

# YOU Made a Difference!

## *The Starfish Story*

*One early morning, an old man was walking along the beach. As he walked he noticed in the distance a young man who was repeatedly bending down and straightening up, bending down and straightening up....As the sun was in his eyes, the old man could not make out what the person was doing.*

*Curiosity got the better of him. He walked closer to the young man. He saw that the young man was picking up small objects from the sand and throwing them into the ocean.*

*"What are you doing?" he asked.*

*The young man looked up and replied, "I am throwing these starfish into the ocean."*

*"Why?" asked the old man.*

*"You see, the sun is up and the tide is going out. If they don't get back in the water, they will die." To this, the old man replied, "But there are so many of them. You can't possibly make a difference!"*

*Undeterred, the young man bent down, picked up another starfish and threw it into the ocean. As it hit the water, he said, "Just made a difference for THAT one!"*

*(Adapted from The Star Thrower by Loren Eiseley)*

Dear Friends,

In our eyes, you are that starfish thrower. In 2011, you made a difference in the lives of thousands of needy children, youth, and elderly across Hong Kong and China.

Here is the difference you made in 2011: 2,491 poor students from rural and urban parts of China continued to receive an education, taking them one step closer to their dreams and further away from a life of poverty. A total of 290 students in China benefitted from either improvements in their schools or construction of brand new buildings. Four after-school centres served 120 migrant workers' children in two Chinese cities. In Hong Kong, the HOPE *worldwide* Centre for Kids served 2,402 kids, who received tutoring or participated in programmes that built character into their lives. Over 8,200 Hong Kong secondary students were exposed to new skills, knowledge, and career directions through the Citi Success Fund Programme. A total of 3,026 elderly were reached out to at the annual Volunteers for Seniors Day or throughout the year in fall prevention assessment and education outreaches.

Thank you for throwing a lot of starfish back into the ocean in 2011! I invite you to read on to learn the difference YOU made for that one – that one struggling student in China, or that one child from a low-income family in Hong Kong, or that one elderly whose daily life was changed.

Regardless of how often you volunteered or how big of a donation you gave, your generosity and compassion made a world of difference in 2011. Thank you!



*Dandan*  
Country Director



Thank you for throwing a lot of starfish back into the ocean in 2011!



# ★ You Made a Difference for...Phoebe and Victor ★

Phoebe's mother brought her to the HOPE *worldwide* Centre for Kids desperately seeking help. The mother is an overseas Chinese from Indonesia. Phoebe's father works late every night. Neither could help Phoebe with her Chinese homework.

Fortunately, Phoebe was motivated. She just needed some help. During the homework tutorial sessions, Phoebe diligently copied all the words she did not know and sought help whenever she needed it. After just one month, she began making obvious improvement in her grades. She even got 100 on one of her Chinese tests!

In another corner of the centre was Victor. Victor has been coming to the centre's homework tutorial sessions since primary one. Two years later, we have begun to see improvement in both his character and his learning attitude.

In the beginning, Victor wouldn't pay attention to his work. When we gently scolded him, he would say, "I will just stop coming. I don't care if I fail everything!" As we used a combination of firm guidance and a reward scheme, Victor started to change. When he started third grade, we noticed a big change in his attitude. When asked why, he said, "I don't want to be put in a slower class and not get into a good secondary school. So I have decided to work harder."



Innovative ideas such as "Learn English through Video Games" keep the kids engaged and motivated.

## Milestones

- ★ Ninety-five percent of the participants in "Learn English through Video Games" showed that they learned new vocabulary from the activity, while over 60% of the students in the "Paired Reading" programme improved their pronunciation and confidence in reading English books.
- ★ Survey from the programme serving children who have witnessed domestic violence showed that 90% of them improved their academic performances.

Centre members	282
Schools and community outreach participants	771
Love Ideas ♥ HK project participants	77
No. of activities and events	103
Frequency of participation	7,084

Victor found confidence and motivation at the HOPE *worldwide* Centre for Kids.

# ★ You Made a Difference for...Mindy ★

Mindy and her family are from Guizhou, one of China's poorer provinces. Their land back home could not produce enough crops for them to make a living, so Mindy's father decided to come to Kunming to make a better life for them.

The whole family came to the city—Mindy, her parents, and Mindy's three younger siblings. To save money, the family of six squeezed into a 150 square feet room, right above a public restroom.

Mindy and her siblings could have stayed in their hometown and attended school for free, but that decision would have

separated the children from the parents.

Mindy's mom said, "As tough as it is, it's important for the family to stay together."



