



母親的抉擇
Mother's Choice

IMPACT REPORT 2015-2016

Thank you for joining
hands with us to give hope
and change life stories!



About Mother's Choice

Mother's Choice is a local charity serving the many children without families and pregnant teenagers in Hong Kong. We join hands with our community to give hope and change the life stories of vulnerable girls and babies. Our vision is to see every child in a loving family.

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Web: www.motherschoice.org

Ambassadors

Patron: Mrs. Purviz Rusy Shroff

Vice Patron: Dr. Rosanna Wong

Celebrity Ambassador: Ms. Cass Phang

Board of Directors

Our Board of Directors serves as the guardian of our mission and ensures that our work continues to be impactful, relevant, and vital to the city of Hong Kong.

Mr. Ronald Lee (Co-chair)

Ms. Lily J Ng (Co-chair)

Ms. Nancy Chang (Yang)

Ms. Patricia Chu

Mr. Matthew Ginsburg

Ms. Sunita Makhija

Ms. Phyllis Marwah

Ms. Melissa Mowbray-d'Arbela

Ms. Julie Parkinson

Ms. Gretchen Ryan

Dr. Gary W Stephens



**Thank you for your faithful support
of the young girls and children
that we serve in Hong Kong!**

**Your generosity has enabled
us to achieve some amazing
accomplishments this year!**



I was shocked and afraid when I discovered I was pregnant. It took me a long time to seek help, but **when I finally spoke to a social worker from Mother's Choice, I immediately felt understood and supported.** I was so relieved! My journey was lonely and painful, but the encouragement I felt from Mother's Choice helped me through all the heartbreak. They walked with me, cheering me on, along the way.

- One of our teenaged clients

2015-2016 HIGHLIGHTS

This year, you've helped us to...

Care for over 160 children across our services and prepare them to join a permanent family. Though our cases are more complex than ever, we're fighting hard for the children that we serve to be in a safe, loving, and permanent family as soon as possible.

Train 24 new volunteer families for Project Bridge, a self-financed fostering program endorsed by the Social Welfare Department. Five children have already gone home to their forever families! We have been approved to move into the next phase of Project Bridge, which means we can help more children than ever.

Hold our first-ever Mother's Choice Flag Day in January 2016! Many of you (over 2,000 in total!) came out on the streets not only to raise much needed funds to support girls and babies in Hong Kong, but more importantly, to inspire our community to be a voice for children in adversity!

Provide loving, non-judgmental support to over 800 young girls facing crisis pregnancy, and give greater support to each girl's family so that her circle of support is stronger than ever.

Mobilize more than 500 volunteers, who spent 62,500 hours loving and caring for our children at our Child Care Home. Volunteers make up 80% of our workforce, which means our babies have almost one-on-one loving care.

A FATHER'S CHOICE

This is the story of a community who wrapped around a little girl and her family.

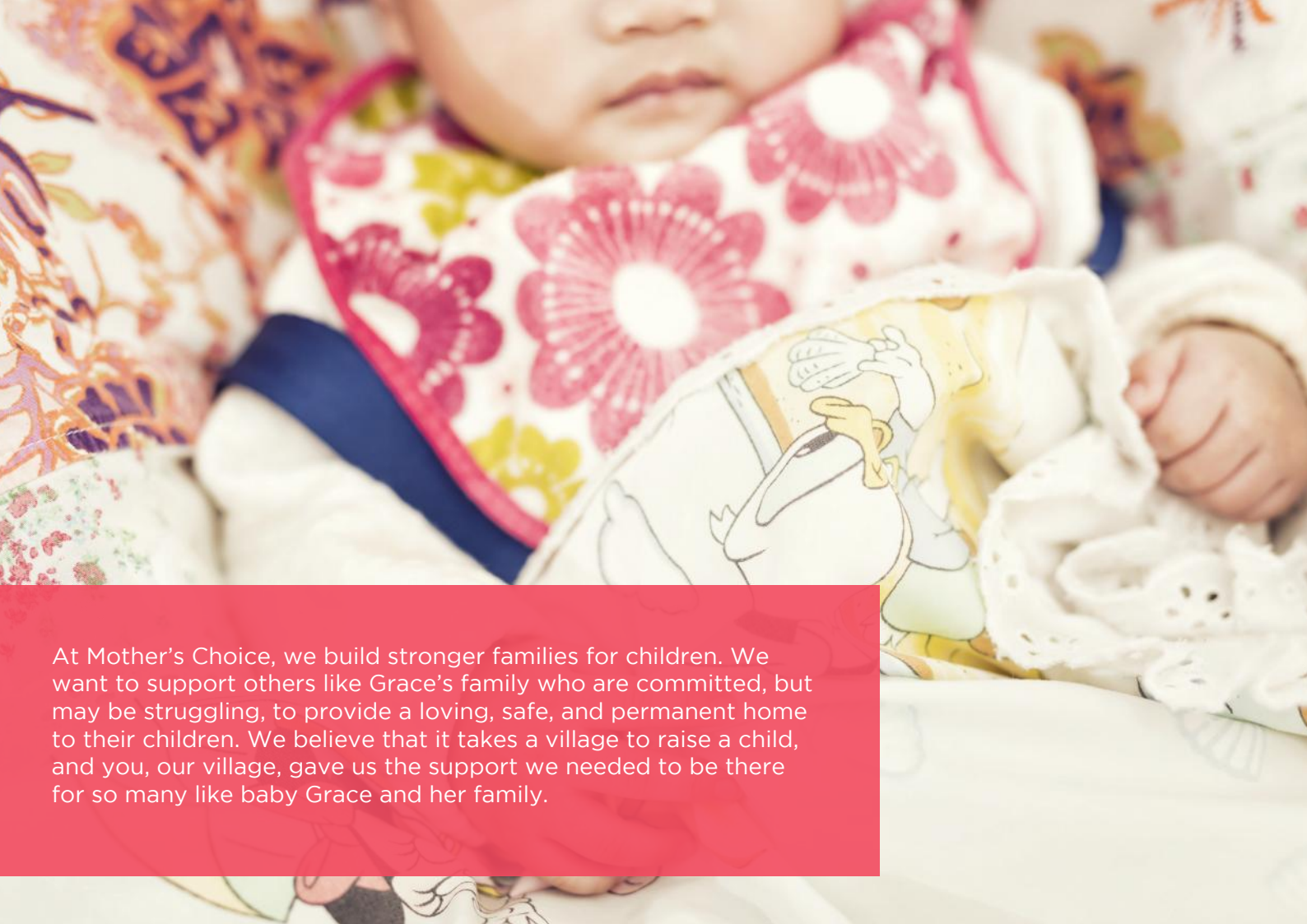
In October 2015, we received an urgent request about a father who was desperate.

