

A photograph of a middle-aged man with a beard, wearing a light-colored checkered shirt and brown trousers, sitting on a bed in a dormitory. He is smiling and looking towards the right. The room has a window with blue curtains and a white air conditioner on the wall. A bunk bed is visible on the right side of the frame.

同路舍 IMPACT

#KINDNESSMATTERS
Let us show you how much

IMPACT REPORT
2020-2021

Contents

| | | | |
|------------------------------------------|----|------------------------|----|
| About ImpactHK | 3 | Our Centres | 20 |
| A Story | 5 | Our Social Enterprises | 21 |
| Letter from Founder & CEO | 6 | 1ofaKind | |
| Letter from the Chairman of the Board | | Kindness Matters Shop | |
| Our Impact | 8 | Our Team | 23 |
| Homelessness in Hong Kong | 9 | Our core staff | |
| Our Programmes & Services | 11 | Full Time Assistants | |
| Overview and theory of change | | Our Finances | 27 |
| Outreach | | | |
| Basic Protection | | | |
| Accommodation | | | |
| Employment & Training | | | |
| Health & Fitness | | | |
| Elderly | | | |
| Community Education | | | |



A LITTLE ABOUT US

At ImpactHK we have a vision for an inclusive Hong Kong where everyone has a safe place to call home and cares for their neighbour.

We work with people experiencing homelessness to help them settle in a safe home, restore their mental and physical wellbeing, build their self-esteem and social capital and discover their purpose.

OUR BOARD

Chairman:
Nick Grenham

Directors:
Cliffon Andrew Jones Syngkon
Elizabeth Ann Seymour-Jones
Geet Goenka
Peter WH Wong
Sunil N Sujamani
Terri CG Appel

OUR BELIEFS

are at the core of everything we do

START WITH STRENGTHS

Everyone has skills and gifts to offer the community and the capacity to learn and grow. So we focus on building people's strengths, instead of dwelling on what they lack

PUT CLIENTS FIRST

We have a holistic approach that helps people make changes in all aspects of their life. We also strive to listen and learn from those with lived experience of homelessness and include them when we design services

EXPERIENCE VS IDENTITY

We are inclusive and believe that homelessness should be and often is a temporary experience, not an inherent part of someone's identity. It can happen to anyone and does not define a person

WHAT WE DO

- 1 Provide direct holistic support to people experiencing homelessness and empower them to transform their lives
- 2 Build community connections to increase collective understanding of homelessness and empathy towards the people who experience it
- 3 Stand up with those who lack the basic human right to safe housing

TING TING

“

I just care about
doing my best work.
If I can help the
elderly eat and sleep
well and have a
happy life, then
that's what matters

”



Ting Ting came to Hong Kong in 2006 when she married her ex-husband. She later became obsessed with Mahjong games and on one occasion, her friend persuaded her to try drugs while playing. She didn't realise that day would change everything, and she has described it as the worst decision of her life. It pushed her to addiction, poverty and depression. In the end, she was left with no family, sleeping on the street. Day after day, she witnessed people dying in Tung Chau Street Park. "Many people fell asleep and never woke up." She was very downhearted and hopeless by that time.

The change finally came when she met our volunteers on a Kindness Walk. "They handed me the bananas and eggs and invited me to get meal boxes in their centre.

It's just like when you're young and your mother tells you to come back home. It was simple but I knew someone still cared". The care and love finally touched Ting Ting's heart and she decided to turn over a new page in her life.

With the help of our case workers, Ting Ting gradually quit drugs and found a job. She is now working as a caretaker in the elderly home, taking overnight shifts every day. This job is by no means easy but Ting Ting is proud of her work. "Everyone gets old. I just want to do my best to help more elderly and more people." From then to now, Ting Ting has overcome great life changes. We are sure the smile of Ting Ting has brightened up many people's lives.

LETTER FROM OUR FOUNDER & CEO

Firstly I'd like to thank all of our donors, volunteers and supporters who've contributed over this past year. You have helped make a massive impact and we could not be where we are today without you!

Looking back to when I was first introduced to the homeless community seven years ago, I could never have imagined the progress we'd make. This is largely down to the care and dedication of our staff team, which has significantly grown over this period. I'm so proud of them for their passion and hard work.



