chinese YMCA of Hong Kong** - *Sunshine for Generations*



SDG11 (Sustainable Cities and Communities)

To make our city more inclusive, safe, resilient and sustainable. We collaborated with Plastic Ocean to empower grandparents take a leading role in their family on environment conservation and eventually establish an active community with deep sense of ownership to strive for a better planet.

- **A Plastic Ocean Foundation** - *Intergeneration Coalition for a Better Planet*



SDG12 (Responsible Consumption and Production)

Sustaining current lifestyles in Hong Kong requires almost four times the planet's natural resources. To substantially reduce waste generation through prevention and reuse, we partnered with Art for All to reduce food waste by cooking with food scraps and leftovers.

- **Art for All** - *Waste Not! Grandpama Blessed Gourmet*



SDG13 (Climate Action)

Climate change is affecting every country on every continent. In the project that partnered with World Wide Fund Nature Hong Kong (WWF-HK), we aim at improving education and raising awareness on climate change mitigation, impact reduction and early warning.

- **WWF-HK** - *Active Aging Eco Guide Programme*



SDG17 (Partnerships for the Goals)

A partnership is an essential element in establishing a successful development agenda, built on a shared mission and goal. This year, we extended our collaborative model, co-funded with other foundations for the same projects. With combined resources, we are promoting an intergenerational concept in Hong Kong to unlock and achieve greater impacts.

- **Chow Tai Fook Charity Foundation X HSBC Global Private Banking X Asian Charity Services** - *Intergeneration No Boundaries*
- **A Plastic Ocean Foundation X Lumi Voice X Lingnan University** - *Intergenerational Coalition for a Better Planet*
- **PMA Music Foundation X Neighborhood Advice-Action Council** - *Beats in the City*
- **Zeshan Foundation X The Hong Kong Polytechnic University X The Hong Kong Baptist University** - *Inter-Generational Engagement in Secondary Schools*

2021 AT A GLANCE

1,272

Multigenerational
Families Engaged



54

Sponsorship
Requests



11

Confirmed Projects



4

Confirmed Donations

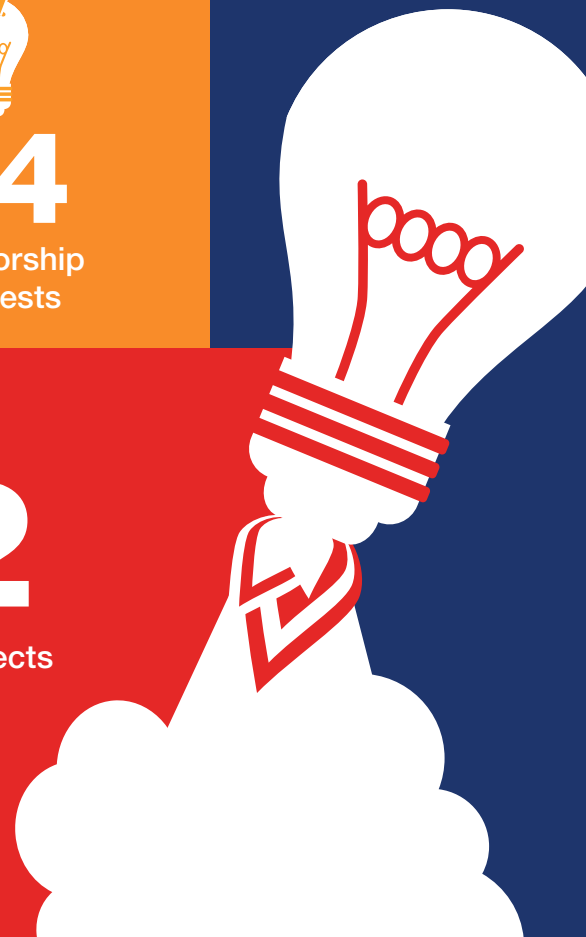
22

Ongoing Projects



13

New Partners
Engaged





207

Groups run by partners



14

Family videos produced



4,534

Hours of Services
conducted by partners



1,480

Subscribers



7,033

Facebook Followers



283,374

Participants Engaged

**How partners
know about us?**

Referral from NGO,
Foundation and our
online platform

Newest Partner



The oldest participant
in our programs

100
years old

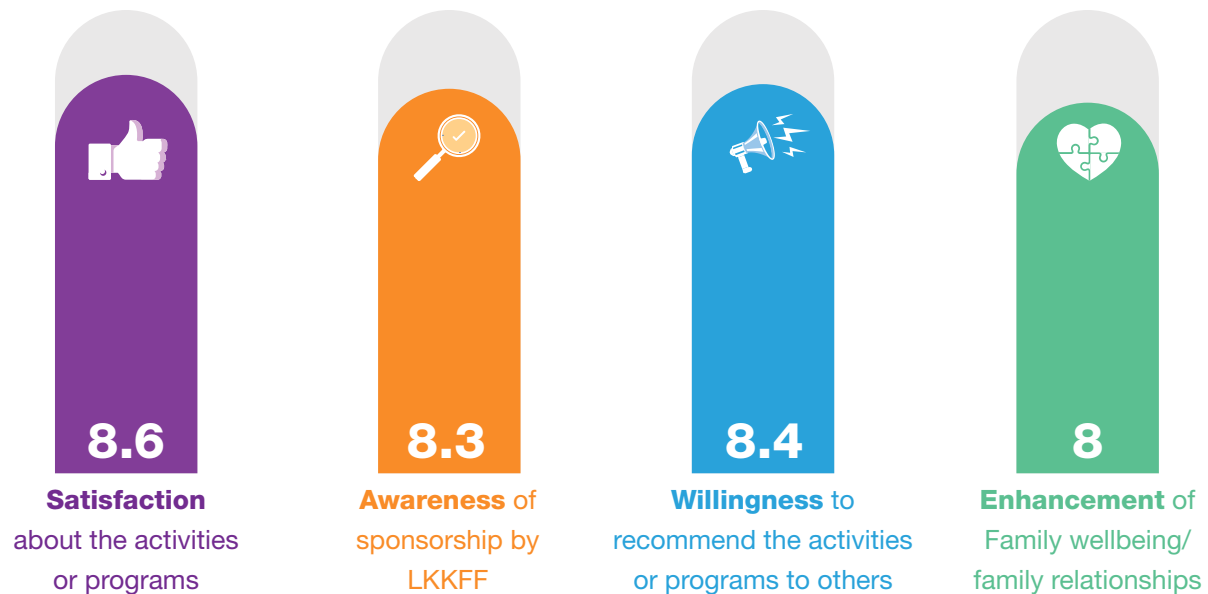
The youngest
participant in our
programs