His family was in a state of crisis and they urgently needed someone to look after their baby girl, Grace*, for a few weeks. Working as a laborer and as the sole breadwinner for his family, he couldn't afford to take any time off work. They did not have an extended family or network of friends to help during this challenging time. He was alone and desperate. He worried that if he didn't find help soon, his daughter might be taken from him, and he would lose her forever. That's when his social worker called Mother's Choice.

Within an hour, we identified an approved volunteer family to temporarily care for Grace. The volunteer family quickly rallied their friends to supply baby clothes, formula, diapers, and even a cot!

A few weeks later, the family's situation had stabilized, and Grace was welcomed home with joy. Without the help of Mother's Choice, Grace might have gone into the institutional care system, where it would have been difficult for her to rejoin her family. Instead, she was loved and cared for by a volunteer family while her own family worked hard to provide a stable home for her to live in again. You were there for us, so that we could be there for Grace's family during a time of crisis.

* Name has been changed to protect the identity of the child.



At Mother's Choice, we build stronger families for children. We want to support others like Grace's family who are committed, but may be struggling, to provide a loving, safe, and permanent home to their children. We believe that it takes a village to raise a child, and you, our village, gave us the support we needed to be there for so many like baby Grace and her family.



Save the Date!

Please join us for our Mother's Choice Walkathon: Families Walking for Families on Sunday, 13th November 2016!



FINANCIALS

INCOME

	2014-2015* HKD	2015-2016** HKD
Private Funding		
• Individuals	9,234,944	4,717,645
• Corporate/Trusts/Foundations	1,399,800	3,236,462
• Mother's Choice Events	23,508,118	23,117,393
• Other fundraising	3,240,316	4,703,354
Government and Public Funding		
• Social Welfare Department	11,726,724	14,840,932
• Community Chest	3,182,600	3,438,100
• Hong Kong Jockey Club	3,237,300	3,237,300
TOTAL	55,811,211	57,640,787

EXPENDITURE

	2014-2015* HKD	2015-2016** HKD
Program Costs		
• Pregnant Girls Service	5,338,406	5,543,024
• Child Care Home	15,265,729	16,532,838
• Adoption Services	2,577,421	2,229,824
• Foster Care	7,995,092	8,934,207
• Community Education	968,826	2,523,616
Management & Operation Costs		
• Fundraising	4,309,678	5,965,533
• Support and Running Costs	10,824,958	12,975,898
TOTAL	47,280,110	54,704,940

* These figures are based on the Financial Statements for the period starting from 1 April 2014 to 31 March 2015, audited by KPMG.

** These figures are based on the Financial Statements for the period starting from 1 April 2015 to 31 March 2016, currently unaudited.

You may have noticed that we've updated our look!



We are passionate about our vision of every child in a loving family, and have updated our visual identity to reflect the embrace of a family and the care of a community that wraps around the most vulnerable in our city. Only by joining hands with our community, can we bring hope and change the life stories of vulnerable girls and babies, ensuring that each is in a safe, loving, and permanent family.

Over this next year, we're excited to share updates to our website and materials that will be a better reflection of our work and our spirit. To find out more, please visit our website at www.motherschoice.org.

It takes a village to raise a child. Thank you for being our village!