



ANNUAL REPORT 2022

PROMOTE HAPPY FAMILY RELATIONSHIPS

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OUR VALUES AND MISSION

The Lee Kum Kee Family Foundation (LKKFF) is a private family foundation set up by the Lee Kum Kee family in 2008, with its core purpose based on the philosophy of “**Si Li Ji Ren**” “**Considering Collective Benefits Before Acting**”. Our Foundation drives philanthropic impacts for a brighter future, and also creates ways for the family to realize its philanthropy.

Our mission aims to promote happy family relationships. Our goal is to build a Foundation based on trust, transparency, and with common values and priorities that will endure over generations.

We promote the concept of “**Prevention before sickness**”, and firmly believe in building awareness and engaging in preventive actions before families are impacted, thereby creating a healthier and more harmonious community. Averting danger or illness and promoting good relationships enables families to unlock their true potential, and give back to the community.

With the concept of “**Learn, Do, Share,**” LKKFF encourages caring families to understand and practise these elements through different projects that contribute to family unity, and to share their successful experiences with the rest of the community.

Going beyond grant making alone, we also engage in collaboration and strategic philanthropy with our partners. We connect the dots and bring together like-minded people to engage with our fund along with external partners, to advocate for good practices contributing to strong family relationships. We continually strive to identify meaningful projects and potential partners, and report the impact of each initiative to our stakeholders. Our aim is that LKKFF’s philanthropic actions are carried out in ways that benefit humanity over the long-term, and create a legacy of positive impact across generations.





FROM THE CHAIR

Dear friends of the Lee Kum Kee Family's Foundation,

We are thrilled to present our 2022 Annual Review, "A Year of Aspiration and Giving Together." In a time marked by economic and social uncertainties, business closures, and family-related challenges, we have emerged more resilient and dedicated than ever to making a profound impact on our community through our programs that alleviate family stress and provide educational support to our beneficiaries.

With the unwavering support of the Lee Kum Kee Family, our NGO partners, and team members, we are committed to identifying and addressing gaps in development and social progress in our ever-evolving society, empowering families to flourish.

Embracing a New Era - Board Expansion

Since last April, we have expanded our board, welcoming three esteemed members - Ms. Andrea Lee, Ms. Chaturada Dhanasobhon, and Mrs. Mahnaz Lee. Their diverse expertise in the non-profit sector, marketing, public relations, entrepreneurship, and leadership, coupled with their passion for driving philanthropic impact, has brought invaluable perspectives to our foundation. We are grateful for their contributions in shaping the foundation's strategic direction and overseeing the review and monitoring of our projects' impact, ensuring the effectiveness of our mission. The board's expansion marks a pivotal moment for the foundation's continuity and legacy, providing clear focus, guidelines, and governance for the next generation.



CHAIRMAN
Mr. Jason Lee





BOARD DIRECTOR
Ms. Chaturada Dhanasobhon



BOARD DIRECTOR
Ms. Andrea Lee



BOARD ADVISOR
Mrs. Mahnaz Lee

A Shift in Focus and Strategy

Our board firmly believes that strategic planning is crucial for the foundation to achieve high performance and significant impact. Therefore, our board and team have identified pressing areas where the foundation can extend its support. We recognize that young people in Hong Kong face numerous challenges, from academic pressures and career uncertainties to personal identity and social media influence. These factors can easily lead to anxiety, depression, and other health issues if resilience is not adequately cultivated.

Given the limited attention dedicated to psychosocial support, we believe it is essential to develop an innovative, youth-friendly approach that empowers young people and their parents by enhancing their psychosocial competence through holistic family intervention programs.

Our goals are to collaborate with trustworthy organizations to alleviate the stress of young people, foster positive parenting skills, and encourage stronger parent-child relationships. As we believe that youth hold the key to our future, we aspire to help more families with pre-teens and teenagers navigate the complexities of adolescence, enabling them to realize their dreams and reach their full potential.

As we step into 2023, we remain steadfast in our new direction to improve the well-being, perseverance, and resilience of young people. Together, let us build supportive families and communities in Hong Kong, fostering a brighter future for all.

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

2022 AT A GLANCE



Participants Engaged

371,963

1,424

Multigenerational Families Engaged



The oldest participant in our programs

90
years old

The youngest participant in our programs

1
year old

195

Groups run by Partners



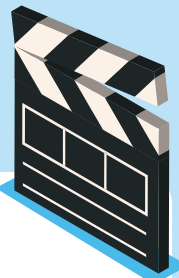
Hours of Services conducted by partners

5,227



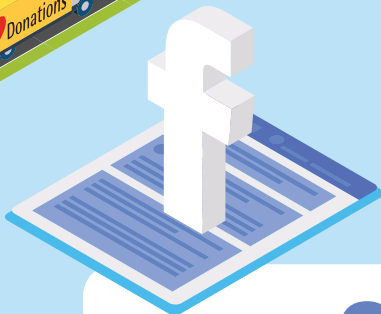
Family Videos Produced

10



Social Media Followers

8,787



Subscribers

1,500



MULTI-STAKEHOLDER PARTNERSHIPS



“Encourage and promote effective public, private and civil society partnerships, building on the collective experience and resourcing strategies of partnerships”

LKKFF has been working closely with our various partners for many years. Multi-stakeholder partnerships involve organizations from different sectors of society working together, sharing risks and combining unique resources to maximize the value in our shared partnerships and individual partner objectives.

