

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

**2020**  
ANNUAL  
REPORT





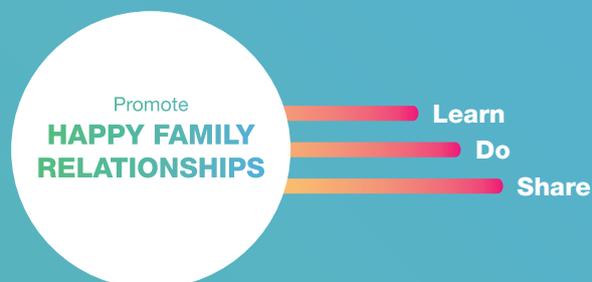
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# OUR VALUES AND MISSION

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”*

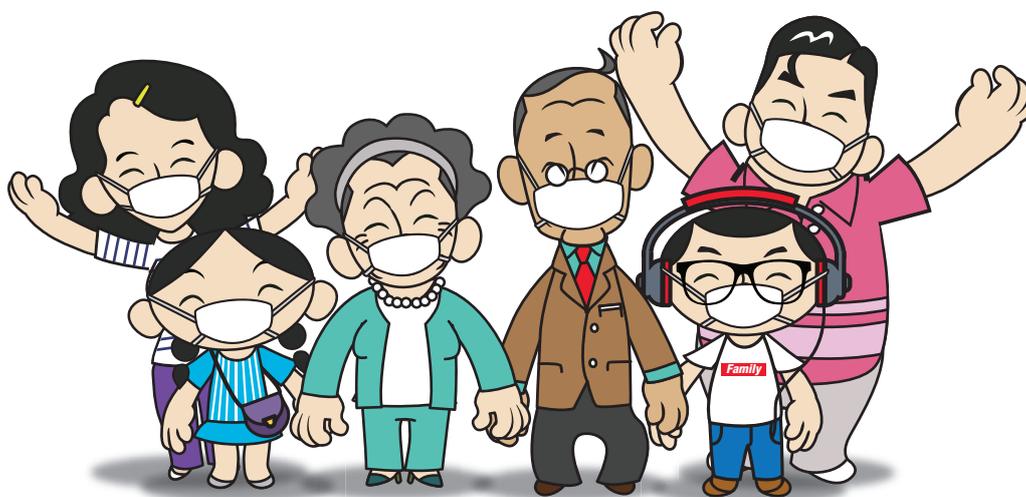
*“We can keep pace with the times with Zoom, which is very suitable for alternative learning modes amid the pandemic.”*



# 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**

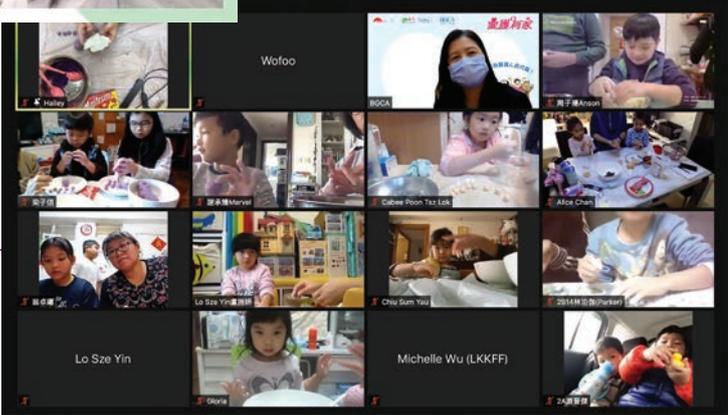
# HEALTHCARE FAMILIES CARE (HCF Care)



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](http://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



