李錦記家族基金
LEE KUM KEE Family Foundation

ANNUAL REPORT
2023



Empower YOUTH — to build their — Future

Promote happy family relationships

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OUR VISION & MISSION

VISION:

To build harmonious and healthy relationships in families and society.

MISSIONS:

1. Promote happy family relationships
2. Empower youth to build their future through improving their mental wellness and psychosocial competence.





Established in 2008, Lee Kum Kee Family Foundation (LKKFF) continues to focus on the core value of **"Si Li Ji Ren" ("considering everyone's interests before taking action").** The foundation not only drives philanthropic impacts to support a brighter future, but also creates ways for the family to fully achieve its philanthropy through a single vision implemented using a multi-mission model.

In response to the rapid changes in society in recent years, LKKFF promotes the concept of **"prevention before sickness".** The foundation 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 true potential and give back to the community.

Through the concept of **"Learn, Do, Share,"** LKKFF encourages caring families to understand and practice these principles through different projects. Contributing to family unity and sharing their successful experiences with the wider community is also important.

In addition to grantmaking, LKKFF also engages in collaboration and strategic philanthropy with its partners. We connect the dots and bring together like-minded people who are actively engaged with our fund, while also externally advocating for good practices that contribute to strong family relationships. We continue to identify meaningful projects and potential partners, and report on the impact of each initiative to our stakeholders. We sincerely hope that LKKFF's philanthropic actions can be carried out in ways that have long-term benefits for humanity, while also having a positive cross-generational impact.

FROM THE CHAIR

Dear Friends and Partners,

As we reflect on the past year and look forward to the future, I am filled with immense pride and optimism for the strides we have made and the exciting initiatives on the horizon. With a focus on fostering strong family and community ties, our projects span across different generations, addressing their unique needs. Our commitment to fostering strong family bonds and empowering individuals across generations remains unwavering, and I am delighted to share some of our key highlights and upcoming projects for 2023-2024.

Youth Projects

One of the standout events planned for this year is the press conference organized by The Boys' & Girls' Club Association of Hong Kong (BGCA) on May 14, 2024. It is a culmination of a comprehensive survey conducted from November 2023 to February 2024, which explored "Parent-Child Communication, Parent-Child Relationship, and Family Harmony." The survey, which included 504 respondents aged 8 to 18 years and their caregivers, revealed insightful findings about the dynamics of parent-child communication. Notably, it highlighted that as children grow older, caregivers tend to use love languages less frequently. This finding underscores the importance of verbal encouragement, which adolescents greatly appreciate.



CHAIRPERSON
Mr. Jason Lee

The press conference garnered significant media attention, with coverage from Oriental Daily News and Ta Kung Wen Wei Media. One of the most touching testimonies came from a mother who participated in the BGCA program. She shared how counseling helped her regulate her emotions and improve communication with her child, reducing misunderstandings. Her experience with guided imagery and music during counseling sessions was particularly impactful, and she wholeheartedly recommended the "Family Channel" parent-teen communication plan to others.

In another pioneering effort, we have embarked on our first attempt to use Social Return on Investment (Social ROI) to assess the social impact of our new youth programs. Collaborating with Professor Albert Teo from Tung Wah College and his team, we aim to understand the tangible and intangible benefits of our initiatives. The first annual report of the Social ROI results will be presented in November 2024, and we are eager to see the insights it will bring. These findings will guide our future efforts to offer targeted programs that address these gaps.

Intergenerational Projects

Our intergenerational initiatives continue to thrive, and one of the most notable events was the Achievement Symposium of the "Gearing Up for Third Age & Multi-generational Capacity Building" program held on May 3, 2024. This symposium served as a platform for sharing successful practices and valuable experiences in promoting elderly volunteering. It brought together senior center members, social welfare organizations, and academic institutions to advocate for the empowerment of the elderly.

Professor Bai Xue, the program director, shared the remarkable development model and achievements of the program. The elderly participants have transitioned from being recipients to contributors, forming teams to provide volunteer services to over 600 elderly individuals and families in need within the community. The evaluation demonstrated the program's significant impact on enhancing the skills, well-being, and intergenerational understanding of elderly volunteers. The program has received widespread acclaim from community partner organizations and service recipients alike.

The symposium was broadcasted on Radio Television Hong Kong (RTHK) which featured esteemed guest speakers such as Dr. Lam Ching-choi, BBS, JP, chairman of the Elderly Commission, and Prof. Daniel Shek, former chairman of the Family Council. Their insights and support further validated the impact and importance of our work.

Looking Forward

As we move forward, our focus remains on creating meaningful and lasting impacts through our various projects. We are committed to continuously innovating and improving our initiatives to better serve our community. The achievements of the past year inspire us to aim higher and work harder to foster harmony, understanding, and empowerment across all generations.

We invite you to continue supporting us on this journey, as together, we strive to create meaningful change for individuals and families across generations.

Thank you for your unwavering support and dedication to our mission. Together, we will continue to build a brighter and more harmonious future for all.

Warm regards,



Jason Lee
Chairperson
Lee Kum Kee Family Foundation



BOARD DIRECTOR
Ms. Chaturada Dhanasobhon

BOARD DIRECTOR
Ms. Andrea Lee

BOARD ADVISOR
Mrs. Mahnaz Lee

CHAIRPERSON
Mr. Jason Lee

2023 AT A GLANCE



Participants Engaged

25,868

The oldest participant in our programs **84 years old**

The youngest participant in our programs **2 years old**



Youth Participants Engaged

7,571



Multigenerational Families Engaged

1,951



Pair of Youth and Parents Engaged

615



Families Engaged

5,026



Ongoing Projects

10



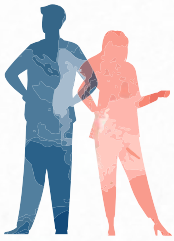
Confirmed Projects

7



Sponsorship Requests

25



Professional Participants

269



Confirmed Donations

2

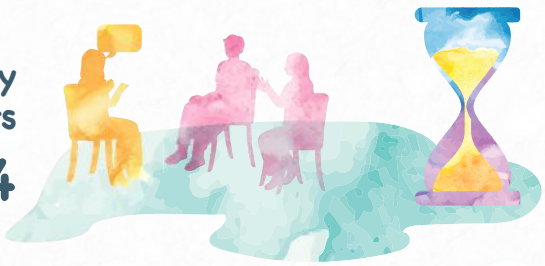


New Partners Engaged

3

Activities Run by Partners

724



Hours of Services Conducted by Partners

3,244



Social Media Followers

7,683



Subscribers

1,510

FEEDFORWARD FROM PARTNERS AND PARTICIPANTS

PARTNER: LKKFF offered sufficient freedom on the project execution for the project team, which created a sense of trust and empowerment among the collaboration team and a positive and conducive opportunity for the project team to apply expertise and deliver expected outcomes. The team is given adequate autonomy and flexibility to make decisions and take actions related to the project.

