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# Annual Report

# 2022

# INTRODUCTION

Change is contagious  
Be the change today!

Bring in Change is a registered charitable organisation established by a group of sports- loving volunteers in 2012. Our vision is to promote the benefits and importance of physical and mental well-being, including but not limited to active and healthy lifestyles, for the purpose of relief of poverty and advancement of education primarily among the elderly, low income families and members of the public from disadvantaged backgrounds.

Bring in Change is a registered charity in Hong Kong under Inland Revenue Ordinance S88 no. 91/17427.



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# MESSAGE FROM OUR CO-FOUNDER

Year 2022 is the first year Bring in Change served the society as a registered charity and this is our first annual report. We would like to send our sincere gratitude to everyone who has helped and is helping us along the way.

## 2022 AT A GLANCE

8

**Projects**  
faciliated

329

**Volunteers**  
Involved

over 1100

**Senior Participants**  
Served

## MEDIA EXPOSURE

CABLE TV INTERVIEW  
3 MAY 2022



## RECOGNITION

Our project “Healthy Ageing, Happy Ageing – Sports for Change” has won the “Champion For Change Award – Ageing Well Dying Well”, presented by The Hong Kong Social Workers Association and Keswick Foundation. The aim of the award is to identify champions for change, serving elderly people with innovative idea and practice. Among the 7 selected projects, we have been further presented the “Impact Award”.

## VISION FOR FUTURE

In 2023, we would like to expand our services to further districts. We would partner with different elderly service centres and elderly homes to organise individual visits. We would expand our Elderly Bootcamp to Kwun Tong district and our Senior Running Courses to Sham Shui Po district. Moreover, we would start our Elderly Yoga programme and continue our “Smile till the end” photo shooting events with five elderly service agencies.



**CLARA HUI**  
Co-founder &  
Executive Director

”

In the long run, we hope to connect everyone in the community through sports, and with sports everyone can stay physically, mentally and socially healthy and happy.

# OUR PROGRAM

## "Pandemic relief"

### Donating emergency items to needy

Due to the 5th wave outbreak of Covid19, we were forced to stop our regular elderly service in early January. Instead, we have organised over 20 events to deliver essential anti-pandemic items directly to the hands of elderly who are living alone as well as other underprivileged parties like low income families and single moms in the society. We also kept in touch with the elderly whom we regularly visit with the help of digital communication platforms.

During the first months of 2022, we have met different elderly service agencies through our covid relief programme and we were determined to serve the needed together after the pandemic. We were able to slowly resume our services in May, and focused on improving the physical, mental and social wellbeing of the local seniors through sports and exercises.

# 103

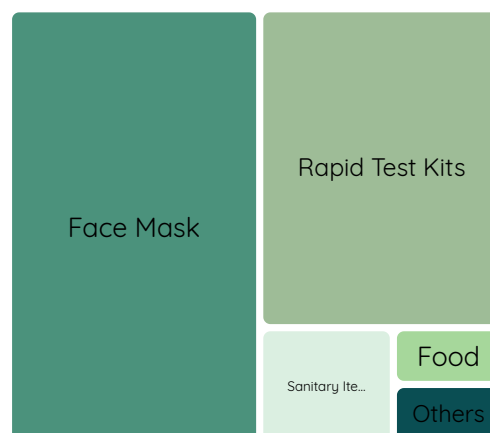
hours of  
volunteer service

# 772

families  
served



### We donated



## "Sedentary Elderly"

### Elderly Home Visits with Physical Exercises



This group of elderly has low mobility. They stay at home most of the time, having physical or mental difficulties to go outside. This project will organise a volunteer group to do regular home visits for these seniors, teaching them simple physical drills and brain exercise. The seniors can learn the drills during the visit and practise on their own after. Volunteers will review their progress with them every time they meet. These exercise trainings would help them build up the needed muscle strength and balance, to help avoiding accidents in their daily life. There will also be regular outing sessions, volunteers will take the elderly down to the elderly centre to try different interesting new sports together or there would be outings to visit the local farm or park. With the help of the volunteers, the elderly can leave their home even they are in wheelchairs.

