



ANNUAL REPORT

2024-2025



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ABOUT IMPACTHK

WHAT WE DO

At ImpactHK, our goal is to create an inclusive Hong Kong where everyone has a safe place to call home and cares for their neighbour.

We work with people experiencing homelessness by helping them settle in a safe home, improving their mental and physical well-being, boosting their self-esteem and social connections, and guiding them to discover their purpose.

WHAT WE DO

Provide direct holistic support to people experiencing homelessness and empower them to transform their lives.

We build community connections to increase collective understanding of homelessness and empathy towards the people who experience it and stand with those who lack the basic human right to safe housing.



LETTER FROM FOUNDER & CEO

Dear all,

Thank you so much for your amazing support of ImpactHK and for caring for those experiencing homelessness in Hong Kong. As I reflect on the past fiscal year, beginning on 1 April 2024, I am filled with gratitude and I'm proud to say that your care and trust in our community resulted in a very significant impact.

Our signature Kindness Walks continued to grow, with the involvement of thousands of volunteers who distributed more than 45,000 bananas and hard-boiled eggs on the streets to those in great need. As you know, this outreach involves a lot more than food distribution. It is primarily about reducing stigma towards our neighbours in need and ensuring that they feel cared for.

I am very happy to report that our outreach is working. This year, we were able to help a new friend into shelter roughly every three days. Achieving this required immense effort, approximately 9,000 volunteer hours, but it is not only volunteers who are out on the streets. Our staff are consistently present, often overnight, and with nurses now on staff we have added medical outreach to our holistic support. Over this period, our medical team performed nearly 100 consultations, further building trust with friends outside and motivating those experiencing homelessness to find care for themselves.

I would like to give a huge thanks to our Board of Directors for their unwavering care and support, and to our amazing staff. I am deeply grateful for our team and the heart we put into our work every day.

We recognise that accommodation alone does not resolve homelessness. Many of the individuals we support are experiencing deep isolation, trauma, and fractured support networks. Our model therefore extends beyond providing a room; it focuses on rebuilding stability, connection, and long-term independence.

This community-based approach is delivering tangible outcomes. On a monthly basis, individuals successfully transition out of our shelter programme into financial independence, no longer requiring housing support. These graduates move into stable employment and accommodation, and remain connected to ImpactHK as members of our alumni community - sustaining the relationships and support networks that contribute to long-term resilience.

Despite the success that we are seeing our friends make through getting real opportunities and the care needed to escape homelessness, judgement and stigmatisation towards the homeless community is a tough egg to crack. We tackle this through our large volunteering programmes and also visiting schools to share about the importance for caring for people in need. Kindness matters every time and we aim to create the kindest ripple effect possible in our city because too many people are struggling during these challenging times. Ending homelessness here is a very attainable goal but it's only achievable with the care of the broader community.

Thank you again for your support and please do keep investing in ImpactHK if you believe in our work and can see that we're on the right track. Let's all play our part in making sure that those neighbours of ours sleeping outside and alone tonight can be found cared for and given strategic opportunities to find health, community, connection and purpose.

Wish you all well,



JEFF ROTMEYER
FOUNDER & CEO



PROGRAMMES AND SERVICES

Fiscal Year 2024/2025 marked steady improvement, innovation, and strategic development across our services. We continued to strengthen our holistic therapeutic community model with greater emphasis on efficiency, integration, and client-centred care. ImpactHK consolidated its core programmes, including casework, accommodation, employment support, community development, and whole-person rehabilitation, aligning them to provide a structured yet flexible pathway from crisis stabilisation through recovery, reintegration, and long-term growth.

Service quality and operational effectiveness were enhanced through refined protocols, stronger coordination, and improved governance. Integration remained central, creating a cohesive ecosystem of care. Comprehensive assessment and coordinated planning enabled tailored pathways addressing physical, psychological, and social needs, fostering continuity of care and a stronger sense of belonging among service users.

