



2019 ANNUAL REPORT



CONTENT

Our Values and Mission	3
Key Milestones	4
Chairman’s Message	5
10 Years of Highlights	
What We Have Achieved 2008 – 2018	6
What Did They Say	7
Review of 2019	8
2019 at a Glance	9
Our Online Platforms	11
Ongoing Sponsored Programs	12
Completed Sponsored Programs	15
Signature Projects Showcase	16
Education Project for Multi-generation Families II	17
Loving Family Song Composition Competition	18
Loving Family School Projects: Family Seeds Fund	19
Sustainable Development and Family Relationship	20
Grand Support : Support Service for Grandparents & Community	22
Symposium on Family Wellbeing in a Changing Society 2019	24
Media Coverage	26
Sponsorship and Projects Analysis	28
Our Team	29
Beyond 2019	30
Our Partners	31



Lee Kum Kee Family Foundation was founded in 2008 by Lee Kum Kee Family in Hong Kong. It is the core purpose of the Lee Kum Kee Family's Foundation to not only drive philanthropic impact for a brighter future, but also to create ways the Family can express philanthropy, together through a single vision, multi-mission model. It is our wish that the Lee Kum Kee Family understands & cherishes the importance of Hong Kong to us, and its role within the neighboring cities of China, and the world.

With the current mission to **PROMOTE HAPPY FAMILY RELATIONSHIPS**, the Foundation advocates the healthy family concept of **"Prevention before Sickness"**, and trusts awareness building and preventive actions before family sickness will help create a harmonious community, enabling healthy families to unlock their potentials and give back to the community.

By promoting a concept of **"Learn, Do, Share"**, the Foundation encourages families to learn and practice the harmonious elements of family unity through our program. This allows them to share their successful experiences with the community for social harmony.

We have launched the **"Loving Family Learning Platform"** for people to learn how to better communicate with their family members and enhance family cohesion by watching short films about family stories. Public are also welcomed to participate in our sponsored programs with their family.



KEY MILESTONES

2019

Formed a 5 person autopilot team
Office relocated to Lee Kum Kee Central
Official launch of the Locke family characters

Locke Family



2018

Launched online Loving Family Songs Platform

2016

Organized the first Loving Family Songs composition competition

2015

First foundation member joined
“Promote happy family relationships” mission established
Launched social media platforms



2014

Designed Loving Family logo
Launched online Loving Family Learning Platform

2012

Multigeneration families are chosen as target segment



2008

Lee Kum Kee Family Foundation established



CHAIRMAN'S MESSAGE

Dear friends of Lee Kum Kee Family's Foundation,

The year 2019 has drawn to a close, and I am pleased to share a milestone achievement with the completion of our first annual report. The creation of the annual report and carefully selected metrics contained within, are examples of an ongoing process of building stronger trust and transparency. Lee Kum Kee Family's Foundation will continue to improve ways to inform and invite partners and individuals to collaborate and participate towards an important cause.

I would like to acknowledge and thank the Lee Kum Kee Family Council and Owner's Council support, the ongoing dedication of our supporting partners, and the good work of our team members.

Setting up for 2020 and beyond, I'd like to highlight some of the key areas that have shown results in 2019.

IMPACT 2.0

2019 signified a great leap into metrics and scorecards that will help track and guide our efforts, and provide a starting framework for delivering valuable impact in our society. This is only the beginning, and we believe that this iterative approach with support of carefully selected partnerships can assist in identifying key areas for impacts in an increasingly complex world.

Our foundation has identified four key areas of impact:

- Family wellbeing
- Sustainable development goals
- Child wellbeing
- Happy and healthy ageing

PARTNERSHIP

By revamping parts of our online presence as well as further optimizing our grant making processes, our partners can propose creative ways to connect the dots to our unique core mission in an evidence driven manner. This also means that we are able to connect new partnerships and delve into new areas, for which happy family relationships could enhance other efforts, and vice versa. We aim to unlock more collaborative potentials together with partners to promote healthy and happy families whilst making positive changes in the world.

