

2019 SOCIAL IMPACT REPORT



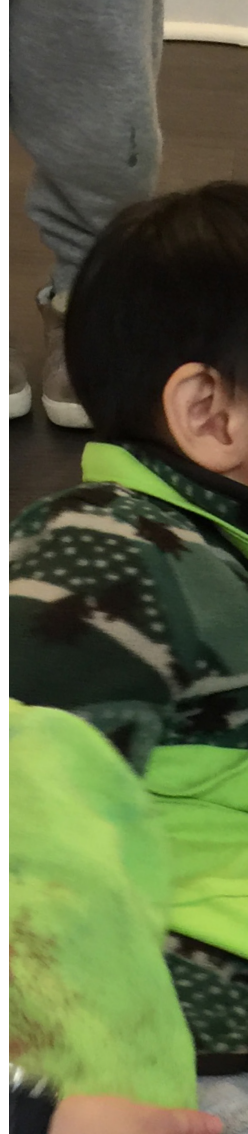
A social enterprise
of CreativeKids



WHO WE ARE?

IM Creative, a social enterprise, dedicates to making creative art and design education accessible and affordable to the diverse community in Hong Kong, spreading positivity with creativity.

Established in 2014, with a studio in Mei Foo, IM Creative adapts CreativeKids' practice and operations flexibly to meet the needs of different individuals and families. We strive to develop and connect creative alliances to form an inclusive creative community.





THREE Major Social Problems We've Seen

1

Art education has been marginalized in Hong Kong

2

The society is still yet to value how art education advances children's developmet in life skills and creative competence

3

Disadvantaged children face hurdles to obtain quality art education.



***How can we
solve the
problems?***



Popularization – Quality Art
Education to Local School



Influence – Mindset & Skillset
Workshop at an affordable price



“IM Creative” Sponsorship
Program 《人人可能 助畫工程》
– Free Quality Art Education to
Disadvantaged students

OUR MISSION

- ▶ To bring about positive social changes through quality art and design education for everyone
- ▶ To develop a creative community across society

A YEAR OF DISCOVERIES AND CHANGES

2019 was a challenging year for Hong Kong, but it was also a milestone for IM Creative - we have entered our fifth year of serving the community through art.

When we were losing something every day, we learned to **Treasure** what we still have.

When things constantly disappointed us, we mustered up **Courage** to face them.

When the path was no longer smooth, we learned to adapt with **Flexibility**.

When things did not go as expected, we learned to maintain **Faith**.

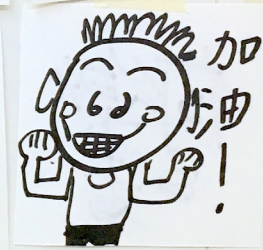
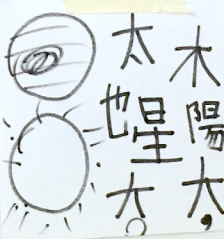
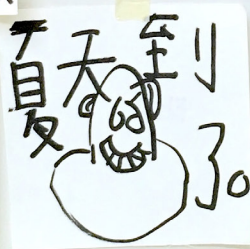
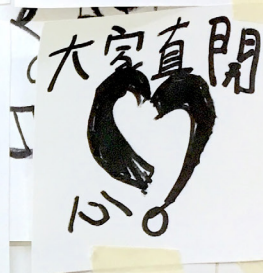
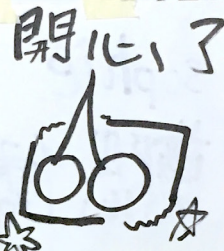
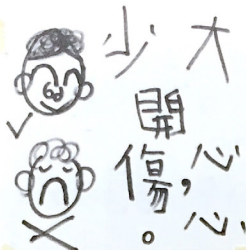
When we were missing our loved ones whom we could not reach, we felt what **Love** is.

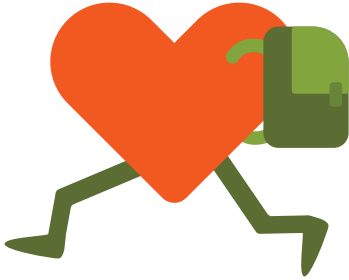
Waves of negativity always remind us how to stay positive.

