



SEEDS FOUNDATION



As he was scattering the seed, some fell along the path, and the birds came and ate it up. Some fell on rocky places, where it did not have much soil. It sprang up quickly, because the soil was shallow. But when the sun came up, the plants were scorched, and they withered because they had no root. Other seed fell among thorns, which grew up and choked the plants. Still other seed fell on good soil, where it produced a crop—a hundred, sixty or thirty times what was sown. Whoever has ears, let them hear.”

Matthew 13:4-9

To Laura, Thank you for following in the footsteps of our parents and leading by example in your care for all those who are less fortunate than ourselves. Your tenacity and dedication continue to inspire. We dedicate the first report of our Foundation to your loving memory. Laura, we miss you.

Laura Lok Yee Chen 1948-2015

Very truly I tell you, unless a kernel of wheat falls to the ground and dies, it remains only a single seed. But if it dies, it produces many seeds.

John 12:24





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Introduction

The SEEDS Foundation is a family-founded faith-based philanthropic organization. We make careful contributions of all kinds of support to selected projects, programs and organizations. We focus our giving, based on our beliefs and our experiences.

In our desire to become more intentional and organized in our approach to giving, my wife, Yuk Lynn, and I set up the SEEDS Foundation in 2009. Currently, in addition to the two of us, our Board has two independent members: Mr K O Chia and Mr Mau But. The Board also functions as the Grants Committee.

This report is a record of many of the milestones on the journey to date. We want to share with you some of the lessons learnt from the great many mistakes we made along the way. By presenting

some of the projects we have invested in, we hope both to increase awareness of issues dear to our hearts and to inspire fellow sojourners. Our vision is to join a community of like-minded wealth holders, one family at a time, to transform society with the goal of eliminating systemic poverty.

Giving is a deeply personal endeavor for both of us. One key reason is that the act of giving was modeled to us by our parents and other family members and, as such, it is embedded in our DNA. It is intimately tied to the notion of stewardship: something we try to carry out and carry on to our future generations. The seeds have been and continue to be sown. We eagerly wait to witness the harvest that our actions will yield, for generations to come.

Roy Chen, Co-founder

Our Mission Statement

Seeding, nurturing, and harvesting the capacity of individuals, communities and enterprises to enable sustainable social transformation.

In doing so...

- we plant the SEEDS of change and seek future sustainability from our charitable investment;
- we nurture the faith of individuals and groups of people to be effective agents of positive social change;
- we partner with organizations and enterprises championing faith, educational, service and entrepreneurial initiatives that reshape their social environment; and
- we serve as a catalyst for empowering individuals, communities, and enterprises through leveraged investments in dynamic capacity building.



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Genesis



In the beginning God created the heavens and the earth. The earth was formless and void, and darkness was over the surface of the deep, and the Spirit of God was moving over the surface of the waters. Genesis 1:1-2

When Roy and I first started giving, we donated to a wide range of projects. There was no specific focus except what moved our hearts. Although this broad approach attracted some criticism, looking back, I would still encourage others beginning their philanthropic journey to try out different kinds of projects. Our experience has been that this will help you find out what type of giver you are and, more importantly, what type of projects give you joy. There is no absolute right or wrong on this voyage of discovery. The journey starts without a form, but it will fill a void in the universe of giving and in the process you will have tremendous joy.

Why are we called SEEDS?

Then God said, "Behold, I have given you every plant yielding seed that is on the surface of all the earth, and every tree which has fruit yielding seed; it shall be food for you" Genesis 1:29

First, we are interested in seeding new projects. We like being at the birthing of projects. To us, it is the most exciting time. There are so many challenges yet so many possible solutions. Second, we expect our projects to yield "seeds" and multiply. These projects will succeed and in turn birth other projects.

As a Foundation that seeds many things, there is one thing we harvested a lot: mistakes! These are highlighted in the report as *Learnings*.

May our learnings contribute to your successes.

Yuk Lynn Woo Chen, Co-founder

One Family Foundation's Story

I “woke up” between 3 and 4am. Yuk Lynn and I had just flown into NYC the day before to join the Harvest Evangelism conference on marketplace transformation and jetlag was hitting hard. Still, I felt quite clearly that God had just asked if I was willing to give radically. I felt even more clearly that I had somehow responded positively even though I had no understanding as to what that means.

First thing I did was share with my wife, who quickly, and without any hesitation, agreed that it was indeed the Lord's request and is what we must do. Of course, she has always been much more ready and willing to be generous when it comes to giving. However, up to that point, our giving had been more responsive in nature, typically one-off type donations, for causes such as disaster relief. This new approach was a real game changer: What does it mean to give radically? To whom do we give? How do we decide to give? Is there someone who can help us navigate the journey?

That was in 2006. It has been quite a learning experience and a total adventure since, but we have also found like-minded individuals (including our family members) to journey with us. One of our key messages is that anyone can give, a motto we've borrowed from Ratatouille's Chef Gusteau, who said 'Anyone can cook!'



It was again my wife who came up with that motto. In fact, she's the one who insisted that we seek professional help in order to do this business of philanthropy right. That's the reason we recruited our Consultant, Cynthia. We then hired our Grant Officer, Natalie: an energetic young person, who's equally passionate about giving. We then selected outside Board Members to make sure we don't make the same mistakes; somehow, we were able to persuade K O and Mau to join. We invited K O to be part of the Board because of his extensive experience in venture and social investing, while Mau, a respected lawyer, brings significant experience, having served in various capacities within Christian organizations. Both know us well, and share our desire to embark more thoughtfully on this journey in philanthropy.

Yuk Lynn really made this journey of giving exciting and fun, even if it does entail quite a lot of hard work. Above all, it has been a truly God-led journey and we will only find out what was actually accomplished on the other side of eternity. Thank you, God, for my wife and this awakening journey that continues.

Roy Chen, Co-founder and Chairman



Our Awakening Journey

1997 •

Si Yuan Foundation was founded by Roy's parents to give back to the society, as a way of remembering the rich blessings they have received, and in doing so, to instill the spirit of giving in others. It focuses on educational needs in Hong Kong and mainland China, and medical causes worldwide.

