

## Co-Create for Good



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To evolve in response to changing needs, CFSC has strategically joined forces with partners from all walks of life to deliver diversified and appropriate services for people from all backgrounds. This concerted effort embodies the essence of cross-sector collaboration between corporations and social enterprises, contributing to a more sustainable community and co-creating value for the benefit of society.

## Broadening Horizons beyond the Classroom

The Hongkong Land's HERE2HELP staff volunteer team led students receiving our services in a wide range of out-of-class activities to enrich their learning and boost their confidence, covering topics including nature immersion, cultural heritage conservation, creativity and inclusion. These interactions provided the corporate volunteers with a firsthand opportunity to understand our services and their impact, while promoting social inclusion and making a positive difference in the lives of more underprivileged children.



▲ Volunteers and children from underprivileged families teamed up to craft leather omamori (Japanese amulets) and chocolate, fostering learning and skill development beyond the classroom.

## Addressing Social Needs for Poverty Alleviation and Carer Support

With generous support from Sunlight REIT, the Agency launched an innovative partnership model to operate two stores, "We Care" and "C+Mall" at Metro City Plaza Phase 1. These ventures support services for the elderly and carers, while promoting employment opportunities for people with disabilities and underprivileged individuals. By marketing specialty products handcrafted by our service users and by hosting regular festive markets and a variety of workshops, this initiative opens up further opportunities for community interaction, putting the principles of poverty alleviation and inclusion into action.



▲ Representatives from Sunlight REIT attended the opening ceremony of the two charity stores alongside our staff members and service users, to bring positive energy to the community.



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► "We Care" organises festival markets and workshops to introduce social resources, helping people to improve their quality of life.

► "We Care" regularly hosts experience days, where service users take over to showcase handicrafts made by elderly individuals living alone and those with dementia.



## Building a Connected and Caring Community

With sponsorship from OCBC Bank (Hong Kong) Limited, Mind Delight Memory & Cognitive Training Centre hosted the "One-Day Store Manager" programme, allowing elderly individuals with dementia to take over an online store for a day. The programme incorporated elements of cognitive training into various stages of the product lifecycle – from its conceptualisation and production to the packaging and sales – in order to organically hone the participants' skills while connecting them with the broader community.

OCBC Bank (Hong Kong) Limited also sponsored Inclusive Affairs' "Social Inclusion Pop-Up Cafe", an initiative designed to equip service users with disabilities for social integration by offering them professional barista training and allowing them to apply their learning in a real-world environment. Together, these two partnerships promoted community inclusion and highlighted the impact and commitment of corporations and social welfare organisations in collaborating to advance social care.



► Elderly people with dementia took over the store for a day and introduced our products to the staff members of OCBC Bank (Hong Kong).



► Participants in the "Social Inclusion Pop-Up Cafe" initiative were invited to apply what they learned in the real world by operating a mobile coffee stand alongside corporate volunteers at OCBC Bank (Hong Kong)'s office.



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### Unlocking the Potential of People with Disabilities through Vocational Training

The Tsui Fung Co-production Centre has continued to provide vocational rehabilitation training, while actively promoting "Co.at", an artisanal chocolate brand entirely operated by our trainees, who are responsible for the entire process, from production to packaging and printing.

This year, the Centre organised various promotional activities, including 13 artisanal chocolate-making workshops in collaboration with corporations including Nespresso, General Mills HK Limited, Hongkong Land and Aesop, as well as community groups including the Rotary Club, Gingko House, Hong Chi Shiu Pong Morninghope School and Hong Kong Christian Service. The workshops were led by disabled chocolatiers and benefitted 150 participants. Additionally, the Centre has forged a long-term partnership with Aesop to organise on-site craft experiences for our trainees on a regular basis, with the finished products being donated to carers.

Furthermore, Co.at's products were chosen by the Beauty Medical Group, Nespresso, Hong Kong Metropolitan University, Poway Travel Limited, Peterson Holdings Company Limited and Crowne Plaza, as gifts for corporate events, with company employees joining our trainees in the production of selected products. The initiative reached approximately 2,020 people.



▲ Our centre organised chocolate-making workshops for various businesses and organisations to showcase the talent of our service users.

### CFSC Flag Day 2025: "Being Together" with Our Community

The territory-wide CFSC Flag Day was successfully held on 8<sup>th</sup> February 2025. The event encapsulated the theme of "Being Together" alongside our visions of "Care Together", "Transform Together", "Energise Together" and "Embrace Together" by uniting the whole community to extend love and care to those in need. To enhance public engagement, we curated a variety of special promotional campaigns in collaboration with the local illustration brand Oh Mankee Studio and their adorable and cheerful character, HOKO the Flying Cat. More than 7,000 volunteers uplifted the event with their enthusiastic participation.

In addition, we unveiled a series of Gold Flag products through our service units, including handcrafted chocolate made by people with disabilities at Tsui Fung Co-production Centre and colourful recycled plastic combs co-designed by us and Eco Park. These meaningful gifts provided the public with greater insight into our services and the dedication and talent of our service users.

The success of the event was owed to all the organisations, corporate partners, schools and generous donors who supported us in many different ways. With over HK\$1.8 million raised in total, the funds will be used to support carers of the elderly and people with disabilities, as well as children with special educational needs, underprivileged families and individuals in need of mental and physical health support, bringing warmth to our community.



▲ A-Soulroom participated in the Hong Kong Well-Wishing Festival in Tai Po for the first time, introducing the products made by our trainees to visitors.

