

2025

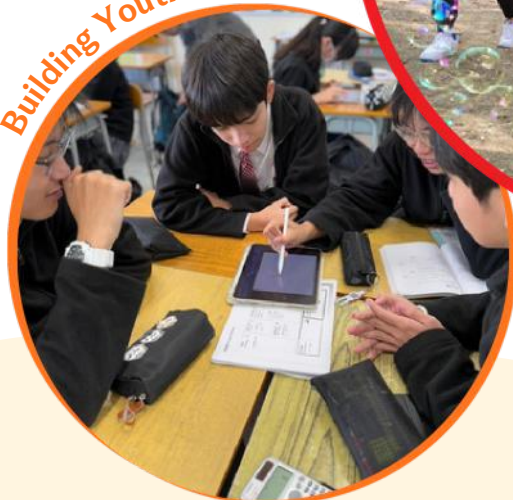
IMPACT REPORT

To build harmonious and healthy
relationships in families and society
for every generation to thrive

Strengthening Family Core

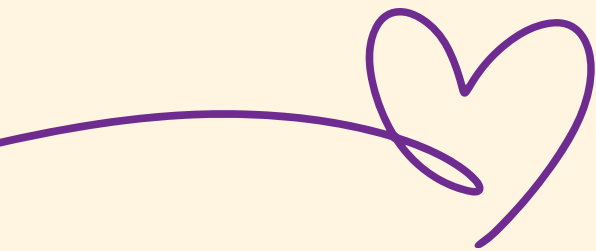


Building Youth Resilience



Fostering a Happy and Meaningful Golden Age





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ABOUT LEE KUM KEE FAMILY FOUNDATION

Since we were established in 2008, the Lee Kum Kee Family Foundation (LKKFF) has been guided by a singular, profound vision: **To build harmonious and healthy relationships in families and society for every generation to thrive.** Anchored in our core value of "Si Li Ji Ren" and the timeless principle of "prevention before sickness," our mission is to strengthen families at their very roots.



2025 AT A GLANCE



67,200
PARTICIPANTS
ENGAGED



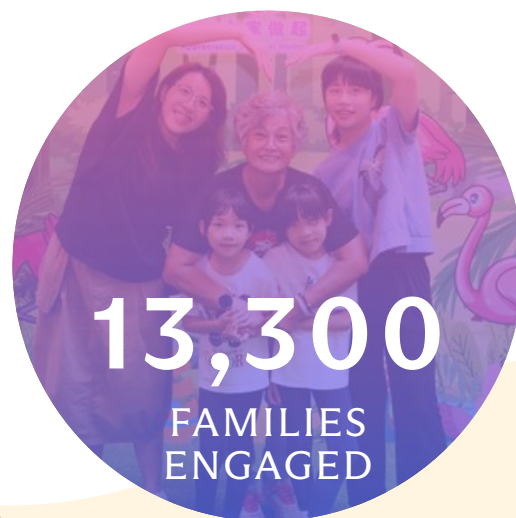
DOUBLE
societal impact
of every dollar
invested*



