

熱忱
Passion

創新
Innovation



明途聯繫有限公司

MENTALCARE Connect Company Limited

香港心理衛生會附屬公司 Subsidiary of the Mental Health Association of Hong Kong

Annual Report 07~08 年報

蛻變
Evolution

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01

擁抱使命

Our Mission



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。

Building Partnership • Sharing Success

As a well-established "Social Enterprise" in Hong Kong, we proactively synergize social capitals from the Government, the business sector and the public adopting a "market-driven" and "customer-oriented" approach:

- We strive for business possibilities around to create employment opportunities for people with disabilities and the disadvantaged group.
- Operating surpluses are fully reinvested into the business for future development.



02

主席序言 Chairman's Statement

07 - 08年度是「明途聯繫」豐收的一年，公司連續兩年錄得盈利，營業額達二千五百多萬元，較上年度大幅增長四成。營業額強勁增長主要受惠於香港零售市道在07 - 08年度保持暢旺，復康產品需求日增，公司各店舖營業額普遍上升，而復康用品直銷業務在加入《復康速遞》雜誌及「網上商店」後產生強大的協同效應，令產品銷售推廣渠道增加，收入亦隨之上升。

「明途聯繫」作為香港「社會企業」的先導者，我們期望能夠起着典範的角色，讓業界甚至其他關心「社會企業」發展的群體，從「明途聯繫」的成長經驗，看到「社會企業」可以怎樣達成社會目標的同時，透過商業營運而達到「永續經營」的果效。在此特別多謝公司管理階層同事多年來的努力，讓公司不斷茁壯成長。



黎守信醫生
董事會主席
Dr. Benjamin Lai
Chairman, Board of Directors

The year 2007/08 has been a fruitful year for MentalCare Connect. We have recorded profits consecutively for the second year, and our turnover has reached more than HK\$25 million, 40% up from the previous year. The strong growth has mainly benefited from the flourishing retail market over the year. The growing demand for rehab products has explained the increase in turnover of all of our outlets. The synergies from direct sales business together with the marketing effort of Rehab Express Magazine and the Online Shop have effectively expanded distribution network and hence increased revenues.

As a pioneer in "social enterprises", MentalCare Connect aspires to become a role model, so that the industry and other organizations can learn from our experience, and see how a social enterprise can achieve social objectives whilst sustaining its operation. I would like to thank members of the Management for the effort they have been making over the



看見公司的業務版圖持續擴展，獲利能力不斷提升，董事會在拍掌稱興之餘，亦不斷檢討公司的發展方向，堅守為殘疾及弱勢人士創造就業機會的目標，使公司成為一間以僱員為本的「社會企業」。在公司薄有盈利的情況下，我們樂見公司能夠體察員工面對通脹的壓力，大幅調整各級員工的薪酬，讓員工能夠分享公司盈利的成果，而管理階層同事亦一如過往持續地與母會的職業康復服務單位攜手合作，構思更多適合殘疾人士參與的業務，例如派傳單服務。

雖然特首在政綱中大力吹捧「社會企業」在社會的功能和角色，但過去一年我們看不到政府有甚麼政策扶植「社會企業」成長，例如將適合「社會企業」營運的服務合約以局限性投標方式招標，政府指定部門按某一個百份比及某些特定項目向社會企業採購，以彈性租賃形式為社會企業提供辦公及營運場地等。在缺乏政府實質的支持下，據報道現時已有三分一由政府提供種籽基金的「社會企業」已經結業，三分一在掙扎求存，只有三分一仍穩健地營運。面對金融海嘯的撲臨、「最低工資」行將立法，「社會企業」將如其他中小企一樣，面對前所未有的衝擊。未來一年，公司將盡最大的努力，維持員工的生計，期望「一個也不能少」！

years in the robust growth of the company.

Amidst the applause to the expanding business and growing profit, the Board of Directors has kept reviewing the strategy of development so as to maintain MentalCare Connect as an employee-oriented social enterprise, fulfilling the social objective of creating job opportunities for the disabled and the disadvantaged. Apart from making efforts for the growth of "social enterprise", we are also keen on fulfilling our corporate social responsibility, hoping to exert greater influence to the society. The Rehab Express Direct Sales Service introduced last year has also brought much convenience to the patients and the caretakers. We are pleased to see that the Management has offered a considerably high pay rise to staff so as to help them deal with the pressure of inflation and to let them enjoy a fair share of the company's profits. Meanwhile, the Management, in collaboration with the vocational rehabilitation service of the Mental Health Association of Hong Kong, has continued to work out more business models that can engage the disabled, such as handbill distribution service.

Although the Chief Executive of the HK SAR Government strongly encouraged the social function and role of social enterprises in his policy address, we did not see any policy promulgated in support of social enterprises over the year. Favorable policies include restricted tendering of certain service contracts; a practice of having certain percentage or categories of items purchased from social enterprises; provision of flexible lease of office or stores. In the absence of solid support from the government, one third of the social enterprises funded by the Government's seed money are reportedly struggling. Another one-third has to re-engineer their businesses while only one-third is operating steadily. Facing financial tsunami and the legislation of minimum wage, social enterprises, like any other SMEs, will be encountering more challenges than ever. In the year to come, MentalCare Connect will strive to secure the livelihood of every staff member.

03

管理團隊的心聲

Voices from the Management

作為「明途聯繫」的管理層，我們按董事會釐定的發展方向，大膽地策劃及營運創新的服務。在考慮經營業務種類時，我們不受自身及過去的經驗、資源及人脈網絡所局限，認為所有業務的性質和種類也可能發展 (everything is possible)，最重要是考量業務能令弱勢社群受惠的同時，企業是否能永續經營。

憑著這份「勇敢發夢，海闊天空」的精神，「明途聯繫」於短短數年創辦多項業務。而我們亦努力將這份勇於創新及帶著社會使命去經營生意的精神傳給公司的同事及商業夥伴，以達至薪火相傳的目的。

眨眼間，在「明途聯繫」的日子已經多年了。我們人生最精彩、最有魄力的日子就是在這裡渡過，活得很精彩。感謝董事會各董事給我們偌大的發揮空間及成長的機會。在這裡工作，我們得到無限大的滿足感。海闊天空，沒有框框，充滿理想。大家用了六年的時間苦心經營，「明途聯繫」雖然還算不上什麼大型跨國企業，但總算是一間成功的「社會企業」，為一群康復者創造了一個理想和關愛的工作環境，



楊建霞小姐
總經理
Ms. Yvonne Yeung
General Manager

In the light of the strategic plan outlined by the Board, the Management Team has been boldly planning and delivering innovative services. We have tried not to be bound by ourselves, our past experience, and the constraint in resources and social network. We believe that "everything is possible", no matter what type and nature of business we operate. The top priority of our concern is to sustain our operation while creating employment opportunities for the disadvantaged.

Led by the spirit of "Dare to dream; See no boundaries", MentalCare Connect has launched a number of new business initiatives in just a few years. We will continue to pass on to our colleagues and business partners the spirit of running a business in an innovative and socially responsible way.

Time flies, and we have been with MentalCare Connect for a number of years. We have spent the most energetic and



陸澄偉先生

高級業務經理(市場及業務發展)

Mr. Vincent Luk

Senior Business Manager
(Marketing & Development)



梁健祖先生

業務經理(業務支援及服務)

Mr. Joe Leung

Business Manager
(Support & Service)



陳彩嫻女士

業務經理(便利店)

Ms. Aggie Chan

Business Manager
(Convenience Store)

有不少康復者的生命有莫大的成長；亦有不少同事在這裡找緊社會使命的重要，而經歷人生的改變。這些同事真實的奮鬥故事，才是我們最大的成就。同時，「明途聯繫」的成功精神亦漸漸在影響著香港及亞洲其他的地方。

不只希望為弱勢社群創造就業，重投社會，更重要的是要孕育一個人性化及融和的工作環境，讓弱勢社群可以發揮其工作所長，並擔任管理的角色。弱勢社群不再扮演必須被社會可憐及施予的一群，他們同樣可以是一個成功的管理人，並以過來人身份教導及訓練其他弱勢人士重投勞動市場，這亦是我們希望「社會企業」能達至的精神。

積極活出社會創業精神，就是不單單要自己做得好，而是還要幫助其他的「社會企業」也要做得好；這樣受惠的弱勢群體才會更多。而這種的「感動」在我們內心一直沒有消滅。到最近一年，認識很多個人發起的「社會企業」，有人放棄高薪厚祿，自掏腰包，離鄉別井，跑到中國農村幫助貧窮的婦女，透過公平貿易的方式為這群婦女增加收入，為要改變社會上深刻的不公平。我們欣賞的是他們對使命的委身和付出，社會實在需要更多這樣對社會目標充滿熱忱的人。

展望未來，「明途聯繫」的同事，殘障與否，也能找緊這種社會創業精神，積極培訓更多弱勢社群。

exciting moments of our lives here. We sincerely thank the Board of Directors for giving us the room to bring our talent into full play and the opportunities for growth. We have great satisfaction working with MentalCare Connect, a company full of visions, possibilities and ideals.