2004 •

ZeShan Foundation was established in 2004 by Roy and his siblings. Led by their eldest sister Laura, ZeShan emphasizes on strategic and engaged philanthropy with deep and lasting impact. Its funding portfolio includes public health with the effective control and eventual elimination of hepatitis B as a strategic focus, education with emphasis on strategic development of social work education in mainland China, and social welfare for Hong Kong.

2009 •

SEEDS Foundation is Roy and Yuk Lynn Chen's charitable foundation. Registered in Hong Kong, SEEDS was founded to pursue philanthropic endeavors thoughtfully and deliberately with a focus on life transformation, community building, and spiritual formation.

• 2015

SEEDS Foundation publishes its first annual report.

Where We Have Seeded

ISRAEL

- House of prayer
- Resettlement of immigrants

SOUTH AFRICA

- Anti-corruption campaign

NORTH KOREA

- Training health professionals in prevention of TB

CHINA

- Orphanage
- Rural teacher-training

MYANMAR

- Disaster relief
- Orphanage

PHILIPPINES

- Disaster relief



UNITED STATES

- Building a medical research database
 - Christian television
 - Church planting
 - House of prayer
 - Marketplace transformation
 - Prayer network
-

JAPAN

- Disaster relief
 - Rebuilding infrastructure
-

HONG KONG

- Archeological exhibition education program
- Breast cancer research
- Capital funding for community centres
- Church community building
- Community services
- Continued education
- Early onset dementia research
- Evangelism
- Foodbank
- Fundraising training
- Outreach programs
- Special needs education

Governance Goes Beyond the Family

It is both a pleasure and an opportunity as a Board Member of the SEEDS Foundation to journey together doing charitable work. My diverse background in corporate management, entrepreneurship, and private equity investing provided me with a good understanding of corporate governance and management which I am able to apply to the non-profit world and my community service. This role is an extension of my previous experience serving as a committee member on the HKSAR Government's *Community Investment & Inclusion Fund* which seeds community projects using social capital concepts.

I have witnessed and valued different mindsets and skills in the various stakeholders of the Foundation. The consensual decision-making process of the founders, board members, and professional staff relies on a level of trust and mutual understanding; to me, this is effective governance. The team commits a block of time on a weekly basis to screen and meet applicants, learn about local and international issues, and to monitor projects. Interestingly, these are activities that I am familiar with in the private equity investment arena.



I appreciate the professional staff which undertakes the follow-up, research, and general grants administration. Our work is guided by our statement of principles and a mission statement, donation policies, and selection criteria. The application and evaluation forms provide me with information to make a proper judgment on the merits of the requests for support. Additionally, site visits provide us with the first-hand experience of seeing projects and organizations in action in the community.

Meaningful giving through charitable work has been a reflection of my personal and family values for many years, but applying a more structured approach to giving back is something I am learning. It is a way to put my Christian beliefs into action.

K O Chia, Board Member

Holistic Mission and Salt and Light of the World



It has been important to me as a Christian to consider whether evangelism should have priority over social action. Surely the more Christians there are through evangelism, the better society will become, and evangelism should, therefore, have priority. However, if all Christians postpone social engagement in favour of evangelism, we would fail miserably in our biblical calling to be the salt and light of the world. Not only that, but those to whom we evangelize would learn nothing from us of the importance of the Christian call to social action.

In his book: *The Mission of God*, Dr Christopher J.H. Wright points out that Christians should approach mission in a holistic way: they should get involved in the whole range of biblical imperatives of seeking justice, working for the poor and needy, preaching the gospel of Christ, teaching, healing, feeding and educating.

I agree with Dr Wright. In particular, his view of the importance of Christians setting a good example by their endeavors, to be salt and light of the world, has left a lasting impression on me:

“We all tend to imitate those who have most

influenced us. If someone comes to faith through the effort of a Christian or a church that endorses only the evangelistic mandate and has a negative and non-engaged attitude to all things social, cultural, economic or political, then the likelihood is that the new convert will imbibe, consciously or otherwise, the same dichotomized attitude... Evangelism that multiplies Christians who are only interested in more evangelism but who are not wrestling with the challenge of being salt and light in the working world around them may boost church-growth statistics. But we should not pretend that it is an adequate way, let alone the best way, to fulfill the rest of our biblical obligations in society.”

I believe that SEEDS is very much an example of Christians seeking to engage in holistic mission. I praise the Lord for blessing me with an opportunity to get involved and I pray that the Foundation can serve as an example for the others with a heart to serve.

Mau But, Board Member

Introducing our Giving Focuses

After following our hearts, the projects we undertook were naturally ones that had a direct relationship to us. We have identified four focuses for our giving.

Firstly, as some of our family members suffer from Attention Deficit Disorders, we pursued projects that deal with healing for the brain and also learning support.

Secondly, we embarked on many faith-based projects because we believe that there cannot be faith without action. This is perhaps the area where we participated in the most number of projects. Then, in this journey of faith, we

sowed into Israel, which is the spiritual root of Christianity.

Finally, disaster response and recovery is very important to us. In 2004, we found ourselves in Phuket, in the aftermath of the Tsunami. We were ignorant of the disaster entirely, focused on ourselves and our holiday. But the hotel where we staying became a de facto camp, receiving people who had survived the disaster, although many were bereft and distraught. We wanted to help and we prayed with the people we met. But that experience gave us focus and we have, we hope, learned many lessons since about how best to target our resources to meet the needs of disaster victims.

LEARNING 1

Building Strong Relationships Step-by-Step

As we really treasure the relationships we build, we follow these 4 steps when we undertake any project. This may seem like a long process but it increases the success rate. In the long run it saves a lot of time.

- Step one: a trusted referral.
- Step two: getting acquainted and building a relationship/due diligence.
- Step three: undertaking a pilot project. This allows both parties to assess how well they work together. If the project fails then each party can walk away without great loss. The most important point is to determine if the thinking of the two sides is aligned.
- Step four: nurturing a deep partnership or covenant.

Medical and Health



TRANSFORMING

Psychiatry through Scanning the Brain

Our family first came across Dr Daniel Amen while doing research for a friend. At first, the surname 'Amen' made us wonder if he was legitimate. After reading his resource materials, we realized that some cases described in his books were similar to those in our family. One of our children suffers from learning issues that we had not been able to pinpoint, and so we decided to try out the Amen Clinic's method. After multiple inputs from the rigorous process, taking up to 3.5 days to provide a more informed diagnosis, it was discovered that our son's brain scan showed physical evidence of birth trauma. The scan also shed light on anxiety and mild ADD. None of this would have been known had we consulted a regular psychiatrist.

