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# Annual Report

# 2023

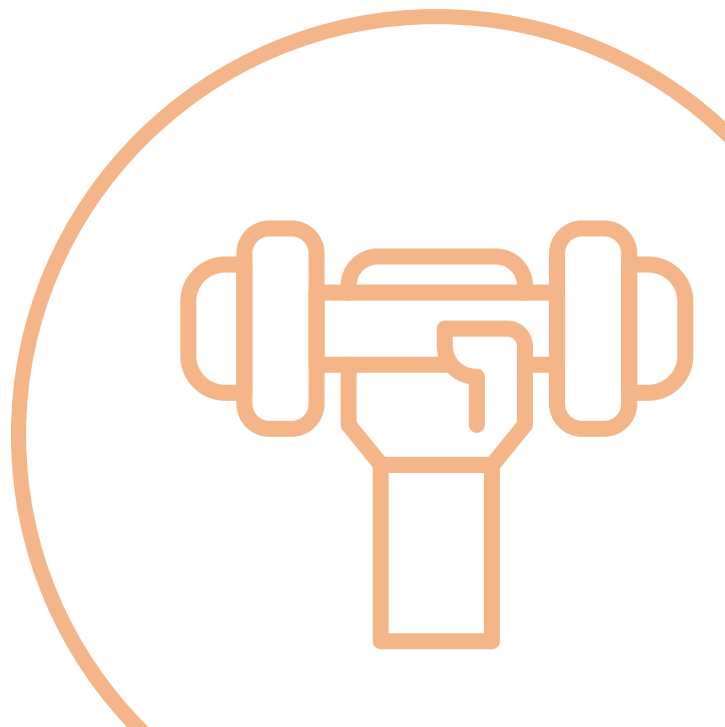
# INTRODUCTION

## 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.

Our mission is to enhance the overall physical, mental and social well-being of elderly individuals in the local community by involving them in sports activities that they may initially perceive as challenging. Through sports, we provide them with a sense of motivation to continue progressing in life, enabling them to embrace graceful aging while leading an active and joyful lifestyle.

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

As we reflect upon the year 2023, we are filled with gratitude and a renewed sense of purpose. It was a year of significant milestones and the rekindling of connections as our beloved Hong Kong community emerged from the shadows of the pandemic. We were thrilled to resume our physical classes and once again engage with our senior community face to face.

One of the highlights of the year was the launch of our new program, "Yoga for Seniors." Recognizing the need for low-intensity exercises focused on stretching and body mobility, we introduced these specialized yoga classes. The response has been overwhelmingly positive, with our seniors embracing the calming and rejuvenating benefits of this practice.

We are proud to share that our partnerships with elderly centers and community centers have flourished. By providing private classes at these venues, we have been able to expand our reach and serve more senior participants.

## 2023 AT A GLANCE

**14**

**Projects**

faciliated

**329**

**Volunteers**

Involved

**3185**

**Senior Participant**

**Attendance**

Served

# RECOGNITION

At Bring in Change, we are proud to have received recognition and awards for our commitment to serving the elderly community and our innovative programs. In 2023 we were honoured to receive the following awards:

## **Annual Impact Award - Ageing Well Dying Well Project**

After a year of project implementation, we were thrilled to be awarded the Annual Impact Award. This award acknowledges our dedication to promoting the well-being of seniors and our efforts to create innovative concepts and practices in the field. Presented by the Hong Kong Social Worker Association and the Keswick Foundation, this award serves as a testament to our commitment to making a positive impact in the lives of the elderly.

## **Here to be Grant**

We were honoured to receive the prestigious "Here to be Grant" in recognition of our commitment to advancing community well-being. This grant acknowledges the value of our programs and services in promoting the overall well-being of our seniors. We are grateful for this recognition and it further reinforces our commitment to creating positive change in the lives of the elderly.

## **Silver Partner of Annual Y-care CSR Scheme**

We are delighted to have been nominated and awarded the Silver Partner of the Annual Y-care CSR Scheme by the Chinese YMCA of Hong Kong. This recognition acknowledges our partnership with the YMCA and our efforts in delivering diverse volunteer opportunities and community programs for corporate staff. Through this partnership, we aim to connect people from all walks of life and promote social inclusion. We are honoured to be recognised as a valuable partner of the YMCA in our shared mission to create a more inclusive society.