Over the past six years we have been overcoming difficult times. Although MentalCare Connect is not a sizeable multinational corporation, we are a successful social enterprise which has managed to create an ideal and caring work environment for the people with disabilities, and has witnessed many of them experiencing personal growth. Many of our colleagues, by discovering the importance of their social mission, experienced changes in their lives. These encouraging stories are indeed our greatest accomplishments. The mission of MentalCare Connect has also been shared in Hong Kong and many places in Asia.

Creating employment opportunities for the disadvantaged and helping them reintegrate into the community is not our sole goal. Most importantly, we aim at nurturing a humane and harmonious working environment in which the disadvantaged can unleash their potentials at work and have a chance to move up to management. The disadvantaged are no longer those being pitied and cared by others, but they can also be successful managers who can teach and train their fellows to return to the job market. This is the spirit we uphold as a social enterprise.

To live out the spirit of social entrepreneurship, we not only have to do our best, but also we have to help other social enterprises to perform their best in order to benefit more disadvantaged people. This "passion" has always been burning in our heart. In the past year, we have got to know several social enterprises initiated by individuals. Some of these social entrepreneurs chose to quit their high-pay jobs and ventured into the rural areas of Mainland China, hoping to improve rural women's livelihood and eliminate social injustice through fair trade. We appreciate very much their commitment and dedication. We definitely need more of these people, who are enthusiastic about their social missions.

Looking ahead, we hope all members of MentalCare Connect, whether disabled or not, will keep up with this social entrepreneurship and actively train up more disadvantaged people.

機構組織圖表

Organization Chart

04

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(06-08)
Board of Directors of MentalCare Connect Co., Ltd.

董事會主席 Chairman	: 黎守信醫生 : Dr. Benjamin Lai
董事 Directors	: 盧德臨醫生 · 高淑蘭小姐 · 鍾偉成先生(兼任執行董事) : Dr. Lo Tak Lam · Ms. Flora Ko Suk Lan · Mr. Chung Wai Shing
公司義務秘書 Hon. Secretary	: 麥香煥卿女士 : Mrs. Mak Heung Woon Hing
公司義務法律顧問 Hon. Legal Advisor	: 周靜嫻律師 : Ms. Loretta Chow Ching Han
香港心理衛生會總幹事列席董事會 In attendance	: 何惠娟小姐 : Ms. Kimmy Ho Wai Kuen (Director of MHAHK)

明途聯繫有限公司
總經理：楊建霞小姐
MentalCare Connect Co. Ltd.
Ms. Yvonne Yeung Kin Ha (General Manager)

卓思廊
便利店
Cheers Gallery
Convenience Stores

卓思廊
復康用品專賣店
Cheers Gallery
Rehab Shops

卓思廊
復康速遞直銷業務
Cheers Gallery
Rehab Express
Direct Sales Service

清潔業務
Cleansing Service

傳單速遞服務
Handbill Distribution
Service

職員圖表

Staff Chart



05

生命的蛻變

Sharing of
Staff Members



馮文光先生
清潔管工
Mr. Fung Man Kwong
Foreman of Cleansing Service



紀式雄先生
復康用品專賣店店長
Mr. Kei Sik Hung
Rehab Shop Supervisor



梁如寶女士
復康用品專賣店店長
Ms. Leung Yu Bo
Rehab Shop Supervisor



陳苡嘉小姐
市場事務助理
Ms. Karmen Chan
Marketing Executive



梁琪恩小姐
銷售文員
Ms. Michelle Leung
Direct Sales Clerk



陳慶如小姐
銷售及市場主任
Ms. Andrea Chan
Sales & Marketing Officer

謝家駒先生 Mr. K. K. Tse

創刊編輯

Founding Editor, Social Entrepreneurs Newsletter

我是「明途聯繫」的熱心支持者。我覺得你們是香港社會企業的先導者，你們的成就有目共睹。我對你們的期望也很高，並希望見到你們不斷有新的突破。

我身為「香港社會創業論壇」的召集人，積極推動公益創業運動，所以我特別希望知道所有的持份者對你們工作的觀感，我們希望見到他們不單是滿意你們的服務，而是感到引以為榮。因此我曾向你們建議每年編制一份〈給持份者的年報〉，讓你們向所有持份者簡介你們的成就，並反映他們的觀感。我認為這是每一個社會企業都應該做的事，很樂見你們今年又一個新的突破。

I am an enthusiastic supporter of MentalCare. I think MentalCare is a pioneer of local social enterprises and its achievement has been widely acknowledged. I have high expectations for MentalCare and hope to see you having new breakthroughs continually.

As the Convenor of the Hong Kong Social Entrepreneurship Forum, I have been actively involved in the social entrepreneurship movement. I am particularly interested to learn about the perception of MentalCare's stakeholders. I want to see not only they are satisfied with MentalCare's services, but also they are proud of you. Therefore, I have suggested MentalCare to publish an annual report that serves to inform their stakeholders of what they have achieved and to reflect their perception. That's something every social enterprise should do. I am so glad to see MentalCare making another breakthrough this year.



馮文光先生

清潔管工

Mr. Fung Man Kwong

Foreman of Cleaning Service

我曾任職於深圳的一間絲網印刷廠，工作壓力相當大，公司亦未曾提供任何心理上的支援，加上夜生活頻密及有酒癮，以致日夜顛倒，面對生活，我只是得過且過。

後來，我於2006年4月1日正式加入「明途聯繫」任清潔管工。由於只有我一人負責巴士站頭的日常管理工作，因此大大小小的問題都需一力承擔，壓力自然不輕。但慶幸的是，「明途聯繫」並非一般的公司，反而十分關注員工的身心健康。當我出現情緒問題，我可坦誠地與上司傾訴，加上同事間的和睦相處，我的壓力得以紓緩，讓我更積極面對困難與挑戰。

令我最欣慰的是，由於工作需要清晰的頭腦，我戒掉了長年養成的酒癮，生活作息恢復正常。從工作中，我除了學會一些電腦知識外，還發覺自己的工作能力其實可以更強。在「明途聯繫」工作，讓我覺得很踏實和滿足，即使面對不少挑戰，我仍然希望可繼續留任，與公司一起成長。

I worked at a silk screen-printing factory in Shenzhen. It was a very demanding job, and I got no psychological support at all from the employer. Work pressure, coupled with excessive nightlife and alcohol addiction turned my life in chaos. I simply lived an aimless life at that time. Then I joined MentalCare Connect on 1 April 2006 as a foreman of cleaning service. I was the only staff member who took care of all the routine operation at bus stops. The pressure was not light. Fortunately, MentalCare Connect is an extraordinary employer, who cares for the mental health of staff. Whenever I had emotional problems, I could talk to my supervisor frankly. This, together with the harmonious relationship with colleagues, helps me deal with my pressure and I have more confidence in coping with difficulties and challenges.

I am most grateful that I have quitted alcohol and have resumed a disciplined life because my job requires me to have a sober mind. In my job, I have learnt some computer knowledge. I also realize that my work ability can be enhanced. Working with MentalCare Connect is so solid and fulfilling that I hope to stay on and grow with the company despite the challenges ahead.



