

Your Compassion in Action

In 2010, our two fulltime Seniors Programme staff served 2,503 elderly in Hong Kong.

No, they are not heroes with supernatural strength. The real heroes are our volunteers. Without you, thousands of lonely elderly living in public housing estates would not have had the Lucky Bag delivered to them on Volunteers for Seniors Day, not to mention the warmth and the love that accompanied the visit. Without the volunteers, hundreds of elderly would be at the risk of falling without knowing it.

Your taking the time to volunteer is the clearest picture of your compassion in action. Thank you! We hope you enjoy the following sharing from Cora Li, of Carson and Friends – a volunteer group that works with us. Cora and her friend Shirley Li visited Leung Po-Po* as part of the Good Neighbour Volunteer Programme.

The most memorable part of the Good Neighbour Volunteer Programme for me has been visiting Leung Po-Po. The first time we visited, I was struck by how small and frail she was. A few polite greetings from us brought smiles to her face. Soon we were talking about any and everything. Within half an hour, it was as if we had become family. We held her hands as she told us stories of how hard her life had been, and how now, she continues to endure, caring for her sick husband while living on a government subsidy. (They save on clothes and food to have money to see the doctor, I thought). She did not have one ounce of bitterness about her past or her future. I found someone to admire and imitate.

Your compassion
in action is both
moving and
inspiring!



Thank you, Cora and Shirley, and thousands of you who poured out your compassion.

She gave us a warm hug as we said good-bye, a very different person from the one who greeted us at the door.

We visited her again during the Chinese New Year holidays. It was very cold. We arrived bundled up in thick sweaters and overcoats, but saw that she had neither a coat nor anything else to keep warm. Her two frozen hands greeted us warmly. (How did she get through these past few Hong Kong days, some of the city's coldest?). Though I brought some wool hats and scarves that I had knitted earlier myself, they now seemed inadequate. After the visit, Shirley and I couldn't wait to go buy her a down coat.

We returned with it. She tried it on right away. She was like a child who had just had her wildest dream fulfilled. Our hearts melted as she thanked us again and again, saying that she now had something new to wear when visiting her relatives.

We had never thought that our small act of generosity could have brought such joy to someone else. We felt very grateful to be able to share this warmth with Leung Po-Po.

An eighty year-old woman, herself needing much care, finds herself attending to another elderly in need of care. She had no material wants or desires — just a wish for a simple and healthy life. Knowing Leung Po-Po has reminded me that life can be very simple — just count my blessings and treasure my family and friends.

Thank you, Cora and Shirley, and thousands of you who poured out your compassion through your service or your donations, or both. You brought hope and changed lives in 2010.

*Po-Po is a respectful way of addressing an elderly woman. It means "Grandma".



Message from the Country Director

Dear Friend,

We bring you YOUR compassion in action for the year 2010.

Because you poured out your compassion, 2010 was a year of growth for us. We grew in the number of elderly served in Hong Kong, the number of students sponsored in China, and in community recognition. We also continued to innovate in the way that underprivileged children are served in Hong Kong.



The year 2010 was a year of growth for us.

Our Seniors Programme was invited to be a co-organizer for the 10th Anniversary Program on Community Fall and Fracture Prevention, hosted by the Department of Orthopaedics and Traumatology of the Chinese University of Hong Kong. Thanks to so many of you who support our Seniors Programme, either by donations or volunteering, we made a poster presentation at the conference about our community fall prevention programme and its potential benefits.

After the finalization of the curriculum of the Character Success Education Programme in 2009, we turned our attention to the academic enhancement part of our Hong Kong Education Programme. In 2010, we launched the Fearless English Programme. It was named "fearless" because we wanted to remove the greatest barrier to learning English – fear. Centre members enjoyed and made improvements in their English through activities such as paired-reading, museum outings, theme parties, and the most popular – video games! In our Programme Accomplishments, we report some very encouraging results.

Your consistent support helped our Seniors Programme gain greater public recognition.