2
years old

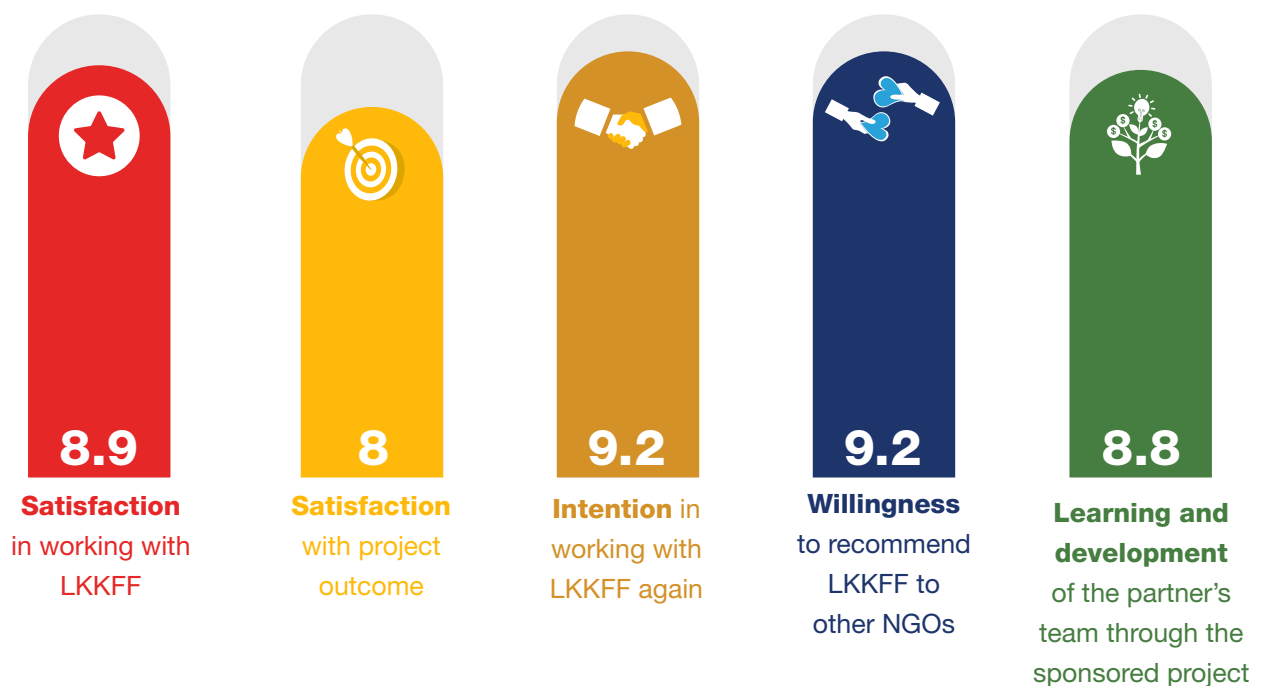
RATING BY PARTICIPANTS AND PARTNERS

On the scale of 1-10 (10 being the most satisfying)

ABOUT PARTICIPANTS



ABOUT THE PARTNERS



WHAT DID THEY SAY?

PARTICIPANTS:

Appreciation for the program

I enjoyed the interactions with my tutor and fellow classmates for this program.

My family had never cooked together before this program and I truly appreciate the opportunity for us to get together.

Gaining new experiences

I will also share what I learned from the class with my family!

I experienced many new things from this program and was surprised how much more I could still learn at my age now.

One is never too old to learn new things!

Improvement of relationship

It was such a great experience to get to know the two families better and we will definitely do it again!

we finally had a chance to plan an activity together and it helped to draw us closer together as a family.

After attending the workshop, I understand that I need to be more empathic and considerate.

I feel that the relationship with my family has improved.

PARTNERS:

Appreciation for the support from LKKFF

They are more than just a funder, they have walked alongside us as a team.

It has been a great experience working with LKKFF.

With the support of LKKFF, we were able to expand our community service to cross-generation families.

Thank you for the sponsorship to make our Intergenerational project happen.

They have been very supportive in offering assistance and referral to achieve better outcomes together.

Our partnership that benefits multigenerational families

It's wonderful to see the senior in their 80's and 90's learned new skills to connect with their grandchildren.

We believe this program will inspire the public to value their family connections.

We would love to explore new and innovative ideas to benefit more families.

SIGNATURE PROJECTS

SHOWCASE

INTERGENERATION SOLIDARITY

INTERGENERATION NO BOUNDARIES Asian Charity Services

Together with the Chow Tai Fook Charity Foundation, we launched the InterGeneration No Boundaries campaign from September to December to raise the awareness of the need for an intergenerational (IG) approach in the social sector and encourage Non-government organizations (NGOs) to incorporate it into their services. Asian Charity Services helped in organizing and supporting our events such as Information Day, Hybrid Symposium, Hackathon in addition to pitching to NGOs and funders to improve the capacity to learn about and share the importance of IG to our communities, together with offering IG related programming in Hong Kong.

