

**Agent of Change Foundation  
Annual Report 2024**



The transformation of Agent of Change Foundation began in 2021 with a year of turbulence during COVID, followed up with a year of reinvention and redefinition in 2022, and then years of consolidation in 2023 and 2024.

As we reaffirm our mission of **decentralizing social change and progress through the empowerment of individuals**, we also strived to navigate increasingly challenging and difficult operating circumstances – finding a pathway to both survive and thrive became much of the theme of 2024 and we expect to remain in the short future.

A key response to the environment was to diversify, both in terms of our partners and projects, as evident in our jump in activity counts and number of beneficiaries. While as an organization we do not have all the answers, and while we continue to refine our approach and focus, the most fundamental modus operandi is to make ourselves useful in advancing social good whenever given the chance – to step up whenever we can, wherever we can.

As Agent of Change Foundation marches towards its 10<sup>th</sup> anniversary in 2025, we are immensely proud to have been in the business of making change for this long, and we look forward to continuing sharing and inspiring more agents of change in the years to come.

Our year in numbers:

**477 change-making activities**

**13,826 beneficiaries**

**9 new projects**



# Our Mission

Agent of Change Foundation was originally founded to focus on poverty alleviation through the trading of quality everyday goods at an affordable price. However, we realize that there is only so much we can do as a single small organization, and thus we pivoted to an advocacy and empowerment organization.

As evident in our name, our purpose is to inspire and empower more Agents of Change, underlying our belief in the collective power of everyday people, and that social progress should not be monopolized by or outsourced to certain groups - we should be the change we want to see in the world.

We can, and we must (because the world certainly calls for it).

Our organization objectives are as follows:

- **Empathy and Compassion Education** - To put the heart and care back into people, to help them see the needs of others instead of focused on their own.
- **Expanding Horizons and Connections** - Often, especially for young people, the inability to see others is not a matter of negligence but genuine ignorance. Hence one of our objectives is to expand the horizons of our beneficiaries, so that when they know more and better, they can think and act better.
- **Lowering Barrier to Actions** - It is not sufficient to just have heart and passion, as agency is reflected through consistent actions, and therefore one of our focuses is to help people take their first step, either through skill enablement, or providing the platform to act, or building a like-minded community for mutual support.

We are a registered charity and a member of The Hong Kong Council of Social Service (HKCSS).



# Project-at-a-glance

(ranked in alphabetical order)

	Funding Nature*	Project Nature**
AIA: Sustainable Kindness – A Christmas for all	PRF	ECE, EHC, LBA
Classes for the Elderly at Kennedy Town YWCA	SP	EHC
Community clubhouse experiment	SF	EHC
Digital Literacy Education Program	SP	ECE, EHC, LBA
Farmunity	PRF	ECE, EHC
Hey Zero – Anti-School Bullying Interactive Theatre Project	SP	ECE, LBA
Life-Planning with Ikigai workshops	SP	EHC
Opportunity Bank	SF	EHC
Project BRIDGE	PRF	EHC, LBA
Project Pass Around	PRF	ECE, LBA
Relationship Restorer Academy	PUF	ECE, LBA
The Futures Lab	PUF	EHC

## \*Funding nature

PUF - Public funding  
 PRF - Private funding  
 SF - Self-funded  
 SP - Service Purchased

## \*\*Project nature

ECE - Empathy & Compassion Education  
 EHC - Expanding Horizons & Connections  
 LBA - Lowering Barrier to Actions



# Project highlight and review

(ranked in alphabetical order)



### **AIA: Sustainable Kindness – A Christmas for all (Funded by AIA)**

- An employee engagement and community service program as commissioned by the insurance giant to encourage staff to contemplate what sustainability means today – both for the environment we live in and for the community we are part of.
- For the environment part, we devised a recycling education campaign and a PET-bottle-drive for the eventual creation and display of three Christmas Tree installations made entirely out of recycle materials at AIA’s three office premises – totaling to about 2,000 plastic bottles to remind viewers our consumption footprint’s impact to the environment. The installation was inspired by the work of international artist and activist Benjamin Von Wong and his work Turn Off the Plastic Tap, most famously on display at the United Nations Environment Assembly in February 2022, and has since been rebuilt by Wong and other activists throughout the world.
- For the community portion, we collected 100 different stories from the underprivileged community, featuring the likes of immigrants, single mother, chronic illness patients and their caregivers, mentally-disabled persons, low-income families and elders, and created an installation to showcase their stories augmented by human library sections to help the AIA staff understand and appreciate the lives of those from a different background. To round off, staff were invited to prepare a Christmas gift for the person behind a selected story, and these tokens of goodwill and support were delivered to the real people by AIA volunteers and the project team.
- The campaign aimed at helping the AIA staff be aware of our connectedness with both the environment and community around us, and how we all both have the responsibility and ability to make this world a better place – we provided information, created connection, and drove action to that end.

