

EMPOWER



Cognitive Competence

YOUTH



Social Competence



TO BUILD THEIR

Self Competence

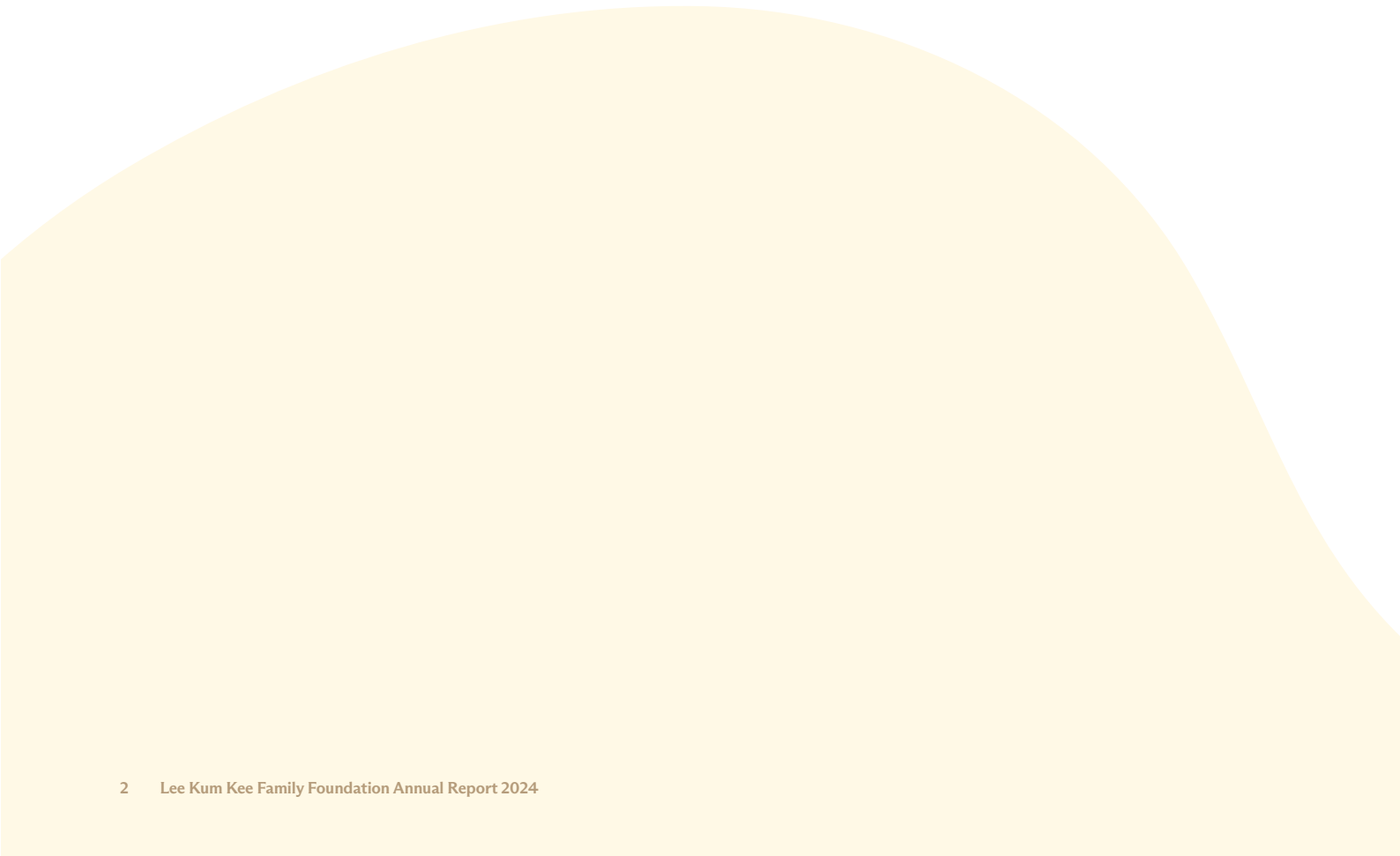


Emotional Competence

FUTURE



Motivational Competence



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OUR VISION & MISSION

Vision:

To build harmonious and healthy relationships in families and society

Mission & Strategic Focus:

Intergeneration

Promote happy family relationships

Youth

Empower youth to build their future through improving their mental wellness and psychosocial competence

Core Value:

- Si Li Ji Ren
- Prevention before Sickness



Established in 2008, Lee Kum Kee Family Foundation strategically directs philanthropic efforts to cultivate a brighter future, guided by the core vision of **building harmonious and healthy relationships in families and society**. The Foundation actively **promotes happy family relationships** and **empowers youth** through initiatives focused on mental wellness and psychosocial competence.

In alignment with the Lee Kum Kee family’s enduring value of “**Si Li Ji Ren**” (“considering everyone’s interests before taking action”), the Foundation champions the principle of “**prevention before sickness**”. This proactive approach aims to build awareness and engage in preventive actions, thereby enabling families to realize their full potential through enhanced unity and subsequently contribute to the broader community by sharing their positive experiences.

Beyond grantmaking, the Foundation strategically partners with like-minded organizations to maximize societal impact. Through **collaborative philanthropy**, it seeks to deliver sustainable, cross-generational benefits for families and communities.

MESSAGE FROM THE CHAIRPERSON



Jason Lee

Dear Friends and Partners,

As we reflect on the year 2024, I am honored to celebrate my fifth year as Chairperson of Lee Kum Kee Family Foundation. It has truly been a privilege to actively shape the Foundation's growth—not only in scale but also in the meaningful and lasting impact we achieve. Our vision to strengthen family relationships and build a supportive community remains central to our efforts, and through tenacious dedication, we have made significant contributions to society. I am deeply grateful for the devoted support and collaboration of our board members, staff, and partners, and delighted to share some of our key project achievements from 2024.

Visits to Our Existing Programs

Youth Projects

Over the past year, the board has actively visited various programs to better understand their community impact. A key event was “The Pioneering Young Innovators Annual Symposium” hosted by The CoCoon Foundation on August 23,

2024. The symposium showcased the program's significant achievements, including successfully integrating entrepreneurship learning materials into a secondary school curriculum. This aligns with our long-term goal of empowering youth by enhancing their psychosocial competence, confidence, and mental wellness.

