



2024 Annual Report

For the year ended 30 September 2023

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Variety – the Children’s Charity Hong Kong Limited is a tax-exempt charity in Hong Kong (Reference 91/14278). Donations are tax-deductible to the extent allowed by law.

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About Variety HK

Variety – the Children’s Charity Hong Kong Limited (Variety HK) is a registered Section 88 charity (91/14278). Established in 2015 with the goal to identify the gaps in unmet mental health needs of disadvantaged children and adolescents up to aged 21 to provide access to opportunities, empower them to develop and live to their full potential.

We believe in a future without limits for every child.

Children shouldn’t know limits. They should live happy, empowered lives at their full potential. But need and disadvantage sometimes prevent that and make their challenges harder than they could be. We’re here to change that.

Trust
Integrity
consistent
Authenticity
Dependability
professionalism
Acceptance
Ambitious
positive
quality
Attentive
...

Transparency
Honesty
responsive
access
Committed
Equitability
Optimism

OUR VALUES

Respectful
Responsive
Collaborative
Appreciative
Relationship-driven
Beneficiary focused
Supportive
Social-preneurial
Long-termist
Self-analytical

HOW WE BEHAVE

From our Chair



A turning point in building our capacity for growth

As we emerge (still!) from the long economic and social shadows of the pandemic, 2024 has seen Variety has experienced its own developmental inflexion points over the last twelve months.

Thanks to the generosity and forward-thinkingness of our funders, we have not only been able to start building an industry standard donor, beneficiary, partner and volunteer relationship management system, but also to begin seeking our very first Executive Director to lead the future of our organisation – a key and hugely exciting milestone to reach.

As anyone will tell you, the search for "the right fit" is never simple and remains ongoing as I write. Even so, we are greatly moved by the passion and efforts for Hong Kong's youth wellbeing which our search has revealed so far and remain optimistic that our emerging shape will be even more purpose-driven.



This search coincides with a few changes to our Board as we bid goodbye to Tommy Chan who will stay on as an advisor. In the second half of the year, we welcome Jessica Zhang and Susanna Ng to our ranks. Both ladies bring fresh perspectives and expertise to our activities which continue to drive our Programmes forwards in both capability and reach.

Such self-reflection and ongoing improvement is vital at a time when mental wellbeing continues to be a laggard in our post-COVID social rebuilding.



At a time when so many of our youth are navigating a wholly new social and economic reality within their personal lives, we see first-hand the volatility that this occasionally introduces simply in attracting and retaining our own staff. We are sincerely grateful for the diligent team that make our operations possible at all.

And with that same wider upheaval in mind, we also offer our sincere thanks for constancy of our supporters as we all carve our way through it together.

Wishing you all a happy and healthy 2025.

My very best,

Lam Wai Yee



Butterfly Programme

No Health Without Mental Health 1

Over 12,000 children wait for over 2 years to receive public psychiatric service in 2020

- SEN students increased 30% from 2016-17 to 2020-21²
- Learning problems escalated due to the impact of COVID-19 pandemic: SLD, ADHD and ASD²
- Children and young people with SEN:
 - are more likely to experience increased levels of anxiety.
 - are at greater risk for depression.
 - may experience higher levels of loneliness.
 - may have a lower self-esteem.
 - are at greater risk of substance abuse.
 - may be at greater risk of anti-social behaviour.

Early intervention and nurturing environment are essential for children's long-term health, development and growth

- It's hard to recognize mental health struggles in SEN children. Effective early childhood intervention is crucial to help them express their emotion and develop coping strategies.
- Neglected parent-child interaction, school-readiness and child-focused activities will worsen children's mental health issues.

(1) World Health Organization. Mental health: strengthening our response. Fact sheet No 220.
 (2) HKJPAED: "Supporting Child Health and Development during COVID-19 and Beyond"

Provides Early & Free Assessment and Treatment

We recruited a network of private practice psychiatrists to provide early assessment, consultation and treatment to underprivileged children and young adults up to the age of 21 with mental health challenges, during the period while they are waiting for public health services.

We have made a difference over 9 years:

3,000+

Service users with obvious improvement in their mental health problems within 3 months.

94%

Satisfied with program, with stress levels of affected families lowered, making a significant impact on their lives.

10,000+

Key stakeholders have been reached via collaboration conducting more than 100 community education talks targeting students, teachers and social workers.