### **Classes for the Elderly at Kennedy Town YWCA (Funded by YWCA)**

- Appreciating the innovation of the team, YWCA invited us to support their elderly projects in Kennedy Town and provide something different to their members.
- In 2023 we delivered three different programs – a smart phone/tablet class, which is especially relevant during a time when many of our elders’ children migrated elsewhere; a volunteering program to flip the traditional sense of elders being the beneficiaries and drive empowerment and agency; and a bus tour guide program to encourage elders venture out and explore beyond their immediate neighborhoods.
- Riding on the acclaimed programs, we expanded our offering in 2024 with extensions for the smart phone/tablet classes and the tour guide classes, while adding in new classes such as food photography, KOL/vlogger training, as well as a program around playback theatre.
- The food photography and KOL/vlogger classes were opportunities to help elders keep up with the latest trends and technology, but also to give them a sense of accomplishment and pride when they realize they too can master the latest trend.
- The playback theatre, by its very own nature, was about sharing each other’s stories and was a valuable opportunity for elders to try something new and have a good laugh, while taking a moment to recollect their own legacy and memories.



### **Community clubhouse experiment (Self-funded initiative)**

- We kickstarted a five-month experiment of operating a community clubhouse in partnership with James' Concourse, St. James' Settlement's transitional housing project in late 2023 and continued through the first half of 2024.
- Different from the more touted "Community Living Room" concept, the program envisioned a communal recreational space where people of all backgrounds and interests are welcomed, and can find a space that belongs to them.
- Our activities are divided into staple activities that more cater to needs (eg. homework tutorial classes) and thematic activities that cater to interests (eg. Chinese tea appreciation, yoga classes, cooking classes).
- We believe in a community of true inclusivity where spaces are shared instead of divided and allotted to each specific group, and we look forward to testing the concept out.
- The project was concluded for financial sustainability reasons given its self-funded nature, and allowed our team to gain valuable experience on engaging and collaborating with residents and those in the neighborhood.

### **Digital Literacy Education Program (Funded by individual schools and Office for Film, Newspaper and Article Administration, HKSARG)**

- As digitization presents both promises and challenges to the world, it becomes paramount for the public and especially the younger generation to properly harness its potential while remaining vigilant to the many pitfalls.
- Our digital literacy effort was initiated by Meta's (formerly known as Facebook) We Think Digital public education program, which involves promoting the positive use of social media and the Internet. Part of the program includes a 30-hour TTT (Train the Teacher) program and the development of a DSE curriculum supplementary resource pack in partnership with professional bodies.
- Our digital literacy program is later tapped by the Jockey Club Project Well-being for a wider audience and to date, supported by individual schools that recognize the significance and criticality of not only developing students' STEAM skills, but their ability to protect and develop themselves in a digital and AI-dominant era.
- In 2024, while we continued our effort in bringing digital literacy messages to students, we recognize parents' role and daily struggle in helping their children build positive habits and relationships with digital devices and technology, and obtained grant from a project with OFNAA (Office for Film, Newspaper and Article Administration) to expand digital literacy workshops to parents, which will run through June 2025.

### **Farmunity (Funded by UBS, in partnership with Farmacy)**

- Farmunity is a new project that aims to bring hydroponic farming into schools as the heart of the community, where students go through a year-long program that equips them with green skills, entrepreneurship and community service.
- This is an on-going project with hydroponic farm systems are installed in schools, where students can learn about the related science and STEM skills of plant growing and caring, and adding entrepreneurship and community service skills through the selling and donation/sharing of their harvest.
- The project is privileged to have 10 secondary schools join its inaugural version and kickstarted in the 2024/25 school year. Agent of Change Foundation is the project's partner on social entrepreneurship and community service, and look forward to working



with schools and students to share fresh, quality vegetables with those in need in society.

#### **Hey Zero – Anti-School Bullying Interactive Theatre Project (Funded by individual schools)**

- “Hey Zero,” initially funded by Committee on the Promotion of Civic Education in 2021, is an on-going forum theatre project around anti-bullying at school, in particular, cyber-bullying, which is increasingly rampant yet more difficult to identify, trace and address due to its virtual nature. Each school visit comprises a theatre performance and a debriefing session by either counselling experts or specialists in online behaviour to ensure the messages hit home with students.
- Forum theatre is a form of theatre that engages the audience in influencing and engaging with the performance as “spect-actors” (both spectators and actors). Through our program, students are immersed much deeper into the context of bullying, especially the various manifestations of conflicts, and as a group, attempt to find alternatives and possible solutions to improve on the situation. Through these interventions, we provide a semi-real, yet safe environment for students to ideate and practice responding to bullying scenarios.
- “Hey Zero” Anti-Bullying Forum Theatre School Tour is an on-going program and one of our most popular programs.
- Looking forward, we aim at expanding the program to help schools tackle bullying and build a more inclusive and caring learning environment.