The symposium highlighted inspiring student success stories, such as a student in the Enterprise Challenge who designed an innovative umbrella that was pitched and sold to a German airline. This demonstrated the practical application of entrepreneurship skills and the program's potential to inspire students to create real-world outcomes. Many students, especially those facing academic challenges, reported to have deeply inspired by the entrepreneurs' stories of resilience in the face of failures. Through program activities, they gained confidence and became more willing to ask questions and explore career paths and job roles that are relevant in a rapidly changing world.

Intergenerational Projects

Fostering intergenerational communication and relationships remains one of our core missions. This year, we launched a new phase of the project in collaboration with the Asian Academy of Family Therapy (AAFT). Alongside continued clinical family therapy services, this initiative equips social sector professionals with essential knowledge and skills to address family dynamics through a transgenerational approach, crucial for the advancement of family therapy.

A component of this initiative is the Ambassador Training Program, empowering a new generation of professionals dedicated to supporting family well-being. The board participated in a three-day ambassador training workshop, gaining valuable insights into AAFT's methods of promoting awareness of transgenerational perspectives among healthcare professionals.

Looking Forward

Grandparents' Day

In addition to strengthening existing programs, we remain committed to identifying social gaps where we can have the greatest impact.

Today, grandparents play multifaceted roles within families—not only providing daily care for grandchildren but also significantly contributing to their upbringing and education. Despite their pivotal roles, appreciation for grandparents is often overlooked, and the challenges associated with grandparenting and aging remain inadequately addressed. In response, we launched the Grandparents' Day campaign to highlight the importance of grandparent-grandchild relationships and foster a culture of appreciation that thrives within families and profoundly impacts society. The campaign started with pilot events at the end of 2024 to raise community awareness and advocate respect for grandparents.

The “Appreciating Grandparents – Family Relationships and Love” Survey conducted in October 2024 gathered insights from 592 grandparents in Hong Kong. Findings showed nearly 70% valued “quality time” with grandchildren over quantity. The survey received extensive media coverage from outlets such as Sing Tao Daily, Headline Daily, and Hong Kong Commercial Daily, providing valuable insights for our ongoing advocacy.

Subsequent online campaigns successfully engaged the public in sharing touching moments with grandparents, further promoting appreciation through social media.

Looking ahead to 2025, we have exciting activities planned, including a school outreach program, celebrity sharing videos, and the much-anticipated Grandparents' Day Funfair on October 12, 2025. By advocating appreciation for grandparents, our ultimate vision is to strengthen family bonds, enhance intergenerational communication, and foster a culture of appreciation that profoundly influences families and societies.

In closing, I extend my heartfelt gratitude to the Foundation's Board of Directors for their invaluable guidance. Special thanks to Mrs. Mahnaz Lee for her exceptional service and dedication, especially throughout her tenure concluding in 2024. The Board's contributions remain instrumental to our ongoing success and impact.

Warmest regards,



Jason Lee

2024 AT A GLANCE



Families Engaged

7,942

The oldest participant in our program is **80 years old**

The youngest participant in our program is **3 years old**

Multigenerational Families Engaged

3,279



Multigenerational Activities

53

Professionals Participated

765



Participants Engaged

31,315

Workshops and Activities

1,213



Youth Participants Engaged

10,312
(Youth Projects)



Pair of Youth and Parents Engaged

3,231
(Youth Projects)



YOUTH STRATEGY

Empower **YOUTH** Future[★] — to build their —

Promote happy family relationships

Recognizing the vital role of young generations as the future and hope of families and society, Lee Kum Kee Family Foundation has implemented a youth-centered strategy, “Empowering Youth to Build Their Future”, commencing in 2023. This strategic initiative aligns with the government’s priorities in education and mental well-being.

Addressing the increasing mental health concerns and communication gaps between youth and parents, the Foundation aims to enhance youth capacity and psychosocial competence, fostering emotional regulation and resilience. Additionally, the Foundation is committed to empowering parents with positive parenting skills to nurture healthier family relationships and communication, creating a robust support and safety network for youth facing challenges.

Through six flagship projects and collaborations with organizations specializing in mental health and psychosocial support, the Foundation strives to reduce the stigma surrounding mental illness and promote supportive family and community environments.

Adolescent Mental Health And Psychosocial Support Framework





Adopting Social Return on Investment (SROI) to Track Social Impact

To rigorously evaluate the social impact of our youth projects, the Foundation has partnered with Tung Wah College to employ a Social Return on Investment (SROI) framework. This methodology measures outcomes, such as improved well-being and personal growth, in relation to financial investment. This SROI assessment provides the Foundation and its partners with a deeper understanding of the actual impact of these efforts and offers insights to facilitate timely adjustments and enhancements to programs in response to evolving social needs.

By implementing effective interventions and providing timely support, Lee Kum Kee Family Foundation is dedicated to addressing gaps in youth support and fostering a healthier, more resilient generation.

SECRET CHAT

INTRODUCTION

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



WHY

- In Hong Kong, nearly 17% of youth aged 15-24 have a probable psychiatric disorder.
- 70% of youth having a probable psychiatric disorder did not use psychiatric or psychological service.
- Nearly 65% over 500 surveyed HKDSE students suffered from severe or moderate emotional distress in 2022.

HOW

- Provide training and learning circle meetings to develop youth service practitioners' competence in online chat counselling.
- Develop digital tools for youth service practitioners to reach and connect youths with mental health needs through online chat counselling.

2024 OUTPUT



6,800+
Beneficiaries



50+
Professionals
trained



20+
Workshops and
activities



90+
Hours of service

PROJECT IMPACT

90.3% of social workers gained a better understanding of benefits and challenges of online chat counselling.

87.1% of social workers learned how to address the challenges of online chat counseling.

84.3% of social workers learned to apply the principles and experience of traditional counselling online.