Not only did our child benefit from this intervention, we as a couple also had our brains scanned and addressed our personal issues, which ultimately healed us and our marriage. We are truly blessed by this positive experience: we wanted to help others with similar issues, and thus began our SEEDS partnership with Dr Amen's *Change Your Brain, Change Your Life Foundation*.

Roy and Yuk Lynn

There is still much for us to learn about the functioning of the human brain. Impacting the way psychiatric medicine is practiced through the use of SPECT functional neuroimaging in clinical evaluation was a funding opportunity with the potential for life-changing results. Sufferers with a range of behavioral and neurobiological diagnoses had previously shown improvement when SPECT was used as an additional diagnostic tool to find suitable treatments.

Dr Amen has championed cerebral SPECT technology in brain imaging for over 20 years because he strongly believes that other imaging tools, such as CT and MRI, do not detect some brain dysfunctions, and therefore treatment cannot be as targeted. He says, "The technology is an underutilized tool in the routine clinical evaluation of patients with mood, behavioral and learning problems. We need more research on how imaging can enhance clinical practice and improve the outcomes of individuals and families that suffer from mental illness."

Taking a holistic approach over the years, Dr Amen has experimented with a range of treatments, none too common to be excluded, such as nutritional supplements, exercise, and basic behavior modification. These are informed by accurate diagnosis: as he argues, “How do you know how to help people unless you look at how your brain functions?”

SEEDS supported the development of a new database design and subsequent scanning and entry of the legacy data. The goal of 41,400 charts entered into the database was not completed within the funding period but the researchers have been closing the gap in the ensuing time frame. Now, with 100,000 SPECT neuroimaging files, the database has become the world’s largest brain SPECT imaging database.

To date, there are measureable outcomes from this body of work. Patients who found earlier treatments had failed are now finding relief and more productive lives using the Amen Clinic’s method.

The information on the database is being shared among universities such as Columbia University, UCLA and Howard University, for research in advancing the use of SPECT imaging in psychiatric care. In 2014 alone, two new research papers linking the use of SPECT imaging in positive patient outcomes were published in *Advances in Mind Body Medicine*. Memoranda with eight American universities were drafted towards sharing research and promoting academic collaboration and exchange. A new book, *The Power of the Female Brain*, revealed the impact of gender differences in brain functioning and was made possible because of the large cohort size in the database.

More research is underway, with the increase in knowledge, new psychiatric discoveries and/or new diagnostic tools and products are now possible. SEEDS values healing treatments and this investment will hopefully help thousands of individuals and families have a higher quality of life.

LEARNING 2

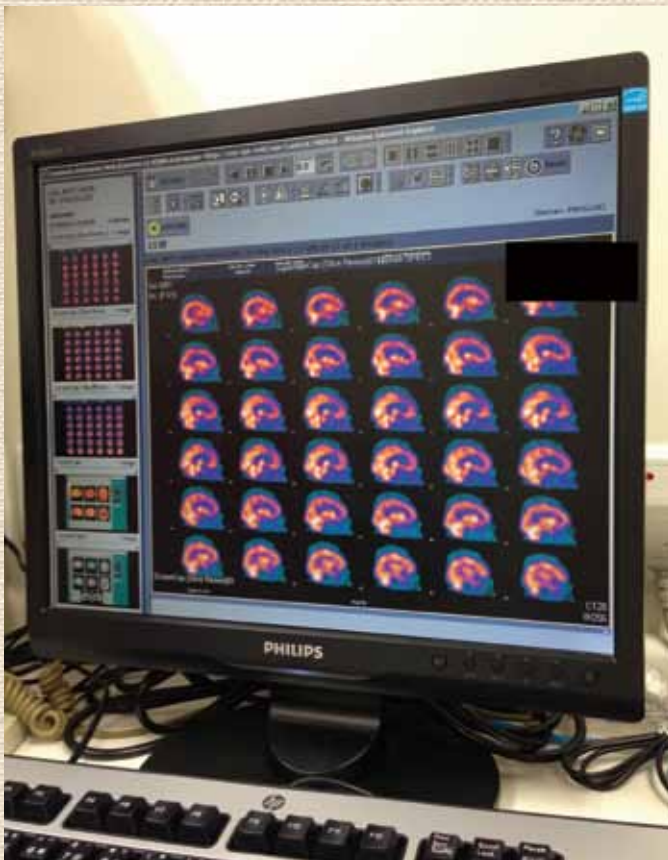
Gift of a Seed

We have asked the Amen Clinics to sow back into the community if they generate revenue from the database. Through the *Change your Brain, Change your Life Foundation*, tremendous work has been done for the community: education, donation of supplements, particularly to the homeless and drug addicts through other NGOs. It is for this reason that we felt comfortable partnering with Dr Amen.

We seeded this project in the hope that it would be an asset capable of multiplying "a hundred, sixty or thirty times". We await the harvest.

A Lesser-Known DEMENTIA That Steals Personality

Professor Vincent Mok and Dr Lisa Au, Faculty of Medicine,
The Chinese University of Hong Kong



Frontotemporal Dementia (FTD) is a lesser-known dementia that usually strikes people in the prime of life: in the 40s to 60s, almost 20 years before the average Alzheimer's patient is diagnosed. The hallmark of FTD is a gradual, progressive decline in behavior and/or language, while leaving memory relatively intact. As the disease progresses, it becomes difficult for people to plan or organize activities, behave appropriately in social settings, interact with others, and care for themselves. While there are currently no treatments to slow or stop the progression of the disease, research on this disease is expanding, producing greater understanding of the disorder.

Many people have never heard of FTD - even though it accounts for 10% of all dementia cases - and the diagnosis is often difficult. Sufferers are not only younger than expected for dementia, but also display a range of different symptoms which may lead to misdiagnoses. The symptoms are often misattributed to depression, menopause, mid-life crises, stress, or schizophrenia. People can go through years of negative tests for other diseases, before learning the truth. The path to the correct diagnosis can be exhausting to both patients and caregivers, therefore an early and accurate diagnosis is important for families. There is no single diagnostic test that can diagnose FTD with certainty. Brain imaging is indicated in all individuals to rule out structural causes, however CT or MRI scans do not usually show apparent atrophy in the early stage of the

disease. To aid earlier diagnosis, SPECT imaging shows functional changes in brain metabolism, and often provide a positive diagnosis earlier than CT or MRI. However, due to the high cost of SPECT scanning, it has not been widely available.