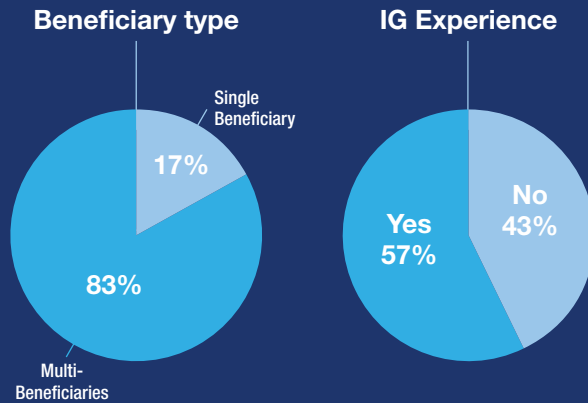


Wai Yee Lam, May Lau, Siew Meng Tan, Miranda Chan, Dorothy Chan, Nancy Yang (From left to right)

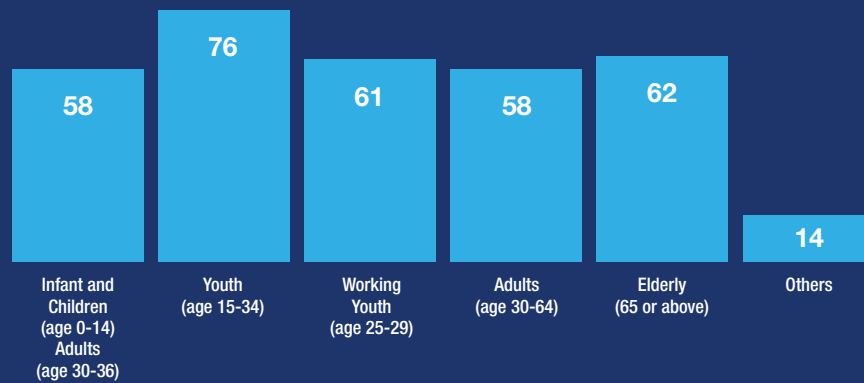
With support from HSBC Global Private Banking, over 130 participants attended the hybrid symposium. We were honored to have our keynote speakers, Dr. Leng Thang, Prof. Eliza Wong, as well as NGO practitioners Mr. Yamme Leung and Ms. Carman Pun share their thoughts on how intergenerational programs address different social needs across multiple beneficiary groups, as well as the lessons they learned running intergenerational programs. A total of 38 concept notes were received to address social issues such as social isolation and mental health, elderly engagement, environment, physical health, poverty, art and culture, ethnic minority and technology capacity. Our judges selected 10 NGOs to submit their proposals with hackathon training, and two won \$800,000 each to create another new IG program in Hong Kong.

PROFILES OF NGOs AND SOCIAL ENTERPRISE PARTICIPATED IN THE IGNB CAMPAIGN:

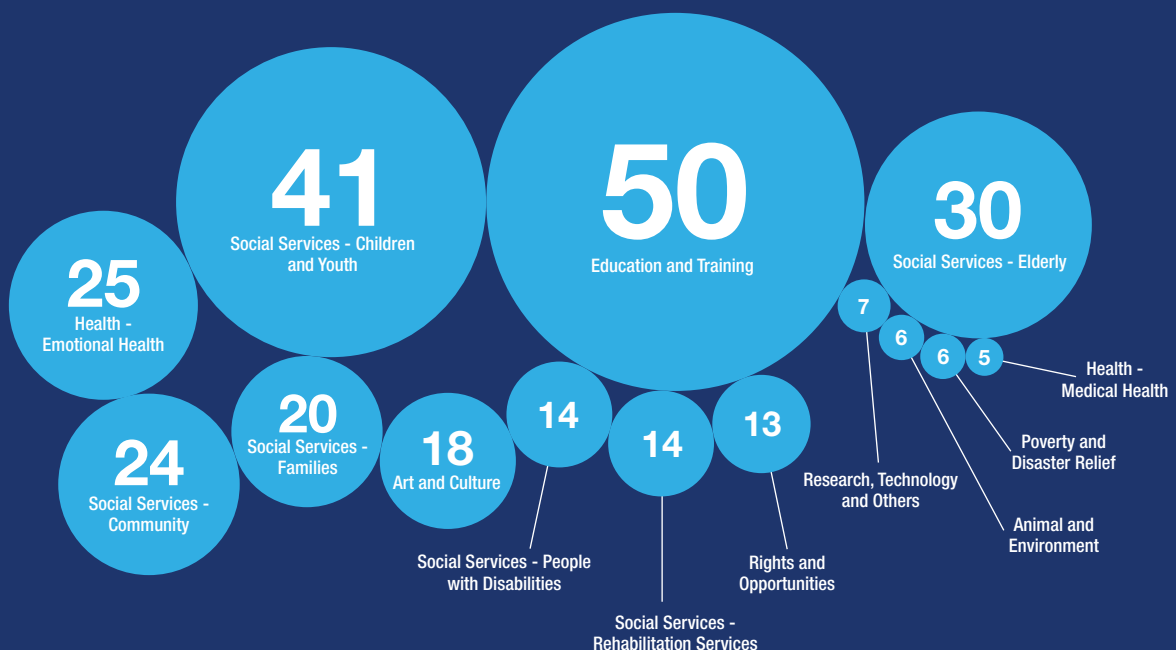
Most participating NGOs and social enterprises had multiple beneficiaries comprised of different age groups from young infants to senior citizens over the age of 65. It was important to learn that more than half of them had intergenerational experience.



Beneficiary Age Group



The symposium attracted NGOs and social enterprises from different fields with many of them focused on education and training, social services, and health.