Built a co-learning community of co-creators across Integrated Children and Youth Services Centres (ICYSC) from 12 NGOs.



PARTNER'S FEEDBACK

♥ We want to express our gratitude to Lee Kum Kee Family Foundation for allowing us to experiment and test our hypotheses on better ways to support youth mental health. Not many donors are as open and supportive as you are, and we truly appreciate this opportunity.

♥ We sincerely appreciate your focus on social good and impact goes beyond mere output figures. You value our learnings in project execution and are open to adapting the service model and outcomes. Thank you for being such supportive partner!

PARTICIPANTS' FEEDBACK

- ♥ The examples used in training sessions were appropriate and easy to understand.
- ♥ I have learnt many practical skills to help advance my work in online youth counselling.
- ♥ I really appreciate the opportunities to learn from fellow social workers.

YOUTH TRANSFORMER

INTRODUCTION

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

WHY

- A 2022 HKYWCA study of Secondary One students found that 63% reported high stress, with 55% showing mild-severe depression (Patient Health Questionnaire-9) and 51% anxiety (General Anxiety Disorder-7) - exceeding Hong Kong average. Top stressors are related to academic and social relationships: exams, poor grades, increased subjects, losing primary schoolmates, and struggling with new subjects.
- Online learning during COVID caused a severe decline in primary students' academic readiness, widening gaps with secondary schools' demands and fueling frustration. Lower-income families faced heightened challenges due to limited resources for learning support.

2024 OUTPUT



2,200+
Beneficiaries



1,600+
Families
participated



260+
Workshops and
activities



500+
Hours of service

HOW

- Provide training sessions to primary six students to strengthen self, cognitive, emotional, and motivational competence.
- Provide talks to enhance the parents' understanding of children's need and strengthen parental support.
- Train learning coaches, and produce educational videos to arouse community's awareness of the mental health and need of students in transition, and offer support.

中六升學 JUPAS大學聯招時間



PROJECT IMPACT

Almost all students agreed that the study group enhanced their learning motivation.

95% of students agreed the summer transforming classes could enhance their interest in the new subjects.

93% of students agreed the simulation booth could enhance their awareness of the importance of planning for secondary school life.

100% of parents agreed the talks helped them understand their students' needs and know how to support them.

100% of mentors agreed they had personal growth in the project.



PARTNER'S FEEDBACK



The Lee Kum Kee Family Foundation team gives us trust and allowance to adjust our programs according to the need and new ideas. We have a very good experience working with the team!

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

INTRODUCTION

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

WHY

- A 2022 survey by the Hong Kong Paediatric Foundation and CUHK's Department of Paediatrics revealed that the pandemic disrupted children's eating, sleeping, exercise, and device habits. Many struggled with returning to in-person classes, exhibiting negative emotions or school refusal.
- The survey also found that 20% of parents felt unprepared to handle these issues, with an equal percentage experiencing very high stress levels, correlating with increased temper tantrums in their children.



2024 OUTPUT



3,500+
Beneficiaries



1,200+
Families
participated



380+
Workshops and
activities



600+
Hours of service

HOW

- Provide three-tier intervention programs for 36 schools.
- Provide parent-child counseling based on the attachment theory for high-risk cases to relieve parents' parenting pressure and reduce parent-child conflicts.
- Provide parent group sessions, parent-child positive experiences programs and talks to enhance parent's understanding in building a secure attachment with their children, and to reflect on their current parenting style and promote positive communication with children.

PROJECT IMPACT

The project is highly recognised by the Education Bureau, who invited the Program Team to share their successful experiences at its teacher trainings with over 100 schools participating.

100% of parents agreed that the parenting education talk could help them to understand “Secure Attachment” and how to establish a secure attachment relationship with their children.

100% of parents agreed that the parent-child positive experiences program could facilitate parent-child relationships and communication and helped them to understand their child more.

98% of parents agreed that the parents’ self-development group helped them integrate their growth experience, reflect and adjust their parenting beliefs and directions.



IMPACT STORIES OF THE PROJECT

Parent Ting

Ting felt neglected during childhood, resulting in anxiety about her own daughter. Her overprotectiveness caused pressure and conflicts. In a support group, she realized her anxiety stemmed from past insecurities. She learned to build a sense of security for herself and let go of excessive attachment to her daughter, fostering a healthier relationship.

Parent Ling

Ling, an anxious parent, struggled with her daughter’s gaming addiction, leading to arguments and eventually giving her the silent treatment. Realizing avoidance was not a solution, she learned about attachment relationships in the program. By engaging with her daughter’s interests and reducing blame, they developed a secure attachment, improving their communication and relationship.

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

INTRODUCTION

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

WHY

- Hong Kong adolescents' mental health indicated that the estimated prevalence of Diagnostic and Statistical Manual of Mental Disorders (DSM-IV) was 16.4%.
- 2.2% and 6.9% of children and adolescents had depression and anxiety disorders, respectively.
- A survey by Hong Kong Federation of Youth Groups found that 52% of secondary school students exhibited symptoms of depression, over 50% reported to be stressful and 35.5% of participants showed moderate to high levels of depressive symptoms.
- In general only 18-34% of young people with high levels of anxiety and depressive symptoms seek professional help.

2024 OUTPUT



2,400+
Students



30+
Social workers
and teachers



60+
Workshops and
activities



320+
Hours of service

HOW

- Recruit secondary school students to join a proactive school-based prevention program to enhance their emotional, social, cognitive, motivational and self-competence in coping with stress and adversity, which in turn improve their psychosocial well-being and become youth mentors.
- Youth mentors will organize youth-driven events to promote positive mental health information to their schools, neighbour schools and communities.



IMPACT STORY OF THE PROJECT



Student A had difficulties in getting along with other classmates and even being isolated. After being youth mentor and completing all the trainings and 3 youth-driven events, his communication skills had greatly enhanced, becoming more willing and proactive to share his thoughts and opinion. With his change, other classmates became more willing to accept and cooperate with him. In a youth-driven event that his team was responsible for holding a music booth, he proactively shared with others his favourite music. All these showed the positive impact of TRY GYM.

