

Let's continue to pivot the impact and promote partnerships under the new normal

2020

ANNUAL REPORT





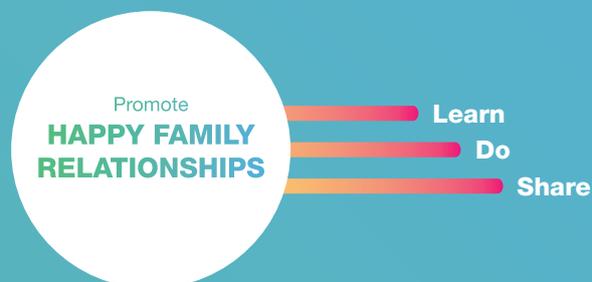
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OUR VALUES AND MISSION

The **Lee Kum Kee Family Foundation (LKKFF)** was founded in Hong Kong in 2008 by the Lee Kum Kee Family. The core purpose of the Foundation is 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 and cherishes the importance of Hong Kong to us, and its role within the neighboring cities of China, and the world.

The Lee Kum Kee Family Foundation has held steadfast in our work on promoting **HAPPY FAMILY RELATIONSHIPS**, as well as exploring new areas where families can build relationships through generations. We believe that generations of all families can nurture positive attitudes in life that can make the world a better place.

The Foundation advocates the concept of **“Prevention before Sickness”**, and believes that awareness building and preventive actions before family sickness will help create a harmonious community. To avert danger or sickness and to



avoid worsening relationships enables families to unlock their potential and give back to the community. By the concept of **“Learn, Do, Share”**, the Foundation encourages loving families to learn and practice the harmonious elements of family unity and to share their successful experiences with the rest of the community to help create social harmony.

We keep identifying meaningful projects, measuring and reporting the impact of each initiative to all stakeholders, and aim to address the evolving needs of the community and create an impact with a holistic approach.



FROM THE CHAIR

Dear friends of Lee Kum Kee Family's Foundation,

Under the philanthropic landscape evolving changes, the Lee Kum Kee Family Foundation has held steadfast in our work on Promoting **Happy Family Relationships**. We explore new areas where families can build relationships through generations, while understanding the world's looming environmental issues. We believe that generations of all families can nurture positive attitudes in life that can make the world a better place.

Our foundation's 2021-2023 roadmap will continue with our pledge to grow steadily & expand on its mission through:

- **Authentic Trust**
- **Transparency**
- **Common Values & Priorities**
- **Continuity over generations**

Together as Family

Our Family wishes to grow, embracing diversity of thought, as well as growing that which nurtures togetherness. It is the core purpose of the Lee Kum Kee Family 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.

The Foundation intends to optimize information flows and endeavour to seek relevant grassroots social impact projects. Time to time, we will engage and co-create projects which could integrate the family's key area of interest.

Spreading Wisdom of Prevention

It is the Family's wish to inspire preventative knowledge and actions:

- 1. To avert danger or "sickness"**
- 2. To avoid from worsening**

Making a Better World With Each Generation

It is our wish that where the Family chooses to take philanthropic action, that it will be done with an intent and view to benefit humanity for the long term, and follow through the generations where the Family believes is needed.

Stay happy and healthy.

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



2020 AT A GLANCE



1,929

Multigenerational
Families Engaged



39

Sponsorship
Requests



13

Confirmed
Projects



20

Ongoing
Projects



10

New Partners
Engaged



5

Confirmed
Donations



3,809

Hours of Services
conducted by partners



9

Family videos produced



33,746

Participants



226

Groups run by partners



7,625

Facebook Followers



1,364

Subscribers

How partners know
about us

Referral by NGO,
Foundation and our
website

The youngest
participant in our
programs

1.5
years old

The oldest
participant in our
programs

92
years old

Newest Partner



FUN FACTS

RATING BY PARTICIPANTS AND PARTNERS

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

About participants



Satisfaction
about the activities
or programs



Awareness of
sponsorship by
LKKFF



Willingness to
recommend the activities
or programs to others



Enhancement of
Family wellbeing/
family relationships



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



Jane Goodall Institute Hong Kong - The Green Family Coalition

Technologies like Zoom will be influencing our daily life more and more. However, there are barriers for elder family members to take parts in. It takes time and effort to breakthrough it.

HKYWCA - Warm Family

Great thanks to LKKFF for their support under the circumstances affected by COVIDS. Some activities were changed to online, and we are sure the positive impact on the participants will be even greater with face-to-face contacts.

Creative Kindergartens (Ma Wan) - Loving Family School Project – Family Seeds Fund

Project is meaningful, can strengthen intergenerational relationships and achieve love from generation to generation

Parents were very impressed by the Love You Forever Program, during which parents were put on elderly's made up. Some young children cried when they saw parents became old, and parents made use of this chance to comfort and educate them. Parents expressed that it was a very valuable and distinct experience for children. All the participating kindergartens are very supportive and cooperative throughout the process, including recruitment and delivery of materials. Some of them have recommended the programs to other schools of same organization, and they have expressed their great interest in joining new projects in the future.

Partners:



HKYWCA – HCF Care

This is a very meaningful and focusing programme for the health care professional

WHAT DID THEY SAY?

Beneficiaries:



“Hope to participate in more such courses and activities in the future!”

“Rich in content, practical and enlightening!”

“It’s a new experience to me to equip myself for active aging.”