We encourage collaboration by connecting interrelated organizations to leverage common resources to amplify their impact on the community. The more resources we have, the more beneficiaries can be served.



Hong Kong Funders' Network on Ageing Well



We believe that working together with other like-minded partners will generate more innovative ideas to address complex social issues, as well as more serious concerns such as vice. **LKKFF is a member of The Hong Kong Funders' Network on Ageing Well, Hong Kong Foundation Exchange, Asian Academy of Family Therapy, Consortium of Institutes on Family in the Asian Region (CIFA) and Asian Venture Philanthropy Network.** Through these networks, we have the opportunities to keep learning and working with other philanthropic organizations and changemakers to build a better world.

This year, we joined hands with 9 private foundations and participated in the **“Wu Wu Cheng” Community Mutual Support Program** to strengthen our community capacity, and supported disadvantaged groups in overcoming the challenges of the COVID-19 pandemic. Together, we were able to serve 208 small local businesses and more than 11,000 beneficiaries from 3,525 families in 16 districts in Hong Kong.



Wu Wu Cheng

Beyond community development, we seek to raise awareness of inter-generational (IG) approaches in the social sector, and encourage NGOs to adopt IG approaches in their services. We partnered with the **Chow Tai Fook Charitable Foundation** and **Asian Charity Services** to initiate an **IG symposium**, where we invited various NGOs to adopt IG concepts in their proposals. The symposium consisted of training and coaching sessions, and with the learning and insights gained. Two grantees, **The Education University of Hong Kong** and **Empathy for the Elderly** successfully received funding support to implement programs in the community to promote an **“Elderly and Younger Friendly Society”**.



IG symposium

We also support and conduct academic research for evaluation and knowledge building, in order to keep improving our working models and create an evidence-based framework for our philanthropic activities. In collaboration with Hong Kong Baptist University, we conducted an evaluation study in **“My Grand Buddies**

Project: Peer Support for Social Capital”, which assessed the before-and-after impacts of the project on grandparents - the precious social capital of our community - who use the project services. We also partnered with **University of Hong Kong and Hong Kong Shue Yan University** to evaluate the effectiveness of the **“Education and Support Project for Multi-Generational Families”** project and its positive influence on participants’ family relationships.



My Grand Buddies Project

Together with the **ZeShan Foundation**, we supported **Hong Kong Baptist University** and **The Hong Kong Polytechnic University’s “Inter-Generational Engagement in Secondary Schools (i-GESS)”** project. This project aims to create a platform for five generations: secondary school students, school teachers, university students, lecturers, and most importantly, older adults in the community to connect, in order to build mutual understanding, respect and trust.



i-GESS

Together, we are making a difference and building a better world.

NEW NORMALS DURING THE PANDEMIC



Three years after the start of the COVID-19 pandemic, we have learned to adapt to the “new normals”: online learning, working from home, quarantining and wearing masks. We wanted to find out what challenges these new normals have created for our NGO partners, and how they have organized their outreach activities to overcome these challenges. To this end, we asked Mr. Stone Leung and Ms. Venus Chan from the Hong Kong Family Welfare Society, and Ms Debbie Ng from the Evangelical Lutheran Church Social Service – Hong Kong, Shatin District Community Centre for the Golden-Aged. Both are LKKFF’s long-term partners, and we wanted to see how we can better support their concerns on these challenges.

Q1: What differences have you seen between face-to-face activities and online courses?

Debbie: During the 5th wave of the pandemic, all our face-to-face activities had to be replaced by online alternatives. The biggest difference was in our communication methods. When the participants were in the center in person, where they had “two-way” communications, they were more willing to share the challenges they were facing and our staff could provide more immediate feedback to each participant. However, the online response rate was relatively low, and the participants seldom shared their issues. We found that part of the reason for this was because their family members were around them.

Stone & Venus: In my opinion, online outreach activities can cater to more people. For example, our Research Result Announcement cum Professional Training event held in May 2022 could only serve 61 guests due to the venue capacity and the social distancing policy, but using a hybrid face-to-face and online mode we could invite nearly 200 guests to participate in this event. Online courses can also attract more participants from different districts as well as housewives, because they can join the online courses after they send their children to school, or when they take the bus back home.



基督教香港信義會社會服務部
Evangelical Lutheran Church
Social Service - Hong Kong





Project: Education Project for Multi-Generation Families III

Q2: What challenges did you face in conducting online activities?

Debbie: We had to design activities suitable for online courses and cater to the needs of different participants. For example, children are easily distracted by TVs, and it is hard for them to concentrate on the monitor for long periods. Therefore, we decided to adjust the duration of our online activities, for example from 1 hour 30 minute face-to-face activities to 1-hour online courses.

Stone & Venus: Our staff have to put more effort into motivating participants to engage in the activities. For example, some fathers or grandfathers are joining the online courses on the bus or in the street. It is not easy for them to share their family issues in public. On the other hand, for the mothers' groups, online activities are less attractive because they have to use Zoom when their children are having lesson at home.

Q3: Did you find any unexpected advantages in using online activities?

