

Annual Report

2024 年



Introduction

This report covers the operation of CDIA during the period from 1st April 2024 to March 2025.

The direction of CDIA's activity is in line with its corporate 5-year plan ("Plan") (image 1), which aims to provide impoverished kids with prospects for upward mobility by utilizing commercial resources. In the long run, we want to use a youth development ecosystem (image 2) to assist our youngsters in taking their first steps out of poverty and contributing to society.

At the Board level, the Plan is continuously reviewed in light of the rapidly shifting economic conditions, government policies and direction that affect youth development programs and the educational system, and—above all—the aspirations of young people. CDIA continues to work closely with the government and the business community in advocating for the youth development initiative.



Image 1: 5-Year Plan



Image 2: Youth Development Ecosystem

Y-WE (Youth Work Explorer)

Y-WE continues to be CDIA's key service.

622 Y-WE cases (528 Summer Y-WE + 94 Winter Y-WE) were completed in 2024. In addition to the Government Child Development Fund Program and numerous direct referrals from schools, a new source of young student referrals was formed with the Government "Strive & Rise" ("S&R") Program. This increased and safeguarded the target teenagers' source of referrals to the system.

The HKSAR "Strive & Rise" Alumni

Since 2023, CDIA has been appointed as the exclusive supplier of the HKSAR "Strive & Rise" Alumni program for those 16 years of age and over. A dedicated team was established to oversee youth recruitment, engagement, system adaptation, and communication with the Social Welfare Department

(SWD) and TWGH, the designated S&R Government Department and S&R Alumni Coordinator, respectively, in order to guarantee operational efficiency and effectiveness.

The outcome of the first cohort of S&R youths was:

- (a) Eligible youths: 1,907
- (b) Recruitment efforts implemented: nearly 30 briefings/ school visits, over 4,500 WhatsApp messages sent, and over 1,000 recruitment brochures posted
- (c) No. of youths engaged: 388
- (d) No. of youths completed Y-WE: 255
- (e) BA voluntary support: 112

CDF and school youth outcomes:

- (a) No. of NGO and schools partnered: 33
- (b) No. of youths engaged: 381

Y-WE is an ALL-Year-Round Program

It is noteworthy that Y-WE has evolved into a year-round program with four windows: summer, Easter, and winter holidays, as well as a post-DSE program specifically designed for F.6 and post-secondary children.

Each student is matched to their interested one-week internship

supported by foundation training, mentorship, and reflection



Image 3: Y-WE Holistic Process

24 Flavours of Positive Thinking

The project will be supported for two years, from July 2023 to June 2025, by the HKSAR HYAB (Home Affairs and Youth Affairs Bureau) "Youths' Positive Thinking Program."

CDIA considers building youths' mental fitness a priority agenda in our society today. CDIA's goal is to take advantage of this financing opportunity to develop an efficient, evidence-based **preventive** program that will improve the mental health of our young people in secondary schools, **ages 13 to 21**.

The CDIA program, "24 Flavours in Positive Thinking" (<https://www.cdia.org.hk/%E5%BB%BF%E5%9B%9B%E5%91%B3>), was created based on research data from Hong Kong University's Department of Social Work and Social Administration (HKU), which showed the need for more significant and successful positive thinking education initiatives in our society as well as public education on the definition of positive thinking according to the internationally acknowledged 24 inherent character strengths of every individual.

The program's idea was to use lighthearted, daily "storytelling" techniques to change the receivers' perspectives and values by using real-life examples of positive thinking from members of our community, as well as from famous characters and movie sequences. The program's goal is not to overburden participants with lectures or seminars. Each episode of the show was meticulously crafted to emphasize the 24 innate underlying character traits. Psychologists and counselors with professional support were invited to participate in debriefing and in discussing and emphasizing the main educational elements. The public, particularly the target youths, can access the edited and recorded programs at any time for free. We enlisted HKU as our research partner to examine and document the program's impact.

The program began successfully in July 2023 and will conclude in June 2025. As of March 2025, the following programs have been achieved:

- (a) No. of Positive Thinking programs held: 35 (35/42: CEO Secrets: 23 + Positive Cinema: 12)
- (b) No. of character strengths covered: 22 / 24
- (c) No. of beneficiary youths: 3,846
- (d) No. of partners engaged: 32 (22 schools + 10 NGOs)

Evidence-based, scientifically validated positive thinking education program for young people

Our program research partner's preliminary results demonstrated the model's efficacy in fostering positive thinking in young people between the ages of 13 and 25.

