

Abstract

The Simon K Y Lee Foundation has reformed its funding strategy after 2007. Instead of merely responding to funding requests, the Foundation now proactively looks for social problems and service gaps in specific areas and then lines up stakeholders to create evidence-based solutions together. Evaluation plays a crucial role as it tests the solutions devised, enabling the Foundation to disseminate those with proven effectiveness to wider beneficiaries and thereby leveraging the impact. In the Forum, Cindy will share the experience of the Foundation trying out this new strategy through examples of its flagship elderly project and children's project; and how this strategy has brought new perspectives to evaluating the Foundation's work.