

RETHINK

foundation

RETHINK FOUNDATION

IMPACT REPORT
2023 - 2024





Table of Contents

About the ReThink Foundation

About ReThink HK

Mission & Values

Letter from the Founder

Advisory Board

Partnerships: Collaborating for Impact

Humanity Seekers Cooking for More Good

Peace: A New Literacy

Light Up Together

Capacity Building Programme: Empowering NGOs

Looking to the Future: The ReThink Foundation



About the ReThink Foundation

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Here's how your ticket is supporting impact projects in Hong Kong

more good
Humanity Seekers
JUSTICE CENTRE HONG KONG

PEACE
GENERATION
和平世代
The Hong Kong Association of
the Heads of Secondary Schools

跑在黑暗
RUNNING IN
THE DARK
RUNNER

By supporting these projects, with the shared objective of bringing communities together for greater impact, all attendees and supporters of ReThink HK will be contributing to advancing amazing work, by amazing organisations, that will make a real difference to the lives of disadvantaged communities and work to improve awareness and action for social and environmental causes.

Scan to find out more

The ReThink Foundation is Hong Kong's leading platform for rethinking how we can harness partnerships to maximize our collective social impact. Our mission is to empower NGOs to leverage strategic partnerships in optimising social value creation.

The ReThink Foundation works to unveil the transformative potential within Sustainable Development Goal 17 (SDG): Partnerships for the Goals. Only through synergizing our diverse strengths and resources can we exponentially amplify our collective impact, and drive sustainable progress. At the heart of the ReThink Foundation's mission lies a deep commitment to harnessing the power of partnerships for social change. From our flagship event, ReThink HK, to the Foundation's ReThink NGOs program, the ethos of collaboration is seamlessly integrated into all our initiatives.

About ReThink HK



ReThink HK is Hong Kong's most ambitious and well-attended B2B conference for sustainable development. Bringing together experts from all industries, our flagship event employs cross-sector, private and public collaboration to accelerate sustainable development in Hong Kong, and beyond. It serves as a platform for organisations to align sustainable business practices at every stage of their value chain, showcasing innovative solutions to accelerate sustainability transformation. ReThink HK is generously supported by the ReThink HK Advisory Committee, which provides key insights into how we can best address the needs of the Hong Kong events industry ecosystem.

As ReThink HK has been awarded the ESCAP Sustainable Business Network ("ESBN") Asia-Pacific Green Deal Green Badge in 2023, the platform continuously supports ESBN in advocating for business leadership through the implementation of the 2030 Agenda for Sustainable Development. Thus, the platform also tailors its core operations to reflect environmental, social, and governance (ESG) best practices.

Mission & Values

Mission Statements for the ReThink Foundation

- **Empowering Hong Kong's NGOs** through a hub of funding, capacity-building, and support to drive sustainable impact.
- **Driving sustainable change** by fostering collaborative partnerships that amplify social and environmental progress.
- **Uplifting the local community** by channeling all ReThink HK delegate proceeds to support impactful social and environmental initiatives.

Core Values of the ReThink Foundation


- **Collaborative Synergy:** We strongly believe in the power of partnerships to unlock new possibilities for social change.
- **Innovative Spirit:** As pioneers, we embrace creativity and continuous improvement to find novel solutions to pressing social challenges.
- **Educational Leadership:** We are committed to raising awareness and leading by example in our framework for leveraging collaborative partnerships to accelerate sustainable development.

Letter from the Executive Director



As the Executive Director of The ReThink Foundation, it is with great pride and humility that I share our first ReThink Foundation Impact Report with you. 2023 was the inaugural year of The ReThink Foundation, establishing it as Hong Kong's leading platform for rethinking how we can harness partnerships to maximise our collective social impact. The Foundation's mission remains steadfast: to empower NGOs to leverage strategic partnerships for greater impact on social and environmental projects.

From ReThink HK to our ReThink NGOs program, the ethos of collaboration is seamlessly integrated into all our initiatives. We believe that by working together, we can create innovative solutions that address the pressing challenges facing Hong Kong.



The ReThink NGOs Program aims to transform how NGOs operate within the Hong Kong community. This program is funded entirely by proceeds generated from delegate pass sales for ReThink HK, allowing us to provide essential funding, capacity building, and engagement opportunities for organisations. With your continued support, we can further enhance these initiatives and expand our reach, ensuring that we uplift those who are dedicated to making a difference.