This was a year of turmoil all over the world. Covid impacted everyone, but arguably those experiencing homelessness were among the hardest hit. While we were being told to stay home and isolate, the people we work with had no home to go to or friends or family to turn to.

When the government announced the closure of dine-in services it should not have been a major news story, but it was because hundreds of people in our city depend on McDonalds every night for safe shelter.

The thought of so many people being pushed onto the streets was not acceptable to us and we put out an urgent call for donations to get people into emergency shelter. Thanks to your amazing support we were able to provide immediate shelter to 50 people.

Throughout the last year I'm proud to say that ImpactHK remained open, in spite of the virus, serving meals and holding Kindness Walks daily. We didn't stop because our community depended on us. This care and extra support we provided during this time paid great dividends in so many ways and helped further build our trust with our friends outside.

We now have seven staff members with experience of homelessness and moving forward we want to offer more employment opportunities by expanding our social enterprises.

It is thanks to your support that we have been able to continue strengthening and improving and this beautiful movement would not have been possible without you. Together we can do this!

Kindness truly does matter and together we prove this more and more every day!

With gratitude,

Jeff Rotmeyer

LETTER FROM THE CHAIRMAN OF THE BOARD



2021 has been another extremely busy year for ImpactHK, with an increase in the range of core programmes, the addition of new staff and an expansion in the number of people that we're able to support on a daily basis.

But it was not an easy start to the year, with the pandemic and the associated restrictions crippling the community we work with. While the public was implored to stay indoors, people who experiencing homelessness were stuck outside without masks, hand sanitiser or food.

At the end of March 2020, overnight dine-in services were suspended and in response ImpactHK launched its emergency shelter project for the first time. Crowdfunding more than 600,000 HKD in under a week and hosting 50 people in hotels or guesthouses within a fortnight, the team provided much-needed protection to this group in the period of intense crisis. The emergency shelter project has now been developed into a long term core service, thanks to our valued guesthouse partners and generous funders.

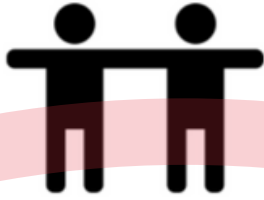
Last year unemployment was at a sixteen year high and new data shows that covid caused an 18% increase in homelessness in our city, largely caused by job loss. ImpactHK's employment interventions foster continuous learning through training and skills-development and provide opportunities to help people discover their purpose and build their self-esteem. This equips people with the tools to make a living in a meaningful job and create a brighter future for themselves.

This year we have also documented and standardised our core processes and data, which will help us with better impact measurement going forward.

However, none of the above would be possible without the generosity of our donors and the commitment of our staff and volunteers. I'd like to personally thank all of you for your contribution to the life-changing work that we do.

#kindnessmatters

Nick Grenham



20 community helpers on our programme each year



1200 volunteer hours dedicated to the community each month.



475 people supported by our outreach every week



3000 meals served weekly - in our centre and on the streets

OUR IMPACT



47% of ImpactHK employees have first hand experience of homelessness



11 areas served every week



320 people provided with shelter since we began in 2017



HOMELESSNESS IN HONG KONG

Between 2019-2020 there was a 22% increase in the number of registered street sleepers - up to 1,423. But agreement between non-profits serving this community is that the actual number is far higher, with a large amount of hidden homelessness in our city.

SOCIAL ISSUES THAT CAUSE HOMELESSNESS*

There is a housing crisis in Hong Kong. The monthly rent allowance (in this period) from the Social Welfare Department is \$2515, but the average cost of a bedspace in a 10.5 sq ft coffin home is \$2,500, so many people end up on the streets.

The average waiting time for public rental housing has climbed to 5.6 years – for single males it is as much as 3-4 times longer. And in the private rental market there is a chronic shortage of affordable housing.

Unemployment reached a 16 year high in 2020 due to the pandemic, resulting in widespread job loss in Hong Kong and an increase homelessness.