Thank you for helping to keep Mindy in school.

Because of your generosity, part of Mindy's school tuition is covered. She also attends the after-school programmes at the HOPE *worldwide* Centre for Kids. There she is learning English, computer skills, and good character values.

According to the World Bank, a high school education for the adult working members virtually guarantees a household's exit out of poverty. Thank you for making a difference for Mindy and her family.



Our work in Chengdu attracted the attention of the mayor's office. Executive Director Jonathan Liu explains the Character Success Programme to the vice mayor.

## Milestones

- ★ 2,491 students from rural and urban areas of China received another year of school sponsorship.
- ★ 290 rural students benefitted from either full construction of one school or partial improvements in another.
- ★ In Kunming and Chengdu, 120 migrant worker children were served in four centres.
- ★ We cooperated with the Chenghua District government in Chengdu and together we opened the HOPE *worldwide* 430 Activity Centre. It attracted the attention of the Chengdu mayor's office. After a visit from the vice mayor and many discussions, HOPE *worldwide* now consults for the Chengdu's Ministry of Education as they seek to provide more services for the community.



# ★ You Made a Difference for...Stanley ★

(The Citi Success Fund Programme is implemented through a partnership with secondary schools and youth centres. The programme focuses on building up Hong Kong youth's skills and knowledge in (1) financial and entrepreneurial areas; (2) project planning, management and leadership; and (3) career development.)

Stanley was a typical teen who sometimes spent too much time on the Internet. As a result, his grades suffered. In 2011, Stanley participated in a project funded by the Citi Success Fund called "Healthy Surfing and Your Community".

Through innovative projects funded by the Citi Success Fund Programme, secondary students acquire important skills such as how to communicate with others.

As part of the project, Stanley explored the Internet surfing patterns of his peers in the community by conducting surveys and interviews. He engaged in analytical discussions on the topic and participated in a leadership training camp. Not only did Stanley acquire interview and communications skills, but he also learned what it takes to be a leader. Most importantly, he realized the harm in overindulging in Internet surfing. As a result, Stanley cut back on his time spent in the virtual world and began to exercise discipline in this area of his life.



## Milestones

- ★ In response to the students' and teachers' needs in the new 3-3-4 secondary school system, the programme provides a plethora of other learning experiences to students, giving them the opportunity to develop their potential and acquire career-related knowledge and skills.
- ★ We received 147 project proposals requesting funding from the Citi Success Fund Programme.
- ★ Eighty-eight proposals were awarded funding, benefitting over 5,700 students and youth.
- ★ A matching grant from the Hong Kong Government's Partnership Fund for the Disadvantaged allowed us to work with 22 additional schools, serving 2,500 more students.
- ★ One survey revealed that 88.4% of programme participants agreed that it helped them develop their careers and paths for further studies.

The Citi Success Fund is helping Hong Kong's youth to find their talents, passions, and career paths.





# ★ You Made a Difference for...Grandpa Liu ★

Eighty-nine-year-old Grandpa Liu lives on the sixth floor of an old building in Hong Kong. The building is not equipped with lifts. He has lived there for more than 50 years.

As Grandpa Liu aged, it became harder for him to get around, especially because he had to climb up and down the stairs. So he got out less and less, limiting his social interactions with the community around him.

Thanks to you, the HOPE *worldwide's* Seniors Programme went to Grandpa Liu's neighbourhood. Grandpa Liu was assessed by volunteers with a high risk of falling. An occupational therapist was arranged to do follow-up visits. The therapist prescribed a new walking aid for Grandpa Liu, provided him a nonslip mat, and installed a handrail in his bathroom. Grandpa Liu felt much more secure as a result. He is getting out more and looks forward to follow-up visits from volunteers.

Fifteen years of serving Hong Kong's single elderly!  
Thanks, volunteers, donors, and partners!

## Milestones

- ★ The annual Volunteers for Seniors Day was held for the 15<sup>th</sup> year.
- ★ On that day, 2,517 volunteers served 861 elderly across Hong Kong.
- ★ In 2011, 1,263 elderly were screened by 173 trained volunteers in the "Healthy Ageing in Public Housing" Programme, which focused on educating the elderly living in public housing estates about fall prevention.
- ★ Your votes gave us a grant from the Li Ka Shing Foundation's Love Ideas ♥ Hong Kong Public Philanthropic Campaign, which enabled us to expand our fall prevention programme to Hong Kong's older private housing areas.



Thank you for voting for us so that we could receive funding to expand the fall prevention programme to many more elderly.