“ The Butterfly Programme helps **shorten the waiting time** for my child to see a doctor. After taking medicine, my child **becomes confident** because she is more focused in class such that her result has greatly improved, and she is able to **get along with classmates and family**. Our family relationship has significantly enhanced, there are **more laughter and warmth at home.**”

- A beneficiary family ”





Falcon Programme

Every Young Person Can Soar To New Heights

Hong Kong youth unemployment (15-24 years old) soared to 13.1% in 2021, twice the overall jobless¹

- Reduced educational, employment and mobility hits socio-economically disadvantaged youth the hardest. Learning problems escalated due to the impact of COVID-19 pandemic: SLD, ADHD and ASD.
- Those without sufficient DSE results to enter mainstream universities face limited access to guidance resources & opportunities.
- Mid- to long-term economic & social consequences have made them particularly vulnerable to financial inequality, intergenerational poverty and emotional issues.

Each year an estimated 20,000 under-privileged youth lack support for their socio-economic prospects and autonomy

- Government's solutions such as the Child Development Fund stops at the age of 16, Strive & Rise currently serves 2,800 junior secondary students.
- Many passionate organisations provide forms of mentoring and internships, but few combine these activities holistically to address overall prospects and well being.

(1) Census and Statistics Dept (2002b)

Falcon is one-of-a-kind in the range of factors and skills it addresses:



Mentoring – trained and experienced mentors matched to the mentee's needs.



Soft skills development - a structured curriculum of people skills, personal development and wellbeing training.



Industry exposure - access to potential employers, career fairs and industry talks.



Practical experience - access to internships, leadership training, volunteering opportunities and teamworking events.



Networking - opportunities to interact with employers, mentors and each other.

A 2-tier programme addresses the critical needs of this key stage of development:

1-Year Training

Series of classroom training, together with practical industry experiences and networking, to broaden their understanding and horizons prior to many key decision-making during the 16-21 age years.

2-Years Mentoring

Customised 1-to-1 mentoring and group coaching as an in-depth career-life development support to youth aged 18-21 to prepare for successful transition to work life.

Results from our 2 Cohorts:

90%

of participants felt they had strengthened self confidence in tackling challenges, most learned to be better team players.

95%

More than 95% thought they had enhanced their self-awareness and problem-solving skills.

85%

Over 85% were satisfied with the work experience and industry exposure gained from their interactions with companies.



Swallow Caregiver Programme

Supporting Underprivileged Caregivers of Children with Mental Health

Family wellbeing is challenged in taking care of children with mental health issues

- 80% of parents with special-needs children suffered mild to severe levels of stress leading to family conflicts and problems.¹
- 55%+ of our beneficiary families indicated a higher risk of child abuse and family violence.²
- Only 1/3 of the welfare centres offer help to parents such as support groups, talks and outdoor activities.¹
- COVID-19 pandemic and related homebound measures posed greater detrimental psychosocial effects on children and families facing mental health issues with lower socioeconomic status.

Caregivers' mental wellness and children's psychological health is directly correlated

- Need professional help and guidance to make home a safe place for children's long-term health, development and growth.
- Need peer support when they themselves and their children are being misunderstood and rejected by other family members and/or society.
- Need parent-child interactive activities to strengthen positive attitude and foster intimate relationship.

(1) SCMP 8 Aug 2018
 (2) Evaluation Study on Variety Butterfly Programme, A Child Mental health Service jointly conducted with University of HK Nov 2022

Encouraging results from 5 cohorts since 2021, working with Butterfly Programme beneficiaries:

440+

Participants from 157 families attended. Provided knowledge, insights and practical tips in coping with different types of mental illness in child development.

36

Events conducted to direct relevant activities focused on different mental health issues and parent-child bonding.

95%

Satisfaction rate. Attendants reported improvement with their sense of stress and improved confidence in dealing with the issues.

“ After learning from the professionals , I feel more confident in handling the challenges ahead. Sharing our experiences in peer groups gives me great comfort to know that I am not alone in this journey. - parent of an ASD child ”

‘Purpose - Professional - Driven’ to support and empower parents/carers based on:



Knowledge

Workshops conducted by child psychiatrists, clinical and educational psychologists with facilitated peer group discussions. Provides knowledge, insights and practical tips in coping with different types of mental illness in child development.



Support

Social worker facilitated gatherings to help carers acquiring de-stressing techniques to better manage their psycho-physical health. Guided self-help groups to allow carers release stress, vent feelings and share experiences for mutual support.