PARTNER: All the staff of LKKFF are very friendly and helpful. They respond to our concern quickly, and are willing to offer assistance. They trust and respect us, and cooperation is very smooth.

PARTNER: The staff is so nice and willing to provide the resources and opinions.

PARTNER: Very smooth, the team responds promptly and is supportive when we have questions. We also appreciate their visits to our events.

PARTNER: It was great working with your team. The flexibility you offer in adjusting project plan according to pressing social needs has been greatly appreciated. Your team has been responsive and supportive throughout, and the Social ROI training you arranged at the beginning provided valuable insights and knowledge to all grantees.

PARTNER: The overall experience working with the LKKFF team has been positive, especially the team are supportive and responsive when we need some clarifications on some areas concerning the project.

FEEDFORWARD FROM THE PARTNERS



PARTICIPANT: I have a better understanding of the various needs and challenges of different groups of people. I was able to work with my team effectively, and find the best solutions to help them. This experience has taught me a great lesson about empathy, as well as the importance of collaborating with diverse individuals. It has also helped to improve my communication skills and boost my self-confidence.

(我學會了了解不同人群的需要和正面對的問題，並與組員一起想出解決辦法，以此幫助他們，這讓我學會了換位思考及與不同人合作，提升溝通技巧，讓我變得更加自信。)

PARTICIPANT: I think Youth Transformer activities are undoubtedly engaging and enjoyable. It was exciting to combine elements of fun and exploration for different subjects in secondary schools. My younger sister, who will soon be transitioning to primary 2, is interested in these activities too. I hope LKKFF continues to support the YWCA to ensure the sustainability of the Youth Transformer project for my sister's participation.

(我認為升中特工隊舉辦的活動生動有趣,可以用有趣和不同的體驗,認識不同中學的科目,邊學邊玩!另外,我還有一位準備升二年級的妹妹,她對我參加的活動非常感興趣,希望李錦記家族基金可以繼續資助女青年會,令升中特工隊持續下去,令我的妹妹可以參與!)

PARTICIPANT: The knowledge exchange platform provided a good chance for the professionals to share among themselves

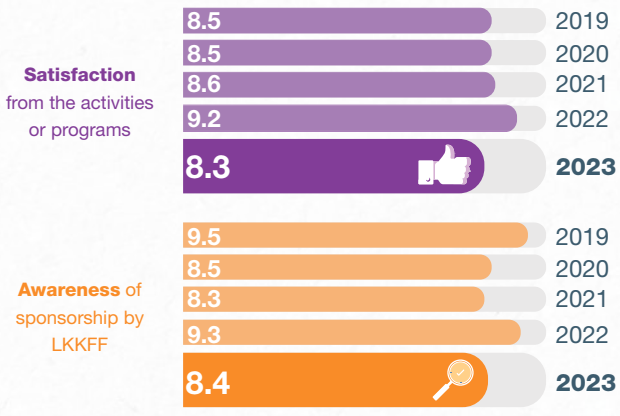
PARTICIPANT: The event encouraged children and grandparents to collaborate, and taking photos together helped to create a lasting memory of the experience.

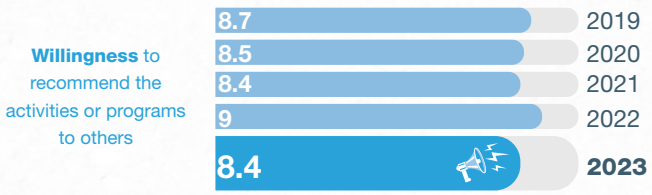
(這個活動製造了小朋友和祖父母一起合作的機會，拍照也是一次很難忘的經驗！)

PARTICIPANT: By working together on presentations, the corporate challenge competition allowed me to collaborate and connect with my classmates. This helped me to have a better understanding of them as individuals. The event also exposed me to new technological knowledge, which sparked my thinking and broadened my horizons in that field. Furthermore, I learned about valuable presentation skills in the activities, which gave me more confidence to face audiences in the future.

(首先我透過企業挑戰擂台,擁有和同學攜手合作匯報的機會,並藉此更加了解他們。其次我在活動中見識到更多關於新科技的不同知識,激發我對科技的思考,增廣見聞。再者，活動中我學會了更多匯報的技巧,令我有更多勇氣去面對台下的人 。)

FEEDFORWARD FROM PARTICIPANTS





YOUTH STRATEGY

Empower YOUTH — to build their Future

Promote happy family relationships

Adolescence is often considered as a challenging life stage – from dealing with academic pressures, growing use of social media and financial difficulties. All of these circumstances can lead to some negative outcomes, such as anxiety, depression, or other health-related issues. With long waiting times in the public healthcare system, alongside the limited resources for supporting mental health, it is important to develop an alternative approach that is innovative and youth-friendly. This will help to build resilience for both youth and their parents by improving their mental health and offering psychosocial support through holistic family intervention programs.