PERSONAL CHALLENGES THAT PEOPLE FACE

Many of the people we work with are facing physical or mental health problems, or issues with alcohol and drug use. We also work with adults who have intellectual disabilities and face literacy or numeracy barriers. Or they may lack confidence in their own skills and abilities and not recognise their own strength and resilience.

Many people who end up without a home had traumatic experiences during childhood or come from challenging family backgrounds. Sometimes it was abuse, other times it was an unstable environment, such as growing up in the care system.

These experiences can put people at risk from an early age - and can even lead to drug or alcohol dependence in adolescence. For some, substance abuse and addiction is one of the things that contributes to them becoming homeless. For others it is a coping mechanism that follows after they lose their home and is an attempt to deal with the many difficulties they face. Poor mental health is extremely widespread among people who experience homelessness, and many have never had sufficient diagnoses, treatment or help.

It is a complex mix of factors that forces someone to end up with housing.

*Source: [Social Welfare Department](#) (2021), [Time](#) (23 August 2018), [Demographia: 16th Annual Demographia International Housing Affordability Survey](#) (2020), [news.gov.hk](#) (20 July 2020)

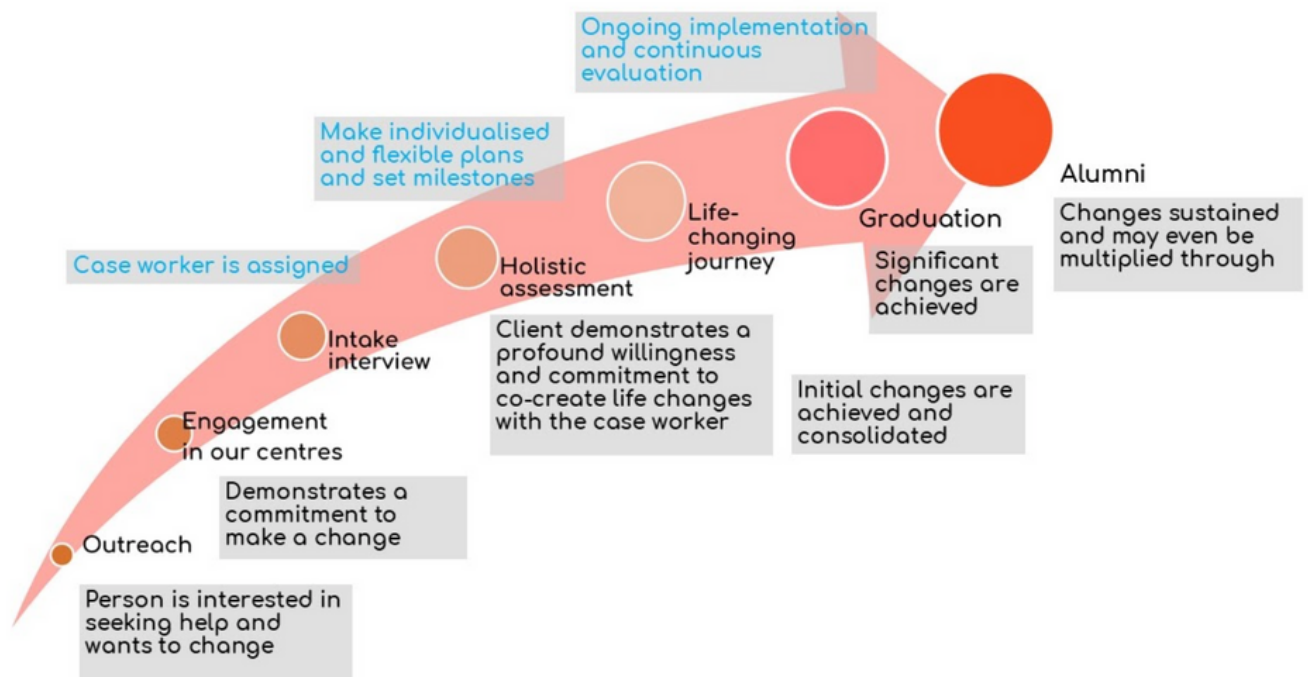


OUR PROGRAMMES & SERVICES

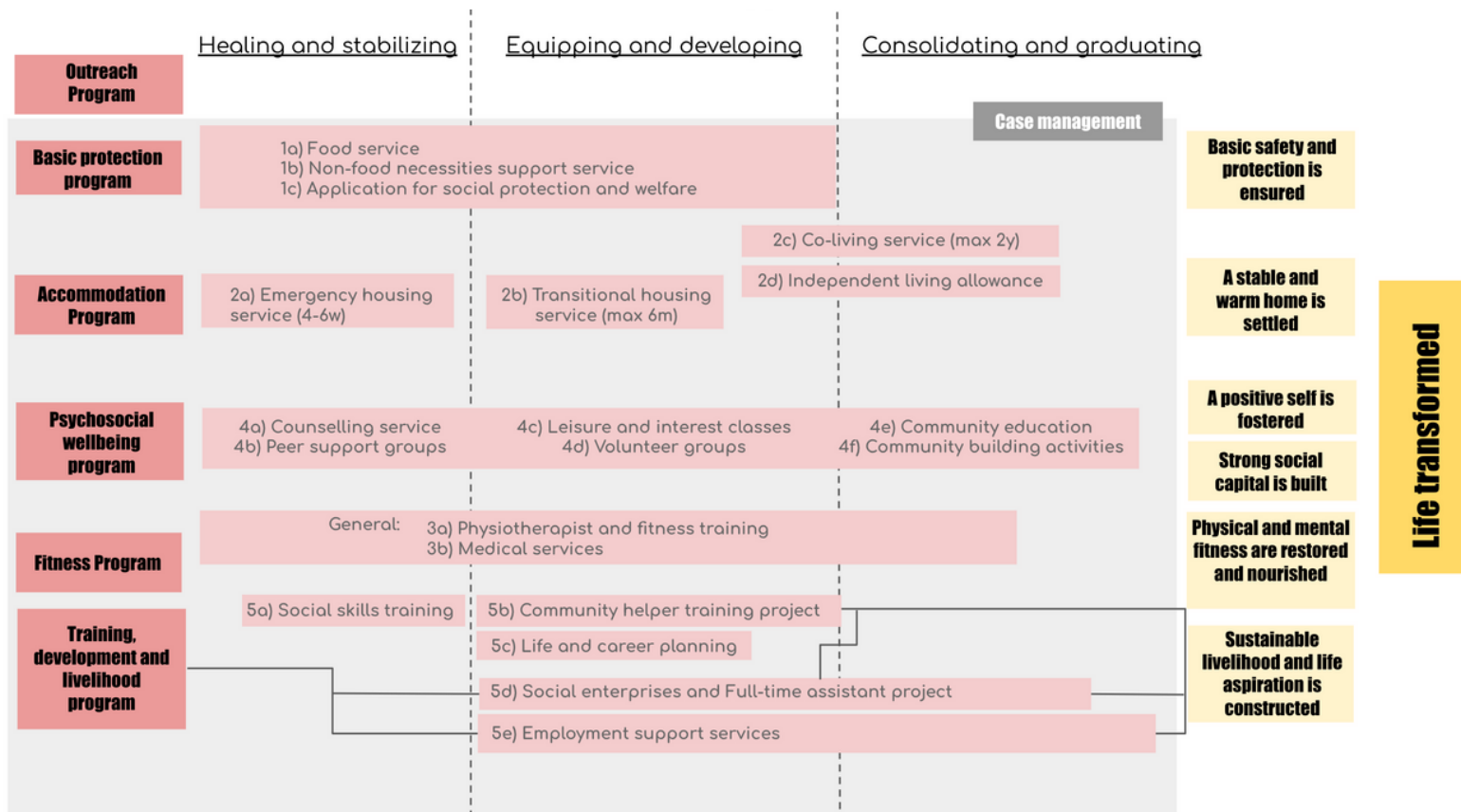
At ImpactHK we primarily work with people who are currently experiencing homelessness, providing a range of programmes and services to help people move on from the streets. We empower people to settle in a safe home, restore their health and wellbeing, build their self-esteem and discover their purpose.

We also build community connections to foster a better understanding of homelessness in Hong Kong.