Debbie: We could create closer relationships with families, and even bonds between different families grew stronger. Especially during the outbreak of the 5th wave, when people were shopping for toilet paper, masks and alcohol hand sanitizers in different supermarkets, families would share shopping tips and encouraging messages with each other in the WhatsApp group. Amongst our colleagues, we could quickly share project information, and also information on the latest social distancing policies, and allocate anti-epidemic items to families in need.



Project: My Grand Buddies Project



PARTICIPANT: This activity was good. In addition to learning positive family values, we also created common memories. We learned to understand each other better, and love each other more. Thanks to the staff for their hard work and persistence. Success does not depend on individual strength alone, but requires everyone to work together and give their hearts. (此活動好，除了學習到正面的家庭價值觀，更製造了共同回憶，互相了解，和珍惜目前所有的一切，愛惜眼前人。感謝大會工作人員的一番努力和堅持，成功不是單靠個人力量，是要大家合作努力，付出心意。)

WHAT DID THEY SAY?

PARTNER: The project team is very helpful and willing to observe and participate in our programs, and to share joy with the beneficiaries.

PARTNER: The LKKFF team is excellent to work with. They are always so supportive. Their comments were also very constructive for the project execution.

PARTNER: It was a pleasant experience working with LKKFF. LKKFF's team was very responsive especially during the pandemic, when many of our activities needed to be postponed or modified.

PARTNER: The families in need in Tin Shui Wai were impressed by LKKFF's vision and great efforts in addressing their difficulties and relieving their stress during the pandemic. They have great respect for how LKKFF cares deeply for the community.

PARTICIPANT: Learning about protecting the environment created a bridge for daily communication for participants' families. It helps us to maintain healthy living habits, as well as spiritual communications.

(將課程所學的環保知識成為參加者家庭日常的溝通橋梁，維持了良好的家庭健康生活習慣和心靈溝通。)

PARTICIPANT: It was a valuable opportunity to have different activities and learn new knowledge with my children and grandchildren.

(非常難得能夠有機會跟兒孫一起做不同的活動及學習新的知識。)

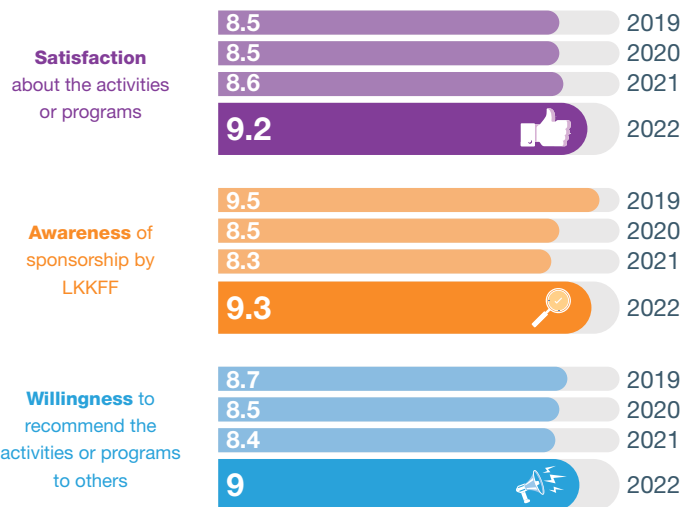
PARTICIPANT: The activity inspired us to re-examine our living habits and enjoy a more environmentally-conscious life. (這活動啟發我們重新審視自身的生活習慣，享受綠色生活。)

PARTNER: The Grannies would like to thank LKKFF for this opportunity to spend quality time with their grandchildren, which has also improved their relationships with their children.

RATING BY PARTICIPANTS AND PARTNERS

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

ABOUT PARTICIPANTS



ABOUT THE PARTNERS



ONGOING PROJECTS

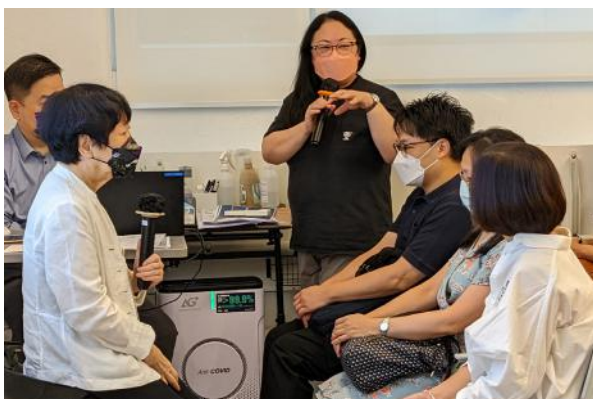


Trans-generational Family Project *The Asian Academy of Family Therapy*

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 more than 500 participants in the course. We provide professionals with different levels of understanding in working with families, and create opportunities to advance their skills and knowledge. We also provide clinical



treatment with family therapy for 22 cases with issues involving trans-generational family dynamics that may stem from trans-generational origins. In addition to professional training and clinical treatment, AAFT will be publishing a series of handbooks related to trans-generational family relationships. These handbooks will provide helpful tips in promoting good family relationships.



