



明途聯繫
SUBSIDIARY OF MHAHK
MENTALCARE

Let's Run for Success
既沒倒下 • 奔跑吧

20-21年報
ANNUAL REPORT



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願景、使命與核心價值

Vision, Mission & Core Values

願景

每一個人都應該擁有平等且具尊嚴的就業機會。

使命

- ◆ 以社會企業模式為殘疾人士及弱勢社群創造具尊嚴的就業機會，並且促進工作間的精神健康；
- ◆ 推動社會企業的可持續發展和推廣「幫襯社企」運動。
- ◆ 經營溢利會全數重投於業務的未來發展。

Vision

Everyone should have an equal and dignified employment opportunity.

Mission

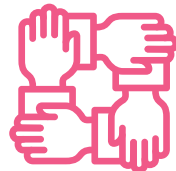
- ◆ To create employment opportunities with dignity for the disabled and disadvantaged people through social enterprise model and further promote the mental health in workplace.
- ◆ To enable the self-sustainability of social enterprises and promote "Buy Social" Movement.
- ◆ All operation profits will reinvest in the future business development.

核心價值 Core Values

以人為本
People-oriented



團隊精神
Team Spirit



持續學習
Continuous Learning



創新思維
Innovation



工作承諾
Commitment



主席序言

Foreword by the Chairman

全球新冠肺炎疫情新常態 - 社交隔離措施、強制性和自願性檢測、檢疫安排、限制跨境旅遊、在家工作、視像會議和課堂似乎與我們已共存了很久。科學家、藥廠和政府努力為大眾積極研發疫苗，以對抗病毒。在公共機構和社區努力控制病毒傳播和市民大眾於 2021 年初開始接種疫苗後，為我們恢復正常生活帶來曙光。在過去一年，「明途聯繫」與普羅大眾一樣面對不少挑戰。

我欣然與大家分享，縱使「明途聯繫」於醫院經營的店鋪業績錄得顯著下滑，但其他店鋪的業務卻有正增長。公司全年總營業額約一億六千三百萬港元，本年度純利約九百八十萬港元，其中七百八十萬元來自防疫抗疫基金的特別撥款。公司的大部分零售業務依然維持在醫院內經營，但業務亦拓展至社區。公司將繼續與其他社會企業共同努力，履行社會責任，支持弱勢群體持續就業。

作為一家在自由市場經濟原則下經營的社會企業，公司亦面對不少競爭。健康的競爭是可提升企業的成本效益，最終使客戶受惠。我相信「明途聯繫」員工會藉此機會進一步優化企業運作模式和業務果效。

「明途聯繫」承諾為弱勢社群提供就業及培訓機會，並推廣促進互助及正向精神健康的工作環境。我很高興得悉公司會透過母會香港心理衛生會為員工爭取有關的支援服務。

我謹代表董事會感謝民政事務局、社會福利署、醫院管理局、供應商、名譽顧問及其他持份者對「明途聯繫」的一直支持和提出意見。董事會感謝鍾偉成先生及其團隊為公司的成功所作出的貢獻和努力。我要感謝董事會各成員對公司具建設性的建議和不懈的支援。

The new normal of a persisting COVID-19 pandemic, the social distancing measures, the mandatory and voluntary testing, the quarantine arrangement, the restriction of travelling across the borders, work from home, zoom meetings and zoom classes appear to stay with us for ages. The efforts by scientists, pharmaceutical companies and governments bring hope of vaccination to combat the virus. With the efforts of the public bodies and the community to control the spread of the virus and the roll out of vaccination in early 2021, the local community is able to look forward to the light at the other end of the tunnel. In the past one year "MentalCare Connect" has been put to the test and the challenges like everyone else.

I am pleased to share with you that while there was significant drop in business of our shops in the hospitals, there was positive growth in business in our other shops. The overall turnover of the business of Company was around HK\$163,000,000 in the year and the net profit of the Company in the year is around 9.8 million dollars which include 7.8 million dollars from the special grants under the Anti-epidemic Fund. The Company continues to maintain the majority of its business outlets inside the hospitals, and it is expanding its shops outside of the hospitals. It will continue the joint efforts with other social enterprises in the promotion of social responsibilities and support of the disadvantaged persons.

As a social enterprise operating under the principles of free market economy, it is natural that the Company has faced competition with other organizations. Healthy competition should promote increased cost effectiveness of a business and ultimate benefit to the customers. I am sure our staff will take the opportunity to further enhance our business model and business effectiveness.

The Company pledges to provide employment and training opportunities for the disadvantaged persons, and to promote a working environment facilitating the development of mutual support and positive mental health. I am glad to learn that the Company will enlist the support service for its staff from the mother company, The Mental Health Association of Hong Kong.

On behalf of the Board I would like to thank the Home Affairs Bureau, Social Welfare Department, the Hospital Authority, suppliers, honorary advisors and other stakeholders for their continual support and advice to the Company. The Board is grateful to Mr. Chung Wai Shing and his staff for their dedication and hard work for the success of the Company. I wish to thank members of the Board for their insightful advice and untiring support to the Company.

明途聯繫有限公司
董事會主席
黎守信醫生
Dr. Benjamin Lai
Chairman, Board of Directors
MentalCare Connect Co Ltd





行政報告 Executive Report

以「心搖搖如懸旌，而無所終薄」來形容 20-21 年度的心情實在貼切不過。新冠疫情持續，公立醫院均實施「緊急級別」應變措施，位於醫院內的「卓思廊」十多間便利店及復康店的營業額跌幅高達 4 至 6 成，而一直營收理想的屯門醫院「卓思廊」及「喜点」亦於是年度被醫院收回作其他用途；然而更不幸的是營運達 12 年的瑪麗醫院「卓思廊」，因有社福機構以割喉式的產品訂價競標而失去經營權。這種損人不利己的競爭手法不但沒有為社會增添額外價值，亦令多位殘疾僱員面對遣散之苦，更浪費了政府的撥款及社企經營十多年的苦心。事實上，「明途聯繫」營運的零售業務一向利潤很低，半個百分點的毛利率足以令公司轉虧為盈或轉盈為虧。

「明途聯繫」經歷了驚濤駭浪的一年，面對逆境，我們仍堅持對服務多年的資深殘疾僱員，抱著「一個都不能少」的意志，在港島區積極開辦多間「卓思廊」，以保住瑪麗醫院「卓思廊」多名員工的飯碗，免除「老友記」擔心轉工或重新適應工作環境的憂慮。除在港島區開拓復康用品零售戰線，我們更有幸成功投得屯門醫院新復康店及灣仔入境大樓零售店的經營權，讓公司有機會聘請更多殘疾及弱勢僱員。經過團隊的多番努力，再透過政府防疫抗疫基金的一系列措施，我們不但沒有倒下，更感恩的是公司能夠轉虧為盈。

財務表現

2020-2021 年度，公司總收入為 HK\$174,176,096，同比增長約 3.5%，其中「創業展才能」計劃及「伙伴倡自強」社區協作計劃共資助 HK\$2,756,890 作為多項社企項目的種籽基金，約佔整體收入的 1.58%，公司稅後盈利為 HK\$9,622,353，是年稅務支出為 HK\$196,117。營運及其他收入增加主要受惠於政府的補就業計劃；政府及醫管局轄下店鋪減租；及防疫物資直銷業務帶來的可觀增長所致。雖然疫情令醫院店鋪出現嚴重虧損，但社區店鋪卻因醫院的防疫措施限制探病及覆診而保持穩定增長。

履行核心價值

至 2021 年三月止，「明途聯繫」營運中的社企數目達 31 個，共聘用 201 位僱員，其中 129 位來自弱勢社群 (119 位精神病康復者)，佔

僱員人數的 64%。是年度各機構轉介到公司及轄下店鋪實習的學員達 152 人次。為了加強對已離開輔助就業服務的殘疾僱員提供情緒支援，公司將積極考慮在來年調撥內部資源向母會購買社工服務。

業務發展

去年「明途聯繫」新開三間店鋪，包括「卓思廊」復康生活幹線（軒尼斯道）及（南安街）；「樂協」社團優惠坊（灣仔入境大樓），但同期「卓思廊」屯門醫院復康用品專賣店及「喜点」卻因院方收回自用而結業，另「卓思廊」瑪麗醫院復康生活幹線因重新招標而喪失經營權。雖然痛失瑪麗醫院復康店的經營權，但同事並沒有因此而氣餒，反而在很短的時間在上環覓得合適舖位開設復康店，同時亦成功投得東區醫院復康店的經營權。執筆時「明途聯繫」已有十九間「卓思廊」，十二間在醫院，七間在社區，而「樂協」社團優惠坊亦增至三間。在社區開舖已成為公司的重要發展策略。