8

Visits

236

Seniors visited

157

Volunteers  
participants

## "Lightly Active Elderly"

### Elderly Bootcamp

This group of elderly is relatively more active than the sedentary ones. They are able to and willing to step out of their door and go outside. They will be invited to attend our elderly bootcamp once a week, where experienced fitness trainers will design workouts that establish their correct form of daily postures, build up their coordination and body balance, muscle and strength training and stretching exercise. It will be open for seniors of all fitness levels to join. Volunteers will be there to exercise with the elderly, helping to make sure they are doing the drills right and to socialize with them. Zumba dance coach will be invited to teach the elderly to dance and have fun. Physiotherapist will come from time to time to help any of them who are affected by injury, illness or disability, giving them education and advices.

3

service locations

42

total number of  
sessions completed

35

average number of  
senior participants  
per session



## "Active Elderly"

### Senior running course and running club

This group of elderly is relatively more active and is happy to try new things and take up new challenges. Most of the elderly told us that they have never received formal running training and they would really want to try. We would like to provide them with running classes on road and on the trail. Running coach will instruct them the proper running forms and knowledge, and volunteers will act as pacers or guide runners to train with them.

At the end of the course, the elderly is encouraged to join a 3km or 5km race. This will set a new challenge for them and boost up their self-confident to believe regardless of their age, they can still achieve something that they thought impossible.

8

classes  
completed

20

total number of  
senior participants



## "Smile til the End" Elderly Portrait Photography service

We believe that everyone, regardless of the age, should have a photo that they love that can be presented in their funeral. Besides sports, we also organize photo shooting sessions "smile till the end" for the needed seniors, during which we will talk about death planning with them, and take cheerful photos for them and their families which can later be used as their funeral portrait. Some elderly may not have a chance to take photos, not to mention a proper portrait, or some have never taken photos with their family. It creates a happy memory for them, and it would be a good opportunity for them and for their family to think about death together, to prepare well and in a way that they prefer.

# 6

seniors and their families participate at each session



Joy and Laughters at each session



# OUR FUNDRAISING EVENTS

## Mooncake Fundraiser

Bring in Change mooncake charity sale not just raised funds but also raised over 400 boxes of mooncakes which were delivered, through our volunteers in person, to the hands of seniors who live alone and low income families during the mid-autumn festival. The sale amount and donations received were used to support Bring in Change's elderly services.



**500**

boxes sold

**\$13,348**

Raised\*

\*after less the cost of goods

**85%**



of the mooncakes sold  
were donated to elderly  
and low income families

## Run for Charity 170k challenge

Goal:

Encourage participants to exercise, to run, hike or walk 170km within August, in one go or multiple times

Prize:

The first 100 finishers will receive a Bring in Change finisher T-shirt

The registration fees and donations received, without deducting the cost, were used to support Bring in Change's elderly services

**82**

participants

**9**

participants  
aged 50-59

**2**

participants  
aged over 60

**\$27,795**

Raised

## BiC x Lonely Paisley Community Run

We invited participants to make a donations and run 5km with us around Sham Shui Po district. We paused at different checkpoints and shared hidden stories about the area. It is an event for the participants to know more about us and the community that we are serving, and also encourage participants who did not have an exercise habit to try and start running.

All registration fees and donations received from the event, without deducting the cost, were used to support our elderly services

30

Runners

60%



of the participants are  
new to running

\$1,768

Raised



# OUR TEAM

## BOARD MEMBERS



**CATHERINE WONG**  
Co-founder &  
Board Director



**IVY HO**  
Co-founder &  
Board Director

## TEAM MEMBERS



**CLARA HUI**  
Co-Founder &  
Executive Director



**KIM IU**  
Head Coach



**VIVIAN LEUNG**  
Financial Manager

## ADVISOR



**DR CAROLYN KNG**  
Advisor (for elderly health)

# OUR PARTNERS

Caritas Elderly Centre - Lai Kok Estate

Caritas Project Hyacinth-Enrichment Service for Young Mothers

Christian & Missionary Alliance Social Services - Yau Lai Neighbourhood Elderly Centre