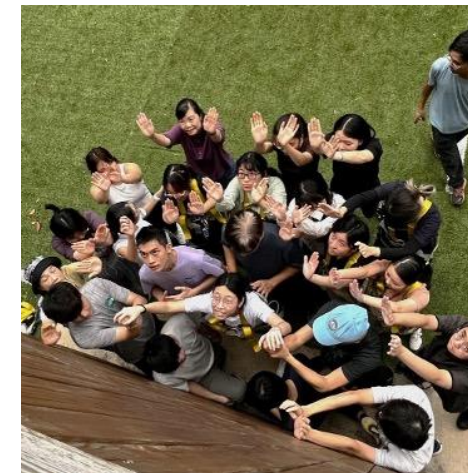
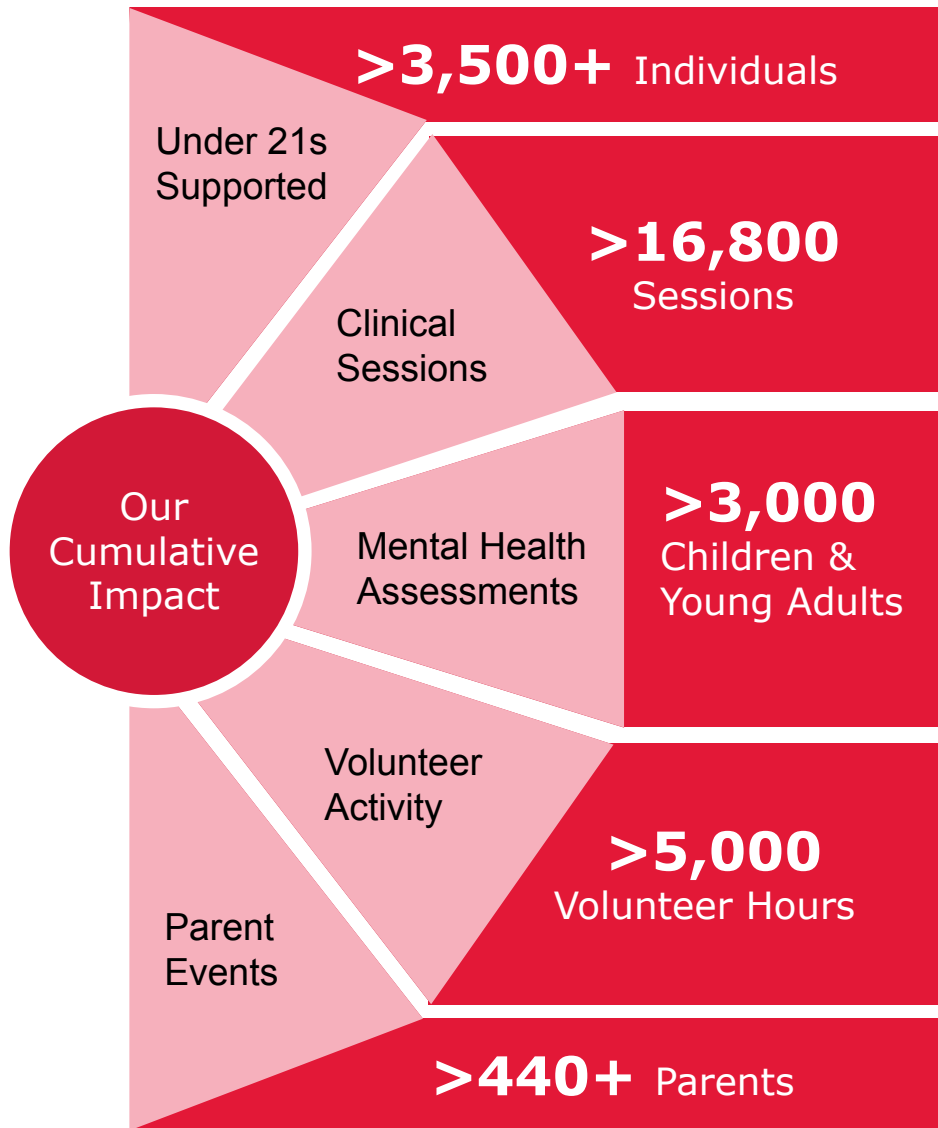


Family-bonding

Fun based interest workshops to offer a relaxing environment for intimate carer-child interaction. Children's mental and physical wellbeing is a direct result of carers' good quality of life.

Our Impact

We achieve this in collaboration with more than 20+ NGO partners, schools and commercial organisations.



