

同途十載
社企情在

11-12

ANNUAL 年 REPORT 報

周年紀念特刊

10th anniversary

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政務司司長 林鄭月娥, GBS, JP
Mrs. Carrie Lam, GBS, JP, Chief Secretary for Administration

勞工及福利局局長 張建宗, GBS, JP
Mr. Matthew Cheung, GBS, JP, Secretary for Labour and Welfare Bureau

民政事務局局長 曾德成, GBS, JP
Mr. Tsang Tak-sing, GBS, JP, Secretary for Home Affairs

食物及衛生局局長 高永文, JP
Dr. Ko Wing-man, JP, Secretary for Food and Health Bureau

民政事務總署署長 陳甘美華, JP
Mrs. Pamela Tan, JP, Director of Home Affairs

社會福利署署長 聶德權, JP
Mr. Patrick Nip, JP, Director of Social Welfare

工業貿易署署長 麥靖宇, JP
Mr. Kenneth Mak, JP, Director-General of Trade and Industry

勞工處處長 卓永興, JP
Mr. Cheuk Wing Hing, JP, Commissioner for Labour

平等機會委員會主席 林煥光, GBS, JP
Mr. Lam Woon-kwong, GBS, JP, Chairperson of Equal Opportunities Commission

醫院管理局行政總裁 梁栢賢, JP
Mr. Leung Pak-yin, JP, Chief Executive, Hospital Authority

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潛能迭展
羣猷益彰

政務司司長林鄭月娥



香港心理衛生會明途聯繫有限公司創業十周年誌慶



明途共濟
啓智展能

勞工及福利局局長張建宗



香港心理衛生會明途聯繫有限公司創業十周年誌慶



展能匡志
社企楷模

民政事務處處長 曾德成



「明途聯繫」創業十周年誌慶



互勵互勉
共濟共融

食物及衛生處處長 高永文



香港心理衛生會明途聯繫有限公司創業十周年誌慶

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明誠啓導
開展平途

民政事務總署署長陳甘其



助展新生
共創明途

社會福利署署長蘇德權



同德同心
建社惠民

工業貿易署署長麥靖宇



香港心理衛生會明達聯繫有限公司創業十周年誌慶

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力行社責建和諧
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醫院管理局行政總裁梁柏賢



明途聯繫有限公司創業十周年紀念 賀辭



「社企楷模」

平等機會委員會主席

林煥光 敬題

明途聯繫有限公司創業十周年誌慶



明途顯關愛
勵志展才能

勞工處處長卓永興 敬賀

序言

Foreword



盧德臨醫生

香港心理衛生會執行委員會主席

Dr. Lo Tak-lam

Chairman of Executive Committee
The Mental Health Association of Hong Kong

「香港心理衛生會的社會企業」

2012年標誌著香港心理衛生會附屬公司－明途聯繫有限公司成立十周年的新里程，除了藉此機會慶賀過去十年的豐碩成果，亦是籌劃未來的重要時刻。

香港心理衛生會多年來致力為殘疾人士提供以人為本的職業康復服務，透過多元化之工作訓練、就業選配和輔導，藉以滿足他們不同階段的訓練及就業需要。2002年，本會執行委員會決定以「社會企業」模式成立明途聯繫有限公司，希望能製造更多公開就業崗位，讓殘疾人士及弱勢社群可以在實際的就業環境中工作，並享有一般僱員的就業保障。

過去十年，「明途聯繫」在服務範疇及人力資源上都在不斷擴展，顯示其多元化的工作和社會日益殷切的需求。現時「明途聯繫」已成為香港最大社會企業之一，2011/12年度的總營業額超過7千萬元。公司現有僱員163人，當中殘疾員工和弱勢社群人士總計109人。業務包括清潔服務、便利店、復康用品專賣店、「復康速遞」直銷業務及最近發展的餐飲服務，所得盈利全數投放於企業的發展用途，為殘疾人士創造更多就業機會。

能夠見證「明途聯繫」過去十年豐盛的成長，達致當初成立的使命，本會執行委員會深表欣慰。在香港經濟環境變

化迅速的挑戰下，「明途聯繫」團隊一直勇於面對壓力，多次化危為機，從而不斷提升競爭力，成為同業的典範。「明途聯繫」創新的思維和商業營運模式，滿足殘疾人士和弱勢社群的需要，體現了社企的社會價值，締造了關愛的文化。

在這個值得慶賀的日子，本人謹向社會福利署「創業展才能計劃」多年來的支持表示深切致意。另外，特別感謝「明途聯繫」董事局主席及成員，他們以卓越遠見，英明領導，帶領「明途聯繫」取得今天意義深遠的成就。「明途聯繫」盡責的管理團隊及全體員工竭誠盡力，精神可嘉，本人深表讚許。

面對急速變化的社會及經濟環境，社會企業在香港的發展仍然充滿挑戰。我深信「明途聯繫」秉承過去十年把握機遇和追求卓越的精神，定能繼往開來，續創佳績。

“Social Enterprise of the Mental Health Association of Hong Kong”

The year 2012 marks a new milestone for the MentalCare Connect Company Limited, a subsidiary of The Mental Health Association of Hong Kong (MHAHK), as it celebrates its 10th Anniversary. It is also an opportunity for us to celebrate the achievements of the past decade and to sculpt our future.

Throughout the years, MHAHK endeavours to provide person-centred vocational rehabilitation services including versatile work training, job matching and counselling for people with disabilities. In 2002, Executive Committee of MHAHK decided to establish MentalCare Connect as a social enterprise, with a mission of creating more open employment for people with disabilities and the disadvantaged hence their entitlement to general employment protection in a real workplace.

The growth of MentalCare Connect over the decade is a reflection of its diversified work portfolio and the rising demands of the community. MentalCare Connect has become one of the biggest social enterprises in Hong Kong. In 2011/2012, the annual turnover reached a record of over \$70 million. MentalCare Connect now employs a staff team of 163, among them 109 are people with disabilities and the disadvantaged. Our business ranges from cleansing service, convenience stores, rehab shops, Rehab Express direct sales & catering service. The operating surplus is fully reinvested in the business development itself hence creating more job opportunities for the disabled.

The Executive Committee of MHAHK is pleased to share the joy of success of MentalCare Connect in the past decade. Despite rapid changes in the economic environment, MentalCare Connect staff team has helped the company emerge even stronger from the crisis and to keep its competitive edges throughout the past years. MentalCare Connect has established itself as a model in the field. Through adhering to the caring principle and value of social enterprise, the staff team attends to the needs of people with disabilities and the disadvantaged with their innovative thinking and business approach.

I would like to express my gratitude to the “Enhancing Employment of People with Disabilities through Small Enterprise” Project of the Social Welfare Department for its support to us throughout the years. We are also in debt to the Chairman and Directors of the Board for their insightful guidance and excellent leadership in shaping MentalCare Connect in achieving our meaningful social mission. Last but not least, the wise effort and strong commitment of the devoted management team and staff of MentalCare Connect is commendable and much appreciated.

As the pace of change in our social and economic environment turns faster than ever, the business environment for the Social Enterprise in Hong Kong remains challenging. With its many visionary plans in the exploration for advancement and business opportunities, I am confident that MentalCare Connect will continue to excel with their fine exemplary tradition and reach new heights in the years to come.



黎守信醫生

明途聯繫有限公司董事會主席

Dr. Benjamin Lai MH

Chairman
MentalCare Connect Company Limited

「同途十載 社企情在」

欣逢明途聯繫有限公司十周年誌慶，本人十分榮幸能為特刊撰寫序言。

我們的母會香港心理衛生會於九十年代開始，已於總部綜合服務大樓開設「卓思廊」，營運餐飲及印刷服務，並於一間公營醫院開設便利店。2002年，當時政府提出透過小型企業加強殘疾人士就業機會的政策，母會在社會福利署撥款支持下，決定成立明途聯繫有限公司發展社會企業。

感謝政府官員不遺餘力地促進政策，公營團體及私營企業推動企業社會責任的概念，讓社會企業得以持續成長。當中包括醫院管理局轄下的公立醫院撥出空間予非政府機構開設店舖，為住院病人、訪客及職員提供服務。一些私營企業亦與非政府機構建立商業合作關係，提供技術培訓及支援，讓非政府機構能發展新業務。

「明途聯繫」有幸在經歷挑戰、失敗、成功、高低起伏中，一直獲得發展及成長的機會。公司由十年前一間小型企業開始，擴展至過去五年的營業額能提升4倍達致7千萬元，我感到非常欣慰。在這樣的規模經濟下，我相信公司未來將更有能力維持一個堅固及可持續的財政狀況。

「明途聯繫」致力維護殘疾人士公開就業的機會，僱用殘疾人士的比例接近70%。對於殘疾人士來說，要學習新技能及切合新工作的要求，需要付出勇氣、信念及堅毅不屈的精神；對於他們的同工來說，需要透過關懷、接納及耐性與殘疾人士合作；作為僱主，需要對初期未能充分掌握技巧的同工給予鼓勵。透過同工的支持及關懷，殘疾人士重新融入公開就業市場的過程變得順利。我向所有員工致以衷心感謝，無論是普通員工或弱勢社群，他們都共同建立了一個關懷及支持的文化，彰顯了「明途聯繫」的社會使命。

如何在盈利及社會使命中取得平衡，化解兩者出現的分歧，是董事局及公司管理層經常面對的挑戰和考驗。這個情況是可以理解的，因為自由市場及經濟回報一直都是市場最主要的考慮。相比之下，社會回報的計算仍是一個要闡述、具體化及推廣的概念。

「明途聯繫」希望能在社會影響及社會回報上，對推行的計劃作出較定期及科學化的分析。我很榮幸獲得不少學院及朋友的支持，願意奉獻時間及心思，將「明途聯繫」的業務加入學術研究內，我對他們表示謝意。

面對環球經濟危機，公司不能獨善其身。一棵十年的樹木仍然需要陽光及雨水的祝福，還有雷電及暴風雨的憐憫。「明途聯繫」近年的發展模式取決於政府政策、社會團體及私營企業的持續支持及合作。我很高興看見私營基金有興趣支持社會企業，祈望政府政策能促進這個平台，讓合作能順利展開。

「明途聯繫」的成功，有賴母會執行委員會主席、委員及行政職員的竭誠服務及支持，董事局成員努力不懈地提出高瞻遠矚的建議及方向，本人對他們致以衷心感激。

最後，本人感謝前任總經理楊建霞女士，她雖然於去年因接受另一個使命而離職，但她對「明途聯繫」的成長及發展起著推動的作用。在現時公司蓬勃發展的時刻，我很感激一直在母會關顧「明途聯繫」的鍾偉成先生，出任我們的董事總經理，帶領「明途聯繫」百尺竿頭，更進一步。

“The Ten Years of MentalCare Connect Company Ltd.”

It is my pleasure to write the foreword for our publication on the tenth year anniversary of the Company. Since 1990's our mother organization, the Mental Health Association of Hong Kong, had been running a shop in its head quarter providing food and drinks and printing service and a convenience store in a public hospital. It was in 2002 when the Government put forth its policy of enhancing employment of people with disabilities through small enterprise and set up a start-up fund through the Social Welfare Department that Mental Care Connect Ltd was brought forth.

Thanks to the commitment and untiring effort of senior public officials in promotion of the policy, public organizations and private corporations warmed up to the idea of support of social enterprise and corporate social responsibilities. Public hospitals under the Hospital Authority allocated spaces within the public hospitals for NGOs to start shops that serve the hospital patients, visitors and staff. Some private corporation also opened opportunities to NGOs as partners in their business. Some provided technical training and support to the staff of NGOs for them to start a new line of business.

The Company is fortunate to be given the opportunities to grow and develop through challenges, failure, success, ups and downs. While the Company started off with a few businesses ten years ago, I am pleased to read that the business turnover of the company has increased by about four fold in the past five years reaching seventy million dollars. With economies of scale I believe that the Company will be in a favorable position to attain and maintain a sustainable financial status.

The Company has continued to uphold employment opportunities of the disadvantaged and maintained a percentage of disabled person of about 70%. It needs courage, faith and perseverance for one to learn new skills and meet the demand of a new job when one is inconvenient through certain disadvantage. It takes care, acceptance and patience for one to work together with and support to a co-worker when the co-worker is less as eloquent and skillful at least in the beginning. The re-integration of a disadvantaged person into the role of a worker in the open employment in the community is made

smoother with the support and care of the co-workers. I am thankful for all of our staff, whether they are disadvantaged or otherwise, for their care and support for one another. We have laid a good foundation in the culture of the Company for the social mission of the Company to flourish.

The conflict and balance between two double bottom lines in the Company, profit and social mission, has put the Board and the management executives of the Company into repeated challenges and tests. This is understandable because the concept of free market and the bottom line of financial return have been the dominant ideas for ages. Besides the measurement of social return is still a concept to be elaborated, substantiated, and promoted.