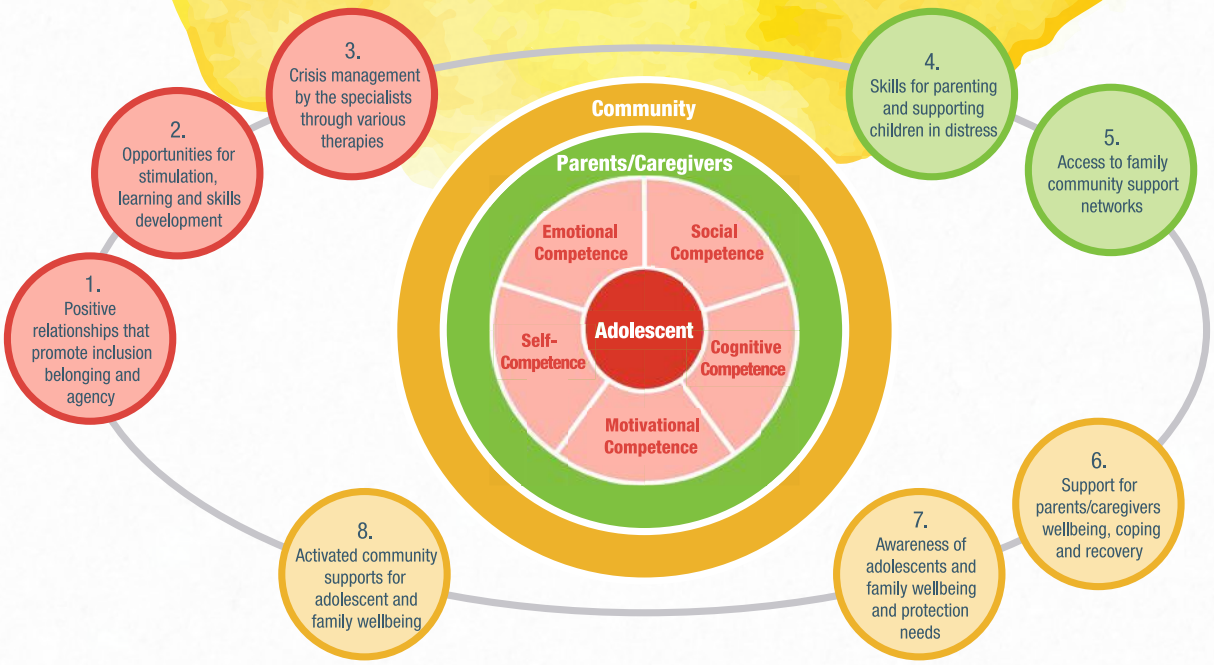
Since 2023, we have partnered with six trusted organizations, with the aim of reducing youth stress, enhancing positive parenting skills, and encouraging better parent-child relationships.

Empowering Youth Projects: Assessing Social Impact Through Social ROI



In May 2023, Professor Albert Teo from Tung Wah College conducted two “Social Return on Investment (Social ROI)” workshops for our youth project partners. These workshops aimed to provide them with a comprehensive understanding of Social ROI principles, which are crucial for evaluating the social value generated by the projects. The feedback received from the participants was overwhelmingly positive, indicating that the workshops were highly beneficial in equipping them with the necessary knowledge and skills to measure social impact using the Social ROI approach. We are eager to see the positive impacts of our youth projects on the lives of young people, their families, and the community over the next three years.

Adolescent mental health and psychosocial support framework

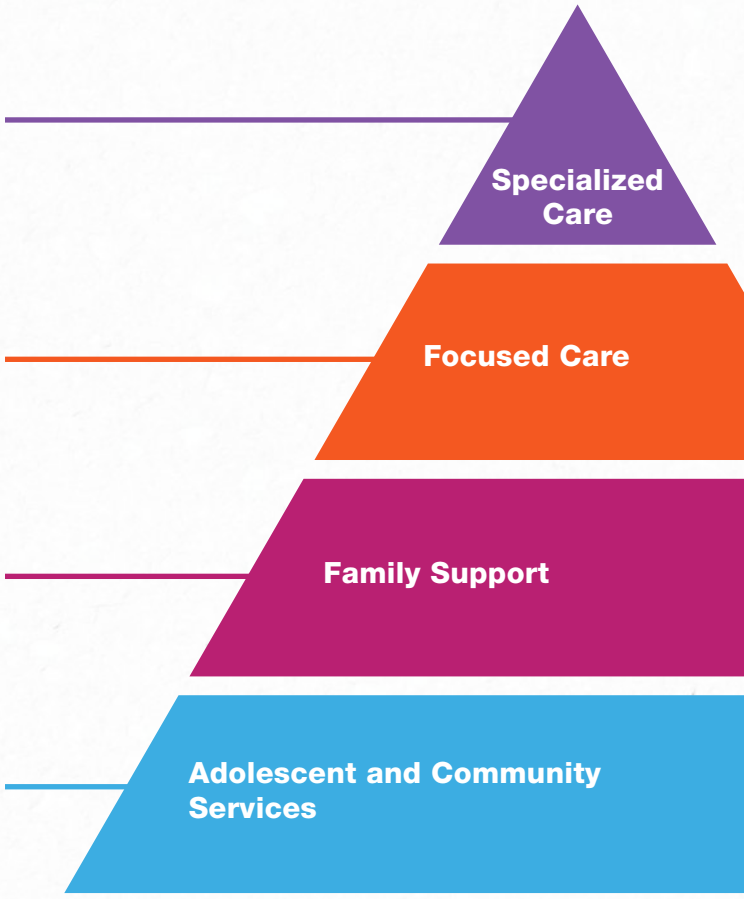


Level 4 Specialized services by mental health specialists and social service professionals for teens at risk and their families beyond the scope of general social and primary health services.

Level 3 Focused support by trained and supervised workers to teens with special needs or minority, such as those with special educational needs or specific issues and to their families, including general social and primary mental health services.

Level 2 Family support program for recovery, strengthening resilience and maintenance of mental health and psychosocial wellbeing of family especially parents and caregivers.

Level 1 Develop all teens by equipping them with psychosocial competence training to enhance their dignity and wellbeing. Awareness building program in the community to support youth.



ONGOING YOUTH PROJECTS

Youth Transformer
Hong Kong Young Women's Christian Association

The project began in February 2023, and is scheduled to run for 32 months. Its primary objective is to support primary six students and enhance their psychosocial competence during their transition to secondary school.