展望

香港新冠疫情已見緩和，零售餐飲等業務漸見起色，預計 21-22 年度經濟及民生復常的機會很大，期望公司的業務可持續復甦甚至超越疫前的水平。「明途聯繫」將踏入二十歲，這小伙子的成長雖經歷高山低谷，但有賴同事們的共同努力，在這些年仍本著成立初衷，竭力地為弱勢人士創造就業機會，也奠定了公司持續發展的穩健基礎。

過去一年公司能在逆境擴展及渡過難關，特別感謝社會福利署「創業展才能」計劃秘書處在協助成立新社企項目的驚人效率，也多謝特區政府及醫管局體恤公司的營運困難，提供租金寬減措施。面對精神病康復者的就業困難，「明途聯繫」將致力聯繫有共同理念的伙伴，開展創新的經營合作模式。

二十年來，「明途聯繫」能穩步發展，其中一個主要因素是擺脫社福機構的思維和局限，以企業靈活的經營模式達致可持續發展，同時帶來卓越的社會效益。感謝董事會過去一直認同社企的發展理念及對本人及團隊的信任，在董事會與公司員工上下一心的情況下，「明途聯繫」將繼續在社會及社企界發光發亮。



明途聯繫有限公司
行政總裁
鍾偉成先生
Mr. Chung Wai Shing
Chief Executive Officer
MentalCare Connect Co Ltd

"Heart fluttered like a hanging pennant in the wind" is the best description of feeling and perception in Years 2020-2021. The persistence of COVID-19 and implementation of "Emergency Response Level" in public hospitals resulting in the turnover of our more than 10 Convenience Store and Rehab Shop dropped by 40% to 60%. What is worse, "Cheers Gallery" Tuen Mun Hospital, our best performing shop in retail business and "Cheers" Bakery was retrieved by Hospital for other purpose. The most tragic incident was the loss of business operations of Queen Mary Hospital. The reason was due to the "cut-throat" pricing strategy adopted by another NGO peer. This was a vicious competition as it did not create any added value to the society, but risking our disabled employees to be dismissed. It was also a waste of the government funding and our painstaking efforts throughout the years. In fact, the profit margin of MentalCare Connect's business was very thin. Even a change of half percentage in gross profit will turn the business into profit or loss.

"MentalCare Connect" went through a turbulent year. Though we are facing an adverse environment, we will not sacrifice any disabled staff. We would continue to create job opportunities to them. We proactively strived to open more "Cheers Gallery" on Hong Kong Island, so that the then staff working in Queen Mary Hospital can be settled. This was particularly important as those disabled staff did not need to worry about switching to other job or working in unfamiliar environment. In addition to the opening of retail branches on Hong Kong Island, we are fortunate to successfully bid for the operations of new rehab shop in Tuen Mun Hospital and retail store in Immigration Tower, Wanchai. This further enabled us to create more opportunities to hire more disabled and disadvantaged employees.

With the team's substantial effort and the Government's series measures on anti-epidemic, it is a blessing to us that we are able to avoid loss but record profits in the operations.

Financial Performance

In 2020-2021, the Company's revenue was HK\$174,176,096, an increase of 3.5% year-to-year. The two startup funds, "Enhancing Employment of People with Disabilities through Small Enterprise Project" and "Enhancing Self-Reliance through District Partnership Programme", granted a total of HK\$2,756,890 to a number of SE projects. The fund contributed a total of 1.58% of the income. "MentalCare Connect" recorded a profit of HK\$9,622,353 after tax. The tax expense was HK\$196,117. The income was enhanced by a series of Government funding / measures in response to the pandemic, such as Anti-epidemic Fund, Licence Fee Reduction, as well as the direct sales of personalised protective gear. Although a serious deficit was recorded in the shops situated in the Hospital, there is steady growth of business in the shops in the community. The growth was mainly due to the steady footfall which was not affected by the implementation of "Emergency Response Level" and restriction imposed on medical consultation by the Hospitals.

Core Mission Implementation

Up to March 2021, the number of social enterprises operating under "MentalCare Connect" was 31, employing a total of 201 employees, of whom 129 were from disadvantaged groups (119 were people in recovery), accounting for 64% of the total number of employees. 152 trainees were referred to the Company for placement. In order to render the emotional support to those disabled staff who have left the supported employment service, the Company will proactively consider and allocate internal

resources to purchase social workers' support service from our Mother Organisation in the coming year.

Business Development

"MentalCare Connect" opened three new shops, including "Cheers Gallery" Rehab Link at Hennessy Road & Nam On Street, as well as "Cheers Coop" at Wanchai Immigration Tower last year. We lost the operations of "Cheers Gallery" Rehab Shop at Tuen Mun Hospital and "Cheers" Bakery due to the retrieval by the Hospital for its own use. "Cheers Gallery" Rehab Shop in Queen Mary Hospital could not be continued as we lost in the re-tender exercise. However, our colleagues were not discouraged and able to identify a perspective location for maintaining the portfolio of Rehab Business in Sheung Wan. Coincidentally, we were able to secure the rehab shop operations in Pamela Youde Nethersole Eastern Hospital. Upon my preparation of this report, there are 19 Cheers Gallery with 12 of them are serving in the Hospital and seven in the community. "Cheers Coop" was increased to three. The opening of shop in community become a critical development strategy to the Company.

Future

The condition of COVID-19 was eased recently. The retail, catering and other businesses are ready to pick up. It is highly predicted that the economy and social activities would be resume normal soon. "MentalCare Connect" hopes that the business would be sustainably recovered, even exceed the time before the pandemic. "MentalCare Connect" would be 20 years old later. This young enterprise experienced the peak and trough of life. Our colleagues have contributed their endeavor, with upholding the central dogma of the Company, to work hard in creating job opportunities for the disadvantaged and laid a solid foundation for future sustainable development.

In the past year, "MentalCare Connect" have been able to expand and tide over the difficulties in the adverse environment, thanks were given in particular to the astonishing efficiency of the secretariat of "Enhancing Employment of People with Disabilities through Small Enterprise Project" of Social Welfare Department in assisting to set up the new social enterprise projects, and to HKSAR Government and Hospital Authority recognize our operational difficulties and provide licence fee concessions. Regarding the employment difficulties of people in recovery, "MentalCare Connect" will strive to approach different organisations with common goals and mission and develop innovative business cooperation models.

Over the past two decades, "MentalCare Connect" has been developing steadily, one of the main factors is renouncing the thinking and limitations of social service organisations and promoting sustainable development through a flexible business model and subsequently building exceptional value to the social benefits. Thanks to the Board's past recognition of the philosophy of social enterprise development and put their trust in me and the Team. In terms of future development of the Company, The Board of Directors and our colleagues are of one mind. We will continue to glitter in the community and Social enterprise's sector.

組織架構
Organisational Chart



香港心理衛生會執行委員會
Executive Committee of the Mental Health Association of Hong Kong



明途聯繫有限公司董事會
Board of Directors of MentalCare Connect Co. Ltd.



董事會主席：黎守信醫生
Chairman : Dr. Benjamin Lai



董事：盧德臨醫生
Director : Dr. Lo Tak Lam



董事：梁士雄先生
Director : Mr. Carlos Leung



董事：潘佩璆醫生
Director : Dr. Pan Pey Chyou



董事：蕭敏康博士
Director : Dr. Andrew Liu



董事：黃銘光醫生
Director : Dr. Wong Meng Kong



公司義務秘書：鍾偉成先生
Hon. Secretary :
Mr. Chung Wai Shing



列席：香港心理衛生會總幹事
程志剛先生
In attendance : Mr. Ching Chi Kong
(Director of MHAHK)

明途聯繫有限公司
MentalCare
Connect Co. Ltd.
行政總裁：鍾偉成先生
Mr. Chung Wai Shing
(Chief Executive Officer)

零售營銷
Retail Marketing

企業營銷
Corporate Marketing

財務及人力資源部
Finance & Human
Resources
Department

資訊科技部
Information &
Technology
Department

行政部
Administrative
Department

零售業務
Retail Service

市場推廣服務
Marketing and
Promotion Service

出版業務
Publications

電子商務
Electronic
Commerce

物流及顧客服務
Logistic & Customer
Service

餐飲業務
Catering Service

清潔業務
Cleansing
Services

員工團隊
Staff Team

行政總裁 Chief Executive Officer

鍾偉成先生

Mr. Chung Wai Shing

高級經理 Senior Manager

金保華小姐（零售營銷）

Ms. Winnie Kam (Retail Marketing)