OUTPUTS:

- 22 cases of clinical treatment services
- 126 professional training sessions
- 509 participants involved



Family Well-being



HKUST-Lee Kum Kee Happy Family Learning Centre
The Hong Kong University of Science and Technology

To further promote cross-generational learning and cultivate family harmony, the HKUST-Lee Kum Kee Happy Family Learning Centre will extend its project duration and maintain its current online courses through 2023. New courses for different age groups of family members will be developed, including “Intimacy of Creativity: Entering the Minds of Composers” for parents, and “English for Doing Business in Asia – Writing” for young adults.

www.familylearning.hk

OUTPUTS:

- 3 new online modules
- More than **1000** students joined the online courses from **60** schools



ONGOING PROJECTS

Child Well-being



Education Project for Multi-Generation Families III

Hong Kong Family Welfare Society

For the last 7 years, we have been partnering with the Hong Kong Family Welfare Society on the Multi-Generation project. In 2022, 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 amplify the influences of positive multi-generation family relationships, this project also included train-the-trainer educational resource kits and training for professionals and frontline workers. This year, we organized 2 train-the-trainers programs with a total of 206 participants in this project.

In addition to its regular programs, the Hong Kong Family Welfare Society also partnered with University of Hong Kong and Hong Kong Shue Yan University to develop a service model on facilitating multi-

generational co-parenting. This service model contain 5 elements: Sharing and Support; Family Togetherness; Role Adjustment; Hear to Hear and In-law Co-parenting. In May, we invited more than 200 professionals interested in multi-generational services to join our research result announcement seminar and press conference.

Apart from developing a service model, we also used various other means to deliver our core findings: a picture book titled “嫲嫲、媽媽不吵了”, a multi-generation family card game “和孩同樂遊戲卡” and a promotional video “家庭夾心號”. These are useful to illustrate and facilitate positive relationship-building, and as tools for social services practitioners to train different family members on how to improve their relationships.

OUTPUTS:

- 1 set public education resources kit
- 1 promotional video
- 13 media coverage
- 173 training workshop sessions
- 206 professionals involved
- 1,954 direct participants
- 1,078 families participated





Inter-generational Coalition for a Better Planet
A Plastic Ocean Foundation

Since September 2021, we have engaged 40 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.

OUTPUTS:

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



Sunshine for Generations
Chinese Young Men’s Christian Association of Hong Kong

A donation to a startup fund for the Chinese YMCA Wong Yi Chau Youth Camp in December enabled the setting up of 60 solar panels at the campsite, which will generate power and income for the next 10 years, and help run various green education programs for families.

OUTPUT:

- **60** PV panels installed



ONGOING PROJECTS



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

The first phase of this project was completed successfully in August 2022. In the first year, 84 multi-generational families from 9 kindergartens joined the face-to-face and online programs, which included talks for parents, 4 picture book drawing training workshops, family photo-taking events and more. The second phase is in progress, creating many happy family moments and mutual understanding between different generations of families.

OUTPUTS:

- **1,754** people attended the activities
- **84** multi-generational families participated
- **9** kindergartens and 6 volunteers involved



My Grand Buddies Project Evangelical Lutheran Church of Hong Kong

We partnered with the Evangelical Lutheran Church Social Service–Hong Kong and Hong Kong Baptist University to conduct the program and research respectively. The project aims to build on the social capital of grandparents in society as well as to establish a “Grand Partners” (grandparents and grandchildren) network in the community. 56 grandparents joined 3 Grand Buddies training groups, with 18 sessions to learn about different topics such as personal life reviews and caring skills. 56 pairs of “Grand Partners” attended 3 volunteer training groups, with 24 sessions on horticulture therapy, play therapy and drama training. The participants also completed 7 volunteer services to contribute what they have learned to the community.

OUTPUTS:

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





Gearing Up for Third Age & Multi-Generational Capacity Building
Research Centre for Gerontology and Family Studies

The three phases of this project which aims to build and enhance relationships among families will be completed by March 2023. This year, we conducted 13 workshops, 10 family and 3 volunteer activities. Although most of the workshops were held via Zoom, we received many positive comments that they covered a wide range of useful and interesting topics, and the learning experience was very fruitful and inspiring.

- OUTPUTS:**
- **265** participants from 182 families involved
 - **13** workshops



Beats in the City
PMA Music Foundation

More than 100 elder citizens participated in 23 workshops on body percussion to learn rhythm patterns that can enhance their coordination and alertness. We recruited 20 elders and 20 primary and secondary students to co-create a music video using what they have learned to showcase their efforts and talents. Towards the end of the project, there was also a fun, creative and interactive competition for families to make their own percussion videos using everyday objects at home.

- OUTPUTS:**
- **1** online family video competition
 - **1** music video
 - **23** sessions of music related workshops



ONGOING PROJECTS

Intergeneration Solidarity



Inter-Generational Engagement in Secondary Schools

The Hong Kong Polytechnic University x The Hong Kong Baptist University

Since May 2021, we have engaged university students, older adults in inter-generational training, interactive activities and co-creating inter-generational sharing at local secondary schools to enhance interaction opportunities and experiences between young people and older adults. Even though there may be gaps in perspectives between younger and older people, both generations can listen to, and work with each other to build trust. We hope that this program will help young people and older adults to increase mutual understanding, respect and trust, so that they can benefit from each other through shared engagement in the inter-generational learning community.



OUTPUTS:

- 4 schools involved
- Co-created 20 activities
- More than 400 students involved
- Re-engaged secondary schools



Intergeneration Solidarity



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

To encourage youths and elders over 50 to appreciate learning from each other and work together to pursue their dreams, we collaborated with Empathy for the Elderly for the “The Hong Kong International Baseball League” project. This year, we engaged 60 youths in 2 Youth Inter-generational Boot Camps and 140 elders to participate in 7 Elder Boot Camps.

