

Our Rebranding Story



Since the establishment of HKSPC, our main goal has been to provide basic necessities to the underprivileged, such as distributing fish liver oil, orange juice, and soup. The previous logo, featuring a girl wearing wooden clogs and carrying a child, realistically reflected the situation of impoverished children in Hong Kong society in the last century who had to sell themselves to assist wealthy families with housekeeping to make a living. Today, most children in Hong Kong no longer worry about food and clothing. Therefore, not only do our services need to evolve with the times, but our mission and positioning also need to be updated.

The new logo of our organisation is a colourful smiling ripple, inspired by the ripples spreading outwards on the water surface. The smiley face in the center represents the letter 'C' in the word 'Children'. The main image of the smiling face uses a warm Warmhearted Red, representing passion and warmth. The strong red colour conveys our child-centered message. The joyful smile embodies our commitment to ensuring that every child enjoys a happy childhood, putting children's welfare first and ensuring that they receive love and care.

In addition, the ripple in the upper left corner uses two colours, Happy Orange and Empathy Green, representing joy and growth. Our old logo used only one colour, orange. When deciding on the new logo's colours, we hoped to continue using orange to commemorate our organisation's nearly 100-year heritage and professionalism. The vibrant green often symbolises new life, indicating our determination and motivation to update our image, positioning, and policies.

快樂童年 眾幸福

Happy childhoods uplift us all

We believe that the happiness of the whole society stems from children having a happy childhood. Therefore, our new brand phrase 'Happy childhoods uplifts us all' emphasises the inseparable

relationship between children and society. Indeed, society is made up of people and families, and a happy childhood is the foundation of a happy life. We firmly believe that when children have a happy childhood, their happiness will encourage them to give back to society as they grow up, influencing the lives of others.

Our new vision and mission are to 'A world where everyone can look back on a happy childhood' and 'To provide holistic care and support to children and families that promotes early childhood wellbeing and development'. Our services will strive to meet the diverse needs of children at different developmental stages, creating a pleasant and healthy environment for them to explore, discover, and fully develop their potential. We hope that every child, when looking back on their life, will remember their beautiful childhood memories.

Mega Play Date 2024



HKSPC held the Mega Play Date 2024 event on 25th May, which was the first public event after the brand's reformation. The event successfully attracted over 2,000 children and parents to participate.

The opening ceremony was officiated by Mr. Edward Yu, JP, District Officer (Yau Tsim Mong); Ms Li Sze Man and Mr Lee Ka Hin, members of Yau Tsim Mong District Council, along with Mr. Vincent Lee, Chairman of Executive Committee; Ms. Katherine Kung, Chairperson of Fundraising Committee and Ms. Subrina Chow, Director of HKSPC. In addition, students from our Park'N Shop Staff Charitable Fund Nursery School and Portland Street Nursery School presented a spectacular song and dance performance, setting the lively atmosphere for the Play Date.

The event featured over 30 parent-child workshops and booth games, covering areas such as language, arts, sports, music, and sensory exploration. Parents highly praised the friendly and approachable staff of HKSPC and appreciated the teacher-led parent-child shared reading, children's sports, science, and art exploration activities that encouraged family members to interact and cooperate, enhancing communication and parent-child relationships. The corners of bouncy castle, face painting, rolling ball games, and free play with cardboard boxes were also very popular, allowing children to have fun and express their happiness, fully embodying the event's theme of 'Playing for Happy Childhoods.'



S+ Summit cum Expo 2024

The Hong Kong Council of Social Service (HKCSS) held the S+ Summit cum Expo at the Hong Kong Convention and Exhibition Centre on May 2-3. We are glad to become one of the 140 participating organisation and introduce our experiential education implemented at the S.T.E.A.M. for Children Wonderland to expo visitors from different sectors. We explained the program through various channels, such as hands-on experience, photo and videos displays, and works exhibition. We also gave out souvenirs to visitors, which were air plants, seed paper, and woven bracelets hand-made by our nursery schools children. Participants were able to appreciate the benefits of experiential education on children's growth from multiple perspectives. Many representatives from the business sector and other non-profit organisations showed great interest to our program. We eagerly look forward to further collaboration with them in the future, so as to promote child-centred education in the industry.



Re-visiting of Adopting Family Wishing a Chance for Children's Residential Home



Children living in our Children's Residential Home (CRH) generally leave at the age of 3, returning to their birth families, being adopted, transferring to foster families, or moving to other children's homes. Karen and her American husband adopted 5-year-old Carmen Kirschke through the Social Welfare Department's Adoption Unit 25 years ago. The family of three now lives in the United States. They recently travelled to Hong Kong and made a special trip back to CRH. Karen and Carmen hope the society could understand the meaning of adoption through this interview and they urged the community to give the Children's Residential Home a chance, supporting it in creating happy childhoods for the children there.

After Carmen turned 3, she moved from CRH to a foster family. According to the practice of the Social

Welfare Department, a child will be adopted by an overseas family if he cannot find a suitable adoptive family locally. At the age of 5, Carmen attended a party hosted by the Social Welfare Department with her foster parents. The attendees included families preparing to adopt and children waiting to be adopted. Carmen happened to be seated with Karen and her husband. They enjoyed meals and games together and quickly bonded. Carmen still remembers the scene vividly. Having never encountered a Western face before, she initially thought her Caucasian father was an alien. 'My mom and dad kept playing with me and making me laugh. I was so happy at that time!'

Returning to CRH after 25 years, both the mother and daughter are delighted with the positive changes they observed. Karen said, 'Back then, you could enter directly, but now you need to register, have your temperature checked, and be monitored by CCTV; it's much more stringent.' What reassures Carmen is the medical and rehabilitation services provided in the Home. As the health of the children is particularly important, the Home needs to take care of both their physical and mental development.