“Very useful, should be held more, review the past and learn the new”

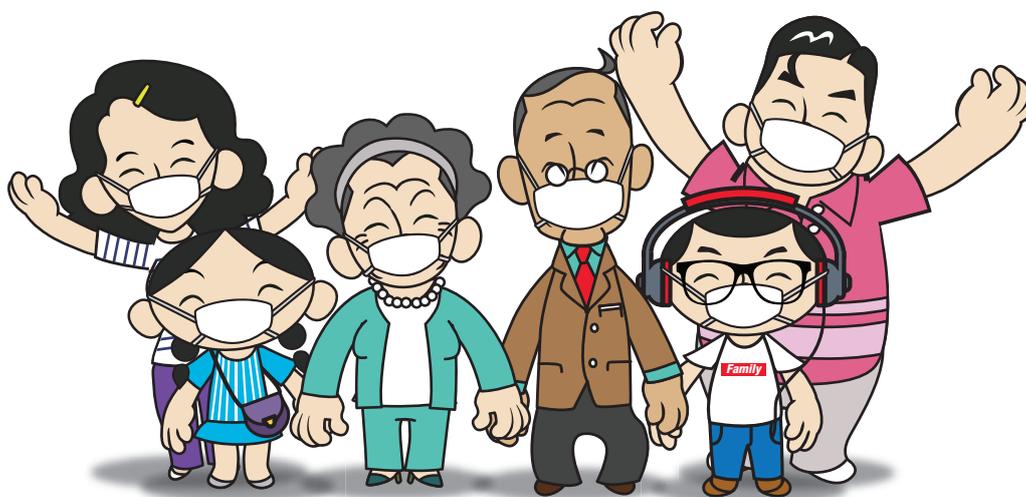
“We can keep pace with the times with Zoom, which is very suitable for alternative learning modes amid the pandemic.”



A CHALLENGING YEAR FOR EVERYONE

代代有愛 與你同行撈疫

Loving Family Fights The Pandemic With You



138

Online activities held due to the cancellation of face to face activities



24,481

Attendance of online activities

TOGETHER WE ARE STRONGER

The past year has been a tumultuous one for the world, with rising tensions in global politics, the pandemic outbreak and widespread disruptions to the economy. These uncertain times have reshaped many aspects of life, and this is likely to produce new norms in the foreseeable future. There is no doubt that these challenges will force us to adapt to new ways of learning, working and living amid stress that we have never experienced before. We, together with project partners, have been thriving on change, revisiting and planning programs and trying our best to continue all our good work for beneficiaries.

To address the needs of the pandemic, on behalf of LKKFF, some Lee Family members participated in serving the community earlier in the year. Together with The **Young Women's Christian Association (YWCA)**, packed and distributed 1250 care kits to disadvantaged families and reached out to them through kindergartens in grassroots districts. To show our appreciation and encouragement to the frontline social services units, healthy fruits hampers were gifted for motivational support. After all, everyone's health and safety is critical.



We partnered with **Wofoo Social Enterprises** and promoted a campaign, HCFCare, through Facebook. It has definitely been a difficult and critical time during the pandemic for medical practitioners. In order to support them, we have invited various partners such as **The Young Women's Christian Association, Hong Kong Catholic Marriage Advisory Council, The Boys' and Girls' Clubs Association of Hong Kong and Evangelical Lutheran Church Social Service-Hong Kong** to host a series of services and online activities for medical professionals and their family members. In just about five months since the concept inception, we have already reached more than 30,000 people and hosted more than 30 activities. Furthermore, with an arrangement by **The Hong Kong Blind Union** and the **New Life Psychiatric Rehabilitation Association**, we sponsored over 500 pieces of food and massage coupons to hospital staff at **Kwong Wah Hospital, Caritas Medical Center, Prince of Wales Hospital**, etc.



Although it has been a year full of never-before-seen challenges, we are grateful for what we have, and together with you will tackle the challenges with optimism, love and support. With all of your support and effort, we will continue to enhance the resilience of our home by focusing on our strategized four-pronged approach: Family Wellbeing, Child Wellbeing, Happy and Active Ageing, and Family for Sustainable Development Goals. We are happy to share with you in this annual review what we have achieved.





SIGNATURE PROJECTS SHOWCASE

LEE KUM KEE FAMILY FOUNDATION SCHOLARSHIP FUND

Since 2018, Lee Kum Kee Family Foundation has funded a five-year scholarship program at **Harvard T.H. Chan School of Public Health, Harvard University**. We mainly support students from Hong Kong and Mainland China and the primary purpose is to provide financial support including, but not limited to, assistance with tuition, stipends, and fees for students.

The Dean of the Faculty, **Harvard T.H. Chan School of Public Health, Michelle A. Williams, ScD**. Said:

“Lee Kum Kee Family Foundation’s generous support enables the Harvard T.H. Chan School of Public Health to attract students of exceptional ability and promise, regardless of their economic background. These outstanding students will go on to become health scientists, researchers, practitioners, and leaders whose work will touch countless lives across the globe in the course of their careers.”



10
Scholars



Each year, we receive updates and warm messages from our scholars.

*“I believe your kindness and support will empower me, as well as the many other students who had the same pursuit in their fields, to dedicate ourselves to a healthier and better world for all.” - **Huichu Li 2018 – 2019***

*“Given my interest in health behaviors and women’s health, I am helping Harvard develop a program specifically for pregnant women. For the future, I plan on continuing research in the intersection of women’s health and health disparities, as well as pursuing residency in the US.” - **Ingrid Tse 2018 - 2019***

*“I want to sincerely thank you for your generous support; without such financial aid my education at Harvard would not have been possible.” – **Mingchen Ye 2019 - 2020***

*“After this program, I plan to pursue my dream in research and use my knowledge and skills to discover better strategies to improve the quality of health care and enhance population health. I cannot thank you enough for your generosity in helping me and other students like me progress towards our goals.” – **Ke Fang 2019 - 2020***

TRANSGENERATIONAL FAMILY THERAPY CENTRE



The dynamics of a family is complicated. Finding out why tense family relationships or family conflicts occur takes time and effort. With the collaboration with the **Asian Academy of Family Therapy (AAFT)**, we have tried to promote happy family relationships in trans-generational families and maximize each generation's potential and strength in the trans-generational network. The trans-generational family therapy approach has proven to be a useful tool to foster individual development and family-of-origin intimacy.