SIGNATURE PROJECTS SHOWCASE

SYMPOSIUM



MR. YAMME LEUNG

Director of Education, WWF Hong Kong



MS. PUN KA MAN CARMEN

Manageress, Health Services, Aberdeen Kai-fong Welfare Association



DR. LENG LENG THANG

Associate Professor, Department of Japanese Studies cum Co-Director, Next Age Institute, Faculty of Arts and Social Sciences, National University of Singapore



PROFESSOR ELIZA LAI-YI WONG

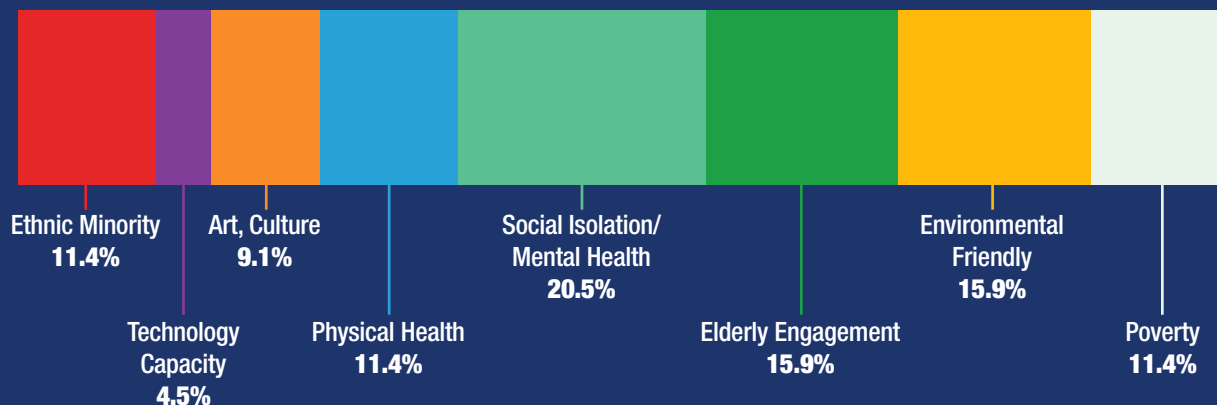
Professor, Centre for Health Systems and Policy Research, JC School of Public Health and Primary Care, Faculty of Medicine, The Chinese University of Hong Kong

HACKATHON



PROJECT CORE FOCUS ADDRESSED FROM THE CONCEPT NOTES:

A total of 38 concept notes were received and a large proportion were about social isolation, mental health, elderly engagement and improving the environment.



PITCH DAY



The Education University of Hong Kong and Empathy for the Elderly were the winning teams of the Intergeneration No Boundaries campaign. We also appreciate each of the 10 shortlisted teams for putting in a great effort to create meaningful and interesting intergenerational proposals.

Shortlisted NGOs (Organization names listed in no particular order)

- **The Education University of Hong Kong** (Winner)
- **Empathy for the Elderly** (Winner)
- Changing Young Lives Foundation
- HKSKH Lady MacLehose Centre
- ImpactHK
- Kids4Kids Limited
- La Violet Charity Foundation Limited
- Saint Barnabas' Society and Home
- Woopie Social Enterprises
- YMCA of Hong Kong

SIGNATURE PROJECTS

SHOWCASE

HAPPY AND HEALTHY AGEING

GEARING UP FOR THIRD AGE & MULTI-GENERATIONAL CAPACITY BUILDING

Institute of Active Ageing,
The Hong Kong Polytechnic
University

Ageing populations are becoming a major concern worldwide, and this is especially the case in Hong Kong. At present, one out of eight people in Hong Kong is aged 65 or above. By 2050, Hong Kong is forecast by the World Health Organization to rank fifth in the world for cities with the largest percentage of older adults. However, preparation for retirement does not just involve being financially ready, but to also understand future challenges and identify capacities towards an ideal life in retirement.

With the project originally set to operate for three years starting from March 2019, we saw the need to extend it for another year until March 2023 and aim to proactively facilitate 'third agers' in building harmonious multi-generational families in an ageing society. Through telephone surveys, we tried to understand how 55 and/or above older adults plan their retirement in various aspects, such as pre-retirement planning, family relationships and grandparenting roles and activities, etc. All program activities and workshops were created based on the data collected from participants through the external Telephone Survey Company.



1,022
Service hours

141
Families

18
Workshops



The project is designed for three phases of each year:



1

First phase - Dream Builder

To gear up our target beneficiaries in building harmonious multi-generational families.

2

Second phase - Joy Reunion

To co-create a memorable and meaningful family gathering or activity with their family members as well as their old acquaintances.

3

Third phase - Love Contributor

To cooperate, organize and implement volunteer services to society.



All valuable data can be extrapolated through the comprehensive program components and the findings will be shared with the Employees Retraining Board and Education Bureau. Also, the highly relevant research article “To be or not to be: The relationship between a grandparent’s status and health and well-being”, prepared by Prof. Daniel W. L. Lai and Dr. Xue Bai, was published which provides useful information about the relationship between grandparenthood and the health and psychological well-being of older people in Hong Kong.

The study showed that compared with not-to-be-grandparents, current or future grandparents were associated with having significantly higher levels of happiness, resilience, and self-rated physical health. Also, factors including age, marital status and educational levels can influence the relationship between a grandparent’s status, resilience and self-rated mental health.



A qualitative and quantitative study conducted among Hong Kong grandparents revealed that the reward of grandparenting can protect older adults against late-life depression in addition to contributing to both enjoyment and stress relief. It is, therefore, essential to equip grandparents or grandparents-to-be with extra help as a main caregiver to their grandchildren.