TALENT

Our achievements as a foundation, simply cannot be done without a great team. Our strategic focus in fostering talent, meant investing significantly towards culture transformation, and leadership training. Implementing the Autopilot Leadership transformation program, and drawing on the leadership of diverse talents of our team, empowers "bottom up" actions which will serve grassroots society better. By customer focused process design, we can create more ways to be inclusive. An example of this in the team's facilitation of focus groups, gaining valuable insights and data as part of achieving objectives. Since we have increased our team size to five, we are coming close to a sweet spot with our foundation scale and model. Furthermore, enhancing our effectiveness to co-create programs with our partners and achieve common goals quickly and effectively. Coaching, facilitation and taking leadership on all levels is becoming a new norm.

With your support and valuable collaboration, I believe we can shape a positive and bright future. Looking at 1000 years in the past and future, happy family relationships will always be an integral part of a constructive society.

Wishing you and your family a happy and healthy 2020.

Jason Lee
Chairman of Lee Kum Kee Family Foundation

WHAT WE HAVE ACHIEVED 2008 – 2018



165,404
Participants Engaged



58
Partners Engaged



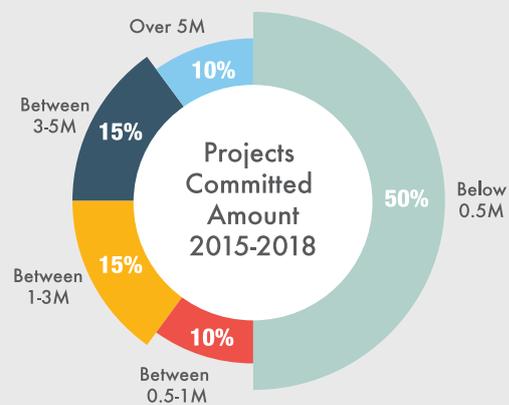
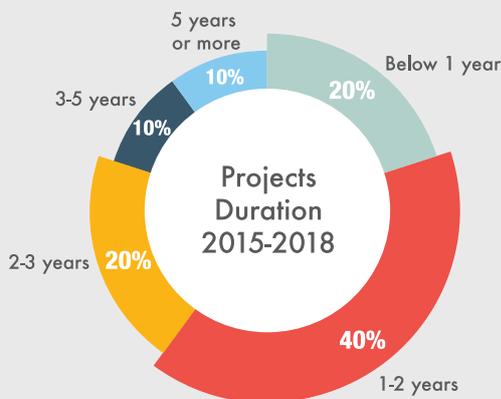
600+
Volunteers



20
Confirmed Projects



7
Projects carry on to 2019



WHAT DID THEY SAY?



Partners

Your generous support enables the School to attract the best future public health leaders and innovators whose discoveries will improve the lives of people everywhere



HARVARD
T.H. CHAN SCHOOL OF PUBLIC HEALTH
Powerful Ideas for a healthier world

Thank you for being so friendly and we are grateful for the wonderful opportunity



家福會
HKFWS

We would highly recommend LKKFF to other NGOs as the foundation has a clear objective and the team is very friendly to the applicant



Beneficiaries

I truly enjoyed the program a lot and also shared about the experience with my friends and family

I really loved the positive vibes when attending the program and I felt a paradigm shift

The programs are well prepared and executed

Your programs are very meaningful and helpful. I think more people should know about it

I will definitely share this unique and fun experience with my family

I felt transformed after attending the programs and I was so proud of the changes in me

I felt hopeful that there are many ways to solve the problems in my life

An abstract painting with thick, expressive brushstrokes in various colors including blue, green, purple, yellow, and brown. The composition is layered and textured, with some areas appearing more saturated than others. The overall effect is one of dynamic energy and artistic spontaneity.

REVIEW OF 2019

2019 AT A GLANCE

What is new



28
Sponsorship Requests



10
Confirmed Projects



3
Confirmed Donation



8
Partners Engaged

What we have achieved



1,778
Multigenerational Families Engaged



9
Family Videos produced



1,378
Hours Of Services conducted by partners



85
Groups run by partners

Number of People we reached



7,404
Participants



1,002
Subscribers



7,025
Facebook followers

Fun facts

Longest partnership



Newest partner



How partners know about us



The youngest participant in our programs



The oldest participant in our programs



Rating by the participants and partners on the scale of 1- 10 (10 being the most satisfying).