Setting up a trans-generational Family Therapy Centre is new in Hong Kong. With the operation and management by AAFT, we are pleased to announce the opening at the center of the city. With its convenience, we can engage more professionals, community leaders and experts to attend trans-generational family





therapy training and implement the concept to serve more families in need through clinical excellence.

The Center has been established as a one-stop service delivery through professional training, public services, and clinical research. By developing a unique clinical service model in working with multi-generational families, practitioners in Hong Kong can utilize the well-structured curriculum and promote it effectively after practical training. We expect to expand this essential concept of providing services to trans-generational families in the community.



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



ONGOING SPONSORED PROGRAMS

FAMILY WELLBEING

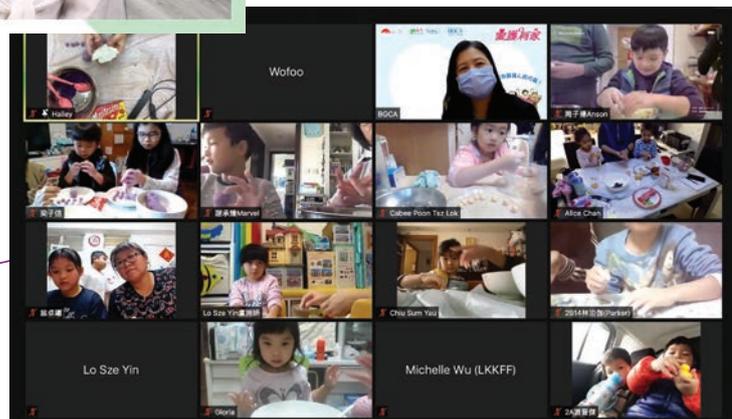
HEALTHCARE FAMILIES CARE (HCF Care)



We initiated the project to help healthcare providers and their families enhance the resilience of the family. We partnered with various non-governmental partners to hold different programs online in order to make it easier to fit into the hectic schedules of healthcare professionals' families. Short videos on mindfulness, webinars for couples' relationships and online workshops for kids and parents are arranged. This platform pools all resources together and so that family members can access them easily and develop the highest common factor for family happiness.



www.facebook.com/HCFCare



MARTIAL ARTS CLASSES

InspiringHK Sports Foundation



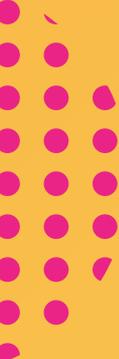
In this program, we collaborate with the **D. H. Chen Foundation** to promote inter-generational relationships through practicing martial arts. We aim to offer opportunities for grandparents and grandchildren to learn, to understand each other and to improve physical strength. The quality time they spend together is precious to their family wellbeing.







ONGOING SPONSORED PROGRAMS



CHILD WELLBEING

EDUCATION PROJECT FOR MULTI-GENERATION FAMILIES II

Hong Kong Family Welfare Society



Since 2015, due to tremendous efforts by our partner, this project has built an extensive community network and advocated social awareness about the importance of the multi-generational family's relationship, particularly in the in-law's relationships and grandparents-grandchildren's relationships. With evidence-informed research to be done by the **Hong Kong Shue Yan University**, we hope to establish a useful model for other professionals in the social welfare sector to replicate.



TRAVEL WITH DADs Dads Network



Fathers play an important role in the family especially essential for a child's health development. Through this project, we want to provide support and create a platform for dads to share their joy and challenges in their fatherhood journey.



LOVING FAMILY SCHOOL PROJECT – FAMILY SEEDS FUND



The **Family Seeds Fund** encourages kindergartens and primary and secondary schools registered in Hong Kong to create activities for students and their families to strengthen happy family relationships using the resources and materials from our loving family learning platforms. Despite the challenges of COVID-19, our partnered schools continue to carry out activities online.

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
- Precious Blood Kindergarten (Sham Shui Po)
- Tsung Tsin Mission of Hong Kong On Yee Nursery School
- Heep Yunn Middle School
- Creative Kindergartens (Ma Wan)



16
Schools





ONGOING SPONSORED PROGRAMS

HAPPY AND HEALTHY AGING

THE GEARING UP FOR THIRD AGE & MULTI-GENERATIONAL CAPACITY BUILDING

Institute of Active Ageing, The Hong Kong Polytechnic University



Hong Kong is an aging society with over 18% of people aged 65 or above in 2020 and almost one out of three people projected to be over 65 in 2040. Through participation in the workshop and activities in this project, seniors can enhance the capacity and build better relationships with their families.

In a survey with the grandparents who participated in the program, the top three statements that they agree with the most are:

- (1) It's a responsibility for grandparents to help grandchildren during hard times.
- (2) Grandparenting is helpful for active aging.
- (3) Grandparenting is helpful for improving life satisfaction.

The top three activities that grandparents would like to do more frequently with their grandchildren are:

- (1) face-to-face chat/interaction with the grandchild;
- (2) outdoor activities (with other family members), and
- (3) face-to-face meetings with the grandchild.

We expect that a model can be established to benefit seniors at the pre-retirement and retirement stage, ultimately creating sustainable momentum in the aging sector.



ACTIVE AGING ECO GUIDE PROGRAM

World Wide Fund For Nature Hong Kong



To give young old the right support and opportunities so that their talent and experiences are not going to waste, we have partnered with **WWF** in respect of a two-year project to engage 100 retirees (age 55 – 60+) and help them become qualified eco-guides through training and deliver community engagement programs to the public.

These older adults have to fulfil the course requirements by taking the class together with young, mostly university students. They receive the same training and through their interaction, enhance their inter-generational communication skills and empathy.