As we look forward to the future, I am excited about the possibilities that lie ahead. Together, we can continue to drive impactful change and foster a culture of collaboration that benefits all. Thank you for being an integral part of The ReThink Foundation's journey. Your support empowers us to make a meaningful difference in the lives of many.

With deep appreciation,

Chris Brown

Executive Director

The ReThink Foundation





Advisory Board

The ReThink Foundation's advisory board plays a vital role in our mission, bringing together experts from diverse sectors. This diversity enriches the Foundation's strategic direction, enhances decision-making, and ensures that initiatives are relevant to the communities served. By incorporating a wide range of perspectives, the advisory board helps the Foundation to better understand and advocate for the needs of underrepresented groups, ultimately increasing its credibility and impact.

We would like to express our sincere gratitude for the time each advisory board member has set aside to contribute to the ReThink Foundation. Thank you for bringing your valuable expertise.



ReThink Foundation

Advisory Board 2023 – 2024

Chelsea Perino is a marketing professional with a degree in Anthropology and Linguistics from NYU. After a transformative journey in Cape Town, where she led marketing for a startup, she returned to New York to earn her MA in Public and Organisational Relations. Living in Hong Kong, she is the Managing Director of Global Marketing & Communications at The Executive Centre, Asia's leading flexible workspace provider. Chelsea is passionate about cultivating a positive organisational culture and aims to enhance team dynamics and productivity through a new global marketing strategy and rebranding efforts.



Chelsea Perino



Mark Harper

Mark Harper is the Group Head of Sustainability at Swire, responsible for leading the global sustainability strategy and integrating sustainable practices into the company's business model. With nearly 20 years of experience, he previously managed ESG disclosures at Swire and has held senior roles in notable NGOs focused on corporate sustainability. Mark is also involved with various organisations, including the Business Environment Council and the British Chamber of Commerce in Hong Kong, showcasing his commitment to advancing sustainability initiatives.

Kalmond Ma is an experienced NGO manager and sustainability / philanthropic specialist with over 20 years in corporate social responsibility and community mobilisation. He is currently the Director for Hong Kong Social Impact and Innovation Initiatives at the Rustandy Center for Social Sector Innovation, University of Chicago Booth School of Business. Kalmond oversees social impact programming for The Hong Kong Jockey Club Programme on Social Innovation and leads initiatives across Asia. His previous roles include senior positions at HSBC Trustee, WWF-Hong Kong, and the Make-A-Wish Foundation. He holds degrees in environmental sciences and an Executive MBA.



Kalmond Ma



Kiri Sinclair

Kiri Sinclair is the Founder and CEO of Sinclair, a leading integrated communications agency in the Asia Pacific, established in 2009. With over 20 years of expertise in brand building and crisis communications, she is a recognised industry leader and speaker. Kiri holds board positions with several organisations, including The Marketing Society and PRCA APAC, and has received accolades such as PR Agency Head of the Year by Campaign Asia in 2018. An MBA graduate from the University of Hong Kong, she is dedicated to mentoring emerging talent and driving positive change in the communications field.

Paul McComb is the Executive Director of the British Chamber of Commerce in Hong Kong. Previously, he was the Director of UK Exports at the UK Department for International Trade, where he developed strategies to achieve £1 trillion in exports by 2030. He played a key role in helping British exporters adjust to post-Brexit trade and recover from the pandemic. Paul also served as Director-General for Trade and Investment in Hong Kong, where he led the GREAT Festival of Innovation in 2018, boosting UK-Hong Kong trade by £360 million and promoting collaboration in areas like smart cities and FinTech.



Paul McComb



Christy Kan

Christy Kan is a trilingual journalist based in Hong Kong, aspiring to become a multimedia journalist dedicated to amplifying the voices of the marginalised. Currently a TV news reporter for Now TV News, she covers a wide range of topics including politics, climate, health, and technology. Previously, she worked as a news reporter at TVB Pearl News, focusing on local affairs and public health, and as a reporter/producer at i-Cable News, where she highlighted social issues and positive community stories. Her experience also includes internships at Coconuts Hong Kong and Mizzima Media in Myanmar, where she reported on LGBTQ rights and the Hong Kong protests.