紀式雄先生

卓思廊屯門醫院復康用品專賣店店長

Mr. Kei Sik Hung

Shop Supervisor of **Cheers Gallery** Tuen Mun Hospital Rehab Shop

自2005年入職成為卓思廊的職員後，我的人生起了很大的轉變。

第一個轉變是我由一個被動內向的人轉變成一個要以說話為職業的售貨員。當中經歷的過程，可謂不能用「學生時代」的我可以想像得到。諸如把一件貨品推銷給客人時，那份與人溝通的技巧，多多少少是在卓思廊工作建立起來。

第二個轉變是以往我面對做艱辛的事時會採取放棄心態，現在卻轉變成擁有一份堅持的心與及不屈不撓的精神。因為在卓思廊工作時，每每要面對一些對於我是前所未有的難題。例如當上店長時，要處理顧客的質詢，其中的技巧是在工作中日積月累而掌握起來的。

第三個轉變是使我明白何謂敬業樂業。這種精神是「明途聯繫」給我。在卓思廊工作，可以感覺到每位職員，包括寫字樓同事，每一個都很投入地工作，甚至乎需要加班時，都會完成工作才離開。這份熱誠，令我萌生積極工作的念頭。

畢竟，精神病康復者是需要鼓勵，支持和灌輸一些正面的思想來糾正我們以往錯誤的想法，而「明途聯繫」就成功改變及引導我重新上路。

Firstly, I have changed from a passive and introvert person to become a "talkative" salesperson. That is something I could never think of. For example, working at **Cheers Gallery** has equipped me with the communication skills to sell a product to a customer.

Secondly, I have become more persistent in facing difficulties, instead of giving up easily. Working at **Cheers Gallery**, I encounter challenges that I have never met before. For example, as a shop supervisor, I have to handle enquiries from customers and these experiences have enabled me to gradually grasp and develop the skills.

Thirdly, I learn to understand what "devotion to work" means. That is the spirit of MentalCare Connect. I can feel that the staffs of MentalCare Connect, including office personnel, are all very much devoted to their work. They do not mind working overtime. Their enthusiasm is driving me to work relentlessly.

After all, ex-mentally ill people need encouragement, support and positive messages to alter their misconceptions. MentalCare Connect has successfully helped me to change and led me to start the journey again.



陳苡嘉小姐

市場事務助理

Ms. Karmen Chan

Marketing Executive

我畢業於理工大學，主修社會政策及行政高級文憑學位。當時，我如很多同學一樣，認為畢業後，加入政府部門工作，從政策方面入手去幫助弱勢社群已很不錯。後來，我於2007年在「明途聯繫」實習後，發覺「社會企業」在協助弱勢社群方面較政府來得更實在及有效率，而「明途聯繫」正是讓我實現理想的好地方。

工作中，我常常與精神病康復者相處共事，當然耐性是不可或缺的，這對我來說是很大的鍛練。日子越久，我越發覺自己在慢慢進步，從前性子急的我也漸漸遠去。個人發展方面，公司給予我很大的空間來運用自己的方式去解決問題，即使遇到壓力，公司與上司的包容，亦令我能積極地面對。

在未來的日子裡，我會繼續學習如何從政策執行與關愛之間取得平衡，因為要真正幫助弱勢人士重投社會，偏重任何一方面都是不可行的。

I graduated from the Hong Kong Polytechnic University, with a higher diploma in Social Policy and Administration. Like many of my classmates, I thought that was good if I could work in the governmental, helping the disadvantaged through policies. In 2007, I had a chance to work as an intern with MentalCare Connect. I realized that social enterprise is a much more pragmatic and effective means than governmental initiatives in addressing the need of the poor and disadvantaged. MentalCare Connect is the ideal place for me to realize my aspiration.

Due to my job nature, I often mingle with the people with mental illness. This requires me a great deal of patience, and that was indeed a tough training for me. The longer I work in this job, the more improvement I have. Gradually I find myself stepping away from being impatient and reckless. In terms of personal development, MentalCare has given me much freedom to use my own methods to tackle problems, and I can handle my pressure with the tolerance from my supervisors and the company. In the days to come, I will continue to learn how to strike a balance between implementing policies and caring, both of which are equally essential in helping the disadvantaged reintegrate into the community.



2003年，我是一間毛衣公司的初級會計文員，亦正是我被診斷患有精神病的時候。得知患病後，我拒絕服藥，以致精神狀況欠佳。不久因病情影響，我便自行辭職了。離職後，我斷斷續續做過好幾份兼職，雖然有定時覆診，但仍不願意服藥。

2004年年尾，我透過醫生和社工的協助，便到了「卓思廊」做學員，至2005年我轉為兼職店務員。感恩的是，我得到公司各方面的支持，開始接受藥物治療，病情得到改善，精神也好了很多。在「卓思廊」任職約一年多後，我被調職到總辦事處上班，負責復康用品的直銷訂購工作。

在「明途聯繫」工作的幾年裡，我學到了很多復康用品的知識，待人處事方面也成熟了不少，我還得到同事的支持和鼓勵，令自己可以徹底面對自己的弱點，更堅定了我勇敢和積極地走我人生每一步的決心。

梁琪恩小姐

銷售文員

Ms. Michelle Leung

Clerk of Rehab Express Direct Sales

In 2003, I worked as a junior account clerk in a garment company and I was diagnosed with mental disorder. Although I knew I was ill, I refused to take medication and therefore my mental conditions have deteriorated. Then, I ended up resigning as my illness had interfered with my work. After that I did several part-time jobs. I kept seeing the doctor, but still I shunned medication.

In late 2004, I began working as a trainee in Cheers Gallery, thanks to the referral of my doctor and social worker. I became a part-time staff in 2005. I was so grateful to my employer for supporting me in many aspects, and encouraging me to receive medical treatment that made me feel much better and energetic. After working with Cheers Gallery for about one year, I was assigned to head office to take care of direct sales orders of rehab products.

Over the past several years working at MentalCare Connect, I have learnt a lot of knowledge about rehab products. I have also become more skillful and mature in dealing with people and my work. In addition, I have gained great support and encouragement from my colleagues. All these have enabled me to deal with my own weakness, and be determined in stepping forward with courage and a positive attitude.



我在「明途聯繫」工作已有6年，回想過去由一名平凡的家庭主婦，因為精神病的原故，也曾住院接受兩年的職業治療。後來加入公司成為卓思廊的店員，再晉升為店長，走這一步步的路，殊不容易，但我也無悔當初加入「明途聯繫」。

在這裡工作，我學會了不同範疇的知識，公司也給予我充裕的發揮空間，使我有機會展現自己的才能。因此，我不但可照顧自己，更能積極面對社會。從工作獲得的滿足感及充實，讓作為康復者的我深覺人生真的好有價值，深深體會到康復者也有屬於自己的事業，可以自力更生，對我來說這是何其感激。

「明途聯繫」致力為殘疾人士及弱勢社群製造就業機會，而我亦希望將這份信念薪火永傳，幫助更多有需要的人士。

梁如寶女士

卓思廊九龍醫院復康用品專賣店店長

Ms. Leung Yu Bo

Shop Supervisor of **Cheer Gallery** Kowloon Hospital Rehab Shop

I have been working with MentalCare Connect for six years. Looking back to the time when I joined the company, I was an ordinary housewife with mental problems and had been hospitalized to receive a two-year occupational therapy. Then I joined **Cheers Gallery** as a Shop Assistant, and was later promoted to be a shop supervisor. It was not an easy path, but I have no regret for joining MentalCare Connect.

Working at the company, I have learnt various knowledge. The company has also offered room and opportunities for me to exercise my skills and develop my ability. Now, not only can I take care of myself, but also I have become more positive in facing society. The satisfaction gained at work has made me appreciate the value of life. As an ex-mentally ill person, I deeply realize that we can have our own career, and I am so grateful for being able to live a self-reliant life.

MentalCare Connect is committed to creating job opportunities for the disabled and the disadvantaged. I hope to spread this mission so as to help more people in need.



陳慶如小姐

銷售及市場主任

Ms. Andrea Chan

Sales & Marketing Officer

回想剛投入社會工作時，我希望尋得一份有意義的職業，期望能在工作之餘，亦能幫助他人。但現實往往不如理想，機會彷彿少之又少。一年多前，我巧遇「明途聯繫」，它所堅持的使命正切合我的理想。

一年多的工作，令我的眼界大開。在工作中，我獲得很多信任與支持，使我有更多的空間去學習與進步，而且更有機會接觸多方面的工作範疇，如採購、廣告及採訪、市場營銷、活動策劃和款待學術交流團等，讓我能從多角度了解「社會企業」的真正意義，亦藉此認識很多有心發展「社會企業」的人士，當中的經歷令我獲益良多。

我覺得「明途聯繫」是充滿活力的「社會企業」，它擁有一股不怕艱辛，排除萬難的精神，推動著每位員工奮發向前。我也特別喜歡同事間和睦相處的氣氛，大家互相鼓勵、扶持與彼此包容，共同向著目標而努力。因此，即使工作艱辛，但一想到能踏實地幫助弱勢社群，我便會打消放棄的念頭。

讓我印象最深刻，是舉辦一次健康講座時，很多婆婆對我說：“我很開心呀，好感動還有人關心我。”這句話雖然簡短，但意義深遠，證明我們一直以來的努力沒有白費，此滿足感比甚麼都珍貴。

「明途聯繫」的成長，亦正是有心人努力的成果。期望未來，公司能繼續發展，將服務與社會企業的精神伸延至每一個角落。

Looking back to the time when I started my career, I did not just want to get a job, but a meaningful career through which I could help the others. In reality, however, there are very few opportunities. It was only when I came across MentalCare a year ago that I realized the missions it upholds well-matched with my personal vision.