About the participants



Satisfaction to the activities or programs



Awareness to the sponsorship by LKKFF



Willingness to recommend the activities or programs to others



About the partners



Satisfaction in working with LKKFF



Satisfaction with project outcome



Intention in working with LKKFF again



Willingness to recommend LKKFF to other NGOs



Learning and development of the partner's team through the sponsored project



OUR ONLINE PLATFORMS

Loving Family Learning Platform



Bittersweet Grandparent-Grandchild Relationship



Marriage: A fresh start after retirement



The documentary of "Education Project for Multi-generation families"



Why is Expressing Your Love to Your Family so Important?

Launched in 2014, Loving family learning platform is an online video library for public to learn about different skills to build better relationships with family. Thanks to our partners contribution, including our self-production, over 270 videos with key learning objectives are available on the platform.

loving.family



Loving Family Songs Platform



代代有愛



如果你願聽



心結



家傳愛心湯

Since 2016, we have been hosting Loving family song composition competitions that present collection of pop and children songs with beautiful lyrics and melodies. Through our website and online music stores such as QQ Music and Spotify, we are able to share and promote all the winning songs to the public. The competition is a bridge for family to get together and spend quality time to sing meaningful songs and spread its positive energy to the community.

www.lovingfamilysongs.com



Social Media Platform

We use "Learn, do, share" as model of practice. Online social media platforms are one of our effective tools to engage families, promote our programs and receive direct feedback from our audience.



ONGOING SPONSORED PROGRAMS

Education Project for Multi-generation families II Hong Kong Family Welfare Society



In-laws conflict might lead to intergenerational conflicts and affects individual mental health and family functions. This project has been implemented for three years and the second phase continues the work in supporting in-laws, middle men and grandparents in establishing a harmonious relationship.

Gearing Up for Third Age & Multi-Generational Capacity Building Institute of Active Ageing, The Hong Kong Polytechnic University



There will be a rapid growth of the retirement population and they are looking for a positive and dynamic lifestyle. This project aims to equip the third agers to tackle their future challenges and to build harmonious multi-generational family relationships.

"The Pledge of Generations of Love" Golden Age Foundation



This project spreads the message of love from generation to generation. It aims to encourage people to manifest love through actions in their daily lives. By participating in the intergenerational activities, families can bond together and increase unity.

ONGOING SPONSORED PROGRAMS

Simple Living@Happy Family Wofoo Social Enterprises



We are now living in a society in which people consume goods or services for reasons beyond their basic. This project aims at promoting the concept of simple living. We encourage families to adopt a simple lifestyle in order to reduce environmental hazards and also through the activities to improve family relationships.

Loving Family School Project - Family Seeds Fund



The Fund is set up aiming to advocate schools to make use of the resources and materials on loving family learning platforms. Teachers can design and execute programs and activities for the students and their families to strengthen happy family relationships through the learning of family values.

Participating Schools:

- Bowie Anglo-Chinese Kindergarten
- H.K.Y.W.C.A. Faith Hope Nursery School
- H.K.Y.W.C.A. Tsuen Wan Nursery School
- H.K.Y.W.C.A. Choi Wan Nursery School
- H.K.Y.W.C.A. On Ting Nursery School
- H.K.Y.W.C.A. Cheung Ching Nursery School
- H.K.Y.W.C.A. Lung Hang Nursery School
- H.K.Y.W.C.A. Tai Hon Fan Nursery School
- H.K.Y.W.C.A. Chiu Oi Wah Nursery School
- H.K.Y.W.C.A. Shiu Pong Nursery School
- H.K.Y.W.C.A. Athena Kindergarten
- HKSVC&IA Chan Nam Chong Memorial School
- Precious Blood Kindergarten (Sham Shui Po)
- Tsung Tsin Mission of Hong Kong On Yee Nursery School

ONGOING SPONSORED PROGRAMS

Active Ageing Eco Guide Program World Wide Fund for Nature Hong Kong



In this two-year pilot project, we will engage 100 retirees (age 55 - 60+) to join Eco Guide Training Courses. All qualified Eco Guides will deliver community engagement programs to the public at various sites.

Martial Arts Classes InspiringHK Sports Foundation



With the support by D.H. Chen Foundation to the core program, we are honored to co support this project and promote more interaction and understanding between grandparents and grandchildren through learning martial arts together.