Partnership Report: Collaborating for Impact

At the ReThink Foundation, our journey towards creating meaningful social change has been profoundly enriched and enabled by our dedicated partners. Their expertise, resources, and unwavering commitment have been pivotal in our mission to foster sustainable social innovation and empower communities. This report recognises and thanks these organisations and individuals for their vital contributions.

HandsOn Hong Kong



Special thanks go to Catherine Dannouni and Bixian Lin from HandsOn Hong Kong for their unwavering support. Hands On is a close partner who shares the Foundation's vision to support and empower the non-profit sector to thrive. Their mission is to empower every individual in Hong Kong to volunteer and for no charity to serve alone. HandsOn shares their expertise to our community on how to partner with another NGO and successfully collaborate on impact projects. Their dedication has not only strengthened the fabric of our community but has also been a cornerstone of our efforts to drive collective impact.



Rustandy Center for Social Sector Innovation

Huge thanks go to Kalmond Ma and Iris Choi from the Rustandy Center at Chicago Booth who have been key in our development of the Foundation. Celebrating a decade as a hub of social impact, the Rustandy Center has provided us with invaluable insights and tools derived from the integration of business fundamentals with cutting-edge research. Their support has enabled us to advance our social innovation initiatives and strengthen our network of impact-driven leaders.

The D. H. Chen Foundation



We extend our thanks to Alvin Wong and Tammy Liu from the D. H. Chen Foundation. Their guidance has been transformative in how we decided to run the Foundation, focusing on capacity building and community building. Their philosophy of compassion and proactive engagement in the community has inspired our work and multiplied our impact.



Humans Matter

We are immensely grateful to Joyce Wong and the Humans Matter team for their support of our NGO grantees through the Capacity Building Programme. Humans Matter's innovative approach to cognitive design and their commitment to enhancing the capacity of individuals and organisations aligns perfectly with our goals. Their work is instrumental in facilitating successful business transformations and societal evolution, essential for our grantees' success.

Thank You to Our Partners

The synergy between the ReThink Foundation and our partners has been integral to our achievements. Each partner has brought unique strengths and resources that have enabled us to navigate the complexities of the social impact space effectively. We are deeply appreciative of their partnership and look forward to continuing our collaborative efforts to create a more equitable and compassionate world.


Together, we are setting the stage for a future where innovation and compassion drive social progress. On behalf of the entire ReThink Foundation, thank you to all our partners for their commitment and support. Your contributions are not just aiding in our growth; they are helping shape a better tomorrow.



The Projects

In early 2023, we invited NGOs to submit their applications that align with our mission of fostering collaboration for social and environmental sustainability in Hong Kong. Our criteria emphasised the importance of partnership, requiring that each application include at least two collaborating organisations.

We received an overwhelming response, with over 50 applications submitted for consideration. Each proposal was reviewed and scored by our advisory board. Following this, the top eight projects were selected for in-depth discussion during our board meeting. The selection of the top three projects were announced at ReThink HK 2023. We are proud to show you the impact they have created over the past year. These initiatives exemplify the spirit of collaboration and innovation that we strive to promote in our community.



Humanity Seekers Cooking for More Good

Cooking for Change: Empowering Refugees and Combating Food Insecurity in Hong Kong.

Vision of Project

"Refugees Cooking for More Good" was launched by Humanity Seekers, Justice Centre and More Good aiming to empower refugees and tackle food insecurity in Hong Kong. By engaging refugees in community service, the project fosters purpose and promotes social development while bridging communities.



Objectives

- To empower refugees to engage actively with society through volunteerism.
- To alleviate food insecurity by providing nutritious meals to vulnerable communities.

Refugees in Hong Kong often face social marginalization and exclusion, coupled with limited access to employment. Simultaneously, food insecurity remains a critical issue for low-income families and other vulnerable groups. This project, running from January to August 2024 with funding and support from the ReThink Foundation, addressed these dual challenges.

The ReThink Foundation provided vital funding to execute a range of impactful activities, significantly benefiting key stakeholders.

Meal Preparation & Distribution:

Refugee volunteers prepared and distributed 2,475 nutritious meals to vulnerable groups, including the elderly and low-income families.

Training Programs:

Participants received training on sustainable cooking practices, equipping them with valuable skills for personal development.