THE LIFE TRANSFORMATION JOURNEY



OUR HOLISTIC APPROACH TO TRANSFORMATION





OUTREACH

We are out on the streets more than 60 times a month in locations all across Hong Kong serving much-needed resources to people experiencing homelessness. With the hard work of our incredible volunteers, we are able to help more than 425 people each week. We give out food, water, masks, hygiene products, clothing and more.

There are **3** key reasons why the Kindness Walks exist:

1. **Basic protection.** We believe that everyone has the right to food and basic necessities
2. **Building trust.** We make connections so that we can invite service users to come and visit us and use other services at our centres
3. **Inclusion.** We educate the community of Hong Kong to have an understanding of homelessness and empathy towards the people who experience it



We are always looking for volunteers to take part in our Kindness Walks. Once you have done ten walks you can even apply to become a walk leader yourself.

BASIC PROTECTION

Hong Kong is one of the world's richest cities, yet there are many people who do not have their basic needs met.

We have a resource bank providing hygiene products, sleeping bags, blankets and clothing. We also serve 300 meals 365 days a year from our centre and more on the streets.



New clients will be assigned an ImpactHK case worker who carries out an intake interview to assess needs and strengths. They can provide them with help applying for Comprehensive Social Security Assistance (CSSA) or public housing. They also refer them to any of our programmes that will be beneficial to helping on their life transformation journey. While they also start to build a relationship with the case worker.

ACCOMMODATION

Accommodation in a safe place is a critical part of helping people on their journey to independence. We have a range of different interventions, which range from short term shelter to longer term co-living.

Emergency Shelter

The purpose of the Emergency Shelter Service is to heal and stabilise - to provide people the urgent care they need in a crisis. It is usually for up to six weeks and service users must play their part in their journey by committing to stay in close contact with the case worker in this time. It was launched in response to the covid outbreak and participants stay in our partner guesthouses and hostels.



Transitional housing

The Transitional Housing Service aims to equip and develop our clients with skills and perspectives for their life transformation journey. It is usually 1-2 years and service users will be working on their long term housing plan with their case worker in this time.

Co-Living

This pioneering programme is designed to help people consolidate and graduate; moving on to independent living once more. It is for an average of two years and appropriate individuals are invited to apply and are matched with other ImpactHK clients. These residents share a 3-5 bedroom apartment with a living room and kitchen - and are responsible for paying their own rent and maintaining their home.



Rental Support Service

We are committed to empowering people to get homes of their own. On a case by case basis we will sometimes bridge the gap; offering financial assistance to help individuals to pay their deposit and first month's rent. This fosters self-reliance and gives our service users that financial leg up that is so often needed to access the Hong Kong private rental market.



EMPLOYMENT & TRAINING

Many of the people we work with have barriers to accessing employment and training. Some of them are ageing and struggle to keep pace with the digital and fast-changing world of work. There is fierce competition in the job market and covid caused a 16 year high in unemployment.

But at ImpactHK we believe in focusing on what is strong, rather than what is 'wrong'. We foster continuous learning and provide opportunities to help people discover their purpose and build their self-esteem. This gives people the tools to make a living in a meaningful job and to construct hopes and dreams for themselves.



Full Time Assistant Programme

This programme is suited to those who want to acquire skills by working for ImpactHK. We provide stable employment and a housing allowance, with on-the-job training in order to unleash potential in our clients. It fosters whole-person development, improves wellbeing and gives these participants a sense of pride in their own competence. It allows them to strengthen transferable work and social skills and they play an important role as ambassadors in the community.



Community Helper Programme

This is a work readiness programme that emphasises learning and serving the community, to help members transition to a more self-reliant life stage. Each cohort will learn from one another and develop their interpersonal skills - through social gatherings, volunteering in our centres, training workshops and much more. This year long programme enables people to make commitments and bear the responsibility of their choices and actions - and we will empower them to grow their own self-worth.



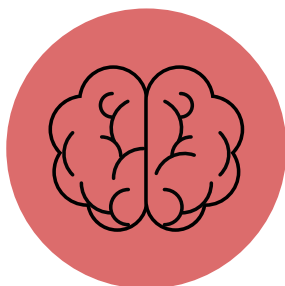
Employment Support Service

This service works with those who need support seeking work in the mainstream job market. It provides individual career counselling, helps to inform users of what is out there, as well as helping them to discover their aspirations and build self esteem. We also help to provide links to our network of employers and community resources. We also offer seminars on topics such as work safety and career planning.