The project offers various services to all primary six students, including workshops on self-understanding, informative talks on interviews, and simulated individual interviews. Additionally, there are graduation family photo sessions for students and their families before the summer vacation. Some students may also benefit from study groups focusing on learning techniques, engaging and experiential summer bridging courses, relaxation activities, reunions, and soci-games. To facilitate better parent-child communication, there are also family activities that assist parents in adjusting their parenting skills based on their students' development.

During the first year, which commenced in February 2023, three schools joined the project, with a total participation of approximately 300 students and 230 family members. In the second school year, starting in September 2023, the project expanded to include ten schools, and about 680 students took part. Overall, we recruited and trained around 40 mentors from Hong Kong Metropolitan University and the public, who lead study groups and support students. Additionally, we invited selected students and a mother to participate in a video shoot on the topic of Execution Ability. The video will be shared with our project beneficiaries as well as the general public.





OUTPUTS:

- **1348** participants
- **975** youth participants
- **975** families participated
- **45** professional participated
- **200** activities run
- **408** hours of services
- **161** pair of youth and parent participated in the activities

ONGOING YOUTH PROJECTS



Family+
Caritas Hong Kong

Family+ is a comprehensive program designed to strengthen parent-child relationships, enhance parents' emotional and communication competence, and support families. Through a wide range of services, including parent groups, talks, parent-child activities, and social worker training, the program aims to promote positive interactions and emotional growth within families, ultimately contributing to the overall well-being of parents and children.

One of the program's key objectives is to facilitate positive experiences for parents and children to share together. By engaging in meaningful parent-child activities, families can develop a deeper understanding of one another, leading to improved relationships and lasting bonds.

Moreover, Family+ focuses on developing effective communication skills and emotional awareness. Parents are empowered to communicate more effectively and respond appropriately to their children's emotions, thereby fostering a more supportive and nurturing family environment.

The program also emphasizes the importance of enhancing parenting skills. By increasing their attachment theory knowledge and encouraging self-reflection on their own attachment relationships with previous generations and their own children, parents can gain valuable insights into effective parenting strategies. Mutual support groups provide a platform for parents to share their personal experiences and learn from one another.

By improving parenting skills, promoting emotional awareness, and fostering effective communication, Family+ significantly contributes to the improvement of family relationships. It is vital to note that family-related stress is a leading cause of mental health issues among young individuals. By creating a supportive and understanding family environment, we aim to alleviate these challenges and promote positive mental health outcomes for both parents and children.

OUTPUTS:

- **790** participants
- **176** youth participants
- **595** families participated
- **19** professional participated
- **80** activities run
- **140** hours of services
- **176** pair of youth and parent participated in the activities



ONGOING YOUTH PROJECTS



Harmonious Parent-Teen Communication Project
The Boys' and Girls' Clubs Association of Hong Kong

This three-year project provides comprehensive and diversified support services to families who are interested in improving, or are currently facing difficulties in parent-child communication. The project also promotes healthy parent-child communication patterns and skills to enhance harmonious family relationships. We strongly advocate the belief that "good communication brings family harmony".

Objectives

- Strengthen the understanding of culture and values between parents and teenage children to promote effective and respectful communication patterns.
- Help parents reflect on their parenting styles, overcome communication barriers, and strengthen emotional connections between parents and teenage children.
- Foster the emotional regulation ability of parents and teenage children.
- Enrich the positive communication vocabulary of parents and teenage children and build harmonious parent-child communication skills.
- Promote the belief of "good communication brings family harmony" to enhance family health and cohesion.





OUTPUTS:

- **636** participants
- **224** youth participants
- **278** families participated
- **80** professional participated
- **12** activities run
- **909** hours of services
- **278** pair of youth and parent participated in the activities

ONGOING YOUTH PROJECTS

Transformative and Resilient Youth (TRY) Gym: A School-based Co-creative Mental Health Training Programme
Hong Kong Shue Yan University x Tung Wah College

This project is based on the Positive Youth Development theoretical framework. It aims to equip a group of secondary students aged 15–18 with mental health literacy, resilience, self-compassion, and empathic listening skills to be youth mentors and to construct a stigma-free and strength-building community among Hong Kong adolescents.

The four phases of this project will be completed by February 2026. In 2023, we collaborated with four non-governmental organizations. The program recruited 99 gym trainees from eight schools. A total of 25 training sessions were conducted, and one youth-driven co-creative event was held. While the eight-session training phase is still in progress, we have already received positive and insightful feedback. The youth expressed that the program had opened their eyes to mental health issues. Through the “human library” session, they had the opportunity to hear about real-life recovery journeys. This feedback is a testament to the transformative impact of the TRY Gym program on our youth trainees.





OUTPUTS:

- **46** participants
- **24** youth participants
- **22** professional participated
- **4** activities run
- **9** hours of services

ONGOING YOUTH PROJECTS

Youth-Friendly Mental Health Support: Co-Creation of Online Chat Counselling
The Hong Kong Council of Social Service

"Secret Chat" is a co-creation project which aims to develop a youth-friendly online chat counseling service to provide psychosocial support for Hong Kong Diploma of Secondary Education (HKDSE) students with mental health needs. It involves learning about users' experiences and needs, co-creating service protocol and tools with professionals and young people, and enhancing practitioners' competence in online chat counseling. The longer-term goal is to make online chat counseling more accessible and youth friendly.

The Hong Kong Youth Epidemiological Study of Mental Health, conducted by the University of Hong Kong, found that nearly 17% of young people aged 15–24 have a probable psychiatric disorder, yet their use of psychiatric or psychological service is critically low, which is most likely due to social stigma and long waiting time for mainstream services.

Online chat counseling has been widely adopted globally by youth mental health services as it enables communication and builds relationship while maintaining accessibility, anonymity, and user control during the counselling process. However, concerns over confidentiality, privacy, data security, miscommunication, crises handling and boundary issues, etc. have hindered local development of such services. "Secret Chat" aims to gather youth, practitioners, and relevant professionals to find solutions collaboratively and co-create a youth-friendly online chat counselling service for HKDSE students in need. Training and supervision will also be provided to build practitioners' capacity.