Over the past year, the Programme Team has expanded, with new staff members enabling the delivery of more diverse programmes and intervention strategies. We remain committed not only to service delivery but also to building a strong and credible reputation within the community. Moving forward, our focus will be on consolidating existing services while preparing for the launch of new initiatives. We also launched the Women's Intensive Care and Co-Living Pilot Project to support a high-needs group facing complex challenges, and the initial progress has been encouraging. The project adopts a research-informed and trauma-sensitive approach, with a strong emphasis on rigorous impact measurement to assess effectiveness and guide continuous improvement.

Through ongoing data collection and analysis, we aim to deepen our understanding of service users' lived experiences, underlying causes of vulnerability, and evolving needs. These insights are critical in shaping responsive, evidence-based programme design and ensuring that our interventions remain relevant, targeted, and impactful.



PROGRAMMES AND SERVICES

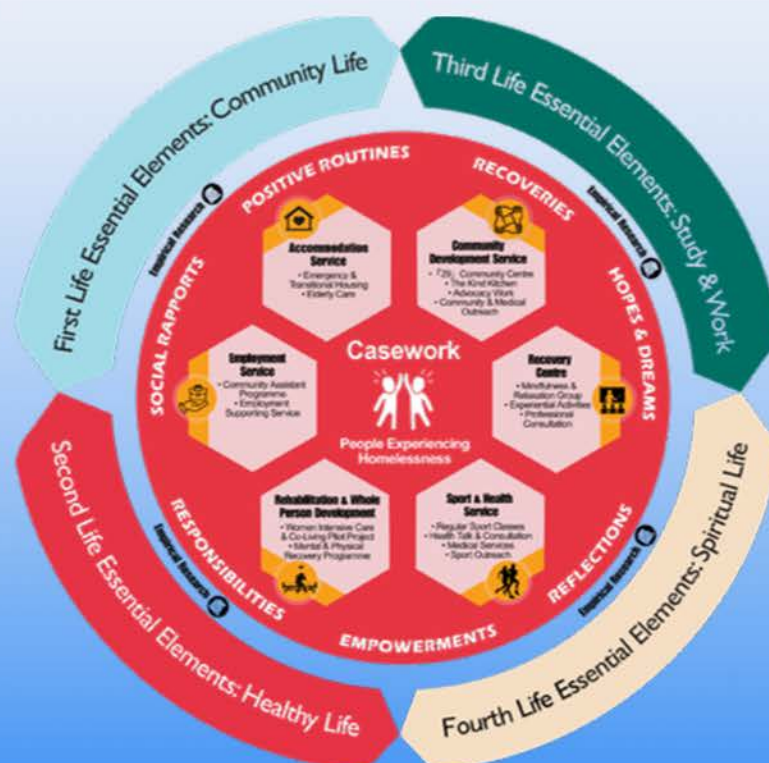
OUR HOLISTIC THERAPEUTIC COMMUNITY MODEL

Our Holistic Therapeutic Community Model provides a structured, home-like continuum of care that begins on the streets and continues until service users are ready to live independently. It combines philosophy, integrated services and intensive care to support lasting transformation for people experiencing homelessness. Grounded in a person-centred, strengths-based philosophy, we recognise each individual's skills and resilience. Through narrative practice, people gradually re-author their life stories towards hope and empowerment.

Holistic care means all activities focus on overall well-being. Physical health, psychological care, emotional expression, social connection and spiritual growth are woven into daily life, with the community itself part of the therapeutic process. Our Community Development Team acts as the first contact point, reaching out through outreach and our centre. Caseworkers assess needs and co-ordinate with Accommodation and Health teams to provide safe, home-like settings. Once stabilised, each person receives a holistic assessment and an individualised recovery plan.

Recovery and empowerment sit at the heart of the model. Daily life includes medical services, sports, employment support and community initiatives. Service users live together in a structured environment, with opportunities for learning and change.