ONGOING SPONSORED PROGRAMS



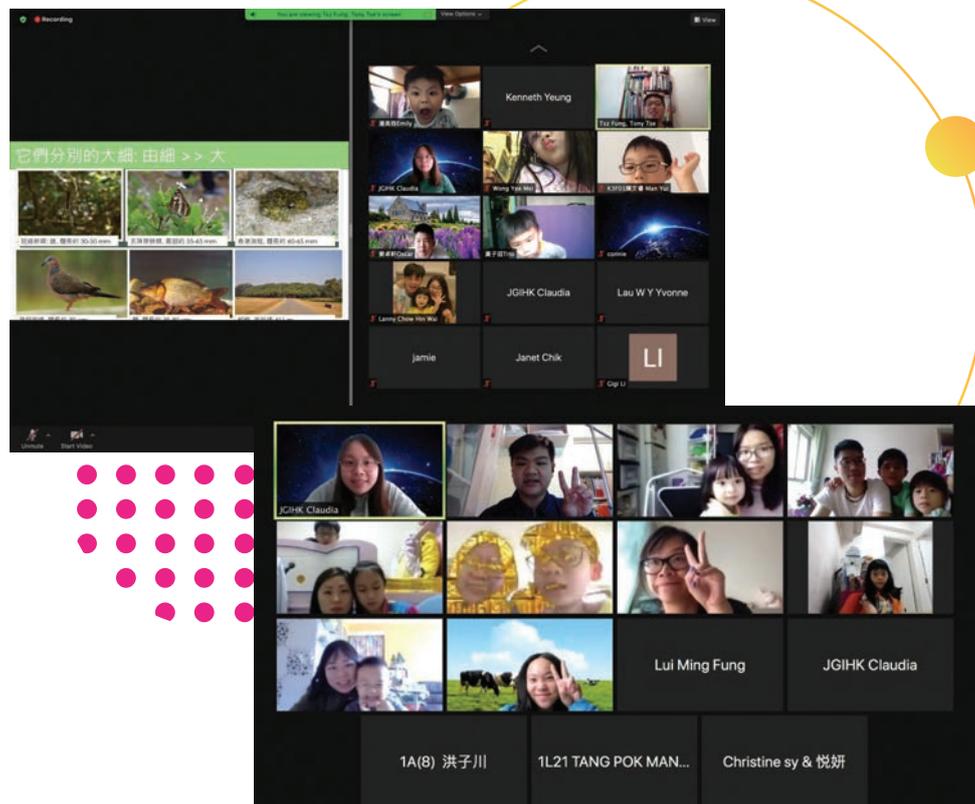
**FAMILY FOR
SUSTAINABLE
DEVELOPMENT
GOALS**

THE GREEN FAMILY COALITION

The Jane Goodall Institute



This project aims to combine climate change knowledge with parenting skills to nurture parents and grandparents to be active ambassadors for the environment and role models for their children on the road of conservation. Several Green Family Workshops have been conducted online, engaging kids and their parents to learn about environmental protection in a fun and interactive way. The Green Family Connect e-platform has been formed to engage those families who participated in the workshops.



SIMPLE LIVING @ HAPPY FAMILY Wofoo Social Enterprises



Since July 2019, we have been promoting simple living and encouraging families to spend quality time in a sustainable lifestyle. Given that parents and children spending more time together at home during the pandemic, more resources were allocated to organize online programs. Family Drawing Competitions and various workshops have been arranged which encouraged children to understand simple living elements, such as tidying the household and Dan-Sha-Ri practice.





COMPLETED SPONSORED PROGRAMS

THE PLEDGE OF GENERATIONS OF LOVE Golden Age Foundation

This project kept spreading the message of love from generation to generation through online programs during the pandemic. Online workshops such as Exercising with Kids, Parenting Tips and Life & Death Education have been held on social media. Since December 2018, we have reached 650 families and over 8000 beneficiaries.



GOLDEN AGE SUMMIT 2020 Golden Age Foundation

Golden Age Summit is the signature event held by the Golden Age Foundation annually. The summit is to engage the public to understand and discuss issues related to population ageing and encourage innovative thinking and practices in elderly care through various forums. It was our honor to sponsor this meaningful event for the 2nd time. The Golden Age Summit was held online this year but it still attracted more than 13,500 participants. May Lau, the head of the Foundation, was invited to be one of the speakers on the topic of “Recipe for Cross-Generation Inclusion”.

To view the session: <http://www.lkklovingfamily.com/video/rcgi/>



DREAM PLAN

La Violet Charity Foundation

La Violet Charity Foundation hosted the first parent dream plan competition in 2019, which aims to offer parents and families an opportunity to continue to pursue their dreams. In 2020, we sponsored this parent dream plan by adding a prize for cross-generations to compete. It is heart-warming to see that the winner wants to design a menu with his grandmother and mother for his new restaurant to continue a legacy through taste.



MULTI-GENERATIONAL FAMILY FARMING ACTIVITY

Vessel

Fourteen families joined a family farming activity which was held at VESSEL with our partner, the Hong Kong Family Welfare Society (HKFWS). The families not only acquired the skills of urban farming and house planting but were also able to seize the chance to experience different creative and fun family games together. Through the program, family members were able to enhance their communication and relationships.





COMPETITIONS AND WORKSHOPS

CODE2APP BY HKUST-LEE KUM KEE HAPPY FAMILY LEARNING CENTER



This was the second year of organizing Code2App challenge, with the support of the **Hong Kong Education City**. The theme for this year was “Wellness Power-up”. Students from primary and secondary schools made use of their coding skills along with their creativity to build apps to arouse public awareness about improving wellness. We are grateful that we were able to get 25 teams from 19 schools enrolled for the competition and the winning apps were all amazing in showcasing the talents of the next generation.

Two workshops and the final presentation were hosted online. The award ceremony was held successfully on 12th October and, thanks to the contribution from our judging panel, all students learned things throughout the competition.