One of the two very important factors contributing to our growth in 2010 was increased funding. You had a big part in that increase. Over 2,000 of you volunteered on our Flag Day and raised close to HK\$445,000 for



Programmes at our Centre for Kids reported some very encouraging results.

our work serving underprivileged children in Hong Kong. Your consistent and faithful support for the organization also helped us obtain a matching grant from the Partnership Fund for the Disadvantaged to provide more direct programs benefitting our city's youth.



In 2010, you gave thousands of volunteer hours!

Just as significantly, we see your compassion in action in the 22,633 volunteer hours you put in serving the elderly and children from low-income families in Hong Kong, as well as rural and migrant children in China. We are encouraged to learn that most of you found your volunteer experience with us to be a positive one. Thank you for taking the time to give us your feedback. You are our heroes and our inspiration. We salute you.



Country Director Dan Liu and the rest of the staff thank you for your support!

Thank you again for pouring out your compassion in 2010.

None of this would have been possible without your compassion and support. Thank you!

In Hong Kong -

Seniors

Thanks to you, our Seniors Programme served 2,503 elderly in 2010. Over 1,300 elderly were assessed for fall risks through 12 roadshows during the year. Of those assessed, we found that 25% were at a high risk for falls. Those elderly who accepted our follow-up services received home visits by an occupational therapist and volunteers. As a result, 120 of them either had a home safety railing installed or received a walking aid, thus greatly reducing their risk of falling.

So far, the Seniors Programme has been serving elderly people living in public housing estates. We wanted to expand our services and reach out to those living in older private housing. In November, your votes helped us win HK\$280,000 from the Li Ka Shing Foundation's Love Ideas ♥ Hong Kong Public Philanthropic Campaign. Mr. Li also chose our proposal as one of the twelve to receive matching funding. We will report on this expanded service in the 2011 annual report.



In 2010, over 1,300 elderly were assessed for fall risks.

Children

The Hong Kong Education Programme served 1,168 kids in 2010. Thanks to funding from Target and the dedication of many volunteers, the Fearless English Programme helped our centre members enjoy learning English and also helped them make improvements. Seventy-nine percent of those who joined the multi-intelligence activities thought they reduced their fear of English. Ninety-three percent felt their interest in English increased because of the activities. And three-quarters of the participants felt that the activities helped them in their academic performance. Learning really can be fun!



Of those who participated in the Fearless English Programme, 93% felt their interest in English increased because of the activities. Their favourite? Learning English through video games!



Students in 30 partner schools benefited directly from the matching grant from the Partnership Fund for the Disadvantaged.



Youth

In 2010, we won a grant from the Partnership Fund for the Disadvantaged, matching the funding from the Citi Foundation for the Citi Success Fund Programme. Therefore, in addition to the 90 proposals that were awarded grants, we also provided direct services to students in 30 partner schools. These funded proposals and services focused on helping youth discover their talents and acquire knowledge and skills relevant to future careers, including financial management, project planning and entrepreneurship.

A total of 10,899 secondary students benefited from this territory-wide program. For those participating in such programs, more than 68% agreed that they learned the importance of financial planning and understood personal financial management. An encouraging 82.7% of participants agreed to pay more time to their studies after joining the programs. Nearly three quarters of them (73.5%) agreed that the programmes did in fact help their studies.

In China -

Children and Youth

Compared to 2009, 645 more children received the gift of education, all because of you.



Your compassion for the poor in China gave 1,671 children in rural areas of 3 provinces and 1,150 migrant children in 3 cities another year of education. Compared to 2009, 645 more children received the gift of education because of you. Two Centres of HOPE worldwide served migrant children in Kunming, giving them homework tutoring, special interest classes on Saturdays and character training, using the Character Success curriculum completed last year. In 2010, your support also allowed us to open our first centre in

Chengdu and to begin building a second kindergarten in the earthquake-affected area of Sichuan.



In 2010, you spread more hope to the earthquake-affected area of Sichuan and to the city of Chengdu.



Financials

We are excited to report that the total income for 2010 crossed over the HK\$10 million threshold, boosted by a nearly HK\$1.1 million increase in donations and an over HK\$700,000 increase in grants. Donations included corporate, church, and individual donations. Whether you helped us raise funds or opened your own wallet and gave, thank you very much!