Volunteer Empowerment:

Refugees gained meaningful roles through structured volunteering, enhancing their sense of purpose and community integration.

Amplifying Impact Through Collaborative Power

The collaboration between Justice Centre, Humanity Seekers and More Good was a critical factor in the success of the "Refugees Cooking for More Good" project. This partnership leveraged the strengths and resources of both NGOs to achieve the project's objectives effectively. Justice Centre and Humanity Seekers brought their extensive experience in working with refugees, while More Good contributed its expertise in the Food & Beverage industry, including access to chef-grade kitchen space and food safety education.



The partnership facilitated efficient coordination, resource sharing, and mutual support, which were essential for the project's implementation. This successful collaboration demonstrated the power of strategic partnerships in addressing complex social issues and highlighted the importance of working together to amplify impact.

Positive Impact on Stakeholders

“ENGAGEMENT”

- 9 Refugee Volunteers
- 2,475 Meals Distributed

“IMPACT”

- 77% Increase in Refugee Confidence
- 8 out of 9 Participants Reported Healthier Lifestyle Choices

"Interacting with chefs and seeing the smiles of those we serve is overwhelming and humbling."

"I never imagined I could help someone in Hong Kong. It's fulfilling to make a positive impact despite personal struggles."

Conclusion

"Refugees Cooking for More Good" has proven that refugee-led initiatives can drive meaningful change. This project lays the foundation for continued collaboration and community integration. As advocates for empowerment, we believe everyone can contribute to society and find purpose in service."

**more
good**



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PEACE: A NEW LITERACY

Cultivating a New Literacy in Hong Kong Secondary Schools: Peace Education

Vision of the Project

Peace: A New Literacy was a project created by Peace Generation and the Hong Kong Association of the Heads of Secondary Schools (HKAHSS), proposing the cultivation of a new literacy: peace, in addition to writing, reading and speaking. Peace education involves teaching this new literacy, which includes knowledge and awareness of the threats of violence and strategies for peace, and insights into how to transform a culture of violence into a peaceful one. This initiative aimed to address the needs of both the students and the school community in terms of intrapersonal and interpersonal peace.

Objectives

- (a) To enable students to develop the ability to resolve and transform their personal conflict

- (b) To empower the students to promote peace in their school community.



Conflict often has a detrimental effect on students' well-being when it is mishandled or left unresolved, leaving students' emotions unaddressed and ignored over time. This can result in a buildup of unresolved tension and potentially escalate conflicts in the future, worsening the negative impacts on students' wellbeing. In response to this concern, Peace: A New Literacy was carried out from September 2023 to April 2024 with the funding from the ReThink Foundation.



Project Description

The ReThink Foundation funding provided was instrumental in carrying out the wide range of project activities, and creating such an impact on key stakeholders.

Developed a peace education curriculum

Development of a “Peace by Piece” curriculum which outlined five elements for a series of conflict handling workshops, namely perspectives, empathy, actors, context and empowerment.

Recruited and trained facilitators and volunteers

The project recruited 6 facilitators, in which they deepened their understanding of conflict and peace along with providing invaluable insights to improve the curriculum.

Conducted workshops for students in the target school and pilot test curriculum

A total of 58 students from Secondary 3 to Secondary 5 were enrolled in the Peace by Piece workshops. Students were divided into 5 groups to participate in 6 sessions of interactive workshops, where they learnt essential knowledge and practical skills to identify, handle, and transform everyday conflicts.

Empowered student mini-peace projects

Students also worked in groups to identify a conflict in school and designed an action plan based on their analysis. Through these mini-peace projects, students have consolidated their learnings and formulated preliminary ideas to actualize positive change in school.

Amplifying Impact Through Collaborative Power

- ReThink Foundation's partnerships-driven model inspired a fruitful collaboration between Peace Generation and HKAHSS. The Peace by Piece curriculum was successfully curated as a result of the synergy between Peace Generation's vision of sustainable peace, and HKAHSS' valuable contextual information on the specific needs and interests of students and teachers in Hong Kong.
 - The organisations' cross-collaborative efforts allowed for a such a successful program, where drawing from each other's expertise was instrumental in bringing peace education to Hong Kong students.
-

Project's Positive Impact on Stakeholders

“ENGAGEMENT”

- 58 Student Participants
- 30 Peace Education Sessions
- 10 Mini Peace Student Projects



“IMPACT”

- 16% Increase in Understanding of Peace in Conflict
- 38% Increase in Understanding of Emotions and Needs
- 27% Increase in Understanding of Communication Skills for Conflict Resolution
- 11% Increase in Positive Perception of Self

“I can now identify the genuine needs behind the positions of conflict parties. I used to think conflicts were complicated but didn't realise the similar needs of opposing parties. We may transform conflicts into peaceful relationships by addressing the needs of both sides.”