OUTPUTS:

- **115** participants
- **104** youth participants
- **27** professional participated
- **7** activities run
- **32** hours of services



ONGOING YOUTH PROJECTS



Student Training in Entrepreneurship Program Phase III
Cocoon Foundation

We are partnering with the CoCoon Foundation to continue empowering youth by providing opportunities to learn about modern life skills to help them become future leaders who can pioneer a sustainable future.

The program includes the following:

Student-focused:

STEP ONE – Entrepreneurship @ 21st Century: A one-hour, interactive speaker sharing session from an established entrepreneur, discussing the importance of having an entrepreneurial mindset.

STEP TWO – Ideation Lab: A two-hour workshop that aims to teach students how to use Design Thinking to solve problems like an entrepreneur. The workshop encourages creative confidence and allows students to tackle a challenge through an interactive workshop.

STEP THREE – Enterprise Challenge: A two half-day long event where students can practice their Design Thinking skills by tackling a real-life challenge presented by a corporate host. Students can pitch their ideas and get feedback instantly from corporate representatives.

Teacher Capacity & Curriculum Building:

Educators for the Future Lab: A tailor-made, 2 to 2.5 hour Design Thinking workshop aimed at equipping teachers with tools to utilize entrepreneurial thinking in the classroom.

Design Doing - Curriculum Innovation: A co-created curriculum between the CoCoon Foundation and the network school. The curriculum will then be taught by school teachers to the desired students.



OUTPUTS:

- **6144** participants
- **6068** youth participants
- **76** professional participated
- **94** activities run
- **121** hours of services

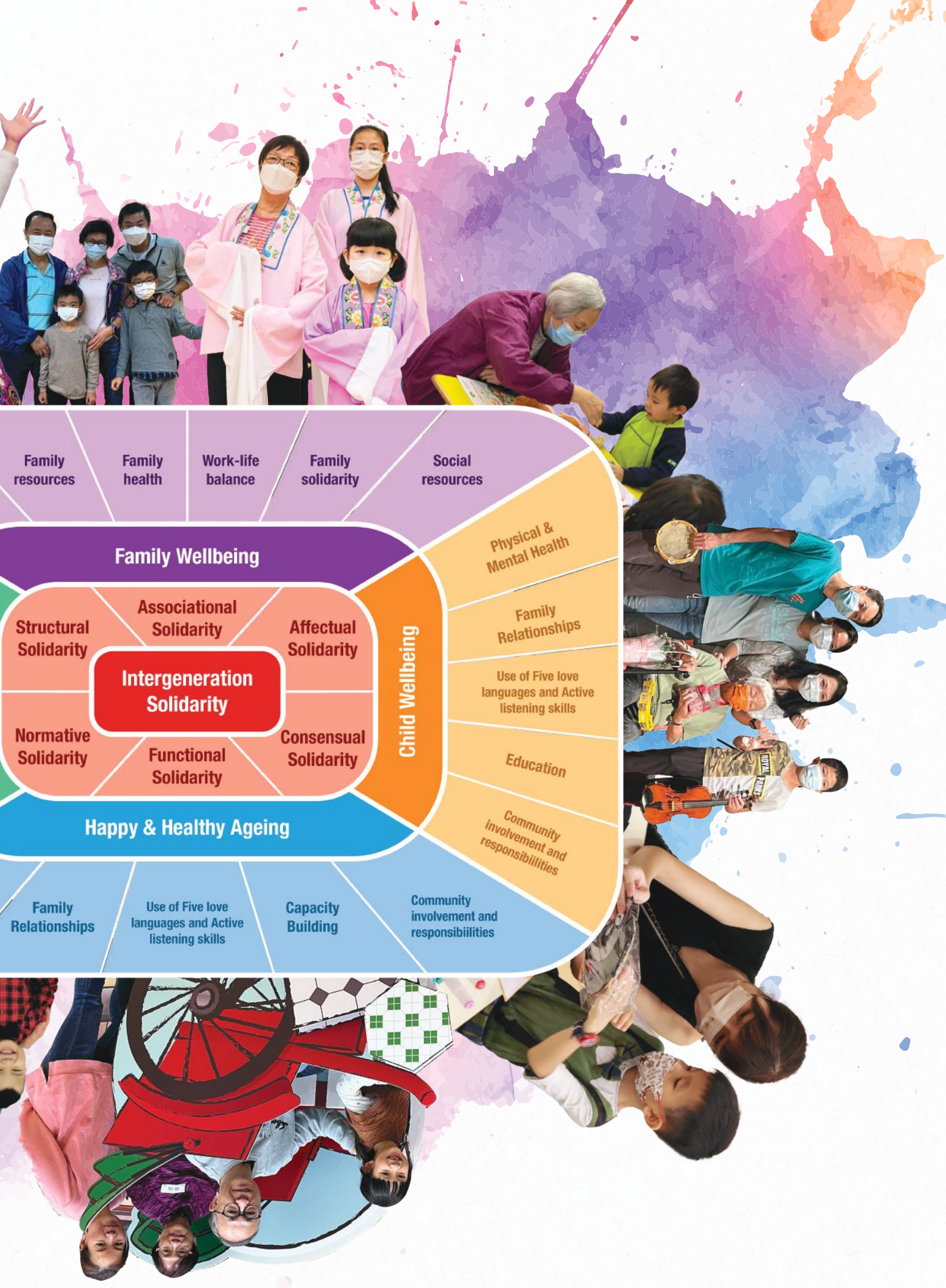


INTERGENERATION

We have taken Intergenerational Approach as our long-standing strategy since 2012. We always strive to keep enhancement and improvement so that we can grow and learn together with our partners along the process.

Since 2020, we have adopted four-pronged approaches: Family Wellbeing, Child Wellbeing, Happy and Healthy Ageing, and Family for Sustainable Development Goals. With our end goal in mind to promote happy family relationships across multigenerational families, we also hope to improve quality of life, reduce social isolation, and renewed sense of worth for the seniors and from the youth perspectives improve their knowledge and attitude towards older people. The building of an all age-friendly society could provide the best environment for the growth of the children, our next generation pillars of the world.