On the expenses side, an increase of nearly HK\$1.6 million went to direct services, up almost 26% from 2009. Fundraising, public education, and administration expenses increased slightly from last year, by HK\$117,373 or almost 5%. Administration costs still represented 8% of all expenses, the same as in 2009, while fundraising and public education costs dropped by 3% from last year, meaning that overall, more expenses were devoted to providing services to underprivileged children, youth, and elderly.

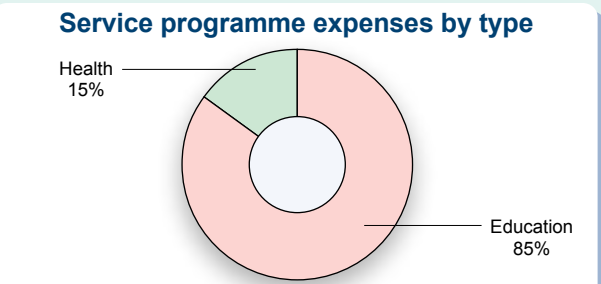
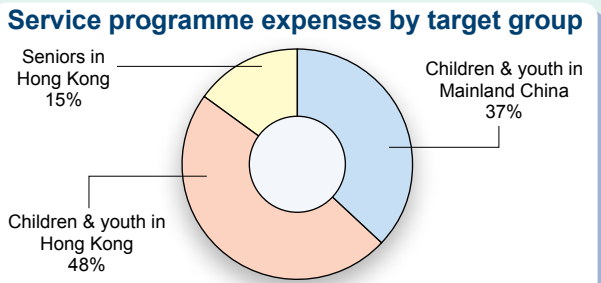
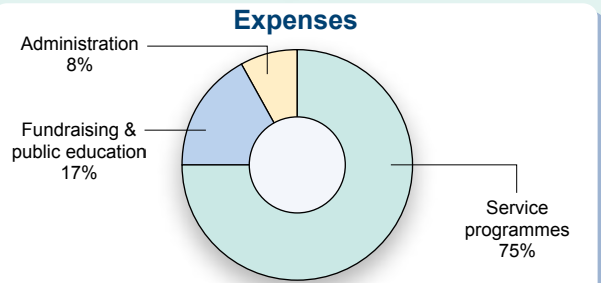
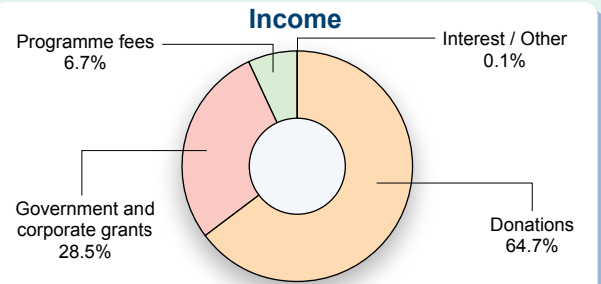
We are grateful that your support helped us to serve and impact more children and seniors in 2010. We believe that each donation, large or small, is a form of investment, either in the lives of the individuals that we impact, or in the sound management of our organization. Together with you, we look forward to achieving greater impact in the years ahead.

HOPE worldwide (Hong Kong) 2010 Financial Statements

Income	HK\$
Donations	7,045,462
Government and corporate grants	3,095,662
Programme fees	725,042
Interest / Other	16,291
	<u>10,882,457</u>

Use of Income	
Service programmes	7,779,541
Fundraising and public education	1,740,485
Administration	804,419
	<u>10,324,445</u>

Surplus	558,012
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The financial information provided on this page was derived from our 2010 financial statements, which have been audited by Heng & Tan, Certified Public Accountants.

A copy of the report of the auditor 2010 is available upon request.

Board of Directors & Executive Staff

HOPE worldwide (Hong Kong)

Board Directors

Dr. Jeff Kin-hung Wong
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Executive Staff

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Country Director

Jonathan Lap-hang Liu
Executive Director

David Yau-wing Chung
Programme Director

Emily Wai-bik Wong
Financial Manager

Thank You !