Having worked in the organization for a year, my horizons have been widened. I have had plenty of support and trust from my colleagues and there is plenty of room for me to learn and improve myself. The experience allows me to explore different areas of work, for instance, sourcing, advertising, reporting, marketing, organizing events and visits. It enables me to learn about social enterprise from different perspectives and to know more people who are so committed to the development of social enterprises.

I feel that MentalCare is a very dynamic social enterprise. It has a spirit to persist in the face of hardships. It is the spirit that is driving every one of us to go forward. I enjoy working with the team, who are always so encouraging, helpful and accommodating in striving to achieve our goal. Despite the hard work, I never thought of giving up because we are trying to make a difference in the lives of the disadvantaged.

What struck me most was, during a health seminar, when some elderly ladies approached me and said, "I'm so glad that there are people who still care me." Their positive responses mean a lot to me. There is nothing more satisfying to me than to realize that our efforts have paid off in the end.

Through our effort, MentalCare has achieved considerable growth. Looking ahead, we hope MentalCare will continue to grow and our services and the spirit of social entrepreneurship could reach every corner of our society and benefit more people.

06



學生與明途聯繫的成長

The Growth of Students and MentalCare Connect

勞錦樞

Lo Kam-shu

香港理工大學兼職實習導師

Part-time Training Tutor

The Hong Kong Polytechnic University

實習感想—理工大學

由 2004 年開始，理工大學應用社會科學系每年均有 2至4 位修讀社會政策及行政系的學生在「明途聯繫」實習。在這短短的 4 年時間裏，見證著我們學生及「明途聯繫」的成長。

在 2004 年初，「明途聯繫」的總辦事處位於佐敦，當時該辦事處只有七、八位員工，地方並不算寬敞，實習學生幾乎沒有辦公桌可以使用。在實習期間學生們需要幫助公司處理不同的大小事務，包括有市場調查及拓展、聯繫供應商、甚至約見物業代理去租賃商舖等等。在實習過程中，學生們抱怨著這次實習太吃力了，工作就像一位“高級雜工”，無事不做，以致下班時身疲力倦。他們表示畢業後一定不會到「明途聯繫」工作。而言猷在耳，一位學生在畢業後，受總經理的邀請而決定到「明途聯繫」任職。他說：「唉，雖然說過畢業後不會到此工作，明知工作辛苦，薪金也不多，但可以為一群弱勢人士服務嘛。」

眼看著「明途聯繫」員工，上下一心，努力為企業，為弱勢者而奮鬥。學生在深知薪金及福利比不上私營機構的情況下，毅然加入「明途聯繫」成為員工，這見證著「明途聯繫」員工們彰顯人本工作者的精神，致力為企業、為弱勢者奮進，感染著我們的學生，願意加入成為「明途聯繫」團隊的一員。

在這幾年間，「明途聯繫」從佐敦遷往官塘，總辦事處員工從七、八人增至二十多人，從小小的總辦事處，搬遷到寬敞的辦事處，從虧損到有盈餘，筆者除看到一所「社會企業」的成長、發光發熱外；也看到「明途聯繫」承擔著「社會企業」的使命，幫助弱勢者導向光輝前路及培訓年青學生成為專業的人本工作者。

最近，「明途聯繫」的總經理不但積極發展自己的業務，同時也積極協助香港「社會企業」的發展，擔任著一些顧問工作，除將自己的經驗和知識與同行分享；並提供機會給我們學生參與他們顧問團的工作，豐盛著我們學生的經驗和知識，使學生們受益不淺。

於此，謹願「明途聯繫」百尺竿頭，更進一步。

Thoughts on Internship - The Hong Kong Polytechnic University

Starting from 2004, two to four students from the Department of Applied Social Sciences of Hong Kong Polytechnic University join MentalCare's internship programme every year. The past four years have witnessed the growth of both our students and the enterprise.

The headquarters of MentalCare was in a small office in Jordan back in early 2004. There were about seven to eight staffs only. The interns did not have their own desks to work on while they had to handle a variety of tasks, from conducting surveys and marketing, liaising with suppliers to working with property agents for shop rentals. They complained about the heavy workload and said they worked like "senior gofers" as they were assigned to do almost everything and were exhausted after work. They all vowed not to work with MentalCare any more after graduation. Yet soon after graduation, one of them accepted an offer from MentalCare's General Manager and worked with them again. This student said, "Well...I did say that I would not work with MentalCare after graduation. I know this is a tough job and the salary is low, but I can serve the disadvantaged."

The students can see that all staff members of MentalCare work so hard together for the benefits of the disadvantaged. They resolutely join the company even though they realize that the salary and benefits MentalCare offers are not comparable with those of other companies in the private sector. This shows that staffs at MentalCare have demonstrated the spirit of humanitarian workers, who are devoted to the enterprise and the disadvantaged. This spirit has moved and encouraged the students to be part of the team.

MentalCare has experienced a lot of changes over the past few years. It has moved from Jordan to a spacious office in Kwun Tong. The number of staff has increased from seven to eight to more than twenty. It has made

profits, compared with having deficits in early days. I have witnessed how the social enterprise has grown and contributed, and I have also seen MentalCare living out its mission by helping the disadvantaged as well as training the young students to become professional humanitarian workers.

Recently, in addition to developing MentalCare's business, the General Manager of MentalCare is actively assisting the development of local social enterprises by providing consultancy and sharing experiences and knowledge with others. Our students are offered the opportunities to get involved in the consultancy work, which has enriched the experiences and knowledge of students.

I wish MentalCare every success and further progress in the future.



07

社會企業經驗交流

Sharing of Social Enterprise Experience

「明途聯繫」積極在國內外交流及研討會中演說，讓香港社會企業的發展成為亞洲其他地方/國家的借鏡。在過去幾年間，中國內地、台灣的非政府機構及醫院特意安排到香港參觀「香港心理衛生會」所發展的社會企業及實際運作，到訪機構次數超過20次。

MentalCare Connect actively participates in local and overseas sharing and conferences, to build up Hong Kong as a model of social enterprise in Asia. In the past few years, more than 20 non-governmental organizations, hospitals of mainland China and Taiwan visits MentalCare Connect to learn the development and operation of social enterprises.



社會企業的實踐

主辦機構：香港聖公會麥理浩夫人中心

日期：2007年4月

總經理楊建霞女士擔任其中一位演講嘉賓，講述如何推動社會企業，為弱勢人士創造就業機會。

社會企業:資訊及通訊科技的應用-數碼共融創明天

主辦機構：香港社會服務聯會

日期：2007年6月

總經理楊建霞女士與高級業務經理陸澄璋先生於研討會中，分別演講銷售系統及網上銷售平台於零售業的應用及拓展。

長青康健及生活時尚展

主辦機構：法蘭克福展覽(香港)有限公司

日期：2007年7月5日至7日

這是香港首個針對銀髮市場的貿易展覽，以年長人士用品及服務為主題。「明途聯繫」透過參與展覽，增進大眾及長者對「卓思廊」的認識，並介紹我們專業的復康用品銷售服務。

The Practice for Social Enterprises

Organizer: HKSKH Lady Macle hose Centre

Date: April 2007

Ms. Yvonne Yeung, General Manager was one of the speakers, in sharing how to create job opportunities for disadvantaged people by developing Social Enterprise.

Social Enterprise: The Digital Solidarity for the Future

Organizer: The Hong Kong Council of Social Service

Date: June 2007

In the seminar, Ms. Yvonne Yeung, General Manager and Mr. Vincent Luk, Senior Business Manager shared their expertise about points of sales systems and on-line purchasing system respectively for the application and development in retail industry.

Senior Lifestyle Asia

Organizer: Messe Frankfurt (HK) Ltd.

