

Simon K.Y. Lee Foundation  
李國賢基金會

# THE ROAD TO EFFECTIVE PHILANTHROPY

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11 August 2014  
Sindy Yeung



# Simon K.Y. Lee Foundation 李國賢基金會

(Set up in 1985 by the late Dr. Simon Lee)

**Board of Directors**  
(Family members of Dr. Simon Lee)



## Advisory Committee

- Prof Nelson Chow
- Prof Linda Lam
- Dr. Edward Leung
- Dr. Lam Ching Choi
- Ms. Ophelia Chan

## Advisory Committee

- Prof Cheng Kai Ming
- Mrs. Justina Leung
- Dr. Sanly Tsang
- Mr Cheung Hing Wah

# Restructuring in 2000s

## BEFORE

- No specific focus
- No specific mission
- Mainly hardware projects e.g. student halls and care home
- Passive; merely responding to funding requests
- Merely cheque writing
- Did not know the effectiveness
- Relying merely on the grantees
- No specific strategy



## AFTER

- Elderly care and deprived children's education
- To improve quality of life of elders and tackle intergenerational poverty through education
- Social service projects addressing specific needs
- Proactively looking for service gaps and partners and initiating projects
- Active involvement, e.g. design of service specifications and monitoring
- Evaluation by academic study
- Lining up stakeholders e.g. academics, NGOs, professionals
- ***Identify the Problem → Find a Solution → Leverage the Impact***

# Strategy

## 1. Identify the Problem

- In critical need
- Neglected
- Insufficient funding
- Inadequate service

## 2. Find a Solution

- Lining up stakeholders, e.g. NGOs, academics
- Research cum service projects – RCT
- Evidence-based intervention with proven effectiveness

## 3. Leverage the Impact

- Service development - encourage more NGOs to apply the solution
- Policy change – convince the Government to adopt the solution

## Example 1

### Active Prevention & Early Detection of Cognitive Impairment Project ("APEC")

先知先覺  
認知障礙預防計劃 APEC



# Identify the Problem

## Dementia

- Incurable
- Prevalent --10% of population aged 70 or above
- Aging population -- By 2039, 28% of population will be elders
- Low awareness -- Only 10% of cases are diagnosed
- Inadequate service -- Self-financed;  
-- Targeting elders who are **already** demented

# Find a Solution

- Early Detection and Early Intervention
  - Active prevention approach
  - MCI elders (**before** being demented)
  - Slow down cognitive deterioration (lower risk and delay onset)
- Partnership with Stakeholders
  - Prof Linda Lam of CUHK
  - 3 NGOs
- Devise an Evidence-based Model with Proven Effectiveness
  - RCT (research cum service)
  - 550 MCI elders
  - Structured physical and cognitive activities
  - 3 times a week for 12 months
  - **Results: 93% elders had overall improvement or maintenance in cognitive functioning**

# Leverage the Impact

- **“APEC” Model**

- Structured physical and cognitive activities, e.g. Tai Chi, dancing, chess, calligraphy
- Social elements to enhance compliance
- 3 times a week
- Other elements:
  - community education
  - carer support
  - young-old volunteers





# Leverage the Impact (con't)

- Service Development
  - Funding for NGOs
  - 11 NGOs with 44 service units
  - 16 districts in HK, Kln and NT
  - 990 MCI elders
  - 200 young-old volunteers
  - ***At least 1 NGO plans to spread and continue the service***
- Professional Development
  - Training workshop
  - Ongoing onsite support
- Ultimate Aim: Policy Change
  - Gov't adopts the Model/ funds MCI service in all elderly centres



## Example 2

### Simon K Y Lee Children's Fund – FLY Project

李國賢兒童基金

Simon K Y Lee Children's Fund

樂啟航   
FLY Project





# Identify the Problem

## Development Gap between Rich and Poor Children

- Early years are critical – foundation for later learning, development and success
- Most deprived families lack capacity to provide necessary nurturing
- Service for deprived preschoolers are inadequate
- Deprived preschoolers lag behind peers as early as when entering kindergarten → gap widens as children grow up

# Find a Solution

- Quality Early Education Service
  - Children aged 0 to 3 from deprived families
  - With no access to nursery school or creches
  - Intervention before kindergarten entry (“vacuum” period)
  - Parenting
  - Holistic: cognitive, language, self-care, gross and fine motor etc.
- Partnership with Stakeholders
  - Prof Cynthia Leung of PolyU and Dr Sandra Tsang of HKU
  - 2 to 3 NGOs
- Devise an Evidence-based Model with Proven Effectiveness
  - RCT (research cum service) in 2015
  - 90 parent- child dyads
  - Playgroup + parenting course
  - 60 sessions /1 year
  - Expected outcome:  in child learning and parenting efficacy;  in child behaviour problems and parenting stress

# Leverage the Impact

- FLY Model
  - Available in 2016
  - Proven effectiveness in enhancing children's learning and parenting skills
  - 60 sessions of playgroup plus parenting course
  - Children aged 1.5 to 2.5 from deprived families
- Service and Professional Development
  - Encourage more NGOs to use the Model
  - Programme manual
  - Training
- Ultimate Aim: Policy Change
  - Gov't adopts the Model/  
funds NGOs to provide service for deprived preschoolers



# Effective Philanthropy

Does NOT depend on...