8,823
MULTIGENERATIONAL
FAMILIES
ENGAGED



35,474
YOUTH
PARTICIPANTS
ENGAGED



13,300
FAMILIES
ENGAGED

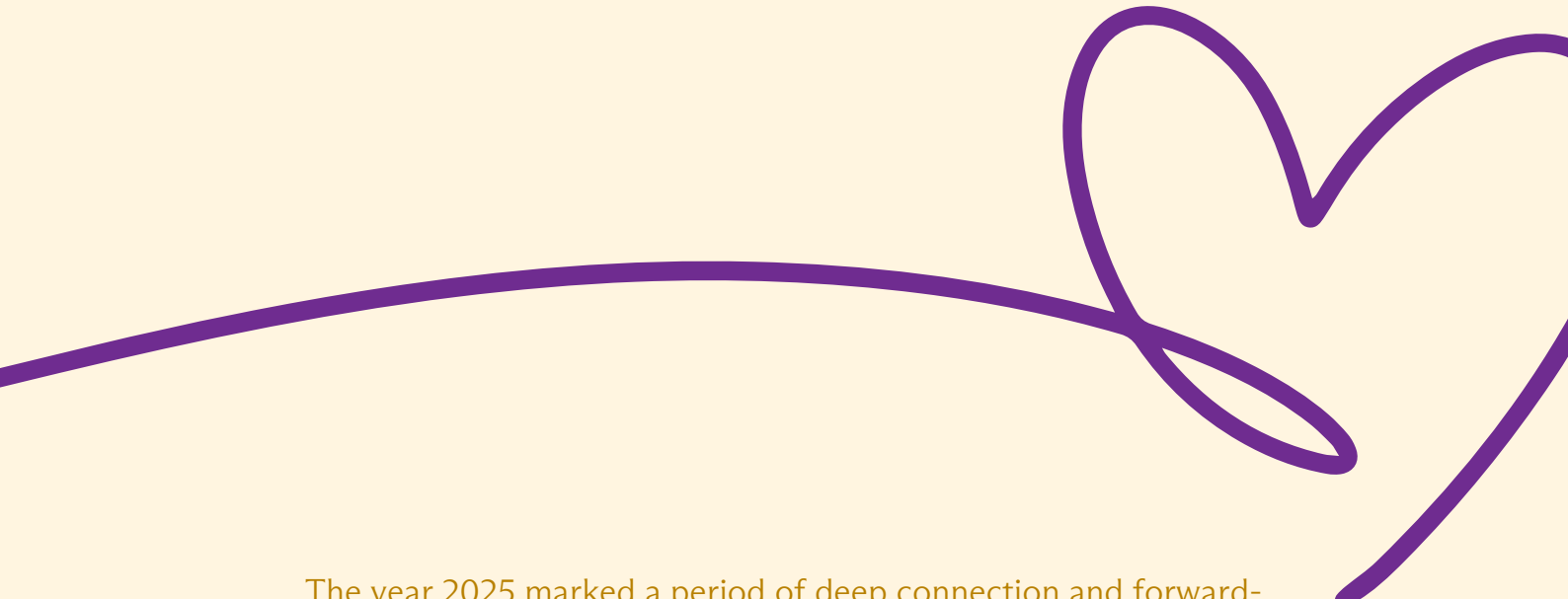


1,213
WORKSHOPS AND
ACTIVITIES HELD



1,287
PROFESSIONALS
PARTICIPATED

*Based on an independent Social Return on Investment (SROI) evaluation, in average across six selected programs



The year 2025 marked a period of deep connection and forward-thinking innovation. In a rapidly changing social landscape, we refined our strategic focus and impact across three interconnected pillars: **Strengthening Family Core**, **Building Youth Resilience**, and **Fostering a Happy and Meaningful Golden Age**.

To rigorously evaluate the social impact of our projects, we continue to partner with Tung Wah College to employ a Social Return on Investment (SROI) methodology. The framework monetizes the broader social value generated relative to the resources invested, helping us measure tangible outcome changes and ensure maximum community benefit.

None of this would be possible without the trust and dedication of our esteemed NGO partners and fellow advocates.

Together, we are co-creating a sustainable ecosystem of love, communication, and mutual respect.

Our SROI Methodology

SROI ratios are not designed for program-to-program comparison, as each initiative serves different populations and creates different types of value. As a Foundation focused on strengthening family relationships, much of our impact is relational and developmental. The returns from deeper family communication and intergenerational understanding are often latent, compounding over years rather than within a single program cycle. We present SROI as one dimension of our impact journey. Within that dimension, many factors shape the measurement. We also pair SROI with qualitative outcomes, participant feedback, and sector recognition. We continue to sharpen our approach with each program cycle to build a fuller, more honest picture of the change we help create.



STRENGTHENING FAMILY CORE

THE BOYS' AND GIRLS' CLUBS ASSOCIATION OF HONG KONG “+ CHANNEL” HARMONIOUS PARENT-TEENS COMMUNICATION PROJECT

This 3-year project provides comprehensive and diversified support services to families who are interested in improving, or are currently facing difficulties in parent-child communication. It promotes healthy parent-child communication patterns and skills to enhance harmonious family relationships, advocating “good communication brings family harmony”.



