



New Look, Same Spirit to Deliver over Nine Hundred Wishes

Volunteers for Seniors Day 2017

Volunteers for Seniors Day begins its third decade

Twenty-one years ago, a small group of Christians from the Hong Kong Church of Christ stumbled upon an unmet need – elderly people living on their own needed help with cleaning and painting their homes, especially right before Chinese New Year. Since then, serving the elderly has been a major programme at HOPE worldwide.

Same same but different

Over the years, services on Volunteers for Seniors Day have evolved from painting and cleaning to fall prevention education and to helping the elderly fulfill a long-time wish. The volunteers have “evolved” too. Some of them started out as single people. Now they come with spouses and children. Some started out as babies, “volunteering” with their parents. Now they are the ones who climb up shelves and chairs to help with the cleaning.

Time for a new look

When you have done the same thing year after year for this long, it can become...stale. This year, thanks to donated services by a branding agency, we have a new logo, event t-shirt, and messages to communicate our vision.

We sat down with WH, the head of the branding agency, to ask about the new look.



Hww: *Why did you get involved in the project?*

WH: *I received a call from Dan Liu, HOPE worldwide's Country Director several months ago. He explained that you were looking to “refresh” the look and feel of this 20 year-old event. Since I have volunteered with HOPE worldwide for more than 20 years, I immediately said yes!*

Hww: *What do you want to communicate with the new design?*

WH: *Too often we think of volunteering as “winners” helping “losers”. I want to break that thinking. Through volunteering, we make unexpected connections that bring us a lot of joy. That's why we say, “Bring hope. Find love. Joy follows.” The logo conveys such connections. We are all helping each other.*



Home Visit



No. of elderly visited: 685
No. of volunteers: 2,137
No. of items in each lucky bag: 11

Cleaning and Painting



No. of elderly benefited: 61
No. of volunteers: 256



Bring hope. Find love. Joy follows.
人人耆望都可達到



Health Check-up



No. of elderly who received a check-up: 135
No. of volunteers: 395

Walk the Extra Mile (Fulfill a Wish)



No. of elderly served: 60
No. of volunteers: 262

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Hww: Were there any challenges during the process?

WH: Since I have volunteered with HOPE worldwide for over 20 years, I am very familiar with your services and organizational culture. You don't mind doing the challenging, let's-get-our-hands-dirty kind of work. However, members of my design team are all twenty-something young people with different backgrounds and personalities. They didn't necessarily grow up doing a lot of volunteering nor were they familiar with HOPE worldwide. The challenge was communicating your core values and culture to them, getting them to understand your mindset.

Hww: Where do you see this service/event headed in the future?

WH: Regardless of whatever I was going through in life at the time, volunteering on this day each year has always been one of the happiest occasions for me. I think a lot of volunteers feel the same way. I want them to feel proud that they are doing a great thing by coming out. For the future, I want to help build the sense that elderly and young people, volunteers and beneficiaries – we are all equal.

Thank you for giving

At the end of the day, we know that what's most important is that the elderly feel like their needs were met. We heard that many of them very much looked forward to the day. One woman shortened her time with family just so she could meet the volunteers. Another was ready with a note of appreciation. Many were excited for a day out with the volunteers.

The only reason this event begins its third decade is YOU – the volunteers, our community partners and all the sponsors who donated generously so that the lucky bags could be filled with goodies that the elderly would appreciate. Thank you for keeping this going! We are lucky to have you!

Many long-time volunteers' spirits were refreshed by the new look.



Thanks a Million !