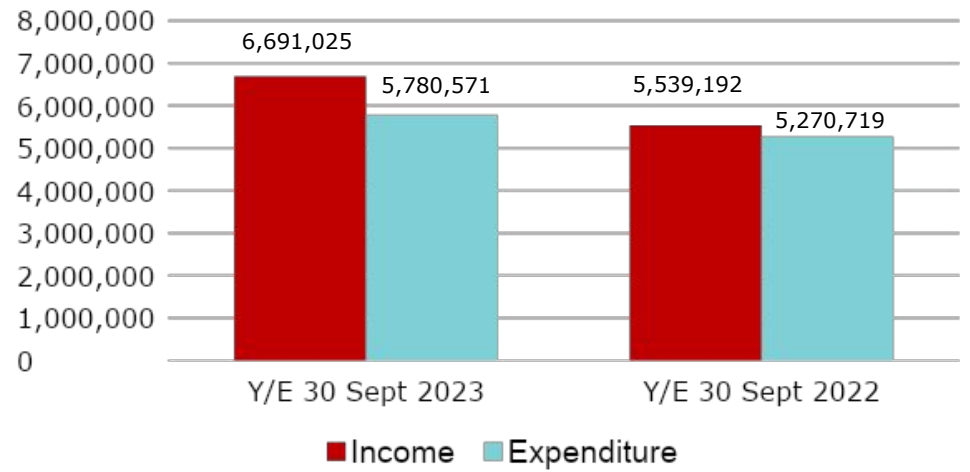


Financials

Latest Audited Report for the year ended 30 September 2023

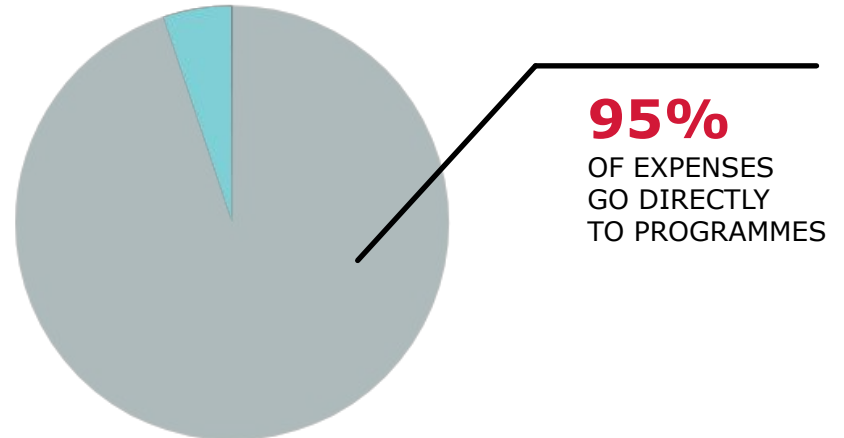


Income & Expenditure:



Expenses:

(Y/E 30 Sept 2023)



- Program Expenditure: 95%
- Administrative & Other Operating Expenses: 5%
- Bank Charges: 0%

Our Supporters

Since our establishment in 2015, we are grateful to the many organizations who have supported, or continue to support, us in our mission in many forms. These have included:



Our Team

We deliver our work and results through a combination of our devoted **board**, passionate **staff team** and committed **volunteers**.

BOARD MEMBERS

The board members bring expertise from various professional disciplines, and together they provide oversight of excellence, governance and strategic direction for the work of the charity.



Wai Yee Lam
Chairperson



Esther Pak
Deputy Chairperson



Monique Wing Yee Yu
Treasurer



Virginia Lam
Director



Genevieve Chan
Director



Steven Amio
Director



Don Hess
Director



Jessica Zhang
Director



Susanna Ng
Director

HONORARY ADVISORS



Dr May Mei-Ling Lam
(Founder Butterfly Program)



Tommy Chan

STAFF TEAM

We have a great team of passionate and talented staff members who deliver excellence in our programmes every day.



Anna Kum
Youth Development
Manager



Catherine Cheung
Butterfly Programme
Manager



Leo Chan
Associate Programme
Manager



San Iong
Programme Executive



Venus Ho
Programme Specialist

Get involved

Help us improve their mental health. Let your love and care shape the future of the children and make the community mental health stigmatization-free.



Volunteer

As we grow our support for children in Hong Kong, we need help in many ways. Organising fundraising events, joining a committee, helping with the administration of our programmes, helping at an event or even becoming a mentor for the Falcon Programme are just some of the ways you can support us.



Donate

Donations directly support Variety Hong Kong's ability to plan and fund our core programmes. Every dollar is valuable and helps make a difference to a child.



Partner

If you represent a business, resources from organisations like you can make a radical difference to our efficacy. We would love to talk to you about venues, materials, internship, group volunteering or expertise you can provide.

We believe in collaboration for greater impacts so other service providers please get in touch if there are areas we can partner.



Support

If our causes speak to your heart then become a supporter of us - help us fund raise and spread the message among your community. Your network effect can make a radical difference to the number of people we can help in Hong Kong.



Donate Volunteer Partner with us

Visit: www.variety.org.hk
Email: info@variety.org.hk
Tel: 54680823