PROJECT IMPACT

- **85%** of parents agreed that the workshop helped improve their family communication skills and better understanding of parent-child communication attitudes.
- **92%** of parents agreed that the therapy group helped improve their willingness to praise their children, enhanced communication skills, greater emotional awareness, and a growing ability to express and understand both their own and their children's needs.
- **100%** of professional staff agreed that the training helped them increase knowledge of parent-child communication and improved training skills.



2025 OUTPUT



2,700+
Beneficiaries



360+
Families



60
Workshops and activities



3,300+
Hours of service



STRENGTHENING FAMILY CORE

CARITAS - HONG KONG

FAMILY+ : IMPROVEMENTS IN FAMILY WELLBEING OF ADOLESCENTS AND THEIR PARENTS IN PRIMARY SCHOOL

The project aims to strengthen parent-child relationships, enhance parent's emotional and communication competence, and provide support for families. It offers various services including parent groups, parent talks, parent-child activities, and training for social workers to promote positive interactions and emotional growth within families, ultimately enhancing the overall well-being of both parents and children.



PROJECT IMPACT

- The project has been invited to be shared with four universities—Hong Kong Baptist University, The University of Hong Kong, City University of Hong Kong, and The Chinese University of Hong Kong—and has engaged **over 100 social work students**.
- **100%** of parents agreed that the parenting education talk could help them to understand “Secure Attachment” and **99%** of them agreed how to establish a secure attachment relationship with their children.
- **99%** of parents agreed that the parent-child positive experiences program could facilitate parent-child relationships and communication and helped them to understand their child more.
- **99%** of parents agreed that the parents’ self-development group helped them integrate their growth experience, reflect and adjust their parenting beliefs and directions.



2025 OUTPUT



5,400+

Beneficiaries



1,900+

Families



400+

Workshops and activities



660+

Hours of service



STRENGTHENING FAMILY CORE

ASIAN ACADEMY OF FAMILY THERAPY

DEVELOPMENT OF TRANSGENERATIONAL CENTER AS A CENTER OF EXCELLENCE

The project aims at developing a unique clinical service model to work with transgenerational families and designing a well-structured curriculum for professional training and accreditation. Asian Academy of Family Therapy will continue to provide clinical services to families, conduct research on transgenerational family therapy, and promote knowledge exchange with local and international professionals.



PROJECT IMPACT

- **70.6%** of participants strongly agreed that through the knowledge exchange platform, their understandings towards the transgenerational perspectives has deepened.
- **64.7%** of participants strongly agreed that the knowledge exchange platform were useful to their clinical work.
- **82.4%** of participants strongly agreed that the knowledge exchange platform met its stated syllabus and objectives.

2025 OUTPUT



260+

Beneficiaries



17

Clinical Cases



5

Workshops and activities



130+

Hours of service



STRENGTHENING FAMILY CORE

HONG KONG FAMILY WELFARE SOCIETY

MULTI-GENERATION FAMILY EDUCATION AND SUPPORT PROJECT (PHASE IV)

Collaborating with education and social service partners, the program unites multi-generational families and fosters mutual support networks. This program provides co-parenting trainings to grandparents, parents, and specifically fathers. A key highlight of Phase IV is community education focused on appreciating grandparents and their vital role in nurturing the next generation.



PROJECT IMPACT

- **Over 90%** of participants agreed this program effectively raised their understanding of multi-generational co-parenting skills.
- **94.7%** of social workers and practitioners agree this program facilitated them to infiltrate the learning into their fieldwork.
- **100%** of participants agreed the multi-generational activities can increase family happiness.



2025 OUTPUT



17,600+

Beneficiaries



8,300+

Families



130+

Workshops and activities



1,700+

Hours of service



STRENGTHENING FAMILY CORE

WOFOO SOCIAL ENTERPRISES WELLNESS AT YOUR DOOR

The program promotes health and parent-child bonding and communications, especially after COVID, through “Parent-Child Kitchen” workshops in kindergartens and primary schools led by arts therapists and nutritionists.

PROJECT IMPACT

- **80%** of participants agreed that the workshop helped them learn how to communicate effectively with their children.
- **78%** of participants believed they gained more expressive skills through the workshop.