While the company would like to have more regular and scientific studies to evaluate social impact and social return of the projects run by the company, we are so far indebted to the interest and dedication of academics and learned friends to devote their time and efforts to include the projects of the company into their studies.

The Company is not exempted from risks as in the business world. A tree of ten years old is still under the blessing of the sun and rain, and the mercy of the thunder and storm. The current model of the Company depends on the continual support of the policy by the Government and public bodies, and the means by which the policy is supported and executed. It also depends on the continual support of and collaboration with private enterprises. It is glad to learn that private funders are interested in and prepared to fund projects in social enterprise. It may be easier to kick off such collaboration if the policy of the Government can facilitate such a joint venture.

The success of the Company has very much been depending on the commitment and support by the chairmen, executive committee and administration of the mother organization, MHAHK. I wish to thank them and also thank the Board members for their untiring hours of opinions, suggestions, direction and support.

I wish to thank Ms. Yvonne Yeung, our previous general manager, who had been a driving force behind the growth and development of the Company. Ms. Yeung left us during the year for a calling of another mission. In this period of expanding business of our Company, I am grateful for our managing director, Mr. Chung Wai Shing, who has been caring for the Company over the years in another capacity, and now heads the next phase of development of the Company.

快樂同途

Let's Cheers









公司使命與價值

Mission & Values

我們的使命

聯繫四方商機，導向光輝前路

作為香港具規模的「社會企業」，我們積極結合官、商、民三方面的資源，以「市場導向」和「顧客導向」為營運基礎：

- 聯繫各方商機，為殘疾人士及弱勢社群創造就業機會；
- 經營溢利會全數重投於業務的未來發展。

核心價值

- 團隊精神
- 持續學習
- 創新
- 工作承諾
- 以人為本



Mission

Building Partnership, Sharing Success

As a well-established social enterprise in Hong Kong, we actively consolidate resources of the government, business sector and the public and operate the company on a marketing-driven and customer-oriented principle.

- 🌀 We seize business opportunities and create job positions for the disadvantage group and people with physical challenges
- 🌀 We will reinvest all operating profits for future business developments

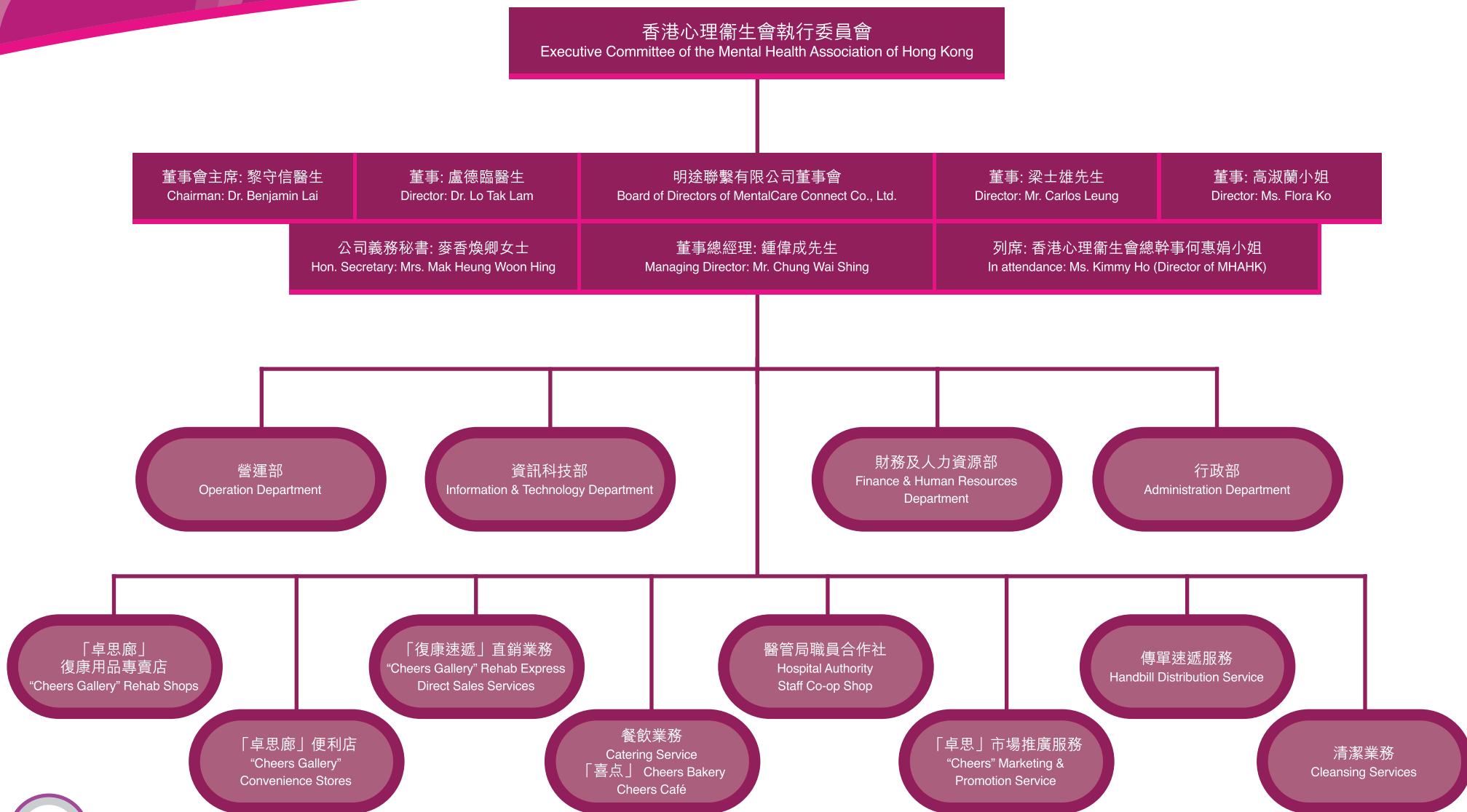
Core Values

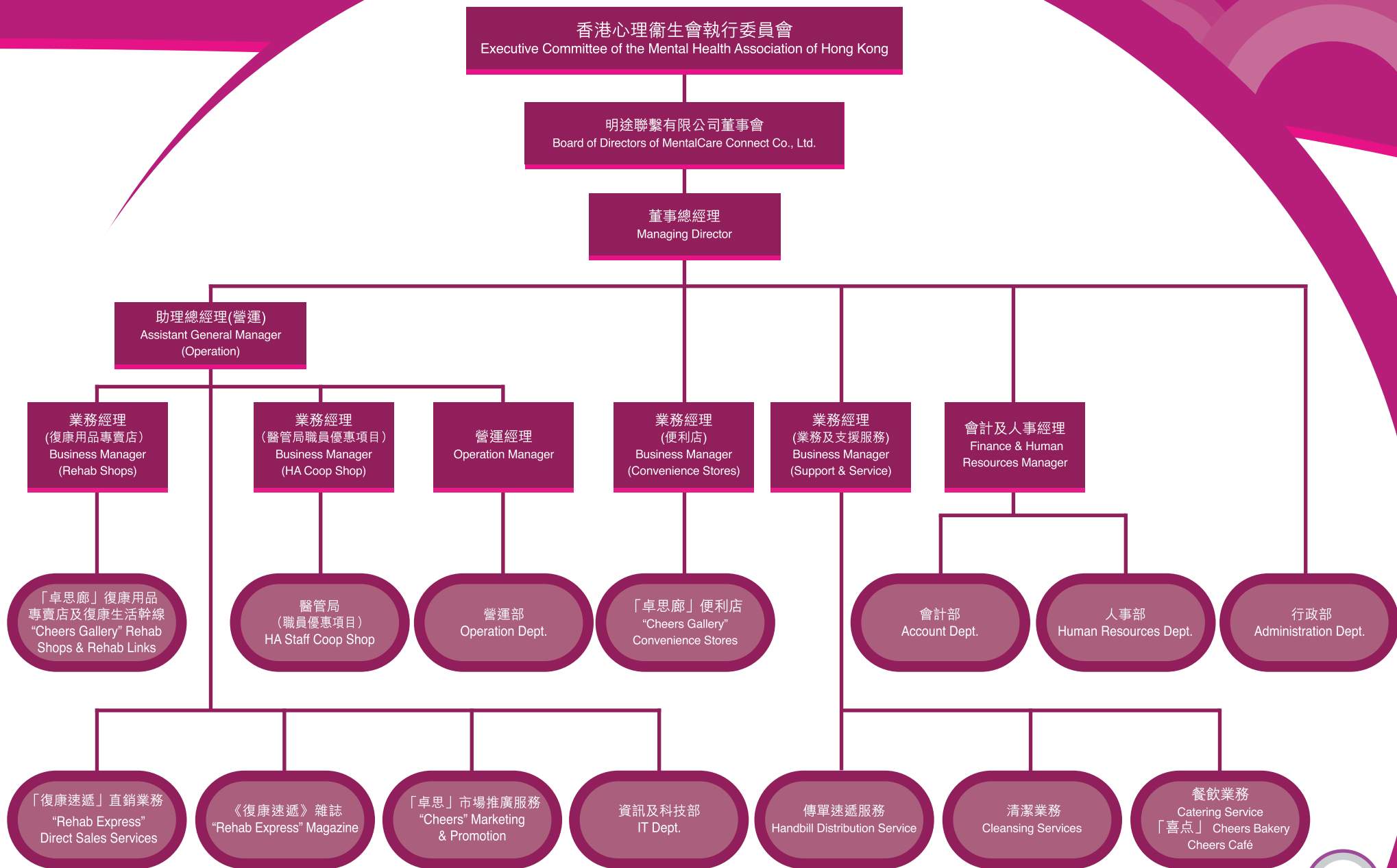
- 🌀 Team Spirit
- 🌀 Continuous Learning
- 🌀 Innovation
- 🌀 Commitment
- 🌀 People-oriented



公司組織架構

Organization Chart





十周年紀事及特約分享

Highlights of Our 10-Year History and Sharings



分享
Sharing

許宗盛律師

勞工及福利局康復諮詢委員會主席

Mr. Herman Hui BBS, MH, JP
Chairman
Rehabilitation Advisory Committee
Labour and Welfare Bureau

為了促進及構建一個和諧共融的社會，香港政府十多年來皆積極推動殘疾人士融入社區生活，讓他們能與其他健全人士一樣，擁有平等的機會享用各項社區設施和參與一切社區活動。對於精神病康復者和其他有特殊需要的人士，若期望他們能重投社會，加速身心的康復療效，最佳良方莫過於給他們一份有尊嚴、有義意和有合理回報的穩定職位，讓他們從工作中，發揮個人潛能，感受到自己同樣備受重視，對社會有著貢獻。

香港心理衛生會秉承著為精神病康復者和智障人士提供真正公開就業機會的原則，於十年前創辦了明途聯繫有限公司，以社會企業的模式先後開拓了多個行業市場，為過百名殘疾人士提供了就業機會，創立了自家的品牌，成為香港最具規模的社會企業之一。

本人有幸能透過協助社會福利署「創業展才能計劃」認識了「明途聯繫」的各位管理人員，在過去的十年，親眼見證了他們的勤奮、毅力、成敗、鬥志、團結與愛心，衝破重重的困難，得以茁壯成長。

祝願「明途聯繫」日後的業務更能蒸蒸日上，為更多弱勢社群提供有尊嚴的工作職位，為構建充滿愛心的和諧共融香港出多一分力。

To build a harmonious society, the Hong Kong government has played an active role in promoting community integration of disabled people in the recent decade. It is hoped that the disabled can live as ordinary people, with equal opportunities to use community facilities and participate in community activities. To help the ex-mentally ill or other persons with special needs integrate into society and speed up their recovery, the best way is to offer them a dignified, meaningful, fairly paid job. By working, they can develop their potentials, feel equally valued, and contribute to the society.

The Mental Health Association of Hong Kong is committed to providing opportunities of open employment to ex-mentally ill persons and those with intellectual disabilities. Upholding this principle, it established MentalCare Connect Company Limited a decade ago. MentalCare Connect, operated as a social enterprise, has opened up different businesses, creating jobs for more than one hundred disabled people. It has also established its own brand and is among the largest social enterprises in Hong Kong. I am very happy to have known the management team of MentalCare Connect through the project of "Enhancing Employment of People with Disabilities through Small Enterprise" organized by the Social Welfare Department. In the past decade, I witnessed their diligence, perseverance, enthusiasm, unity, caring heart, and ups and downs. Against all the odds, they grew a blooming business.

I wish MentalCare Connect more prosperous business. I hope it will provide more dignified jobs to the disadvantaged groups and contribute to a caring, harmonious Hong Kong.