Looking ahead, an Alumni Programme launching in 2026 will provide ongoing support. Intensive care pathways will address complex challenges such as hoarding, severe mental health issues and long-term addiction, with specialised projects ensuring tailored, compassionate care.



CASEWORK

On 1 June 2024, we launched a three-year rehabilitation programme made possible by the generous support of the HKEX Foundation and The Community Chest. This initiative offers a sustained, holistic approach to individuals in recovery, combining evidence-informed frameworks and personalised care to promote long-term well-being.

The programme is firmly grounded in the Recovery Model and strengths-based practice. These approaches place the person at the centre, recognising their resilience, resources and goals, and guide our comprehensive case management services. Each active service user receives tailored support that addresses their unique needs and ambitions in individual sessions, ranging from practical assistance and goal-setting to ongoing monitoring and advocacy.

In addition to individual casework, the programme offers a range of structured intervention groups to address different dimensions of recovery, including:

- Mindfulness-based intervention to build present-moment awareness, emotional regulation and coping skills.
- Relaxation practices to reduce stress, improve sleep and support physical recovery.
- Experiential learning activities that foster skill-building, self-reflection and confidence through hands-on practice.



CASEWORK

We intentionally foster a calm, safe and supportive environment where participants can recover physically, mentally and spiritually. Beyond one-to-one care, the programme emphasises peer learning and group-based support. Working in groups allows participants to draw on the lived experience and insights of others, broaden their perspectives, practise interpersonal skills and build social networks, all of which strengthen resilience and reduce isolation.

Our ultimate aim is to help participants transition into the next stage of their lives with renewed confidence, clarity and peace. Over the three-year period, we will measure outcomes, refine our services and share learning so the project can have a lasting impact for individuals and the wider community.

KEY DATA



51

No. of new cases



56

Intake sessions
conducted



48%

Graduation rate

“Thank you for the care, understanding and trust
you have shown me along the way.
You have helped me to change gradually,
and discover the path that right for me.”
Client Mr. Wong



ACCOMMODATION

In 2024/25, ImpactHK advanced transitional accommodation services for individuals experiencing homelessness.

We completed the "Transitional Housing for People Experiencing Homelessness" project, funded by the Fu Tak lam Foundation. Concluding on 30 June 2024, it delivered stable housing, case management and social support to help beneficiaries rebuild their lives.

Building on this, we obtained support from the Zeshan Foundation and the Robert H. N. Ho Family Foundation Hong Kong for the "Rise-up" Accommodation and Employment Project, Community Assistant Programme. Launched on 1 September 2024, this two-year initiative provides safe housing, emotional healing, recovery, empowerment and employment readiness to support long-term independence.

To encourage participation, the Accommodation Team revised rental policies, introducing discounted rent for those engaged in training and community roles. We also launched an improved rental scheme with one-to-one coaching to strengthen budgeting, saving and financial literacy.

In December 2024, funding from Foundations Audemars Piguet enabled relocation of part of our bed capacity to the hostel, improving facilities and living conditions. The coming year will see all remaining beds moved there, with upgraded sanitary facilities and equipment to further enhance quality of life.

These partnerships, programme improvements and facility upgrades reaffirm our commitment to reducing homelessness and supporting lasting independence..



ACCOMMODATION

ImpactHK strengthened transitional accommodation services with measurable outcomes:

- Successfully relocated 13 beds to our new hostel in Mong Kok, improving accessibility and facility quality.
- Maintained an average occupancy rate of nearly 80%, reflecting strong demand and efficient use of limited shelter resources.
- Provided immediate shelter and stabilisation support to 109 individuals, helping break cycles of street sleeping.
- Reached a cumulative milestone of 672 beneficiaries supported with shelter since ImpactHK began.
- 64 clients completed personalised service plans, achieving goals such as employment, housing applications, health connections and transitions to permanent accommodation.
- 48 individuals moved into independent rental housing, transitional housing or residential care placements, a hopeful step towards greater stability and more independent lives.