Family resources
Family health
Work-life balance
Family solidarity
Social resources
Family Wellbeing
Structural Solidarity
Associational Solidarity
Affectual Solidarity
Intergeneration Solidarity
Normative Solidarity
Functional Solidarity
Consensual Solidarity
Child Wellbeing
Physical & Mental Health
Family Relationships
Use of Five love languages and Active listening skills
Education
Community involvement and responsibiilities
Happy & Healthy Ageing
Family Relationships
Use of Five love languages and Active listening skills
Capacity Building
Community involvement and responsibiilities

ONGOING INTERGENERATION PROJECTS

Intergeneration Solidarity



The Hong Kong Inter-Generational Baseball League
Empathy for the Elderly

Together with Chow Tai Fook Charity Foundation, we supported Empathy for the Elderly in hosting the first Hong Kong Intergenerational Baseball competition in April 2024. The uniqueness of this competition is that the two teams were formed with participants ranging from seven years old to over 70 years old, attracting over 100 family members and spectators to come and show their support. We were honored to have well-known actress, Miss Alice Fung So Bor, as our guest of honor to throw the first pitch and share her secrets on how to stay active and connect with young people.

The event was covered by over 10 media outlets, including television stations, newspapers, and magazine interviews, all of which helped to raise public awareness about elderly engagement in the community and their ability to share fun experiences with the younger generation.



OUTPUTS:

- **500** participants
- **50** families participated
- **35** activities run
- **70** hours of services



ONGOING INTERGENERATION PROJECTS

Intergeneration Solidarity



Inter-Generational Engagement in Secondary Schools
The Hong Kong Polytechnic University x The Hong Kong Baptist University

Both young and old generations at times hold stereotypes, social stigma, and prejudice against each other. To address these issues, this project has generated an appropriate platform for both generations to re-connect and gain mutual understanding, respect, and trust. This will allow both groups to benefit from each other through intergenerational co-created learning activities. The current and future teachers' capacity to integrate intergenerational components in teaching pedagogy and school curriculum will also be strengthened by providing implementation guidelines.





OUTPUTS:

- **972** participants
- **972** families participated
- **35** activities run
- **90** hours of services



ONGOING INTERGENERATION PROJECTS

Family Well-being



Trans-generational Family Project
The Asian Academy of Family Therapy

The Asian Academy of Family Therapy (AAFT) has been LKKFF's longest partner since 2012, when we launched our trans-generational family project. This year, AAFT organized more than 100 professional training courses and recruited over 500 participants in the courses. We provided professionals with different levels of understanding in working with families, and created opportunities to advance their skills and knowledge. We also offered clinical treatment with family therapy, taking on 22 cases so far. Some of their issues were due to trans-generational family dynamics that may have stemmed from trans-generational origins. In addition to professional training and clinical treatment, AAFT plans on publishing a series of handbooks on trans-generational family relationships. These handbooks will provide helpful tips on promoting positive family relationships.







OUTPUTS:

- **9520** participants
- **55** families participated
- **150** training sessions
- **245** hours of services

ONGOING INTERGENERATION PROJECTS

Happy and Healthy Aging



Gearing Up for Third Age & Multi-Generational Capacity Building

Research Centre for Gerontology and Family Studies

This project has been extended since March 2023 for the next 18 months, where we will engage with over 150 older adults, 60 young adults, and 60 primary students to further develop a pioneering volunteer team called “Team Love Contributor”. During the extension period, the project will cover three core themes: 1. Family Relationships; 2. Later Life Planning; and 3. Health and Wellbeing. We will provide unique opportunities to reinforce older adults and their family’s capacity to build harmonious multi-generational relationships and better planning for later life.





OUTPUTS:

- **292** participants
- **255** families participated
- **24** activities run
- **113** hours of services



COMPLETED INTERGENERATION PROJECTS

Happy and Healthy Aging



My Grand Buddies Project
Evangelical Lutheran Church of Hong Kong

Through this project, we empower occasional caregivers, specifically grandparents, to assume the role of "Grand Buddies" and provide peer support to other grandparents in the community. By establishing "Grand Partners", consisting of grandparents and their grandchildren, we facilitate collaborative efforts to accomplish shared tasks, expand social networks, and leverage their abilities and potential as social capital to benefit the community. In doing so, we aim to foster a positive identity among grandparents, enabling them to establish meaningful connections with their families and the community while maintaining dignity and confidence.

A total of 56 pairs of grandparents and grandchildren successfully completed all three stages of services, which included volunteer training and volunteer services. The pre- and post-campaign survey revealed a significant improvement in the life satisfaction and social participation of all participants. Additionally, the research conducted by the Hong Kong Baptist University for this project revealed a positive correlation between social capital and both health outcomes and the grandparent-grandchild relationships, highlighting the potential contribution of social capital in these areas.



OUTPUTS:

- **56** pairs of grandparents and grandchildren participated
- **Over 700** people attended the activities/ workshops held by the "Grand Partners"



COMPLETED INTERGENERATION PROJECTS

Happy and Healthy Aging



Picture Book of My Grandparents
Hong Kong Young Women's Christian Association

To foster intergenerational connections and enhance cross-generational understanding, the project organized various activities for kindergarten children and their families. These activities included picture book drawing workshops, family photo sessions, and an event focused on understanding the childhood experiences of grandparents. More than 150 multigenerational families participated in the project over two years.

According to survey results, over 90% of participants reported an improvement in their grandparent-child relationship and overall family dynamics after engaging in the programs. The participating parents expressed that their children gained knowledge about their grandparents' interests, habits, and family history. A closing ceremony and picture book exhibition were held, attracting families and members of the public to come and appreciate the achievements of the project participants.



OUTPUTS:

- **555** participants
- **210** families participated
- **34** activities run
- **50.5** hours of services

Happy and Healthy Aging



Beats in the City
PMA Music Foundation

Over 100 elderly citizens participated in 23 workshops on body percussion, where they learned about rhythmic patterns that could improve their coordination and alertness. To showcase their effort and talent, we recruited 20 elders and 20 primary and secondary students to co-create a music video to demonstrate what they had learned during the workshops. Towards the end of the project, there was also a fun, creative, and interactive competition for families to make their own percussion videos using objects at home.