Date: 19th -23rd August 2007

This was the first trade show for silver market, major theme was to supply products and services to senior citizens. MentalCare Connect participated in the exhibition to enhance the public image of "Cheers Gallery" and introduced our professional rehab products retail service.

世界心理衛生聯盟世界會議2007

主辦單位：世界心理衛生聯盟

日期：2007年8月19至23日

「世界心理衛生聯盟」每兩年在世界各地舉辦世界會議，將各會員國與主辦會議當地的精神健康工作人員、教育界專家、專業人士、精神康復服務使用者及其家屬聯繫一起，積極探討與精神健康有關的教育、科學以及技術知識，攜手展示精神健康業界的發展趨勢。香港心理衛生會是主辦機構之一，而「明途聯繫」的總經理亦在會議中演說，介紹香港「社會企業」的蛻變與成長。

身心障礙者庇護工場國際交流研討會

主辦單位：台灣行政院勞工委員會

日期：2007年10月17日

總經理楊建霞女士獲得台灣行政院勞工委員會邀請，作為「社會企業」的專家指導台灣怎樣從庇護工場模式走到「社會企業」的模式，從而推動台灣的非政府機構可以更有效地幫助弱勢社群就業。

社會企業策略營銷研討會2008

主辦單位：香港市務學會(HKIM)

日期：2008年4月26日

會議主題有關如何透過營銷協助社企發展，齊建社會營商和諧環境。總經理楊建霞女士分享如何透過「藍海策略」由小企變大企的心得。

2007 World Mental Health Congress of the World Federation for Mental Health

Organizer: The World Federation of Mental Health

Date: 19th–23rd August 2007

The World Federation for Mental Health holds this Congress every two years in the world. It connects every member states, local mental health staff, educator, professionals, the users of mental health services and their family together to explore mental health-related educational, scientific and technical knowledge, hand in hand to create the development trend in mental health industry. The Hong Kong Mental Health Association was one of the major organizers. Ms. Yvonne Yeung, General Manager, MentalCare Connect introduced the transformation and development of social enterprise in Hong Kong.

International Seminar on Sheltered Workshop

Organizer: Council Of Labor Affairs Executive Yuan Taiwan

Date: 17th October 2007

Ms. Yvonne Yeung, General Manager was invited by the Council Of Labor Affairs Executive Yuan Taiwan as one of the Social Enterprise experts to guide Taiwan's NPO how to transfer from sheltered workshop model to social enterprise model in order to enhance the employment opportunities for the disadvantaged group.

Social Enterprise Marketing Conference 2008

Organizer: Hong Kong Institute of Marketing

Date: 26th April 2008

The theme of the conference was about how to apply marketing strategy in social enterprises to build a harmonious social environment for business. Ms. Yvonne Yeung, General Manager was invited to be the speaker to share how to expand a Social Enterprise from a small enterprise to a big enterprise through "Blue Ocean Strategy".



商界展關懷

caringcompany 2007/08



08

商界展關懷標誌嘉許及關懷大使

Awards, Caring Company
and Caring Ambassadors

MentalCare won the 5 Consecutive Years Caring Company Logo(2002/03-2007/08) awarded by the Hong Kong Council of Social Service in recognition of our sustainable commitment in good corporate citizenship.

As a "social enterprise" should be more committed to implement corporate social responsibility, and cares the social needs of disadvantaged groups. MentalCare Connect not only provides the vocational training opportunities for the supported employment service in the Mental Health Association of Hong Kong, but also provides training and jobs opportunities to disadvantaged people to other NGOs such as: St. James Settlement, Hong Kong Down Syndrome Association, the Salvation Army, Tung Wah Group of Hospitals, Neighborhood Advice-Action Council, and the Baptist Oi Kwan Social Service. MentalCare Connect trained more than 200 disabled people and awarded by a number of organizations as the "Outstanding Employer."

「明途聯繫」連續五年(2002/03-2007/08)榮獲香港社會服務聯會所頒發的「商界展關懷」公司 Caring Company 標誌獎勵

身為「社會企業」就更應落實實踐企業社會責任，關心弱勢社群的需要。因此，「明途聯繫」除了為母會（香港心理衛生會）的輔助就業服務學員提供公開就業崗位及訓練機會外，也積極為多間社會服務機構如：聖雅各福群會、香港唐氏綜合症協會、救世軍、東華三院、鄰舍輔導會、及浸會愛群等的弱勢社群提供實習及就業崗位，幫助他們重過自主充實的生活。曾經在「明途聯繫」接受訓練的殘疾人士超過二百多位，因此獲得多個機構的嘉許，成為「傑出僱主」。

關懷大使

「明途聯繫」亦積極鼓勵其他同事成為「關懷大使」。獲「關懷大使」的同事由管理層延續到殘疾人士，在這些同事的努力下，他們親身培育和訓練的弱勢社群亦超過一百多位。

行政主任(業務營運) - 梁偉民先生

很愜意成為「明途聯繫」的關懷大使。在過去的一年多，我接觸每間店鋪的前線同事，與他們相處、共事、了解及溝通，盡力發掘他們的優點與長處，再加以適當的培訓，以協助他們在工作中成長和進步。在我眼裡，他們既不是康復者，亦非弱勢社群，而是勇敢面對生命的戰士。每當我感覺挫敗的時候，同事們那孜孜不倦努力學習及認真投入工作的態度，使我深受感染，信心也頓然恢復過來。「關懷大使」只是一個象徵，因為關懷與愛心早已成為「明途聯繫」的氣氛與精神。

卓思廊屯門醫院復康用品專賣店店長 - 紀式雄先生

當選為關懷大使，令我很大的滿足感。

這份滿足感使我想到給我關懷過的同事是得到真正的關心，而我對同事的鼓勵及支持也得到一定的共鳴。

然而，我多以過來人的經驗(不論是工作上或心靈上)來關懷同事，令他們有所安慰及鼓勵，繼續積極工作。

另外，我會易地而處去了解同事的問題，提出一些比較客觀的意見供他們參考，從而在問題上得到一些解決辦法，令他們的困擾減少。

Caring Ambassador

MentalCare Connect also encourage its colleagues to become the "Caring Ambassador." Colleagues won the "Caring Ambassadors" from management level to disabled colleagues, they trained more than a hundred disadvantaged people.

Mr. Raymond Leung, Administrative Officer (Operation)

I am pleased to be the Caring Ambassador of MentalCare Connect. In the past year, I worked with the frontline staff of each shop. I tried to understand and communicate with them, and to explore their strengths, helping them grow and progress at work by giving them appropriate training. I think they are neither ex-mentally ill nor the disadvantaged but brave warriors of life. They learn diligently and are so dedicated to work. This always encourages me and helps resume my confidence when I am frustrated. Caring Ambassador is only a symbol, caring and kindness have already become the ambience and spirit of MentalCare Connect.

Mr. Ki Sik Hung, Shop Supervisor of Cheers Gallery Tuen Mun Hospital Rehab Shop

Being elected as Caring Ambassador, I have a great sense of satisfaction.

This sense of satisfaction reminds me of the real care I have given to my colleagues, and such encouragement and support have struck a chord with them. I always care for my colleagues by sharing my past experiences (on work or feelings) with them so that they can get comfort and encouragement to continue to work. I also try to understand the problems of my colleagues by being in their shoes, and give objective suggestions to them for reference so as to help them solve the problems and minimize their perplexities.

09

清潔業務

Cleansing Service



清潔行業的競爭依然劇烈，在外判制度下，外判商對承辦商的監管存在不少漏洞。

「明途聯繫」多次向外判商反映，要求加強監管承辦商的薪金及強積金發放機制，讓清潔工人應有的收入及福利得到保障。可是，仍然有不少私人清潔公司，每年使用不同的公司名義去競投合約及與僱員簽訂僱傭合約，藉此逃避繳付遣散費的法律責任。加上，在政府實施「工資保障運動」的同時，外判商更大幅度減低工時，要求比原來更少的工時去完成同等的工作量，大大增加清潔工人的工作壓力，亦導致弱勢社群的就業機會大大減低。因此，在經營困境下，「明途聯繫」的清潔業務只能維持現時的規模，即使在無利可圖的情況下仍繼續經營，堅持為弱勢社群創造就業機會。

With fierce competition and inadequate monitoring in the cleaning service industry, there are so many loopholes in the current outsourcing system in the market. In fact, we have called on contractors to impose stricter supervision on cleaning service providers in respect of salary and MPF contribution systems in order to protect the income and welfare of cleaning workers. Yet, there are many service providers bidding service contracts and hiring workers in the name of different companies, so as to avoid the legal obligation of paying severance payment. In addition, in response to the Government's "Wage Protection Movement", many contractors have reduced workers' working hours whilst keeping the same amount of workload. This has greatly increased the pressure of the workers, while reducing the job opportunities provided to the disadvantaged. In such an adverse business environment, MentalCare Connect can only sustain the existing business scale of cleaning services. Even if there is no profit at all, MentalCare Connect will continue to operate in order to create job opportunities for the disadvantaged.