HEALTH & FITNESS

We know that it is hard to make changes in your life if you're not feeling healthy and fit. We have a number of activities that seek to help people restore and nourish their mental and physical fitness.



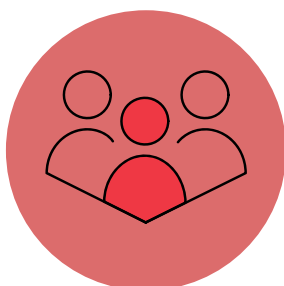
Mind

We empower people to improve their mental health



Body

We give people the tools to improve their physical health



Community

We foster connections and facilitate social capital

Though we were forced to periodically suspend classes in this period, the range still included:

| | | | |
|-----------|---------|---------------|-----------|
| FITNESS | KARATE | TABLE TENNIS | ENGLISH |
| YOGA | JUJITSU | PHYSIOTHERAPY | MANDARIN |
| BREATHING | BOXING | DJ | RETREATS |
| RUNNING | REIKI | SONG JAMMING | DAY TRIPS |



ELDERLY

An increasing number of elderly people are becoming homeless in Hong Kong. Many experience health issues but lack the knowledge to seek social welfare or take medication. Our integrated elderly service provides tailored support depending on each person's strengths and needs. Recently we have been helping our older clients to continue their learning with classes and also to reflect on their life experiences and share their story with each other.



COMMUNITY EDUCATION

There is a huge amount of stigma attached to being homeless, which makes it hard for people experiencing it to get back on their feet. But it is impossible to help these individuals unless the rest of society has an understanding about the situation. By sharing the stories of these people who get let down by society, we can all learn what a truly horrible thing it is to be without a home.

Education Programme

The work we do with schools and universities develops empathy in students through Kindness Walks and talks about our work. We often see that by the end of our sessions, these young people have totally re-evaluated their narrative about people who are homeless.



COMMUNITY CENTRE

29 Oak Street, Tai Kok Tsui, Kowloon

Open daily 10-7pm

Serve 2,000+ meals weekly in this location



our centres



SPORTS & COUNSELLING CENTRE

100 Larch Street, Tai Kok Tsui, Kowloon

Open by appointment 10-7pm

Classes, activities and workshops

Opened in
May 2021



OUR SOCIAL ENTERPRISES

In 2020 we launched into the retail space giving people an opportunity to make a difference with their dollars.

We believe in being kind to people and the planet. So we offer customers the chance to give a new home for clothes going to landfill while we provide meaningful, stable work for four people who are experiencing homelessness.

10FAKIND

18 Man Wai Street, G/F Man Wai Building, Jordan, Kowloon

At our samples store in Jordan you can browse through our adults and kids clothing, shoes and accessories, from high street favourites. Here we employ four people who are experiencing homelessness and also offer affordable clothing for the local community. All clothing is brand new and 100% of profits go to ImpactHK.



KINDNESS MATTERS SHOP

www.kindnessmattersshop.org

At the Kindness Matters Shop you can get your hands on our popular #KindnessMatters merchandise, including our very own freshly roasted coffee, caps, t-shirts and mugs. We also have special gift hampers and selected products from like-minded partners.





O UR TEAM



JEFF ROTMEYER FOUNDER & CEO

Originally from Vancouver, Jeff came to Hong Kong in 2005 for a teaching position in a Hong Kong public school. Soon after arriving Jeff got involved in charity work and was introduced to a group of people experiencing homelessness and living in Sham Shui Po. This meaningful evening was an eye-opener for him and evolved into monthly - and now daily - visits to give food to the homeless community.

He founded ImpactHK in 2017 and thanks to the support of thousands of caring volunteers, we have collectively made a huge impact for those experiencing homelessness in Hong Kong.

Jeff is passionate about standing up for marginalised communities who are typically held back and unfairly judged. He is dedicated to serving people who are homeless in Hong Kong and sees his role as an enormous privilege.