OUTPUTS:

- **168** participants
- **1** online family video competition
- **1** music video
- **23** sessions of music related workshops

COMPLETED INTERGENERATION PROJECTS

Family for SDGs



Sunshine for Generations

Chinese Young Men's Christian Association of Hong Kong

We have donated a startup fund to the Chinese YMCA Wong Yi Chau Youth Camp for the installation of a solar panel system. The system consists of 60 solar panels and has been generating power since February 2023. The generated power and income will enable the campsite to conduct various green education programs, including soil management, mangrove visits, beekeeping, and more, for families and youth leaders over the next 10 years.



OUTPUTS:

- **187** participants
- **49** families participated
- **4** activities run
- **50** hours of services

Family for SDGs



Inter-generational Coalition for a Better Planet

A Plastic Ocean Foundation

Since September 2021, we have engaged 59 pairs of grandparents and grandchildren, and curated learning activities to create the awareness and actions that are necessary to protect Hong Kong's natural habitats. To maximize the impact of the program, we extended it for the participants to share their commitment to adopting a healthy, sustainable lifestyle at different events.



OUTPUTS:

- **5** multi-generational family activities with **59** pairs of grandparents and grandchildren participated

COMPLETED INTERGENERATION PROJECTS

Child Well-being



Education Project for Multi-Generation Families III
Hong Kong Family Welfare Society

From December 2021 to November 2023, the third phase of the project engaged more than 1,954 participants in training workshops and a community education program. The overall average satisfaction score was 4.42 out of 5, which showed that the training met expectations and satisfied the participants.

To enhance the influences of positive multi-generation family relationships, the project team produced a full set of professional training manuals on intergeneration co-parenting <兩代同行育兒孫課程>. By organizing five sessions based on train-the-trainer programs, the team shared the training manual with 282 practitioners from welfare units to education institutions. A set of education resource kits was also shared with the general public, including a picture book <No More Quarrel! Grandmother and Mother> 《嫲嫲、媽媽不吵了》親子圖畫書, a box of card games <Harmonious Play with Kids> 《和孩共樂》遊戲卡 and an educational video <The Middleman in Family>《家庭夾心號》.

OUTPUTS:

- **4763** participants
- **1587** families participated
- **195** activities run
- **1006** hours of services

In direct services, even under the challenges of the pandemic, the team strived to deliver 503 sessions, featuring child-focused in-law relationship enhancement training sessions for multi-generation family members by collaborating with 89 collaborative partners. The established network provided a pathway for the continual development of the multi-generation family support project in the long run.







LOVING FAMILY YOUTH SINGING CONTEST 2023

A harmonious family relationships can greatly improve the mental health of young people. In view of this, LKKFF and the Federation of Parent-Teacher Associations of the Sai Kung District, Yau Tsim Mong Federation Of Parents Teachers Association, Federation of Parent-Teacher Associations Wong Tai Sin District Limited, and the Hong Kong Federation of Youth Groups Jockey Club Media 21 organized “Loving Family Youth Singing Contest 2023”. The objective was to improve the mental health of young people and their attention to family relationships through music.



So Hei Lam
Heep Yunn School





Po Chi Yan
S.K.H. Lam Kau Mow Secondary School

Chui Wai Ching
Christian Nationals' Evangelism Commission Lee I Yao Memorial Secondary School

Using Music to Promote Awareness of Mental Health among Young People

The grand finals of the "Loving Family Youth Singing Contest 2023" were successfully held on September 23, 2023 at Kowloon Bay International Trade and Exhibition Centre. Over 300 participants supported the event, including our partnered NGOs, family foundations, principals, and teachers, as well as Lee family members and colleagues. The performances of the 10 contestants from local secondary schools, aged 13–17 years old, were outstanding.

Throughout the entire six-month journey, the student participants not only learned about singing, but also understood the importance of mental health and strong family relationships. This principle was conveyed through the music therapy classes and the songs they chose for the final.

We also received positive feedback from many participants, who mentioned that they could see the growth and increased confidence in the students through videos, the MC's sharing, and their performances.

All of the performances of the 10 contestants were outstanding during the final. Chui Wai Ching, a student from Christian Nationals' Evangelism Commission Lee I Yao Memorial Secondary School, emerged as this year's Gold Award winner. She also received the "Best Performance Award" and the "Most Popular Online Award." The Silver and Bronze Awards went to Po Chi Yan from S.K.H. Lam Kau Mow Secondary School, and So Hei Lam from Heep Yunn School, respectively.

Through this competition, we wanted to raise public awareness about the importance of mental health and family relationships among teenagers.

SPONSORSHIP

Wofoo Social Enterprise - Family Happiness Index survey 2023

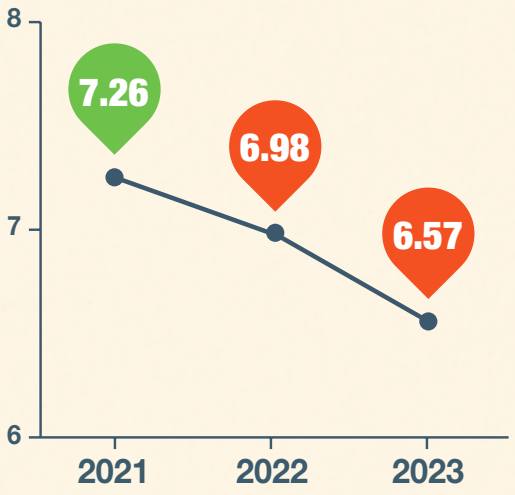


Hongkongers' Happiness Falls to 3-Year Low Survey

Together with Wofoo Social Enterprises "HK. WeCare", we entrusted Tung Wah College School of Nursing to conduct the first family happiness survey after the society had returned to normality after COVID-19. The findings revealed that the Family Happiness Index dropped to a record low of 6.57 in 2023, despite the society was returning to normality.

