
SOCIAL IMPACT REPORT 2017



A social enterprise
of CreativeKids





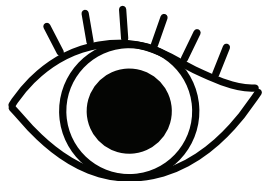
OUR BACKGROUND

IM Creative, a sub-brand of CreativeKids, is a social enterprise dedicated to making creative art and design education accessible and affordable to the diverse community in Hong Kong, creating positive social changes.

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

Art education has been marginalized in Hong Kong, as the society is still yet to value how art education advances children's development in **life skills** and creative competence.

Disadvantaged children face hurdles to obtain **quality** art education.



TWO Major Social Problems We've Seen

OUR MISSION



SOCIAL ENTERPRISE

To promote a positive social changes through offering quality art and design education for everyone

To contribute and build a creative community across Hong Kong



HOW can we solve the problems?



Popularization – Quality Art Education to Local Schools



Influence – Mindset & Skillset Workshop at affordable price



“IM Creative” Sponsorship Program
《人人可能 助畫工程》
– Fully-funded quality art education to disadvantaged students



IM CREATIVE SO ARE YOU



Quality Art Program
to Local Schools

570hrs+



Mindset & Skillset
Workshops
to Teachers & Public

94hrs

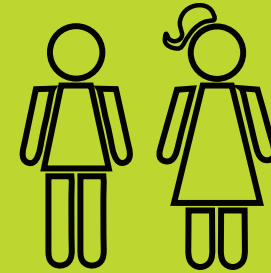


"IM Creative"
Sponsorship Program

234hrs

IMPORTANT
FIGURES

TOTAL
numbers of
students served



1550+

Highlights & Quality Feedback



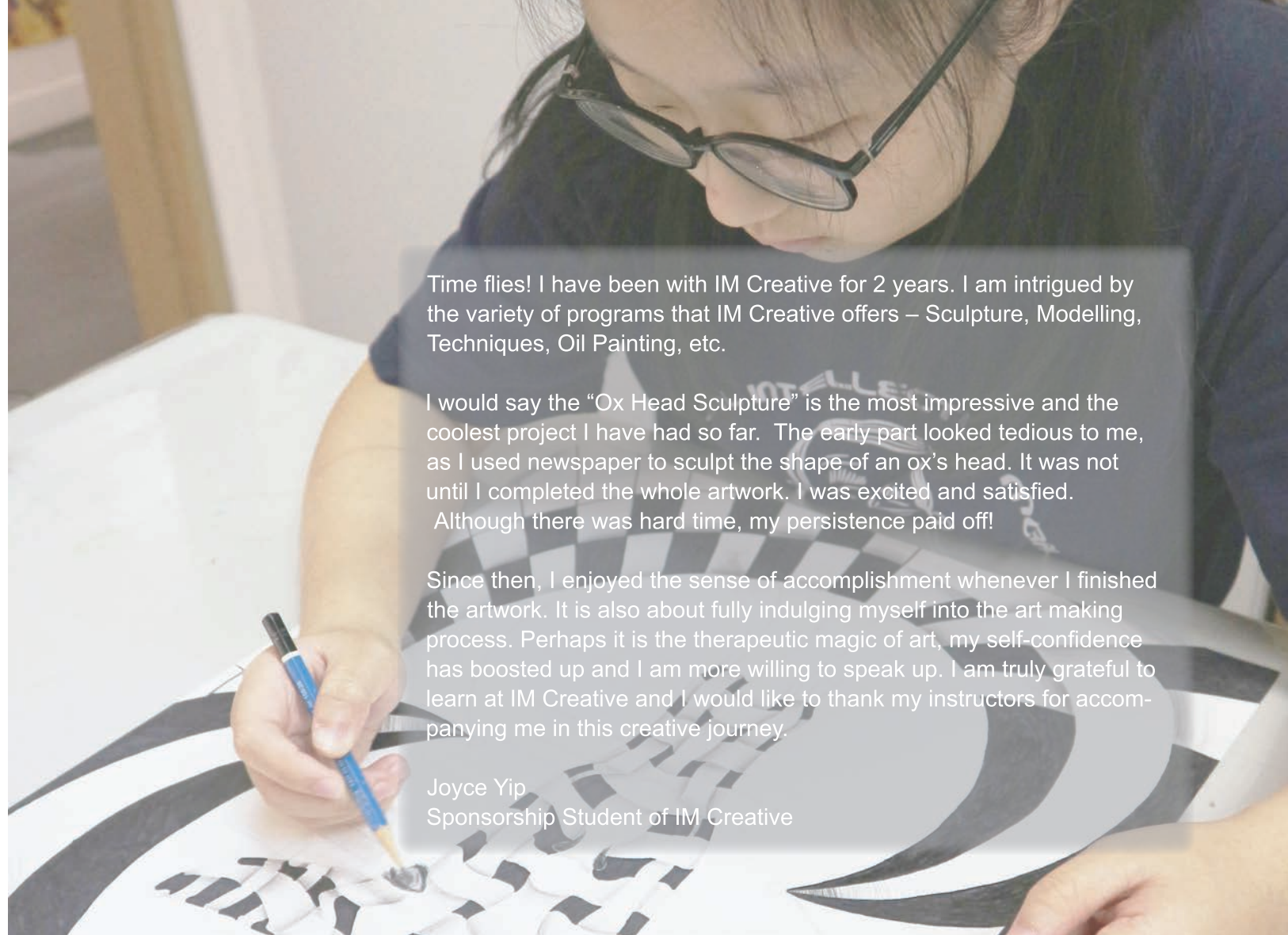


Sponsorship Program

《人人可能 助畫工程》