On the other hand, due to many factors, the birth rate has been decreasing making it less likely that older people will be grandparents. This may affect their level of happiness and well-being. In response, it is important to develop other types of interpersonal relationships such as with neighbors, friends or non-familial intergenerational programs to compensate for these looming potential challenges among older people.

Reference:
Lai, Li, J., & Bai, X. (2021). To be or not to be: relationship between grandparent status and health and wellbeing. *BMC Geriatrics*, 21(1), 204–204. <https://doi.org/10.1186/s12877-021-02052-w>

ONGOING SPONSORED PROGRAMS

FAMILY WELL-BEING

TRANSGENERATIONAL FAMILY THERAPY CENTRE Asian Academy of Family Therapy

Multi-generational families have become more common in modern society. Family dynamics are one of the most essential elements in establishing happy family relationships. In collaborating with the Asian Academy of Family Therapy, we provide interactions including 4-6 sessions of follow-up treatment for families with issues involving trans-generational family dynamics. We also provide a three-level training course for professionals from a variety of backgrounds who work with trans-generational families. During the course, participants improve their knowledge and skills to conceptualize and intervene in family relational problems in trans-generational families. We are targeting more than 10,000 beneficiaries at the conclusion of this project.



980

Participants

14

families were seen with total of

67

sessions

325

Professionals trainees attended
the live demonstrations



FAMILY WELL-BEING

MARTIAL ARTS PROGRAM

The D.H.Chen Foundation X
Inspiring HK Sports Foundation

In collaboration with the D.H. Chen Foundation, we aim to promote intergenerational relationships through the practice of martial arts and have conducted over 10 classes for multigenerational families.

**67**

Grandparents & grandchildren

FAMILY WELL-BEING

**VIDEO PROJECT -
ENHANCING FAMILY AND
INDIVIDUAL FUNCTIONING
WITH BOWEN THEORY**

International Social Service Hong
Kong Branch

We are shooting 12 videos to promote an understanding of emotional processes and enhancing the well-being, resilience and problem-solving abilities of individuals and families using the Bowen Theory, developed by the late American psychiatrist, Dr. Murray Bowen.



Enhancing Family and
Individual Functioning
with Bowen Theory

12

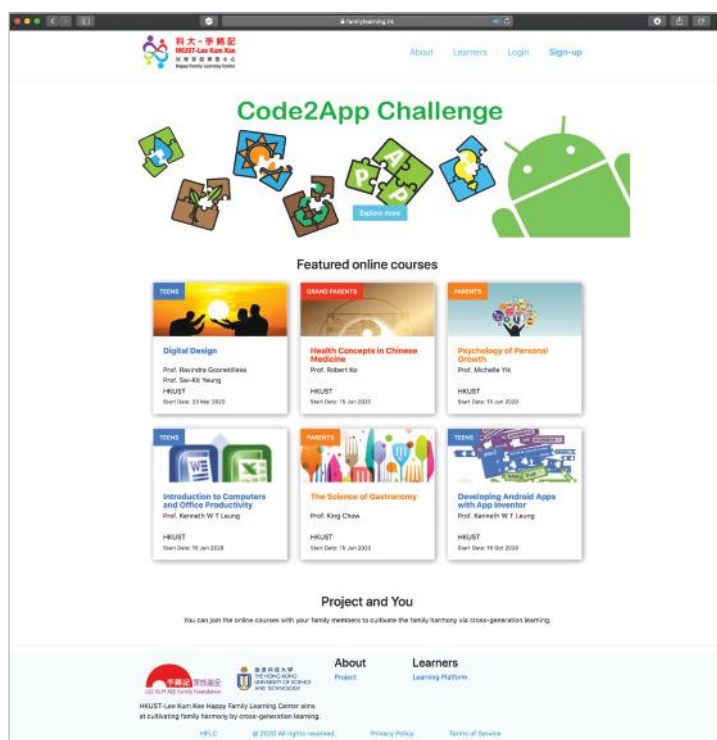
Videos

FAMILY WELL-BEING

HKUST - LEE KUM KEE HAPPY FAMILY LEARNING CENTRE

The Hong Kong University of Science and Technology

Since 2017, we funded the Hong Kong University of Science and Technology to create a free online learning platform (Happy Family Learning Centre); eleven online courses were developed in various disciplines, such as “The Science of Gastronomy” and “Health Concepts in Chinese Medicine,” for family members of different generations worldwide to learn, do and share. Over 6,800 learners have enrolled in the courses. We also partnered with Hong Kong Education City to organize the Code2App challenge for primary and secondary students for three years. In addition, the project ran a “e-STEAM@Home Award Scheme” in 2020 and 2021 with Hong Kong Virtual University and Hong Kong Education City. This scheme utilized the learning platform to promote continuous learning at home in response to the Covid-19 impacts and over 1,400 students participated. To further encourage e-learning for family members, the Happy Family Learning Centre will continue operating until the end of 2023.



2055

Participants

11

Online course

140+

Program certificates awarded

580+

Courses certificates Issued


www.familylearning.hk

CHILD WELL-BEING

“THE TREASURE IN MY FAMILY” SCHOOL PERFORMANCE DAY

Childhood is Limited

The chance for both grandparents and grandchildren to learn from each other and perform together is a memorable experience for the family. This project enables kids and their grandparents to build a better understanding and relationships by transforming what they learned from each other into a performance. It also promotes cross-generational appreciation and encourages both generations to express their love and appreciation in time. The project will be implemented in four primary schools.