Former Family Council Chairman, Vice President of The Hong Kong Polytechnic University Professor Daniel Shek Tan-lei, SBS, JP suggested that people should take their emotions seriously, especially on family unity, while also expressing their care through actions or words of affirmation. They can show more physical affection, praise their family members, and express gratitude and love by writing personal cards.

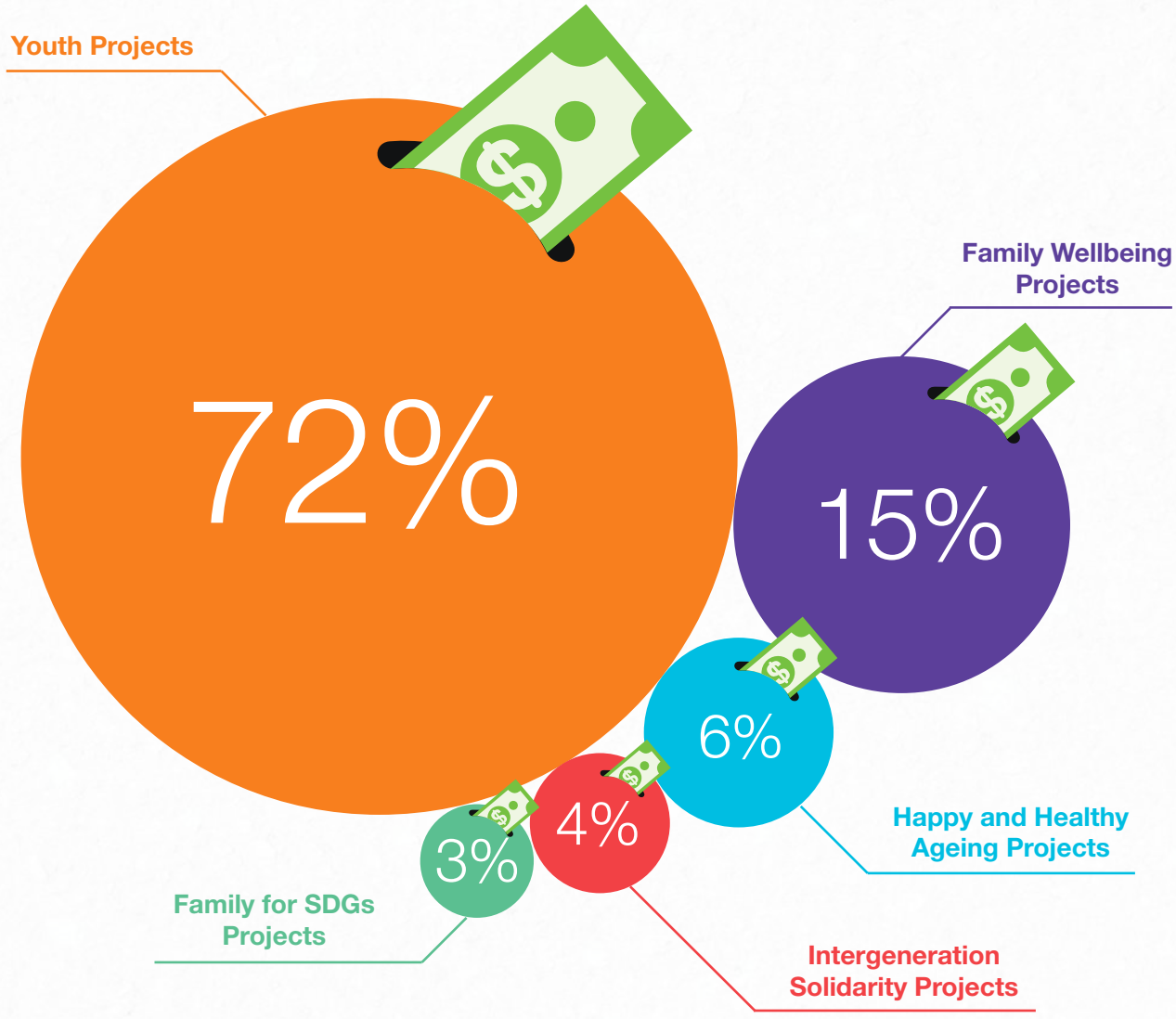
Family Happiness Index



MEDIA COVERAGE



RESOURCE ALLOCATION



ONLINE PLATFORMS

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.

代代有愛
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

Social media platforms are 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.

LOOKING FORWARD



The introduction of the "Grandparents' Day" program holds great promise in addressing the existing communication gap and fostering a culture of appreciation for grandparents. There are studies revealing that the involvement of grandparents in raising the next generation has seen a notable increase worldwide, yet the contributions and the challenges grandparents face are often overlooked. Some researches further conveyed that this phenomenon may have adverse effects on both the mental and physical well-being of grandparents, as well as detrimental effects on family relationships.

This year-long initiative aims to create an annual event dedicated to recognizing and celebrating the invaluable contributions of grandparents within their families. By promoting intergenerational understanding and communication, the program aims to enhance the self-competence of grandchildren by fostering new skills, knowledge, and effective intergenerational communication techniques, as well as providing grandparents with a platform where their contributions and abilities are acknowledged, leading to a higher level of life satisfaction and a sense of achievement. By recognizing their role and fostering a positive image of aging, the program aims to improve the mental well-being of grandparents, encouraging them to embrace happy and active aging.

The goals of the program go beyond individual participants. We aspire for the positive dynamics and appreciation cultivated through the program to extend beyond the family unit and into the community. By encouraging participants to spread the culture of grandparent appreciation, we aim to raise awareness of happy and active aging, promote a positive image of grandparents and the elderly, and contribute to the development of a happier and more harmonious intergenerational community.

As we venture into the implementation of the "Grandparents' Day" program, we are excited about the potential positive impact it will have on individuals, families, and the broader community. We look forward to witnessing the transformative power of appreciating grandparents and fostering stronger intergenerational connections.

PARTNERS

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香港青年協會
the hongkong federation of youth groups

M21.hk

香港教育大學
The Education University of Hong Kong

和富
Wofoo Social Enterprises
和富社會企業

YWCA 女青

擇善 ZESHAN FOUNDATION

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