COMPLETED SPONSORED PROGRAMS

Grand Support - Support Service for Grandparents & Community The Evangelical Lutheran Church of Hong Kong



Through Grand Club, workshops and other programs, we strengthen grandparents' confidence and establish a network of peers, so that they can get mutual support and positive change. Practical wisdom is also accumulated and shared among the field of social welfare and the general public through publication and short film.

Cooking Workshop Vessel



Three workshops have been held with more than sixty multigenerational families participated. The kids were excited to cook with their families. The grandparents have shared their cooking skills and experience with their grandchildren to carry on the legacy.

Music Box Workshop Bubble Dreams Garden



The message of "words of affirmation for family" has been shared with sixteen families that joined the workshop. Each family learned how to make their music box by using the children songs from loving family song composition competition.

An abstract painting with a dense, layered composition. The background is a mix of vibrant colors including deep blues, rich reds, earthy browns, and bright yellows. The brushstrokes are thick and expressive, creating a sense of movement and depth. In the center, there are some more defined shapes, possibly representing a chair or a similar object, rendered in yellow and purple. The overall effect is one of dynamic energy and complex visual texture.

SIGNATURE PROJECTS SHOWCASE

Education Project for Multi-generation Families II

Partner: Hong Kong Family Welfare Society
Period: December 2018 – November 2021

The project aims to resolve the intergenerational conflicts caused by tension relationship between mother-in-law (or father-in-law) and daughter-in-law. The project has been implemented from 2015 to 2018 and has successfully assisted multi-generational families to establish positive harmonious relationship and arouse the community's awareness. We have hosted more than 130 workshops, 60 groups and talks, 45 good-in-law showcases, 8 information corner sessions, 180 outreaching classroom and intergeneration activities with over 5,500 participants.



多代家庭教育及支援計劃(第二期)
Education and Support Project for Multi-generational Families (II)
婆媳緣 ♥ 祖孫情



In view of the established community network and advocated social awareness in the past three years, the project is entering the second phase to build an interventional approach for a positive social impact. In collaboration with the Hong Kong Shue Yan University, we are developing a child-focused in-law relationship enhancement model by reviewing and revising the existing service. The model consists of five components and fourteen sub-themes to strengthen the intergenerational relationships. To enhance the effectiveness of this new model, we have also provided some training sessions for social workers. We target to recruit participants and place into different groups with mixed measurement method for the data collection in 2020.



Loving Family Song Composition Competition

To promote Happy Family Relationships, we organized Loving Family Song Composition Competition since 2016. We hope to provide a platform for musicians to use their creativity to compose songs that highlight family values through heart-warming melodies and lyrics. We also believe that songs can deeply touch people's heart and as a medium for community harmony.

We first started from a small scale event of only 150 - 200 people with a few partners to a bigger event of 1,000 people in 2018 and our program was broadcasted on local TV to reach more people in Hong Kong. In the past three years, we have received more than 450 songs and we actively promote the winning songs on different channels such as social media platforms, road shows and radio.

Dr. Gary Chapman, author of 5 Love Languages believes that everyone has different way to express their love and it is important to learn and practice our own love languages. Therefore, each year we choose one of the "Five Love Languages" and promote the importance of using it in the family through our song competition. With years of effort, we also received support from Family Council to promote Five Love Languages especially in family. In 2018 - 2019, we chose quality time to address the importance of spending quality time with family. We partnered with Wofoo Social Enterprises, Institute of Active Ageing, Hong Kong Polytechnic University, TVB and received positive feedbacks from our partners and contestants. Extensive promotion is done in 2019 through media like radio, newspaper, audio streaming platforms and social media.





Loving Family School Projects: Family Seeds Fund



We set up "Loving Family School Project-Family Seeds Fund" in 2019 to promote mutual attention among family members and participation of different sectors. We want to encourage local schools to use the funds, resources and materials on loving family platforms. Also schools can design and implement projects and activities on campus to promote happy family relationships by using our songs, videos and learning materials.

Objectives of the project:

1. Students and their family members learn family values through the project and its activities.
2. To build/improve family relationships for students and their family members through the project and its activities.
3. To improve family relationship, we encourage students to share their experiences and gains with family members through the activities.

How we made the difference?

14 schools have received the funds.

What did the participants say?

School

The program is meaningful and definitely benefits the students. We have organized more activities for promoting intergenerational relationships and invited families to join.

Students

I love playing with my parents.