2025 OUTPUT



180+
Beneficiaries



90+
Families



7
Workshops and activities



28
Hours of service



BUILDING YOUTH RESILIENCE

HONG KONG YOUNG WOMEN'S CHRISTIAN ASSOCIATION (YWCA) YOUTH TRANSFORMER

The project aims at supporting primary six students and increasing their psychosocial competencies during the transition period to secondary school by providing services including interview training, study groups, summer transforming classes, relaxation activities, reunion and Soci Games. Services for families also include parent talks, graduation family photo taking and family activities.



PROJECT IMPACT

- **100%** of parents agreed the talks helped them understand their kids' needs and know how to support them.
- **91%** of students agreed the simulation booth could enhance their awareness of the importance of planning for secondary school life.
- **100%** of mentors agreed they had personal growth in the project.
- **97%** of students agreed the summer transforming classes could enhance their interest in the new subjects.
- **98%** of students agreed that the study group enhanced their learning motivation.

2025 OUTPUT



1,900+
Beneficiaries



1,000+
Families



570+
Workshops and activities



410+
Hours of service



BUILDING YOUTH RESILIENCE

COCOON FOUNDATION

STUDENT TRAINING IN ENTREPRENEURSHIP PROGRAM

A year-round entrepreneurship program featuring interactive seminars, design thinking workshops, and immersive boot camps for students to explore entrepreneurial thinking and problem-solving skills. Participating students will learn to identify opportunities, ideate, form teams, execute solutions, pitch, and iterate. Additionally, the program will connect with entrepreneurs and leaders from innovative companies, expanding their career networks. This journey equips students with the mindset, skillset, and connections of both entrepreneurs and intrapreneurs.



PROJECT IMPACT

- **Nearly 85%** of students felt more confident in working with others who have different thoughts, perspectives and opinions.
- **88%** of students understood that respecting other's opinions is an effective way to communicate with others.
- **84%** of students believed that they can imagine an optimistic future.
- **Over 94%** of teachers were more willing to proactively identify teaching difficulties or students' learning problems and needs.



2025 OUTPUT



8,200+
Beneficiaries



550+
Teachers



60+
Secondary schools



130+
Workshops and activities



340
Hours of service



BUILDING YOUTH RESILIENCE

HONG KONG SHUE YAN UNIVERSITY & TUNG WAH COLLEGE

TRANSFORMATIVE AND RESILIENT YOUTH (TRY) GYM: A SCHOOL-BASED CO-CREATIVE MENTAL HEALTH TRAINING PROGRAM

Based on the Positive Youth Development constructs and positive psychology, the project aims to recruit and train secondary students to be youth mentors to enhance mental well-being skills while organizing youth-driven events to promote mental wellness in their schools, neighbor schools and communities.

PROJECT IMPACT

- **92%** of students felt satisfied with the youth-driven events organized by the youth mentors. The events and activities held have drawn their attention and interest about mental health.
- Youth mentors increased **5.96%** in total psychosocial skills across social, emotional, cognitive, self-efficacy, and motivational competencies after organizing youth-driven events.
- Youth mentors overall psychological health increased by **5.70%** across seven core areas (including resilience, sense of mastery, and help-seeking attitudes) after organizing youth-driven events.
- The co-creation events delivered a strong positive impact, with participants rating their overall growth in mental health literacy, personal well-being, and peer support at an average of **3.42 out of 4**.



2025 OUTPUT



4,900+

Beneficiaries



30+

Social workers and teachers



80+

Workshops and activities



180+

Hours of service



BUILDING YOUTH RESILIENCE

THE HONG KONG COUNCIL OF SOCIAL SERVICE SECRET CHAT

Collaborating with youths, social workers, counseling experts and design professionals, the “Secret Chat” project aims to pilot online chat counseling to improve mental health support for HKDSE students. It integrates online mental health support into youth services and empowers practitioners to drive service innovation.



PROJECT IMPACT

- **86%** of participants agreed that the program's design thinking framework improved their ability to manage social media for youth outreach.
- **85%** of participants agreed that the workshop helped them overcome key barriers to engaging young people in meaningful mental health conversations.
- **88%** of participants felt better equipped to apply key considerations for online methods in youth services following the session.