Beds in our hostel

nearly

100

provided with
shelter
over the year



“The new shelter is comfortable and gives me a sense of safety and stability, allowing me to focus on my personal growth.”

- Client Kwong



REHABILITATION & WHOLE PERSON DEVELOPMENT

Our Health Team provides holistic support to help clients improve physical, mental, emotional, social and spiritual well-being through one-to-one consultations, counselling referrals, medical support and personalised health planning, we build awareness of self-care and strengthens capacity to manage daily health challenges. This reflects ImpactHK's mission to support people experiencing homelessness through whole-person development and long-term stability.

We also address complex needs such as mental health concerns and substance use. By working closely with casework, accommodation and community teams, it ensures clients receive the right support at the right time, helping them rebuild confidence, routine and social connection.

Sports and Health Programme

Our Sports and Health Programme encourages regular physical activity, healthier habits and confidence through movement and shared experiences. Sports classes, interest groups, outings and community-based exercise improve fitness, reduce isolation and strengthen social ties. Participation has grown since pandemic restrictions eased, with the programme serving as a hub where clients invite peers, fostering motivation and connection.

KEY DATA



821

sports and interest
activities conducted
over the year



6536

sports class attendees
over the year



1575

personal training and
physio-therapy
attendees over the year



98

medical consultations
conducted
over the year



REHABILITATION & WHOLE PERSON DEVELOPMENT

Women's Intensive Care Programme

This programme offers a safe, family-style co-living environment for women facing homelessness and complex mental health challenges. Built on the principle of “living as therapy,” it provides intensive, trauma-informed support that promotes recovery and trust. Results include improved mental health, self-esteem and reduced loneliness, while preparing women for more stable housing pathways. The programme also highlights the need for tiered support, serving as both direct intervention and a foundation for scalable models of care.



COMMUNITY SERVICE

In April 2024, the Community Development Team launched the "Ageing with Dignity: A Holistic Programme to Support Elderly Street Sleepers." Alongside services at Centre 29, this initiative introduced an outreach team of social workers and registered nurses, delivering integrated social and medical support across districts. Services such as wound care, blood pressure monitoring and medical escort were provided directly at locations where homeless individuals gather. Through this trust-building approach, clients were connected to shelter services for long-term follow-up, supporting their journey towards stability and a better life.

On 19 May 2024, in collaboration with partner organisations, we hosted the "Homeless Friendly Community Day: Building a Friendly Community Together" at Arthur Street Playground, Yau Ma Tei. More than 300 members of the public joined this education event, engaging with interactive booths that highlighted the realities of street sleeping. Activities such as simulating bedding arrangements gave participants first-hand insight into the challenges faced by homeless individuals. To encourage wider awareness and care, community members were invited to sign the "Homeless-Friendly Community Charter." Including online pledges, over 200 people expressed their support, reflecting growing concern and empathy for the homeless community. This marked an important step for Hong Kong in building a more inclusive and compassionate society.

KEY DATA



176

Outreach Sessions



86

community cases
driven from our
Outreach Team



COMMUNITY SERVICE

Between fiscal 2024/2025, the Kind Kitchen and Centre 29 served 124,596 meals and handled 28,662 kg of food waste, maintaining high productivity in meal services as a tool to build trust with vulnerable groups. Beyond facilitating food security and promoting sustainability, the Kind Kitchen also provided over 2,750 training hours as job opportunities for people experiencing homelessness, preparing them to re-enter the mainstream labour market.

Centre 29 continues to play a pivotal role in supporting people experiencing homelessness, particularly after engagement by the outreach team. It provides a positive and healthy community environment, strengthened by cooperation with medical NGOs such as Doctors Without Borders (MSF). Together, we offered medical checks and workshops to raise awareness of health conditions. With the development of the Ageing with Dignity project, our medical staff also established community medical support services, including regular health checks and wound care. In addition, the centre hosted 143 community activities, with a total attendance of 1,324 participants, fostering social connection and inclusion.