# VISION FOR FUTURE

Looking ahead, in 2024, we aim to further expand our services to additional districts, encouraging seniors to embrace the joy of running. We will be introducing running training programs tailored specifically for seniors, culminating in a series of sport days at the end of the year. Our ultimate goal is to empower our seniors to complete a running race in 2024 and even participate in Hong Kong Standard Marathon in 2025.



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

# OUR PROGRAM

At Bring in Change, we are dedicated to providing a wide range of programs tailored to meet the specific abilities and needs of our senior participants. Through these programs, we aim to enhance their physical well-being, promote social engagement, and create meaningful experiences. Here are some of the programs we offered in 2023:

## Body Mobility and Stretching: Yoga for Seniors



2024 new project

23

hours of  
programme  
service

263

seniors served

Our newest program, Yoga for Seniors, was launched in 2023 as a virtual class initiative. This program focuses on improving balance, increasing flexibility and mobility, reducing pain and stiffness, and enhancing the quality of sleep. The classes combine low-to-medium intensity exercises, breathing exercises, and meditation. It is designed to be suitable for beginners and first-time participants.

# Muscle Strengthening and Balancing:

## Outdoor Elderly Bootcamp

Elderly Bootcamp is our signature program that takes place in the local park on a weekly basis. This program is designed for individuals of all fitness levels, providing a fun and engaging workout experience. The sessions include a combination of body mobility exercises, muscle strengthening activities, and body-mind synchronisation techniques. By offering this program in a park setting, we aim to create a welcoming and inclusive environment where seniors can enjoy exercise and connect with nature. This program is free to join, encouraging participation from a wide range of individuals.



3

service locations

82

total number of sessions completed

1224

total number of senior participant attendance

## Private Bootcamp at Elderly Centre

In partnership with local elderly and community centers, we offer private Elderly Bootcamp classes. These classes are specifically designed for seniors who prefer to work out at their convenience location. This allows seniors to get a taste of our happy workout class and experience the benefits of physical activity in a familiar and comfortable environment. Through these partnerships, we aim to reach seniors who may face barriers to accessing traditional exercise programs.



2024 new project

19

total number of sessions completed

508

seniors participants served

# Mobility and Social Engagement: Elderly Home Visits with Physical Exercises



For seniors with low mobility who spend most of their time at home, we initiated the Elderly Home Visits program. Volunteers visit these seniors regularly, teaching them simple physical drills and brain exercises that they can practice on their own. The exercises aim to build muscle strength and balance, reducing the risk of accidents in daily life. Additionally, we organized outings to local farms, providing opportunities for social interaction and expanding their horizons.

12

Visits

347

Seniors visited

163

Volunteers  
participants



## Cardiovascular Enhancement: Senior running class and senior run club

Recognizing the importance of cardiovascular health, we introduced a specialized running class for seniors. Many seniors expressed a desire to receive formal running training, and our running coaches provide guidance on proper running forms, breathing techniques, and pacing. The emphasis is not on speed but on helping participants improve their cardiovascular fitness and achieve personal milestones. We encourage participants to join running races, which provide a new challenge and boost self-confidence.



23

classes  
completed

600

total number of senior  
participants attendance

## End-of-life care service “Smile til the End” - Portrait Photography

We believe that everyone, regardless of age, should have a cherished photo that can be presented at their funeral. During the sessions, we create cheerful and meaningful photos for the seniors and their families, fostering happy memories and initiating conversations about end-of-life preparations. This program allows seniors to reflect on their lives and prepare for the future in a way that aligns with their preferences.



30

seniors and their  
families participated

∞

Joy and  
Laughters  
at each session

# OUR SUPPORTERS

## Hong Kong 100 Ultra Marathon



We are honoured to be one of the charities selected to receive donations from the Hong Kong 100 Ultra Marathon group. Over the years, the Hong Kong 100 Ultra Marathon has raised funds through races, and we are grateful to have been chosen as a beneficiary. The funds received from this esteemed organisation will be utilised to support grassroots community projects, with a specific focus on using sports to improve the physical, mental, and social health of elderly and vulnerable people in Hong Kong. We deeply appreciate the Hong Kong 100 Ultra Marathon's commitment to making a positive impact in our community.