2025 OUTPUT



19,400+

Beneficiaries



170+

Professionals trained



70+

Workshops and activities



FOSTERING A HAPPY AND MEANINGFUL GOLDEN AGE

EMPATHY FOR THE ELDERLY

THE HONG KONG INTERGENERATIONAL BASEBALL GROWTH PARTNERS PROJECT

Co-funded with Chow Tai Fook Charity Foundation, the project empowers elderly baseball players to address youth mental health challenges through an innovative intergenerational team sports approach, benefiting both age groups.

PROJECT IMPACT

- Average of 30% improvement in mental health among participated youths respectively using DASS (Depression, anxiety and stress scale) measurement.
- Average of 40% improvement in mental health among participated elderly respectively using DASS (Depression, anxiety and stress scale) measurement.
- Average of 20% improvement in youth's empathy towards the seniors throughout the intergenerational growth partners journey.



2025 OUTPUT



470+

Beneficiaries



150+

Families



40+

Workshops and activities



80+

Hours of service



FOSTERING A HAPPY AND MEANINGFUL GOLDEN AGE

HONG KONG BAPTIST UNIVERSITY &
THE HONG KONG POLYTECHNIC UNIVERSITY

INTER-GENERATIONAL ENGAGEMENT IN SECONDARY SCHOOLS (I-GESS)

Co-funded with ZeShan Foundation, the project aims to enhance interactions between young people and older adults. University students from Hong Kong Baptist University and older adults who are members of the Research Centre for Gerontology and Family Studies (GCGFS) collaboratively created learning activities for secondary school students, offering students with more opportunities to engage with older adults and recognizing their capabilities and strengths.



PROJECT IMPACT

- **Over 83%** of evaluated students expressed heightened interest in learning communication skills for engaging with older adults and understanding their perspectives.
- Cross-generational communication skills grew by **up to 7.9%** among youth, while positive intergenerational attitudes improved across all age groups—led by a **5.0% increase** among older adults.
- Built practical engagement readiness, increasing youth knowledge of aging by **up to 8.9%** and raising cross-generational interaction confidence by **4.6%** among all cohorts.



2025 OUTPUT



230+

Beneficiaries



30

Workshops and activities



30+

Hours of service



FOSTERING A HAPPY AND MEANINGFUL GOLDEN AGE

RESEARCH CENTRE FOR GERONTOLOGY AND FAMILY STUDIES,
THE HONG KONG POLYTECHNIC UNIVERSITY

GEARING UP FOR THIRD AGE & MULTI-GENERATIONAL CAPACITY BUILDING

This extension of the original project, spanning March 2023 to July 2026, builds upon past success. Elderly volunteers engage in specialized training workshops and volunteer services focused on family relationships, retirement planning, and healthy living.

PROJECT IMPACT

- **100%** of participating older adults expressed excitement to continue volunteering.
- **100%** of participating older adults valued the intergenerational connection so highly that they requested longer event durations in the future.
- Majority of secondary students reported breaking down generational stereotypes, gaining valuable insights into intergenerational relationships, and finding the senior experience kits deeply impactful for understanding aging challenges.



2025 OUTPUT



70+
Beneficiaries



70+
Families



3+
Workshops and activities



7+
Hours of service



FOSTERING A HAPPY AND MEANINGFUL GOLDEN AGE

THE EDUCATION UNIVERSITY OF HONG KONG
APPRECIATION IN GENERATIONS AND COMMUNITY

Co-funded with Chow Tai Fook Charity Foundation, this program facilitates the connection between seniors and university students in Tai Po, promoting mutual respect and social inclusion. Together, they develop guided tours focused on themes such as history and nature for primary school students, and create a “community map” highlighting local culture to foster community harmony and inclusion.

PROJECT IMPACT

- **Over 90%** of elderly participants believe that young people are “optimistic,” “humble,” “kind,” and “considerate.”
- Youth with highly positive views of the elderly increased from **43.7% to 100%** after the program, while negative attitudes toward the elderly significantly declined.



2025 OUTPUT



610+
Beneficiaries



20
Workshops and activities



50+
Hours of service

Advocating for the
Second Sunday of October
as “**Grandparents’ Day**”



Grandparents' Day 祖父母感謝節

讚美由家做起
Appreciation Starts at Home

The Lee Kum Kee Family Foundation continues to drive its vision of promoting healthy and harmonious family relationships, successfully mobilizing the community to honor the vital roles of grandparents.