10



卓思廊便利店零售網絡 Cheers Gallery Convenience Store Retail Network

卓思廊北區醫院24小時便利店
Cheers Gallery North District Hospital 24 hours Convenience Store

卓思廊雅麗氏何妙齡那打素醫院便利店
Cheers Gallery Alice Ho Miu Ling Nethersole Hospital Convenience Store

卓思廊博愛醫院便利店
Cheers Gallery Pok Oi Hospital Convenience Store

卓思廊律敦治醫院24小時便利店
Cheers Gallery Ruttonjee Hospital 24 hours Convenience Store



張美詩小姐 Ms. Jacqueline Cheung

助理品牌經理 Assistant Brand Manager
雀巢香港有限公司 Nestle Hong Kong Ltd.

雀巢營養一直以來與「卓思廊」合作無間，原因是了解及欣賞「卓思廊」的服務宗旨 - 惠澤社群、協助殘疾人士訓練及就業。希望「卓思廊」業務能持續發展，對社會作出更大的貢獻！

Nestle Care has established its partnership with Cheers Gallery for a long time. We recognize and appreciate its mission: to serve the community and to assist the disabled people in training and employment. Therefore, we sincerely wish Cheers Gallery has significant growth in business so as to contribute more to the community.

11



卓思廊復康用品專賣店零售網絡 Cheers Gallery Rehab Shop Retail Network

卓思廊九龍醫院復康用品專賣店

Cheers Gallery Kowloon Hospital Rehab Shop

卓思廊伊利沙伯醫院復康用品專賣店

Cheers Gallery Queen Elizabeth 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

卓思廊博愛醫院復康用品專賣店

Cheers Gallery Pok Oi Hospital Rehab Shop

卓思廊屯門醫院復康用品專賣店

Cheers Gallery Tuen Mun Hospital Rehab Shop

卓思廊復康用品專賣店(西鐵兆康站)

Cheers Gallery Rehab Shop (Siu Hong Station, West Rail)

卓思廊香港防癌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 Centre Rehab Shop



李玉群 經理 Ms. Diana Lee, Manager
 創領國際有限公司 Trend Links International Limited

很榮幸能與「明途聯繫」合作，從相識至今，可以感受到他們上下一心、誠實、守信用之美德，還有積極回饋社會的精神，是社會中的「濁世清流」，我們深切盼望「明途聯繫」發展蒸蒸日上，更上一層樓，廣澤社群。

It is our honor to be a partner of MentalCare Connect. Right from the start, I have been impressed by their unity, integrity and creditability as well as their commitment to serve the community. MentalCare Connect is a role model in the community. We wish them every success in the future so that more people could be benefited.



銷售產品 Products for Sale

復康用品種類 Rehab Product Categories

- 輔助用品 Rehab Aids
- 失禁用品 Incontinence Care Products
- 手足護理用品 Supportive Products
- 壓力治療 Compression Therapy
- 糖尿用品 Diabetic Products
- 傷口護理用品 Wound Care Products
- 餵食用品 Tube Feeding Products
- 造口護理用品 Stoma Care Products
- 運動健康用品 Physical Health Products
- 紓緩痛楚儀器 Pain Management
- 診斷用品 Diagnostic Products
- 營養補給品 Medical Nutrition
- 家居護理用品 Domestic Health Care Products
- 呼吸治療用品 Respiratory Products



馬錦華

長者安居服務協會總幹事

Mr. Ma Kam Wah

Executive Director, Senior Citizen Home Safety Association

當「長者安居」遇上「明途聯繫」時……

表面看來似是互相競爭，但內裡卻又是互相合作，成為一個策略性的伙伴！

「明途聯繫」著名於在各大醫院擁有直銷渠道、且又透過每月出版的健康雜誌推廣與復康和長者有關之產品。長者安居服務協會亦是以長者需要為本，為他們提供以平安鐘為平台的全面關顧服務。因此，當大家相遇上時，真是可以如此的多姿彩，既能產生互相補足之效、更能各展所長，為萬千服務對象提供更緊湊、生動和有效的服務。

因此，展望未來，將會是兩間機構更多合作的空間，以為萬千用者繼續提供以人為本的優質服務。

When Senior Citizen Home Safety Association met MentalCare Connect……

We are known as the competitors in the elderly and rehabilitation industry. But in fact, we work closely as strategic partners.

MentalCare Connect is the specialist in the marketing of elderly and rehabilitation products, with direct sales channels at major hospitals in Hong Kong, as well as the monthly health magazine. Senior Citizen Home Safety Association addresses the needs of the elderly by providing a full range of services and products on the platform of Personal Emergency Link. The partnership has enabled the two agencies to comply with each other and strengthen our own services in order to provide more compact, responsive and effective services to our targeted clients.

In future, we would like to explore further opportunities for cooperation, so as to continue our people-oriented quality services.

12



復康速遞直銷業務

Rehab Express Direct Sales Service

「復康速遞」復康用品直銷業務

在人口老化及長期病患年輕化的大趨勢下，公司成功創辦「復康速遞」直銷服務，將復康用品的經營市場擴大至全港所有公立及私家醫院。每天我們的送貨隊伍，將復康用品送到每一位病人及長者的家中。

Rehab Express Direct Sales Service

Under the increasing trend of aging population and youngster to have chronic diseases, we established Rehab Express Direct Sales Service successfully, to expand our rehab products market to serve all public and private hospitals in Hong Kong and provide home delivery service to patient and the elders.

復康速遞網上商店

Rehab Express Online Shop

www.rehabexpress.com.hk



全港最大的復康用品網上商店

- 提供復康用品格價及資訊平台
- 產品最多最齊 · 全面關心你需要
- 網上訂購，方便快捷

The most diversified rehab products online shop in Hong Kong

- provide rehab products comparison and information platform
- the most comprehensive rehab products to care your need
- convenient and fast on-line ordering

網站訂購 / Online Ordering :

www.rehabexpress.com.hk

電話訂購熱線 / Tel Hotline : 8206 6160

傳真訂購熱線 / Fax Hotline : 2710 8322



13

復康速遞雜誌

Rehab Express Magazine

全港首創的復康專題雜誌 — 《復康速遞》

雜誌在醫管局轄下各公立醫院免費派發，內容以提供復康資訊及復康產品介紹為主。《復康速遞》能夠成功出版，實在有賴各大醫院及相關協會醫護人員的支持，義務撰稿及擔任顧問工作。感謝「醫院管理局健康資訊天地」認同雜誌的出版方針，協助將20,000本雜誌派發到全港各公立醫院的病友、照顧者及醫護人員手中。由於《復康速遞》的內容直接針對病者的需要出發，因此廣告贊助反應熱烈。我們將繼續豐富雜誌內容，務求讓不同群體獲得免費的復康資訊，幫助更多有需要的人士。

感謝醫院管理局健康資訊天地、各大醫院醫護人員及各專業協會的支持，《復康速遞》在07-08年度間已成功出版了六期，並得到六位知名人士分享其動人故事：

第一期：車淑梅女士及林超榮先生

第二期：范徐麗泰女士

第三期：高永文醫生

第四期：歐陽震華先生

第五期：陳婉嫻女士

第六期：李麗娟女士

The First-Ever Magazine on Health and Rehabilitation – Rehab Express

"Rehab Express" Magazine is free and widely circulated at all hospital of the Hospital Authority. We aim at providing comprehensive health rehabilitation information and introduction of a wide range of rehab products. The success of "Rehab Express Magazine" is attributed to our honorable and supportive advisors from hospitals and relative associations. We would like to show our sincere thanks to all the voluntary contribution from our advisors and authors, also the effort of distribution by the "HA Health Info World" to deliver 20,000 copies of magazine to the medical staff, patients and carers. Since the Magazine's content is target oriented on the patient's need, we have received very good response from advertising sponsorship. We will continue to enrich the magazine content, facilitate the free flow of health information to reach more patients in need.