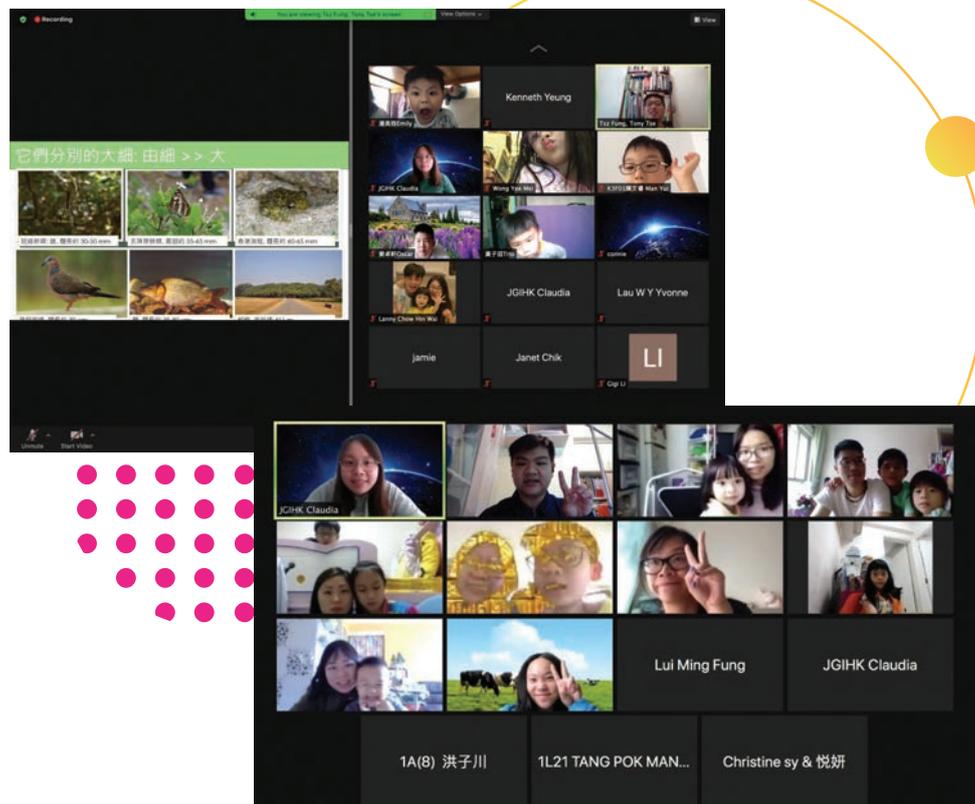
**FAMILY FOR  
SUSTAINABLE  
DEVELOPMENT  
GOALS**

# 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](http://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](http://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.



科大 - 李錦記  
HKUST-Lee Kum Kee  
快樂家庭學習中心  
Happy Family Learning Center



[www.familylearning.hk](http://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

【本報記者陳嘉敏報導】「家家作樂 一代代有愛歌曲創作比賽」已進入第六屆，今年再度舉辦小童兒歌及成人兒歌比賽。主辦單位「代代有愛 家歌心歌」為配合防疫期間，特別推出「兒歌創作」及「成人兒歌創作」兩項比賽，鼓勵市民透過兒歌傳遞家庭快樂之道。

活動本地兒歌創作 推動家長與孩子關係  
「家家作樂 一代代有愛歌曲創作比賽」是「代代有愛 家歌心歌」主辦的系列活動之一。主辦單位表示，希望透過兒歌創作，讓家長與孩子建立更緊密的關係，並透過兒歌傳遞家庭快樂之道。

「代代有愛 家歌心歌」表示，兒歌創作是家長與孩子建立關係的重要途徑。透過兒歌創作，家長可以了解孩子的想法和感受，並透過兒歌傳遞愛和關懷。此外，兒歌創作也可以幫助孩子表達情感和想法，並提高他們的寫作能力。

「代代有愛 家歌心歌」表示，今年的比賽將分為小童兒歌及成人兒歌兩類。小童兒歌組別的年齡為3至12歲，成人兒歌組別的年齡為13歲或以上。比賽將設有獎金及獎狀，以表揚優秀的參賽者。

「代代有愛 家歌心歌」表示，今年的比賽將由8月15日至8月31日接受報名。參賽者可以透過「代代有愛 家歌心歌」的網頁或電話報名。詳情請電：2611 1111。

十首入圍兒歌《家有愛》獲獎四大獎項成大贏家

【本報記者陳嘉敏報導】「家家作樂 一代代有愛歌曲創作比賽」已進入第六屆，今年再度舉辦小童兒歌及成人兒歌比賽。主辦單位「代代有愛 家歌心歌」為配合防疫期間，特別推出「兒歌創作」及「成人兒歌創作」兩項比賽，鼓勵市民透過兒歌傳遞家庭快樂之道。

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Loving Family Song Composition Competition



## Lee Kum Kee Family Foundation – Radio Interview

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## 家長話

### 從運動學懂堅持

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### 鼓勵更多人參與

【本報記者陳嘉敏報導】「家家作樂 一代代有愛歌曲創作比賽」已進入第六屆，今年再度舉辦小童兒歌及成人兒歌比賽。主辦單位「代代有愛 家歌心歌」為配合防疫期間，特別推出「兒歌創作」及「成人兒歌創作」兩項比賽，鼓勵市民透過兒歌傳遞家庭快樂之道。