The details and result of Code2App challenge:
<https://www.edcity.hk/code2app/en/>



LOVING FAMILY CHILDREN SONG COMPOSITION COMPETITION

We called on musicians to compose songs that highlight different family values, such as Empathetic Listening and Quality time as a medium for community harmony through this signature event.

This year, we partnered with **The Boys' and Girls' Clubs Association of Hong Kong**, **Wofoo Social Enterprises** and **HK.WeCARE** and promoted the importance of using Words of Affirmation in each family, as well as hosting our 2nd Children's Song Composition Competition.

We started our promotion in October 2019 but, due to social unrest and Covid-19, we had to move most of the face-to-face activities such as music workshops and vocal training online. Even though we had to cancel the final competition composition, with our media partners **ViuTV** and **Metro Broadcast**, we have been able to continue to promote our event and host a music show for our song winners to perform and be broadcast through the ViuTV 99 channel in October.

All performers, including previous winners of our song composition competition, the **Tom Lee Music Yamaha Children's Choir** and students from **SDM Jazz & Ballet Academie** participated in making the music show a success. They all had a great time filming with us at ViuTV studio!





ONLINE PLATFORMS

LOVING FAMILY LEARNING PLATFORM

Launched in 2014, the public can learn the skills and knowledge to enhance family harmony by watching short films on the **Loving Family learning platform**. There are 280 videos with a different focus through which we aim to inspire family members to learn how to show love and care and mitigate family conflicts. With the implementation model of 'Learn, Do, Share', we encourage families to learn the values, put knowledge into practice and share their successful experience with others in establishing a loving family.



代代有愛
LOVING FAMILY



www.lkklovingfamily.com

LOVING FAMILY SONGS PLATFORM

Loving Family Song Composition Competition has been our signature event since 2016. Through our loving family songs library and other music streaming platforms such as **QQ music** and **Spotify**, we hope to promote all winning songs, which have beautiful and meaningful lyrics and melodies about positive family relationships, to the community.

Check out our music platforms for the collection of pop and children songs with the theme – Empathetic Listening, Quality Time and Words of Affirmation.



www.lovingfamilysongs.com

HKUST- LKK HAPPY FAMILY LEARNING CENTRE

The Hong Kong University of Science and Technology

Happy family learning center is a free online learning platform as part of the **Mass Online Open Courses (MOOC)**. The Hong Kong University of Science and Technology has developed ten courses in various disciplines for family members of different generations to learn, do and share.

Learners can understand others through the course “Psychology of personal growth”, get some insights from the course “Health concepts in Chinese Medicine” and, most interestingly, the public can explore “The Science of Gastronomy” and may be able to create new tastes at the family dining table.



www.familylearning.hk

SOCIAL MEDIA PLATFORMS

Online social media platforms are one of the useful tools to engage families, promote our programs and receive direct feedback from our followers.



MEDIA COVERAGE



家家作樂 一代代有愛歌曲創作比賽

疫情下兒歌創作比賽無奈取消 無限以兒歌傳遞家庭快樂之道

【本報記者張嘉敏報導】「家家作樂 一代代有愛歌曲創作比賽」已進入大關頭，今年將舉辦小童組及青少年組比賽，「樂動心聲」系列活動以「代代有愛 家家作樂」為主題，透過音樂創作，鼓勵三代一起創作兒歌，將兒歌傳遞給下一代，藉此傳遞家庭快樂之道。

主辦機構「樂動心聲」表示，「代代有愛歌曲創作比賽」已進入大關頭，今年將舉辦小童組及青少年組比賽，「樂動心聲」系列活動以「代代有愛 家家作樂」為主題，透過音樂創作，鼓勵三代一起創作兒歌，將兒歌傳遞給下一代，藉此傳遞家庭快樂之道。

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十代人童兒歌《家有愛》獲獲四大獎項成大贏家

【本報記者張嘉敏報導】「代代有愛歌曲創作比賽」已進入大關頭，今年將舉辦小童組及青少年組比賽，「樂動心聲」系列活動以「代代有愛 家家作樂」為主題，透過音樂創作，鼓勵三代一起創作兒歌，將兒歌傳遞給下一代，藉此傳遞家庭快樂之道。

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Loving Family Song Composition Competition



Lee Kum Kee Family Foundation – Radio Interview

從運動學懂堅持

家長勸話

是Shirley 身體健康，成績優異，以為她少不更事，原來她是一個「牛」的媽媽，四十五歲才開始運動，之前是學舞蹈的，Shirley 10 歲開始學芭蕾舞，她對舞蹈的熱愛，一直持續到現在，Shirley 說：「舞蹈是我人生的一部分，它讓我學會了堅持。」

Shirley 說：「舞蹈是我人生的一部分，它讓我學會了堅持。」

Shirley 說：「舞蹈是我人生的一部分，它讓我學會了堅持。」



Loving Family MUSIC
2020年7月24日

【愛·「賞」一份禮】
將代代有愛音樂盒寄贈屋企，同你既屋企人「賞」一份禮屬於自己既抵禮！

🎁禮物包入嚟有咩？
1. 一個手提音樂盒
2. 一條D…… 查看更多

讀·「賞」一份禮
A Music Gift Away

372 53個回應 47次分享

“The Music Gift Away” Facebook Campaign

A8 am730 本地新聞 2020.8.25 TUE

「愛護有家」發起
一人一句支持感激醫護

Cheers for our Healthcare Workers!
一人一句為醫護打氣!