PROJECT IMPACT

80% of students felt satisfied with the youth-driven events organized by the youth mentors. The events and activities held have drawn their attention and interest about mental health.

The awareness and understanding of the importance of mental health among youth mentors increased by **1.2%** after organizing youth-driven events.

Youth mentors' empathy to others' emotional needs increased by **4.4%** after organizing youth-driven events.

Youth mentors' ability to seek mental health support increased by **4.7%** after organizing youth-driven events.

Understanding of the importance of promoting mental health awareness among youth mentors increased by **3%** after organizing youth-driven events.



STUDENT TRAINING IN ENTREPRENEURSHIP PROGRAM

INTRODUCTION

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



WHY

- The proportion of young entrepreneurs in Hong Kong dropped by over 80%.
- The highest record of 27% children poverty rate since 2009 (There were 274,900 children living in poverty).

HOW

- Provide entrepreneurship workshops and activities to secondary students and teachers to train their entrepreneurship soft skills to cope with future challenges.
- Connect with startups and corporates to provide entrepreneurship talks and activities to students, inspiring them the future possibilities.

2024 OUTPUT



4,700+
Secondary
students



80+
Teachers
participated the
program



100+
Workshops and
activities



300+
Hours of service



PROJECT IMPACT

Nearly **80%** of students felt more confident in working with others who have different thoughts, perspectives and opinions.

84% of students understood that respecting other's opinions is an effective way to communicate with others.

80% of students were more motivated and able to persevere.

Over **95%** of teachers were more willing to proactively identify teaching difficulties or students' learning problems and needs.

IMPACT STORIES OF THE PROJECT



Student Tang
PLK Lee Shing Pik College

Tang shares how this course transformed their learning experience through collaboration. The group work not only fostered friendships but also encouraged open communication and teamwork. Tang discovered her leadership potential while guiding classmates through tasks, learning the importance of supporting one another. Reflecting on this journey, Tang was inspired to find ways to create positive change within the group, ensuring everyone thrives together.



Student Zhu
PLK Lee Shing Pik College

Zhu found a nurturing environment in this program, where communication blossomed through daily interactions with classmates and community members. Tackling challenges like budget constraints sparked creativity and adaptability. One of Zhu's proudest moments was navigating unexpected situations during interviews, which taught resilience and confidence. These experiences have truly shaped Zhu's ability to embrace challenges, turning them into opportunities for growth and connection.

“+ CHANNEL” HARMONIOUS PARENT-TEENS COMMUNICATION PROJECT

INTRODUCTION

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

WHY

- In first quarter of 2022, Hong Kong child abuse cases increased by 29%. Separately, a 2022 Against Child Abuse (ACA) survey showed that 80% of affected children experienced verbally abused, and 55% have experienced child abuse. These findings highlight widespread daily parent-child conflicts that actively harm children’s mental health.
- A study from Meschke & Juang (2014) found teens avoid talking with parents due to shame/guilt and perceived immaturity. Parents dismiss teens’ feelings as disobedience, using threats causing fear. One-way communication lacks mutual rewards, compounded by insufficient intimacy.

2024 OUTPUT



2,800+
Beneficiaries



970+
Families
participated



50+
Workshops and
activities



2,800+
Hours of service

HOW

- Early Identification and Intervention: from Individual Treatment to Community Education – the project provided services to respond to the needs from individuals and families to the community level.
- Dissemination of the Model of Enhancement of Parent-Teen Communication in Hong Kong by providing professional training and multi-disciplinary workshops, indirectly benefiting families.





PROJECT IMPACT

Parents gave an average score of **8.7** out of 10, for the workshop content helps improve family communication skill and better understanding of parent-child communication attitudes.

Parents gave an average score of **8** out of 10, for therapy group showing improved willingness to praise their children, enhanced communication skills, greater emotional awareness, and a growing ability to express and understand both their own and their children's needs.

Professional staff gave an average score of **8** out of 10, for increased knowledge of parent-child communication and improved training skills.