The Grandparents' Day 2025 Funfair held on October 12 at D-PARK served as a powerful catalyst for this advocacy, welcoming over 1,000 grandparent-grandchild families, and 100 guests to connect through the “5 Love Languages”. The presence of Lee Kum Kee family members, including Mrs. Lee Man Tat as guest of honor at the event, demonstrated the full support and commitments of the Lee Kum Kee family in advocating “Appreciation Starts at Home” in the society.



Grandparents' Day 2025 recap

www.lkkfamily.foundation/grandparentsday2025



Our Grandparents' Day initiative garnered support from the HKSAR Government with Ms. Alice Mak as our guest of honor, validating the Foundation's impact on family and social harmony.

Advocating the Appreciation Culture in Schools

To instill appreciation culture to younger generations, “Loving Family – Thank You Grandparents 2025” Drawing Competition attracted over 2000 participants. Mrs. Chaturada Kay Mok, Board Director of Lee Kum Kee Family Foundation presented the awards to the Champion, the First Runner-up and the Second Runner-up at the Funfair. Winning entries were also on display at the venue.



GRANDPARENTS' DAY 2025

Amplifying Impact by Digital Advocacy and Community Programs

We are amplifying our message beyond the physical event through well-planned compelling digital content on social media and community events throughout the year.

Celebrity Insights

Renowned figures shared personal intergenerational parenting tips and experiences on heartfelt intergenerational interactions, showing their support in the advocacy of marking the second Sunday of October as “Grandparents’ Day”.



Cross-Generational Dialogue

We produced a special video capturing the intimate interactions of four families, exploring how the “5 Love Languages” can bridge the generation gap.



Year-long Community Activities

Partnering with 4 NGO partners, a series of activities were conducted in schools and community to advocate respect and appreciation to grandparents, strengthening family relationships and bondings.



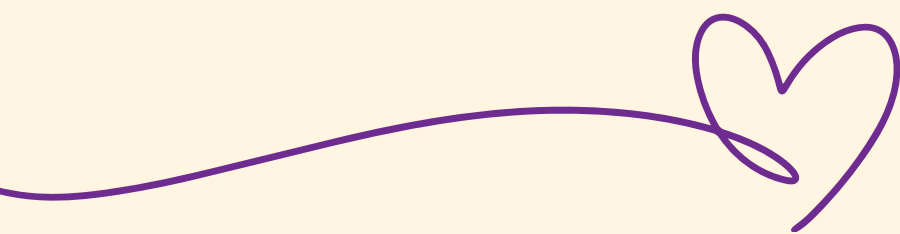

~5,300
Participants engaged


~1,084
Grandparents-Grandchildren families engaged


Awareness of Grandparents' Day increased from
22% to 98%


86%
Knowledge gain in the "5 Love Languages"


13
Like-minded supporting partners engaged



Looking ahead to 2026

Entering our 18th year marks a milestone of institutional maturity. To ensure our philanthropic mission endures across generations, we spent 2025–2026 fortifying our long-term governance, sharpening our strategic focus, and deepening alliances with like-minded partners. By responsibly integrating AI to elevate operational efficiency, we are positioning the Foundation to amplify its catalytic impact and build a happy, harmonious, and resilient future for the communities we serve.

BRINGING HOLISTIC WELLNESS TO EVERY HOME

Our focus of Grandparents' Day 2026 intentionally shifts from raising broad community awareness toward driving sustained, actual behavior change under the theme of "Holistic Well-being".

Believing that nurturing elders' physical and mental health is the ultimate expression of love, we are transforming wellness into unforgettable, active family experiences. This campaign serves as the definitive anchor for our philanthropic mission to sustain an "Appreciation Starts at Home" culture through structured initiatives:

2026 Grandparents' Day 祖父母感謝節

讚美由家做起
Appreciation Starts at Home



“GenLove Precious Moments” Drawing Competition 2026: Students and grandparents team up as creative partners to celebrate unique family bonds.



GenLove Portrait Workshops: Pausing to observe, sketch, and connect through art and the "5 Love Languages" side by side.