#即有機會獲得湯券3張

「愛護有家」計劃，日前發起一個Facebook Campaign #HCFCare為醫護打氣：貴氣一人一句為醫護，鼓勵大家參與，方法是先至Follow愛護有家HCF Care的專頁，由即日起至8月27日在專頁一人一句為醫護打氣的帖子下面留言分享鼓勵及支持醫護的說話，Tag 3位或以上朋友，Like及Share帖子至自己的社交平台，留言待有機會獲得健康湯券！

https://www.facebook.com/HCFCare/photos/114415620371336/120028309810087

HCF Care

報讀不同課程 活到老學到老

小時輟學獨力養三女 單親媽媽苦讀圓夢

人物追蹤

捨己為人是為大善，但卻
捨是對自己殘忍。生於貧
困家庭的「茵茵」，小學畢業後
無奈輟學，當傭工供養弟妹上
學，成婚後一度重拾幸福，未
料離異收場，為獨力撫養三名
女兒，只好咬緊牙關。長年
在家為小童補習及打理家務，
身心疲累之際曾想輕生，猶幸
愛女長大後事業有成，得以重
拾書本，完成中五學業，並報
讀不同課程，彌補昔日的遺憾：
「終於可以為自己而活！」

記者 林家希

「我一天看三集韓劇，前陣子才用《金牌
神醫》的劇情鼓勵孫女……」單親媽媽
的六十六歲婦人「茵茵」，提及「假期」
刷電視，又對日本劇《和瀨粉彩》流連忘返，
首言之詞盡顯幸福與優越。想以想像她是
經歷人生哀苦的單親媽媽嗎？

四年抱三 與夫離異抑鬱

生於上世紀五十年代的「茵茵」，自幼生
活貧苦，與父母、兩名兄長及五名弟妹擠居
於百餘呎的徙置區劏房。作為長姐，她說
讀小學時已在做手工幫補家計，並負起
弟妹的責任，但未有因此放棄學業，成
績名列班前茅，其後獲中區中學錄取，老師
基於其家境困難，鼓勵她申請「屋基基金」
繼續升學，可惜在家人強烈反對下放棄，常
感到委屈。「我理想，希望能去，到國家
環境較好，是學生的遺憾。」

離異心有不甘，「茵茵」仍憶起家人期望，
小學剛畢業便當工，在紡織公司任職
工人，直至二十歲結婚後仍繼續工作，其後
接獲調下兩名女兒，但懷有第三胎前往醫院
檢查時，卻發現胎動異常，醫生認為分娩具



「茵茵」揀後無助之際，幸好有校友介紹
補習工作。



「茵茵」因長期離異的煩
躁，不僅與親戚溝通，導致雙
方分歧不絕。其實有關情況並
不少家庭的寫照，有社區機構
遂推出針對婆媳、翁婿、祖孫
關係的多代家庭教育及支援計
畫，促進兩代家庭的協同。
香港家庭福利會婦女及家
庭成長中心在去年開始推出
「婆媳傳」祖孫傳」多代家庭
教育及支援計畫，該計畫由李
錦記家族基金撥款贊助，目的
是透過一系列工作坊和訓練課
程，協助兩代人建立正面
和諧的關係。截至去年十一月，
已有逾一萬零六百人受惠。

危險性，產婦及嬰兒只能擇一保命，她
毅然選擇「寧細不寧大」，幸最後母女平安，
經休養多時後進行結紮及割除膽囊手術，成功
避過凶關。

在家開補習班 獲學生口碑

「四年抱三」的「茵茵」，表示剛上樓當家
庭主婦，原以為可幸福生活，沒料九二年男
友感情決裂分居，須獨力撫養三名女兒，
無奈小學學歷難以謀職，又終日為高所祖
金、女兒學費擔憂，結果因壓力巨大患上抑
鬱症，更一度因情緒困擾意圖輕生，「當時
有佛子和我說：『你死也沒用！』於是我不
會繼續上實心，後來想到三位女兒才對！」

指點無助之際，幸好有校友介紹補習工
作，自此在家中開設補習班，半因小學成
績優異，也有志學有關知識，足以教導小
學生功課，未幾竟不虛口說。學生人數日
增，她笑說：「早上八時至晚上九時都有學
生，雖然身心疲累，但很有成就感，亦可利
用閒時間照顧家庭，女兒因不致看見她感
於辛勞，曾提出報學業，但她不希望對方
步其後塵，寧求繼續學業，她幸踏入九
七年，愛女志氣升讀大學，她於是決定回
失去的人生。」

年過四十 報讀夜校償心願

當時已屆四十歲的「茵茵」，毅然報讀

中學校，因筆試成績優異直接升讀中二。
她透露，白天繼續補習工作，晚上則成為
學生，生活異常忙碌，中四那年曾因血
高舉例，醫生勸喻她放棄讀書調整身心，
但她堅持完成中五課程及參加會考。一
道多年心願，女兒亦學業有成，成為律師，
就讀香港大學入土，她也不忘為經濟理
論，近年「光榮退休」後時常幫助長女「接
班」，共享天倫之樂。

女兒學有所成 成律師教師

不過，她坦言因長年離異，不適應同
性親人相處，又有「女兒被搶走」的感
覺，曾與長女相繼發生爭執，特別忌諱女
子出生後，她們為不同的教育方式爭論，導
致關係緊張，例如她接女返學後，讓她
在回家路上吃宵夜，但對方反對女兒穿校
服在街頭吃東西，幸她後來她親臨社區
機構的多代家庭教育課程，學會與女兒
及親戚的合作，「大家都是為下一代好，
只是方式不同，有何怨不為？」

迎來新春歲月，「茵茵」活得得意，
不再參與社區活動，例如探訪老人、植
樹等體貼人生，也會報讀不同機構的課
程，實行「活到老，學到老」，她面帶幸
福笑說：「現在的我有時間放空，做
想做的，懂得充實快樂，相信未來會
活得更精彩！」



上堂學與姻親溝通 改善與女婿關係

「茵茵」因長期離異的煩
躁，不僅與親戚溝通，導致雙
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已有逾一萬零六百人受惠。



懂得給予晚輩信任

該中心主任莊慧敏表示，
不少家庭受婆媳及姻親困擾，
若能建立健康關係，

若家中有小孩，兩代分歧更為
嚴重，故此推出計畫短期化辦
理，有意參加者可致電「八
〇二九二八」查詢。她又
稱，「茵茵」曾經參與的「兩代
關係的多代家庭教育及支援計
畫」，她學習後懂得給晚輩更
多信任，改善了與女婿的關係。