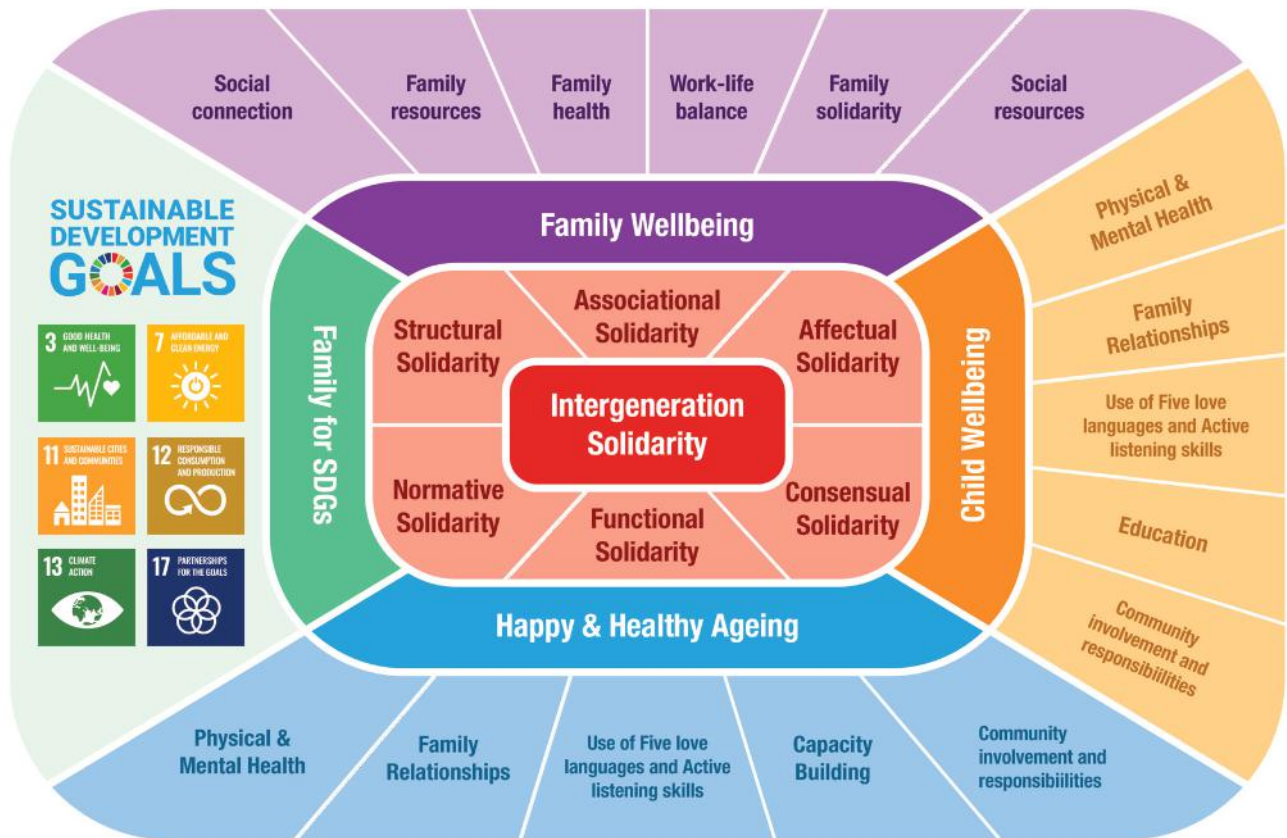
INTERGENERATION STRATEGY

PROMOTE HAPPY FAMILY RELATIONSHIPS

Since 2012, intergenerational engagement has remained a cornerstone of Lee Kum Kee Family Foundation’s mission, reflecting our unwavering commitment to fostering harmonious and healthy multigenerational families. Our program design and evaluation are guided by Bengtson’s (2001) six dimensions of intergenerational solidarity—Associational, Affectual, Consensual, Functional, Normative, and Structural—ensuring meaningful interactions, mutual support, and shared values across generations.

Beginning in 2020, we implemented a strategic four-pronged approach to further our goals, focusing on **Family Wellbeing, Child Wellbeing, Happy and Healthy Ageing, and Family for Sustainable Development Goals**. These efforts aim to enhance the overall quality of life, mitigate social isolation, instill a renewed sense of purpose among seniors, and cultivate positive intergenerational attitudes among youth. By promoting an age-friendly society, we strive to create an environment where children—our next generation of global leaders—can thrive alongside their families, united by shared purpose and mutual care.

FOUR-PRONGED APPROACH



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

INTRODUCTION

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

WHY

- **Intergenerational Misunderstanding and Conflict**
The widening generational gap caused by differences in age, life experiences, social class, and other socio-economic factors have led to misunderstandings and conflicts that undermine traditional Chinese virtues of respect and harmony.
- **Lack of Mutual Understanding and Trust**
Younger generations often lack opportunities to benefit from the experience and knowledge of older generations, while older adults miss chances to engage with the vibrancy of youth.
- **Career and Social Impact for Youth**
By connecting professional knowledge with the realities of an aging population, the project widens career perspectives for students and highlights older adults as an essential segment of future service and customer bases.

2024 OUTPUT



670+
Beneficiaries



90+
Workshops and
activities



90+
Hours of service

HOW

- Deliver intergenerational activities and events, creating meaningful first-person interactions between secondary students, university students, and older people. These engagements foster mutual understanding, respect, and trust across generations, while creating a model for sustained intergenerational interaction and harmony in educational and social contexts.
- Engage local government-funded secondary schools to ensure the inclusion of diverse stakeholders, building a scalable framework for addressing intergenerational misunderstandings at a systemic level.

PROJECT IMPACT

Secondary students who co-created with older adults started trusting and feeling more positive about talking with older people. Their attitude scores went from **14.0** to **15.7** on a scale of 5 to 25.

University students' confidence in communication with older adults improved, from **7.8** to **8.2** out of 10.

Most older adults recognized the value of learning from youth, especially in technology, as a way to stay connected with society.

The Project is highly recognised and was invited to share at prestigious conferences, including:

- The Hong Kong Polytechnic University Conference (Hong Kong)
- Canadian Association on Gerontology Conference (Canada)
- The Gerontological Society of America Conference (USA)



PARTNER'S FEEDBACK

It was a pleasure working with the Lee Kum Kee Family Foundation team. Communication was clear, and the guidance was invaluable in achieving our goals. They consistently delivered high-quality support and feedback.

PARTICIPANTS' FEEDBACK

- The program strengthened my understanding of younger generations.
- The activity boosts my self-confidence in communicating with young people.



APPRECIATION IN GENERATIONS AND COMMUNITY

INTRODUCTION

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



WHY

- According to The University of Hong Kong’s 2021 survey, Hong Kong ranked as the world’s longest-living region for the seventh consecutive year, with life expectancy at 84.6 years for men and 89.6 years for women.
- The ageing trend affected individuals, families, and society, making inclusive services essential. Collaboration between seniors and young professionals, alongside intergenerational friendships, can help address these challenges.

HOW

- Organize guided tours led by seniors and university students for primary school students.
- Conduct workshops for elders and students from EdUHK.
- Print and distribute community maps to organizations serving new immigrants and ethnic minorities in the area.

2024 OUTPUT



470+
Beneficiaries



20+
Workshops and
activities



63+
Hours of service



PROJECT IMPACT

Youth with highly positive views of the elderly increased from 43.7% to **100%** after the program, while negative attitudes toward the elderly significantly declined.

100% of elderly participants found young people were “considerate” and “willing to cooperate” after participating in the program and described interacting with them as “pleasant.”

Over **90%** of elderly participants believe that young people are “optimistic,” “humble,” “kind,” and “considerate.”



IMPACT STORY OF THE PROJECT



Student from The Education University of Hong Kong

I'm very thankful to an elderly who shared helpful advice about my guiding during the tour. He reminded me to use simple words instead of technical terms when speaking to children, so they can understand more easily. He also said that asking questions is better than just giving information, because it helps keep students interested. His suggestions were very useful and help me become a better teacher in the future.