葉鍵庭先生（企業營銷）

Mr. Leo Yip (Corporate Marketing)

黃子卓先生（行政）

Mr. Dobe Wong (Administration)

黃秀花小姐（財務及人力資源）

Ms. Christine Wong (Finance and Human Resources)

業務經理 Business Manager

蔡柏朗先生

Mr. Andy Choi

鄭家俊先生

Mr. Kevin Cheng

陳玉鳳小姐

Ms. Corinna Chan

王國榮先生

Mr. Dennis Wong

鄭子康先生

Mr. Jazz Cheng

助理經理 Assistant Manager

伍偉照先生

Mr. Wilfred Ng

梁巧欣小姐

Ms. Ada Leung

顧家真小姐

Ms. Jeanie Co

關嘉穎小姐

Ms. Wing Kwan

高級主任 Senior Officer

李詩敏小姐

Ms. Mandy Lee

梁孟威先生

Mr. Barry Leung

劉家業先生

Mr. Tony Lau

朱銘禧先生

Mr. Tony Chu

李寶雯小姐

Ms. Amy Li

主任 Officer

李 春小姐

Ms. Printemps Lee

樊燕玲小姐

Ms. Anita Fan

蕭笑慧小姐

Ms. Ada Siu

梁惠貞小姐

Ms. Rabi Leung

梁嘉儀小姐

Ms. Kathy Leung

楊沚穎小姐

唐佩斯小姐

許嘉略先生

Ms. Stephanie Yeung

Ms. Teresa Tong

Mr. David Hui

店務主任 Shop Supervisor

盧靜寧小姐

Ms. Loo Ching Ning

李 萍小姐

Ms. Lee Ping

李玉英小姐

Ms. Lee Yuk Ying

倪鎮惠先生

Mr. Ngai Chun Wai

何美蓮小姐

Ms. Ho Mei Lin

林映余小姐

Ms. Lam Ying Yu

黃少娟小姐

Ms. Wong Siu Kuen

吳婉兒小姐

Ms. Ng Yuen Yee

謝寶珍小姐

Ms. Tse Po Chun

陳秀麗小姐

Ms. Chan Sau Lai

何茂娥小姐

Ms. Ho Mau Ngor

林月娥小姐

Ms. Lam Yuet Ngor

周秀娟小姐

Ms. Chow Sau Kuen

潘志偉先生

紀式雄先生

劉景浩先生

黃桂萍小姐

殷敏琪小姐

馮成滔先生

李偉光先生

劉家傑先生

關景雲先生

胡永耀先生

梁偉榮先生

文玲君小姐

蘇水珍小姐

Mr. Pan Chi Wai

Mr. Kei Sik Hung

Mr. Lau King Ho

Ms. Wong Kwai Ping

Ms. Yan Man Ki

Mr. Fung Shing To

Mr. Li Wai Kwong

Mr. Lau Kar Kit

Mr. Kwan King Wan

Mr. Woo Wing Yiu

Mr. Leung Wai Wing

Ms. Man Ling Kwan

Ms. So Shui Chun

社會效益亮點 Social Impact Highlights (2002-2021)

營運中社企項目總數
No. of Operating SE projects

31



2020-2021營運收入
Annual Revenue

HK\$174,176,096



歷年《復康速遞》讀者人數(83期累計)
No. of Readers of "Rehab Express"
Magazine (Accumulated for 83 Issues)

1,900,000



歷年減省社會成本
Reduced Social Cost over the Years

HK\$100,866,400



歷年僱員人數
No. of Accumulated Employees

3,063



歷年營運收入
Accumulated Total Revenue

HK\$1,411,302,234



歷年《復康速遞》對外慈善贊助(83期累計)
"Rehab Express" Magazine Sponsored for
Charity (Accumulated for 83 Issues)

HK\$1,718,900



歷年發放給弱勢僱員薪酬
Accumulated Salary to Disabled Employees

HK\$102,397,265



歷年弱勢僱員人數
No. of Accumulated Disadvantaged Employees

2,137



歷年政府種籽基金資助
Accumulated Grant

HK\$24,861,713



歷年採購社企及庇護工場產品
Responsible Procurement for SE and
Sheltered Workshops over the Years

HK\$3,747,337



2020-2021為殘疾人士提供實習崗位數目
No. of Placement Provided to Disabled Persons

152



店舖網絡 Business Outlets



便利店 Convenience Store

- 「卓思廊」北區醫院 24 小時便利店
"Cheers Gallery" North District Hospital Convenience Store (24-hour)
- 「卓思廊」威爾斯親王醫院便利店
"Cheers Gallery" Prince of Wales Hospital Convenience Store
- 「卓思廊」律敦治醫院 24 小時便利店
"Cheers Gallery" Ruttonjee Hospital Convenience Store (24-hour)
- 「卓思廊」大埔醫院便利店
"Cheers Gallery" Tai Po Hospital Convenience Store
- 「卓思廊」荔景大樓便利店
"Cheers Gallery" Lai King Building Convenience Store
- 「卓思廊」博愛醫院復康店 | 24 小時便利店
"Cheers Gallery" Pok Oi Hospital Rehab Shop | Convenience Store (24-hour)

醫院復康店 Hospital Rehab Shop

- 「卓思廊」將軍澳醫院復康用品專賣店
"Cheers Gallery" Tseung Kwan O Hospital Rehab Shop
- 「卓思廊」屯門醫院復康用品專賣店
"Cheers Gallery" Tuen Mun Hospital Rehab Shop
- 「卓思廊」東區醫院復康用品專賣店
"Cheers Gallery" Eastern Hospital Rehab Shop
- 「卓思廊」瑪嘉烈醫院復康生活幹線
"Cheers Gallery" Princess Margaret Hospital Rehab Links
- 「卓思廊」明愛醫院復康生活幹線
"Cheers Gallery" Caritas Medical Centre Rehab Links
- 「卓思廊」廣華醫院復康生活幹線
"Cheers Gallery" Kwong Wah Hospital Rehab Links

社區復康店 Community Rehab Shop

- 「卓思廊」復康生活幹線 (協和街)
"Cheers Gallery" Rehab Links (Hip Wo Street Branch)
- 「卓思廊」復康生活幹線 (窩打老道)
"Cheers Gallery" Rehab Links (Waterloo Road Branch)
- 「卓思廊」復康用品專賣店 (南京街)
"Cheers Gallery" Rehab Shop (Nanking Street)
- 「卓思廊」復康生活幹線 (軒尼詩道)
"Cheers Gallery" Rehab Links (Hennessy Road)
- 「卓思廊」復康生活幹線 (街市街)
"Cheers Gallery" Rehab Links (Market Street)
- 「卓思廊」復康生活幹線 (南安街)
"Cheers Gallery" Rehab Links (Nam On Street)
- 「卓思廊」復康生活幹線 (皇后大道中)
"Cheers Gallery" Rehab Links (Queen's Road Central)

Cheers Café

- 北區醫院「Cheers Café」
Cheers Café@North District Hospital
- 教育局教育服務中心「Cheers Café」
Cheers Café@Education Bureau Education Service Centre

合作社 Coop Shop

- 醫院管理局職員合作社 Hospital Authority Staff Co-op Shop
- 「樂協」社團優惠坊 (銅鑼灣) Cheers Coop (Causeway Bay)
- 「樂協」社團優惠坊 (稅務大樓) Cheers Coop (Revenue Tower)
- 「樂協」社團優惠坊 (灣仔入境大樓) Cheers Coop Plus (Wanchai Immigration Tower)

主要業務 Major Operations

零售業務 Retail Business

「卓思廊」零售網絡 Cheers Gallery Retail Network

- ◆ 「卓思廊」零售網絡已增至 19 家，包括 12 間公營醫院及 7 間社區店舖。業務已由公營醫院成功擴展至不同社區。
- ◆ The retail network of the "Cheers Gallery" has increased to 19 and covers 12 public hospitals and 7 shops in community. The business has been successfully extended from public hospitals to different communities.
- ◆ 2020 年 12 月及 2021 年 3 月分別於筲箕灣及銅鑼灣新設「復康生活幹線」，現積極籌備在上環及東區尤德夫人那打素醫院開設新分店。
- ◆ The new "Cheers Gallery" located in Shau Kei Wan and Causeway Bay were opened on Dec 2020 and Mar 2021 respectively. "MentalCare Connect" is now actively preparing to open the store in Sheung Wan and Pamela Youde Nethersole Eastern Hospital.