OUTPUTS:

- 10 baseball workshops
- 219 participants involved



Intergeneration Solidarity



Appreciation for Generations and Community *The Education University of Hong Kong*

With the aim of establishing an “Elderly and Young Friendly Society” in Tai Po district, the project gathered 30 university students and 30 elders to co-create 10 eco-guided tours for primary school students and their families in Tai Po. There was an amazing chemistry when participants of different age groups and backgrounds got together as part of this project. We hope they all had a fruitful experience through learning, sharing and interacting with each other.

COMPLETED PROJECTS



New Ways of Expressing Love and Caring to Children Chun Tian Hua Hua Foundation

“Creative Loving Expressions For Your Kids” is a parenting video shared amongst parents and caregivers to explore the best ways to express love for their children. This interactive campaign aims to receive more than 500 suggestions and inspirations from parents and caregivers from their daily experiences, so that more people can benefit through this dialogue.

OUTPUT:

- **362,395** total video views



“The Treasure In My Family” School Performance Day Childhood is Limited

We believe that even as today’s grandchildren acquire new skills and knowledge in technology, grandparents still have their own valuable talents, experiences and skills to share. With this in mind, we collaborated with 4 primary schools and recruited 39 students and their grandparents to attend 4 family workshops in each school, which offered them the chance to build a better understanding and learn from each other. Participating grandparents and grandchildren also co-created a performance for their schoolmates and their families, spending quality time and creating memorable experiences between two generations as well as their family members.

OUTPUTS:

- **16** family workshops in total
- **39** families involved





Everyone a Caregiver
Meaningful

To empower future caregivers and raise awareness that “Everyone a Caregiver” among the younger generation, we conducted 3-day workshops to train 29 young participants and equip them with caregiving knowledge and skills to take care of their elder family members when needed. Participants also become ambassadors to share their learning with others in the community. In addition, we also produced a microfilm on caregivers’ roles, which was screened in 12 schools and youth organizations to increase interest and awareness in caregiving among youngsters.

OUTPUTS:

- **127,000** total views
- **12** schools involved



Enhancing Family and Individual Functioning with Bowen Theory
International Social Service Hong Kong Branch

We created 12 videos on common family conflicts based on suggestions from the Bowen Theory, which was developed by the late American psychiatrist Dr. Murray Bowen. The Bowen Theory provides a comprehensive framework for understanding human functioning and relationships. The videos are great tools to help social workers / counselors to explain emotional processes with the Bowen perspective.

OUTPUTS:

- **4** videos produced
- **4** training courses
- **4** preview sessions



www.lkklovingfamily.com



COMPLETED PROJECTS



The Green Family Coalition

The Jane Goodall Institute (Hong Kong)

To promote the green family games and equip families with knowledge on environmental conservation, we held three online / offline workshops with more than 30 families participating. In the workshop, the participating families not only learnt about some green games, but also new knowledge and fun facts about nature and the environment. We also produced an e-manual of the green family games and promoted it to the public online, in which families can download for free.

OUTPUTS:

- **80** participants from **32** families
- **3** workshops



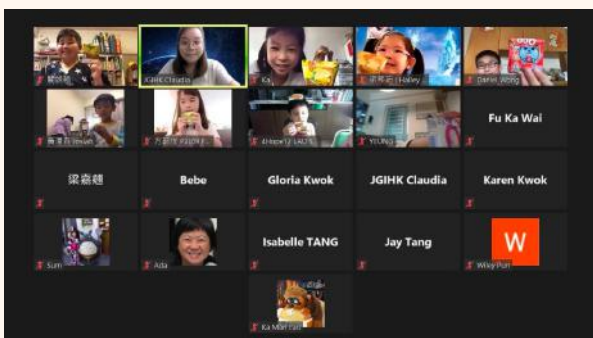
“Waste Not!” Grandpama Blessed Gourmet

Art for All

This project collected “waste-not” stories from elders in local elder centers, and conducted art facilitation workshops to create a cultural photo recipe book called “Waste Not!”. Grandpama Blessed Gourmet shares the history of waste-not dishes, as well as traditional and inventive methods of cooking with food waste and food scraps. The project looks at food waste issues in Hong Kong, and revives traditional knowledge and methods as well as innovative and creative approaches of waste-not cooking collected from local seniors to inspire and engage with communities in sustainable cooking. The stories will be collected and documented with texts and images.

OUTPUTS:

- **36** families and **312** participants involved
- **28** sessions of different workshops
- **1** recipes book with **51** dishes





Intergenerational Xiqu Journey
West Kowloon Cultural District Authority

Inter-generational Xiqu (Cantonese opera) Journey is a unique family program in Hong Kong, planned and organized with the younger generation in mind. This program showcases Cantonese opera, a popular form of entertainment for the older generation, to engage with both young and old, and provides a chance for families to spend quality time together.

This year the inter-generational Xiqu activities had to be rescheduled due to the pandemic. However, 12 sessions of Xiqu Centre guided tours and Cantonese opera movement workshops as well as 3 performances at Tea House Theatre were successfully organized for 83 families. After the onsite programs, each family had the opportunity to create collaborative artworks together, inspired by their experiences in the program. 78 creations were collected and exhibited digitally on the Xiqu Centre and West Kowloon Cultural District websites.