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

INTRODUCTION

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

WHY

- Grandparent is the second main carer for children after mother according to the research from Hong Kong Policy Research Institute in 2017.
- Nearly 60% of interviewed grandparents felt stressed in their caregiving roles, with challenges including grandchildren's mood swings (20.9%) and inconsistent parenting methods (13.2%), (by The Evangelical Lutheran Church of Hong Kong in 2021.)



2024 OUTPUT



6,000+
Beneficiaries



3,000+
Families
participated



65+
Workshops and
activities



600+
Hours of service

HOW

- Synergize with stakeholders e.g. NGOs, kindergartens and primary schools to build recognition of cross-generation cooperation for raising the third generation.
- Mobilise counterparts by equipping practitioners with relevant skills and provision of handy tools
- Develop the elders as social capital by providing knowledge and skills in grandparenting

PROJECT IMPACT

80% of participants reported a more positive view on multi-generational parenting.

100% of participants felt the program increased their awareness of appreciation for grandparents.

98.6% of participants agreed the program facilitated them to show appreciation towards grandparents

75% of social workers found the training beneficial for enriching their professional skills in working with multi-generational families.



IMPACT STORIES OF THE PROJECT



Grandmother S

Grandma S travels daily from Cheung Chau to Eastern District to care for her granddaughter. Despite having assistance at home, she prefers to cook and pick up her granddaughter from school. After completing the program, she learned to delegate and recognize her contributions, fostering a shift in mindset. This change has allowed her to share caregiving responsibilities with her granddaughter's parents, enhancing family communication and strengthening bonds, ultimately creating a more balanced family dynamic.



Grandfather A

Grandfather A, who worked two jobs to support his family, struggled to connect with his children due to limited time. Becoming a grandfather opened his eyes to the importance of family bonds, but he faced conflicts with his children over his caregiving style. Joining the program helped him reflect on his past and improve his approach. He learned to appreciate his children's perspectives and began building closer relationships with his grandchildren, e.g. incorporating daily hugs into their routine, which strengthened their bond and increased his children's trust in him.

THE HONG KONG INTERGENERATIONAL BASEBALL GROWTH PARTNERS PROJECT

INTRODUCTION

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

WHY

- Research by the University of Hong Kong indicated that individuals aged 15-24 are at increased risk of mental health disorders.
- Studies highlighted the lack of awareness and understanding among Hong Kong's younger generation towards the elderly, resulting in intergenerational cognitive biases.
- “Intergenerational solidarity” emerged as a key challenge in aging societies as per the UN's International Action Plan on Aging.

HOW

- Provide training sessions to elderly baseball players to enhance their facilitation skills as youth participants' mentors.
- Organize Inter-generational Growth Mindset Baseball Experience in primary and secondary schools to promote positive psychology, team work and mutual encouragement to youths.
- Pair up youths with elderly mentors to undergo semester-long intergenerational baseball training.
- Organize the Hong Kong Intergenerational Baseball Contest to showcase intergenerational camaraderie and sportsmanship.

2024 OUTPUT



680+
Beneficiaries



170+
Families
participated



30+
Workshops and
activities



80+
Hours of service





PROJECT IMPACT

88% of participants agreed to have better understanding towards the other age group.

92% of participants agreed to have gained self-confidence and positive energy.

93% of participants increased life satisfaction and improved mental health.

Generated substantial media coverage promoting the positive image of the elderly and the importance of inter-generational solidarity.



PARTNER'S FEEDBACK



Very caring, involved, supportive and professional with vision.



A big thank you and it is our honor to be part of the great initiatives to build harmonious and healthy relationships in families and society in Hong Kong.

DEVELOPMENT OF TRANSGENERATIONAL CENTER AS A CENTER OF EXCELLENCE

INTRODUCTION

Launched by Asian Academy of Family Therapy (AAFT) in 2015, the project aims at developing a unique clinical service model to work with transgenerational families and designing a well-structured curriculum for future professional training and accreditation. AAFT will continue to provide clinical services to families, conduct research on transgenerational family therapy, and promote knowledge exchange with local and international professionals.

WHY

- Family therapy has helped repair relational ruptures and restore stability within families for decades, but family therapy is not easily accessible and is underutilized in Hong Kong.
- Family therapy involving multi-generations can be a very cost-effective way in helping various family members healing from the trauma originated from their family of origin or recovering from mental health issues if applied appropriately.

HOW

- Develop tailor-made training packages with well-designed educational materials for ambassadors for public education and professional training.
- Accredite specialists who have completed the training with our comprehensive curriculum to provide family therapy to transgenerational families and work as trainers for the ambassadors in the future.
- Provide family therapy for families in need.

2024 OUTPUT



80+
Beneficiaries



16+
Clinical Cases



4+
Workshops and
activities



46+
Hours of service







PROJECT IMPACT

All participants from diverse professional backgrounds unanimously agreed that the trainers provided them with deeper knowledge and practical skills in family counseling within the context of family therapy. They feel confident in applying what they have learned in their clinical practice, workplace, or volunteer work as appropriate.

In the first six months, **16** families received a total of **46** family therapy sessions. Their relationships with family members were improved as a result.

PARTICIPANTS' FEEDBACK

-  I gained insight that I could recover from the trauma from my family of origin.
-  I could see the hope in the future.
-  I learnt to face my own limitations, heal myself from the past trauma from my family of origin and learn to build my marriage and family.
-  We had better understanding of each other after the family sessions, which helped us to have directions guiding us how to solve our problems in the future.

WELLNESS AT YOUR DOOR

INTRODUCTION

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

WHY

- The COVID-19 pandemic has imposed significant challenges on families, with parents facing challenges on balancing childcare and work responsibilities. Remote learning led to less physical activity, increased screen time, and negative effects on children’s health.
- A survey of 600 Hong Kong youth found that over 60% reported worsened moods, nearly 50% showed frequent unexplained irritability, and around 40% faced increased family conflicts.
- Pandemic-Era children face elevated risks of communication delays compared to pre-pandemic cohorts, likely due to reduced social interactions and environmental stressors.