Cheers Gallery
卓思廊

- ◆ 銷售產品超過一萬多款。
- ◆ Over 10,000 types of products selling in Cheers Gallery.
- ◆ 未來，「卓思廊」會繼續為顧客搜羅更多不同類型的復康產品，提供更貼心的服務，滿足大眾的需求。
- ◆ In the future, "Cheers Gallery" will continue to provide customers with more different categories of rehab products and provide more intimate services to meet our customers' needs & expectations.

機構消費計劃 Organizational Consumption Project

實體店 Physical Shop

- ◆ 2020-2021 年度，公司在此計劃下經營 4 間實體店舖，其中 1 間位於醫院管理局大樓總部的「醫管局職員合作社」。另外 3 間為「樂協」社團優惠坊，主力售賣生活百貨產品以滿足顧客所需。
- ◆ The Company operates total 4 physical stores under the Project, one is operated under Co-op shop mode with Hospital Authority at their headquarter and the other three are named "Cheer Coop" community discount stores which mainly act as home depots to meet customer need.
- ◆ 2020-2021 年度，機構消費計劃轄下實體店的總商品交易額超過四千三百萬港元。
- ◆ The physical shops of Organizational Consumption Project have a total transaction valued over HK\$43 million during the year 2020-2021.

Cheers COOP
樂協 社團優惠坊



機構消費計劃會員 Membership of Organization Consumption Project

- ◆ 本年度新增 12 間加盟機構，累積參與計劃機構達 76 間，會員人數超過 114 萬，持續增長的會員人數有利向供應商爭取更佳的貨品價格，讓會員獲得更多優惠。
- ◆ 12 new organizations joined the scheme this year, with 76 participating organizations and more than 1,140,000 members. The number of member continues to grow and this is the key for bargaining attractive price and offering more privilege to our members.

會員人數 No. of Members



機構消費計劃機構數目
No. of associations /
professional bodies
joining Organizational
Consumption Project
76



機構消費計劃職員 /
會員總人數
Total no. of members
1,140,000



營業額 Sales turnover
HK\$77,440,061



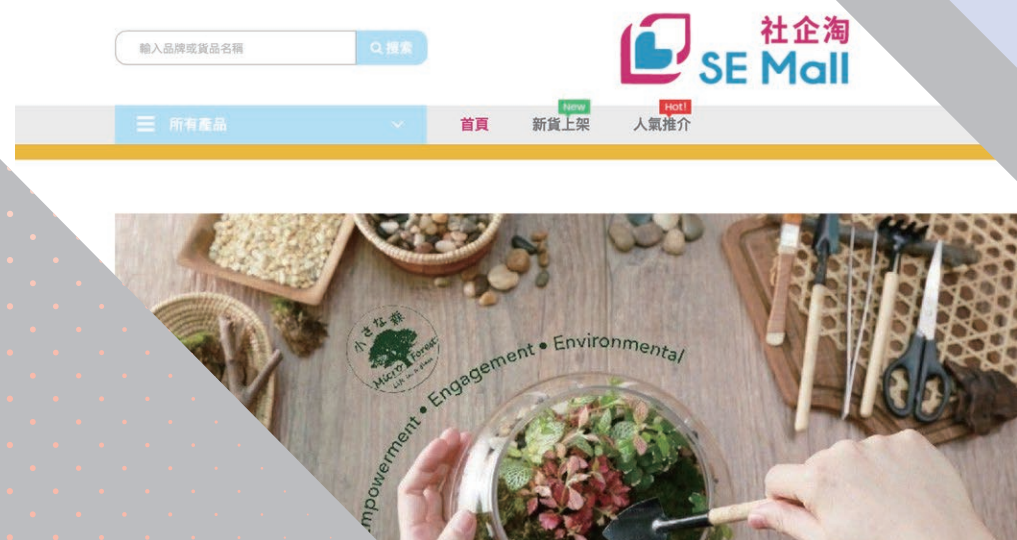
銷售貨品種類 (SKU)
超過 10,000



供應商數目 No. of Supplier
超過 600



「卓思廊」會員人數
No. of Cheers Club
members
超過 45,000



機構消費計劃會員 (部份) Membership of Organization Consumption Project (Partial)



業務發展 Business Development

- ◆ 公司於 2020 年 9 月開設「樂協」社團優惠坊 (灣仔入境大樓) 分店，以便利店模式經營，主力提供日用產品以方便當區工作或到訪人士。
- ◆ In Sep 2020, the company successfully opened "Cheers Coop Plus" store at Wan Chai Immigration Tower. It operated under 'Convenience Store Mode' which offering various kind of daily necessities for the office staff and visitors in that district.
- ◆ 因應疫情關係，公司近年亦致力發展網上銷售業務以減低社交接觸感染風險。現時一共運作 4 個網上平台以滿足不同機構會員需要。於本年度 4 個平台共處理接近一萬張訂單，涉及交易金額一千四百萬港元，銷售年度增幅超過百分之四十。
- ◆ In response to epidemic, the company has committed to develop four online platforms in recent years to reduce the risk from social contact. There are around 10,000 transactions with total value over 14 million recorded which is equivalent to 40% increase compared to last financial year.



推廣幫襯社企 Promotion of "Buy Social" Movement

- ◆ 公司積極推動「幫襯社企」運動，自 2017 年 11 月起自資設立「社企淘」網購平台，在推廣此全新品牌上累積廣告贊助接近五十萬港元，讓公眾可透過清晰鮮明的良心消費平台，從日常生活中實踐社會價值，支持社企可持續發展。現有十一間社企加盟「社企淘」，網上銷售產品及服務接近三百項。
- ◆ "MentalCare Connect" actively promotes the "Buy Social" Movement by utilising its own resources to set up "SE Mall" in November 2017. Currently the promotional and advertising sponsorship accumulated to nearly HK\$500,000. This enhanced the public to understand ethical consumption through purchase on the "SE Mall" platform and support the sustainable development of Social Enterprise. There are 15 social enterprises joining "SE Mall" and nearly 300 items and services are available.



社企淘：
www.semall.hk



參與社企產品銷售區及
社企淘社企數目
Number of Social
Enterprise participating
the product sales zone
and SE Mall

11



銷售產品及服務種類 (SKU)

280



向社企贊助廣告金額
Advertising Sponsorship
to SE's

HK\$500,000





利群採購星級獎

「明途聯繫」為表揚合作伙伴積極參與責任採購運動，頒發三個級別的獎項，2020-2021 年度得獎名單如下（排名不分先後）：

"MentalCare Connect" presented awards to the working partners for praising their enthusiasm, particularly in social procurement. The Awards were classified into three categories. The awardees for year 2020-2021 are listed as follows (in arbitrary order):

◆ 三星獎（最高級別）

香港心理衛生會
香港賽馬會
親子王國
信佳集團管理有限公司
香港人壽保險從業員協會

◆ 3-Star Award (highest level)

The Mental Health Association of Hong Kong
Hong Kong Jockey Club
Baby Kingdom
Serco Group (HK) Limited
The Life Underwriters Association of Hong Kong

◆ 二星獎

浸信會愛群社會服務處
香港基督教女青年會
香港大學傳訊及公共事務處
聖保祿醫院
香港銅鑼灣皇冠假日酒店
聖雅各福群會
香港社會工作者總工會

◆ 2-Star Award

Baptist Oi Kwan Social Service
Hong Kong Young Women's Christian Association
The University of Hong Kong Communications and Public Affairs Office
St. Paul's Hospital
Crowne Plaza Hong Kong Causeway Bay
St. James' Settlement
Hong Kong Social Workers' General Union



◆ 一星獎

香港聖約翰救護機構
畢馬威會計師事務所
香港工程師學會
BCT 銀聯集團
博藝體運有限公司
香港寬頻網絡有限公司
仁安醫院
川田集團有限公司
香港基督少年軍
康業服務有限公司
時代醫療集團（非會員）

◆ 1-Star Award

St. John Ambulance
KPMG
Hong Kong Institution of Engineers
BCT Bank Consortium Trust Company Limited
Spotlight Enterprises Limited
Hong Kong Broadband Network Limited
Union Hospital
Kawada Holdings Company Limited
The Boys' Brigade Hong Kong
Hong Yip Service Company Limited
Medtimes Medical Group (non member)



www.cheerspointnet.com.hk

電子商務 Electronic Commerce

- ◆ 機構消費計劃轄下營運三個網購平台 - 醫院管理局職員合作社網上商店、悅購網、「悅購網」香港賽馬會職員優惠，過去一年因著疫情關係，網上購物更為盛行，帶動網購業務全年單訂量有著迅速的增長。
- ◆ Organizational Consumption Project operates three online shopping platforms, namely, Hospital Authority Staff Co-Op Shop, Cheers Point Net, Cheers Point Net Hong Kong Jockey Club Staff Offers. Due to the epidemic in the past year, our online shops were maintained rapid growth in annual order.
- ◆ 網購平台於 2020 年初推出手機應用程式，一站式平台提供購物優惠、會員服務、最新資訊、宣傳推廣等功能，方便顧客隨時隨地訂購心水貨品。
- ◆ Mobile Apps of online shops were launched at the early of 2020. This one-stop platforms were provided shopping, membership services, latest information and promotion.