HUANG MIN

HEAD OF OPERATIONS

Min is an experienced leader with an MBA and brings a wealth of private sector knowledge. She is responsible for all matters relating to the ImpactHK Board of Directors and manages finance, HR, administration, legal and company secretary. She also oversees our retail shop 1ofakind and the Kindness Matters online store.

TSZNING YEUNG

HEAD OF PROGRAMMES

Born and raised in Hong Kong, Tszning is a registered social worker with expertise in supporting marginalised communities. She takes care of all things programme and impact management - including basic protection, accommodation, employment & training, health & fitness, community education and our elderly service. She also oversees our centres and any partnerships with other service agencies or NGOs.



CHARLOTTE TOTTENHAM

HEAD OF PARTNERSHIPS & DEVELOPMENT

With a background in journalism, Charlotte also brings experience from the charity sector on three continents. She looks after all things related to fundraising, marketing and communications, which includes corporate partnerships and events. She also manages the volunteer programme and ImpactHK's outreach on the streets across Hong Kong.



GREG MARCH
BUSINESS DEVELOPMENT MANAGER



DEEP NG
SENIOR CASE WORKER
(REGISTERED SOCIAL WORKER)

MANI CHAN
SENIOR MARKETING &
FUNDRAISING OFFICER



AMY MAK
SENIOR ACCOUNTING OFFICER



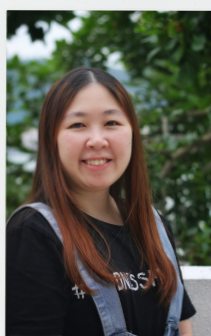
ANNABELLA CHENG
PROGRAMME OFFICER



ADRIAN NG
CASE WORKER
(REGISTERED SOCIAL WORKER)



ARIEL LAU
CASE WORKER



CANDICE CHU
OUTREACH OFFICER



ERIC KWONG
COMMUNITY CENTRE SUPERVISOR



KEN YUE
ADMIN & WAREHOUSE OFFICER



IRA FAN
LEAD COUNSELLOR



KATHRYN YUEN
SHOP SUPERVISOR



OMEGA CHIU
HR & ADMIN OFFICER



TONY HO
CASE WORKER
(REGISTERED SOCIAL WORKER)