2024 OUTPUT



180+
Beneficiaries



90+
Families
participated



65+
Workshops and
activities



80+
Hours of service

HOW

- **Enhancing Communication Skills for Parent-Child:** Expressive arts therapists and nutritionists leveraged their professional expertise and perspectives to assist parent-child pairs in improving their communication skills.
- Through a teaching package designed by a nutritionist and an expressive arts therapist, the goal is to integrate the Five Love Languages and parent-child cooking into participants’ daily life, enhancing parent-child relationships and healthy eating habits.



PROJECT IMPACT

88% of participants felt that the workshop helped them learn how to communicate effectively with their children.

80% of participants believed they gained more expressive skills through the workshop.

98% of participants expressed interest in joining similar activities in the future.

96% of participants stated they would recommend similar activities to friends and family.



GEARING UP FOR THIRD AGE & MULTI-GENERATIONAL CAPACITY BUILDING

INTRODUCTION

This extension of the original project, spanning March 2023 to September 2024, builds upon past success. Elderly volunteers engage in specialized training workshops and volunteer services focused on family relationships, retirement planning, and healthy living.

WHY

- Current retirees are more affluent in time than previous generations due to increasing longevity and higher education levels.
- Retirees and soon-to-be retirees are affected by psychosocial challenges such as denial, anger, anxiety, depression, and substance abuse.
- There is emerging need to help retirees boost their volunteering capabilities and discover their societal worth.

HOW

- Host training workshops for retirees to boost their skills in service themes, paving the way for future volunteer engagements.
- Partner with NGOs to enlist service recipients for the trained retirees to serve as volunteers.
- Host a symposium for trained retirees to share service experiences with stakeholders from diverse sectors, elevating their societal impact and value.

2024 OUTPUT



390+
Beneficiaries



30+
Families
participated



50+
Workshops and
activities



150+
Hours of service



PROJECT IMPACT

The dissemination symposium provided insights for professionals from academia, social welfare, government officials, and elderly volunteers to further project impacts on older adults empowerment.




Knowledge acquisition among participants improved significantly from workshops to volunteering: from **3.38** to **3.97**.

Happiness of older participants increased overall: from **7.54** to **7.82**.

Intergenerational relationships improved overall: from **11.86** to **12.24**.



PARTICIPANTS' FEEDBACK

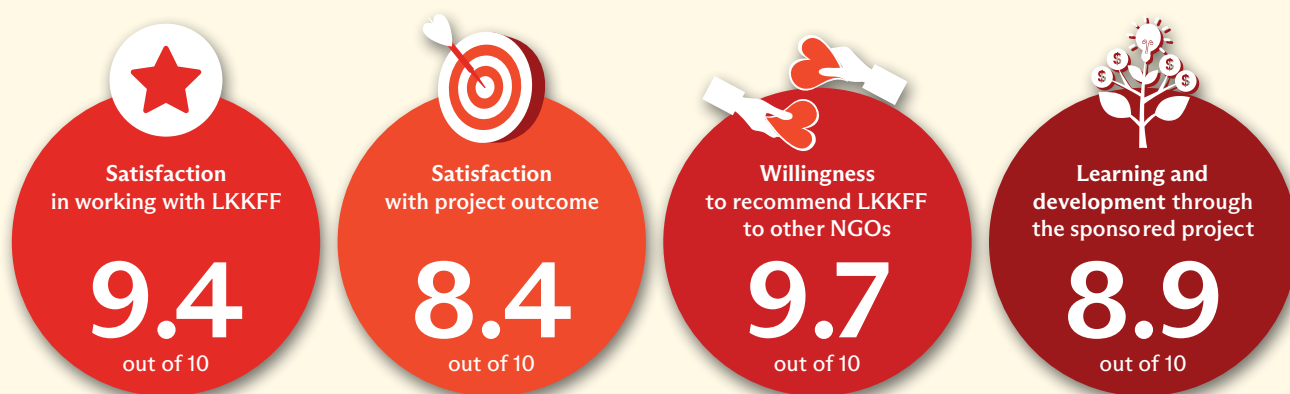
-  I learned why emotional reactions occurred and started reflecting on my communication methods.
-  I learned to express my feelings clearly, and want to enhance harmony within the family.
-  I am able to apply course contents in my own family.

OVERALL FEEDBACK

FROM THE PARTICIPANTS



FROM THE PARTNERS



SOCIETAL MOVEMENT

Grandparents' Day

祖父母感謝節

讚美由家做起
Appreciation Starts at Home



Nowadays, grandparents often play multifaceted roles, providing not only daily care but also crucial upbringing and academic guidance to their grandchildren. Recognizing the invaluable role of grandparents in families, the Foundation is committed to advocating the **second Sunday of October** every year as “Grandparents’ Day”, a significant societal event.

To highlight grandparents’ contributions to both families and society, the Foundation has initiated a comprehensive campaign, promoting the use of “5 Love Languages” to encourage expressions of gratitude. By acknowledging grandparents’ efforts, our goal is to cultivate a culture of respect for the elderly, starting within families and extending to the broader community, positioning Grandparents’ Day as a key annual celebration.

Grandparents' Day

祖父母感謝節

讚美由家做起
Appreciation Starts at Home

AUGUST 2024

“APPRECIATING GRANDPARENTS: FAMILY RELATIONSHIPS AND LOVE” SURVEY

This survey explored the dynamics between grandparents and their families, seeking to understand their life satisfaction and preferred methods of appreciation. It also encouraged the public to actively demonstrate gratitude towards grandparents.



Key Findings from the Survey

- **Quality Over Quantity:** The survey revealed that the quality of time spent together is more significant for grandparent-grandchild relationships than the quantity.
- Grandparents highly value meaningful interactions with their children and grandchildren, finding joy in simple shared activities like chatting, sharing a hug, playing chess, or cooking together.





SEPTEMBER - OCTOBER 2024

“UPLOAD YOUR GRAND MOMENTS” INTERGENERATIONAL PHOTO COLLECTION CAMPAIGN

A social media campaign was launched inviting the public to share memorable moments with their grandparents.