On my first day at the centre, I was very hungry.

A staff member said, 'Don't worry about anything else, just come in and have a meal first.' That simple kindness made me feel warmly cared for."

Client Mr. Choi

KEY DATA

nearly



130K+

meals served in
our community centre
and kitchen
over the year



5000

people attended
our community centre
over the year



143

community
activities
organised at
Centre 29



EMPLOYMENT

In Fiscal year 2024-2025, a key milestone was the launch of the Community Assistant Programme, supporting 15 service users in transitioning into assistant roles. More than an employment initiative, the programme transformed service centres into practical learning environments. Each assistant worked 12 hours per week, gaining experience, identifying strengths and shifting from receiving care to providing support. By March 2025, the team had contributed over 1,800 service hours.

Before joining, participants attended an orientation to understand the programme's goals and opportunities. We delivered 17 training sessions and monthly activities focused on mental well-being and life skills. Workshops covered emotional regulation, positive thinking, communication and dog therapy to build self-worth. Visits to iHub and WEEE·PARK introduced industry trends and technologies, boosting confidence and interview performance while deepening participants' sense of responsibility.

KEY DATA



114

employment support
for our service users



17

training and employer
engagement activities
contributed



1800 hrs

community assistant
total working hours



EMPLOYMENT

This combined approach of practical training and psychological support strengthened emotional resilience and interpersonal skills. The programme established a supportive model that integrates career development with emotional care, helping participants build confidence, connect with the community and prepare for future employment.

Looking ahead, our focus will be on expanding corporate collaborations and encouraging service users to complete vocational training. By enhancing technical skills and workplace adaptability, we aim to rebuild professional confidence and ensure sustainable employment outcomes.



COMMUNITY EDUCATION

KEY DATA

This year has been one of growth, connection and impact for our charity. Thanks to our committed volunteers, we have been able to continue to support friends on the streets through the Kindness Walks. These take place almost every day of the week, made possible by our dedicated Walk Leaders, whom we celebrated at a special New Year gathering in recognition of their commitment and hard work.

Building on this foundation, and with the establishment of the Outreach Team, we were able to provide deeper support. Whether someone met on a walk needed extra help or ongoing assistance, the team was there to walk alongside them.

Our efforts were strengthened by the generosity of Hermès, which funded supplies for the public Kindness Walks. This support allowed us to provide essentials such as water, fruit and eggs, as well as much-needed seasonal items including winter clothing, blankets and cooling pads. We also welcomed the support of a local restaurant that donated meal boxes for one of our walks and hot meals at our centre, ensuring access to nourishing food.



13

Locations



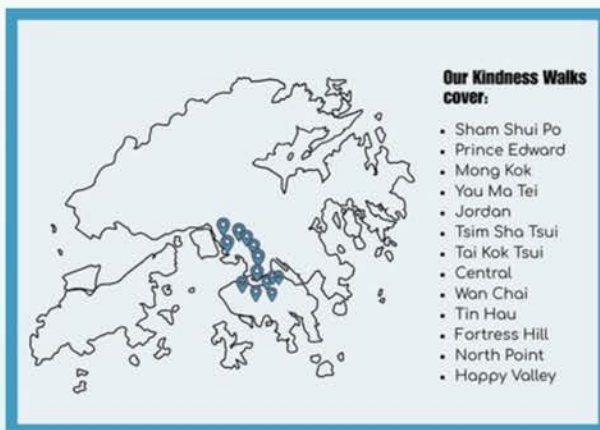
45,670

Bananas and eggs distributed



10,094

Volunteers Hours



769

Kindness Walks



COMMUNITY EDUCATION

Education and corporate partnerships

Partnerships have been key to expanding our reach. Through the Education Bureau, we engaged teachers and students in our mission, leading to a meeting with dozens of teachers. Schools also supported our Kindness Campaign Christmas fundraiser, raising over HKD50,000. Inspiringly, some students organised their own initiatives, while others rallied together to contribute.