## Loving Family MUSIC

2020年7月24日

【讚】「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

## 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「HCF Care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，幸  
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《和濟》及《龍魂》，  
首之則讚美幸福與健康。想以想像地  
是經歷人生苦海的單親媽媽。

### 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  
於百餘元的貧苦環境中，相依為命。她  
說，小學時已在做手工幫補家計，並負  
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，  
老師基於家境困難，鼓勵她申請「屋  
宇基金」繼續升學，可惜在家人強烈反對下  
放棄，常感到委屈。「我想讀，但無力  
讀，因為家庭環境太壞了。」

離異後有不甘，「茵茵」仍遵從家人勸  
導，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，  
其後接獲通知，兩名女兒，但懷有第三胎  
時，她發現胎動異常，醫生認為其具



「茵茵」捨後無助之際，幸好有教友介紹補習工作。



「茵茵」因長期離異的痛楚，不僅與親戚溝通，導致雙方分歧不淺，其實有關係交並不少家庭的真摯，有社區機構逐推出針對受虐、受虐、祖孫關係的多代家庭教育及支援計畫，望促進兩代家庭的協同。

危險性，產婦及嬰兒只能擇一保命，她  
毅然選擇「保嬰不保夫」，幸最後母子平安，  
經休養多時後進行結紮及割除膽囊手術，  
成功過關。

### 在家開補習班 獲學生口碑

「四年抱三的」茵茵」，表示上種當  
家庭主婦，原以為可幸福生活，沒料九二  
年與丈夫感情決裂，須獨力撫養三名兒  
女，無奈小學學歷難以謀職，結果因  
體力巨大患上抑鬱症，更一度因精神問題而輕生，  
「當時有佛子和我說：『你死也沒用！  
於是自不自覺地踏上實心。後來想到三  
位女兒才醒。』」

積鬱無助之際，幸好有教友介紹補習  
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，未幾竟不勝口。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，  
女兒因不致看見她處於辛勞，曾提出  
報學業，但她不願單方步其後塵，  
樂於求學繼續學業，她於九七年，  
愛女志願升讀大學，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

中學校，因學試成績直接升讀中二。  
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  
曾因患腦高舉例，醫生勸她放棄調  
整身心，但她堅持完成中五課程及  
參加會考。一讀多年心願，女兒亦學  
業有成，成為律師，就讀香港大  
學。近年「光榮退休」後時常幫助  
子女「接濟」，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  
男性親人相處，又有「女兒被搶走」  
的感覺，曾與長女相繼發生爭執，  
特別在子女出生後，與長女不同的  
教育方式爭論，導致關係緊張，  
例如她接長女放學後，讓她在  
回家路上吃宵夜，但對方反對女兒  
穿在街頭吃東西，幸她後來她  
組織的兩代家庭教育課程，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  
何能為不？」

迎來新春歲月，「茵茵」活得意，  
不參與多項社區活動，例如開  
的課程，實行「活到老，學到老」，  
她帶著幸福笑說：「現在的我有  
時間放空，做想做的事，懂得充  
實快樂，相信未來生活更精采！」



## 上堂學與姻親溝通 改善與女婿關係

「茵茵」因長期離異的痛楚，不僅與親戚溝通，導致雙方分歧不淺，其實有關係交並不少家庭的真摯，有社區機構逐推出針對受虐、受虐、祖孫關係的多代家庭教育及支援計畫，望促進兩代家庭的協同。