Family members of the students

It is great to have opportunities to enjoy intergenerational activities with my children. It was fun and meaningful!



Sustainable Development and Family Relationship

Two of our recent projects in collaboration with Wofoo Social Enterprises and World Wide Fund for Nature aim to address some of the issues from UN Sustainable Development Goals. Through our projects, we want to encourage family to spend some quality time together and contribute to environmental sustainability at the same time. Not only this will build stronger bonds in the family, but will also educate them the importance of having a healthy community by reducing waste and taking good care of our environment.



S.Living @ Happy Family

Partner: Wofoo Social Enterprises

Period: July 2019 - June 2020



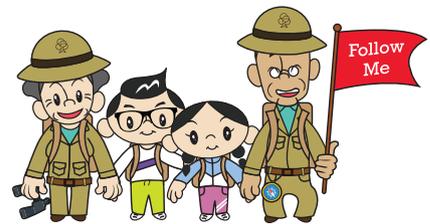
In order to promote the concept of simple living, we started a new collaboration with Wofoo Social Enterprises for a one year project that aims to encourage students and their families to spend quality time in a sustainable lifestyle through many family-friendly and fun activities. All the participants will be able to learn various possible actions of adopting simple living such as visiting countryside and heritage sites, cooking organic food from local farm, upcycling unused materials.



WWF Active Aging Eco Guide

Partner: World Wide Fund for Nature

Period: September 2019 - September 2021



In collaboration with World Wide Fund for Nature (WWF), this two-year pilot project will engage 100 retirees (age 55 – 60+) to join Eco Guide Training Courses together with other participants of all ages for maximum collaboration, integration and skill sharing. After completing the training, at least 50% of Active Aging Eco Guides expected to pass the assessment and take up part-time paid roles as Eco Guides. As Eco Guides, they will work alongside WWF staff to deliver community engagement programs to the public at Mai Po Nature Reserve, Hoi Ha Wan Marine Park and Island House Conservation Studies Centres.

We encourage all the Active Aging Eco Guides to share their experience and findings about environmental conservation with their family through events, tours and even in their daily conversation.

Grand Support : Support Service for Grandparents & Community



Partner: Evangelical Lutheran Church Social Service-Hong Kong
Period: September 2018- August 2019

About the project:

There are 40,000 skip-generation families in Hong Kong in 2010. Many of the grandparents-as-parents in these families are under high stress. In the light of this, we have run a one-year project of **“Grand Support - Support Service for Grandparents & Community”**. Through Grand Club, workshops and the publication of the book **“We are raised by grandparents”** to further strengthen grandparents’ confidence and establish a network of peers, so that they can get mutual support and positive change.

How we made the difference and fill the gap:

(1) Mutual Support Groups at Schools

The support groups are formed in schools which not only offer grandparents a platform to do physical exercises but also allowed them to share their experiences and feelings with each other. They could re-recognize their role in family and relieve their stress in taking care of their grandchildren. By the pre- and post- assessments, it reflected that the self-confidence and the self-value of each participated grandparent is enhanced. The mutual support and bonding were successfully established among the group members.



(2) Satir Model Family Therapy Groups

In order to facilitate more positive communications and improve the relationships in three generation families, workshops for parents, grandchildren and grandparents with the application of the Family Therapy “Satir Model” is run. The participants were active in the two way learning in which they could experience the Satir family therapy by demonstration, role play and sharing. All participants stated that the workshop enhanced their communication with family members and created more harmonious family atmosphere.



What did the NGO partner say?

The grandparents felt very happy and got the satisfaction in the support group because they could develop interest, excel potential, re-recognize their value, relieve the stress and hence improved their quality of life.

All participants appreciated and enjoyed the workshops very much

What did the foundation learn?

- With the assistance of school social workers and principals, we have built a great model for the continuity of grandparents mutual support groups. We want to share this model with more schools in Hong Kong.
- It is the first time of our NGO partner hosting groups by using Family Therapy Satir Model as the core method for multigeneration families and the result is encouraging and successful. This method has a great potential to reach more families in Hong Kong.

The parents said they treasured the time of being together with their family that they could have more interaction and gain better understanding through the activity. The debriefing and sharing sessions were also a good opportunity to express their feeling and love to each other.