據悉，該課程與樹仁大學
及香港大學合辦，分別為外祖
父母、祖父母、父母及中間人
關係，以短片、角色扮演、情
境討論和體驗學習等，讓參加
者學會「教好兒孫回招致罵」，
「同屋共舞九部曲」等技巧，包
括學習積極互補、情緒管理
及溝通方式等，以促進多代家
庭的協同能力，獲致和而不同
的合作，期望兒童健康成長。



「茵茵」與丈夫感情決裂，
須獨力撫養三名女兒，一度
因情緒困擾意圖輕生。



「茵茵」因國家環境困難升
讀中學，視為學生遺憾。

封面故事

全能爸爸

居家協調

524

家庭和諧



活動

面對強硬 體諒成功

學童目標中人 發揮協同能力

有你同行

所有集數

FACEBOOK 聯絡

有你同行

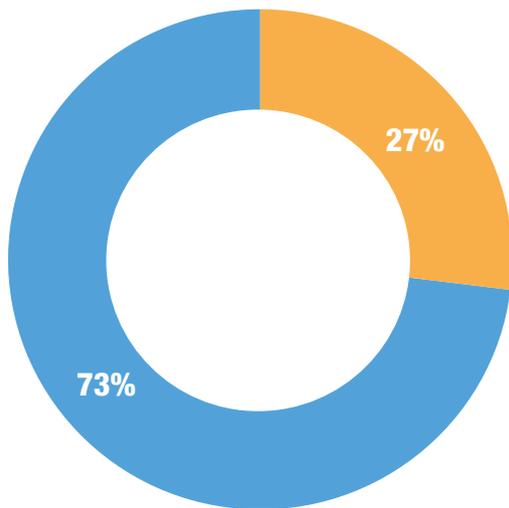
主持人：葉韻怡、陳穎洪





SPONSORSHIP AND PROJECT ANALYSIS

EXPENSES ON SPONSORSHIP VS RUNNING COST

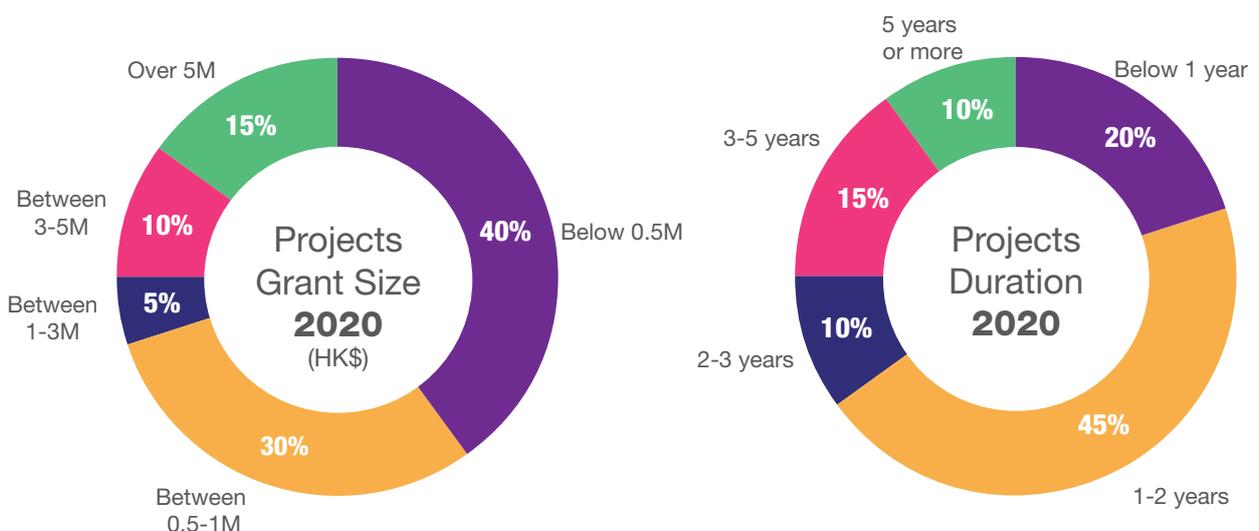


The ratio of the expenses on sponsorship and the running cost in 2020 is shown in this chart. Sponsorship refers to donation and expenses on our sponsored events and projects. Running cost refers to the staff cost, benefit, learning and development, as well as the foundation marketing, operation and administration.



DISTRIBUTION OF PROJECTS GRANT SIZE AND DURATION

There were 20 active projects in 2020 and below charts illustrating the distribution of the committed sponsorship amount and the duration of our projects.





AUTOPILOT TEAM

Autopilot Leadership Model

- Choosing the Right Talents
- High Trust Environment
- Highly Effective Team
- Common Goal
- Effective Empowerment
- Coaching and Developing Talent

MAY LAU

Head of Family Foundation

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

JASON LEE

Chairman

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

GINA LI

Assistant Manager, Project Lead

Projects Coordination, Event Management, Public Relations



BRUNO CHAN

Assistant Manager, Project Lead

Projects Coordination, Multi-media Creative and Presentation

JEANIE CHAN

Sr. Associate, Project Management

Projects Coordination, Marketing, Administration

KENNETH YEUNG

Assistant Manager, Project Lead

Website Development and Maintenance, Promotion and Publicity Materials Design and Creative