80

Participants

4

Schools

24

Service Hours

16

Workshop

CHILD WELL-BEING

NEW WAYS FOR EXPRESSIONS OF LOVE AND CARING TO THE CHILDREN

Chun Tian Hua Hua Foundation

“Creative loving expressions for your kids” is a parenting video shared amongst moms and dads to explore the best ways to express love for their children through various means. This interactive campaign aims to receive more than 500 suggestions and inspirations from moms and dads in their daily experiences, so more parents can benefit through this dialogue.


www.lkkfamily.foundation/mcdull


16

Social media post

189

Parenting suggestions received

2,054

Project website visitors

150,000

Parenting video viewship

5,300

Likes on social media

HAPPY AND HEALTHY AGEING

EVERYONE A CAREGIVER

Mealingful

There is a pressing need within communities to empower a new generation of caregivers to ensure that Hong Kong's increasingly large elderly population receive proper care to enhance their well-being. This project increases interest and awareness among the younger generation to strengthen family solidarity and further trains their skillsets as future caregivers. A short video to promote the core message of the project was launched in July 2021 and has already gained over 55,000 views on social media. In addition, three workshops on elderly care and their needs were conducted for younger generations and joined by around 100 participants.



HAPPY AND HEALTHY AGEING

BEATS IN THE CITY

PMA Music Foundation

For this one-year project, we hope to help senior citizens develop a new interest and facilitate increased cohesion between the older and younger generations by helping them to create music together. We will engage around 120 seniors, 20 students and 10 families in this unique project.



HAPPY AND HEALTHY AGEING

PICTURE BOOK OF MY GRANDPARENTS

Hong Kong Young Women's Christian Association

Grandchildren often know very little about their grandparents. As a result, some cherished family beliefs and practices may be lost. It is crucial to strengthen the linkage between these three generations to ensure that family values and heritage are passed on. By creating a picture book for grandparents in this project, children's curiosity about their grandparents can be stimulated with an increased understanding of their family and history resulting in a stronger intergenerational connection. A total of 240 families will be involved in and benefit from this project.



HAPPY AND HEALTHY AGEING

MY GRAND BUDDIES PROJECT

Evangelical Lutheran Church of Hong Kong

Grandparenting have become essential in contemporary Hong Kong as they are spending more time taking care of their grandchildren. This project connects them both in accomplishing common tasks and widening their social networks. Most importantly, grandparents can utilize their abilities and potentials as social capital to better serve the community. This project will be conducted in one kindergarten and four primary schools in Shatin.

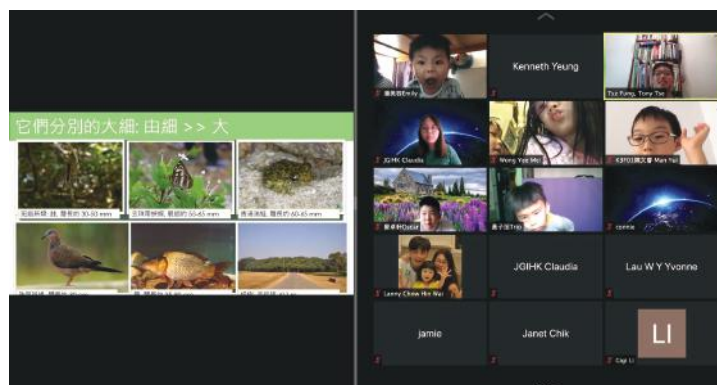


SUSTAINABLE DEVELOPMENT GOALS

THE GREEN PARENT COALITION

The Jane Goodall Institute
(Hong Kong)

This one-year project connected more than 120 families to join various green workshops and activities, together with a game design competition. It successfully fulfilled its core objective of preparing parents and grandparents to instill an environmentally friendly mindset when raising their children, in addition to increased awareness of sustainability and the need to maintain a healthy lifestyle among all participating families. Through the project, we would like to address and promote a few sustainable development goals initiated by the United Nations to our participants, such as SDG 3 Good Health and Well-being, SDG 11 Sustainable Cities and Communities, and SDG 13 Climate Action.



SUSTAINABLE DEVELOPMENT GOALS

SUNSHINE FOR GENERATION

Chinese Young Men's Christian
Association of Hong Kong

We donated a startup fund to the YMCA Wong Yi Chau Youth Camp to set up 62 solar panels that will generate power and income for 10 years. The solar power provides clean energy for the campsite, while the energy surplus can be used to run various green education programs for families providing a dual benefit.

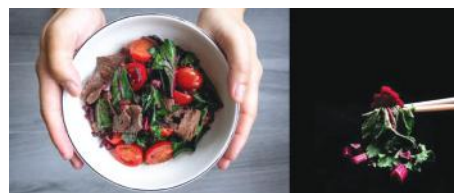


SUSTAINABLE DEVELOPMENT GOALS

WASTE NOT!" GRANDPAMA BLESSED GOURMET

Art for All

This project will publish "A Wastenot Grandpama stories and photo book" with around 40-50 stories and recipes collected from senior citizens from their personal histories and experiences in cooking with food waste and scraps, including artistic photography of the food waste and creations. The project also includes a cooking and photography workshop with over 160 participants and 36 families to encourage waste reduction and to promote more food heroes.



297

Participants

70

Families

210

Service hours

67

Workshop



SUSTAINABLE DEVELOPMENT GOALS

INTERGENERATIONAL COALITION FOR A BETTER PLANET

A Plastic Ocean Foundation

In responding to the climate crisis, it is essential to establish an active community with a deep sense of ownership to strive for a better planet through lifelong learning and education in the family. We will engage 80 grandparents and grandchildren to attend a 9-month fellowship training program.



COMPLETED SPONSORED PROGRAMS

EDUCATION PROJECT FOR MULTI-GENERATION FAMILIES II

Hong Kong Family Welfare Society

This project is promoting and deepening harmonious intergenerational family relationships by establishing multi-generational family education research. We are continuing to support the Hong Kong Family Welfare Society in its third year. We have engaged more than 300 participants from 27 different families who joined the training workshop and activities this year alone. We are pleased to have scored 4.5 out of 5 in the participants satisfaction questionnaire.