H.K.S.K.H. Chuk Yuen Canon Martin District Elderly Community Centre

H.K.S.K.H. Holy Nativity Church Ming Wah Social Centre for the Elderly

Hong Kong Federation of Women's Centres - WISE Sheung Shui

Methodist Epworth Village Community Centre Social Welfare Hing Wah Neighbourhood Elderly Centre

Methodist Centre, Multi-disciplinary Outreaching Support Team for Elderly

Sai Cho Wan Lutheran Centre for the Elderly - Kwun Tong

The Hong Kong Society for Rehabilitation - Kornhill Centre

The Mental Health Association of Hong Kong

Tung Wah Eastern Hospital - Patient Resources Centre

Tung Wah Group of hospitals Lok Ying Outreaching Allied Health Service

Yang Memorial Methodist Social Service Choi Hung Community Centre for Senior Citizens



# OUR FINANCIALS

This income and expenditure account (HK\$) is for the period of 20th September 2021 to 31st December 2022. This summary is based on audited financial statements.

## INCOME

HK\$

General Donations and Donations for Covid Relief Items	212,107
Grants	588,365
Funds Raised	41,483
Bank Interest Income	422

### TOTAL INCOME

**842,377**

## EXPENDITURE

HK\$

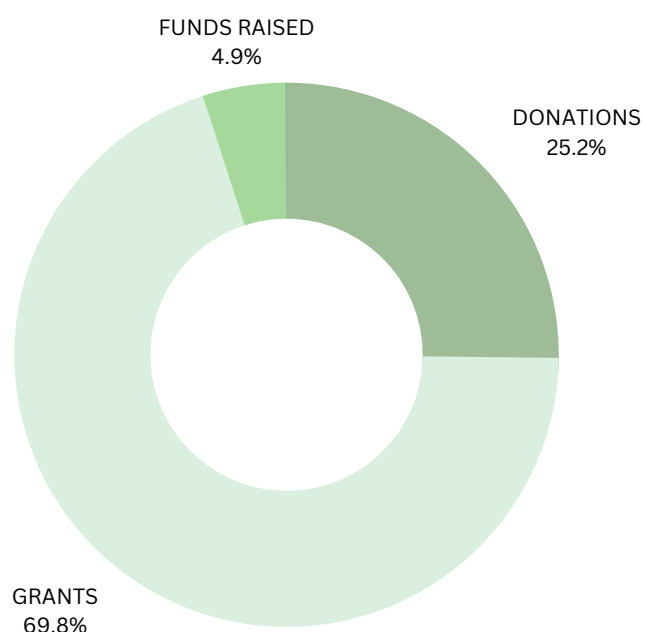
Covid19 relief items	10,310
“Healthy Ageing, Happy Ageing” Project Cost	298,950
Special activities costs (festival visit items, Covid19 relief materials delivery, elderly outing events)	26,069
Administrative expenses	9,848
Audition fees	5,000
Bank charges	1,350