It is our observation that there are children, who come from disadvantaged families, are passionate in art making. Yet, they have limited resources to reach out to quality art education.

Since 2016, we have offered a fully-funded sponsorship to 10 children from disadvantaged families for a 2-month art program at IM Creative Studio each summer. Within the group of 10, we select 2 outstanding students and offer them with 3-year fully-funded program which empowers them to obtain exponential growth in art and design.



Time flies! I have been with IM Creative for 2 years. I am intrigued by the variety of programs that IM Creative offers – Sculpture, Modelling, Techniques, Oil Painting, etc.

I would say the “Ox Head Sculpture” is the most impressive and the coolest project I have had so far. The early part looked tedious to me, as I used newspaper to sculpt the shape of an ox’s head. It was not until I completed the whole artwork. I was excited and satisfied.

Although there was hard time, my persistence paid off!

Since then, I enjoyed the sense of accomplishment whenever I finished the artwork. It is also about fully indulging myself into the art making process. Perhaps it is the therapeutic magic of art, my self-confidence has boosted up and I am more willing to speak up. I am truly grateful to learn at IM Creative and I would like to thank my instructors for accompanying me in this creative journey.

Joyce Yip
Sponsorship Student of IM Creative



EDiversity partnered with Jockey Club 'Learning by Doing' Academy
賽馬會「感·創·做」大本營
The Mission Covenant Church Holm Glad No. 2 Primary School

