

Outstanding Chapter of
the World 2007, 2013, 2014
世界傑出分會 2007, 2013, 2014

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2017

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JCI CITY (Hong Kong)

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October 26, 2017
António Guterres
Secretary-General
United Nations
New York, NY 10017
USA

Dear Mr. Secretary-General,

Communication on Engagement (“COE”)

Period covered by this COE
From: October 1, 2015
To: October 26, 2017

Part I: Statement of Continued Support by the Chief Executive or Equivalent

To our stakeholders:

I am pleased to confirm that Junior Chamber International City Hong Kong (JCI City) reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,



Alan Chung
JCI City President

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Part II: Description of Actions

JCI CITY is an NGO who had served the community for over 30 years. Over the years, we have brought together hundreds of members and nurtured them into leaders within and out of JCI.

In every year, JCI City organizes more than 100 events, including flagship projects: “Innovative Entrepreneur Awards”, with more than 20 years of history; “Shadow Entrepreneurs”, stepping onto the decade milestone; “Flying Dragon Youth Ambassador Selection”, working with Japan and local government closely; and “Love is All Around”, a new project in 2017 arousing public awareness towards rare diseases.

“Love is All Around” project series with an aim to elevate the overall community awareness and facilitate involvement in supporting these families with members suffering from rare disease. One rare disease would be selected as the focal point each year, and Rett Syndrome is the theme for 2017. Rare disease sufferers lack even basic survival skills like toileting and using utensils for food. Hence, their families’ daily care-taking/ financial burden is much heavier than better known diseases like Down’s Syndrome/ Autism Disorder etc. Moreover, these families are much more isolated from the society due to the fact that their children are not fit for even basic schooling.

The objective of the project is to promote Human Rights of those rare disease sufferers. We have created a living platform for arousing community awareness continuously, and for sourcing help requests & resources from families of rare-disease in Hong Kong, who were often neglected by the public and government policies due to their relatively small population size.

The project is composed of 2 major campaigns: “Wish of an Angel” and “Smile of an Angel”.

“Wish of an Angel” is a crowdfunding viral campaign for the wish fulfillment of 10 targeted Rett Syndrome families. Wishes cover practical needs such as customized medical equipment and aspirational needs such as an overseas group trip. Fulfillment of these wishes are impactful for the families as the customized medical equipment are crucial for alleviating chronic pain and mobility hassles, yet create high financial burden; while onboarding plane creates safety and legal concern, aviation companies often turn down such requests.

“Smile of an Angel” is a crowdsourcing campaign of art pieces featuring the smile of a female child, representing Rett Syndrome sufferers profile. This unites the artists and the public over a cause to contribute spiritual support over to the families.

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Part III: Measurement of Outcomes

The following highlight of results demonstrated that this project successfully garnered widespread public attention on the issue topic of rare diseases, and pulled together resources from many parties and individuals in a concerted effort of care for them.

- 1) 100% fulfillment of the 10 wishes for this year's targeted beneficiary, including a tailored waist holder, 3 tailored wheelchairs, 1 iPad, 1 group picnic and 13 flight tickets (3 families) to Japan, with a total value of \$133,393;
- 2) 15,996 Facebook page followers, spanning across multiple geographies including Hong Kong, Taiwan, Macau, Malaysia, Australia, the USA;
- 3) 29,653 Accumulated number of "Likes" and "Shares" and "Views"; 1,112,366 people reached for the most viral Facebook post;
- 4) Reached audience across 6 regions including Hong Kong, Taiwan, Macau, Malaysia, the US, Australia with our Facebook content;
- 5) 10 corporate and 2 individual sponsors, with a sum total of event sponsorship value of \$265,503 collected; 125 comics artists contributing 134 art pieces;
- 6) Coverage from 10 newspapers including local press, as well as international press such as Wall Street Journal and Macau Daily, 5 local TV broadcaster, 1 radio broadcaster, 3 online media broadcasters, 96 online forums with a cumulative reach of 3.67 million people;
- 7) Aired the project's promotional video at Times Square, with daily traffic of 150,000 for 29 days, reaching;
- 8) Received high acclamation and support from Legislative council member Dr. Hon. Cheung Chiu Hung throughout the project from attending project opening ceremony, wish fulfillment ceremony to art exhibition opening ceremony;
- 9) Presented project concept in front of the Secretary for Food and Health of the HKSAR Government, Professor Sophia CHAN, JP. and obtained her verbal commitment to focus more medical resources on funding rare disease diagnosis and treatment in her following 5-year tenure.