FULL TIME ASSISTANTS

Jobs under employment programme. More information available on p.16



AH LIK CHU



KA MAN NG



CINDY TSE



PETER LEUNG



WILLIAM WOODS



SAI KEUNG KEUNG

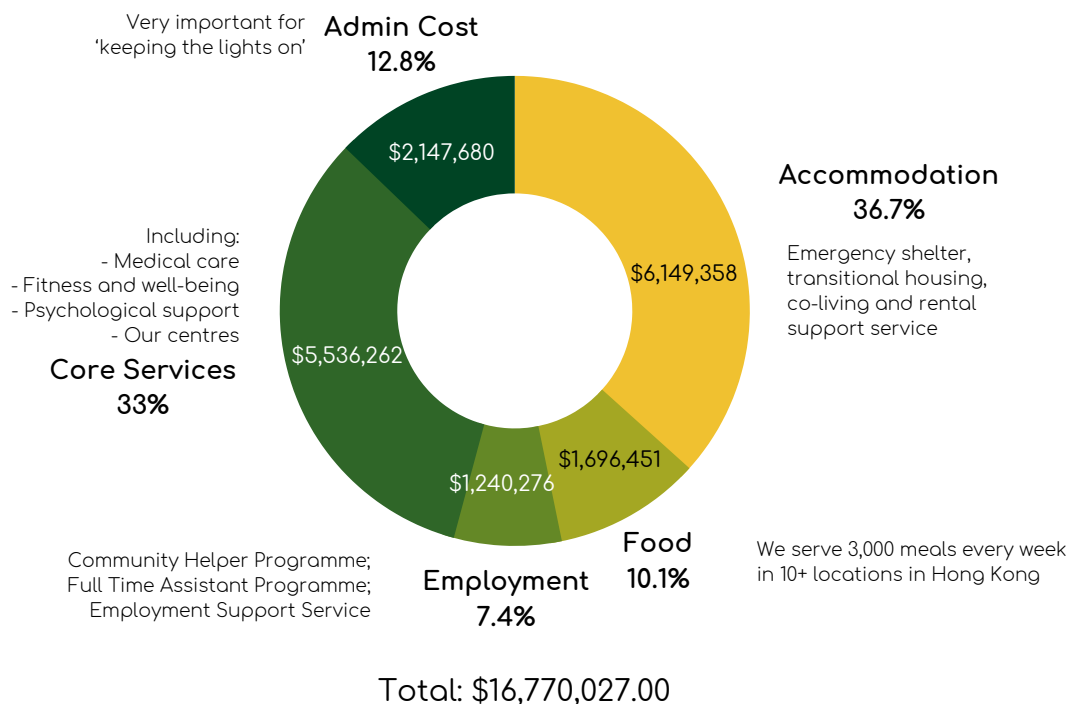
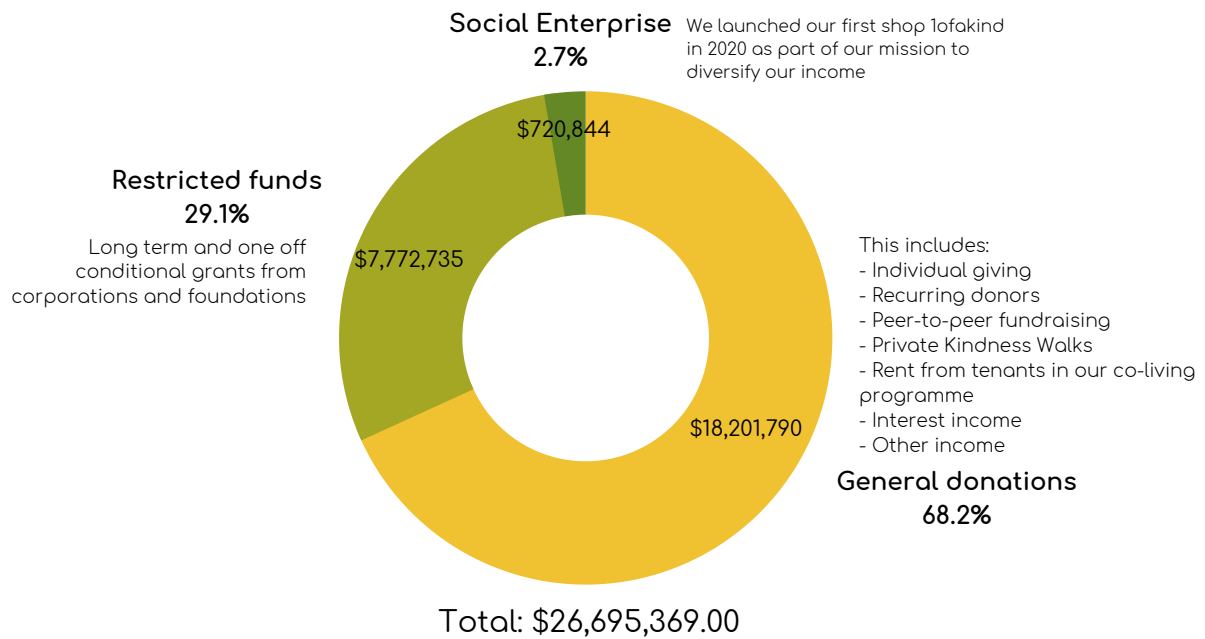


CHEONG KAN

OUR FINANCES

We are grateful for every gift donated to ImpactHK and are careful to spend the funds where they are most needed. Below you can see how your money is transforming the lives of the homeless in Hong Kong.

APRIL 2020 - MARCH 2021 (HKD)



#KINDNESSMATTERS

DESIGN CREDIT: ETHAN KIM

PHOTO CREDIT: KEVIN LIU, BEN MARANS, CALVIN LO

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

1ofaKind – Shop:
Shop 8, G/F, Man Wai Building, 18 Man Wai Street,
Jordan, Kowloon, Hong Kong



WWW.IMPACTHK.ORG