1997 - 2001

走上創業之路

On the Road to Entrepreneurship



分享
Sharing

何惠娟女士

香港心理衛生會總幹事

Ms. Kimmy Ho

Director

The Mental Health Association of Hong Kong

過去，一般人普遍認為一個人患上精神病後便會喪失工作能力，情緒行為反覆，甚至有暴力傾向。這些標籤令康復者難以在公開市場持續就業；他們縱有工作動機和能力，最終只能接受庇護工場或職業康復訓練服務，終身扮演學員的受助者角色，依賴綜緩過活。

香港心理衛生會早於1998年已在總部大樓開設集合便利店、茶座和印務坊服務的店舖—「卓思廊」，至2002年成立「明途聯繫有限公司」，以社會企業模式經營不同業務，就是相信精神病康復者具有多方面的工作能力，只要企業能提供一個就業機會和多一點包容和鼓勵的工作環境，他們在工作上的表現將不遜於普通僱員。更重要的是「社會企業」能協助康復者去除「被復康」的標籤，讓他們重拾工作自信和真正僱員的身份。社會如果能多一些像「明途聯繫」的「社會企業」，精神病康復者將有更多機會重返就業市場，貢獻社會。

In the past, it was generally conceived that persons with mental illness had lost the capacity for work and were emotionally or behaviorally unstable or might even have violent tendencies. Such stereotypes set hurdles for them in securing continuous employment in the open market. Despite their motivation and ability to work, persons with mental illness could only stay in sheltered workshops or participate in vocational rehabilitative activities for training purposes. Ultimately, they were "trained" to play the role as service recipients and dependent on CSSA for their living.

The Mental Health Association of Hong Kong set up the "Cheers Gallery" at the MHAHK Building in 1998, a one-stop station that combines the nature of a convenience store, café and printing shop. In 2002, it established

MentalCare Connect Company Limited, a business which operates in the mode of social enterprise, in the belief that persons with mental illness are capable of taking different job responsibilities. Given an opportunity for employment and a supportive and encouraging working environment, they could perform as good as other employees. More importantly, social enterprises helps to free these people from being labeled as "rehabilitated", allowing them to build their confidence in work and to enjoy the status as a real employee. It is our wish that more social enterprises would be established like MentalCare to provide more job opportunities for persons with mental illness to make contributions to our society.

Highlights of Our 10-Year History and Sharings

高淑蘭女士

香港心理衛生會執行委員會委員

Ms. Flora Ko

Executive Committee Member

The Mental Health Association of Hong Kong

隨著社會的進步，公眾教育的推行，市民對於精神病康復者的認識逐漸加深，而對他們的需要，亦更加理解；在輔助精神病康復者的就業方面，我們欣見各界的努力，為他們提供工作的機會，亦為香港的人力資源增添生力軍。

在香港心理衛生會的策動下，「明途聯繫有限公司」在2002年開業，以社會企業的模式，聘用精神病康復者為僱員，營運各種業務，提供配合他們能力的工作，讓他們在為自己生活努力的當兒，發揮潛能；而在他們的投入和努力、香港心理衛生會及「明途聯繫有限公司」各方面的支持和配合下，過去十年中，業務得以蒸蒸日上，精神病康復者的就業機會，亦因而得以增加。

在此，我們將會繼續努力，透過社會企業的營運，與香港市民一起攜手貢獻社會。



With the advancement of our society and the implementation of public education, citizens have demonstrated deeper understanding in ex-mentally ill persons and their needs. We are glad to see the efforts made by different parties in assisting the ex-mentally ill and to increase the labor force in Hong Kong by offering job opportunities to them.

Established by the Mental Health Association of Hong Kong in 2002, MentalCare Connect Co. Ltd has been operating as a social enterprise to employ ex-mentally ill persons through running various businesses that cope with their capability which allows them to stand on their own feet and to develop their potentials. With the devotion and hard work of the ex-mentally ill and the support of Mental Health Association of Hong Kong and MentalCare Connect Co. Ltd, MentalCare has recorded satisfactory business performance in the past decade to offer more employment ex-mentally ill persons.

We would continue our efforts to operate social enterprise to contribute to our society through collaboration with Hong Kong citizens.



2002 - 2004

聯繫四方商機 導向光輝前路

Connecting Business
Opportunities Around
For A Brilliant Future



分享
Sharing

陳肖齡女士

前社會福利署助理署長

Ms. Ophelia Chan BBS

Former Assistant Director
Social Welfare Department

今年是明途聯繫有限公司創立十周年誌慶，在此衷心祝賀「明途聯繫」駿業宏開，繼續提供更多職位予殘疾人士，改善他們的生活質素，使他們能融入社區，發展所長。

猶記得在2001年，現時的林鄭月娥司長，即當年的社會福利署署長，確認政府必須為殘疾人士提供全面支援，在01-02年財政年度增撥三億多元，推行各項新措施，其中就包括撥出5千萬元，設立種籽資本，推行「創業展才能計劃」。此計劃的目的是透過以市場導向的方式直接撥款資助非政府機構開設小型企業。政府認為營辦這類企業的好處，乃使那些難以在主流就業市場覓得長期工作的殘疾人士能有一個固定的工作崗位，而參與這些業務的人士能正式成為業務的僱員。

香港心理衛生會當年積極回應及支持「創業展才能計劃」，成為首批獲得撥款的機構開展家品店、清潔及醫院便利店業務。該會更率先成立附屬公司，即明途聯繫有限公司，去創立和經營業務。這種商業運作模式的確可以使企業融入更多商業元素，務求可以賺取利潤和財政上自給，再投資於本身業務。

「明途聯繫」以為精神病康復者創造就業機會為己任，過去十年間，目光遠大，屢創新猷，現時已開辦超過十多個企業項目，每年提供逾170個就業名額。

「明途聯繫」的成功證明了政府、民間機構及商界能通力合作推動建立新的關懷文化，透過「創業展才能計劃」，提高殘疾人士自力更新的能力，為他們爭取平等的就業機會。



On the occasion of the 10th anniversary of MentalCare Connect Company Limited, I would like to express my hearty congratulations. I also wish the Company a prosperous business to offer more job opportunities to the disabled people, in order to improve their quality of living, integrate them into the society and develop their potentials.

I still have fresh memory of the year 2001, when Mrs. Carrie Lam Cheng Yuet-ngor, Chief Secretary for Administration and the former Director of Social Welfare Department affirmed that the government shall provide comprehensive care and support to disabled people. During the financial year 2001-2002, the government allocated over three hundred millions Hong Kong dollars for the implementation of various new measures, of which fifty millions was used as seed capital to implement the project of "Enhancing Employment of People with Disabilities through Small Enterprise". This project aimed to provide direct funding support to help non-government organizations to set up small businesses through market-oriented approach. The major advantage of such businesses, as suggested by the government, was to offer regular jobs and actual employee status to the disabled whom could hardly secure a long-term job in the mainstream employment market.

As an active supporter of the project, the Mental Health Association of Hong Kong was among the first group of organizations that received government funding for the operation of household products stores, hospital convenience stores and cleansing business. The Association also took the lead to establish a subsidiary company, i.e. MentalCare Connect Company Limited, to explore new business. This approach of commercial operation introduced more commercial elements into the enterprise, so that it can be profit-making and financially self-sustaining and is capable of accumulating funds for self-investments.

MentalCare Connect is committed to creating job opportunities for ex-mentally ill persons. Its past decade was a successful illustration of foresight and innovation. Nowadays, MentalCare Connect has set up more than ten enterprise projects, providing over 170 job opportunities every year.

The success of MentalCare Connect demonstrates the effort of the government, private organizations and the business sector to work in collaboration to build new caring culture. Through the "Enhancing Employment of People with Disabilities through Small Enterprise" Project, disabled people are able to obtain equal employment opportunities that mark a step forward to their self sufficiency.



老子超先生

將軍澳醫院綜合復康部部門經理

Mr. Lao Chi-chiu

Department Manager
Integrated Rehabilitation Department
Tseung Kwan O Hospital

將軍澳醫院「卓思廊」復康用品專賣店是第一所以外判予社會企業的方式在公立醫院內營運的店鋪。醫療及復康用品因涉及不少專門知識，過去這類用品店都由醫院或病人資源中心直接運作或經醫護人員轉介往合適的供應商購買。成立於2002年的復康用品專賣店可以說是開創先河。作為一間社企，「卓思廊」不單為殘疾人士提供現實的工作環境作工作技能訓練，也能在顧客服務，多樣化的醫療及復康產品提供和店鋪管理上都能達到優良水平。「卓思廊」在這十年的業績表現，見證了一個有社會使命、優良管理及以顧客為本的品牌的成功之道。

Cheers Gallery, a rehabilitation shop located at Tseung Kwan O Hospital, is the first social enterprise being operated in a public hospital under the outsourcing arrangements. Since the sale of medical and rehabilitation products requires specialist knowledge, such specialty shops in the past were operated by hospitals or patient resource centres themselves, or the purchase of such products was made by medical staffs' referral. The establishment of the Cheers Gallery in 2002 was the first of this kind. Being a social enterprise, Cheers Gallery not only provides people with disabilities a real working environment for work skills training, it can also maintain a good quality in the areas of customer services, the provision of diversified medical and rehabilitation products and shop management. The business performance of Cheers Gallery in these ten years has proven the key of success of a brand, that is, bearing the social mission and emphasizing customer-oriented and quality management.

2004 - 2005
共事共榮
Building Partnership
Sharing Success



分享
Sharing

方敏生女士
香港社會服務聯會行政總裁

Ms. Christine Fang JP
Chief Executive
The Hong Kong Council of Social Service

香港心理衛生會於2002年以社會企業模式，開辦「明途聯繫有限公司」，透過發展多元化業務，讓精神病康復者可以透過敬業樂業，融入社會，「明途聯繫」可說是非政府機構營辦社會企業的先驅。

這十年來，「明途聯繫」透過跨界別合作，如醫管局、鴻福堂及多個醫學組織，業務不斷推陳出新，並採用「藍海戰術」，發展獨特而多元化的服務，包括開設便利店、復康用品專賣店、復康用品直銷、市場推廣服務、復康用品網上銷售平台、出版免費復康雜誌、餐飲業務、清潔業務，以及醫管局職員合作社等。

「明途聯繫」乃本港最具規模的社會企業之一，其殘疾僱員更可以由見習員工，晉升至店長或管理層，這是體現殘疾人士工作能力的最佳明證及肯定，希望社會能給予殘疾人士更多機會，讓他們實踐自我，貢獻社會！



MentalCare Connect Company Limited was established by the Mental Health Association of Hong Kong in 2002 as a social enterprise. As a social enterprise pioneer operated by a non-governmental organization, MentalCare Connect has developed various businesses to help ex-mentally ill persons to integrate into our society.

Over the past decade, MentalCare Connect has collaborated with organizations such as the Hospital Authority, Hung Fook Tong and various medical associations to provide innovative services. By making good use of the "Blue Ocean Strategies", the company has developed various unique businesses which include convenience stores, rehabilitation product retail stores, rehabilitation product direct sales services, marketing and promotion services, rehabilitation product online shop, free rehabilitation magazines, food & beverage services, cleaning services and Hospital Authority Staff Co-op Shop.

MentalCare Connect is one of the most well-established social enterprises in Hong Kong. Disabled employees of MentalCare Connect can be promoted from a trainee to supervisor or manager, presenting the best evidence of the ability of the people with disabilities. I sincerely hope people with disabilities would be given more opportunities to develop their potentials and make contribution to our society.



楊建霞女士

香港基督教女青年會總幹事

Ms. Yvonne Yeung

Chief Executive

Hong Kong Young Women's Christian Association

十年前，香港心理衛生會堅信殘疾人士及弱勢社群應享有平等的就業機會，於是毅然抱著一腔熱情創辦了附屬社會企業--明途聯繫有限公司；十年後，「明途聯繫」不負眾望，積極活出社會創業的精神，憑著大膽的策劃，創辦了多項創新的服務，為一群康復者創造了以人為本及關愛的工作環境，至今已成為一間成功的「社會企業」。

作為「明途聯繫」的前任總經理，我親身見證了「明途聯繫」這十年間的奮鬥歷程，縱然面對劇烈的市場競爭和挑戰，一眾團隊均能快速應變，轉危為機，不斷檢討營商策略，構思創新的服務，開拓了一個又一個新里程。

社會價值的意義，不只是計算創造就業的數目，殘疾人士在工作中發揮的潛能、工作表現、人際關係、工作滿足感、生命成長，以及擔當承傳使命的角色，更為重要。「明途聯繫」正正活出此種可敬的精神，有不少康復者的生命起了莫大的成長；亦有不少同事抓緊社會使命的重要，而經歷人生的蛻變。

祝願「明途聯繫」繼續上下一心，勇往直前，並繼續譜出一段段動人的故事，用生命影響生命，幫助弱勢社群發揮所長，貢獻社會。無須再扮演被社會可憐及施予的一群！

Ten years ago, driven by the strong conviction that disabled people and disadvantaged groups should have equal job opportunities in the society, The Mental Health Association of Hong Kong started its subsidiary social enterprise – MentalCare Connect Co. Ltd. A decade passed, MentalCare successfully achieved its goal by proactively established various innovative services by bold planning and live out the spirit of social entrepreneurship, with the aim to create “people-oriented” caring working environment for people with disabilities. Nowadays, MentalCare has evolved and became a successful social enterprise.