With misconceptions surrounding homelessness, awareness remained a priority. We set up a booth at Bloomberg's office, joined the Ladies Recreation Club's NGO Get-together, and delivered Kindness Talks at schools, helping young people understand their community and how they can become agents of change.

Together, these milestones reflect a year of compassion, collaboration and progress - laying the foundation for even greater impact ahead.



MEET OUR VOLUNTEER

KAREN POON, WALK LEADER



What inspired you to become a volunteer for ImpactHK?

The positive energy I receive from our friends and volunteers during the weekly Tsim Sha Tsui walk continues to inspire me to volunteer for ImpactHK.

What are some of the most rewarding or memorable experiences you've had as a volunteer walk leader?

Like anyone, I have my low moments. Yet, whenever I join the TST walk, I set aside any negativity. Participating during my pregnancy was especially meaningful – our friends were excited to meet my newborn and offered unwavering encouragement throughout my journey. Some even gave baby gifts. I'm deeply grateful to share the joy of motherhood with them.

Why did you choose to support this specific cause / ImpactHK?

I was looking for a long-term volunteer commitment, and ImpactHK fit perfectly. It's a simple weekly event, yet each time, we manage to touch many hearts.

What do you hope the public would know about people who experience homelessness / what's a common misconception you'd like to address?

We can each walk alone, or we can walk together and go far. Every week, we distribute eggs, water, fruits, and biscuits – but what matters most is the connection we shared through conversation and eye contact. Many simply need someone who listens, not just someone who gives.

What has been the most challenging experience you've had as a volunteer, and how did you overcome it?

At one point, I stepped back from leading the walk because I doubted the impact I was making. When I returned a month later, some of our TST friends approached me with genuine care, thinking I had been going through something. I then realized they saw me as a friend — and I felt the same.

How can someone with no experience care for people who experience homelessness? What's the best way to show kindness?

Simply listen. Our friends may not open up right away, but over time trust grows. I've had many moments when friends reached out for support after months or even years — proof that kindness and patience truly matter.

FUNDRAISING EVENTS

In 2024/25, ImpactHK was supported by a remarkable community of donors, including individuals, corporations and foundations. Their generosity contributed HKD 9 million through individual giving, CSR initiatives and other donations. Of this total, HKD 7.3 million came from individual giving and HKD 1.1 million from CSR activities.

We are especially grateful for the support of major grants from the Sir Horace Kadoorie International Foundation, The Hong Kong Jockey Club Charities Trust, The Robert H.N. Ho Family Foundation HK Limited, DBS Foundation Limited and Operation Santa Claus, which together provided HKD 12.9 million. These grants enabled us to strengthen housing, employment and education programmes for people experiencing homelessness.

This collective effort reflects the power of kindness and demonstrates how sustained donor commitment drives meaningful change in our community.



FUNDRAISING EVENTS

Kindness Gala

The Kindness Gala was our signature fundraising event of the year, bringing together over 350 guests from Hong Kong's corporate, cultural and social sectors. The evening celebrated kindness and community through stories shared by alumni Ah Cheong, a heartfelt performance by the ImpactHK Choir and a charity auction. Thanks to the generosity of our partners, supporters and dedicated Organising Committee, the Gala raised more than HKD 5 million, directly funding housing, employment and education programmes. This achievement reflects the collective power of the community and shows how kindness can truly transform lives.

Kindness Campaign

The Kindness Campaign mobilised schools, corporations and community groups across Hong Kong in a united effort to spread kindness and raise awareness about homelessness. Through diverse initiatives and fundraising activities, the campaign raised HKD 325,000. These funds directly supported ImpactHK's programmes, while also strengthening public understanding of homelessness.