ACTIVE AGING ECO GUIDE PROGRAMME

WWF-HK

A two-year retiree eco-guide training program successfully concluded with eco-guide graduates set to work alongside WWF staff in implementing community engagement programs to the public at Mai Po Nature Reserve, Hoi Ha Wan Marine Park and Island House Conservation Studies Centers.

Despite the Covid-19 pandemic, around 100 retirees(55-60+) joined the 36 hours interactive training program that includes an introduction to Hong Kong natural environment and biodiversity, species identification, storytelling and communication skills, visitor experience and risk/safety management. Throughout the program the participants were encouraged to collaborate and engage with the other participants to develop team spirit as we promote inclusion and diversity in the learning group. After the intensive training, 23 eco-guides graduated and attended the ceremony with their family members at Island House, and three of them shared their stories about their journeys.





*“ I really enjoyed every lesson, and I would share what I learned with my family. I never thought that talking about features of the training or different species of birds could be a common topic between my mom and me. I also loved sharing what I learned from the class with my wife, and she eventually joined the training and became one of the eco-guides herself!” - **Kyle Au***

*“ I have to admit at first that I held some stereotypes in mind when I saw teenagers in the same classroom. They weren't very active in the class, so I thought they were daydreaming until they were able to really answer questions from the coach, then I knew I wasn't thinking fairly about them. Even though they didn't respond or interact in the way I thought they should, they were paying attention and learned in a way in which they were comfortable, and this was a major takeaway for me when I give tours to groups of young people because I now know how to better interact with them.” - **Christo Cheng***

*“ I experienced many new things in my learning journey. I had my first group interview with people from different age groups. I learned how to interact with teenagers, and they also enjoyed learning from older people. It was a rewarding interaction for me because I realized that young people could absorb knowledge very quickly while older people might need to spend more time to remember all of the information.” - **Patrick Fung***



DATE WITH DADS

Dads Network

To encourage fathers to be more involved in parenting, we partnered with different kindergartens, churches and NGOs in the North District. Over 200 families joined our fitness and mindfulness activities, online parenting chit-chat and grandparent workshops. We also created a family board game to bring families together.



FAMILY HAPPINESS INDEX 2021

Wofoo Social Enterprises

Together with Wofoo Social Enterprise's HK.WeCare and the Hong Kong Polytechnic University's School of Nursing, we conducted a survey on the Family Happiness Index in April. Due to the pandemic and social distancing policies, as family members spent more time communicating and interacting, the index rose from 6.89 in 2019 to 7.27 in 2021. The research also showed that personal happiness, family solidarity and physical interactions with family members can positively and significantly affect the index.



LIFE BEYOND ROUTINE- PARENT & FAMILY DREAM PROJECT

La Violet Charity

This is the second year we are supporting the “Life Beyond Routine – Parent & Family Dream” project, which encourages more cross-generational families to fulfil their dreams together and create more beautiful memories. This year, we continued with the Cross-Generation Family Dream Award and received applications from 10 cross-generation families. After reviewing the submissions, a family whose three generations actively volunteered together was recognized with the award.



POSITIVE EDUCATION DRAMA FOR PARENTS

Committee on Home-School Co-operation

Positive education aims to strengthen students' relationships, build positive emotions and enhance personal resilience. “Positive Education Drama for Parents” brings together the science of positive psychology with drama to encourage parents to eliminate the culture of excessive competition, parents should instead consider the physical and psychological well-being of their children. More than 350 students and parents were invited and we believe that both groups came away with a better understanding of the extremely difficult and energy-draining cycle that affects parent-child relationships.



NEVER QUIT ON DADDY PRESS CONFERENCE

Junior Chamber International City (Hong Kong)

JCI City hosted the Never Quit on Daddy Press Conference close to Father's Day to raise awareness about the stress levels common with fathers. We interviewed 294 local fathers and the survey report showed that they were easily tired, nervous and lacked confidence. We also found that 35% of them were highly emotional while 10% needed professional interventions.



ENOUGH PLASTIC Eco Drive Hong Kong

We sponsored ECO Drive Hong Kong's Enough Plastic 2021 campaign to promote individual awareness and behavioral change and reduce single use plastic consumption in Hong Kong through the use of the "My Impact" app. This campaign further allows participants to learn tips and ideas to decrease their use of plastic, pledge to take action, and to measure reductions in daily personal plastic use.



My Impact App

www.ecodrivehk.com/myimpact.html

COMPETITIONS



ONLINE SINGING CONTEST

A harmonious family is composed of multiple elements such as caring, active listening, spending time together, and words of affirmation. We hope to reinterpret the award-winning songs created in past competitions through the singing contest by focusing on performing music functions going beyond words to make family relationships more harmonious.

We partnered with Under Production and promoted the importance of closer and harmonious relationships in families, as well as hosting our first online singing contest.

We hoped that every participant would share their performance with their family and friends to promote happy family relationships through the lyrics in their songs.

It is our honour that some well-known musicians including Mr. Chiu Tsang-Hei, Ms. Janet Yung, and Mr. Wong Chung Kit were our judges and they have provided meaningful feedback to all of the shortlisted candidates. We believe that all of the participants learned a great deal from the judges.



LOOKING FORWARD

INTERGENERATIONAL XIJU JOURNEY PILOT PROGRAMME

West Kowloon Cultural
District Authority

The concept of creative ageing is gaining popularity as a way to promote healthy ageing and to enhance the wellness of the elderly population through creative experiences. With a life expectancy that tops the world, there is huge potential to engage senior citizens to remain active during their retirement.



Cantonese opera is not only a popular hobby from the past but a rich and collective cultural memory of the elderly in Hong Kong. Through this one-year project, we hope to attract around 240 participants and offer xiqu performances and other engaging creative experiences that bring about positive psychological, physical and emotional health benefits to seniors on a personal level. This can also improve family relationships and enhance both communication and understanding among different generations building stronger intergenerational cohesion that benefits the community.