The young participants expressed their pleasure in being able to participate in the activities with their families, and that the experience had increased their mutual understanding with older family members. On their part, older participants enjoyed the Cantonese opera, and found that the program provided more common topics for sharing with the younger generations.

OUTPUTS:

- **241** participants from 83 families
- **12** guided tour sessions and Cantonese opera movement workshops
- Reached by **3** NGOs, **5** secondary schools and one secondary school

SPONSORSHIPS



SCHOOL OF PUBLIC HEALTH
Powerful Ideas for a healthier world

Harvard Summer Short Course / Harvard Sponsorship Fund

We offered tuition scholarships for 6 graduate students and early career researchers to join the “Emotional Well-Being and Physical Health” summer short course organized by the Lee Kum Sheung Center for Health and Happiness at Harvard T.H. Chan School of Public Health and the Research Department of Behavioural Science and Health at University College London. The awardees highlighted that the course opened their eyes to the links between physical and mental health, as well as the importance of including subjective well-being measures in health research. Also, they appreciated the lectures on the role of arts, cultural engagement and green spaces in promoting health, as well as social and family relationships.



Family We-time At Home Challenge

Together with the Family Council of the HKSAR government and in support of the Consortium of Institutes on Family in the Asian Region (CIFA), we organized the “Family We-time At Home Challenge” to promote and encourage more family time at home through family photography, coloring and drawing competitions. This year, we received more than 230 artworks for the competition.





Family Happiness Index

For the 4th consecutive year, we partnered with HK.WeCARE from Wofoo Social Enterprises and The Hong Kong Polytechnic University School of Nursing to conduct the “Family Happiness Index” survey. The survey revealed that the 5th wave of the pandemic caused considerable financial difficulties and a decline in mental health, with the 2022 Family Happiness Index score dropping from 7.26 in 2021 to 6.98 this year. Professor Daniel T.L. Shek pointed out that one in five Hong Kong families felt unhappy, with mothers suffering more than fathers. To enhance the Family Happiness Index, Professor Shek is encouraging people to share their difficulties with family members in order to overcome challenges together, and to adopt the “Five Love Languages” approach to better appreciate family members.



ESG IN LKKFF



Environmental

Promote sustainable environment and society

Visiting the World Wide Fund for Nature Hong Kong (WWF) Mai Po Nature Reserve

Together with our Family Office team, we visited Mai Po Nature Reserve on Jan 13, 2023. With the help of our tour guide Mr. Edward Lee, we learned a lot about the five main natural habitats in Hong Kong - gei wai (shrimp rearing), freshwater ponds, inter-tidal mudflats, mangroves and reedbeds. Mr. Lee is a retiree and a graduate of our previous Active Aging Eco Guide Program with WWF. He went on to become a part time tour guide, and is now a full time staff at WWF. It is wonderful to learn that the program has provided a chance for Mr. Lee to find renewed passion and joy in his second career.



Mr. Edward Lee

Social

Contribution to the community

Comprehensive Online Channel

Between March and April 2022, we funded the Caritas Youth & Community Service to create an online channel for families under home quarantine. The channel provided leisure activities and relaxation programs as well as addressed emotional needs, connecting those in need of support to existing social services. We provided more than 120 programs / activities via Zoom and social media to almost 1,000 participants, and our live programs reached over 126,000 viewers.



4Rs@TSW Teens

During the 5th wave of the pandemic, families in need as well as families with special education needs (SEN) children suffered financially and socially. In view of this, we enabled the St. James Settlement to adopt the “4Rs” approach (Resilience, Recovery, Rehabilitation and Reset) to help these families in addressing their difficulties. We served more than 3,000 beneficiaries, with satisfaction scores of 9 out of 10.



Wu Wu Cheng

We were glad to participate in the “Wu Wu Cheng” Community Mutual Support Program initiated by the Chow Tai Fook Charitable Foundation and co-funded with 8 other private foundations. The program helped elders and unemployed families by providing food and shopping vouchers from small businesses in their district during the pandemic, reducing burdens and creating a supportive community. 283 small businesses participated through a network of 12 NGOs, and over 10,300 families benefited from the program.



Healthy Me

To enhance the healthy resilience of families affected by the pandemic, we partnered with Wofoo Social Enterprises to provide timely mental health support to at-risk families, including in-depth consultation services by a dietitian and a psychologist. This year, we organized 50 Zoom sessions for more than 90 participants. More than 90% of the participants reported that they would recommend this program to others, and 83.3% of participants were satisfied with this project.

BOARD DIRECTOR
Ms. Chaturada Dhanasobhon



BOARD DIRECTOR
Ms. Andrea Lee

BOARD ADVISOR
Mrs. Mahnaz Lee

CHAIRMAN
Mr. Jason Lee

Governance

Effective governance ensures that the foundation creates a lasting and profoundly impactful foundation and operates to the highest standards. It provides the necessary board and management oversight, employee incentives, organizational accountability and transparent reporting to not only build trust between the family and foundation but also enable the foundation to make a greater impact for the society.