Major Partners



Citi Foundation



香港房屋委員會
Hong Kong Housing Authority

攜手扶弱基金
PARTNERSHIP FUND
FOR THE DISADVANTAGED



STATE STREET



Zhilan Foundation

Community Partners

- Alliance Primary School (Tai Hang Tung)
- Asian Outreach Hong Kong Ltd Island Harbourview Elderly Club
- Association of Baptists for World Evangelism (Hong Kong) Ltd. Lai King Baptist Church Bradbury Elderly Centre
- Caritas Cheng Shing Fung District Elderly Centre (Sham Shui Po)
- Carson and Friends
- Choi Hung Estate Social Service Association
- The Church of Christ in China Ming Kee College
- Circle Kids Design Academy
- Department of Orthopaedics and Traumatology, The Chinese University of Hong Kong
- Department of Physics, The Chinese University of Hong Kong
- Education Bureau School-based After-school Learning and Support Programmes
- ELCSS Sha Tin Multi-service Centre for the Elderly
- HKSKH Wong Tai Sin District Elderly Community Centre
- Holy Trinity College
- Hong Kong Arts Festival
- Hong Kong Christian Service Sham Shui Po Integrated Home Care Service Team
- The Hong Kong Girl Guides Association
- Hong Kong Shue Yan University Community Service Team
- Hong Kong Single Parents Association
- Housing Society Elderly Resource Centre
- The Incorporated Management Committee of HKMA David Li Kwok Po College
- Lai King Estate Residents Association
- Leisure and Cultural Services Department
- Macau International Church of Christ
- NAAC Sham Shui Po District Elderly Community Centre
- NAAC Tuen Mun District Integrated Services for the Elderly
- SAGE Tsuen Kwai Tsing Integrated Home Care Services
- Salvation Army Tai Po Integrated Services for Senior Citizens Tai Po Multi-service Centre for Senior Citizens
- Sik Sik Yuen Ho Kin District Community Centre for Senior Citizens
- Social Welfare Department Family and Child Protective Services Unit (West Kowloon)
- Society for Community Organization
- TWGHs Wilson T S Wang District Elderly Community Centre
- TWGHs Wong Fut Nam College
- YMCA - Women Affairs Team
- Yuen Yee Charity Foundation

Corporate Partners

- AXA China Region Insurance Company Limited
- Citi
- Disney ABC Television Ltd.
- Fountain Set (Holdings) Limited
- General Electric International Inc.
- Heng Wah (Hong Kong) Decoration Co. Ltd.
- Hopkins Management Group Limited
- International Management Association
- Joyous Communications Ltd.
- Laurence Lai Gallery
- Metro Broadcast Corporation Limited
- Monforts Fong's Textile Machinery Co. Ltd.
- Pressfield Company Limited
- Sedan Chair Charities Fund
- Television Broadcasts Limited
- Target Sourcing Services Hong Kong Limited
- United Asia Finance Ltd.
- VF Limited
- Yummy Piggy

Individual Partners

- Dr. Choi Yuen-wan Philemon, Member of Executive Committee, Commission on Strategic Development
- Mr. Fung Man-lok, 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
- Mr. Kelvin Ho
- Dr. Leong Che-hung, Chairman of the Elderly Commission
- Mr. Yip Chun

Other Partners

- Gansu Provincial Education Bureau
- Education Bureau, Huiling 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
- Yunnan Provincial Education Bureau
- Education Bureau, Yuanyang County, Yunnan Province

Multiply Your Impact !

Your compassion in action made 2010 a year of growth for us. We are excited as we look to the future-- the opportunities, possibilities, and the wonderful potential to bring hope to more people and change many more lives.

If you haven't already...

- Consider volunteering with us. Serving directly makes your support that much more meaningful.
- Consider becoming a monthly donor. Regular donations sustain us and help us cut down on fundraising and administrative costs over the long run.
- Tell others about us. Tell them why you chose us. Pass on this annual report to your friends, neighbours, or colleagues. Refer them to our website and Facebook page (www.hopeww.org.hk, www.facebook.com/hopewwhk), or refer your contacts to us.

Email our Communications Director at elxaliu@hopeww.org.hk and tell us what more you want to do!

Thank you for inspiring us!



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