ACKNOWLEDGEMENTS

PARTNERS AND DONORS WHO CONTRIBUTED OVER 100K

Apple Asia
Aesop UK Limited
Aspex Management (HK) Limited
Audemars Piguet Foundation
Bloomberg LP
Cope Terence Peter
DBS Foundation
Fuk Tak Iam Foundation Limited
GS Gives Annual Giving Fund
HKEX Foundation Limited
HKUST EMBA
McAuley Family Settlement Trust
Ng Hoi Ying Ellen
Operation Santa Claus
Overlook Investments Limited
PAG China Investment Limited
Robert Ho Foundation
S & S Hospitality Limited
Sir Horace Kadoorie International Foundation
Sunrise Brokers (Hong Kong) Limited
The Hong Kong Jockey Club Charities Trust
The Incorporated Trustees of the Zoroastrian Charity
The Ronald and Rita McAulay Foundation
The Swire Group Charitable Trust
The Winfred Ho Charitable Foundation
Warburg Pincus Asia LLC
ZeShan (H.K.) Foundation

SOCIAL ENTERPRISE PARTNERS

UBS

VOLUNTEER PARTNERS

HandsOn Hong Kong
Time Auction

MARKETING SUPPORT PARTNERS

Five Software Limited

MEAL PROGRAMME PARTNERS

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HK FoodWorks
Foodlink Foundation
Rosewood Hotel Group
Peninsula Hotel
Feeding Hong Kong
More Good HK
Project Dignity (Hong Kong) Company Limited

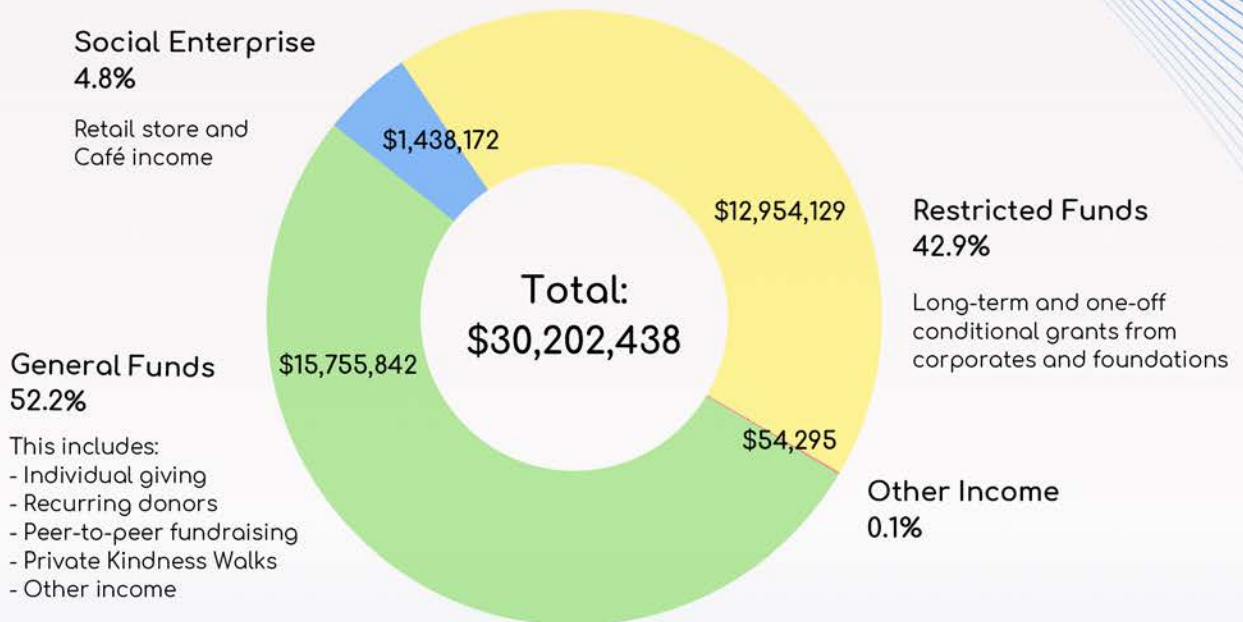
KITCHEN PARTNERS

Chellaram Foundation
FAB Foundation (Feather & Bone's registered charitable foundation)
Food Angel
HKEX Foundation Limited
Kalacove
Liberty Specialty Markets
Mr Peter Borer
Rosewood Foundation
S&S Hospitality Limited
The Association of Round Tables in Hong Kong Charitable Foundation
LRC Charitable Foundation
The Hong Kong Savage Club