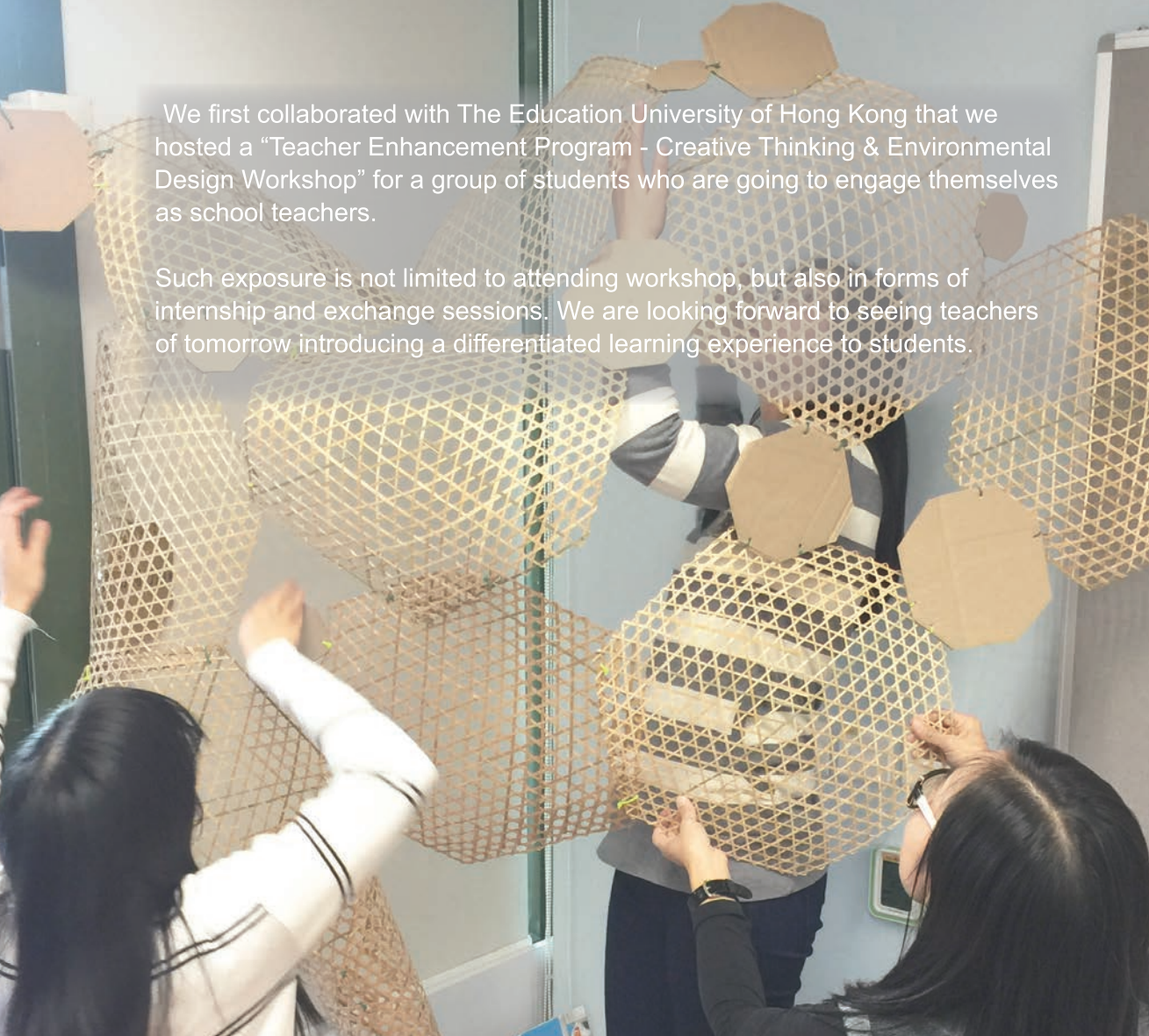
Affinity is the core quality of CreativeKids' teaching team, during my observation at classes. The heart of being empathetic is what drives them to be approachable, which also makes them passionate and flexible while communicating with students. Such qualities encourage students to ignite their creativity and open them to the world of possibilities.

Ms. Siu Ting
Headmistress
The Mission Covenant Church
Holm Glad No. 2 Primary School

CreativeKids & IM Creative have been unwavering in their mission in empowering children's creativity and exploration of self through art. I got to know them in the past few years, and have been honoured to have their support as a core partner of the Jockey Club "Learning by Doing" Academy. This is a pilot project, one that requires shifting of teaching paradigm in a local primary school from teacher-focus to student-focus.

The passionate team of instructors from CreativeKids have consistently shown our teachers what art is capable of in character building as well as knowledge acquisition. They have demonstrated professionalism, dedication, and willing to adapt for the needs of the children, to ensure learning is fun, creative and empowering at the same time. We thank CreativeKids for their wholehearted support along the way. They are great mentors and great people to work along with.

Cam Cheung
Founder/Chairperson
EDiversity



We first collaborated with The Education University of Hong Kong that we hosted a “Teacher Enhancement Program - Creative Thinking & Environmental Design Workshop” for a group of students who are going to engage themselves as school teachers.

Such exposure is not limited to attending workshop, but also in forms of internship and exchange sessions. We are looking forward to seeing teachers of tomorrow introducing a differentiated learning experience to students.



DEAS EXCHANGE

A team of artists from IM Creative travelled all the way to our Tai Po campus to conduct a series of workshops on creative art and classroom environment design for our pre-service undergraduate and sub-degree students in Jul - Dec 2017.