As the former General Manager of MentalCare, I had witnessed how MentalCare strike for success all way long in the past ten years. In spite of facing fierce market competition and challenges, the MentalCare team was able to adjust to the changes efficiently, turning unfavorable situations into golden opportunities. Through continuous deliberation of business strategies, new services had been launched resulting in laying one milestone after another on its history.

The meaning of social value is far beyond the number of jobs being created for the disabled. What's more important is to consider how the people with disabilities perform their job, to what extent their potentials are utilized, the interpersonal relations with one another, their job satisfaction, life growth and their role to uphold



and pass on the mission. MentalCare has proudly live out this respectful spirit: a number of disabled people experienced significant growth in their life and MentalCare staffs also realized the importance of social mission and underwent transformation in their lives.

I would like to extend my sincere wish to MentalCare and her staffs. Wishing you all unity and passion in pursuit of creating more touching stories through sharing life experiences and to help the disabled and the disadvantaged unfailingly to utilize their potentials and capabilities so that they could also make contributions to the society.



2005 - 2006

社會企業新紀元

New Era of

Social Enterprise Development

認識「明途聯繫」是早於2005及2006年，當時扶貧委員會正積極討論如何改善香港弱勢社群的就業問題，並且決定積極推動「就業整合型的社會企業」(Work Integration Social Enterprise, WISE)。按當時所得到的資料，明途聯繫有限公司是由香港心理衛生會經過仔細的分析和規劃後，採用成立附屬公司的方案，以市場運作方式，為服務對象提供訓練及就業機會。早在十年前，社會企業可說仍是在萌芽期，政府及社會人士仍對社會企業之概念和運作還在探索中，但「明途聯繫」已憑著他們的專業知識，成功地在醫院建立了自己之品牌便利店「卓思廊」。

研究小組成員十分欣賞「明途聯繫」的服務，更欣賞的是其員工，不只擁有專業，而更抱著堅定的信念。筆者記得有一年的社企民間高峰會議中曾討論到一個有趣的課題，就是香港社會企業可持續發展的情況，席中有一些講者提出香港許多社會企業都是由社工負責，由於社工人員缺乏商業知識，因此不少香港的「社企」都是虧本，更提出一句話“Grants kill social enterprises”之言論。筆者看見當時「明途聯繫」的執行董事鍾偉成先生在觀眾席上馬上站起來提出反駁，並強調香港不少社工是懂得結合商業知識和社工助人自助的服務手法，來幫助社會中的弱勢社群。鍾先生的一句話至今仍深深刻在我心中，過去從事社會企業的研究時經常思考「何謂成功的社會企業」？成功是否單指「社企」能贏取利潤，並且能繼續生存下去，抑或成功在於它能夠為我們的弱勢社群提供援助，使他們不單得到工作，改善經濟生活，更重要的是強化他們的社會功能，學習自力更生呢？

坦白的說，一方面能面對市場激烈的競爭，另一方面又能協助弱勢社群學習自力更生殊不容易。不過我們十分高興的是，「明途聯繫」的十年默默耕耘，證明了這是可達成的任務(mission possible)！相信足以證明「明途聯繫」上下員工的心血並沒有白費，更得到社會的認同！



陳錦棠博士

香港理工大學第三部門教研中心

Dr. Chan Kam-tong

Principal Lecturer & Director
Centre for Third Sector Studies
The Department of Applied Social Sciences
The Hong Kong Polytechnic University

I came to know MentalCare as early as in 2005 and 2006, when the Commission on Poverty proactively discussed the measures to improve the employment situation of disadvantaged groups in Hong Kong and decided to actively promote Work Integration Social Enterprise (WISE). According to the information collected, the Mental Health Association of Hong Kong established MentalCare as an independent Subsidiary after in-depth analysis and planning. MentalCare is a market business operation that provides training and employment opportunities to the disabled service users. A decade ago, social enterprises were still in embryo stage. While the government and our community were still exploring the concept and operation of social enterprises, MentalCare has already established Cheers Gallery, their own convenience store that operates in hospitals.

At that time, our research team highly appreciated the services of MentalCare. We also have much admiration on its staff team that owns professionalism and faith. It comes to my mind of the Social Enterprise Summit that discussed the sustainability of Hong Kong social enterprises. Certain speakers mentioned that many social enterprises in Hong Kong were managed by social workers who lacked of business

knowledge that led to the poor financial status of social enterprises. They even put forward a saying as “Grants kill social enterprises”. I still remember seeing Mr. Chung Wai Shing, Executive Director of MentalCare stood up immediately to refute and emphasized that many social workers know how to integrate business knowledge and social work skills to help the disadvantaged in our society. That saying was deeply rooted in my mind. In the past, I conducted a research on “what is a successful social enterprise”. It always came to my mind that whether “success” implies profitability and sustainability, or the assistance that one could offer employment to the disadvantaged group and to improve their quality of living, and more importantly, to strengthen their social function so that they could stand on their own feet.

Frankly speaking, it is never easy for a social enterprise to face keen market competition, and at the same time to help the disadvantaged to stand on their own feet. It is especially pleased for us to witness the hard work of MentalCare in the past decade that proves a mission possible! It is also a strong evidence of the devotion of MentalCare team and the social recognition that the Company has gained.

2006 - 2007
超越競爭 · 共赴藍海
Value Innovation Brings Success



分享
Sharing

嚴啟明先生
前香港市務學會主席

Mr. Yim Kai-ming
Former Chairman
Hong Kong Institute of Marketing



在藍海中再找到擴展的藍海

就像其他生意一樣，「明途聯繫」也曾經過一段起伏的日子，期間他們摸著石頭過河，努力地不斷尋找「最佳的生意模式」。

05/06年度開始，「卓思廊」復康用品店和醫院便利店成為「明途聯繫」的核心業務或可稱之為藍海。及後，他們在藍海中再擴展三項相關而且甚有前景的生意。就是：(一)《復康速遞》雜誌：提供復康、醫療或護理知識、復康儀器介紹等，每雙月印行二萬份，免費派贈醫管局旗下近四十家醫院的病人和醫護人員；(二)「復康速遞」網上商店：提供一站式網上復康用品銷售，附有齊全的產品目錄；(三)為訂購者提供產品送遞服務。

經過公開投標，能成功地在近十家醫院經營「卓思廊」復康用品店和便利店，「明途聯繫」倚靠的是員工殷勤而專業的服務（其中逾七成員工為精神病康復者）、商品種類比別家多、價格較市面便宜，還主動與醫護人員建立良好關係，願意度身訂製一些醫



院希望病人自行購買的復康用品，住院的病友於是樂於光顧「卓思廊」復康用品店和便利店。對於已出院的病友及其家屬，仍可繼續透過「復康速遞」雜誌和「復康速遞」網上商店獲得復康產品資訊，決定要購買者（對長期病患者來說，不能不買），亦可透過網上訂購及要求產品送遞服務。

現實(店舖)、媒體(雜誌)、虛擬(網路)與物流(送遞)的結合，令這盤生意從醫院走向社區，不再受地域限制。同時，在醫院為病者提供他們所需，這是生意的源頭，病者對「卓思廊」認識了以後，就會繼續透過雜誌和網下訂購，其生意範圍由醫院擴闊到全港每一個角落。



In Exploration of Blue Ocean Extension through the “Blue Ocean Strategy”

Similar to other businesses, MentalCare Connect has gone through ups and downs. During that period, the Company has devoted hard work and efforts in the pursuit of “The best business model”.

In year 2005-2006, “Cheers Gallery” rehab shops and convenience stores became the core business of the Company, also known as the blue ocean of MentalCare Connect. On top of it, the Company extended three related and promising businesses as shown below:

- 1) “Rehab Express” Magazine: providing rehabilitation and medical care knowledge and introducing rehabilitation equipment etc. It is a bi-monthly publication which has a circulation of 20,000 copies, targeting at patients and medical professionals in the network of about 40 hospitals under The Hospital Authority
- 2) “Rehab Express” Online Shopping Platform: a one-stop platform providing online rehab goods with comprehensive products catalogues
- 3) Providing delivery services for customers

After open tendering, MentalCare Connect successfully bid for the operation license in nearly 10 hospitals to run “Cheers Gallery” rehab shops and convenience stores. Its success relies on attentive and professional services provided by the staff (of which over 70% are ex-mentally ill persons), wide range of goods and market competitive price range. MentalCare Connect also takes the initiative to build good relations with medical professionals and help to tailor-made some medical products for patients for rehabilitation purposes as suggested by the hospital.

Therefore, patients are supportive to “Cheers Gallery” rehab shops and convenience stores. As for patients who left the hospital for home and their families, they would be able to obtain the latest information on rehab products through “Rehab Express” Magazine and “Rehab Express” online shopping platform. Customers can buy the products through online booking and request for the delivery services (to chronic patients, the products are necessities).

The integration of reality (shops), media (magazine), virtual (internet) and logistics (delivery) has made this business goes from hospital to community, and no longer subject to geographical restrictions. At the same time, meeting the needs of the patients during their stay in hospital is the source of business which helps to gain continuous support after introducing “Cheers Galley” to them, assuring future purchases through magazine and internet. Such business scope can extend from hospitals to everywhere in Hong Kong.



2007 - 2008

熱忱 · 創新 · 蛻變

Passion · Innovation · Evolution



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Sharing

高永文醫生

食物及衛生局局長

Dr. Ko Wing-man JP

Secretary for Food and Health Bureau

香港心理衛生會於2002年開辦「明途聯繫」，以社會企業模式發展不同業務，當中包括復康用品專賣店、便利店、復康雜誌等，目的是為精神病康復者提供就業機會，達至自力更生。

香港防癌會一直與香港心理衛生會合作無間，「明途聯繫」更於2008年於香港防癌會賽馬會癌症康復中心開設「卓思廊」便利店，為院友及探病的親友提供優質的醫療康復用品及禮品售賣服務，帶來不少方便，同時更為兩機構帶來雙贏局面。

本人謹代表香港防癌會恭賀「明途聯繫」成立十周年，祝願 貴會業務蒸蒸日上，更上一層樓，繼續為香港的精神病康復服務作出莫大貢獻。

MentalCare Connect was founded by the Mental Health Association of Hong Kong in 2002. It has developed different businesses in the mode of social enterprise, including rehab shops, convenience stores, and magazines on rehabilitation. Its aim is to create jobs for ex-mental patients and help to pave way for their self-reliance.

The Hong Kong Anti-Cancer Society has long been working in collaboration with the Mental Health Association of Hong Kong. With the establishment of MentalCare Connect "Cheers Gallery" convenience store in our Jockey Club Cancer Rehabilitation Centre in 2008, patients and visitors are in convenient reach to quality medical rehabilitation products and gifts services, which marked a win-win situation that benefited both parties.

On behalf of the Hong Kong Anti-Cancer Society, I would like to extend our congratulations to MentalCare Connect on its 10th anniversary. I wish the Company flourishing business and continuous success in its commitment to Hong Kong's psychiatric rehabilitation services.





醫院管理局 - 健康資訊天地

自《復康速遞》創刊以來，醫管局健康資訊天地就與「明途聯繫」攜手合作，致力把各種疾病和復康的資訊帶給病友。五個年頭過去了，《復康速遞》的內容愈趨生活化和多樣性，不僅藉着與專業團體的協作提供各種醫護知識、最新的醫療方法及服務，更有病友組織的資料和過來人的分享等，集資訊和趣味於一體。

藉「明途聯繫」創業十周年，我們寄望和祝福這一社會企業及《復康速遞》可以百尺竿頭，更進一步，讓更多病友得到支援和資訊。

Hospital Authority - Health InfoWorld

Since the launch of "Rehab Express Magazine", Hospital Authority's Health InfoWorld has joined hands with MentalCare Connect Company Ltd to strive for the delivery of information on various diseases and rehabilitation to patients. Five years elapsed, the contents of "Rehab Express" are now becoming more diverse and relevant. "Rehab Express" is a collection of information and fun. Through collaborating with professional organizations, it has provided readers with different medical knowledge, up-to-date medical methods and services, the information of patient organizations and sharing by patients, etc.

On the 10th anniversary of MentalCare Connect Company Ltd., we would like to congratulate the MentalCare Connect Company Ltd. and "Rehab Express" for a better future and success, and providing more support and information to the patients.