#### **Life-Planning with Ikigai workshops (Funded by individual schools)**

- We were invited by HHCKLA Buddhist Chan Shi Wan Primary School and Stewards Pooi Kei College for a life-planning workshop series with their Primary 6 and Form 4 students respectively.
- Based on our experience with The Futures Lab project, we felt the biggest challenges to youth’s life-planning efforts were not a lack of options and information, but a lack of motivation and purpose, which would provide an anchor to all their exploration and endeavors.
- For this, we curated a workshop series around the Japanese concept of Ikigai, “the reason for being,” in hope of working with students to find their purpose. The workshop combined games, reflections, and VR to help students immerse themselves in the quest.

#### **Opportunity Bank (Self-funded initiative)**

- Opportunity Bank is inspired by an exchange with a secondary school student from a previous project, who loves arts and drawing, but never had the opportunity to visit the art museums in Hong Kong, and actually rarely ventures out of her neighborhood in Tuen Mun.
- We believe that exposure and exploration help our youth find their place in the world, and to live with conviction is the prerequisite of being an active member of society and an Agent of Change. We envision a society where our youth can have the opportunity to explore based on their interest and drive, and not limited by affordability and accessibility. Hence, Opportunity Bank is born.



- In the first year of the project, we shared access to four different classical music concerts and two art fairs with over 780 underprivileged students and families, which for many, are their maiden experience.
- We look forward to continuing breaking down the access barrier and bringing more learning and development experience to those willing to explore. We also call on event organizers and experience providers to join in the movement and donate access

### **Project BRIDGE (Funded by ReThink Foundation)**

- BRIDGE is short for “Being a Responsible Information Distributor for Groups of Ethnicity” with the goal of empowering ethnic minority individuals through providing them with essential knowledge and tools to navigate and access social services effectively, with the ultimate goal of creating a more inclusive society where everyone has equal access to resources and opportunities.
- The project stemmed from our experience and observations of the ethnic minority community, where information about public services and resources are often poorly cascaded through, with the COVID-19 pandemic providing the most apt example of rapidly changing policies and the challenges for ethnic minority communities to catch up, understand, and respond. This results in isolation and impedes this segment’s ability to thrive and connect with the broader community, creating a cycle of disadvantages.
- The project tackles this through leveraging existing communal connections within ethnic groups. By providing targeted education and outreach, the project empowered individuals with the knowledge needed to navigate social services, who in turn acted as “information ambassadors” for their circles. So instead of relying on traditional media such as TV and websites, EM communities have verified and trust-worthy information from a source and medium they are familiar with and comfortable with.
- The project consists of information ambassador training sessions for ethnic minorities members and visits to social welfare organizations to help them familiarize themselves with what’s provided and available in the community.
- A portion of the project also focuses on the social service providers by raising their level of cultural competence through an enhanced understanding of the unique needs of ethnic minority communities, ultimately bridging the gap in communication and service delivery.
- We are delighted with how well the program is received, with a total of 30 training hours across 3 cohorts of 31 ethnic minority participants (23 female and 8 male) spanning a wide age range from 13 to 66. For the social service providers, we had 39 nonprofit workers across 4 cohorts, representing 26 different nonprofit organizations and institutions.
- Excerpted testimonies from ethnic minority social service ambassadors:
  - "I never knew so many resources existed. Now I can help others find them too."
  - "The staff in YTM District Health Centre are so nice. I will definitely recommend my family and friends to join the Health Centre in their own districts."
  - "I’m proud to represent my culture and help bridge gaps in service."
  - "This initiative has inspired me to continue supporting my community long-term."



- "Please arrange more of these training courses for the EM community. They are very useful for us living here in Hong Kong."
- Testimonies from social service providers:
  - "The insights we gained from the ambassadors have transformed our approach to service delivery."
  - "The ambassadors' feedback has led to significant improvements in our service offerings."
  - "It turns out the diversity in culture is not as difficult as I thought. When I get back to office, I promise I will start by changing the Chinese signage and information to be in bilingual for ethnic minorities."
  - "We are now more equipped to meet the diverse needs of our community."
  - "The school I work in is the only school that serves deaf students in Hong Kong, but we never knew the needs of ethnic minority deaf students. I will share the knowledge I learnt today with my colleagues, hoping to provide a better learning environment to all students."