## Dutch Chamber of Commerce



We were immensely privileged to be selected as the designated charity at the Dutch Chamber of Commerce's biannual Business Awards Gala. The generosity of the attendees and participants during the gala resulted in substantial funds being raised for Bring in Change. These funds have allowed us to expand our classes to other districts within the city, ensuring that more seniors can benefit from our programs. We are profoundly grateful to the Dutch Chamber of Commerce for their support and belief in our mission. Their partnership has been instrumental in furthering our reach and impact in the community.

# OUR FUNDRAISING EVENT

## Standard Chartered Hong Kong Marathon “Marathon Charity Programme”



We are grateful for the opportunity to be part of the Standard Chartered Hong Kong Marathon 2024 Charity Programme. Through this programme, we have been granted a number of SCHKM charity quotas for fundraising purposes. It not only provides us with a platform for fundraising but also allows us to amplify our message and create greater awareness about the well-being of seniors in our community.

# OUR TEAM

## BOARD MEMBERS



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



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

## TEAM MEMBERS



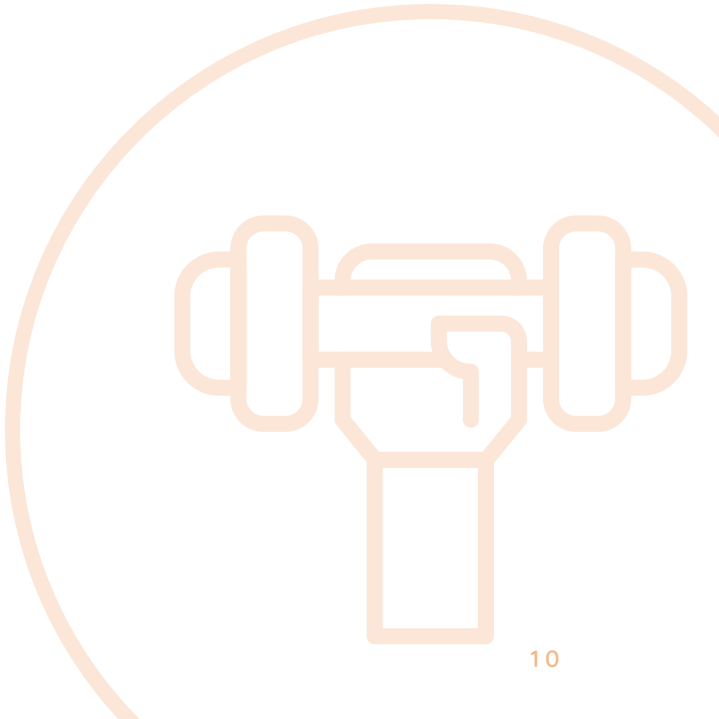
**CLARA HUI**  
Co-Founder &  
Executive Director



**KIM IU**  
Head Coach



**VIVIAN LEUNG**  
Financial Manager



# 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

HandsOn Hong Kong

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

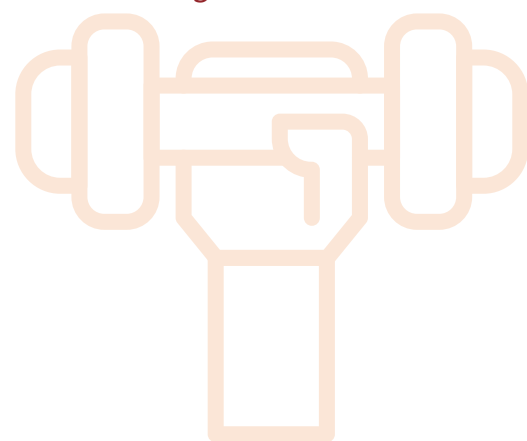
The Hong Kong Society for Rehabilitation - Kornhill Centre

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 1st January 2023 to 31st December 2023. This summary is based on audited financial statements.