Special Highlights

Y-WE is internationally recognized.

It is with great pleasure that CDIA announces the international recognition of its Y-WE program. In November 2024, the internationally recognized journal <<**Educational Psychology**>> released the Y-WE research study conducted in 2019–2020 by the Hong Kong University Department of Social Work and Social Administration. With more than 0.5 million research citations per year, this publication is among the top three in the world in terms of academic standing.

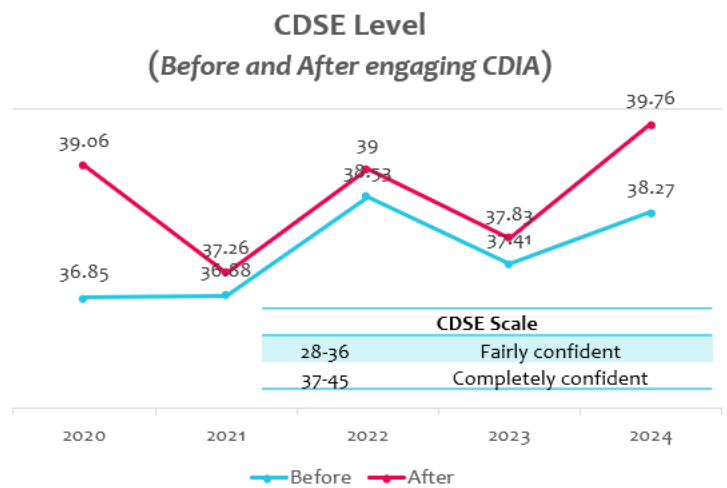


Image 4: CDSE level before & after Y-WE

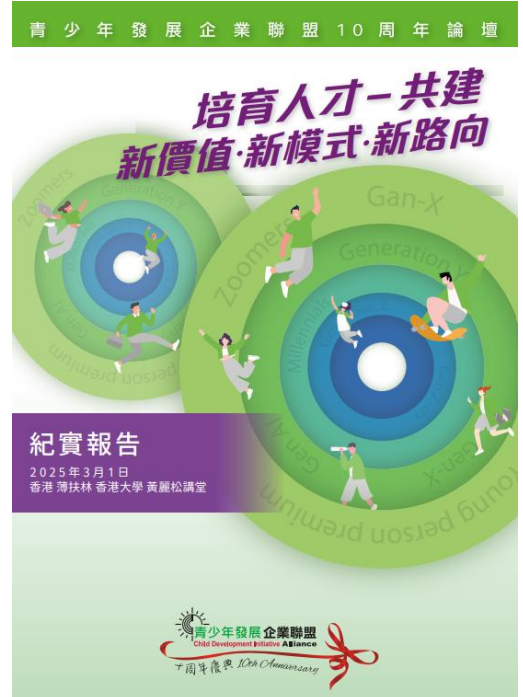
This shown outcome attests to the CDIA Y-WE Program's influence and efficacy in boosting young people's confidence when making career decisions (Career Decision Self-Efficacy, CDSE).

Celebration of the Tenth Anniversary

On March 1st, a high-level symposium was organized in collaboration with Hong Kong University and Hang Seng University to commemorate its tenth anniversary.

Symposium report download link:

https://80bd9b29-b10b-4bb9-ac79-67104b2d7c4b.filesusr.com/ugd/a91ca9_76e02364989e482880dc21d395e8b7ed.pdf



Corporate Governance

When planning events and other activities, CDIA nevertheless adheres to the cost recovery rules. The Hon. Chairman and Hon. CE, as well as all other current members of the BoD and EXCOM, shall serve pro bono.

There has been a discernible rise in the number of Y-WE cases, and this trend is expected to continue. The present Y-WE team has been putting in a lot of extra working hours, particularly on weekends for training and briefing, while the management has been closely examining the additional manpower resources needed to handle the increased workload. The "compensation leave" arrangement is currently being reviewed by management. A pilot system was implemented in 1Q25 after staff input was gathered; following the pilot period, EXCOM will get the feedback along with a recommendation.