2011	Private housing areas	Public housing estates
No. of roadshows organized	12	13
No. of elderly assessed	902	1,263
No. of elderly followed up	39	85



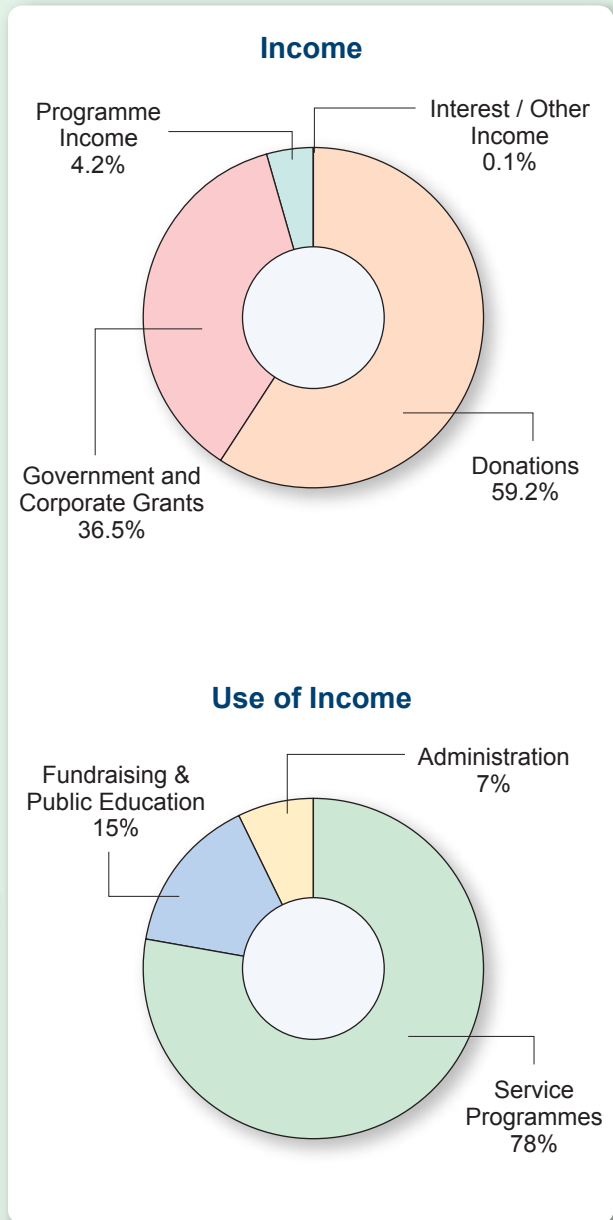
# Financials

Financially, HOPE *worldwide* continued to grow at a steady pace. Compared to 2010, the total income in 2011 grew by over HK\$1.8 million, nearly 17%. The increase mostly came from government and corporate grants. About HK\$1.5 million was received in 2011 from the Li Ka Shing Foundation's Love Ideas ♥ HK Public Philanthropic Campaign and the Partnership Fund for the Disadvantaged from the Social Welfare Department. The increase allowed us to expand our services across all our target groups of elderly, youth, and children.

Total expenses rose by nearly HK\$1.9 million dollars, an increase of 18%. We are happy to report that most of that increase—HK\$1.75 million—was for program services, a 23% increase compared to 2010. In contrast, fundraising and public education expenses rose by only 2% while administration expenses took up 7% of total expenses.

We are grateful that your continuing support allowed us to grow financially. More importantly, this growth meant that we were able to expand our services to benefit those whom we could not reach before.

Thank you for believing in us as we continue to bring hope and change the lives of the needy across Hong Kong and China.



## HOPE *worldwide* (Hong Kong) 2011 Financial Statements

	HK\$
<b>Income</b>	
Donations	7,529,797
Government and corporate grants	4,634,901
Programme fees	533,230
Interest / Other	17,589
	12,715,517

<b>Use of Income</b>	
Service programmes	9,538,222
Fundraising and public education	1,778,981
Administration	910,180
	12,227,383

Surplus	488,134
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The financial information provided on this page was derived from our 2011 financial statements, which have been audited by Heng & Tan, Certified Public Accountants.

A copy of the report of the auditor 2011 is available upon request.