### 懂得給予晚輩信任

該中心主任任慧敏表示，不少家庭受婆媳及姻親困擾，



「茵茵」與丈夫感情決裂，須獨力撫養三名女兒，一度因情緒困擾產生輕生。



「茵茵」因與丈夫感情決裂，須獨力撫養三名女兒，一度因情緒困擾產生輕生。



「茵茵」因與丈夫感情決裂，須獨力撫養三名女兒，一度因情緒困擾產生輕生。



「茵茵」因與丈夫感情決裂，須獨力撫養三名女兒，一度因情緒困擾產生輕生。

**全能爸爸**  
#524  
家庭和諧

**全能爸爸**  
居家協調

**有你同行**  
所有集數

FACEBOOK 聯絡

**有你同行**  
主持人：葉韻怡、陳顯洪

**活動**  
學童之友

**面對強權**  
體驗成功

**學童之友**  
發揮協同能力

**有你同行**  
所有集數

FACEBOOK 聯絡

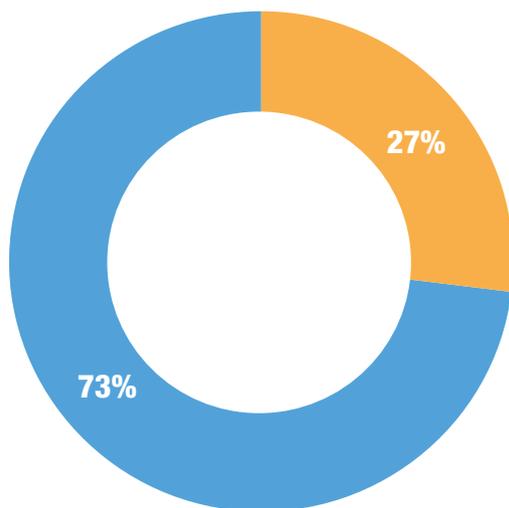
**有你同行**  
主持人：葉韻怡、陳顯洪





# **SPONSORSHIP AND PROJECT ANALYSIS**

## EXPENSES ON SPONSORSHIP VS RUNNING COST

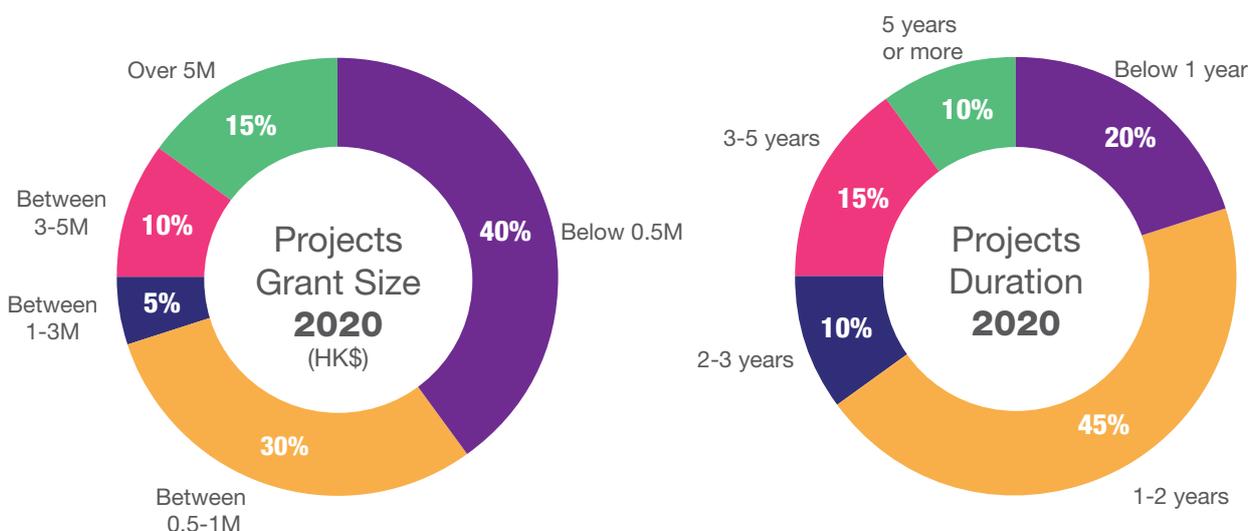


The ratio of the expenses on sponsorship and the running cost in 2020 is shown in this chart. Sponsorship refers to donation and expenses on our sponsored events and projects. Running cost refers to the staff cost, benefit, learning and development, as well as the foundation marketing, operation and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