“I’ve learnt to think outside the box. There may be better and more creative ways to handle conflicts besides quick fixes. Through the pirate role play, I understand that we all have different perspectives and interpretations on the same subject.”



Conclusion

Currently, peace education remains a relatively small movement in Hong Kong. While this project is a preliminary endeavour, the positive outcomes achieved thus far have demonstrated the potential of peace education. Its future development will rely on the exploration by educators, policymakers, parents, students and the community.

“As peace educators, we believe everyone can grow, experience, and find their role of peace in their own lives.”



The Hong Kong Association of
the Heads of Secondary Schools

PEACE
GENERATION
和平世代

LIGHT UP TOGETHER

Cultivating Empathy and Resilience Through Unique Experiences

Vision Statement from Founder

Cultivating Empathy and Resilience Through Unique Experiences.

Mission & Values

Running in the Dark and Runnerful aimed to cultivate empathy and encourage students to cherish life, face difficulties with resilience, and harness positive energy. The project conducted 8 school seminars and 4 experience classes within the year to achieve their vision.

Problem Addressed

The project focused on raising awareness and empathy for the visually impaired. This was achieved through carefully managed seminars and experience classes, where volunteer training ensured student safety during large events. Many students grow up unaware of the struggles faced by the visually impaired, highlighting the need for such initiatives. The primary audience was society and students, aiming to create a more empathetic and supportive community. By increasing awareness and empathy towards the visually impaired, the project fostered a more inclusive community environment.

Key Wins and Learnings

As a result of the support from ReThink HK, the project attracted more schools than anticipated. Feedback from participants highlighted the critical role of education in promoting empathy, motivating an expansion of efforts. The seminars and experience classes significantly increased students' understanding of the challenges faced by visually impaired individuals. As a result, participants reported enhanced positivity and determination to assist others.

The project successfully completed its target of 8 seminars and 4 experience classes ahead of schedule, reaching over 2,000 students. Success was measured not only by the number of students reached but also by the values instilled in them, fostering empathy and societal contribution.

Positive Impact on Stakeholders

Visually Impaired Individuals:

- Gained increased independence and accessibility in daily life.
- Experienced a greater sense of inclusion and support within the community.

Students:

- Developed a deeper empathy and practical skills to support visually impaired individuals.
- Gained a sense of purpose and fulfilment from making a positive difference.

Educational Institutions:

- Enhanced their reputation as institutions prioritizing social responsibility and community engagement.

Future Impact

Empowered Students as Advocates:

The knowledge and empathy gained by students will carry into their future endeavours, enabling them to advocate for accessibility and inclusion effectively.

Strengthened Community Partnerships:

The project forged valuable partnerships between educational institutions and organisations serving the visually impaired. Such collaborations are crucial for bringing value to the community, serving as a model for future initiatives that address issues like lack of empathy. Schools are particularly effective partners, as they allow targeting children at a very impressionable age, maximizing the long-term impact of educational efforts.

Influence on Future Projects:

The expansion and scalability of the project were made possible by adequate funding, allowing greater engagement with students and visually impaired individuals. This success paves the way for future initiatives focused on building empathy and understanding in society.





Capacity Building Programme

Empowering NGOs Through Humans Matter Workshops

In our commitment to nurturing resilient and effective non-governmental organisations, the ReThink Foundation recognises that financial support, while crucial, is not sufficient to ensure the long-term success and impact of these vital entities. Equally important is the provision of capacity building programs that empower NGO staff with the skills, knowledge, and tools necessary to maximise their effectiveness and sustainability.

The Importance of Capacity Building

Capacity building programs go beyond financial aid to address the foundational aspects of organisational development and effectiveness. By strengthening the capabilities of NGO leaders and teams, these programs enable organisations to better manage resources, implement projects, and achieve their mission. This holistic approach ensures that NGOs are not just supported but are also more adaptable, innovative, and impactful in their operations.