This collaboration aims at enhancing our prospective pre-school teachers’ professional skills in creative art. Our students described this experience as eye-opening to them. With extensive front-line experience with children, the team has extended our students’ concepts from theoretical to practical application, and scaffolded them to explore the endless creative possibilities via a wide variety of materials.

Apart from acquiring hard skills, students demonstrated passion and persistence attribute. Some students spent longer than the others in overcoming the initial hiccups. Yet, they were encouraged not to give up and complete the work despite that the workshop had overrun. Students have developed a sense of self-efficacy and overwhelmed satisfaction, as they saw how the set-up transformed the boring classroom into a lively and inviting setting for children’s enriched learning. The “I can do it” spirit was celebrated by everyone. I really look forward to the next workshop to come!

Dr. Ng Mei Lee - Assistant Professor and Associate Head,

Dr. Chan Po Lin, Pauline - Senior lecturer, Chair of the L & T Committee,

Department of Early Childhood Education

The Education University of Hong Kong



A great team that demonstrates their professionalism in a messy play day for over 20 disadvantaged families. The families not only gained an enjoyable and memorable moment, but also a strengthened family relationship and brought a stress release experience for parents.

With their enthusiasm in art education and youth development, we invited IM Creative to be our consultant of Children Development Fund - Growing Partners 2. A series of training programs is launching by their professional team in the coming two years.

Art helps disadvantaged youth to reach their inner-selves, express their feeling and foster interpersonal skills. We believe that youth would benefit a lot from art.

Chan Wing Kin Jeremy
Supervisor (Shatin District)
BGCA

Taking initiative to appreciate children's effort is crucial in parenting. We hosted a "Messy Play Day" with The Boys' & Girls' Association of Hong Kong (BGCA). The activities allow parents to be stress-free and encourage parent-child co-creation in art.





People consider retirement as the “Second Life”. Through art activities, we collaborated with Golden Age Foundation to encourage a group of pre-retirees to a creative thinking mindset and explore endless possibilities in life.

If there is one shining example of how mission-driven enterprises are building purpose into what they do, it is CreativeKids (CK).

CK demonstrates that creative education has a valuable place, not only for the creative industries, but also for the well-being of the individual and community. CK has branched out boldly to set up a social enterprise that benefits under-privileged children. It ensures that all children, regardless of their family background, should have access to quality creative and arts education.

Creativity has become a buzzword that it remains to be an under-utilised educational resource and an under-developed career field. CK helps its students and parents to realise their potentials and create the future workforce.

What sets CK apart is its dedication to its mission, reinforcing it at every turn. Its mission radiates from the inside out: employees who dedicate unreservedly, to loyal students and parents in whatever community they are with.

Art is a powerful agent for positive social change and CK is certainly the leader with strong social impact in this field.

Ms. Rebecca Yung
Founder & Vice-chairperson
Education for Good



ART IN COMMUNITY



“Fund” & Share Market is the first art weekend market hosted by IM Creative. We would like to acknowledge all visitors and volunteers who made it happened. A total of HK\$13,611 raised is donated to “Art in Hospital” in support of their therapeutic art activities for patients.



Being the beneficiary organization of the “Fund” and Share Market, Art in Hospital really appreciates IM creative in providing a precious opportunity for their children in serving the community by what they have learned and created in the art programs. Their creativity and passion in art has obviously demonstrated in the works they created. Their eagerness to share their work with the market comers showed their satisfaction that they achieved in art creation. Turning the art studio into a market is a good way to connect with local community. Good job, IM Creative!

Ms. Grace Cheng
Director
Art in Hospital Limited



PARTNERS

Art in Hospital

The Education University
of Hong Kong

Dream Impact HK Ltd

Golden Age Foundation

EDiversity

Education For Good
Foundation

HKSKH Bishop Hall
Secondary School

InnoPower@JC

Jockey Club
'Learning by Doing'
Academy

Jockey Club Neo
Education Lab

The Mission Covenant Church
Holm Glad No. 2 Primary School

Social Enterprise Summit

The Boys' & Girls' Clubs Association
of Hong Kong



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.

Facebook: Art Squad: 奇義特工隊



OUR VOLUNTEER TEAM

OUR CONTACT

IM Creative So Are You



IM Creative



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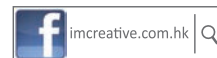
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IM Creative • So are you



創想聯萌 • 人人可能

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