

New Projects

#	Organisation	Project	Introduction
1	Kwun Tong Methodist Social Services	Key of Life - Care • Share • Action https://www.ktmss.org.hk/project/rehabilitation-services/	<p>Founded in 1966, Kwun Tong Methodist Social Services is an NGO dedicated to serving the community in Kwun Tong, targeting children and responding to the social needs of children and adolescents living in poverty, disadvantaged families and elders living alone.</p> <p>“Key of Life - Care • Share • Action” aims to create an inclusive society by connecting young people with special education needs and seniors with dementia through activities such as arts workshops, toys banks and local tours. Equipping the young people with communications and career planning skills, the project allows them to put theory into practice while spicing up the seniors’ lives and lessening the illness’ adverse impact.</p>
1	Environmental Association	Nature LINK https://www.facebook.com/fungyuenbutterfly	<p>The Environmental Association is an environmental advocacy organisation that has encouraged change-making through participation for more than 20 years. “Nature LINK” will oversee the creation of two outdoor butterfly gardens in the vicinity of Link’s malls. Ambassadors will be recruited from the community and trained to manage these gardens. Butterflies have unique ecological, scientific and ornamental values. The project serves as a start to the journey of building a territory-wide ecosystem favoured by butterflies in the urban area aiming to increase bio-diversity locally, and to help protect and restore life on land.</p>
3	The Jane Goodall Institute Hong Kong	Play Green in Link Community https://www.facebook.com/JaneGoodallHK	<p>Founded by renowned primatologist Dr Jane Goodall, the Jane Goodall Institute is a global non-profit organisation dedicated to wildlife research, education and conservation. The primary focus of the Jane Goodall Institute Hong Kong is to encourage caring for the environment, the community and animals through action.</p> <p>“Play Green in Link Community” will train 160 families to become a “Play Green Family” who will explore the natural areas around Link’s malls by using the “Green Maps” created under previous sponsorship from Link and join the workshop.</p>

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			Then, they will assist in organising "Play Green Fun Day" in order to spread the message of environmental protection among the community. In what will be a first-of-its-kind in Hong Kong, the project will produce a "play book" containing card games, group games, community adventure maps and environment-related information.

Existing Projects

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1	Arts' Options	Inspirational Drama Programme for Elderly www.facebook.com/ArtsOptions/	Founded by a group of renowned theatre actors, Arts' Options believes that performing arts can improve the health and well-being of the elderly and enable them to express themselves, present their talents and follow their dreams. The project aims to unleash the potential of elderly people by providing them with professional theatre training. Through public performances, seniors are engaged and connected to the community, with some perhaps even turning their hobby into a second career after training. Arts' Options aspires to set up the first seniors' theatre group in Hong Kong in the future.
2	Bo Charity Foundation	Food Angel – Love & Food Sharing and Education www.facebook.com/FoodAngelHK/	For the fifth consecutive year, the project has arranged for surplus food to be collected at Link's fresh markets and shopping centres to help prepare meal and food packs to the needy. The project aims at reducing food waste and educating the public on food-saving. It targets to save more than 600 tonnes food waste each year and benefit 1.9 million people.
3	Culture Power Charity Foundation (CPCF)	We are Top Crew www.facebook.com/TopCrewHK/	Established in 2017, CPCF is a start-up NGO focusing on youth services in Yuen Long, Tin Shui Wai and Tuen Mun. It creates a platform for young people to turn their interests in street art to career. The project empowers young people to embark on their career path by providing on-the-job training on project management and communications skills in the performing arts industry and building networks for them to secure jobs. CPCF also encourages young people to participate in volunteer services in New Territories West, helping them contribute to the

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4	Hong Kong Guide Dogs Association (HKGDA)	Guide Dogs Development and Public Education Programme www.facebook.com/HKGDA	Link has opened its properties for guide dog puppies training since 2013 and has been supporting HKGDA for seven years. In 2020/21, HKGDA will continue the local breeding and implement clicker training, a new training technique for guide dogs. It will also bring to the public's attention the daily lives led by visually impaired persons via exhibiting photos taken by them, which in turn promotes an inclusive community.