In view of the much needed research in the Chinese population to tackle this age-related disease, SEEDS is funding a two-year research

program at the Faculty of Medicine of The Chinese University of Hong Kong to establish a registry of HK FTD patients. The registry will include detailed clinical, neuropsychological and radiological data.

We hope this project can increase public awareness of the disease, promote research in this field and help to advocate with health officials to provide a better service for FTD patients.

CASE STUDY

The Relief of a Diagnosis

A son described his mother as a previously vibrant and lively person. But he had begun to notice problems. Aged 58, the initial changes were so subtle that the family thought they could be ascribed to the menopause or depression: general medical practitioners they consulted agreed. As time went on, it was evident that the mother could not do things which were almost automatic in the past, like cooking a simple dinner. She used to write good calligraphy and wrote in her diary every day, but she could no longer sign her name properly. She started to hesitate before responding and repeating questions before answering them. Her eyes gradually appeared more vacant. She chose the same shirt every day and she used her toothbrush in the wrong way. One of the most worrying situations for most FTD caregivers is the lack of a proper diagnosis, while witnessing their beloved one fading away day after day. It is like a grieving process, except that the person is still alive.



Reacting to the FTD diagnosis, the son recalls, “It was frightening and confusing, but also a relief: my mother’s frustrating and increasingly erratic behaviors were finally explained.”

It is easy to see how people would see such news as only a negative, but one can also see love within the sadness: “I am thankful every time she recognizes me and smiles when she first sees me, and she grips my hand when I hold hers,” explained the son, a year after the diagnosis.



EMBRACING *Diverse Learners*

“Every child is a different kind of flower, and all together, make the world a beautiful garden.”



SEEDS partnered with International Christian School on a three-year project to support a new director position to address gaps in special needs services to diverse students both in the Bridges program – which is designed to serve the educational needs of students with substantial developmental issues - and in the mainstream student body. The program was to address the growing demand for special needs students with moderate levels of learning disabilities towards

academic success and social growth. The program was expected to expand capacity to accommodate up to 12%, previously 7%, of the student body who required moderate special needs support. The school had a vision of meeting every kid's needs without labeling. However during this project, we encountered quite a few challenges. In the end we defunded the program after two years. We believe the vision of the school is still intact so we await for the right leadership and timing to continue this project.

LEARNING 3

Have a Legal Agreement

We had a formal legal agreement outlining expectations and deliverables as well as what happens when these are not met. In the first year of funding there were unexpected changes in Headship and Board membership. It had a huge impact on the program. Fortunately we had a legal agreement, and therefore, when we defunded the program, the relationship was still intact.



LEARNING 4

Ensure Interests are Aligned

The original philosophy emphasized increased support to students with diverse learning needs. The new director preferred a model that only provided support when students dropped to the lowest 25th percentile. He has subsequently left the school. It was the lack of alignment of interest that led to the termination of support.



LEARNING 5

Payment in Tranches

Funding was released yearly so that when expectations were not met, after some grace, the remaining amount did not have to be released.

Faith in Action



Nurturing **SPIRITUAL CAPITAL** *in society*

Dr David Palmer, Associate Professor and Chair of the department of Sociology at the University of Hong Kong

Religious communities are one of the main forces behind the development of NGOs, social services and civil society in Hong Kong. Research indicates that religion has a strong positive correlation with philanthropy and volunteering, for the expression of care for others and social concern. To what extent do religious or spiritual values influence the internal operation and external action of faith-based NGOs (FBOs), and enable them to act effectively for the benefit of the community?

If we look at the range of FBOs, we can draw a continuum between highly 'secularized' organizations at one end, and purely 'religious' ones at the other. At one end, some large FBOs play an important role in the provision of social services, but have become so institutionalized that they operate in a manner similar to government or secular agencies, and we see little evidence of how religious faith or spirituality influences their daily operations. Conversely, there are groups that are exclusively devoted to their own religious faith and practice, with little or no service to the broader community. Between these two poles, there are innovative groups that are deeply motivated and inspired by their faith, which they endeavor to express through their organizational culture and their social service, in a manner that can benefit and transform broader society.

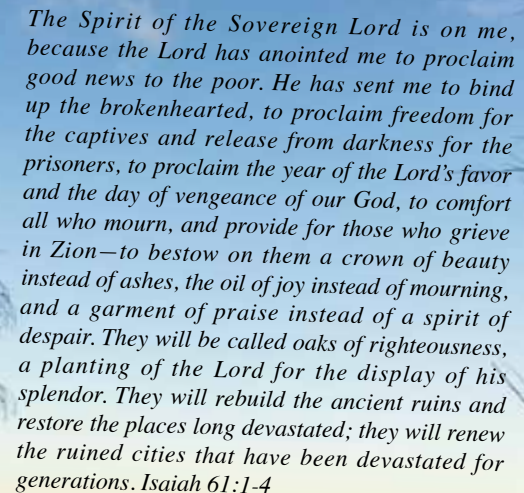
What are the values, capacities and resources that motivate and strengthen this latter type of group? These can perhaps be encapsulated by the emerging concept of “spiritual capital”, which postulates a link between the transcendental connotations of the “spiritual” with the social and material resources and transformations implied by “capital”. Spiritual capital refers to deep spiritual values, meanings and sense of purpose that are translated into an ever-increasing capacity for action in service to others. Spiritual capital is rooted in spiritual motivations and achieves spiritual, material and social outcomes.

The research team on “Spiritual Values in the Third Sector” (SPIRIT3*), has been investigating how dynamic and innovative FBOs nurture spiritual capital. What these groups have in common is that they affirm and nurture the intrinsic spiritual value of every human being, thereby increasing individual and collective capacities for action. These groups seek to systematically apply this principle in all of their operations. While society often accords little or no value to certain categories of people such as homeless people, refugees, young offenders, former prisoners, adolescents or battered women, these organizations all begin by affirming, in deed and in word, the infinite and divinely conferred spiritual value of each and every individual. They then provide a path of growth for the nurturing and expression of each person’s spiritual value within the context of the family, work or the community. And this path of growth often leads to a path of service to others. Individuals are empowered to accompany others on their path of

affirmation and service, generating a virtuous cycle of value creation.