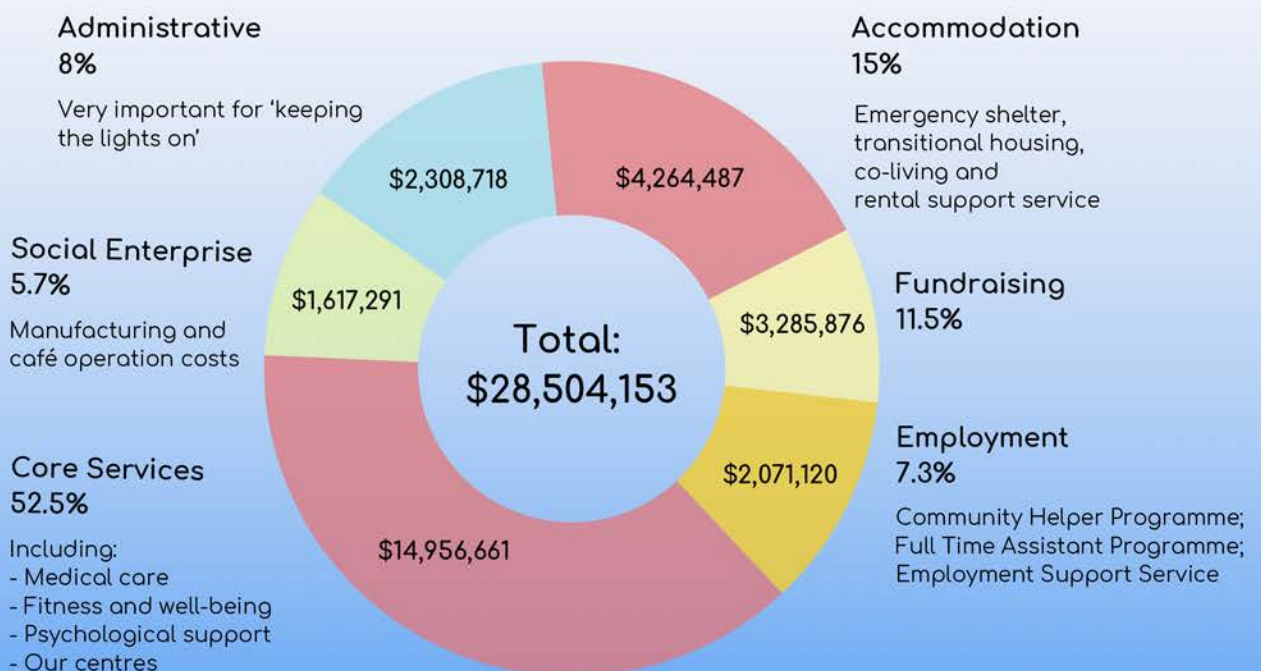
OUR FINANCE 2024-2025

APRIL 2024 - MARCH 2025

INCOME (HKD)



EXPENDITURE (HKD)



#KINDNESSMATTERS

Charity registration number: Section 88 91/15122



hello@impacthk.org



+852 2448 5200

29 – Community Centre:
G/F, Cherry Mansion, 29 Oak Street,
Tai Kok Tsui, Kowloon

100 – Sports & Counselling:
3B & 3F, 3/F and 5A, 5/F, Splendid Centre,
100 Larch Street, Tai Kok Tsui, Kowloon, Hong Kong



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