EDUCATION PROJECT FOR MULTI-GENERATION FAMILIES III

Hong Kong Family Welfare
Society

In the third phase of the In-laws project, the project team from the Hong Kong Family Welfare Society will produce an Education Resource Kit with evidence-based research by a research team at Hong Kong Shue Yan University. The kit will be promoted and utilized in different social and educational sectors to advocate for core family values in other target groups. The project team will also organize train-the-trainer programs to help and teach professionals to master the Education Resource Kit. This will facilitate

an increase in collaborative partnerships and combined efforts to promote and make use of the Kit in family education. Eventually, the project will develop and expand live online training for multi-generational families, mainly focusing on middle-aged men and parent groups. We hope to engage more than 3,000 beneficiaries, train over 100 professionals in social welfare, and generate positive social impacts on the community.



INTER-GENERATIONAL ENGAGEMENT IN SECONDARY SCHOOLS

The Hong Kong Polytechnic University x The Hong Kong Baptist University

It is important to maintain a positive image of people in different age groups to avoid cross-generational stereotyping in society. Therefore, we want to provide an appropriate platform for the young and old generations to connect for increased understanding, mutual respect and trust so that they can benefit from each other.



In partnership with the Zeshan Foundation, we are working closely with the Hong Kong Baptist University and the Hong Kong Polytechnic University to maximize the expertise of older adults and existing teachers, secondary and university students through intergenerational activities that they can co-plan, thereby empowering and benefiting both groups. Through the i-GESS program, we hope to engage 12 secondary schools to enhance intergenerational benefits for young people as well as for older age groups. The project will also provide firsthand experience and implementation guidelines to strengthen the current and future capacity of teachers by integrating intergenerational components in teaching instruction and school curriculums.

APPRECIATION IN GENERATIONS AND COMMUNITY

The Education University of Hong Kong

This project gather the elderlies and university students to establish a “Elderly and Younger friendly society” at Tai Po district through learning, sharing and interacting with each other.

THE HONG KONG INTERGENERATIONAL BASEBALL LEAGUE

Empathy for the Elderly

In this two years project, we hope to promote understanding, empathy and respect between generations through sports and experiential learning. Besides, we want to bring the awareness of intergenerational sports that helps to enhance physical and mental health as well as self-confidence of both youths and elderlies.

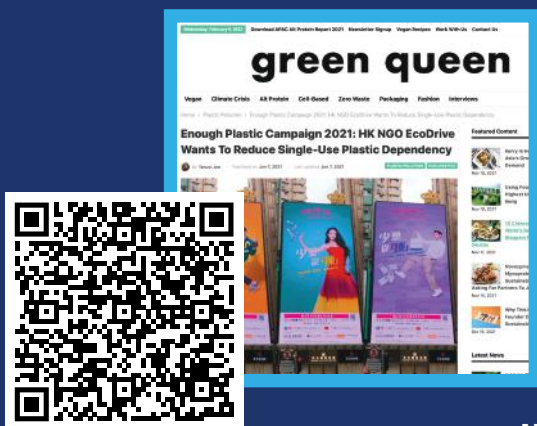
FIGHT LONELINESS

Buurtzorg

Collaborating with Buurtzorg, the pioneer project Fight Loneliness aims to improve a patient’s overall health status and wellbeing as a care intervention for elderly suffering from loneliness and isolation. Each elderly will be able to participate in a baseline assessment, a post-test after the intervention and two follow-up tests at home.

MEDIA COVERAGE

ENOUGH PLASTIC



LOVING FAMILY SINGING CONTEST



NEVER QUIT ON DADDY PRESS CONFERENCE



EDUCATION PROJECT FOR MULTI-GENERATION FAMILIES II



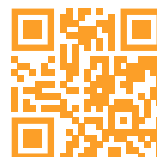
FAMILY HAPPINESS INDEX 2021



ONLINE PLATFORM

LOVING FAMILY LEARNING PLATFORM

Launched in 2014, the public can learn how to enhance family harmony by watching short films on the Loving Family's learning platform. There are more than 290 videos with different focuses through which we inspire family members to learn how to show love, care and mitigate family conflicts. With the implementation model of 'Learn, Do, Share', we encourage families to learn these values, put knowledge into practice and share their successful experiences with others in establishing a loving family.



www.lkklovingfamily.com

LOVING FAMILY SONG PLATFORM

The Loving Family Song Composition Competition has been our signature event since 2016. Through our loving family song library and radio interviews with RTHK, we hope to promote all of the winning songs to the community, which have beautiful and meaningful lyrics and melodies about positive family relationships.

Check out our latest music platform for a collection of pop and children's songs with the theme - Empathetic Listening, Quality Time and Words of Affirmation.



www.lovingfamilysongs.com

Social Media Platforms

Online social media platforms are a useful tool to engage families, promote our programs and receive direct feedback from our followers. They also contain the latest information of each project and our work.



OUR TEAM



JASON LEE

Chairman

Align Vision and Mission with Family,
Sponsorship and Donation approval,
Develop Strategy and Governance Structure



MAY LAU

Head of Family Foundation

Foundation Management and
Operations, Partnership Exploration
and Networking, Team Supervision



BRUNO CHAN

Assistant Manager, Project Lead

Projects Coordination, Multi-media
Creative and Presentation



GINA LI

Assistant Manager, Project Lead

Projects Coordination, Event
Management, Public Relations



KENNETH YEUNG

Assistant Manager, Project Lead

Website Development and
Maintenance, Promotion and Publicity
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ANSON NG

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THANK YOU FOR YOUR SUPPORT IN MAKING OUR MISSION POSSIBLE







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