In our preliminary research, we have found that staff and volunteers in such groups display a higher sense of purpose and direction. They show confidence; emotional balance, peace of mind and joy; they act with patience, forgiveness, and generosity. They have a higher desire to serve others, and a higher ability to cooperate with others. At the organizational level, these groups demonstrate unity of vision, purpose and core values; high levels of interpersonal trust, harmony, and successful conflict management; and strong intrinsic motivation and mobilizational capacity.

At the core of spiritual capital are the spiritual values that drive an organization.



The Spirit of the Sovereign Lord is on me, because the Lord has anointed me to proclaim good news to the poor. He has sent me to bind up the brokenhearted, to proclaim freedom for the captives and release from darkness for the prisoners, to proclaim the year of the Lord's favor and the day of vengeance of our God, to comfort all who mourn, and provide for those who grieve in Zion—to bestow on them a crown of beauty instead of ashes, the oil of joy instead of mourning, and a garment of praise instead of a spirit of despair. They will be called oaks of righteousness, a planting of the Lord for the display of his splendor. They will rebuild the ancient ruins and restore the places long devastated; they will renew the ruined cities that have been devastated for generations. Isaiah 61:1-4

*SPIRIT3 is an initiative of the ExCEL3 project of the Hong Kong Jockey Club and the Faculty of Social Sciences at the University of Hong Kong

Seeding the **TRANSFORMATION** Movement in the **MARKETPLACE**



Harvest Evangelism, led by founder and president Ed Silvano, has a mission to eliminate systemic poverty, uproot corruption, abate violence and as a result, more people will come to faith in Jesus Christ. Harvest Evangelism's critical strategy is ministering in the marketplace – people in business, education, and government. Marketplace Christians with transformation mindsets are ideal to address the issues because via Divine impartation they bring illumination for problem solving, relationship restoration, innovation/invention, environmental regeneration, and resistance to corruption. To propagate this message, we seeded the current web platform and the school of transformation. We also funded key human resources for the developing of training materials in the form of DVDs and books.

LEARNING 6

Faith in Action - Addressing Systemic Issues

As Christians in the financial field, after attending the Harvest Evangelism conference, we started to be aware that our role is not just doing good in church, but dealing with systemic issues that we currently may be a part of. Since then, wanting to effect changes and dealing with systemic issues became the foundation of our sowing.

We put our faith in action by engaging in our community to find out the issues, and aim to effect the most change – getting the biggest bang for the buck.



For sustainable transformation to take place, the *Five Pivotal Paradigms for Nation Transformation* are identified. It is a framework to understand how to lead to greater unity and impact:

1. We are called to disciple nations, not just individuals.
2. The Marketplace, which is the heart of the nation, has been redeemed by Jesus and now needs to be reclaimed by His followers.
3. Every Christian is a minister, and labor is worship.
4. We are called to take the kingdom of God to where the gates of hell are for Jesus to build His Church.
5. Nation transformation must be tangible and the premier social indicator is the elimination of systemic poverty.



Addressing **SYSTEMIC ISSUES:** *Unashamedly Ethical*

Unashamedly Ethical was pioneered in South Africa, a country ranking 67 of 175 in Transparency International's 2014 Corruption Perception Index. We see many systemic issues at a global level. At the heart of this global campaign is the need to stamp out corruption, to increase payment of taxes, and for individuals to embrace 'clean living'. This vision back in 2006 has never been more timely and relevant as we learn more about the misuse of public funds, poor governance, and unethical behavior.



SEEDS provided initial project funding to support UE's work in 150 communities, mainly in South Africa. Individuals and organizations are invited to join UE's network and sign the commitment form. In the second stage of funding, SEEDS began to focus on a pilot scheme – to measure changing of attitudes and behaviors – and to consider the sustainability of the campaign. We encouraged UE to demonstrate this in South Africa, before building a franchising model for a global roll-out.

LEARNING 7

Demonstration Cases

When we are addressing a broad issue, we often advocate doing a small pilot as a demonstration case. This limits the risks in a much more controlled environment.

Addressing the Systemic Issues of **HUNGER AND POVERTY**

The problem of 'hidden hunger' is now openly acknowledged in Hong Kong. Like the iceberg, the real danger lies underneath with the prevalence of urban poverty.

Generous residents have supported a range of emergency foodbanks to ensure no one goes hungry in a city of plenty. SEEDS started its learning by supporting Jubilee Ministries with a small, one-time donation for milk powder and hot communal meals for new immigrants and the isolated poor. Of particular interest was their coupon barter system whereby community participants exchanged time and services for items purchased in the 'store'. We felt this was very innovative, but it is still in its infancy.

Our interest in this work led to an investigation into the Trussell Trust, an award-winning Christian organization that uses a franchise model for 350+ foodbanks in the UK.

Their goal is to turn faith into practical action, believing that "everyone has the right to have food on their plate, dignity, skills, a chance to work and hope for the future". On Saturdays, they stand at the door of supermarkets with a shopping list, and ask shoppers whether they would be interested in buying an item for their clients.

Their clients have temporarily fallen on hard times and short-term assistance is just a start. Recipients are provided with referrals to help them address their financial situation and personal problems. Supporting the operating costs of the organization are eight charity shops and a recycling center, as enterprise projects for those with mental, social, learning, and physical difficulties. The recycling center seeks new ways to reuse old household items and reduce landfill. This is a project which we will be monitoring and hope to find a point of engagement.



LEARNING 8

Intellectual Cross-Pollination

The foodbank experience deepened our knowledge of the franchising model as an effective tool for social impact. The Trussell Trust evidenced the need for piloting a program, and designing a standardized manual for scaling-up. Cross-pollination of best practices is encouraged in order to apply innovative solutions to solve social problems.



We are givers, not takers

We have a sense of power
that we can effect change

EFFORT *vs* EFFECT

S EEDS has begun working with the SPIRIT3 team, to apply and adapt the WeValue toolkit for values-focused monitoring and evaluation. This is a systematic approach in assessing the core values of the donees, and evaluate to what extent their actions and organizational culture are in line with their values. In doing so, the results can be clearly conveyed to the stakeholders, including donors and government agencies, for the purpose of unifying groups around shared common goals with specific and communicable measuring tools.