Thanks for the support from the HA Health Info World, hospital professionals and relative professional associations, "Rehab Express" have published six issues in year 07-08 successfully, and we thanks for the six outstanding persons to share their touching stories:

1st issue: Ms. Chea Shuk-mui and Mr. Lam Chiu-wing

2nd issue: Mrs. Rita Fan

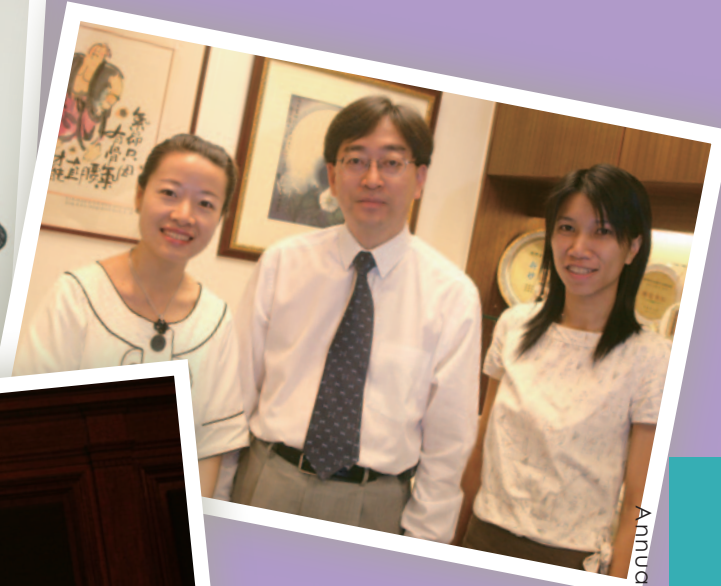
3rd issue: Dr. Ko Wing-man

4th issue: Mr. Au Yeung Chun-wah

5th issue: Ms. Chan Yuen-han

6th issue: Ms. Li Lai-kuen





高永文醫生

《復康速遞》雜誌內容包羅萬有，讀者對疾病的認識及預防、針對各種病情飲食介紹和醫療輔助用品等帶來豐富知識。憑著同工們的無限愛心和熱誠服務，「明途聯繫」已經成為香港具規模的「社會企業」，也為殘疾人士和弱勢社群製造就業機會。榮獲「商界展關懷」標誌公司獎項，是對所有志願社會服務機構的鼓勵，也是所有「社會企業」的良好典範。



Dr. Ko Wing-man

The content of "Cheers Gallery Rehab Express" is very comprehensive, including the knowledge and prevention of diseases, dietetic treatment on different patients' conditions, introduction of rehabilitation products, etc. With the infinite care and sincere service of the staff, "MentalCare Connect Ltd." has been awarded the Caring Company Logo and became a well-established Social Enterprise in Hong Kong which committed in creating employment opportunities for people with disabilities and the disadvantaged group.

范徐麗泰女士

健康就是財富。無論是心靈健康或是身體健康，其實都十分重要。《復康速遞》這本雜誌，正好為病友及其照顧者提供一站式有關身心健康的資訊，內容包括疾病預防、醫藥常識、名人分享和心理輔導等。看過這本雜誌後，就好像對健康生活打開了一扇心扉，使我們獲得豐富的醫學知識之餘，亦能以積極的態度面對疾病，故可說是一本不可多得的健康指南。



Mrs. Rita Fan

Healthy is Wealthy. Both mental and physical health is important. "Cheers Gallery Rehab Express" provides one-stop information services on these two aspects to the patients and their carers. Content includes prevention of diseases, medical knowledge, sharing of renowned people, psychological counseling, etc. It is a treasure trove of health guidebook as it not only provides plentiful medical knowledge to the readers, but also encourages patients to develop a positive attitude towards illness.

郭麗萍小姐

醫院管理局病人教育及社區協作經理

個人十分榮幸可以參與「復康速遞」從概念構思至茁壯成長的過程，眼見「復康速遞」內容日益豐富，投稿人數及界別不斷擴大，設計愈趨成熟，廣告亦有所增長，可見關心病人康復者眾，亦反映支持「社會企業」的人為數不少。「復康速遞」的發展，印證了「社會企業」的成功。期望社會各界透過不同平台，繼續關懷及照顧病人與弱勢社群的需要，創造更和諧及健康的社會。

讀者意見：

鍾小姐：好好看，繼續努力為病人提供多元化用品

李小姐：很精彩，簡直是完滿，在養和醫院書架上看到。

凌先生：資料很充實及有用，希望每間醫院都設有卓思廊方便市民。

湯小姐：內容充實，資料豐富，非常好。本人在採購部工作，本雜誌內的資訊及有關介紹的產品很適合作工作上的參考。

Ms. Kwok Lai-ping

Manager, Patient Empowerment & Community Engagement,
Hospital Authority

I am honored to be involved in "Rehabilitation Express" - from conception to production. The content is becoming richer and richer. The number and category of contributors are expanding. The design has become more sophisticated. The number of advertisements has been growing. It reflects that many people care for patients and support social enterprises. The development of "Rehabilitation Express" has proven the success of social enterprises. It is hoped that through different platforms, people from different sectors continue to care for the patients and the disadvantaged, building a more harmonious and healthy society.

Readers comment:

Ms. Chong : Very good, keep working for patients and provide diversified products for them.

Ms. Li : Excellent, almost perfect. I find it on the bookshelves of Hong Kong Sanatorium & Hospital

Mr. Ling : The information is both informative and useful. I hope there is Cheers Gallery in every hospital to serve the general public.

Ms. Tang : The content is informative and fruitful. Very good. As I work in the procurement department, the product information is suitable for reference.

14

超越競爭 · 共赴藍海

Value Innovation Brings Success

擴闊商機，帶領「明途聯繫」找到藍海

服務擴展至全港

- 現實（店鋪）
- 媒體（雜誌）
- 虛擬（網上）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，透過雜誌和網上訂購，生意範圍由醫院擴闊到全港每個角落。

Exploring business opportunities, leading MentalCare Connect to find Blue Ocean

Expand service to all areas in Hong Kong by

- Reality (shop)
- Media (magazine)
- Virtual (online) and combination of
- Logistics (delivery)

MentalCare expand the businesses from hospitals to community, no longer subject to geographical constraints. By utilizing the media as magazine and on-line platform, the scope of business is extending from hospitals to everywhere in Hong Kong.



主要成功因素

- 營運對像清晰和集中 (病人、照顧者和醫護人員)
- 重視病人利益，爭取更優惠的進貨價格
- 開創新的營運渠道，用家可以自由選擇復康用品
- 提供多元化產品選擇，超過2000多種主流產品
- 與供應商建立良好的合作夥伴關係，建立超過200間供應商的採購網絡
- 成功建立醫院部門轉介機制，醫護人員提供產品使用的專業意見
- 與供應商合作做市場推廣，商界提供禮品及廣告贊助

The main success factors

- Service target is clear and focus (patients, caregivers and health care staff)
- Creates new operating model: users are free to choose the rehabilitation products
- Provide a wide range of products more than 2,000 items
- Established a successful referral system with hospital, health care professionals provide advice on product usage
- Emphasized patients benefit, bargained for low price for patients
- Established good partnership with suppliers, built up procurement network with more than 200 suppliers
- To develop marketing strategy and promotion with suppliers, business sector provides gifts and advertising sponsorship