### TOTAL EXPENDITURE

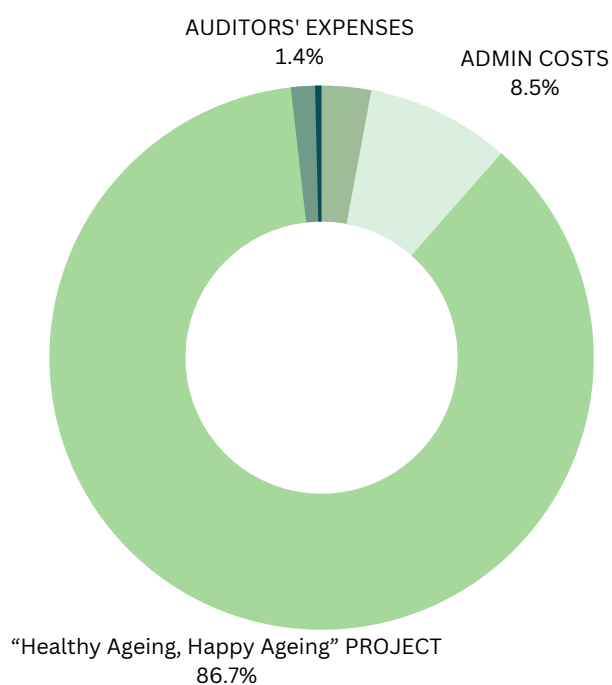
**351,527**

# FINANCIAL OVERVIEW

## INCOME



## EXPENDITURE



# OUR MILESTONES



**2012**

Bring in Change was established.

**2013**

Our first **running gear collection** event in Hong Kong and flying to Kenya for the first time to share the gear with local runners and running clubs.

Our second **running gear collection event** in Hong Kong and flying to Kenya for the second time to share the gear with local runners and running clubs .

**2016**

**2018**

First **Elderly Bootcamp** at Happy Valley

Our first **Elderly Exercise Home Visit** at Kwai Chung.

Our first **Power Runners for Senior** at Victoria Park.

# 2019

# 2020

Pandemic relief actions, delivered to the needed

Our first **“Smile til the end”** photo shooting event at Sham Shui Po

Registered as an official charity organisation under the Section 88 of the Inland Revenue Ordinance

# 2021

# 2022

Received the **First Funding Award** by Keswick Foundation and Hong Kong Social Worker’s Association

**New Classes Kick-off:**  
Sham Shui Po Elderly Bootcamp  
Kwun Tong Power Runner for Seniors

**First Fundraising Events:**  
“Mooncake Fundraiser”  
“Run for Change 170km challenge”

# ACKNOWLEDGEMENTS

Thank you to everyone who supported us!

## OUR BROAD DIRECTORS

Catherine Wong  
Ivy Ho

## OUR TEAM

Clara Hui  
Kim Iu  
Vivian Leung

## OUR ADVISORS

Caroline Kng

## OUR VOLUNTEERS

Ali Lee	Kian Li
Angela To	Kenneth Ng
Benny Wong	Kyle Lau
Bernard Kam	Lawrence
Bowie Po	Ling
Carol Chan	Natalie Chan
Charles Cho	Peony
Cynthia Fan	Phoenix
Edwin Leung	Phyllis
Elaine Fu	Rosalina Lee
Emil Wong	Roy
Eva Chan	Ryan Tang
Evelyn Mak	Samantha Liu
Helen Leung	Sara Hui
Henry Chan	Seneca Wong
Ivan Chan	Skiee Hui
Jack Hon	Stanley Shih
Jackie Ho	Terence So
Julieta Leung	Wingwing Ng
June Lai	Yan Yan
Karen Tsang	Yanyan Lam
Karen Mak	Yvonne Chan
Kay Ng	



## OUR DONORS

Hong Kong 100 Ultra Trail Race  
MIG Action  
Mandy Lo  
United Italian Corp. (HK) Ltd  
友心坊

## OUR FUNDERS

lululemon  
The Keswick Foundation

## OUR PARTNERS

Caritas Elderly Centre - Lai Kok Estate  
Caritas Project Hyacinth-Enrichment Service for Young Mothers  
Christian & Missionary Alliance Social Services - Yau Lai Neighbourhood Elderly Centre  
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Tung Wah Group of hospitals Lok Ying Outreaching Allied Health Service  
Yang Memorial Methodist Social Service Choi Hung Community Centre for Senior Citizens



# SUPPORT US

## Bank Transfer

Account name: Bring in Change Limited

Account number: 239-786932-883

Bank: Hang Seng Bank

## Online Donation

FPS: 101805406

Donation receipt will be provided for donation over \$100.

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We thank you for your continued support in our efforts to contribute to Bring in Change.

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## CONTACT

[www.bringinchange.org](http://www.bringinchange.org)

[info@bringinchange.org](mailto:info@bringinchange.org)

  @bringinchange