## Board of Directors & Executive Staff

### HOPE *worldwide* (Hong Kong)

#### Board Directors

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**David Yau-wing Chung**  
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Financial Manager



# Thank You!

## Major Partners



Citi Foundation



香港房屋委員會  
Hong Kong Housing Authority



STATE STREET



TARGET

Zhilan Foundation



A project funded by  
Love Ideas ♥ HK

## Community Partners

- Aberdeen Kai-fong Welfare Association Social Service Centre
- Southern District Integrated Elderly Service Centre
- Alliance Primary School (Tai Hang Tung)
- Asian Outreach Glorious Light Neighbourhood Centre
- Asian Outreach Hong Kong Ltd Island Harbourview Elderly Club
- Caritas Cheng Shing Fung District Elderly Centre (Sham Shui Po)
- Caritas District Elderly Centre – Yuen Long
- Carson and Friends
- CPA Australia
- Creative Primary School's Kindergarten
- Dejiachui Ji Xiu Ge Association, Macau, China
- Delia School of Canada
- Department of Orthopaedics and Traumatology, The Chinese University of Hong Kong
- Education Bureau School-based After-school Learning and Support Programmes
- ELCHK Sha Tin Multi-service Centre for the Elderly
- Environment and Conservation Fund
- HKSCH Wong Tai Sin District Elderly Community Centre
- Holy Trinity College
- Hong Kong Children's Music Theatre
- Hong Kong Single Parents Association
- Hong Kong St. John Ambulance
- Lai King Estate Residents Association
- Macau International Church of Christ
- NAAC Tuen Mun District Integrated Services for the Elderly
- Onion Coach
- Pentecostal Church of Hong Kong Ngau Tau Kok Neighbourhood Elderly Centre
- SAGE Cheung Shan Developing Horizon
- SAGE Tsuen Kwai Tsing Integrated Home Care Services
- Sedan Chair Charities Fund
- ShineR
- Sik Sik Yuen Ho Kin District Community Centre for Senior Citizens
- SKH Kei Fook Primary School
- Social Welfare Department Family and Child Protective Services Unit (West Kowloon)
- St. Francis of Assisi's Caritas School
- Sze Pang Nien Memorial Trust Fund
- Tack Ching Girls' Secondary School
- The Chinese Rhenish Church Hong Kong Synod Wo Che Rhenish Social Centre for the Elderly
- The Church of Christ in China Ming Kee College
- The Government of the HKSAR Leisure and Cultural Services Department
- The Hong Kong Buddhist Association Buddhist Ching Hang Neighbourhood Elderly Centre
- The Incorporated Management Committee of HKMA David Li Kwok Po College
- The Salvation Army So Uk Estate Community Service Team
- The Salvation Army Tai Po Integrated Services for Senior Citizens
- The Salvation Army Yaumatei Integrated Service for Young People
- TWGHs Wilson T. S. Wang District Elderly Community Centre
- TWGHs Wong Fut Nam College

## Corporate Partners

- AIA Hong Kong
- Asia Tiger Media Company
- Asian Forces Security Limited
- Citi
- Colour Step Ltd.
- Disney ABC Television Ltd.
- Fountain Set (Holdings) Limited
- General Electric International Inc.
- Heng Wah (Hong Kong) Decoration Co. Ltd.
- Hong Kong Fundraising Consultancy
- Hopkins Management Group Limited
- International Management Association
- Joyous Communication Limited
- Laurence Lai Gallery
- Leading Edge Worldwide Limited
- Monforts Fong's Textile Machinery Co. Ltd.
- Mud Pies Education
- Pressfield Company Limited
- Star Music HK Entertainment
- Target Sourcing Services Hong Kong Limited
- The Hong Kong Mortgage Corporation Limited
- United Asia Finance Ltd.
- VF Corporation
- Wells Fargo Bank
- Worldwide Executive Centre
- Zuji

## Individual Partners

- Dr. Choi Yuen-wan Philemon, member of Executive Committee, Commission on Strategic Development
- Mr. Fung Man-lok, Hong Kong Social Welfare Department
- Mr. Hui Chin-yim Stephen, Director of Education Services, The Hong Kong Council of the Church of Christ in China
- Ms. Jacqueline Law
- Dr. Leong Che-hung, Chairman of the Elderly Commission
- Mr. Shek Sau, Actor
- Ms. Angela Li
- Ms. Eva Cheng Yu-wah, GBS, JP, Secretary for Transport and Housing

## Other Partners

- Gansu Provincial Education Bureau
- Education Bureau, Hailing County, Gansu Province
- Hunan Provincial Education Bureau
- Zhangjiajie National Middle School, Hunan Province
- Shaanxi Provincial Education Bureau
- Education Bureau, Xunyi County, Shaanxi Province
- Education Bureau, An County, Sichuan Province
- Education Bureau, Chengdu, Sichuan Province
- Yunnan Provincial Education Bureau
- Education Bureau, Yuanyang County, Yunnan Province