Symposium on Family Wellbeing in a Changing Society 2019

Partner: Hong Kong Family Welfare Society

Date: 17 May 2019

What is it?

The theme “Family Wellbeing in a Changing Society” reflects our dedication to promote family wellbeing in our ever-changing society. We sponsored the symposium and believed that it is a good platform for a meaningful discourse among professionals, practitioners and other stakeholders who are passionate about family matters.

Anniversary
nging Society



How we made the difference?

We are pleased to have Dr. LAW Chi Kwong, GBS, JP, Secretary for Labour and Welfare as our guest of honor for the symposium. Over 600 participants including government officials, expertise in social services sector, professors and principals from academics, professionals from corporates and medical have attended and shared with our 29 speakers from USA, Malaysia and Hong Kong about family wellbeing in the global and local context.

Dr. Anjli Doshi-Gandhi has introduced the Malaysia’s experience of establishing the maiden Family Wellbeing Index and how it affected the policy formulation in the country whereas Prof. Joyce Ma and Prof. Mooly Wong from Chinese University of Hong Kong has shared the progress of their study of family wellbeing index locally.

Our strategic partner Dr. Lee Wai Yung of Asian Academy of Family Therapy has inspired the participants to understand family and individual issues with a new perspective by looking into the case transgenerationally. With our support, Dr. Lee has finished a study of 40 cases using transgenerational family therapy and not only social services sector found it impactful, the psychiatrists also learned how to take a new angle to handle mental health issues and reduce the risk in prolonged use of medicine.

Last but not least, our Lee Kum Kee Professors have also attended. Dr. Kasisomayajula “Vish” Viswanath shared with us his findings on Information and Communication Technologies (ICT) and their impact on family wellbeing and Professor Laura Kubzansky has talked about the future of family wellbeing-A paradigm shift in the Policy and Social Context. In addition, eight workshops are held in which two showed the participants about the projects sponsored by Lee Kum Kee Family Foundation. The sharing and discussion are very useful to the long term development of the Foundation.



Dr. Kasisomayajula “Vish” Viswanath
Co-Director, The Lee Kum Sheung
Center for Health and Happiness, The
Harvard T.H. Chan School of Public
Health



Professor Laura Kubzansky
Co-Director, The Lee Kum Sheung
Center for Health and Happiness,
The Harvard T.H. Chan School of
Public Health



Dr. Lee Wai Yung
Clinical Director, The Asian Academy of Family Therapy

What did the participants say?

Audience

- Family Wellbeing Index is an important indicator to promote higher level of family policy
- We could inject more energy and introduce different abilities to the family, so that everyone in the family can build their home together

Speakers

- Personal problems are most likely related to transgenerational family issues.
- We need to prepare upstream prevention by capacity building.

Partner

- Family unity and solidarity can strengthen the family function. It matches with the family structure changes (intergenerational family relationships)