機構消費計劃（網上商店）

Organizational Consumption Project (Online Shop)



網購訂單數量
No. of order received
9,415



商品交易額
Monetary value of total transaction
HK\$14,452,700



網購貨品數量
Quantity of goods sold
151,148



復康用品網上商店 Rehab Product Online Platform

全港最多元化的復康用品網上商店
The Most Diversified Rehab Product
Online in Hong Kong

提供復康用品價格及資訊平台
A Platform to Provide Price and Information
for Rehabilitation Products

電話訂購熱
Order Hotline :
8206 6160

Whatsapp 訂購
Order Whatsapp :
5114 4981

傳真訂購熱線
Order Fax :
2710 8322

網站訂購
Order Online :
www.rehabexpress.com.hk

www.rehabexpress.com.hk

- ◆ 復康用品網上商店為全港長者及病友提供「一站式」及「直接到戶」的復康用品家居送貨服務，補充日常所需的復康用品。
- ◆ Rehab Express Online Shop provides a one-stop and "direct-to-home" delivery service for the elderly and patients to supplement the daily rehab products.
- ◆ 只需購物滿 \$400 便可享有免費網購送貨服務，希望為有需要的病友和照顧者提供貼心服務。
- ◆ Rehab Express offers free delivery service for making a HK\$400 purchase, this can provide more convenience to patients and their caregivers.
- ◆ 新增 Mobile Apps 功能，方便客戶能隨時隨地網上購物。
- ◆ New added "Mobile Apps" function, customer can enjoy the on-line shopping anytime anywhere.
- ◆ 特設「網上下單店舖取貨」功能，提供更靈活的網上購物服務以供客戶選擇。
- ◆ Customer can collect the ordered goods from selected shops, this can provide more flexibility to our customers.



「復康速遞」直銷業務 "Rehab Express" Direct Sales Service



網購訂單數量
No. of order received
4,673



商品交易額
Monetary value of total
transaction
HK\$5,564,569



網購貨品數量
Quantity of goods sold
超過 27,107

物流及客戶服務 Logistic and Customer Service

物流及客戶服務中心近 5,000 平方尺場地，提供充裕空間處理日益增加的倉存及物流送量，全面更新的網購平台介面已於 2020 年 11 月完成，同事積極聯繫供應商及增加多元化的貨品種類，以持續提升顧客的購物體驗。

The Logistics and Customer Service Centre is approximately 5,000 sq ft in Kwun Tong, rendering ample space to handle the increasing inventory and logistics delivery volume. A comprehensive online sales interface was launched in November 2020 for further enhancing the supplier and product ranges, the customers' shopping experience can be further persistently enhanced.



市場推廣服務 Marketing & Promotion Service

傳單服務 Handbill Service

- ◆ 提供工作機會予不同能力及需要的殘疾人士，讓他們享有具工作彈性的公開就業機會。除處理工商客戶外，近年因為公司本身的店舖數目發展迅速，所以亦增加了不少內部訂單，人力和需求亦大大增加。
- ◆ In order to provide job opportunities to disabled people with different caliber and needs, the Company provides flexible arrangements to them. Except handling customers in the business environment, the requests from internal stakeholders, particularly in terms of manpower and business demand, are also upsurge due to the rapid expansion of the Company business.

主要項目 Key Projects

- ◆ 黃嘉錫律師事務所 Jimmie K.S. Wong & Partners
- ◆ 工聯優惠中心 The Hong Kong Federation of Trade Unions
- ◆ 「卓思廊」網絡 "Cheers Gallery" network

傳單速遞
HandbillExpress



Cheers Marketing
PROMOTION SERVICE
卓思 市場推廣服務

出版 Publications

復康速遞》雙月刊 Rehab Express Magazine (Bi-monthly)

全港首創的復康專題雜誌 Hong Kong's first rehabilitation magazine

網上瀏覽內容 Online content : www.rehabexpress.com.hk

- ◆ 每期出版2萬冊，派送到全港超過2,200個地點，當中包括40多間公營醫院、超過2,000間私立醫院、診所、化驗所、地區長者中心及地區組織等。
- ◆ 20,000 copies were distributed to more than 2,200 locations in Hong Kong, including more than 40 public hospitals, more than 2,000 private hospitals, clinics, laboratories, community elderly centres and district bodies.
- ◆ 與讀者分享更多有關復康護理的知識和技巧，再配合復康用品的使用資訊，加強病友及照顧者對復健的信心，促進病友康復。
- ◆ Share more knowledge and know-how in relation to rehab care with readers, and further relay with the information of rehab products for strengthen the confidence of patients and caregivers in the course of rehabilitation and promote the patient recovery process.



Rehab Express 復康速遞

- ◆ 為病人自助組織或社福機構每期免費提供篇幅介紹罕見遺傳病或機構活動，免費篇幅的頁數更由每期4頁增加至6頁。與讀者分享新研發的復康產品和最新的復康資訊，一起走在時代尖端。
- ◆ Provide free pages for patients's self-help organizations or social welfare organizations to introduce rare genetic diseases or the institutional activities. The number of free pages increased from 4 pages to 6 pages per issue. The readers can be beneficial with its sharing of the latest developed rehab products and the updated information as well as keeping abreast of edge of the rehabilitation.



復康速遞》雙月刊 Rehab Express Magazine (Bi-monthly)



《復康速遞》惠及讀者人數
(包括網上讀者)
No. of reader (including
online reader)

Over
200,000

《醫院管理局員工優惠計劃》 HA Staff Welfare Scheme

為接近 80,000 名醫管局職員和 20,000 名退休員工提供優質的產品和銷售服務，並每兩個月出版《醫院管理局員工優惠計劃》，會員能一覽當時得令的貨品及其專屬優惠。

To provide quality products and sales services to nearly 80,000 HA staff and 20,000 retired staff, the bi-monthly magazine allows the readers to view the privileged packages and products at a glance.



《樂協會員優惠計劃》 Cheers Coop Member Bi-monthly Booklet

每兩個月出版《樂協會員優惠計劃》，為會員搜羅節慶貨品及時尚優惠，務求讓會員能一書在手，包攬最強折扣優惠。

The bi-monthly newsletter collects all festive goods and trendy offers and the members can grasp the best discount offers at one hand.



餐飲業務 Catering Service

「明途聯繫」現營運的餐飲店舖共有兩間，分別是北區醫院及教育局教育服務中心的「Cheers Café」。面對顧客及市場的需求，「明途聯繫」將提供至臻完善的餐飲服務，並努力開拓商機。除保留及整合具價值的專案項目外，亦會積極探討在社區開設新店的可能性，以為殘疾人士創造多元化的訓練及就業機會。

"MentalCare Connect" currently operates two catering shops, which are "Cheers Cafe" in North District Hospital and Education Bureau Education Service Center. In view of customer and market demand, "MentalCare Connect" will continue providing comprehensive catering service with retaining and consolidating valuable projects and further exploring business opportunities as well as exploring the possibility in opening street-front shop in the community to render diversified training and employment opportunities to disabled person.





企業成就 Corporate Achievements

「花旗集團社聯大學生社責實踐計劃 2020」獲頒發感謝狀

「明途聯繫」支持及參與是次計劃，提供實習崗位給參與的大學生，獲主辦機構頒發「感謝狀」，企業營銷助理經理鍾妙瑩小姐代表公司於 2020 年 10 月 30 日出席嘉許禮領取獎狀。

Prize Award Ceremony by "Citi-HKCSS Community Intern Program 2020"



"Organization Certificate of Appreciation" was presented to "MentalCare Connect" for appreciating its support in providing internship opportunity to two university students under the program. Ms. Miu Chung, Assistant Manager (Corporate Marketing) represented the Company and received the award on 30th October, 2020.



「商界展關懷」計劃 2021/22

「明途聯繫」獲頒發連續 15 年以上「商界展關懷」標誌的公司的獎項，藉此表揚公司積極推動企業社會責任，建設共融社會。公司 3 名員工成為關懷大使，包括鄭家俊先生（業務經理）、鍾妙瑩女士（業務經理）及楊文波女士（科文）。

"Caring Company" Scheme 2021/22

"MentalCare Connect" awarded with the "Caring Company" logo for more than 15 consecutive years, in recognizing the company's actively promoting the corporate social responsibility and building an inclusive society. Three employees of the Company awarded as caring ambassadors, including Mr. Kevin Cheng (Business Manager), Ms. Miu Chung (Business Manager) and Ms. Aman Yeung (Foreman).