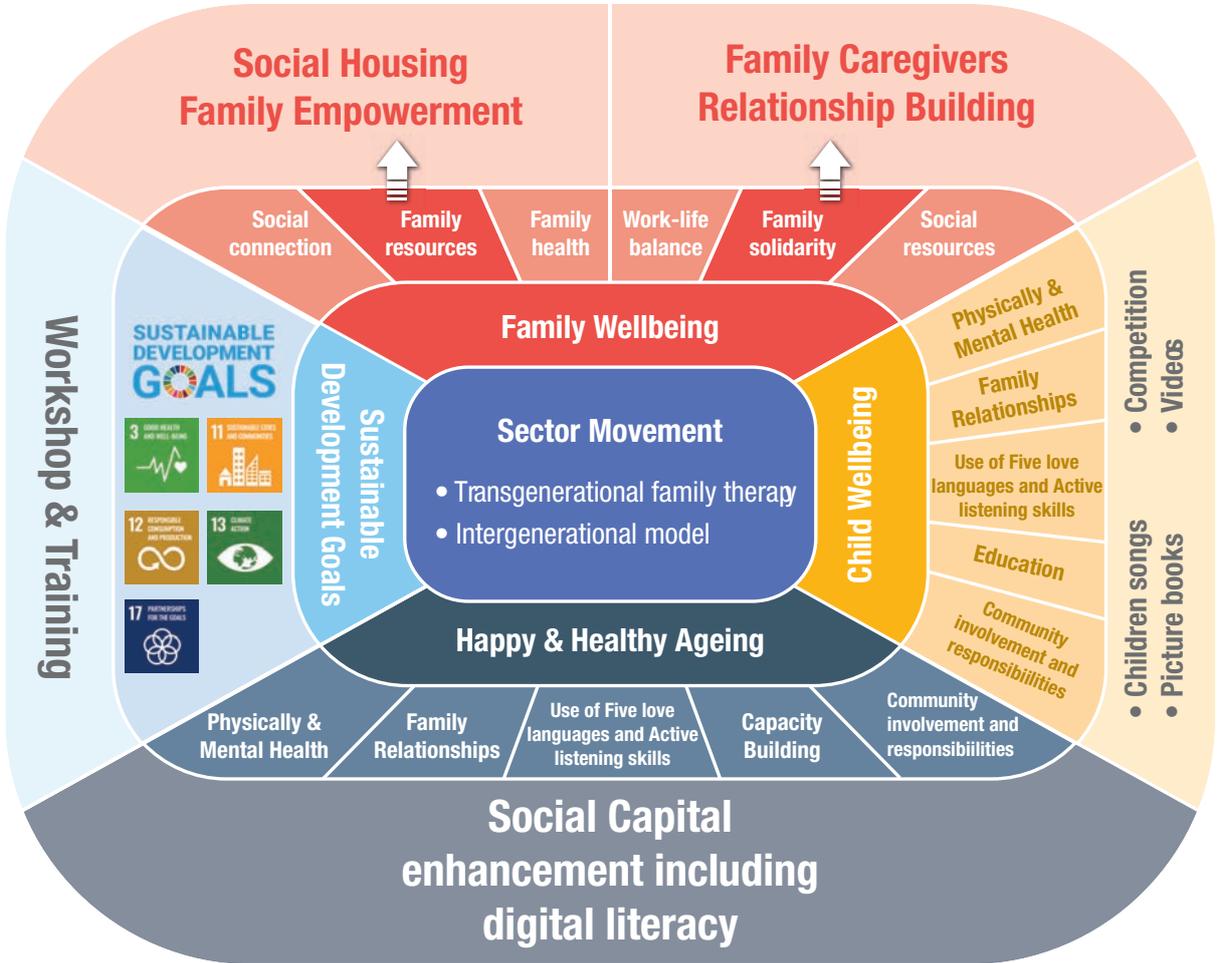
# THE ENHANCED FOUR-PRONGED APPROACHES

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.

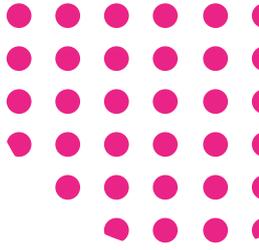
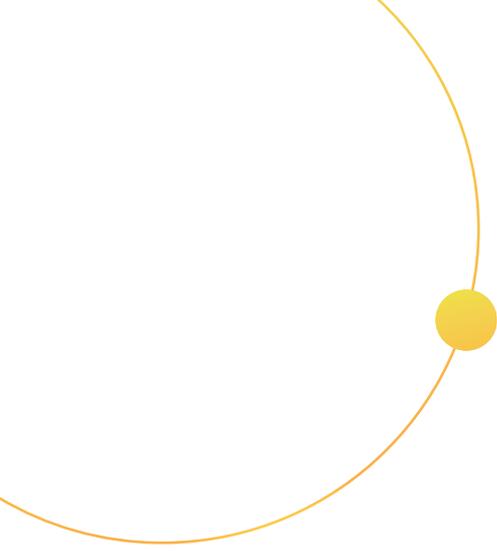
Furthermore, there is a trend that grandparents have to take up the role as sole or chief caregivers of their young grandchildren in Hong Kong. This phenomenon calls for the need in developing support services for grandparents as previous studies indicated that these seniors suffer high stress. Looking 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](http://www.lkkfamily.foundation)