

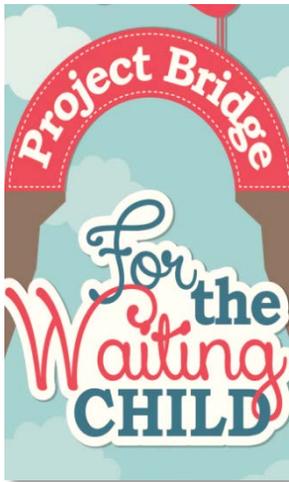
# TREMENDOUS THANKS TO OUR EVERYDAY HEROES

AN ACCOUNTING OF ALL THE GOOD YOU DID LAST YEAR



Mother's Choice  
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As one of our Everyday Heroes, you enable our staff to give daily **life-transformative services** to girls and children in need here in our community. We're proud of what you've helped us achieve in 2014-2015—here's a snapshot of the impact that your "superpowers" have had!



## PILOTING PROJECT BRIDGE FOR THE WAITING CHILD

Project Bridge is a pilot program launched in 2014 that connects nurturing volunteer Bridge Families to children with special needs as they typically have a longer waiting time before they can join their forever families. It was just a dream a year ago but after more than 6 months putting together a presentation to the Social Welfare Department for approval and implementing a plan to recruit and vet volunteer Bridge Families, Project Bridge is up and running! Today, we have 12 voluntary Bridge Families approved and 4 children placed in Bridge Families, with one of them joining a forever family this month!

At Mother's Choice, we believe that the best place for children is always in a family, not in institutional care. In a loving and nurturing family-like setting, children have the opportunity to build trust and attachment and develop their identity and sense of belonging. These developments are critical to a child's developmental trajectory.



## CHANGE CHILDREN'S LIFE STORIES AT CHILD CARE HOME

The mission of our Child Care Home is "to change the life story of children without permanent families by providing a safe & nurturing temporary home with early-intervention care, so that they can join a loving, stable & permanent family as quickly as possible." Following a full review of our Child Care Home policies and practices last year, we were able to reduce the waiting time of children awaiting a permanent home from 9 months to less than 4 months! By ensuring children get placed with their "forever" family sooner, this directly affects the development of a child by enabling a stronger ability to attach and bond with their forever family.



## WE ARE HERE 24/7 FOR YOUNG GIRLS IN CRISIS

Through our partnership with Youth Outreach, a crisis intervention center for youth at risk, we were able to extend our Pregnant Girls Services hotline hours to 24/7 this year. This enables us to be more accessible to anyone in crisis so that they can receive immediate help and counseling. Our hotline receives an average of 250 calls each month requesting help in response to a crisis pregnancy and by being 24/7, we have seen an increase in monthly calls late in the evening. For many of these callers, Mother's Choice is their lifeline at a time of real desperation.





## CHANGING OUR COMMUNITY THROUGH ADVOCACY & COMMUNITY EDUCATION

Mother's Choice launched a new department, Advocacy & Community Education (ACE) in 2014 to change our community and prevent the problems before they happen.

Through this new department, our hope is to inspire & mobilize our community to be a voice for children in adversity, and to advocate for practices & policies that reflect their best interests. We aim to achieve this through:

- pro-actively advocating for public reforms;
- substantiating the issues related to children in adversity and pursuing research that informs strategy and supports advocacy efforts; and
- preventing teenage crisis pregnancy by providing sex education programs to equip youth to make informed decisions.



This year, ACE also launched our Community Educator Program, which trains and recruits volunteers to deliver sex education workshops in Hong Kong local schools. We currently have a pool of 17 highly trained and qualified volunteers who deliver sex education workshops to about 8 schools each month. Thanks to these wonderful Community Educators, we are able to reach an average of 1600 students every month.



## ENGAGING THE COMMUNITY TO BUILD FAMILIES TOGETHER

We are so proud to have launched our first-ever “Families Walking for Families” Walkathon on Sunday, 2nd November 2014. The Walkathon was a great success and a wonderful day out as we walked together in honor and celebration of “families”, which is at the core of the work that we do. At Mother’s Choice, we believe that every child deserves a loving, stable, permanent home to call his or her own. A family gives children a chance to love and be loved, and changes the destiny of a child. We also raised critical funds needed for our programs and services to help families in crisis and children without families. With the help and contribution of many loving supporters and participants, we were able to raise over HK\$2.65 million to fund our work.



## RAISING UP LEADERS FOR THE NEXT GENERATION

This year, Mother’s Choice launched our Youth Leadership Council, a youth-centered advisory group designed to bring high school students together to discuss social issues encountered by Mother’s Choice services, and how their collective voices can be used to make a difference in our community. We believe that when young people have the chance to serve their communities, everyone benefits - students gain skills necessary to succeed in school, in the workplace and life, and the community also develops strong, diverse groups of inspired, civically engaged young people.



Each term, all chapters of the Youth Leadership Council convene and are presented with a very real issue in our community and need to develop an action plan to address that need through direct service, awareness, advocacy, and/or philanthropy. We are incredibly proud of the work that we’ve seen from the four schools who joined the Youth Leadership Council – Canadian International School, Chinese International School, Hong Kong International School, and Island School.



**THANK YOU AGAIN FOR YOUR CONTRIBUTION THAT HAS ENABLED US TO MAKE ALL OF THIS POSSIBLE!**