清潔業務 Cleansing Service

持續與庇護工場合作，以承接清潔場地合約，除了讓更多殘疾人士獲得工作機會外，合作模式亦有利清潔業務平穩發展。

In order to enhance and maintain the stability development of cleansing service, we continuously undertake site cleaning contract. Such collaboration offers employment opportunities to disabled person as well as facilitating the steady operational development.

新清潔合約 New Contract

- ◆ emco Novus International Limited
- ◆ 香港國際社會服務社
Social Service Hong Kong Branch



員工發展及成就 Staff Development and Achievements

「精神健康急救基礎」課程

「明途聯繫」與香港心理衛生會於2020年6月22-23日合辦為期12小時之「精神健康急救」-基礎課程。公司同事與港台員工及跨媒體藝術工作者彭秀慧小姐一同了解更多有關精神健康狀況及處理方法。

Mental Health First Aid Course - Foundation

"MentalCare Connect" and The MHAHK jointly organized a 12-hour "Mental Health First Aid Course - Foundation" course on 22-23 June, 2020. Our Company colleagues together with the staff of RTHK and Ms. Kearen Pang, the Hong Kong cross-media creator, learned more about mental health and related treatments.



Etnet 社創 SoIN「無障畫創大賽」頒獎典禮 2020

「無障畫創大賽」，專為16歲或以上的殘疾人士而設，旨在鼓勵他們透過藝術創作盡情發揮個人所長，展現耀眼光芒，同時藉比賽推廣無障礙社會和傷健共融的理念。

頒獎典禮於2020年6月23日舉行，「明途聯繫」作為活動協作社企，由高級經理（企業營銷）吳秀雯女士代表公司出席到場致賀。

"Art Competition for Social Inclusion" - Award Ceremony 2020

The "Art Competition for Social Inclusion" is designed for people with disabilities aged 16 or above. The Competition allowed the candidates to demonstrate their personal strengths and brilliancies through artistic creation. At the same time to promote barrier-free society and the concept of inclusiveness of disabled through the competition. The Award Ceremony was held on 23 June at PMQ. "MentalCare Connect" was one of the event supporting social enterprises. Ms. Fanny Ng, Senior Manager (Corporate Marketing) represented the Company to attend the ceremony.



職員培訓工作坊

由母會香港心理衛生會主辦的「職場達人-職員培訓工作坊」於2020年11月7日舉行。同事藉此增加自我理解、建立良好工作態度，以及提升工作技巧及認識優質工作文化。

Staff Training Workshop

A staff training workshop was organized by the Company's mother organization, The Mental Health Association of Hong Kong, on 7th November, 2020. The objectives were enhancing the participants' self-understanding, building up working confidence, elevating the working skill and recognizing a good working culture.



「樂協」社團優惠坊林月娥女士
Ms. Lam Yuet Ngor, Cheers Co-op



「卓思廊」大埔醫院便利店潘志偉先生
Mr. Pan Chi Wai, "Cheers Gallery" Tai Po Hospital Convenience Store

香港社企員工嘉許計劃 2020 - 網上嘉許禮

由香港社企總會主辦的「香港社企員工嘉許計劃2020」，因受疫情影響，嘉許禮於11月18日在網上舉行。「明途聯繫」共有15名員工獲得提名並嘉許，其中六位更獲優秀長期員工服務獎，而且全都在「明途聯繫」工作超過十年，是次嘉許是肯定他們在工作上的優秀表現及貢獻。

Hong Kong Social Enterprise Employee Recognition Scheme 2020

"Hong Kong Social Enterprise Employee Recognition Scheme 2020" was organised by Hong Kong General Chamber of Social Enterprises Limited. Under the Influence of the epidemic, the ceremony was held online on 18th November, 2020. Fifteen "MentalCare Connect" staff received the Award. Six of them received the "Long Service Award". Those awardees have been working in "MentalCare Connect" for more than 10 years. The Awards are recognitions for their outstanding performance and contribution to the Company.



《陪我講 Shall We Talk》及經濟日報專訪

由香港電台與精神健康諮詢委員會聯合製作的電視節目《陪我講 Shall We Talk》，威爾斯親王醫院「卓思廊」店長紀式雄先生獲邀參與其中一輯製作，由表演藝術創作者彭秀慧小姐作嘉賓主持，參與店舖日常運作，親身體驗與康復人士做一日同事及朋友，讓觀眾了解精神健康的重要。該影片於 11 月 29 日在港台電視 31 台播出。

及後，紀式雄先生於 2020 年 11 月 30 日接受經濟日報專訪，題為「歷職場歧視後投身社企：精神復元人士助同路人適應就業」，憶述作為一位精神復元人士，向同路人分享他進入職場的經歷。



"Shall We Talk" Production and "HKET" interview

RTHK collaborated with Advisory Committee on Mental Health and produced a TV series "Shall We Talk". Mr. Kei Sik Hung, the Shop Supervisor of "Cheers Gallery" Prince of Wales Hospital Convenience Store was invited for the production. Ms. Kearen Pang, the performing art creator was the guest host participating in daily operations and communicating personally with disabled staff. All these allowed the public to realise more about the importance of Mental Health. The first episode was broadcasted on 29th November at RTHK31.

Afterwards, Mr. Kei accepted an exclusive interview with HKET on 30th November, 2020, shared his views and experience after re-integrating into a typical workplace and working with other disabled and disadvantaged people.



準備會考的時候，紀式雄有天醒來後，發現腦海不斷重複着一段歌聲，相當困擾，捱過後到中七才發現，原來自己確診抑鬱症。其後高考落榜，受打擊之下再患有妄想徵狀的精神分裂症。病情好轉後，出來工作處處碰壁，當自己成為社企店長後，決意幫助精神康復者，為同路人伸出援手。

曾 因病症而入院，病情好轉之後，式雄曾經去過庇護工場做簡單工作，也被安排過做校工，不少瑣碎工作如影印、清潔、洗車都要做。工作不難做，難的是適應職場環境，還有與人相處。「感覺並不好受。因別人不理解我們康復者的特質，自己也不知道該怎樣開口。有時做到三、四點覺得累，但他們預計一個員工要返朝 9 晚 5，即使好累想休息一下，也不知道怎樣說。不解釋的話，溝通誤會就會愈來愈深。」同事不理解式雄的情況，有的更會誤會他懶惰、不願工作，也在職場上沒朋友。「偶爾俾一兩句說話聽吧，我已經很不開心。可能始終是我自己的問題吧，忍耐力不高，也不太有耐心與人溝通交流。」

工作險影太深，令式雄對職場、工作有份壓力和恐懼。輾轉之下，2005 年經轉助就業服務加入社企卓思廊工作，才慢慢改善這種印象。「這裏請的大多是精神康復者，大家身份相近，那種認同感好多。」因工作相對簡單，環境亦令式雄有安心的感覺，愈做愈開心。他先從實習生開始培訓半年，在便利店學上貨、執貨、打掃店舖，由淺入深慢慢學。期間有社工跟進，適時了解式雄的工作狀況和情緒，其後情況穩定，式雄就正式加入社企轄下醫院的便利店、復康店工作。數年間一步步由店員、高級店員、副店長，晉升至店長。

入社企做店長照顧同路人

為配合不同康復者，公司可因應其狀況，彈性調整工時，助他們循序漸進地適應職場。式雄笑言即使工時長也不介意，而他被選為店長的原因，正正是因為一份投入工作、有熱誠的態度，還有照顧同事的心。式雄不單會耐心地教同事工作，也會關心他們的情緒。「有位員工情緒常常好得不穩定，有時要早走，有時前一晚說翌日上不了班，趕去復診。他剛剛剛來工作時，因大家都是陌生人，不太信任我。但跟他多點溝通，他對我有信任之後，就可以說些話安慰他，讓他上班時的情緒穩定些。」



註冊社工兼明達聯繫公司行政總裁鍾偉成，復康店店長除了接受培訓，更要有心，會關心其他康復者，式雄就是一個正面例子。

《陪我講 Shall We Talk》

節目第 5 集《打開天窗說說話》記錄有關式雄的故事，並邀來彭秀慧當店舖實習生，由身為店長的式雄教她各種工序，合作一天。
頻道：港台電視 31
播映時間：逢星期日 9pm
重溫網址：<https://www.rthk.hk/tv/dtt31/programme/shallwetalk2020>