社會及財務回報

Social & Financial Return

15

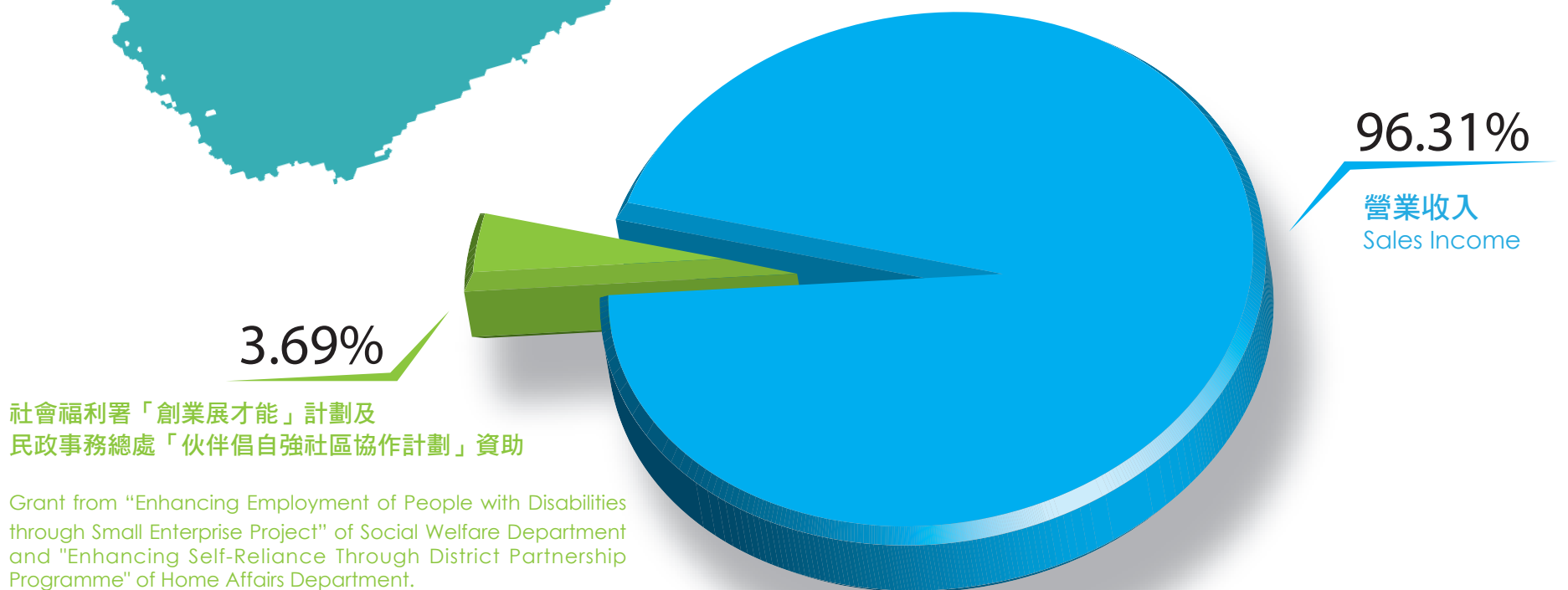
社會回報
Social Return

僱員概覽 (以03/08計算)
Employee's Profile (as at March 2008)

業務範圍 Business Scopes	弱勢社群僱員人數 No. of Disadvantaged 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	8
卓思廊北區醫院便利店 Cheers Gallery North District Hospital Convenience Store	8	9
卓思廊雅麗氏何妙齡那打素醫院便利店 Cheers Gallery Alice Ho Miu Ling Nethersole Hospital Convenience Store	4	4
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	5	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
卓思廊九龍醫院復康用品專賣店 Cheers Gallery Kowloon Hospital Rehab Shop	4	4
卓思廊伊利沙伯醫院復康用品專賣店 Cheers Gallery Queen Elizabeth Hospital Rehab Shop	5	6
卓思廊屯門醫院復康用品專賣店 Cheers Gallery Tuen Mun Hospital Rehab Shop	7	8
卓思廊西鐵「兆康站」復康用品專賣店 Cheers Gallery Rehab Shop (Siu Hong Station, West Rail)	2	2
復康速遞復康用品直銷服務 Rehab Express Rehab Product Direct Sale Service	4	8
清潔業務 Cleansing services	44	44
總辦事處 Head Office	0	7
總數 Total	92	108

財務回報 Financial Return

明途聯繫有限公司收入來源(2007/08年度)
Income Profile of MentalCare Connect Co. Ltd. (Year 2007/08)



總收入 Total Revenue : HKD \$25,388,134
盈餘 Surplus : HKD \$152,175

核數報告

Auditor's Report

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T M HO SO & LEUNG CPA LIMITED

CERTIFIED PUBLIC ACCOUNTANTS (PRACTISING)
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INDEPENDENT AUDITOR'S REPORT TO THE SHAREHOLDERS OF MENTALCARE CONNECT COMPANY LIMITED (incorporated in Hong Kong with limited liability) 明途聯繫有限公司

We have audited the financial statements of Mentalcare Connect Company Limited set out on pages 4 to 19, which comprise the balance sheet as at 31 March 2008, and the income statement, cash flow statement and statement of changes in equity for the year then ended, and a summary of significant accounting policies and other explanatory notes.

Directors' responsibility for the financial statements

The directors are responsible for the preparation and the true and fair presentation of these financial statements in accordance with Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants and the Hong Kong Companies Ordinance. This responsibility includes designing, implementing and maintaining internal control relevant to the preparation and the true and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's responsibility

Our responsibility is to express 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 as to whether the financial statements are free from material misstatement.

T M HO SO & LEUNG CPA LTD.
CERTIFIED PUBLIC ACCOUNTANTS

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 and true and fair presentation of the financial statements 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 company'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.

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

Opinion

In our opinion, the financial statements give a true and fair view of the state of the company's affairs as at 31 March 2008 and of its profit 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.

Other matters

Without qualifying our opinion, we draw attention to the financial statements which indicates that the total liabilities have exceeded its total assets as at 31 March 2008. These conditions indicate 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 21 we are assured that continuing financial support from the ultimate holding company will be forthcoming.

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

Date - 3 DEC 2008

Practising Director: Leung Shu Yin, William
Practising Certificate No.: P00614

MENTALCARE CONNECT COMPANY LIMITED
 明途聯繫有限公司
 BALANCE SHEET
 AS AT 31 MARCH 2008

	NOTE	2008 HK\$	2007 HK\$
NON-CURRENT ASSETS			
Plant and equipment	5	731,001	689,559
CURRENT ASSETS			
Inventories	6	808,983	545,850
Deposits		87,944	87,146
Payment in advance		42,090	34,517
Trade and other receivables		734,099	882,865
Cash and bank balances		1,728,176	883,808
		3,401,292	2,433,986
CURRENT LIABILITIES			
Accrued expenses		675,856	106,003
Trade and other payables		1,949,856	1,382,878
Received in advance		3,430	99,930
Deferred income	7	544,912	508,670
		3,174,054	2,097,481
NET CURRENT ASSETS			
		227,238	336,505
Total Assets less Current liabilities			
		958,239	1,006,064
NON-CURRENT LIABILITIES			
Amount due to ultimate holding company	8	(2,554,018)	(2,754,018)
NET LIABILITIES			
		(1,595,779)	(1,747,954)
Represented by:			
Share Capital	9	4	4
SWD Funds	10	161,986	161,986
Accumulated Deficits	10	(1,757,769)	(1,909,944)
TOTAL FUND & RESERVES			
		(1,595,779)	(1,747,954)

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 authorised for issue by the Board of Directors on - 3 DEC 2008


 Director


 Director

MENTALCARE CONNECT COMPANY LIMITED
 明途聯繫有限公司
 INCOME STATEMENT
 FOR THE YEAR ENDED 31 MARCH 2008

	NOTE	2008 HK\$	2007 HK\$
INCOME			
SWD Grant Income	7	937,355	814,151
Sale of Goods		20,243,098	12,072,138
Cleaning Service Income		2,646,427	4,034,026
Rehab Direct Sales Income		1,530,234	0
Sundry Income		31,020	144,705
Total Income	12	25,388,134	17,065,020
EXPENDITURE			
Cost of sales			
- Opening stock		545,650	280,341
- Purchases		14,286,348	8,285,043
		14,831,998	8,565,384
Less : Closing stock		(808,983)	(545,650)
		14,023,015	8,019,734
Direct Cost of Cleaning Service		60,228	600,874
Direct Cost of Rehab products		975,105	0
Staff Cost			
- Salaries, wages and allowances		7,020,936	6,040,902
- Contribution to MPF		243,405	215,526
Depreciation on Plant and Equipment	5	276,993	252,821
Other Operating Expenses	13	2,636,277	1,398,444
Total Expenditure		25,235,959	16,538,301
PROFIT FOR THE YEAR	12	152,175	526,719

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

鳴謝

Acknowledgement

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政府部門

社會福利署康復服務市場顧問辦事處

社會福利署

民政事務總署

公營機構

北區醫院

博愛醫院

九龍醫院

伊利沙伯醫院

律敦治及鄧肇堅醫院

將軍澳醫院

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Pok Oi Hospital

Kowloon Hospital

Queen Elizabeth Hospital

Ruttonjee & Tang Shiu Kin Hospital

Tseung Kwan O Hospital

Alice Ho Miu Ling Nethersole Hospital

Tuen Mun Hospital

Health Info World, Hospital Authority

The Hong Kong Anti-Cancer Society Jockey Club Cancer Rehabilitation Centre

The Kowloon Motor Bus Co. (1933) Ltd

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