#### **Project Pass Around (Funded by UBS and Swire Properties)**

- Continuing from 2022 and 2023's efforts, 2024 saw another 13 rounds of Project Pass Around, one of Agent of Change Foundation's flagship activities, and an initiative to encourage people to look around and care for those around them that are often neglected
- On these community walks, where we bring participants to refuse collection points and areas frequent by street workers, scavengers and cleaners to meet them, understand more about their work, and acknowledge the hard work these overworked yet often overlooked people dedicate to the running of our city through the sharing of different supplies and tokens of appreciation
- We believe that the ability to see beyond ourselves and to acknowledge those around us is a critical part of Empathy and we have consistently delivered that perspective and wake-up reminder to our participants

#### **Relationship Restorer Academy (Funded by the Advisory Committee on Mental Health under the Health Bureau, HKSARG)**

- This project recognizes family relationship is the top reason for stress and anxiety amongst youth, alongside with academic performance, and runs with the thinking that if we have first aid kits and first aiders for physical wounds, then we should also have "first aiders for relationships" – relationship restorers, for wounds and tough times in particularly familial relationships.
- The project can therefore be seen as a continuation of The Searchers! project and a testament to our commitment to using different art forms to respond to different mental well-being conditions.
- We are partnering with Carmel Alison Lam Foundation Secondary School, TWGHs Kap Yan Directors' College, Salesians of Don Bosco Ng Siu Mui Secondary School, China Holiness Church Living Spirit College and Caritas Hong Kong Youth and Community Service, and look to raise awareness and empower youth to become relationship restorers via interactive drama, expressive art therapy workshops and community services.



- While the project concluded in October, we look forward to embarking on a school tour with our interactive drama to continue bring the important message of relationship restoration to students and parents alike.

#### **The Futures Lab (Funded by the Youth Development Commission, HKSARG)**

- The 3-year life-planning program partners with 5 participating schools: Carmel Alison Lam Foundation Secondary School, Salesians of Don Bosco Ng Siu Mui Secondary School, St. Francis Canossian College, The Church of Christ in China Kwei Wah Shan College, and Ying Wa College
- With a modular approach, believing that at the heart of every life and every life-planning effort lies the possibility and impact of choice, the program allowed schools and students to pick and choose activities that are fit to their needs and aspirations, and by designing their own program, they design their lives



# Organizational Updates



## Governance and Management Structure

Management structure and personnel remained unchanged for the year of 2024:

### Board of Directors

Board Chairman: Prof. Erwin Huang

Board Vice-Chairman: Mr. Kin Man Tai

Board Member: Prof. Martin Wong

Board Honorary Secretary: Mr. William Chan

### Management Team

Executive Director: Mr. William Chan

Associate Executive Director: Mr. Marcus Shiu

Program Managers: Ms. Lok Chi Tsang, Ms. Akama Chin, Mr. Steven Ng

Accounting and Administrative Manager: Mr. Kin Tse

Program Officers: Ms. Yolanda Ng, Ms. ManMan Ching

## Financial Report

Income	Year of 2024 (HK\$)
Donation – General	251,818.8
Donation – Designated	2,287,931
Project Income	1,486,119.4
Miscellaneous Income	515,780.23
Interest Income	5,713.34
Total Income	4,547,362.77
<b>Program and Management Expenses</b>	<b>4,908,791.1</b>
<b>Net Surplus / (Deficit)</b>	<b>(361,428.33)</b>



And thank you to those who have walked with us and supported us throughout the year

**Advisory Committee on Mental Health  
(HKSARG)**

**AIA Hong Kong and Macau**

**Art Basel**

**Art Central**

**Aura Music**

**Caritas Hong Kong**

**Centre on Behavioral Health, The  
University of Hong Kong**

**Christian Action**

**The D.H. Chen Foundation**

**Department of Social Science, Hong Kong  
Metropolitan University**

**Enhancing Self-Reliance Programme  
(HKSARG)**

**Esquel Group**

**Farmacy Hong Kong**

**Fredie Hung Ethnic Minorities Service**

**Dr. Esther Ho**

**The Hong Kong Jockey Club Charities Trust**

**Hong Kong Young Women's Christian  
Association**

**Hop Hing Oil Group Limited**

**Jockey Club Project Well-being**

**Meta**

**Neighbourhood Advice-Action Council**

**New Hong Kong Philharmonia**

**Office for Film, Newspaper and Article  
Administration, HKSARG**

**One Biscuit**

**Orbis Hong Kong**

**Prism Arts Limited**

**ReThink Foundation**

**School of Fashion and Textile, The Hong  
Kong Polytechnic University**

**Social Venture Hong Kong**

**St. James' Settlement**

**Swire Properties**

**The Hong Kong Council of Social Service**

**The Hong Kong Drama / Theatre and  
Education Forum (TEFO)**

**The Hong Kong Federation of Youth Groups**

**UBS AG**

**Wofoo Foundation**

**Youth Development Commission  
(HKSARG)**