歷職場歧視後投身社企



不但工作時會聊天，式雄更會下班後跟他去吃飯，了解他提早復診、情緒不穩的原因等，有員工更會向他道謝，說他能了解，明白其狀況。「正常職員未必明白康復者需要甚麼，但我就有這個特質，將心比己吧。我遇過的問題，他們可能都會遇到。員工的情緒直接影響到店舖的運作，所以其中一個方法就是多溝通處理。」式雄解釋，在可行的情況下都會配合同事，或轉轉一下。當店長後不但工作更繁忙，照顧員工的責任也更重，但式雄仍樂於花更多時間去做。不只是個安排上班時間的店長，還是個會關心人的同事。「對住康復者，要有雙倍耐性。而外面的人，有時你想溝通他都不願意跟你溝通。」

發掘個人特長學欣賞自己

由沒自信、被動和內向的人，透過在卓思廊工作的十數年經驗，式雄也變得有自信，少了憂慮。而零售業經常需要與客人接觸，起初以為要死記硬背產品資料，慢慢因為介紹得多，能自然流暢地講解，又答到客人的問題時，這些經歷都令

康復者也能提供專業服務

註冊社工兼明達聯繫公司行政總裁鍾偉成，從第一間卓思廊綜合商店成立開始領導。由式雄初入職見證到他當上店長，鍾偉成指好欣賞式雄有承擔，而他的正面例子更可感染到更多精神康復者，期望能做到薪火相傳。「式雄好大膽，既願意接受訪問、分享經歷，亦會提攜其他康復者，他在工作上亦展示到康復者都有能力做到。好記得有位同事被他感染，跟他走一樣的路去做店長，由康復者帶領康復者去經歷這些工作過程，其實可能比起好多培訓、靠非殘疾人士做來得更有好處。」

鍾偉成解釋，社企的角色非培训中心，是公開的就業機會，讓康復者踏入職場、適應工作生活。縱使在配合員工的精神健康狀況上有彈性，

地預科時修文學、歷史和哲學，於卓思廊工作一段時間後，式雄曾重返校園繼續修人文學。



式雄開始加入社企之後能繼續工作，亦不單是他在店中，「如果員工有缺，我亦會頂上，因為我對工作有熱誠。」

在工作表現與外界有同樣的要求——康復者表現好的話有晉升機會，表現差同樣會被批評，只是包容度會高一點。「我們要用同一把尺去處理，店舖也不會大大小小寫住社企，聘請弱勢社群或殘疾人士，不會分得開，因為客人入到來店舖，就要有服務，這樣才會令他們改變。」

店舖有七、八成員工是康復者，鍾偉成指以社企做公眾教育的原因，是希望同事們毋須擔心被人知道病歷，可放下包袱，鼓勵他們多點出去分享，踏出一步告訴外界他們有工作能力，做得到，在社會上有個崗位。「我做社工出身，不是為做生意而做生意，我們視此為一種服務。就業方式不像庇護工場的完全保護、有人力支援的形式，而是一個真實、開放的工作環境，讓不同程度的殘疾人士在這裏成長，與其他同路人並行。」

優秀長期員工服務獎

鍾偉成先生獲邀出席由香港心理衛生會訓練及就業中心（九龍）舉辦的「2019-2021 成功就業學員頒獎禮」並擔任頒獎嘉賓，以鼓勵及肯定殘疾僱員過去兩年持續就業。

Long Service Award

Mr. Chung attended the Ceremony in relation to Successful Employment of disabled person (2019-2021) organised by Training & Employment Service Centre (Kln), MHAHK. He was also the Guest Presenter for recognising the endeavor of trainees in sustainable employment offered by the programme in the past two years.



交流分享及媒體報導 Sharing & Media Coverage

JobMarket 訪問 15/5/2021

鍾偉成先生接受 JobMarket 訪問，在本港殘疾人士就業專題上，介紹公司的經營理念、運作模式、以及如何透過業務的持續發展，為殘疾人士及弱勢社群創造平等及具尊嚴的就業機會。

"JobMarket" Interview 15/5/2021

Mr. Chung Wai Shing was interviewed by "JobMarket", sharing the mission of the Company, its operation mode, future development and how "MentalCare Connect" creates equal and dignified employment opportunities for the disabled and disadvantaged people via operating social enterprises.



《清音》雙月刊訪問 5 月號

鍾偉成先生接受香港基督教服務處傳訊媒介《清音》雙月刊訪問，就消費行為之專題上，分享公司的經營理念及發展歷程，並長遠希望能透過推廣集體採購模式，推動更多企業或機構經社企購買產品，為弱勢社群創造平等及具尊嚴的就業機會。

"The Voice" Interview May Issue

Mr. Chung Wai Shing was interviewed by "The Voice", a corporate media of Hong Kong Christian Service, sharing the mission of the Company, and its operational milestones. In addition, Mr. Chung shared his views in supporting the sustainable development of social enterprise and promoting the "Buy-Social" Movement. Public and private enterprises are encouraged to implement "Social Procurement" and in turn creating equal and dignified employment opportunities.





新冠疫情下社企營運狀況調查發佈會 9/2020, 1/2021

鍾偉成先生協助香港社企總會進行社企營運狀況調查，讓公眾了解疫情下社企在營運方面的困難，並要求政府提供適切援助。

Press conference on the survey about social enterprise operations under the novel coronavirus epidemic 9/2020, 1/2021

Mr. Chung Wai Shing assisted the HKGCSE in conducting a survey about the operating conditions of social enterprises to let the public understand the difficulties of social enterprises in operating under the epidemic, and requested the government to provide appropriate assistance.