亞虫



一不可灰心





Popularization – Quality Art
Education to Local School

310 hrs+



Influence – Mindset &
Skillset Workshop at an
affordable price

133.75 hrs



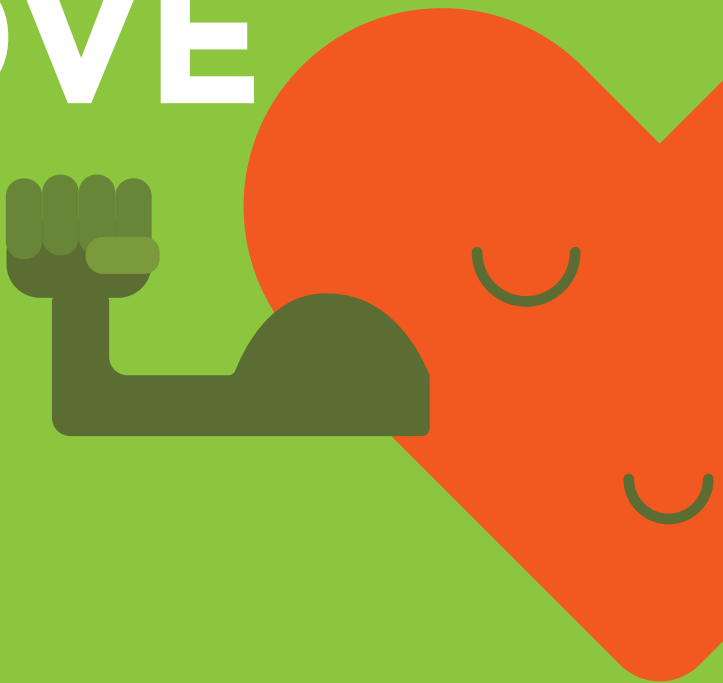
"IM Creative"
Sponsorship Program

178.5 hrs

**TOTAL
number of
students served**

1800+

COURAGE & LOVE





Be your fearless self.

IM Creative Sponsorship Program 《人人可能 助畫工程》





Joyce, from the first year of the Program in 2016, joined our team as an assistant art instructor this year. She was also involved in our charity events to share her artistic talent and kindness with others.

We are deeply moved to be able to witness Joyce's personal growth and professional development as she showed her confidence, intelligence, patience and care in class daily. The young lady successfully put her belief into practice, and has just started her studies in the creative arts in Taiwan. We wish that she will continue to shine bright, and courageously embrace the uncertainties in life.

It has been a fruitful three years at IM Creative. I am grateful to the Studio for this Program that has taught me an array of artistic skills and knowledge.

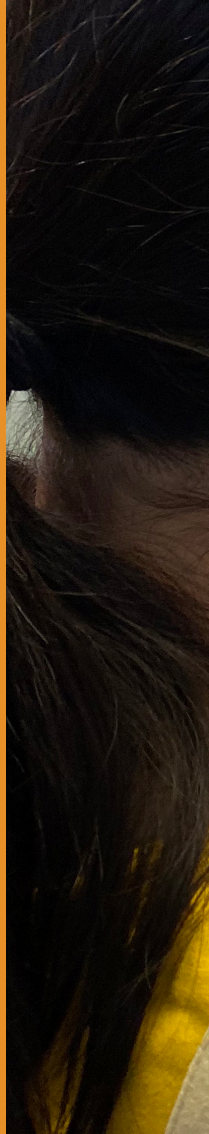
It was a great pleasure to have met many wonderful friends and teachers. I am already sad thinking that I wouldn't be seeing them after the Program!

The social movement and pandemic have cut down the number of art lessons. Nevertheless, physical distance will not make me forget about all that I have experienced in the Studio.

Last but not least, I really want to thank the Program for the art education opportunities for youngsters, and the support for marginalized groups in the society.

- PoYin

Po Yin, student of the Sponsorship Program from 2017-2020







*Treasure
moment*



TREASURE & LOVE

*Be every precious
with kind people*





**“Hung Lung As One”
Volunteer Team x IM Creative**

**“Little Architects -
Playground of Imagination”**

**恒隆一心義工隊 x 創想聯萌—
小小建築師：創意樂園**





In July 2019, members of the Hang Lung staff volunteer team and a group of our sponsored students, spent a great morning together in the inclusive playground at Tuen Mun Park under the sun. Afterward, they returned to our studio for a playground-design session, with reversed roles – children as “little playground experts” (遊樂場小專家), and adults as “grown-up children” (大細路). With joint efforts and creative inspirations, they designed and built models of their dream playgrounds.