Other than the WeValue toolkit, SEEDS is also learning from KPMG's True Value methodology, an impact assessment tool focuses on articulating in quantitative terms, the impact of interventions that create economic, societal and environmental value. True Value expresses impacts in terms of the dollar value generated by outcomes, rather than outputs, to provide a comprehensive picture of effectiveness and value for money.

LEARNING 9

Measure Impact

Many projects describe the efforts they make by citing the number of rallies or meetings; how many people will be invited or how many booklets they will distribute. However, very often, there is no measurement of effect. Many will say that measuring is difficult, if not impossible. In fact, we have found that those partners that do measure effects are more successful, not least because they want to know themselves whether they are making a difference and to adjust their strategies accordingly.



The Old Imperial Cinema



The Vine Church Now

COMMUNITY DEVELOPMENT

through Building Churches

Here in Hong Kong, there has been an escalation in building construction on church sites in recent years. SEEDS embarked on two of these projects, believing that they will serve the communities around them.

SEEDS' first donation was to The Vine Church, when it was under the leadership of Pastor John Snelgrove. The Vine was a growing congregation in Central which moved to the old Imperial Cinema in Wan Chai. This expansion required much capital funding and also ongoing running costs. This was a huge fundraising effort for a church. After contributing to the capital funding, SEEDS suggested setting up a vehicle, separate from the Sunday church, for their community

activities. They established Vine Community Services Limited (VCSL) that uses the premises on weekdays.

One of their projects was supporting the growing refugee population living in limbo while awaiting a decision on their status. Many talented asylum seekers are unable to contribute to community life as by law they are unable either to work or volunteer in Hong Kong. The church provides meals and a place to fellowship. The work of VCSL is funded by corporations or foundations who have the same heart for people, even if they are not believers or from the congregation. This way, The Vine could find much additional funding to meet community needs, without overburdening the Sunday congregation.





St Andrew's Church



Similarly, St Andrew's Church began to plan for its new Life Center in 2012. This was envisioned by Vicar John Menear as a center for teaching and outreach programs. The program planning is evolving with increased understanding of local community needs. SEEDS has made a donation to the capital campaign and, in Roy's words, has decided "to walk alongside the church leadership in the development of their new concept of service delivery". We encouraged them to write a proposal and introduced the concept of engaging a university to conduct a community needs assessment. The location of the church on Nathan Road makes it ideally situated for serving the poor and disadvantaged in Chungking Mansions and TST.

We encouraged increased engagement with the congregation, sharing the success stories and miracles they encountered. Many congregation

members felt called to help in many ways.

New services require additional funding beyond the bricks and mortar of the capital project. SEEDS is aware that the church is embarking on a new path that will require annual operating funds for services and programs. We decided to sponsor a professional fundraiser who was engaged to train over 30 congregation members and the church leadership on the most effective strategies for fundraising. There was significant support from the congregation. The Life Center was built, and started operation in May 2015. It was almost entirely funded by our own congregation with some support from the Anglican trustees. It was truly an amazing journey of many miracles and we are now ready to start engaging the community.



LEARNING 10

Capacity Building not Deficit Funding

As a rule our Foundation does not fund a deficit. An exception is if a ministry is usually strong in stewarding their finances, but for some unexpected reason is suddenly faced with a one-time need, otherwise we prefer to offer capacity building for fundraising to avoid these situations.

LEARNING 11

Fund Spiritual Projects

As we worked with the SPIRIT3 team, they observed that those with strong spiritual capital will always be able to raise funds while spending relatively little time in this area. Spiritual capital is the faith built up by walking with the Lord through prayer and fasting. "A house that is build by The Lord will be sustained by The Lord and the house that is built by men will be sustained by men." As a funder for these type of projects, it is important to wait on The Lord and only give if you feel led.



Building towards a **PRAYER NETWORK** with Generals

In 2013, Generals, a ministry run by Cindy and Mike Jacobs, embarked on the ambitious project of building the US Reformation Prayer Network [RPN] of 500,000 intercessors in 50 states. SEEDS provided initial funding for the first year as we believe in the potential benefits of uniting people in prayer for the nation.

After the first year, some groundwork was completed but meeting the target is a long journey. Therefore, instead of continuing to fund the project, SEEDS invested in building the capacity of the organization by helping their team to understand how foundations like SEEDS operate. This will help them to seek funding from foundations such as ours. One area of challenge is to measure the effectiveness of specific prayer networks. Currently, only anecdotal stories can give us an indication of the positive effect of the work.

Prayer is extremely important and often neglected. As such, SEEDS is committed to support various prayer (network and houses) besides Generals, such as Succat Hallel and International House of Prayer.



LEARNING 12

Don't Rob People of their Struggles

As an enthusiastic new donor, one may be tempted to give the full amount right away. But, counterintuitively, too much money too soon can kill a project. We rob people of a key opportunity for development, which is learning how to raise funds. In many ways, it can be like cutting open a cocoon so that the butterfly can come out easier, without realizing that the struggle it has in coming out allows blood to flow, strengthening its wings so it can fly. The butterfly that receives help to emerge will not be able to fly, unlike one that went through the struggle. In other words, it may be best to walk alongside the donees patiently, so that they can build the right infrastructure to effectively use the funds, rather than overloading their capacity early on.

LEARNING 13

Communication of Commitment

Many donees come and ask for continued support for existing projects or new initiatives. It is important to clearly communicate your focus and your level of commitment in order to avoid 'donor fatigue' or deterioration of relationship. The clear communication we achieved in this project made it a very positive experience.

PROCLAIMING *the Good News*

Along with Alpha Hong Kong, these are entities that we are partnering with for sharing the good news. Faith Comes By Hearing (FCBH) provides an alternative oral version to bring the Bible to those who cannot read or write.

In an effort to spread the gospel in Hong Kong, SEEDS initiated a gathering of a group of pastors to discuss how to implement a 40-day Bible listening program. Several problems were encountered at the outset such as the difference between spoken Cantonese and written Chinese, and churches running too many competing short-term programs.