Humans Matter Workshops for ReThink Foundation NGO Grantees

Humans Matter facilitated a series of transformative workshops for the ReThink Foundation NGO grantees, each designed to enhance specific capabilities that are crucial for effective leadership and organisational management.



September Workshop: The Ability to Act Model

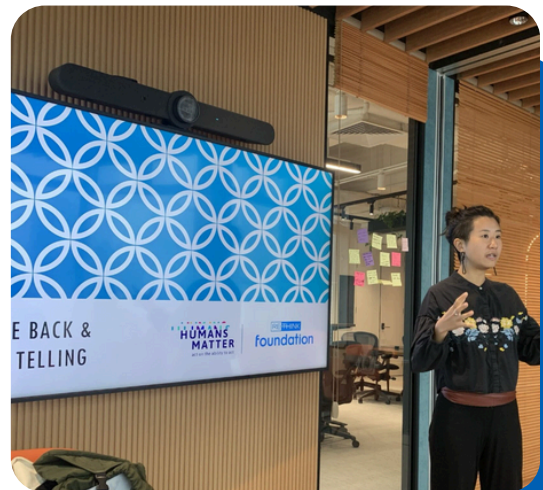
The first workshop introduced the "Ability to Act Model," focusing on cultivating personal initiative and self-efficacy among NGO leaders. This model emphasises the importance of individuals taking proactive steps to achieve goals through effective interaction with their environment and others. By enhancing self-efficacy and agency, leaders are better equipped to initiate and execute actions that drive their organisations forward.

October Workshop: Future-Back Strategy Planning

The October session utilised a "Future-Back" approach to strategy and goal planning. This method helps participants overcome common biases by envisioning their successful future state first and then planning backwards to the present. This reverse engineering of the path to success enables leaders to set inspiring goals while pre-emptively addressing potential challenges, thereby fostering a bold and innovative approach to their organisational strategies.

In February, the focus shifted to enhancing interpersonal effectiveness through an understanding of DiSC assessment frameworks and socio-dynamics. This workshop provided NGO leaders with tools to map out leadership and work styles within their teams, identifying preferences and strategies for more effective collaboration. By understanding the diverse behavioural tendencies of their stakeholders, leaders can foster a more inclusive and productive organisational culture.

February Workshop: Understanding DiSC & Socio-dynamics



Conclusion

The capacity building workshops provided by Humans Matter have been instrumental in enhancing the operational and strategic capabilities of our NGO grantees. By focusing on personal efficacy, strategic foresight, and interpersonal dynamics, these workshops have not only equipped our grantees with essential skills but have also inspired them to innovate and lead with confidence. Thank you to **Dream Impact** and **The Executive Centre** for hosting the workshops at their **ESG Innovation Lab**. The ReThink Foundation remains committed to supporting such transformative programs, recognising their critical role in empowering NGOs to achieve greater impact in their communities.

Looking to the Future: The ReThink Foundation



As we look toward the future, The ReThink Foundation stands grateful for the tremendous progress and success we have achieved together in our first year. Our commitment to empowering NGOs through strategic partnerships has yielded impactful outcomes, and we recognise that this is only the beginning of our journey.



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At ReThink 2024, we are excited to announce next year's cohort of the ReThink NGOs Program. Our goal is to expand the program, making it bigger and better than ever before. By enhancing our capacity-building initiatives and increasing engagement opportunities, we aim to equip more organisations with the tools they need to thrive and maximise their social impact.

At the heart of our overarching vision is the belief that The ReThink Foundation will inspire a movement of NGOs powered by partnerships. We aspire to create a collaborative ecosystem where NGOs in Hong Kong can leverage their collective strengths, share resources, and drive sustainable progress. Our work is dedicated to fostering a culture of collaboration that not only benefits individual organisations but also amplifies the impact of the entire community.

Looking ahead, our goals for the next year are ambitious yet attainable. We aim to expand our funding initiatives, and develop new partnerships that will enhance our reach and effectiveness. By focusing on these goals, we are committed to continuing our mission of empowering NGOs and driving meaningful social and environmental change.

Together, we can build a future where collaboration and partnership become the foundation for transformative impact. Thank you for your ongoing support as we embark on this exciting next chapter for The ReThink Foundation.