Board structure

Since March 1st, 2022

- Jason Lee (Chairman)
- Andrea Lee (Board of director)
- Chaturada Dhanasobhon (Board of director)
- Mahnaz Lee (Advisor)

We strive to maintain the effectiveness and transparency of the foundation under the four-tier governance structure:

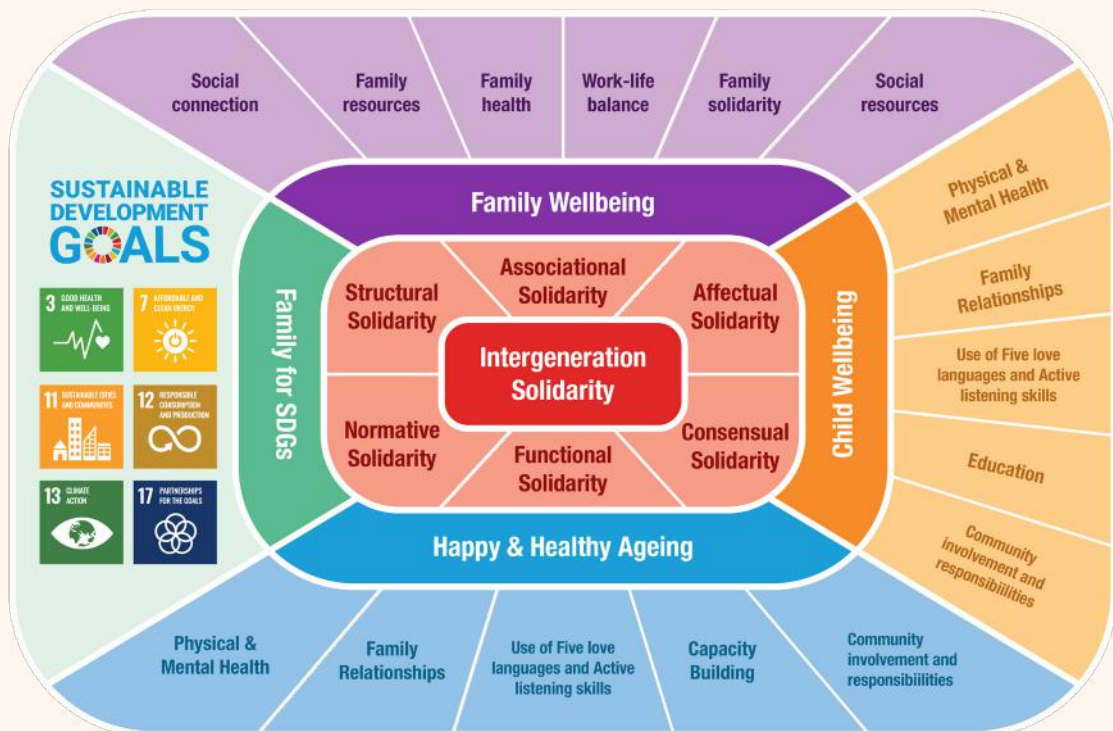
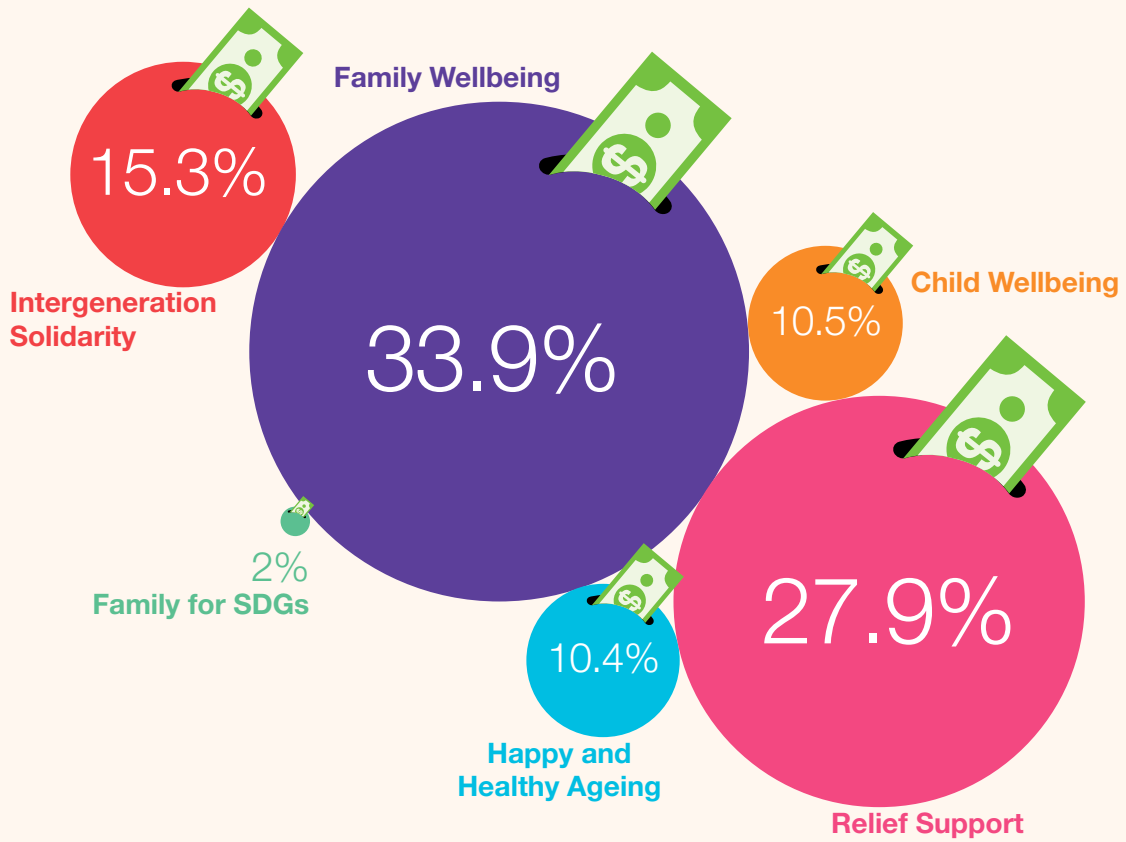
- **Owners Council**
Approve the direction of the foundation
- **Board of Directors**
Steer and manage the philanthropic and administrative operation of the foundation
- **Family Council**
Represent the family as an advisor and resources to the foundation
- **Family**
Provide input to strategic direction of the foundation