MEDIA COVERAGE

Song Composition Competition



Family Wellbeing



Audio Drama Competition

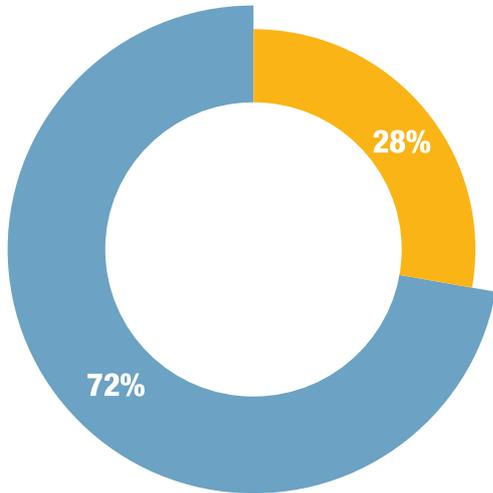


Grand Support



SPONSORSHIP AND PROJECTS ANALYSIS

Expenses on Sponsorship vs Running Cost

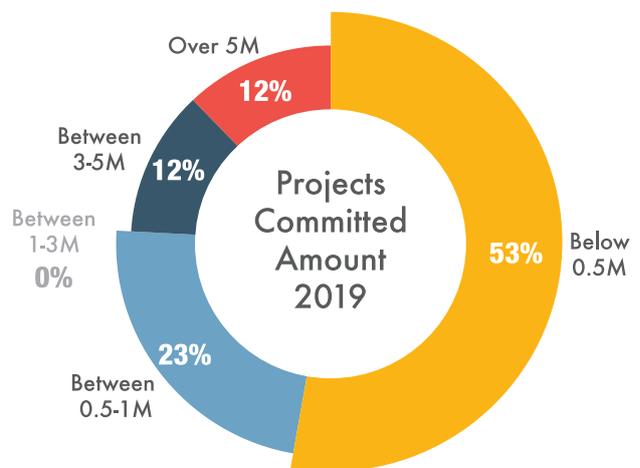
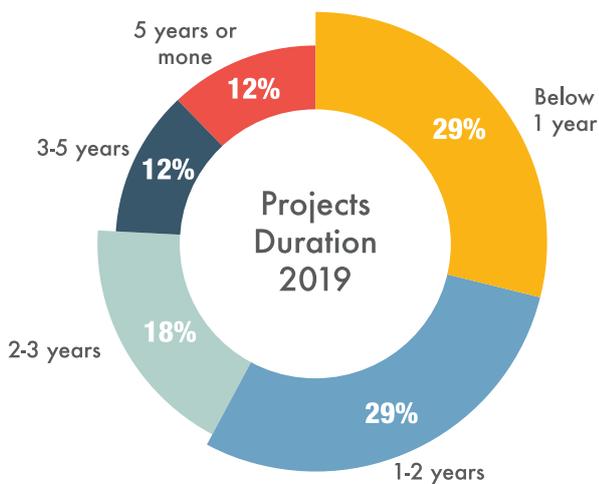


The ratio of the expenses on sponsorship and the running cost in 2019 is shown in this chart. Sponsorship refers to donation and expenses on our sponsored events and projects. Running cost refers to the staff cost, benefit, learning and development, as well as the foundation marketing, operation and administration.

- Running Cost
- Sponsorship Expenses

Distribution of Projects Committed Amount and Duration

There were 17 active projects in 2019 and below charts illustrating the distribution of the committed sponsorship amount and the duration of our projects.



AUTOPILOT TEAM

May Lau

Manager, Development & Operations

Foundation management and operations, Partnership exploration and networking, Team supervision

Bruno Chan

Senior Project Officer

Projects coordination, Multi-media creative and presentation

Kenneth Yeung

Senior Project Officer

Website development and maintenance, Promotion and publicity materials design and creative

Gina Li

Senior Project Officer

Projects coordination, Event management, Public relations

Jeanie Chan

Assistant Project Officer

Projects coordination, Marketing, Administration

Jason Lee

Chairman

Align vision and mission with family, Sponsorship and donation approval, Develop strategy and governance structure



BEYOND 2019

With the mission to promote happy family relationship and the belief in prevention before sickness, Lee Kum Kee Family Foundation set four strategic focuses to help our partners understanding our goals and act according to our mission.

The Family Wellbeing Symposium we sponsored in May 2019 successfully brought multi sector experts awareness on the importance of Family wellbeing. LKKFF will keep on exploring innovative and impactful projects in the area of seminar, research, programs and activities. We will evaluate and enhance the effectiveness of our projects with the family wellbeing approach to build a harmonious society.

Child wellbeing and happy ageing are the other two prolonged approach we used in our projects. The capacity building activities we

organized for grandparents not only allow them to achieve a fruitful retired life but also maintain good intergenerational relationship with their offspring. Our work on in-laws relationship and grand parenting are essential due to the increase of grandparents being the main caregivers to their grandchildren in Hong Kong. We will continue to enhance our programs with evidence and effectiveness based tactics.

Lastly, LKKFF believes that family is a powerful unit in which collective action can make a change to the world. We collaborate with partners to introduce activities to families with the objective to address the sustainable development goals set up by the United Nations. Though the outcome would not be observed in short term, mindset of simple living and sustainability can be advocated over generations.

PROMOTE HAPPY FAMILY FOUR PRONGED APPROACH



THANK YOU FOR YOUR SUPPORT IN MAKING OUR MISSION POSSIBLE



基督教香港信義會
社會服務部





Address: 8/F, Lee Kum Kee Central, 54-58 Des Voeux Road Central, Hong Kong
Telephone: +852 3752 2170



 [Loving.family](http://www.Loving.family)