We found an exemplary partner in St Stephen's Society which works with the poor and illiterate internationally. Using the FCBH proclaimers, a digital player with preloaded Audio Bible recording, St Stephen's spread the gospel to people in various locations, including Vietnam, India and Hong Kong. FCBH also arranged training for pastors in the Good News Network in Tsuen Wan.

LEARNING 14

Conduct Market Research

When we invested in this project, we did not compare other oral Bible ministries and what they offer. However, we believe in the future we will conduct more investigations, as there may be a wide range of providers.

LEARNING 15

Find the Right Partner

In this project, it was not the oral Bible tool that was the most important, but the people using the tools. Finding effective partners and adequate training for staff are the keys to success.



Administering medication to the children suffering from bacterial conjunctivitis

Seeing the importance of **IN-KIND SUPPORT**

It has been our experience that many more charities approach SEEDS for financial support than we could possibly fund. However, where we can, we provide non-monetary support.

This happened with New Sight Congo in the Democratic Republic of the Congo where the work of Hong Kong's Dr Joyce Samoutou-Wong is helping the blind and visually impaired by pioneering a non-profit surgical eye center.

Although New Sight Congo is doing wonderful work, it is not within SEEDS' focus, and no funding was made. However, an initial exploratory meeting led to a series of follow-up discussions and a second meeting to consolidate future actions. For example, SEEDS reviewed the materials and suggested New Sight Congo draft a proposal to reach a range of donors and we did a mini "How to Ask" training. Testing their support proposal at a speaking engagement, the donations flowed in and names were collected towards building a donor database. Their fundraising team was solidified and SEEDS has offered to underwrite a fundraising specialist to help New Sight Congo to continue to formalize their annual campaign.

This was a rewarding journey for both donor and donee. "We are excited about what happens next as a result of our partnership. Thank you for coming along to guide us and help us build capacity - capacity for more blessing to be more of a blessing!" *Dr Joyce Samoutou-Wong*

LEARNING 16

The Value of In-kind Support

Your time, your knowledge, your network, if welcomed, can be even more valuable than pure financial assistance.



Giving to Israel



Site visit at the Ibim Absorption Centre in Israel

GOING HOME : *On the Wings of a Dove*

Millions of people search for freedom from racial and ethnic strife, for religious tolerance, economic opportunities, and a safe haven. Ethiopian Jews have been persecuted for centuries: they were sold into slavery, forbidden to practice their religion, and had their lands confiscated. In the 20th century they faced famine, the constant threat of war, forced conscription at age 12, and poverty-stricken lives.

In 1977, Israel covertly aided a small number of Ethiopian Jews to immigrate to Israel after a rabbinical ruling that they were descendants of the biblical Jewish Dan tribe. Operation Moses in 1984/5 came to the aid of thousands more, and then Operation Solomon in 1991. Refugees lived in the Gondar camp while others made the perilous journey to Sudan. By 2005, it was estimated that 20,000 descendants of Jewish converts to Christianity, known as Falash Mura, still remained and were in constant danger.



The Wings of a Dove Operation in 2013 was the final leg of the humanitarian journey for the Falash Mura wishing to make Aliyah (immigration). SEEDS supported the last 1,514 immigrants to resettle and integrate into their new home in the Promised Land. Scholarships for higher education were awarded to a number of promising youth from the existing Ethiopian community, now numbering 135,000.

Micha Feldmann, who has worked on Ethiopian Aliyah since its inception, says, "*While Operation Wings of a Dove has been completed, the work is not over. Now we have to make sure the new immigrants integrate into Israeli society.*"

Resettlement is particularly challenging for these refugees coming from an agrarian, patriarchal society to an urban, industrialized culture. Absorption Centers provide the day-to-day support for up to two years before people can move to private dwellings. Hebrew language instruction, remedial and therapeutic programs, enrichment classes, health care and cultural appreciation are but a few of the programs offered to the newcomers. These programs foster stronger family unity, increase chances of success in community living, and succeeding scholastically.

The current reality is that the Ethiopian community in Israel is one of the poorest and faces discrimination in the workforce – many are underemployed in service jobs. “Ethiopian households earn 35% less than the national average, and only half of their youth receive high school diplomas, compared with 63% for the rest of the population”. If the Ethiopian immigrants are to progress in Israeli society, higher education becomes a key intervention.



Numerous meetings with our partners, site visits, a structured application process and follow-up reports were part of an arduous learning curve and due diligence process. Concomitant was the challenge of partnering with what we in Hong Kong often refer to as a GONGO (government operated NGO). The United Israel Appeal is the officially sanctioned fundraising arm of the State and works with Keren Hayesod to implement the programs on the ground. Finding a way to track program expenditures, monitor progress, and evaluate outcomes and impact was important even though the donation was a small contribution to their annual budget. Our partners have a long history of local service provision and use independent program evaluators on a regular basis, and this made the decision to contribute easier.

SEEDS' Board and staff members made a site visit in March 2013. According to K O Chia, "We witnessed first-hand that to integrate the young immigrant must overcome the educational lag he/she faces, the youth (many orphaned or from single parent homes) have to adjust to different social norms and prepare for the workforce, and some women experience family violence in the changing husband and wife roles. The elderly are often left idle". Throughout the site visit, SEEDS

was able to gain a better understanding of the needs of the refugees and the proposed support programs.

Already our efforts have begun to bear fruit as a total of 1,372 Ethiopian new immigrants (456 families) have successfully made the transition to permanent housing, having resided at least two years in Absorption Centers. A total of 1,400 students of Ethiopian origin have received higher education degrees in law, medicine, and social sciences through the SEEDS' scholarships.

Integration into Israeli society is the ultimate goal of this work. To understand and take action on the plight of a people with whom we have no familiarity and to partner with a foreign quasi-government body is a challenge that has been well worth the effort.



FULFILLING BIBLE PROPHECIES

The journey of the Falash Mura was our personal journey in being part of a biblical prophecy.

The Israeli government funds the repatriation of Jews worldwide as part of a national policy to 'restore' the nation. Ethiopian Jews have to prove their Jewish heritage going back seven generations through their matriarchal line. However the Falash Mura, through forced adoption of Christianity are seen as Jews by Christians and vice versa.