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Special Thanks

- Mr Cheung Man-sun, former Assistant Director of Broadcasting, RTHK, Ambassador of HOPE worldwide
- Ms Candy Chea Shuk-mui, Hong Kong radio DJ
- Ms Tsang Wai-chun, Neckerchief Knitter
- Ms Iao Choi Wan, Chinese New Year Red Banners (Fai Chun) Donor

Community Partners

- Auxiliary Medical Service
- Caritas Cheng Shing Fung District Elderly Centre (Sham Shui Po)
- Caritas District Elderly Centre - Yuen Long (Tin Chak Centre)
- Carson and Friends
- Christian Family Services Centre Shun On District Elderly Community Centre
- Christian Family Services Centre True Light Villa District Elderly Community Centre
- Department of Orthopaedics and Traumatology, the Chinese University of Hong Kong
- Evangelical Lutheran Church Social Service – Hong Kong Radiance Hub
- Free Methodist Church Tak Tin IVY Club
- HKSAR Leisure and Culture Services Department
- Ho Wing Neighbourhood Centre for Senior Citizens (Sponsored by Sik Sik Yuen)
- Hong Kong Buddhist Association Buddhist Ching Hang Neighbourhood Elderly Centre
- Hong Kong Christian Service Fortune Neighbourhood Elderly Centre
- Hong Kong Christian Service Un Chau Neighbourhood Elderly Centre
- Lai King Estate Residents Association
- Pentecostal Church of Hong Kong Choi Wan Neighbourhood Elderly Centre
- The Hong Kong Society for the Aged Chai Wan District Elderly Community Centre
- The Hong Kong Society for the Aged Cheung Shan Developing Horizon
- The Hong Kong Society for the Aged Chan Tseng Hsi Kwai Chung District Elderly Community Centre
- The Hong Kong Society for the Aged Ho Sang Neighbourhood Elderly Centre
- The Hong Kong Society for the Aged Tsuen Kwai Tsing Integrated Home Care Services
- The Neighbourhood Advice-Action Council Sham Shui Po District Elderly Community Centre
- The Salvation Army Tai Po Multi-Service Centre for Senior Citizens
- Tung Wah Group of Hospitals Fong Shu Chuen District Elderly Community Centre
- Tung Wah Group of Hospitals Lim Por Yen Integrated Home Care Service Team
- 陌默送義工隊

Corporate Partners

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- Wells Fargo Bank
- Special thanks to Jason So (Emcee), Jeffrey Chan (Usher-in-charge); Camille Chan, Jade Fan, Joseph Li, Katy Tang, Mario Hui, Owen Ma, Rex Chapman (Photographers and Videographers).



We Have Exciting News!

After about a year of discussion, research and proposal writing, we are pleased to announce that we will open our first two social enterprise dental clinics in Sham Shui Po and Kwai Tsing in the second half of 2017.

Two private donors generously gave HK\$2.4 million to fund the start-up cost of the two clinics. We aim to provide affordable quality dental care to residents of these two districts. The surplus from operating the clinics will be used to provide free dental care to poor elderly individuals not eligible for government subsidies.

Our teeth – something we usually take for granted

Our Elderly Programme staff Winnie's grandmother started losing her teeth when she was about 80 years old. By the time Grandma Cheung was 90, she had just three or four teeth left.

She didn't want to get dentures as she was worried about the cost. She also heard from other elderly friends that dentures were uncomfortable.



Helping Hong Kong's elderly population age more healthily through dental service.



We are preparing to open two social enterprise dental clinics in the second half of 2017.

So how does she eat with just a few teeth in her mouth?

Grandma Cheung's choice of food, three times a day, was reduced to soft foods like tofu. If she were to take in "normal" food, it would have to be ground into tiny pieces.

She's reminded three times a day of the pleasure lost from not being able to eat normally. Her nutrition intake is also compromised.

The need

Winnie's grandmother is actually one of the lucky ones. Her family was able to afford the HK\$20,000 cost to get her fitted with dentures at a dental clinic nearby. For a poor elderly person who cannot afford the cost of dental care and who is ineligible for government subsidy, the HK\$20,000 might as well be HK\$2 million. Through our own research, we estimate that there are 250,000 such elderly persons in Hong Kong today.

Fulfilling the mission of healthy ageing

In addition to our Elderly Fall Prevention Programme (aiming to reach over a thousand elderly persons through 15 fall prevention education roadshows this year), the opening of the dental clinics will bring healthy ageing to many more of our elderly friends. Thank you for your support over the years. Look out for future exciting developments on our website, Facebook page, or in our email newsletters.

Website: www.hopeww.org.hk

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To sign up for our monthly email newsletter, please contact elxaliu@hopeww.org.hk