分享
Sharing

謝家駒博士

香港社會創業論壇主席

Dr. Tse Ka-kui

Chairman,
Hong Kong Social Entrepreneurship Forum

「明途聯繫」是我十分敬佩及期望甚高的社會企業。敬佩，是因為她的整個發展歷程難能可貴，我特別欣賞<藍海策略>的運用，突破了一般社企的市場局限，殺出一條生路，再加上多方面的業務創新，令到整個「社企」能持續地長足的發展，產生巨大的社會效應及示範作用。期望甚高，有雙重意思。

第一，我期望「明途聯繫」繼續不斷突破自己，百尺竿頭，更進一步。

第二，我期望她不斷總結正反經驗，有系統地跟其他志願團體及「社企」分享，不要過份謙虛，因為不善於將寶貴經驗讓人家參考及借鏡，是一種極大的浪費，我們負擔不起。

「明途聯繫」全體同事，我向你們致敬！

MentalCare Connect is a social enterprise that I have high respects and expectations.

I have high respects for the Company as it has achieved remarkable development through the years. I am impressed by its use of "Blue Ocean Strategy" in particular; which successfully marked the breakthrough of social enterprises in face of market restrictions. With innovative ideas of business operation, MentalCare acts as a model for other social enterprises and creates substantial positive impact on the community for the long-term development of social enterprises.

I have two important expectations on MentalCare: First, I hope MentalCare would continue to make breakthroughs and scale new heights.

Second, I hope the Company can summarize its strengths and weaknesses, and share its experience with other voluntary organizations and social enterprises. It would be a great honor for other organizations to be able to learn from and refer to the valuable experiences of MentalCare Connect.

I would like take this opportunity to express my greatest gratitude to all staffs of MentalCare.



2008 - 2009

使命為本 · 做大做强

A Belief In Mission · A Quest For Greatness



分享
Sharing

張國柱先生
立法會議員

Mr. Peter Cheung
Legislative Councilor



租金是經營社會企業重大的困難，就此我曾多次促請政府撥出政府建築物供「社企」免租或廉租使用。可惜政府現時仍未就扶助「社企」制定政策，以致「社企」在港發展受到限制。香港心理衛生會在2002年開辦明途聯繫有限公司，聘用百多名殘疾人士，為服務使用者提供更多出路。能夠在一個地產霸權及財團壟斷橫行的香港經營「社企」是一件殊不簡單的事情，「明途聯繫」在飲食業、清潔、零售、網上銷售等多個範疇上發展業務，使社會人士能夠在更多層面上接觸殘疾人士及精神病康復者，加深彼此認識及了解，消除歧視及偏見。祝願「明途聯繫」業務蒸蒸日上，使更多復康者能夠受惠，發揮專長。

Rent has always been the major challenge in running a social enterprise. In view of this, I have repeatedly urged the government to offer some government buildings to social enterprises for free or low rent. Unfortunately, up to this point, the government has not yet made any relevant supporting policy, which restricts the development of social enterprises in Hong Kong. MentalCare Connect Company Limited, established by the Mental Health Association of Hong Kong in 2002, has employed over a hundred disabled people, providing more opportunities for service users of the Association. It is nothing simple to operate social enterprises in Hong Kong where developer hegemony and

monopoly of large corporations are dominant. Despite the above, MentalCare Connect has managed to develop business in different fields such as catering, cleaning, retailing and online marketing, which offers our community various channels to meet disabled or ex-mentally ill persons, promoting mutual understandings to help eliminating stereotypes and discrimination. I hereby wish MentalCare Connect a flourishing business to benefit more ex-mental patients.

2009 - 2010

卓越服務 · 成功之道

The Key Of Success · Service Excellence



分享
Sharing

紀治興先生

基督教豐盛社會企業有限公司義務董事

Mr. Kee Chi-hing

Honorary Director

Fullness Christian Social Enterprise Limited



「明途聯繫」的故事，驟看與一般營商個案沒有太大分別，然而，她的成功是有另一重意義。過去十年內，她從政府及母會獲得共六七百萬的資金，去年的營業額達七千萬元，單是發給百多名原是精神病康復者的員工工資一年已超越六百萬元，相比綜援單給現金(Cash)，「社企」的以工代賑(workfare)又給予這些弱勢社群工作能力(Competence)、信心(Confidence)、及履歷(CV)，讓她可以投入主流社會。部分員工更自此可以脫離綜援，省卻公帑。她應該是香港政府在社企項目上，社會效益回報最高的投資。



MentalCare Connect seems to have no difference from any ordinary business organizations; however, its success actually carries a much deeper meaning as a social enterprise. In the past ten years, MentalCare Connect has received a total of six to seven millions from the government and its mother Association, the Mental Health Association of Hong Kong. Last year, the Company recorded a turnover of seventy millions and salary expenses of more than six millions for over a hundred staffs who are ex mentally ill persons. Compared with the Government's Comprehensive Social Security Assistance (CSSA) that merely offers cash to the disadvantaged, a social enterprise provides workfare. On top of that, it offers 3Cs-Competence, Confidence and CVs-to enable the disadvantaged to integrate into mainstream society. Some of its staff members can even stand on their own feet without applying for CSSA that saves public funds. Among all of the projects of social enterprises supported by Hong Kong government, MentalCare Connect should be the one that has generated the highest social returns.



分享
Sharing

馮檢基先生
立法會議員

Mr. Frederick Fung SBS, JP
Legislative Councilor



隨著時代的變遷及香港城市管理的現代化，原先製造「香港故事」的土壤已經不復存在，那些企圖在街邊擺小攤維生，創業起家的人，已經「無立足之地」。然而香港心理衛生會明途聯繫有限公司在這十年來發揮其社會創業精神，在業務上不斷創新，擴大經營規模，為創造「香港神話」現代版提供一個良好機會。事實上，「明途聯繫」是我認識的社會企業中最成功的企業之一。她的產品除了可以服務康復人士外，更重要的提供超過100個就業機會予精神病康復者，讓他們可以自立更新，既可脫貧，亦能發揮個人的能力，服務社區。

「明途聯繫」支持你！



With the change of our society and the modernization of city planning policy, Hong Kong is no longer regarded as a favorable environment for "Made in Hong Kong" stories to root and grow – for those who try to strike for living as hawker and for those who dreamt for starting their own businesses. Despite this, MentalCare has demonstrated the spirit of social enterprise, the persistence in innovation, the expansion of operating size, which created a valuable storyline for the "Hong Kong Myth".

MentalCare Connect is one of the most successful social enterprises I have ever seen. Not only has it served ex-mentally ill persons with its products, it has also provided over one hundred job opportunities to them with its business revenue. In MentalCare Connect, the ex-mentally ill learn to stand on their own feet, lift themselves out of poverty, and contribute to the community with the abilities they possess. My full support to MentalCare Connect!

2010 - 2011

新的挑戰 · 新的機遇

New Challenges · New Opportunities



司徒永富博士

鴻福堂集團董事兼總經理

Dr. Ricky Szeto

General Manager and Director
Hung Fook Tong Holdings

分享
Sharing



「明途聯繫」可以說是推動社會企業概念及營運的先驅者，積聚了多年的實戰經驗，其成果廣泛地得到社會認同，且對香港的社企發展起著實質及深具影響的貢獻。更難得的是，「明途聯繫」經常提出創新經營理念，並積極作出實踐性的嘗試，我司便在这种氛圍中不斷與「明途」探索不同經營概念，並付諸實行。事實上，在不斷的探索和實踐中，我司也成為社企的推動者，也榮幸成為「明途聯繫」的同行者。

MentalCare Connect is a pioneer in promoting the social enterprise concept and in applying the concept. With the solid experience accumulated over the years and its widely recognized achievements, MentalCare Connect has made substantial and influential contributions to the development of social enterprises in Hong Kong. The Company often brings up innovative business ideas and tests them in practice. This has led to the cooperation of our two companies: we constantly explore and practice different operation concepts together. In this process, as I see with much delight, my company has also become an enabler of social enterprises, walking hand in hand with MentalCare Connect.





謝凌潔貞女士
教育局常任秘書長

Mrs. Cherry Tse JP
Permanent Secretary
Education Bureau

我認識「明途聯繫」，始於扶貧委員會在二零零五年把社會企業如何協助失業人士就業納入討論議題。社會企業與牟利企業一樣，都要面對競爭、業務風險和現金周轉問題。

十年不算太漫長，但對一家企業來說，首十年卻是舉足輕重的。企業的營運方向、發展重點、管理模式，經過首十年反思所遇到的挑戰，大多得以確立。「香港心理衛生會」只是中型的社福機構，但其轄下的「明途聯繫有限公司」透過多元發展，用心經營，已成為社會企業界別的成功典範。

成功非偶然，背後全憑努力與腦力。透過反思求進、不斷提升管治、拉近與顧客的距離、果斷地結束連年虧損的業務，「明途聯繫」才能在市場的洪流中與時並進。市場的驚濤駭浪，無阻「明途聯繫」對社會目標和商業目的兩者的追求。我祝願「明途聯繫」業務蒸蒸日上，為精神病康復者及殘疾人士提供更多就業機會。



I have known MentalCare Connect since 2005 when the Commission on Poverty began the discussion of how social enterprises helped unemployed persons to seek employment. Like commercial enterprises, social enterprises need to face competition, business risks and cash flow problems.

Ten years may not be a long time. However, for an enterprise, the first decade is significant. A good reflection of the challenges faced in the first decade will usually determine the operational direction, focus of development and management mode of the enterprise. The Mental Health Association of Hong Kong is just a medium-sized social welfare organization, but its subsidiary MentalCare Connect, through careful management and diversified development strategies, has become a prime example of social enterprises.



Success does not come by chance. It demands efforts and brain work. MentalCare Connect strived for improvement through reflection, constantly enhanced its management, shortened its distance with customers and decisively closed the loss-making business line. It was then able to move with the times in a market with severe competition. The rough waters of the market never stopped MentalCare Connect from fulfilling its social mission and business targets. I wish MentalCare Connect enjoy a flourishing business and provide more job opportunities to ex-mentally ill persons and disabled people.



分享
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郁德芬博士

香港社會企業總會會長

Dr. Alice Yuk JP

Chairman

The Hong Kong General Chamber of Social Enterprises

明途聯繫 — 激動了社企

「明途聯繫」十年，不單只是一間「社企」勇於創新、敢於接受挑戰的個別故事，更反映了整個香港社會企業的發展奮鬥史。

了解「明途聯繫」，不能只看表面。「明途聯繫」，由一間小小的零售店，每年的營業額不過百萬，至今發展的業務點超過十個，營業額達七千萬。它成功，是因為它和管理層和員工，以消費者的需要為核心；為著這些大多為病者及其家屬的方便，「明途聯繫」以心為心，創造了事業，亦同時創出了一個又一個的藍海。更令人讚賞的是，在它170名僱員中，七成為精神病康復者。「明途聯繫」展示了這些康復者和社會上自助自尊的重要性，突顯了「社企」的社會價值。

「明途聯繫」的經驗，激動了社企，支持了整個「社企」運動。

祝願「明途聯繫」更上一層樓。

MentalCare Connect: Inspiring Social Enterprises

The ten years of MentalCare Connect is more than a story of an individual social enterprise making innovations and taking challenges. It is indeed a mirror of the development history of social enterprises in Hong Kong.

To know the true story of MentalCare Connect, we need to go beyond what it seems. MentalCare Connect started from a small retail store with an annual turnover of no more than one million Hong Kong dollars. But today, it has established over ten business outlets, the sales of which amount to seventy million Hong Kong dollars. The success of MentalCare Connect comes from its core business principle of meeting the needs of customers, which is upheld by both the management and employees. For the convenience of customers, most of which are patients and their families, the company insists on serving customers with heart. As a result, it creates a successful business, and meanwhile, opens up new blue ocean markets. More admirably, of its 170 employees, 70% are ex-mentally ill patients. Not only does MentalCare Connect connect the ex-mentally ill, it also highlights the significance of self-reliance and self-respect, as well as the significance of social enterprises.

MentalCare Connect, with its experience, has inspired every social enterprise and contributed to the overall development of social enterprise movement. I wish it even greater success in the future.



2011 - 2012

同途十載 社企情在

Companion 10 Years · SE Passion Never Rare



分享
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林煥光先生
平等機會委員會主席

Mr. Lam Woon-kwong GBS, JP
Chairperson
Equal Opportunities Commission



很高興見到香港心理衛生會轄下的社會企業「明途聯繫有限公司」創辦十載，讓殘疾人士和弱勢社群展現才能。社會企業的營商能力往往被低估，就如部份人會對精神病康復者及其他殘疾人士的工作能力存有偏見。今時今日，「明途聯繫」的員工達170人，其中七成為精神病康復者，企業團隊更創下了驕人的營業額，這無論對僱主、殘疾人士及公眾都是莫大的鼓勵。「明途聯繫」作為社企楷模，亦證明了在實踐平等共融與關愛之餘，亦可成就無限商機。

謹此祝願「明途聯繫」繼續秉持「共事共榮」的社會使命，讓所有人都能得到平等的機會，在貢獻社會的同時，亦能共享美好的成果。

I am glad to see that MentalCare Connect Company Limited, a subsidiary of the Mental Health Association of Hong Kong entered the decade milestone of its establishment, with its mission to help the disabled and disadvantaged groups to develop their potentials. The ability of social enterprises in business operation is often underestimated, similar as to those ex-mentally ill or other disabled persons who are labeled with underperforming working ability. Nowadays, MentalCare has more than 170 staffs, of which 70% are ex-mentally ill, while at the same time recording an impressive turnover, giving great encouragement to the employer, the disabled, and the public. As a role model of social enterprises, MentalCare Connect has proved that social enterprises are able to develop business opportunities while practicing the principle of care, equality and integration.

