

The Everbright Project Hosts “Support a Happy Family 2013”

Project also announces results of a recent survey indicating that middle-income parents and children are spending less time together

Community leaders, stars from the entertainment industry, and dozens of families enjoyed a day out in support of middle-income parents during the “Support a Happy Family 2013” umbrella-painting event, hosted by the Everbright Project which is jointly established by the Everbright Charitable Foundation and Caritas. “Support a Happy Family 2013” was held at Discovery Park in Tsuen Wan on 28 April 2013 and attended by Mr Chen Shuang, Executive Director and CEO of Everbright; Prof Daniel Shek Tan-lei, Chairman of the Home Affairs Bureau’s Family Council; Mr Li Yunfu, Deputy Director of the Social Work Department of the Liaison Office of the Central People’s Government in the HKSAR; and Ms Paulina Kwok, Supervisor of Caritas Family Crisis Support Centre. They were joined by Ms Leila Tong, Ms Mimi Lo and Mr Power Chan, who served as the Everbright Project ambassadors and representatives of middle-income parents in the entertainment industry.



(from left) Leila Tong, Mimi Lo and Power Chan, ambassadors of the Everbright Project; a representative of the Everbright Project’s volunteers; Daniel Shek Tan-lei, Chairman of the Home Affairs Bureau’s Family Council; Chen Shuang, Executive Director and CEO of Everbright; Li Yunfu, Deputy Director of the Social Work Department of the Liaison Office of the Central People’s Government in the HKSAR; and Paulina Kwok, Supervisor of the Caritas Family Crisis Support Centre.

The Everbright Project, now in its fourth year, aims to provide services and support for middle-income individuals and their families. Chen Shuang, Executive Director and CEO of Everbright, said, “In 2009 the Everbright Charitable Foundation and Caritas came together because of the rising pressures that middle-income persons face, and we agreed to collaborate on a pilot community project for Hong Kong. Since the launch of the Everbright Project, we have seen a rapid increase in participants. There are currently over 2,000 members registered, representing a growing voice in Hong Kong and demonstrating strong demand for the initiative.”

At “Support a Happy Family 2013”, participants used umbrellas as canvases to create works of art that symbolise the notion of “family” as a safe and warm shelter. The objective of this event is to enhance bonding within families, motivating middle-income individuals to find relief from their daily pressures. They should strike a balance between body and mind and enjoy a happy life.

During the event, the Everbright Project also announced the results of the “Middle-income Parent-child Relationship Survey”. One of the key findings of the study was that long working hours and encouragement by the government to engage in further education have caused many middle-income parents to spend more time at the office and school, thus reducing the amount of free time they have with their families. Many respondents said they feel they need to continue studies in order to retain their current employment. These challenges are compounded by increasing dependence on electronics, which diminishes interaction between parents and children, both of whom tend to engage more with smartphones and other mobile devices than each other.

Studies and events like these are intended to remind parents that they should establish face-to-face communications with their children, and help them realize that they care about their overall development, not just in areas like career and school. Parents should also avoid letting electronic devices block interaction with their children.



(from left) Leila Tong, Mimi Lo and Power Chan, ambassadors of the Everbright Project; Li Yunfu, Deputy Director of the Social Work Department of the Liaison Office of the Central People's Government in the HKSAR; Chen Shuang, Executive Director and CEO of Everbright; and Paulina Kwok, Supervisor of the Caritas Family Crisis Support Centre.