LOOKING AHEAD

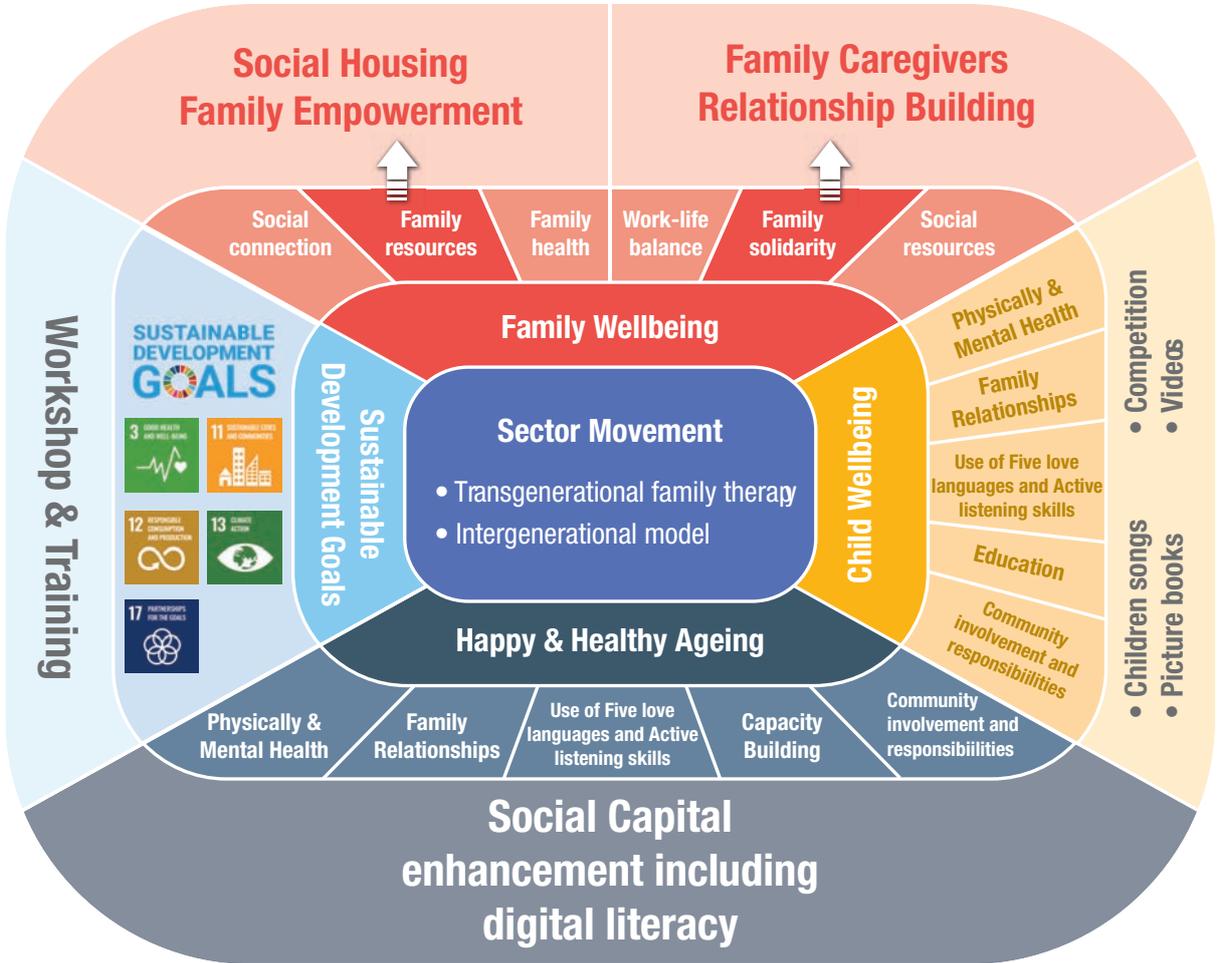
THE ENHANCED FOUR-PRONGED APPROACHES

Families are the basic units of a community. To enhance family connection to the community, interactions and relationships of a family plays a crucial role. Learning from research conducted by the Chinese University of Hong Kong (2019), the six domains that influence the family wellbeing are adopted as one of our foundation guiding principle. In 2021, we will look further into these domains and incubate projects based on them.

We have been applying a multi-generational approach across our projects and activities since 2015. This has been observed to be a useful approach to strengthen individual development and family relationships. Our hope is that we could further expand this inter-generational concept to other sectors, bring positive changes

and make a difference to all families in a healthy and effective way.

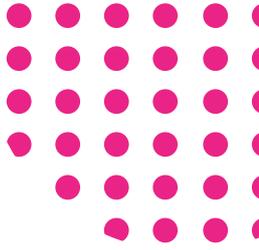
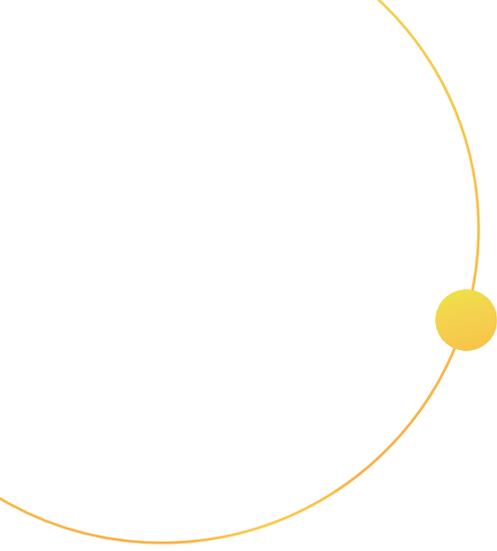
Furthermore, there is a trend that grandparents have to take up the role as sole or chief caregivers of their young grandchildren in Hong Kong. This phenomenon calls for the need in developing support services for grandparents as previous studies indicated that these seniors suffer high stress. Looking forward, we are going to empower grandparents to develop their social capital and engage them in a mutual support network through our sponsored projects. Hopefully the grandparent networking community can be formed such that grandparents can demonstrate their strengths, resources, and contributions to society.



THANK YOU FOR YOUR SUPPORT IN MAKING OUR MISSION POSSIBLE







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Telephone: +852 3752 2170



www.lkkfamily.foundation