### Practice, integration, and collaboration with A-Soulroom

In 2024-2025, A-Soulroom partnered with 12 schools and businesses to organise more than 16 activities, including leathercraft workshops, product collaborations, exhibitions and trade fairs. This year also marked our first appearance at the Hong Kong Well-Wishing Festival, a significant event co-organised by the Tai Po District Office and the Tai Po District Council which attracted more than 200,000 visitors. With more than 30 trainees involved in showcasing the products handcrafted by our service users and our daily operations, it is estimated that the event introduced our leather workshop to around 5,500 visitors.

▼ Businesses and organisations formed teams and came together to support the CFSC Flag Day.



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Over 7,000 volunteers participated in the Flag Day, raising funds to support the development and refinement of CFSC's various social services.

## Granting Wishes to Inspire Young Achievers

Thanks to the long-standing and generous support of the Hong Kong Association of Lady Horse Lovers, our "Little Wish Project" has continued to grant the wishes of underprivileged children and youth who have achieved their personal goals. This encouraged goal-setting and taught the younger generation about the rewards of hard work, while alleviating the financial burden on the underprivileged families. By integrating external resources with our services, the project cultivated a positive and driven mindset, fostering healthy physical and mental development in children from disadvantaged backgrounds.



The "Little Wish Project" encourages young students from underprivileged families receiving our services to work hard to make their wishes come true.



The Great Eagle Volunteer Team brought festive warmth to our service users with their caring presence.

## Conducting Festive Visits to Bring a Whole New Meaning to Volunteering

CFSC collaborated with businesses to organise a variety of festive activities in support of charitable causes, social inclusion and sustainability. Last year, to celebrate the Mid-Autumn Festival and Christmas, Great Eagle Group's volunteer team arranged visits to our District Elderly Community Centre and Integrated Child & Youth Service Centre, where they distributed festive treats, hosted interactive games and prepared lunch boxes with our service users, bringing them warmth and holiday cheer.

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### Recognising the Selflessness and Contributions of Volunteers

To encourage broader organisational and corporate support for our community services, we held the “Corporate/ Organisation Recognition Ceremony” to express gratitude to our partners whose selfless support had enabled us to expand our diversified services and help those in need over the past year. In addition to recognising nearly 200 organisations and corporations, the event also featured a showcase of our core services to foster a deeper understanding of our work and future developments among the attendees, thereby inviting them to explore new collaboration opportunities with us.



▲ ▶ We thank all the awarded companies for their support and contributions to our work in helping those in need.



► The volunteer team from Towngas shared a fun agricultural experience with underprivileged families as part of the “Farming for Charity” project.



### Collaborating with the Private Sector to Build a Sustainable Future “Love on Delivery: Smart Eating and Knowledge on Reducing Waste” Programme 2024

Towngas has been a long-standing partner of our Agency over the years. This year, in celebration of our 70<sup>th</sup> anniversary, Family Energizer and Towngas co-organised the “Love on Delivery: Smart Eating and Knowledge on Reducing Waste” programme. Through activities such as a parent-child cooking competition, family outings and a home makeover contest, the programme strengthened the bonds between parents and children from underprivileged families and educated them about environmental protection and waste reduction.



Learn more about how we “Co-Create for Good”

## World Osteoporosis Day 2024 – “Protect Bones, Prevent Falls and Fractures”

In honour of World Osteoporosis Day, True Light Villa District Elderly Community Centre collaborated with the Hong Kong Osteoporosis Foundation, The Chinese University of Hong Kong Jockey Club Centre for Osteoporosis Care and Control, and the Department of Physiotherapy of the Hong Kong Polytechnic University to organise the “Protect Bones, Prevent Falls and Fractures” event. The event featured health talks, bone density assessments, exercise demonstrations, nutrition consultations and booth games, attracting over 700 participants and raising community awareness on the issue of bone health.

▼ A doctor shared insights on how to prevent and treat osteoporosis.



▲ Representatives visited singleton and doubleton elderly households to distribute the “Three Treasures” for fire protection and install fire detectors for the residents.

## Home Safety Visit Pilot Programme for the elderly

In April 2024, the Hong Kong Fire Services Department (FSD) rolled out the “Home Safety Visit Pilot Programme for the elderly” in partnership with Shun On District Elderly Community Centre and True Light Villa District Elderly Community Centre. As part of the scheme, social workers and staff members of the FSD visited more than 100 singleton and doubleton elderly households to identify fire hazards, offer fire safety advice, distribute the “Three Treasures” for fire protection (fire extinguishers, fire blankets and standalone fire detectors) and install fire detectors for the residents. The elderly residents appreciated the scheme for improving their fire safety awareness and felt cared for during the visits.



▲ We provided training for Care Teams across the Kwun Tong District to facilitate the identification and referral of cases in need.

## Training and Consultations for District Services and Community Care Teams – Scheme on Supporting the Elderly and Carers

In support of “District Services and Community Care Teams – Scheme on Supporting the Elderly and Carers”, a 12-month programme kick-started by the Social Welfare Department on 1<sup>st</sup> April 2025, staff members from our District Support Centre for Persons with Disabilities and District Elderly Community Centres participated training workshops hosted for 40 Care Teams across Kwun Tong District. As the Care Teams are responsible for identifying the needs of residents, particularly those from singleton and doubleton elderly households and the carers of elderly persons and people with disabilities, through visits or other forms of outreach, we provided them with training on how to facilitate referrals to the relevant social welfare service units for follow-up, so that those in need in our community could receive suitable support.