財務回報 Financial Return 2020-2021

2020-2021 年度 總收入 Annual Revenue

種籽基金贊助 Grant Sponsorship

防疫抗疫基金 Anti-epidemic Fund

◆「保就業」計劃 Employment Support Scheme

◆零售業資助計劃 Retail Sector Subsidy Scheme

營運收入 Revenue

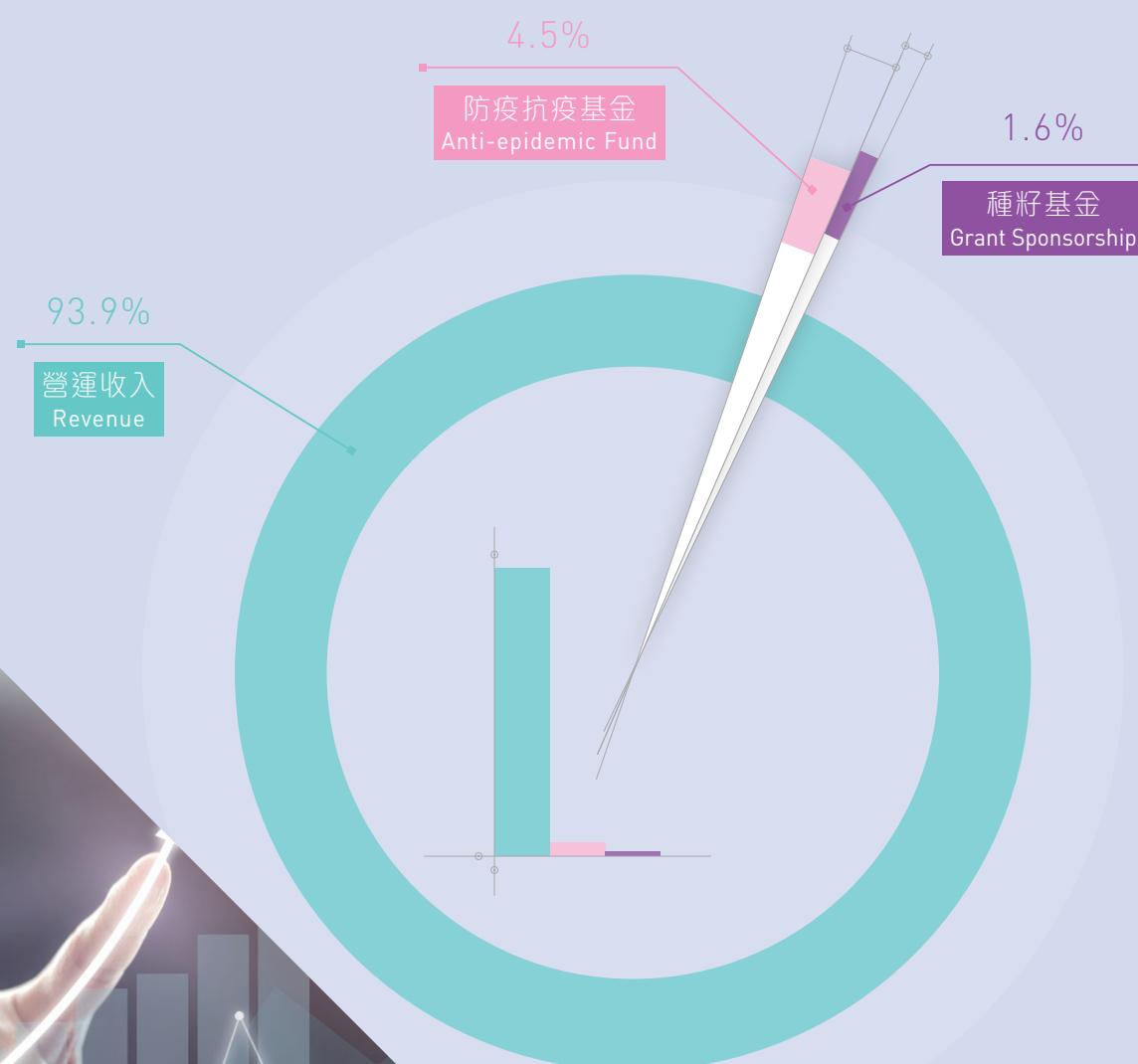
: HK\$174,176,096

: HK\$2,756,890

: HK\$6,088,806

: HK\$1,760,000

: HK\$163,304,595



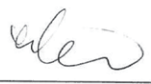
核數報告 Audit Report (2020-2021)

MENTALCARE CONNECT COMPANY LIMITED 明途聯繫有限公司 STATEMENT OF FINANCIAL POSITION AS AT 31 MARCH 2021

	NOTE	2021 HK\$	2020 HK\$
NON-CURRENT ASSETS			
Plant and equipment	4	3,277,883	2,905,580
CURRENT ASSETS			
Inventories	5	9,888,318	11,315,206
Deposits		536,625	528,785
Payment in advance		159,691	123,617
Trade and other receivables		2,379,110	3,227,795
Cash and bank balances		17,649,299	7,764,969
Current tax refundable	7	0	4,365
		30,613,043	22,964,737
CURRENT LIABILITIES			
Accrued expenses		1,754,324	1,445,674
Trade and other payables		15,237,468	16,792,108
Received in advance		1,250,700	2,539,110
Current tax payable	7	70,897	0
Deferred income	6	438,535	361,249
		18,751,924	21,138,141
NET CURRENT ASSETS		11,861,119	1,826,596
TOTAL ASSETS LESS CURRENT LIABILITIES		15,139,002	4,732,176
NON-CURRENT LIABILITIES			
Deferred income	6	(1,173,150)	(388,677)
NET ASSETS		13,965,852	4,343,499
Represented by:			
Share capital	8	3,000,000	3,000,000
SWD funds		161,986	161,986
Retained profits		10,803,866	1,181,513
TOTAL FUND AND RESERVES		13,965,852	4,343,499

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

These financial statements were approved and authorised for issue by the Company's Board of Directors on 27 SEP 2021


Lai Benjamin
Director


Pan Pey Chyou
Director

MENTALCARE CONNECT COMPANY LIMITED 明途聯繫有限公司 STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 MARCH 2021

	NOTE	2021 HK\$	2020 HK\$
INCOME			
Grant income	6	2,756,890	1,567,093
Sales income	9	163,304,595	166,403,222
Grant from Employment Support Scheme under the Anti-epidemic Fund		6,088,806	0
Grant from Retail Sector Subsidy Scheme under Anti-epidemic Fund		1,760,000	0
Sundry income		265,805	239,797
Total Income	10	174,176,096	168,210,112
EXPENDITURE			
Cost of sales	11	121,317,682	120,591,896
Staff Cost			
- Salaries, wages and allowances		26,352,959	26,043,246
- Contribution to MPF		1,365,118	1,377,267
Depreciation on plant and equipment	4	1,522,006	1,507,876
Management fee to immediate parent and ultimate controlling party		490,039	498,951
Other operating expenses	13	13,309,822	17,053,052
Total Expenditure		164,357,626	167,072,288
PROFIT BEFORE TAXATION	10	9,818,470	1,137,824
TAX EXPENSES	12	196,117	105,221
PROFIT AND TOTAL COMPREHENSIVE INCOME FOR THE YEAR		9,622,353	1,032,603

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

鳴謝 Acknowledgements

義務法律顧問	Honorary Legal Advisor
許宗盛太平紳士	Mr Herman Hui, JP
周靜嫻律師	Ms. Loretta C. H. Chow

義務商業顧問	Honorary Business Advisors
莫華勳先生	Mr. Peter Mok

政府部門	Government Departments
社會福利署康復服務市場顧問辦事處	Marketing Consultancy Office (Rehabilitation), Social Welfare Department
社會福利署	Social Welfare Department
民政事務局	Home Affairs Bureau
勞工及福利局	Labour & Welfare Bureau
食物及衛生局	Food and Health Bureau
政府產業署	Government Property Agency

商業夥伴	Business Partners
醫院管理局	Hospital Authority
北區醫院	North District Hospital
博愛醫院	Pok Oi Hospital
律敦治醫院	Ruttonjee Hospital
將軍澳醫院	Tseung Kwan O Hospital
屯門醫院	Tuen Mun Hospital
瑪嘉烈醫院	Princess Margaret Hospital
明愛醫院	Caritas Medical Centre
大埔醫院	Tai Po Hospital
廣華醫院	Kwong Wah Hospital
威爾斯親王醫院	Prince of Wales Hospital
東區尤德夫人那打素醫院	Pamela Youde Nethersole Eastern Hospital
教育局九龍塘教育服務中心	Education Bureau Kowloon Tong Education Services Centre
義務工作發展局	Agency for Volunteer Service
誠信綜合治療中心	Alliance Holistic Care Center
誠信醫療中心	Alliance Medical Center
太平洋科技有限公司	ASM Pacific Technology Asia Limited
親子王國	Baby Kingdom
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"Cheers Café" North District Hospital

Shop B, G/F Lobby, North District Hospital, 9 Po Kin Road, Fan Ling, N.T.
Tel: 2672 9733 Fax: 2672 9733

教育局教育服務中心「Cheers Café」

九龍塘沙福道 19 號教育局九龍塘教育服務中心東座平台 02 室
電話：2794 1101 傳真：2794 1102

"Cheers Café" Education Bureau Education Service Centre

EP02, Education Bureau Kowloon Tong Education Services Centre, 19 Suffolk Road, Kowloon Tong, Kln.
Tel: 2794 1101 Fax: 2794 1102

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機構消費計劃

Organizational Consumption Project

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
電話：2300 6981 傳真：2194 6867

Hospital Authority Staff Co-op Shop

Room 207S, Hospital Authority Building, 147B Argyle Street, Kln.
Tel: 2300 6981 Fax: 2194 6867

「樂協」社團優惠坊（銅鑼灣）

香港銅鑼灣軒尼詩道 423-425 號嘉年華商業大廈 2 樓 A 舖
電話：2264 8027 傳真：2264 8029

Cheers Coop (Causeway Bay)

Shop A, 2/F, Ka Nin Wah Commercial Building, 423-425 Hennessy Road, Wan Chai, H.K.
Tel: 2264 8027 Fax: 2264 8029

「樂協」社團優惠坊（稅務大樓）

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Cheers Coop (Revenue Tower)

No. 2 G/F, Revenue Tower, 5 Gloucester Road, Wan Chai, H.K.
Tel: 2157 0051 Fax: 2157 1497

「樂協」社團優惠坊（灣仔入境大樓）

香港灣仔告士打道 7 號入境事務大樓地下 1 號舖
電話：2667 8158

"Cheers Coop Plus" (Immigration Tower)

No. 1, G/F, Immigration Tower, No. 7 Gloucester Road, Wan Chai, H.K.
Tel: 2667 8158

「悅購網」

「悅購網」網上商店：www.cheerspointnet.com.hk

"Cheers Point Net"

"Cheers Point Net" Online Shop：www.cheerspointnet.com.hk

社企淘

SE Mail：www.SEmail.hk

「卓思」市場推廣服務

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電話：2710 8860 傳真：2710 8210

"Cheers" Marketing & Promotion Service

Room 1206, 12/F, Houtex Industrial Building, 16 Hung To Road, Kwun Tong, Kln.
Tel: 2710 8860 Fax: 2710 8210

傳單速遞

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Handbill Service

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Tel: 2710 8860 Fax: 2710 8210

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電話：2710 8860 傳真：2710 8210

Cleaning Service

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Tel: 2710 8860 Fax: 2710 8210

明途聯繫有限公司 www.mentalcare.com.hk

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