I hereby express my best wishes to MentalCare Connect, for it to continue with its social mission of "Building Partnership, Sharing Success" and to provide equal opportunities for all people to work in contribution to our society while sharing the fruits of prosperity.

今日明途

Today's MentalCare

令殘疾人士驕傲的品牌
Proudly Brands from the People with Disabilities



「卓思廊」
- 便利店
- 復康用品專賣店
- 復康生活幹線



直銷業務
- 「復康速遞」網上商店
- 《復康速遞》雜誌



「醫管局職員合作社」



「卓思」市場推廣服務

全港最大復康用品訂購網站
www.rehabexpress.com.hk

業務版圖

Business Presence



屯門醫院「喜点」
Cheers Bakery



「卓思廊」屯門醫院
復康用品專賣店



「卓思廊」博愛醫院便利店
及復康用品專賣店



「卓思廊」北區醫院便利店



北區醫院 Cheers Café



「卓思廊」威爾斯親王醫院便利店



「卓思廊」明愛醫院復康生活幹線



醫院管理局職員合作社



「卓思廊」復康生活幹線
(佐敦南京街)



「卓思廊」將軍澳醫院
復康用品專賣店



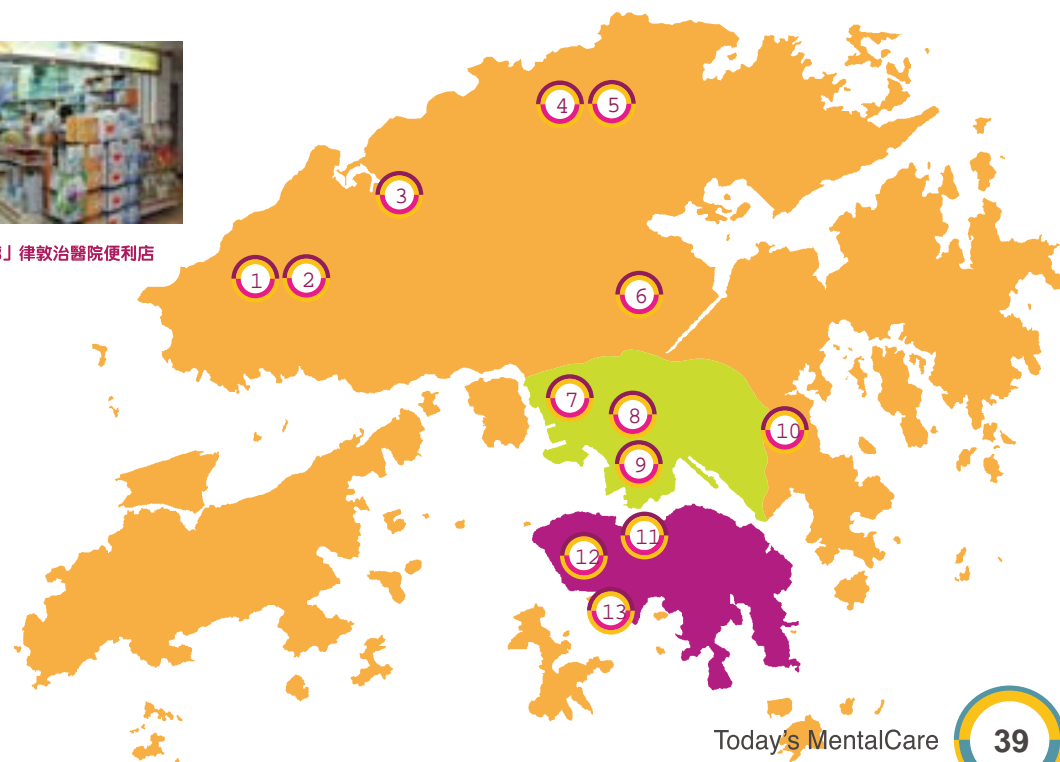
「卓思廊」律敦治醫院便利店



「卓思廊」瑪麗醫院
復康生活幹線



「卓思廊」癌症康復中心
復康用品專賣店



行政報告

Executive Report

2011-2012年度「明途聯繫」在營收方面有大幅增長，營業額由2010-2011年度的47,342,521港元增加至本年度的70,700,245港元，增長達49%。驚人的增長主要源於2011年5月公司成功競投到醫管局大樓的職員合作社，其強勁的銷售額為公司帶來充裕的現金流，紓緩了公司長期以來營運資金緊絀的問題。

然而，「明途聯繫」面對的經營環境持續惡劣，經營多年的雅麗氏那打素何妙齡醫院便利店終於在重新招標後敗給私營企業，而屯門兆康站的復康用品專賣店亦因續約條件包括要為店鋪支付高昂的重新裝修費用而只得隨約滿而結束營業。有關僱員大部分都可安排到其他店鋪工作。

自2010年與「鴻福堂」以「友善特營」方式合作，發展了兩項零售式餐飲業務，其中北區醫院的Cheer's Café的業務已上軌道，而另一間位於屯門醫院的「喜点」卻因在毗鄰突然新增了一家連鎖式快餐店而令營業額急轉直下。面對激烈的競爭，公司必須調整市場及產品策略，冀能持續經營下去。

人事方面，為「明途聯繫」服務了近十年的總經理楊建霞小姐於十二月中離職，母會考慮到需要維持公司的核心價值及業務的延續性，加上在業界亦難以找到合適人選，遂於母會借調一直擔任「明途聯繫」執行董事的鍾偉成先生出任董事總經理一職，全時間投入「明途聯繫」的業務發展。

「明途聯繫」上年度聘用近240位僱員，但由於五月未能成功投得兩張站頭巴士清潔合約，公司需要遣散近70位清潔僱員。公司未來日子，需要努力開拓更多商機，為殘疾人士創造更多就業機會。

展望將來，「明途聯繫」仍會繼續鞏固龍頭產業—復康用品零售業務的市場地位，另一方面，公司亦會就餐飲業務及協會消費業務投放更多資源，探索持續發展的機會。

鍾偉成先生

明途聯繫有限公司董事總經理

For financial year 2011-2012, MentalCare Connect recorded a substantial growth in revenue. Its turnover rose from HK\$47,342,521 in 2010-2011 to HK\$70,700,245 in current year, representing 49% growth. This significant increase mainly stemmed from the successful bidding for operating the Hospital Authority Staff Co-op Shop at the Hospital Authority Building in May 2011. The strong sales of the shop brought ample cash flow, easing the long-term shortage of operation capital.

However, in face of worsening business environments, MentalCare Connect lost the contract of the convenience store in Alice Ho Miu Ling Nethersole Hospital, which it had run for years, to a private company in the rebidding. The company also had to close the rehab shop in Siu Hong Station in Tuen Mun after fulfilling the contract, as it could not afford the high cost of redecorating the shop as required for contract renewal. The majority of staffs in these two shops would be deployed to other shops.

MentalCare Connect has been cooperating with Hung Fook Tong by means of "Friend-chise" since 2010. The cooperation has brought two business projects in catering. One of the projects, Cheer's Café in North District Hospital is on the right track. However, as for the other project, Cheers Bakery in Tuen Mun Hospital has seen a sharp drop in sales, due to a newly opened chain fast food shop nearby. Encountering severe competition, the company must adjust marketing and product strategies to sustain its business.

For the change in personnel, Ms Yvonne Yeung, who had been the General Manager for nearly ten years, left the company in mid-December. Considering the maintenance of the company's core value, the continuity of the business, and the inavailability of suitable candidates in the industry, the parent company seconded the Executive Director of MentalCare Connect, Mr. Chung Wai Shing, as Managing Director, responsible for business development of MentalCare Connect.

MentalCare Connect had nearly 240 employees last year. However, the company had to lay off about 70 cleaners as it failed in the bidding of two contracts of bus cleansing service in May. Our company will have to open up more business opportunities to create jobs for the disabled.

Looking forward, MentalCare Connect will strive to maintain the market position of its rehabilitation products retail business, the core business line of the Company. Meanwhile, the company will allocate more resources in catering business and the corporate sale business to explore opportunities for sustainable development.

Mr. Chung Wai Shing

Managing Director

MentalCare Connect Company Limited

社會回報 (至31/03/2012)

Social Return (As at March 2012)

殘疾僱員概覽

Disabled Employee's Profile

業務範圍 Business Scopes	殘疾僱員人數 No. of Disabled Employees	僱員總數 Total No. of Employees
「卓思廊」律敦治醫院便利店 "Cheers Gallery" Ruttonjee Hospital Convenience Store	7	7
「卓思廊」北區醫院便利店 "Cheers Gallery" North District Hospital Convenience Store	8	9
「卓思廊」威爾斯親王醫院便利店 "Cheers Gallery" Prince of Wales Hospital Convenience Store	2	3
「卓思廊」博愛醫院便利店及復康用品專賣店 "Cheers Gallery" Pok Oi Hospital Convenience Store & Rehab Shop	4	5
「卓思廊」將軍澳醫院復康用品專賣店 "Cheers Gallery" Tseung Kwan O Hospital Rehab Shop	2	3
「卓思廊」瑪麗醫院復康生活幹線 "Cheers Gallery" Rehab Links (Queen Mary Hospital)	2	3
「卓思廊」復康生活幹線 (佐敦南京街) "Cheers Gallery" Rehab Links (Nanking Street, Jordan)	5	6
「卓思廊」屯門醫院復康用品專賣店 "Cheers Gallery" Tuen Mun Hospital Rehab Shop	4	5
「卓思廊」香港防癌會賽馬會癌症康復中心復康用品專賣店 "Cheers Gallery" The Hong Kong Anti-Cancer Society Jockey Club Cancer Rehabilitation Center Rehab Shop	1	1
「卓思廊」明愛醫院復康生活幹線 "Cheers Gallery" Caritas Medical Centre Rehab Links	4	5
「復康速遞」復康用品直銷服務 "Rehab Express" Rehab Product Direct Sales Service	3	10
「卓思」市場及推廣服務 "Cheers" Marketing & Promotion Service	16	17
"Cheers Cafe" 北區醫院 "Cheers Café" North District Hospital	7	8
「喜点」屯區醫院 "Cheers Bakery" Tuen Mun Hospital	5	6
清潔業務 Cleansing services	31	52
總辦事處 Head Office	3	17
醫管局職員合作社 Hospital Authority Staff Co-op Shop	5	6
總數 Total	109	163

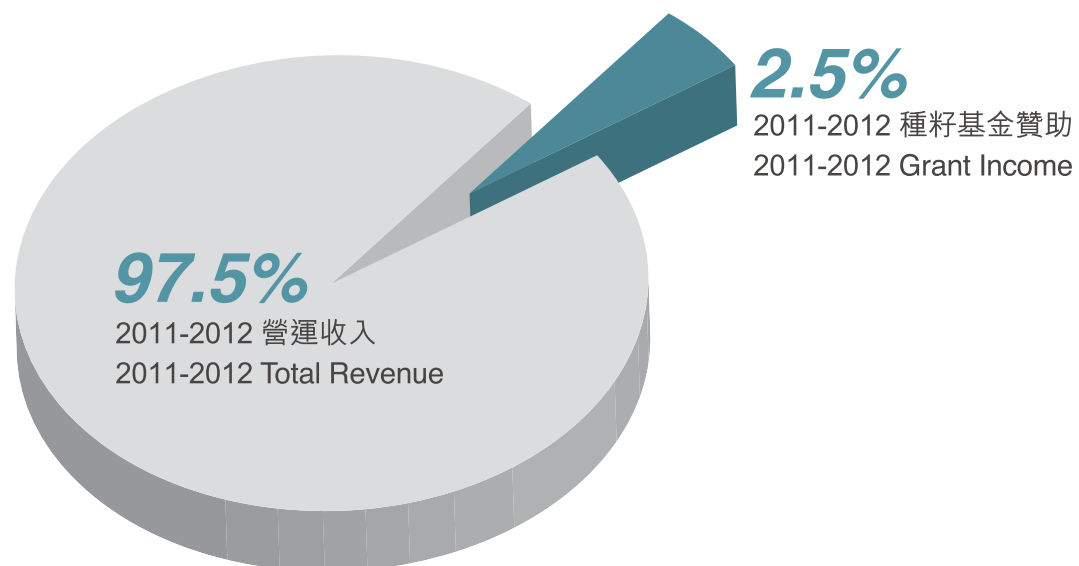
財務回報

Financial Return

(2011-2012年度 總收入: HK\$70,702,136.09)

(Total Revenue in the year of 2011-2012: HK\$70,702,136.09)

種籽基金贊助 Grant Income	1,518,736.03
營運收入 Total Revenue	69,183,400.06
總額 Total	70,702,136.09



獎項及嘉許

Prizes and Awards

「明途聯繫」致力關懷弱勢社群，在各項公司的措施及業務發展上，均考慮到如何發揮殘疾人士的才能，付出的努力亦得到社會上的認同，榮獲多個由不同政府及機構頒發的嘉許獎項，見證了團隊上下一心的成果。

MentalCare Connect always cares about the disadvantaged groups. This is demonstrated in various policies and business activities whereby opportunities are given to the disabled to utilize their potential. The awards we got from the government and various organizations show that the efforts we made are recognized by the society.