## INCOME

HK\$

Funding and Grants	475,000
Donation	66,399
Hong Kong Standard Chartered Marathon Charity Programme Fundraising	93,590
Service Income	17,600
Bank Interest Income	3,340

## TOTAL INCOME

655,929

## EXPENDITURE

HK\$

“Healthy Ageing, Happy Ageing” Project Cost	732,000
Elderly exercises equipment	2,966
Elderly home visit and outing events	11,770
Administrative expenses	25,105
Website, online storage and software expenses	5,764
Coaches and volunteers refreshments	1,692
Mandatory provident fund contribution	18,000
Sundry expenses	1,223
Bank charges	85
Auditors’ remuneration	5,500

## TOTAL EXPENDITURE

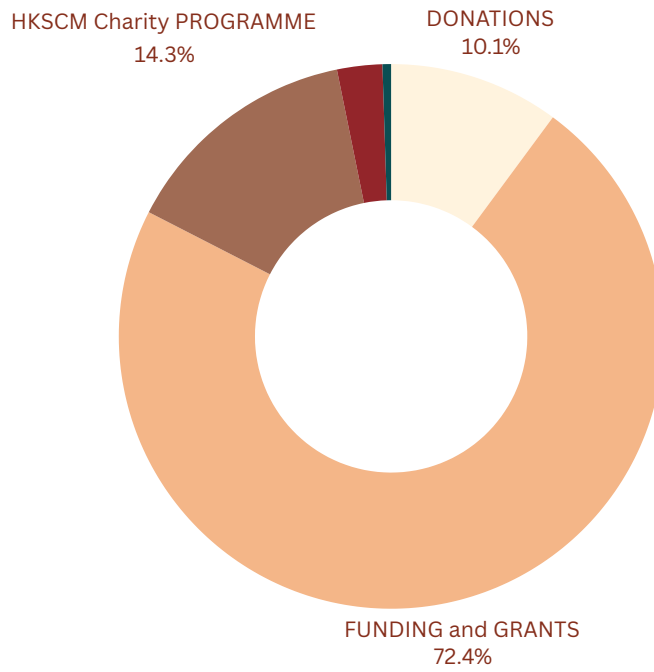
804,105

## DEFICIT OF THE YEAR

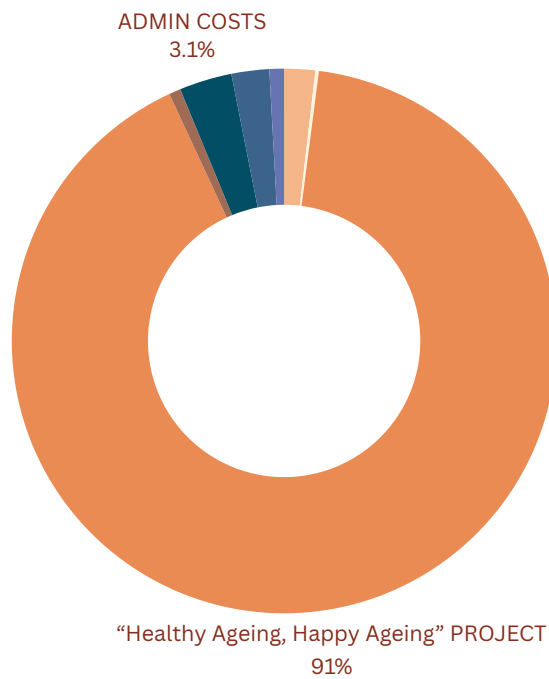
(148,176)

# 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.

2016

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.

2018

First **Elderly Bootcamp** at Happy Valley

2019

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

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

# 2020

Pandemic relief actions, delivered to the needed

# 2021

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

# 2022

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

# 2023

**New Classes Kick-off:**

- Yoga Stretch for Seniors
- Fitness Classes at Elderly Centre

**First Jointed Corporate Community Event** with Hands On Hong Kong in providing Fitness Class for Elderly

Honoured to be selected as **the designated charity** at the Dutch Chamber of Commerce’s biannual Business Awards Gala

**First participation** at Standard Chartered Hong Kong Marathon 2024 “Marathon Charity Programme”

**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 has supported us!

## OUR BROAD DIRECTORS

Catherine Wong  
Ivy Ho

## OUR FUNDERS

lululemon  
The Keswick Foundation

## OUR COACHES

Kim lu  
Henry Chan  
Janice Louie  
Wai Ming Chan  
Winnie Wong

## OUR PARTNERS

Venue: AIA Vitality Hub  
Volunteer recruitment: Time Auction

## OUR VOLUNTEERS

Thank you everyone who has helped in our outdoor bootcamp, running classes, yoga sessions, elderly home visits and all other activities and events! We wouldn't have come so far without you!