- Amount of money donated
- No. of projects funded
- No. of beneficiaries or participants

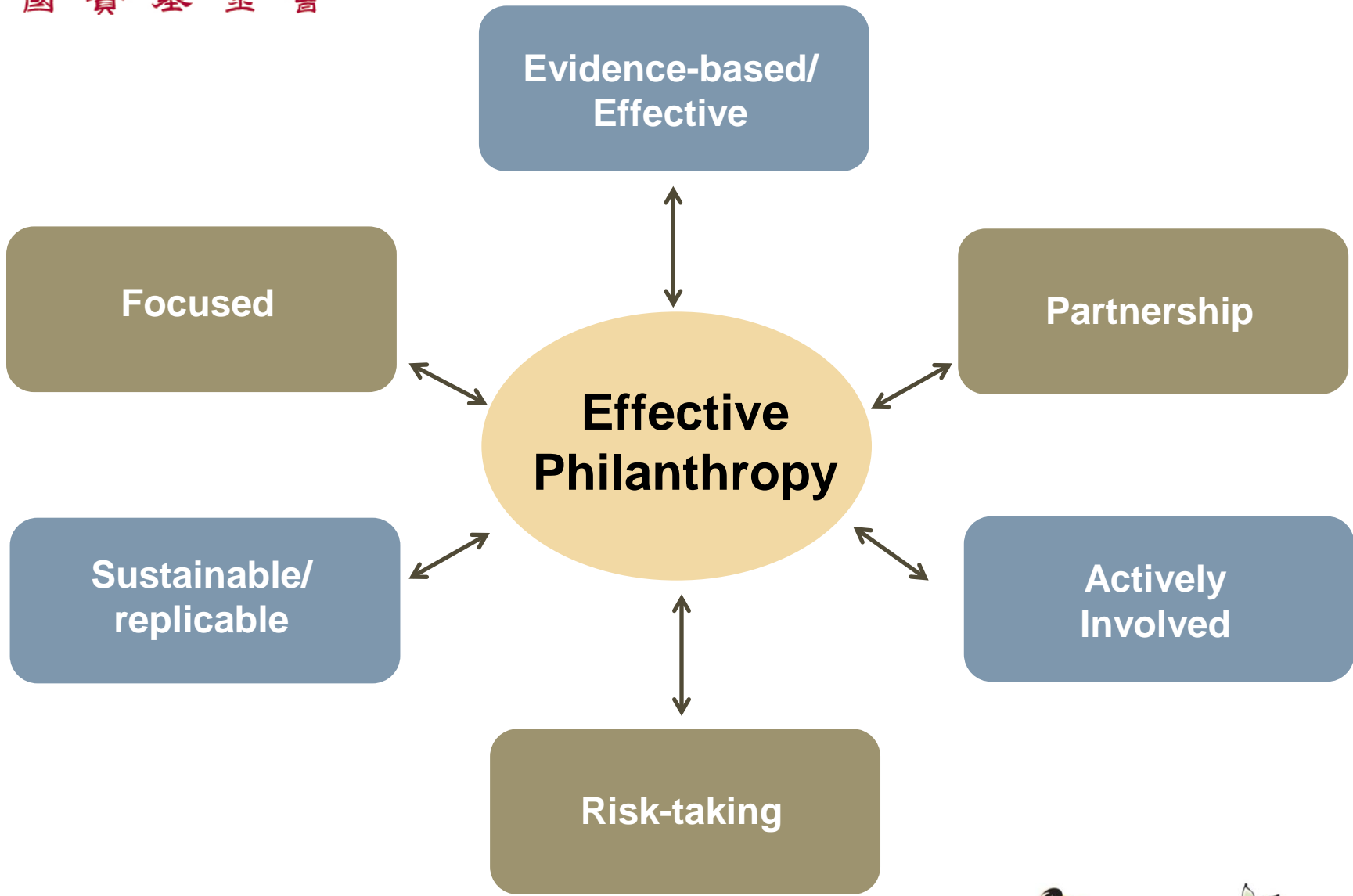
But about ***Impact, Change, Accomplishment of Goals***

## **Project Level:**

- Have the beneficiaries really benefited?
- Has the project fulfilled its outcomes?

## **Foundation Level:**

- Has its work created any impact on the ***community***?
- Has its work helped to accomplish its mission/goal?



# Thank You!