 商界展關懷標誌嘉許(連續九年)
Caring Company Award (9 years+)



獎項及嘉許


Prizes and Awards

 家庭友善僱主獎勵
Family-Friendly Employers Award



 十八區關愛僱主嘉許
18 Districts Caring Employers Award



 觀塘區關愛僱主選舉





「有能者・聘之」社會關懷大獎-優秀獎
Talent-Wise Recruitment Award



2010年度「服務第壹大獎」
Next Magazine's Top Service Awards



六個社企人的自強故事

Stories Inside MentalCare



潘志偉先生

「卓思廊」北區醫院便利店高級店務員

衝出圍牆 助人自助

就讀中五時被診斷患上精神分裂症的志偉，於2000年因病發而入院就醫。出院後，志偉便展開五年漫長的頹廢生活。絕大部份時間，志偉都把自己困在家中的四面圍牆內，抗拒與外間再牽上半點聯繫。即使中途曾泛起一絲進修的念頭，卻仍是因缺乏動力而放棄。

2005年，志偉藉著輔助就業服務的轉介，獲得一份醫院的庶務實習工作。可惜，願意重新與世界接軌的志偉，卻因不能面對工作壓力而辭職，自信心再跌至谷底。

幾經轉折，志偉獲轉介到「明途聯繫」位於北區醫院的「卓思廊」便利店擔任學員，隨後再到復康店接受訓練。2006年8月，志偉終於憑著努力，讓人生曙光重新展露，成為北區醫院「卓思廊」便利店的正式職員。

「我要衷心感謝家人的支持和關懷，讓我能重新站起來。我也很感激『明途聯繫』聘請我為員工，在這裏工作已經六年，我學懂與別人相處之道。上司與員工之間的關愛，讓我尋回工作的動力。現在，我還肩負起教導學員的責任。看見他們每天都在進步，我實在非常欣慰。」

Mr. Pan Chi-wai

Senior Shopkeeper, "Cheers Gallery" North District Hospital Convenience Store

Breakthrough & Mutuality

Chi Wai, while studying in Form 5, was diagnosed of suffering from schizophrenia, and hospitalized in 2000 due to relapse. After discharge from hospital, he lived aimlessly for five years. Most of the time, Chi Wai locked himself at home and refused to make contact with the outside world. Though he had thought of further studies, he gave up finally due to lack of motivation.

In 2005, being referred to the Supported Employment Services, Chi Wai got a placement opportunity in a hospital. Chi Wai, who was ready to re-integrate into the community, eventually quitted the job because of work pressure. His self-confidence was totally shattered.

After twists and turns, Chi Wai was referred to work as a trainee in a convenience store, "Cheers Gallery", operated by MentalCare Connect Co. Ltd. (MentalCare) at the North District Hospital. He then received training at rehabilitation shop. With his great efforts, Chi Wai started a new life by working as a permanent staff at Cheers Gallery in August 2006.

"I would like to express my heartfelt thanks to the support and care given by my family members. Without their help, I cannot pull myself together and go on. I also want to express my gratitude to MentalCare. I have been working here for six years, I have learnt the ways to relate with others. The care support of my supervisor and colleagues have helped me at work. Now, I take up the responsibility to coach junior staff. I am gratified with the progress they made."



林月娥女士

醫管局職員合作社店務主任

毋懼歧視 吐氣揚眉

娥姐曾獲聘於私人機構任職，惟因行動不便，屢遭同事們質疑她的工作能力，令娥姐飽受被歧視之苦。後來因為行業式微，娥姐無奈地被公司解僱。適逢丈夫亦因腰傷不能工作，家庭頓時失去經濟支持，要靠綜援維持生計。

雖然多個困境在一瞬間悄然來襲，但刻苦耐勞的娥姐絕不輕言放棄。她希望自力更生，於是積極找尋工作。可惜其後數份工作，都因為與同事們的意見有分歧而離職。

在一次偶然的機會下，娥姐接觸到「明途聯繫」，於2008年起在「卓思廊」復康店任職。由於工作表現理想，與同事合作無間，終在2011年被安排到「醫管局職員合作社」擔任店長。以前因工作挫折被踐踏得破碎的自信心，終於重新啟動了。

「在『明途聯繫』工作的四年間，我很感激同事們對我的包容。與我之前任職的機構相比，『明途聯繫』同事之間的关系實在和諧許多。我很感謝『明途聯繫』給予我機會接受不同的挑戰，令我變得積極和快樂。讓我最欣慰的是，我的工作令到女兒受到啟發，她立志要幫助弱勢社群，從事社會工作。」

Ms. Lam Yuet Agor

Shop Supervisor, Hospital Authority Staff Co-op Shop

No Fear of Discrimination

Agor worked in a private company, she was challenged by her colleagues for her working abilities given her mobility problem. It made her feel being discriminated. Given the decline of the industry, Agor was dismissed by the company. At that time, her husband suffered from psoriatic strain and could not work. The family had to rely on Comprehensive Social Security Assistance for living.

Faced with adversities, Agor, who is a hard-working woman, did not give up easily. She wanted to be self-reliance and sought jobs proactively. She sought jobs in a number of companies, she finally quitted due to divergent opinions with her colleagues.

By chance, Agor knew about MentalCare, and she joined the workforce of Cheers Gallery in 2008. Because of her extraordinary working performance and harmonious working relationship with her teammates, she was promoted to the rank of supervisor and worked in Hospital Authority Staff Coop Shop. She thus revived her spirits and rebounded from disappointment.

"Having worked for MentalCare for four years, I really appreciate my colleagues' tolerance of me. Compared with my previous working organizations, staff relationship at MentalCare is most harmonious. Thanks to MentalCare which gave me various work opportunities, I have become more positive, energetic and happier. The most gratifying thing is that my daughter is inspired by my work, and she wants to become a social worker helping those underprivileged."

六個社企人的自強故事

Stories Inside MentalCare



宣庭智先生

「卓思廊」明愛醫院復康生活幹線店務主任

重拾生命 尋覓真愛

Henry於2006年時被診斷患上抑鬱症，從此展開人生最黑暗歲月的序幕。在情緒病影響下，Henry無法控制極端的負面思想，更一度想放棄自己。幸得家人、醫生及社工的不離不棄，Henry才有勇氣重整自己迷失的人生。

在2008年加入「明途聯繫」的Henry，接受訓練後被安排到博愛醫院「卓思廊」便利店擔任高級店員。因為藥物的關係，令到Henry的記憶力衰退，工作上出現困難。在同事們的諒解及幫助下，Henry終能慢慢掌握對貨品的認識，更漸漸受到上司的賞識，被派到明愛醫院「卓思廊」復康生活幹線擔任店長。

由於要重新學習管理店舖的日常營運和協調員工之間的工作，令Henry感到很吃力，引致當時的情緒十分低落，並萌起放棄的念頭。幸好有信仰的支持，同事們的關心，Henry終能走過困境，勝任店長之職。

「我覺得『明途聯繫』就像一個大家庭，同事之間都存存愛，人情味濃厚。我很高興見到同事們處事較以前成熟，希望日後可以與他們繼續互相學習，一起成長。到『明途聯繫』工作之後，我與家人的關係得到改善，比以前發病住院的時候更親密。而最大得著是在『明途聯繫』遇到我的太太。是她，讓我可以從感情路上重新出發。我好感謝她一直在我身邊的支持和鼓勵。因為愛令我們互相包容，互相依靠。」

Mr. Henry Shuen

Shop Supervisor, "Cheers Gallery" Caritas Medical Centre Rehab Links

Restart the Life; Met His True Love

Henry was diagnosed with depression in 2006, beginning his "dark period." Henry could not control his extreme negative thoughts, and even intended to give up himself. However, with unfailing support of his family, case medical doctor and social worker, Henry gained his courage to reintegrate his life.

In 2008, Henry joined MentalCare Connect Company Limited (MentalCare) and, after training, he was placed as the senior shop-keeper at "Cheers Gallery" in Pok Oi Hospital. However, due to side effects of psychiatric medication, Henry's memory was deteriorating, and he has difficulties at work. With the support and understanding of his colleagues, Henry gradually caught up with the sales. As a result, Henry was appreciated by his supervisor, and was appointed as the Shop Supervisor at "Cheers Gallery" in the Caritas Medical Centre.

Managing the daily operations of the shop and coordinating human resources made Henry feel stressful and depressive. At one time, he had idea to quit the job. With his religious faith and care of his colleagues, Henry finally overcame the difficulties and did an excellent job.

"MentalCare is like a big family, colleagues are caring and supportive. I'm glad to see that my colleagues have become more mature. I expect mutual learning and growth with my colleagues. My relationship with my family has improved after working at MentalCare. My biggest gain is meeting my wife at the workplace. I sincerely thank for her support and encouragement, and, because of love, we tolerate and rely on each other."



金妙珊小姐

「卓思廊」復康生活幹綫(南京街)店務員

忘記背後 勇闖新路

原是一位舞蹈老師的珊，因為長年累月的傷患而要放棄自己最熱愛的工作，留在家中休養並照顧兄姐的子女。由於失去人生目標，加上照顧小朋友的壓力，令精神非常疲憊的珊開始出現幻聽。2002年，珊終於需要接受醫生的治療。由於藥物產生副作用，令珊的日常生活舉步維艱，意志更加消沉。

直至2009年，珊接受香港心理衛生會的就業輔導服務，之後被介紹到南京街「卓思廊」復康生活幹線工作。從未接觸過復康用品的珊，在入職初期也擔心自己應付不來。幸在上司帶領之下，珊對產品的認知逐漸增加，開始懂得及有勇氣回答客人的查詢。

珊曾經以為跳舞就是生命中的一切，要放棄跳舞就彷彿失去生命一般。但是加入「明途聯繫」之後，對比之前教跳舞時的心理狀況，珊的心境變得更為祥和。原來，只要有勇氣放眼世界，就有機會發現更多美麗的道路。

「加入『明途聯繫』之後，姊姊看見我心境上的轉變，也為我感到欣慰。雖然媽媽會埋怨我因工作而不能時常陪伴她，但我知道她心底裏是支持我的。因為之前的經歷，令我更加珍惜健康。」

Ms. Chin Miu-shan

Shopkeeper, "Cheers Gallery" Rehab Links (Nanking Street)

Forgot the Past; Start a New Venture

Shan was a dancing teacher, but she finally forced to give up her adored job upon chronic injury. As she lost her life goal, coupled with the pressure of taking care of her children, she began to have auditory hallucination. In 2002, Shan eventually received psychiatric treatment. The side effect of the psychiatric medication affected Shan's daily life, which made her feel depressed.

In 2009, Shan received the supported employment service from the Mental Health Association of Hong Kong, and was placed at the "Cheers Gallery" - Nanking Street Rehab Links. Shan was worried at the beginning because she had little knowledge on the rehabilitation products. Under the leadership of her supervisor, she gained much knowledge on the rehab products, and became more confident to reply the enquiries of the customers.

Shan once thought that dancing was most important in her life, and her life would be meaningless if she gave up dancing. But after joining MentalCare, Shan has become gentler than before. She realized that if one dares to be open and forward looking, there are many opportunities lying ahead.

"My sister has witnessed my change after joining MentalCare. She is happy for me. Although my mum sometimes blames me for not being able to accompany her after work, I know she supports me in her heart. I now treasure my health upon looking back."