Organisation Chart

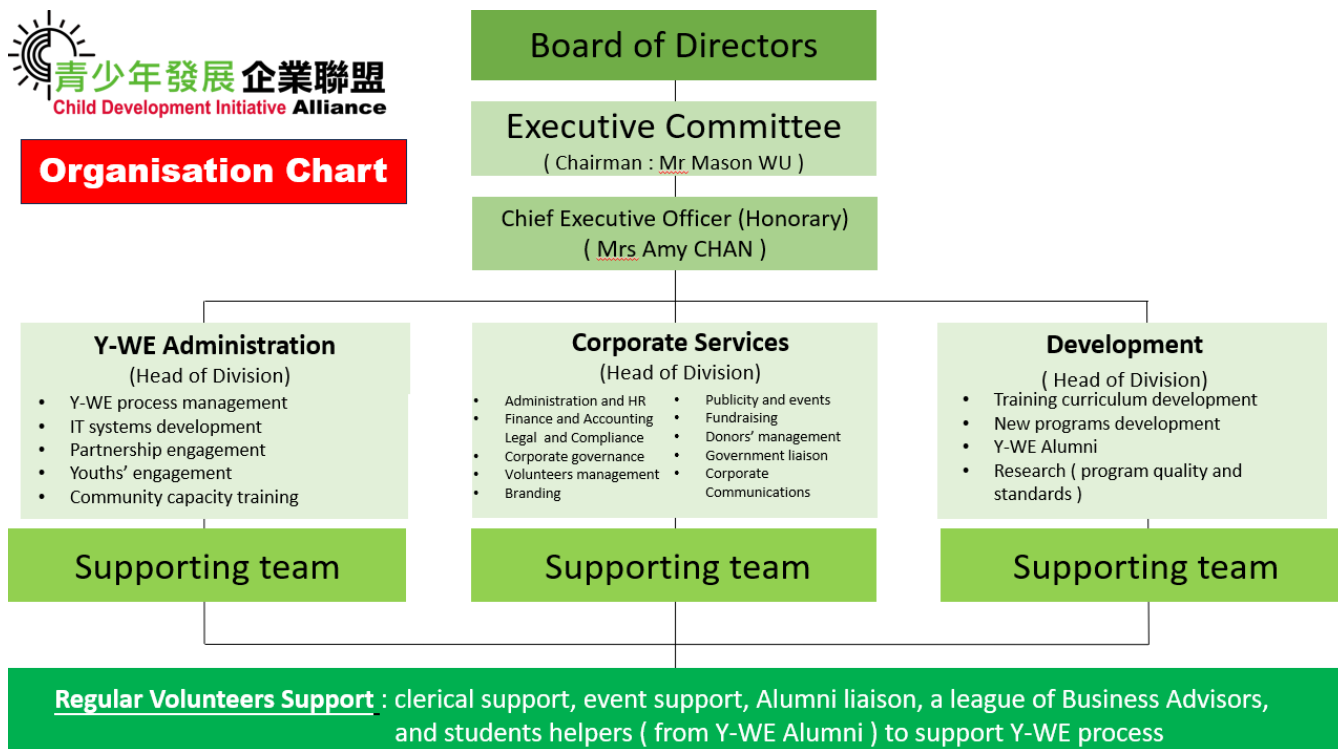


Image 5: CDIA Org Chart

Finance

Over the past few years, CDIA's business and services have steadily expanded. Thanks to donor assistance, the commitment of its team of colleagues, and public acceptance and recognition of its services, particularly the Y-WE, the annual spending growth rate between 2020 (HKD 1.24M) and 2024 (HKD 2.8M) was over 125%.

There was no reserve because the year's income barely covered its expenses. In order to cover its expenses for six months, CDIA aims to keep a small liquid operational fund.

We are grateful to our major donor, the Lo Kwee Seong Foundation, which has been supporting CDIA since 2020 with a five-year grant commitment.

For the second year in a row since 2024, CDIA was also appreciative of the Hong Kong Club Foundation, which became a significant donor.

Donations from the community continue to support CDIA. It received a service income from the government in 2024 after becoming a service provider for the HKSAR S&R program, which made up about 28% of its yearly income.

The HKSAR HAYB granted CDIA a sponsorship designation in 2024 for the "24Flavours Positive Thinking Program" (2023–2025). The initiative has no financial impact on CDIA.