Though living in the United States, Karen is also concerned about the news of child abuse at CRH. As someone who has experienced it, her feelings are especially genuine. When Karen was 3 or 4 years old, she witnessed her father being violent towards her mother. 'My dad wouldn't let us speak or cry; we could only watch it happen and couldn't help at all.' Due to various family issues, she and her brother were later sent to live at the Evangel Children's Home.

Karen stated that even though she was not a direct victim of domestic violence, witnessing it caused her severe psychological trauma. Similarly, for the children at CRH, witnessing the entire violent process at home leaves deep imprints on their hearts. She continued that since many children at CRH come from complex family backgrounds, childcare workers should take on the role of good parents temporarily and provide them with extra patience and love. 'The children's future depends on the influence they receive.'

Despite this, Karen still hopes that the organisation will look forward and see the review as motivation to move forward. CRH shall prove through actions that it has changed and even transformed into a better Home. Carmen feels sad about her mum's experience but is grateful that she transformed her childhood trauma into love for her. At the same time, she hopes that the society would support the development of CRH collectively, enabling children to have a brighter future.

The new slogan of HKSPC is 'Happy Childhoods uplift us all'. To define a happy childhood, Carmen believes that it can be material abundance, but the most important element is still parental love. She described herself growing up in love that her family is a safe haven when she faces difficulties. Her parents always support her and make her feel loved and cared. Little moments with her family are enough for her to recall repeatedly as she grows up. Karen also advises parents to devote more time, love, and patience to their children, with materials provision being secondary.

The love between Karen, her husband and Carmen transcends the gap of blood ties. This mutual emotional attachment is the message that the mother and daughter want to convey to society. Karen candidly states that Eastern society often holds a negative view and prejudice to adopting children as 'raising someone else's child'. She and her husband were once questioned by neighbours about 'where they picked up the child from,' which left them astonished and upset.

While adults have the choice of whether or not to become parents, Karen emphasised, children do not have the opportunity to choose their own parents. Therefore, society has the responsibility to care for these children who separated from their birth families with no other ways. She hopes that society can let go of the cultural burden in the long run and reduce misunderstandings about adoptive families. She wishes all adoptive families can be opened to adoption, but not hiding it due to their obsession with blood ties and prejudice towards the child's birth family. 'When we adopted Carmen, we hold her honestly, "I love you from the bottom of my heart, though I am not the one who gave birth to you."





Featured Interview:

Wong Kit Yee

40-years Long Service

**Hong Kong Society for the Protection of Children
William Grimsdale Day Crèche**

Wong Kit Yee, a child care worker in Hong Kong Society for the Protection of Children William Grimsdale Day Creche (WG), has dedicated four decades of her life to our organisation (Hong Kong Society For the Protection of Children, HKSPC). We are delighted to invite Wong to be interviewed and share her stories with the Society.

Flashback to mid 1980s, Wong was a fresh secondary school graduate and came to new stage in her life to enter the workforce. Hearing from her friend that HKSPC was recruiting child care workers, this youngster with little work experience boldly decided to join the field and has since served in various units for 40 years. "I never thought about how long I would do this job, the kids are cute and I get along well with colleagues, which drive me have been working till now," Wong said.

Over the past 40 years, Wong has taken care of more than 2,000 babies and toddlers, but their relationships are far beyond the 2 years spent at the day crèche. When the Covid-19 pandemic just began, a Japanese couple and their 16-year-old son visited WG, and it turned out that the couple enrolled their son in WG when they were working in Hong Kong. Wong said that many children would revisit WG after they grew up, and some would even enroll their children to day creche after getting married, so her colleagues would often joke, "Look Kit Yee, they're your grandchildren!"

She said that even if young children cannot speak yet, they can still respond through eye contact. 'Nowadays, children's brains are well-developed, and they can learn to follow after watching a few times.' She also reminded parents or caregivers to protect the children and let them grow up happily because children are innocent, and adults should not vent their stress or frustrations on them.

When asking the best tips to taking care of children, Wong described her work as not simple but not complicated either, and the most important things are patience and carefulness. Even though babies cannot speak, Wong said that they can convey messages through gestures and facial expressions, "Children's brains are so developed now that they follow what adults do after repeating multiple times." She also advised parents or carers not to vent their stress from work onto children, instead, they should protect their children and let them grow happily.

While the childcare industry is confronting an unprecedented surge in demand, parents are also raising their requirements of childcare services compared to 40 years ago. Wong explained that parents in the 80s were struggling for livelihood and only wanted a safe environment to place their children, but that's not the story with working parents nowadays. She said millennial parents do not want to miss any

special little moments of their children's life, so they will actively inquire about their children's condition when picking them up, such as what they played with, sleeping quality, as well as seeking solutions and advices about parenting difficulties. In addition, Wong said that some parents have already hired more than one nannies, but they they still send their children to day creche in order to foster social skills and receive pre-school education.

While the functions of day creches in Hong Kong are becoming various, those creches are also adopting different teaching methods and equipments. Wong spoke very frankly that she must keep up with the times to provide better services. She emphasised that people cannot solely rely on their past experience and follow their own set of practice, or even ask others to follow. She is very willing to learn from younger colleagues in the unit, "I'm open-minded despite having an old soul!"

HKSPC will celebrate its centenary in 2026. Wong said it is rare for an organisation to operate in community for hundred years, and she hoped the Society will continue to uphold the mission of protecting children, as well as seeking welfare for young children and society. Wong will also reach retirement age two years later, when asked about her plans, she said, "I will definitely return to work if HKSPC is willing to rehire me!"



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