六個社企人的自強故事

Stories Inside MentalCare



郭佩琳小姐

「卓思廊」屯門醫院復康用品專賣店店務員

良師善導 再現和諧

琳琳於2005年因為情緒病發而需要入院治療，令她一度以為康復會是一條漫長而難見出口的路。直至2007年，琳琳到香港心理衛生會接受訓練後，被轉介到「明途聯繫」於屯門醫院「卓思廊」復康店工作。後來新店長上任，琳琳因為想爭取表現，令自己承受龐大壓力，結果在工作上不斷犯錯。幸好店長沒有責備琳琳，反而在循循善導下令她不斷進步。

店長除了在工作上幫助琳琳，還為她解開與家人關係不好的癥結所在。以前，琳琳認為只要在經濟上支持家庭，便履行了作為女兒的責任。她對家人的感受漠不關心，更常因小事與家人發生爭執。但店長耐心地與琳琳分析問題，讓她發現爭執的起因是源於自己惡劣的態度。自此琳琳學懂改變自己的言行，孝順父母，以真心去愛家人。現在，能夠與家人和諧地相處，琳琳感到十分開心。

「我很感恩能夠加入『明途聯繫』，並遇到一位好上司作為我的良師益友，修補了我與家人之間的關係。過去五年，我在工作上獲益良多，自信心增強了，心態也成熟了。今後我會繼續努力工作，準備迎接每一個新挑戰。」

Ms. Kwok Pui-lam

Shopkeeper, "Cheers Gallery" Tuen Mun Hospital Rehab Shop

A Good Mentor; Improved Family Relationship

Lam was admitted for hospital treatment in 2005 due to emotional illness, making her to think that recovery is a long and winding road. In 2007, after receiving training at the Mental Health Association of Hong Kong, she was placed at the rehab shops operated by MentalCare Connect Company Ltd (MentalCare) in Tuen Mun Hospital. Upon replacement of new shop supervisor, Lam was eager to impress the supervisor with good performance, which unduly made her commit mistakes at work. The supervisor did not blame her, but raised her performance by caring guidance.

The supervisor not only helped her at work, but also made her understand the problem areas of unsatisfactory relationship with family members. She used to think that her duty is only to support the family financially; she did not care about the feelings of the family members. She was often in conflicts with them for trivial matters. The supervisor patiently analyzed with Lam, making her realize the root of conflicts - her rude attitudes. Since then, she learned to change herself, showing care to her parents, and genuinely love her family members. Lam now feels happy for a harmonious relationship with her family.

"I am very grateful for being able to work at the MentalCare and having met a good supervisor who becomes my mentor. She mends my broken relationship with family. In the past five years, I learn a lot at work and become more confident and mature. I will endeavour to work harder, and am prepared to meet the challenges ahead."



林長珠小姐

傳單速遞員

擺脫消極 重燃意志

阿珠曾任職玩具廠和導電廠，但因為身體狀況不理想，所以最長的工作也只能擔任五個月。身體反覆地受疾病折騰，意志也在不經不覺間被燃燒殆盡。阿珠終於放棄再找工作，寧願終於留在家中虛耗時間。可惜卻因為常常在家，導致容易與家人爭吵，令阿珠終日鬱鬱不歡，之後更被醫生診斷患上抑鬱症。

經治療後，阿珠不想再困在家中浪費光陰，於是幾經醫生及社工轉介下到「明途聯繫」工作，負責於屯門醫院派發宣傳單張。能夠尋回人生方向，阿珠感到非常高興，疾病也較以前少了很多，讓她感到生命重新灌注了無窮新動力。

「我很滿意現時在『明途聯繫』的工作，因為在同事的關懷下，工作較以前輕鬆，壓力不大。相比起以前留在家中，我現在的心情較為平穩，不容易發脾氣。我和家人的關係亦因此改善，這是我在重踏社會工作的最大得著。」

Ms. Lam Cheung-chu

Promoter

No more Pessimism, Re-ignition of Hope

Chu worked in toys factory before, but she is only able to work for the maximum of five months due to poor physical health. Given the torture of physical illness, her will power was diminishing. She finally gave up job-seeking and stayed home idly. Subsequently, she easily fell into conflicts with her family members, which made her unhappy and depressed. She was finally diagnosed to be suffering from depression.

After treatment, Chu did not want to waste time at home, she was referred to MentalCare, delivering pamphlets in Tuen Mun Hospital. She was happy to have a life goal; she was revitalized and became less depressed.

"I am very satisfied to work at MentalCare, because my colleagues are caring and supportive, and the jobs are relatively easy. I am now more stable in mood, and seldom throw temper. My relationship with family is obviously improved. This is the biggest reward I gain from my working in society."

Auditor's Report



有限公司
地址：深圳市福田区
电话：0755-2688 1277

INDEPENDENT AUDITOR'S REPORT
TO THE SHAREHOLDERS OF MENTALCARE CONNECT COMPANY LIMITED
(Incorporated in Hong Kong with limited liability)
明道智康有限公司

We have audited the financial statements of Mentalvive Connect Company Limited ("the Company") set out on pages 4 to 20, which comprise the balance sheet as at 31 March 2012, and the statement of comprehensive income, statement of cash flows and statement of changes in equity for the year then ended, and a summary of significant accounting policies and other explanatory information.

Directors' Responsibility for the Financial Statements

The directors are responsible for the preparation of financial statements that give a true and fair view in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants and the Hong Kong Companies Ordinance, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to give an opinion on these financial statements based on our audit and to report our opinion, solely to you, as a body, in accordance with Section 141 of the Hong Kong Companies Ordinance, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report. We conducted our audit in accordance with Hong Kong Standards on Auditing issued by the Hong Kong Institute of Certified Public Accountants. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial statements.

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T H HO SO & LEUNG CPA LTD.
CHARTERED PUBLIC ACCOUNTANTS

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Optimization

In our opinion, the financial statements give a true and fair view of the state of the Company's affairs as at 31 March 2012 and of its loss and cash flows for the year then ended in accordance with Hong Kong Financial Reporting Standards and have been properly prepared in accordance with the Hong Kong Companies Ordinance.

Emphasis of Matter

Without qualifying our opinion, we draw attention to the financial statements which indicate that the total liabilities have exceeded its total assets as at 31 March 2012. This condition indicates the existence of a material uncertainty which may cast doubt about the Company's ability to continue as a going concern. As stated in Note 25 to the financial statements we are assured that continuing financial support from the ultimate holding company will be forthcoming.

With L & Lang on file.

T.M.Ho So & Leung CPA Limited
Certified Public Accountants (Practising)
Hong Kong

Date: 13 AUG 2012

Practising Director : Kwok Kam Sim
Practising Certificate No.: P05736


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MENTALCARE CONNECT COMPANY LIMITED
明達聯營有限公司
BALANCE SHEET
AS AT 31 MARCH 2012

	NOTE	2012 HK\$	2011 HK\$
NON-CURRENT ASSETS			
Plant and equipment	5	5,779,738	5,710,342
CURRENT ASSETS			
Inventories	6	3,871,881	1,880,649
Deposits		226,243	231,327
Payment in advance		216,320	310,083
Trade and other receivables		1,819,288	2,880,889
Cash and bank balances		7,329,833	738,700
		12,663,632	5,420,190
CURRENT LIABILITIES			
Bank overdraft		8	1,878,111
Accrued expenses		951,336	812,306
Trade and other payables		6,791,197	2,821,436
Received in advance		4,818,829	40,380
Deferred income	7	5,187,836	764,237
		13,868,601	5,721,470
NET CURRENT LIABILITIES		(1,204,969)	(286,280)
TOTAL ASSETS LESS CURRENT LIABILITIES		829,763	812,662
NON-CURRENT LIABILITIES			
Amount due to ultimate holding company	8	(3,875,984)	(3,325,564)
NET LIABILITIES		(2,946,221)	(2,412,902)
Represented by:			
Share capital	9	4	4
SWD Funds		181,886	181,886
Accumulated losses		(2,769,295)	(2,675,912)
TOTAL FUND AND RESERVES		(2,586,215)	(2,412,902)

The accompanying accounting policies and explanatory notes form an integral part of, and should be read in conjunction with, these financial statements.

The financial statements were approved and authorized for issue by the Board of Directors on 13 AUG 2012


Director


Director

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MENTALCARE CONNECT COMPANY LIMITED
明達聯營有限公司
STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 31 MARCH 2012

	NOTE	2012 HK\$	2011 HK\$
INCOME			
SRD grant income	†	1,818,736	1,838,880
Sale income - Rehab products		28,794,796	28,010,839
Sale income - Convenience stores		8,781,823	8,211,849
Sale income - Others		712,854	386,352
Sale income - Cheam Café & Bakery		3,738,827	810,851
Sale income - HA Co-op shop		31,838,833	0
Income from cleaning services		3,367,836	7,237,877
Income from advertising		3,748,840	1,341,281
Bounty income		84,423	35,788
Total income	††	76,785,835	47,242,521
EXPENDITURE			
Cost of sales - Rehab Products	12	(21,892,275)	(21,962,181)
Cost of sales - Convenience Stores	13	(6,427,840)	(6,907,227)
Cost of sales - Cheam Café & Bakery	14	(1,895,890)	(284,854)
Cost of sales - HA Co-op shop	15	(8,894,864)	0
Cost of sales - Others	16	(40,192)	(36,449)
Direct cost of cleaning service		(68,144)	(105,890)
Direct cost of advertising income		(885,840)	(807,420)
Staff Cost			
- Salaries, wages and allowances		(12,818,844)	(14,342,336)
- Contribution to MPF		(848,825)	(822,355)
Depreciation on plant and equipment	8	(882,822)	(468,221)
Management fee to holding company		(284,228)	(274,234)
Other operating expenses	17	(7,148,434)	(4,805,048)
Total Expenditure		(46,838,528)	(47,763,521)
LOSS AND TOTAL COMPREHENSIVE EXPENSE FOR THE YEAR	11	(19,052,693)	(405,900)

The accompanying accounting policies and explanatory notes form an integral part of, and should be read in conjunction with, these financial statements.

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鳴謝

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「卓思廊」明愛醫院復康生活幹線 - 九龍深水埗永康街111號明愛醫院懷德樓地下(近電梯樓) Tel: 2242 6313 Fax: 2242 6312

“Cheers Gallery” Caritas Medical Centre Rehab Links - G/F, Wai Tak Block, Caritas Medical Centre, 111 Wing Hong Street, Kowloon

「卓思廊」復康生活幹線(佐敦南京街) - 九龍佐敦南京街12號地舖(伊利沙伯醫院小巴總站) Tel: 3586 1525 Fax: 3586 1526

“Cheers Gallery” Rehab Links (Nanking Street, Jordan) - G/F, 12 Nanking Street, Jordan, Kowloon (Queen Elizabeth Hospital mini-bus terminal)

「卓思廊」屯門醫院復康用品專賣店 - 新界屯門青松觀道屯門醫院主座地下大堂6號舖 Tel: 2463 1905 Fax: 2463 1906

“Cheers Gallery” Tuen Mun Hospital Rehab Shop - Shop 6, G/F Lobby, Tuen Mun Hospital, Tsing Chung Koon Road, Tuen Mun, N.T.

「卓思廊」香港防癌症會癌症康復中心復康用品專賣店 - 香港黃竹坑南朗山道30號香港防癌會賽馬會癌症康復中心6樓 Tel: 2552 7061 Fax: 2552 7061

“Cheers Gallery” The Hong Kong Anti-Cancer Society Cancer Rehabilitation Centre Rehab Shop -

6/F, The Hong Kong Anti-Cancer Society Jockey Club Cancer Rehabilitation Centre, No. 30 Nam Long Shan Road, Wong Chuk Hang, Hong Kong

醫院管理局職員合作社 - 九龍亞皆老街147B醫院管理局大樓207-S室 Tel: 2300 6981 Fax: 2463 6872

Hospital Authority Staff Co-op Shop - Room 207S, Hospital Authority Building, 147B Argyle Street, Kowloon.

北區醫院「Cheers Café」 - 新界粉嶺保健路9號北區醫院地下大堂 Tel: 2672 9733 Fax: 2672 9730

“Cheers Café” North District Hospital - Shop B, G/F Lobby, North District Hospital, 9 Po Kin Road, Fan Ling, N.T.

屯門醫院「喜点」 - 新界屯門青松觀道屯門醫院主座地下大堂E號舖 Tel: 2463 6871 Fax: 2463 6872

“Cheers Bakery” Tuen Mun Hospital - Shop E, G/F Lobby, Tuen Mun Hospital, Tsing Chung Koon Road, Tuen Mun, N.T.

「復康速遞」直銷業務 - 訂購熱線: 8206 6160 訂購網站: www.rehabexpress.com.hk

Rehab Express” Direct Sales Service

「卓思」市場推廣服務 - 九龍觀塘巧明街97號旭日集團大廈12樓1205-07室 Tel: 2710 8860 Fax: 2710 8210

Cheers Marketing & Promotion Service - Room 1205-07, 12/F, Glorious Sun Group Building, 97 How Ming Street, Kwun Tong, Kowloon

清潔業務 - 九龍觀塘巧明街97號旭日集團大廈12樓1205-07室 Tel: 2710 8860 Fax: 2710 8210

Cleaning Service - Room 1205-07, 12/F, Glorious Sun Group Building, 97 How Ming Street, Kwun Tong, Kowloon







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www.mentalcare.com.hk



香港心理衛生會
The Mental Health Association of Hong Kong
www.mhahk.org.hk