It was a wonderful collaboration between the “grown-up children” and “little experts”, as they exchanged ideas and learned from one another. We would like to express our gratitude to “Hang Lung As One” volunteer team for creating the fun and memorable experience for our little architects. Some students told us that they are already missing the “grown-up children”!







What the volunteers said:

「好開心有機會同一班小朋友重新體驗童年小確幸……」

"Very happy to be able to enjoy my childhood favorites again."

「終於體驗到細個父母點樣照顧自己……」

"Finally got to experience how my parents took care of me when I was little."

FLEXIBILITY & LOVE



Think Possible, Act Flexible

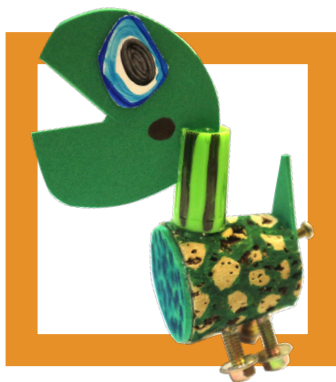




Playright Children's Play Association Gala Dinner



Children, age 5.5 to 8, had the opportunity to share their creative ideas on bringing wine corks to life at Playright's Gala Dinner in November 2019. They showcased their artistic talent through a "capsule vending machine" fundraising project, inspiring every guest who purchased a capsule, which contained a wine cork character created by our students.





Social Enterprise Summit

In October 2019, we were invited by Social Enterprise Summit to speak to a group of students at a local secondary school about our social enterprise operations model. We then got creative with them at an art workshop that explored the possibilities of a wine cork. They all made the cork stopper come alive! Joy, Fun & creative!



FAITH & LOVE

We hear you.
We are here for you.



*Don't forget to hold your
loved ones close*



The Boys' & Girls' Clubs Association of Hong Kong Parent-child Workshop

In this workshop, parents and children opened up about their feelings and emotions as they co-created color monsters. The activity gave the parent-child groups time to slow down, listen to each other, and share experiences dealing with different emotions.

The color monsters are not only art pieces to bring home, but also a representation of the new discoveries, perspectives, and understanding between the parent and the child, which we hope will help them maintain a stronger bond as they continue their journey of life together.





*Have faith that you
will be alright.*







Hong Kong Psoriasis Patients Association “SilverForest: Lost and Found” Exhibition

《銀樹·森林·美術館》

Hong Kong Psoriasis Patients Association emphasizes community support, and hope and faith for good health.

In October 2019, as a group, our students created the “Embrace branches” to show their care, and the “Big Boss Robot” to protect the patients.



OUR PARTNER

Dream Impact

EDiversity

Jockey Club 'Learning by
Doing' Academy

Social Enterprise Summit

The Boys' and Girls' Clubs
Association of Hong Kong

The Education University of
Hong Kong

HKSKH Bishop Hall Secondary
School

The Mission Covenant Church
Holm Glad No.2 Primary School

Christian Alliance Toi Shan H C
Chan Primary School

Alliance Primary School,
Whampoa

Hong Kong Psoriasis Patients
Association

Playright Children's Play
Association

Teach For Hong Kong

S.K.H. St. Clement Primary School

Hang Lung As One volunteer
teams

A group of children are sitting on the floor, focused on drawing on a large white sheet of paper. One child in the center is using a yellow marker to draw a circle. To the left, another child is using a red marker. A box of various colored markers is open on the floor near the center. The children are wearing casual clothing, including a white long-sleeved shirt, a green and blue outfit, and a plaid shirt. The scene is brightly lit, suggesting an indoor setting like a classroom or a community center.

ART SQUAD

A group of volunteers who shares the same interest and belief - Art and Creativity can make the society, even the world, a better place.

IM CREATIVE, SO ARE YOU.



(852) 2521 0054



<http://www.imcreative.com.hk>



IM Creative



info@imcreative.com.hk



imcreative_hk



**Shop 5B, 9 Po Lun Street,
Lai Chi Kok, Hong Kong**