Community Appreciation Activities: Sports, arts, and mindfulness programs led by NGO partners.



“Tap to Love” Body Tapping Exercises: Bringing physical vitality and warmth to every generation through simple, family-friendly wellness routines.



THE GRANDPARENTS' DAY FUNFAIR ON
OCTOBER 11, 2026
AT TSUEN WAN D•PARK



STRENGTHENING OUR GOVERNANCE FOR AN IMPACTFUL FUTURE

To guide this strategic pipeline and drive our philanthropic mission forward, the Lee Kum Kee Family Foundation extends its deepest gratitude to each board director and advisor for their invaluable contributions, visionary leadership, and steadfast commitment to our mission. Their wisdom and counsel have been instrumental to our ongoing success and impact.

As we look ahead, we are proud to welcome new leadership to our governance in 2026. We are honored to announce **Mrs. Agnes Chiu Lee** as our new Board Member, and **Prof. Albert Chu-Ying Teo** (Professor and Dean, School of Management, Tung Wah College) as our Board Advisor. Together with our entire Board, their profound expertise and stewardship will carry our collaborative journey to new heights, ensuring sustainable, cross-generational benefits to the community.



Mr. Jason Lee
Chairperson &
Board of Director



Ms. Chaturada Dhanasobhon
Board of Director



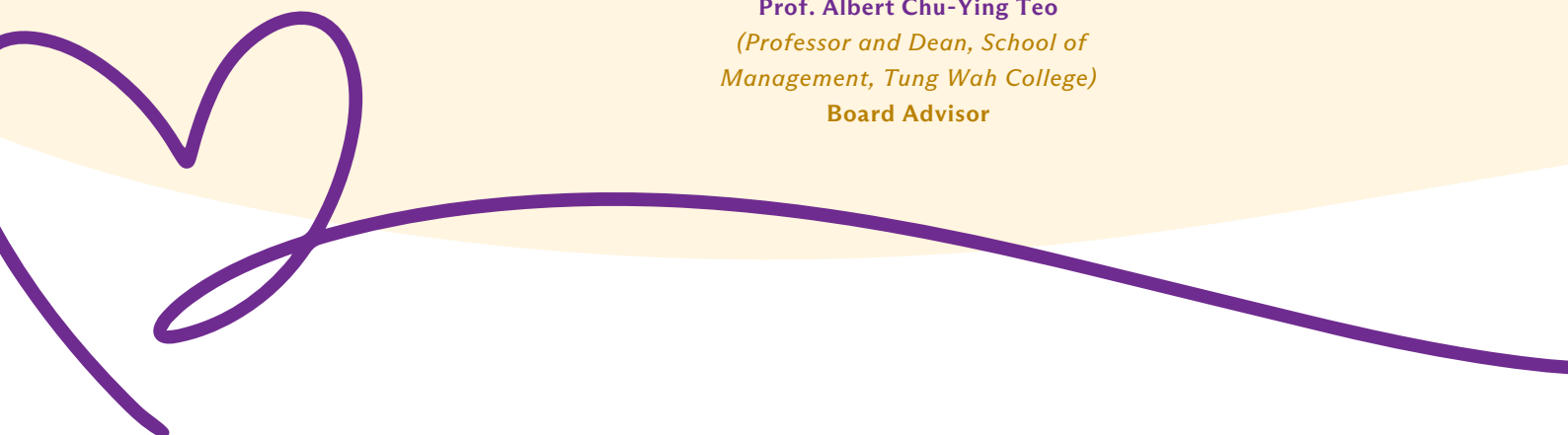
Ms. Andrea Lee
Board of Director



Mrs. Agnes Chiu Lee
Board of Director



Prof. Albert Chu-Ying Teo
*(Professor and Dean, School of
Management, Tung Wah College)*
Board Advisor



Thank You

Everything we achieved in 2025 and everything we look forward to in 2026 is built upon the incredible dedication of our partners. Your passion, ground-level expertise, and unyielding support on the front lines are what turn our philanthropic vision into real, life-changing breakthroughs for families and youth across Hong Kong. From the bottom of our hearts, thank you for walking this journey of harmony alongside us.





www.lkkfamily.foundation