MEDIA COVERAGE



Scan me to read

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.



www.lkklovingfamily.com

LOVING FAMILY SONG PLATFORM

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

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



www.lovingfamilysongs.com

Social Media Platforms

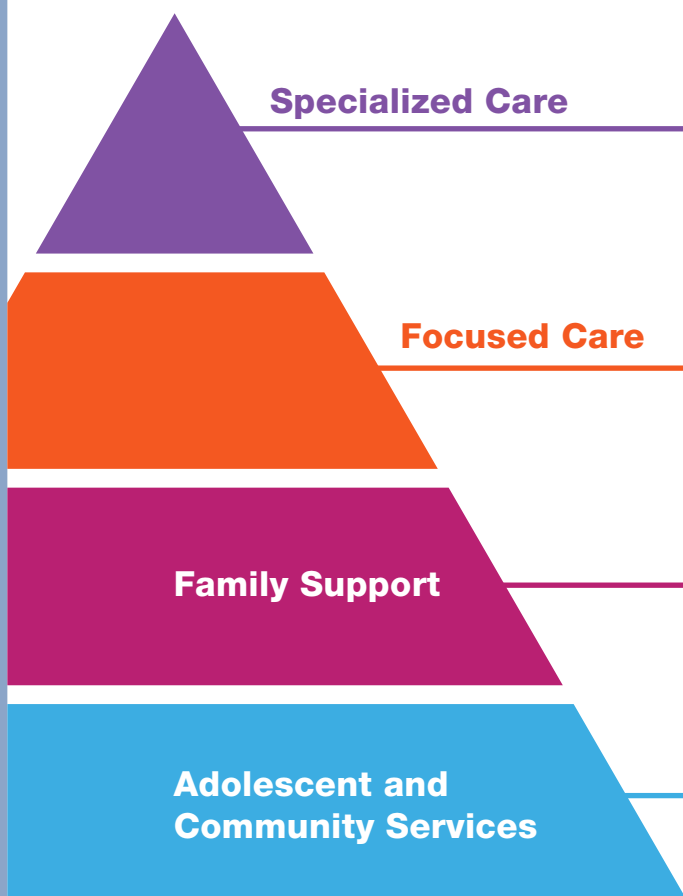
Online social media platforms are a useful tool to engage families, promote our programs and receive direct feedback from our followers. They also contain the latest information of each project and our work.



LOOKING FORWARD

Empower YOUTH — to build their — Future[★]

Promote happy family relationships



Specialized Care

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.

Focused Care

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.

Family Support

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

Adolescent and Community Services

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.

“Adolescence is a crucial period for developing social and emotional habits important for mental well-being. These include adopting healthy sleep patterns; exercising regularly; developing coping, problem-solving, and interpersonal skills; and learning to manage emotions. Protective and supportive environments in the family, at school and in the wider community are important.”

(WHO,2021)



With many surveys and studies showing that the youth in Hong Kong are facing a grim future, the Board of the Lee Kum Kee Family Foundation has revisited our strategy and discussed how philanthropy can help the mental well-being of Hong Kong's youth in these challenging post-pandemic years.

To this end, we have identified our core focus in the coming three years from 2023 to 2026: to strengthen the psycho-social competence of our younger generation and enhance positive parenting skills. Every preteen and teen is unique and valuable to the community, and should be provided with a trust-based environment in which they can grow and be nourished with encouragement and

acknowledgment from their families and the community. We can empower their strengths and differences to enable them to unleash their potential and contribute to society. Together with our partners, we will always strive to uphold our “prevention before sickness” approach in fostering a supportive environment and empowering our next generation to build their future. With this approach, we will create resilience and conquer adversity.

Our journey of discovery in 2022 allowed us to identify the areas in which we can improve. From it, our youth-related grant projects will emerge in 2023. These will positively transform family dynamics, and enable the amazing power of our youth to blossom in the near future.

“Mental health promotion and prevention interventions aim to strengthen an individual’s capacity to regulate emotions, enhance alternatives to risk-taking behaviors, build resilience for managing difficult situations and adversity, and promote supportive social environments and social networks. These programs require a multi-level approach with varied delivery platforms – for example, digital media, health or social care settings, schools or the community – and varied strategies to reach adolescents, particularly the most vulnerable.”

(WHO,2021)

Reference

World Health Organization (17 November 2021): *Mental Health of Adolescents*. Retrieved from <https://www.who.int/news-room/fact-sheets/detail/adolescent-mental-health>

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www.lkkfamily.foundation