## With the Community

## For the Community



Mr. Charles Chong Founder L Plus H Community Interest Co. Ltd.

#### L Plus H CIC:

#### The Making of an Inclusive & Collaborative Platform

#### Mission

- Enrich the job ecology
- ➤ Help the lesser privileged families by helping their children
- ➤ Bring good exposure to our community

#### Structure

L Plus H Community Interest Co Ltd 綿徳社利有限公司 (2008)

Capital 資金

金

L plus H Fashion CIC Ltd 綿徳服裝有限公司 (2009)

We R Family Foundation Ltd 幼吾幼慈善基金 (2010) L plus H Creations Foundation Ltd 弦動創意基金會 (2013)

## Collaboration for doing good is desirable because it leads to

- > Innovation
- Leveraging joint efforts
- ➤ New collaborations

## **Leveraging Collaboration**

**Intended** 

**Tangible** 

Intangible

Showcase Hong Kong values & spirit

L plus H Creations Foundation Ltd

5500 Students and Teachers, 48 Trainings

Under good guidance, everyone excels



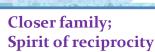




New policy

We R Family Foundation Ltd

4000 Students, 800 Secondary Students, 96 Primary Schools, 24 Secondary Schools, Parent Workshops









Promote CIC vehicle

L plus H Fashion

80 Jobs, Breeding Ground for Designers, Lab for Innovation

'Make in Hong Kong' label to promote 'With the Community For the Community' spirit



A Core Group of Like-minded Business Veterans

## **Organic Collaboration Network**

#### Collaboration with Professionals, Industrialists, L plus H CIC Victor, Arkin... Young designer **Entrepreneurs RTHK** Collaboration with Industrialists. **HKAS** L plus H **Entrepreneurs**, Fashion designers, Knitwear artisans, experts in product development and 黃金時代基金會 **Fashion** industrial engineering 好好百貨 (Enrich job ecology; Provide choices for all ages; 仁爱堂 Nurture new designer) **Collaboration with NGOs & Social Enterprises** 香港信義會社區服務中心 Oualified Teachers / Retired Principals & 婦女基金會何郭佩珍中心 Collaboration We R Family Educators between Educators 國際青年商會香港總會(JCI) **Foundation** and Social Workers Caritas - Educational VERTICAL EXPO SERVICES CO LTD (333 Learning Companion Psychologist & Social Leadership Program -Workers **Corporate Donors** Alleviate burden of grassroots families through **Primary Schools** Collaboration between Commercial, Social helping their children) Welfare Sectors & the Government Secondary Schools **School Bus Operators** Ruby Yang, Nick Collaboration Ho... between Educators L+H Creations Chelsea Football Club and Performing **Arts Specialist Foundation** Government Partnership Fund (Musical & Movie - Re-build Lee Hysan Hong Kong Play Work Association positive values and Foundation, Collaboration with character of HKU (IMSC), Government, underprivileged teenagers H.K.S.K.H Tung Chung Integrated Services Swire, Asia Mile, Commercial. using Arts and Character **Charity Foundation** Secondary **Education**) & Education Schools,

Government

Officials

Sectors

#### **Collaboration (Case 1)**

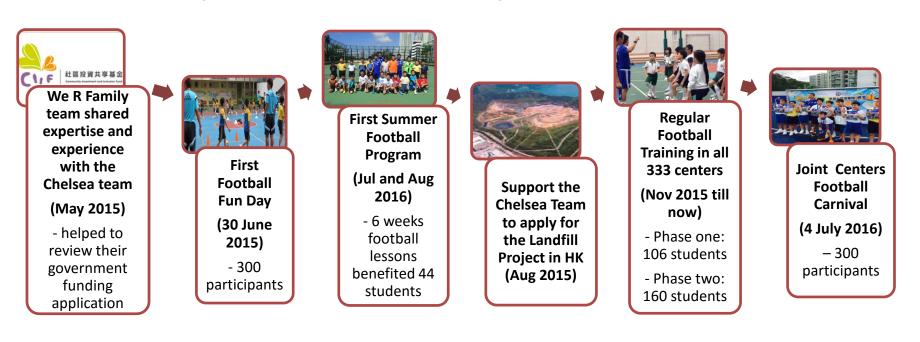
• We R Family Foundation (333 Learning Companion Leadership Program)

Goal: Increase exposure and enrich the life of underprivileged children through sports/music/arts and build children's confidence and social skills.

Action: Look for proven and reputable partners with expertise to provide a unique experience that will benefit the 333 students.

#### Chelsea Football Club Soccer School Hong Kong

Provides free high-standard football training to 333 students

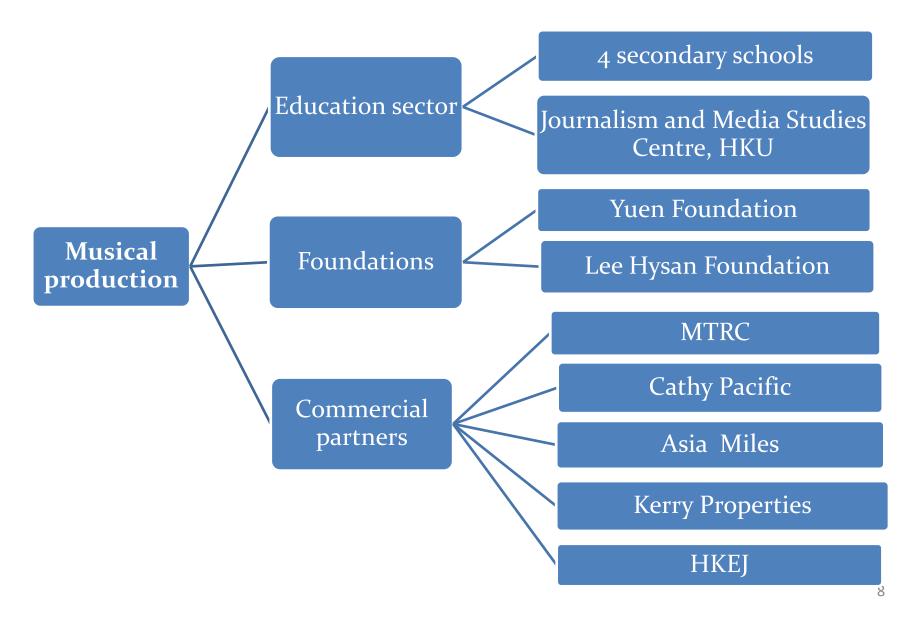


#### Collaboration (case 2): My Voice My Life 《爭氣》

http://www.myvoicemylifemovie.com/



#### Musical "Awakening" Collaborators (selected)



#### "My Voice My Life" Collaborators (selected)

Film Viewing & Film Film Film Production Distribution Promotion Educational **Activities** School of **Prominent HK Jockey** Film & TV, **EDKO** Club directors, **APA Films** Charities actors, actresses Trust **CNEX** The Swire Broadway Group **Educators** Cinema Visible Charitable Networks Record Trust

#### L Plus H Collaborators

- > Individuals
- Schools and Universities
- Businesses
- > Artists
- > NGOs
- Charity foundations
- > HK Government

#### **Elements to Good Collaboration**

- Engagement (involving foundations in boards)
- > Effective communication
- Specification of roles
- Open-mindedness (accept change and new ideas)
- Willingness to take positive, calculated risks
- "Don't settle for less" mentality
- Picking "best" partners









## 無非 (Inclusion)

無念 (Good intention)

無我 (Humility)





# Collaboration works Collaboration deepens Collaboration continues.....

LOVE + HORE

Thank you!