Ethiopian Jews are believed to be the descendants of the love affair between Queen Sheba, the ruler of Ethiopia and Yemen from 1005-955 BC, and King Solomon. They were considered a lost tribe - and it is as if time stood still in their simple society - living out their lives in straw huts without running water or stoves. As true believers they followed the ancient Hebrew customs and rituals.

SEEDS' efforts to bring them home fulfills the prophecies from the 8th century BC by the Prophet Isaiah:

Isaiah 18:7 - *At that time the Lord of Heaven's Armies will*

receive gifts from this land divided by rivers (Ethiopia) from this tall, smooth-skinned people, who are feared far and wide for their conquests and destruction. They will bring the gifts to Jerusalem, where the Lord of Heaven's Armies dwells.

Isaiah 11:11 says *In that day the Lord will reach out his hand a second time to bring back the remnant of his people - those who remain in Assyria and northern Egypt; in southern Egypt, Ethiopia, and Elam; in Babylonia, Hamath, and all the distant coastlands.*

And a final scripture... Psalm 68:31-35 - *Let Egypt come with gifts of precious metals; let Ethiopia bow in submission to God. Sing to God, you kingdoms of the earth. Sing praises to the Lord. Sing to the one who rides across the ancient heavens, his mighty voice thundering from the sky. Tell everyone about God's power. His majesty shines down on Israel; his strength is mighty in the heavens. God is awesome in his sanctuary. The God of Israel gives power and strength to his people. Praise be to God.*

It was so exhilarating to be part of history, biblical prophecies and a Mossad operation!

LEARNING 17 Due Diligence and Site Visits

Many of our partners have a strong sense of what they should be doing. Asking questions through due diligence helps the partner to think through the work envisioned. Good partners are open to the genuinely helpful questions, and often result in a stronger relationship with a higher success rate in the projects.

A site visit, when possible, is also essential. The donor has to show respect for the partner's mission while reviewing aspects of their performance. Therefore it makes sense for the donor to speak to those with authority and responsibility for the entire operation as well as getting input from the intended beneficiaries.

ISAIAH SCROLLS

*and Divine Messengers:
Archaeology of the Land
of Israel in Roman Times*



The Gabriel Stone and a replica of the Scroll of Isaiah found in the Dead Sea – were showcased in Hong Kong for the first time by the Asia Society. Isaiah is the prophet that prophesied the coming of Jesus and Gabriel is the name of the angel that told the Virgin Mary that she will be pregnant with Christ. The Stone was a record of the angel Gabriel warning of the destruction of Jerusalem which happened 70 years after Christ was crucified.

SEEDS' funding supported educational outreach programs and workshops to help visitors gain a deeper understanding of the significance of the exhibition. The number and diverse range of visitors from schools, religious and community groups set a new record. The gallery welcomed over 32,000 visitors, including 1,300 students from over 30 school groups, and 1,500 people attended the family workshops and public lecture series. Asia Society demonstrated world class professionalism in mounting this exhibition of historical, cultural and spiritual significance.



Disaster Response and Recovery



Japan Earthquake / Tsunami Relief

The Marumori group is, interestingly, a group of Christian former GIs committed themselves to service in Japan after the war. They went in 1949 and now have been there for 66 years, evangelizing to the Japanese. They support their evangelical effort with their businesses in IT and phonics training, among others.

A grant was made to the group to meet the immediate needs of the survivors of the Japan earthquake and tsunami, including food, medical supplies, temporary classrooms and vehicles for service delivery. Part of the grant went to replenish gospel literature and to spiritual healing services aimed at alleviating the pain and suffering of victims. The group is located in Sendai, and because they have a long term commitment and are also businessmen, they were very effective in meeting the needs of victims.



Haiyan Typhoon Relief

International Care Ministries (ICM) has been working on poverty alleviation in the Philippines since 1992. We decided to work with them because the people they reach are also the most marginalized. A grant was made through ICM to aid the victims of Typhoon Haiyan. A quarter of the funding provided immediate disaster relief, while the remaining funds were allocated for rebuilding and strengthening communities. ICM effectively served the victims through their partnerships with existing local churches in urban slums, remote rural villages, and coastal fishing communities throughout the Philippines.



From the Cyclone Nargis Relief Effort to Supporting Childhood Development

Levi Lim, a native Mynamese from the Chin State, raised funds for emergency disaster relief efforts after Cyclone Nargis. Despite her daughter's special needs she selflessly dropped everything and traveled home to negotiate with the UN, the local Government and the private sector for resources to rebuild 1,000 houses, restore 3 villages, and ultimately help 3,400 victims. Levi's ability to co-ordinate this disaster response and her devotion to her country, led us continue our support of their work through the Emmanuel Charity.

Emmanuel Charity was founded in loving memory of the Lims' daughter, Emma, who contracted flu and died in Yangon during one of the Lims' voluntary trips. The Emmanuel Garden was then given to her family by the Government as a memorial site. The home-like setting, education program, after school remedial tutoring, and guidance from on-site Bible teachers and spiritual chaplains comprise the foundation of care for children orphaned by the disaster. SEEDS supported the construction of two permanent homes in the Emmanuel Garden for over 60 orphaned children.



LEARNING 18

Longer-term Rebuilding with NGOs/Ministries

SEEDS usually partners with NGOs and ministries who may not be focusing in relief work, but have proven service delivery in the communities *before* the disaster. They have the least barriers to entry in the disaster zone, and have great knowledge of the situation, flexibility and ability to respond fast. As these NGOs and ministries have always been committed to their communities, they are ideal partners for longer-term rebuilding efforts.





Seeding our Next Generation



I remember when I visited some of the sub-divided flats in Tsuen Wan with a friend. My thoughts then were just to help the people I met. I cannot forget what my friend said, “we must deal with these problems, otherwise this will be our children’s burden.” In Hong Kong, a world class financial center, we have an opportunity to “invest” through our giving to better the lives of our children by address systemic issues in our society.

We believe that our wealth have been given to us for a purpose. With our resources, we can, together with our next generation, address some of these issues. Family philanthropy is the key to nurturing our next generation of givers and key to cementing our deeply-held family values.

Today, we would like to invite you to become a fellow sower. Our next season's focuses will be on restoring families and nurturing social entrepreneurs. Let's build a better future for our children. Happy Sowing!

Yuk Lynn Woo Chen, Co-founder and Board Member

Volunteering snapshots with our family, friends and colleagues