LOOKING AHEAD TO 2025

In 2025, our strategy will focus on raising awareness, advocating respect, and engaging stakeholders to further promote appreciation for the role of grandparents. This will include school outreach programs, year-round appreciation initiatives, celebrity engagement, and the Grandparents’ Day Funfair. We expect these activities to further enhance harmonious grandparent-grandchild relationships, while promoting a culture of mutual appreciation within families.



SAVE THE DATE

OCTOBER 12, 2025 (SUNDAY) **GRANDPARENTS’ DAY FUNFAIR 2025**

To further advocate for marking the second Sunday in October as Grandparents’ Day, Lee Kum Lee Family Foundation will host a funfair on October 12, 2025. This event will feature various non-profit organizations and partners hosting game booths, competitions, and activities. Grandparents, grandchildren, and other family members are invited to enjoy a day of quality time and create lasting memories.



Learn more:
www.lkkfamily.foundation/grandparentsday



FUNDING ALLOCATION

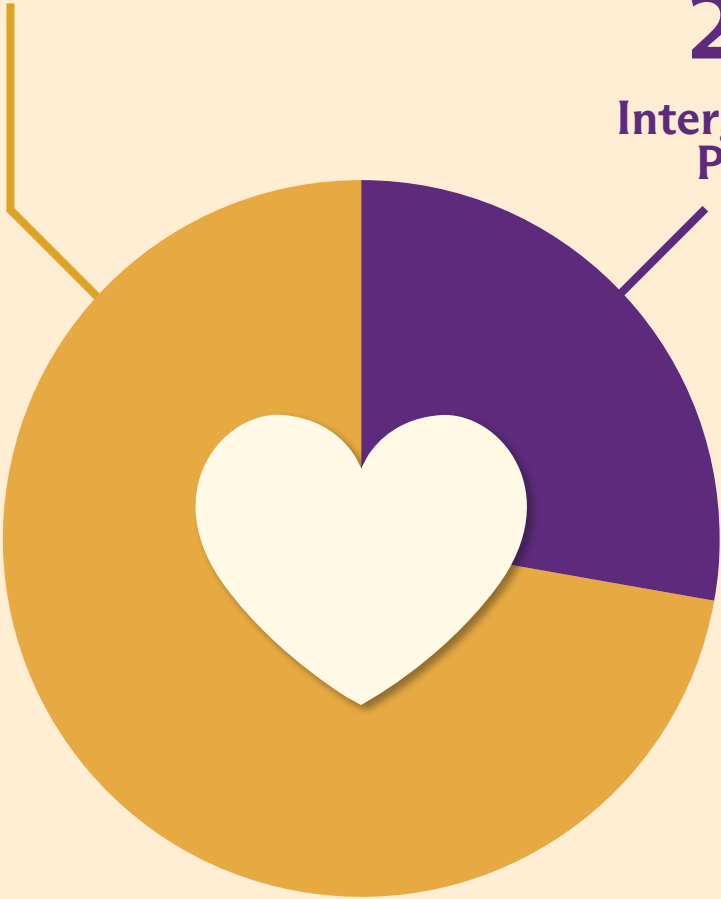


72%

Youth Projects

28%

**Intergeneration
Projects**



OUR BOARD AND ADVISOR

We extend our deepest gratitude to each board director and advisor for their invaluable contributions, visionary leadership, and steadfast commitment to our mission. Their wisdom and counsel have been instrumental to our ongoing success and impact.

Ms. Chaturada Dhanasobhon
BOARD DIRECTOR

Ms. Andrea Lee
BOARD DIRECTOR



Mrs. Mahnaz Lee
BOARD ADVISOR

Mr. Jason Lee
CHAIRPERSON &
BOARD DIRECTOR

The board would also like to express its sincere gratitude to Mrs. Mahnaz Lee for her invaluable service and leadership during her tenure concluding in 2024. Her strategic insights were instrumental in our growth and we wish her the very best in her future endeavors.

ONLINE PLATFORMS

SOCIAL MEDIA

Please join or subscribe our social media to learn our latest development and programs.



LOVING FAMILY LEARNING PLATFORM

Please visit to 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



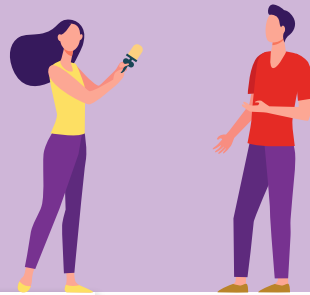
LOVING FAMILY SONG PLATFORM

Please check out the library of loving family songs created by winners of The Loving Family Song Composition Competition. The songs feature beautiful and meaning lyrics and melodies about positive family relationships.



www.lovingfamilysongs.com

MEDIA COVERAGE



SCAN TO READ

www.lkkfamily.foundation/ourmoments

PARTNERS

AAFT 亞洲家庭治療學院
Asian Academy of Family Therapy

BGCA
香港女童群益會
The Boys' & Girls' Clubs Association of Hong Kong

香港明愛
Caritas
HONG KONG

周大福 周大福慈善基金
CHOW TAI FOOK Chow Tai Fook Charity Foundation

cocoon
FOUNDATION
Investing in Youth

Eldpathy
empathy for elderly

家福會
HKFWS

香港浸會大學
HONG KONG BAPTIST UNIVERSITY
文學及社會科學院
FACULTY OF ARTS AND SOCIAL SCIENCES

社聯
HKCSS

香港跨代棒球聯盟
Hong Kong Intergenerational Baseball League
HKIGBL

樹仁大學
HONG KONG SHUE YAN UNIVERSITY

香港教育大學
The Education University
of Hong Kong

THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Research Centre for
Gerontology and Family Studies
樂齡與家庭研究中心

東華學院
TUNG WAH COLLEGE
SINCE 1870

和富
Wofoo Social Enterprises
和富社會企業

WELLNESS
身心型造所
POWERED BY WOFOO SOCIAL ENTERPRISES

YWCA
女青

擇善
ZESHAN
FOUNDATION



Address: 2/F, Lee Kum Kee Central, 54-58 Des Voeux Road Central, Hong Kong
Telephone: +852 3752 2173



www.lkkfamily.foundation