



# Bring Me A Book™ Hong Kong 2020-2022 Biennial Report

(May 1, 2020 - Apr 30, 2022)

The leading advocate of family literacy in Hong Kong

## LETTER FROM FORMER EXECUTIVE DIRECTOR

Dear Bring Me A Book Community,

After a tumultuous year in 2020, BMABHK adapted fast to the “new normal” and as the report shows, proved to be even stronger in 2021, both in terms of our programs for our service users while at the same time, almost doubling our income, with more focus on unrestricted funds to help cover operating expenses.

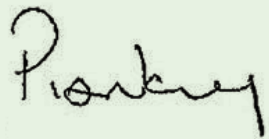
As this is my last year, after 12 dedicated years as Executive Director of Bring Me A Book Hong Kong, I would like to say that it has truly been my privilege to help steer the organization to where it is today, the leading advocate for family literacy in Hong Kong.

To be part of an educational and cultural shift in joyful reading habits, both in the home and the classroom, has been incredibly rewarding. To see our thousands of book recommendations, for both English and Chinese children’s books, stocked in the HK Public Libraries, is a true milestone and reflection of the dedication of the staff, volunteers and committee members involved in our book selection and advocacy around it.

I am also proud to be able to leave behind the culmination of 12 years of BMABHK’s journey through the launch of our new website, integrating our search engine “Find Me A Book”. This one-year project was a true labour of love, and I hope it will allow BMABHK to grow our community of readers in Hong Kong and beyond.

Finally and most importantly, I would like to express my deepest thanks to the incredibly hardworking BMABHK team for their diligence, patience and adaptability facing continued disruption and challenges due to Covid restrictions in Hong Kong. Thanks also to Alison Chan, our Board Chair and all the board members for their support, advice and guidance. We are also truly grateful to all the authors, illustrators, literacy experts, volunteers, partners and donors that have all contributed to BMABHK’s mission to spread the love of reading in Hong Kong.

Thanks for reading!



Sincerely,

**Pia Wong**

Former Executive Director (resigned in February 2022)  
Bring Me A Book Hong Kong



## LETTER FROM FORMER BOARD CHAIR

Dear Bring Me A Book Community,

The past two years, 2021 and 2022, have been filled with challenges for Bring Me A Book Hong Kong but we also have much to celebrate. We have reached the milestone of serving our 200,000th child, and we remain committed to supporting reading and literacy of children in Hong Kong, especially during the ongoing global pandemic. Our mission of providing access to quality reading resources and promoting family reading is unwavering, and we continue to find new ways to reach children and offer them diverse programs and content.

With the pandemic causing learning loss, it is more important than ever to reach and inspire young readers. Teachers and families are concerned about declines in student reading frequency and motivation. At BMAB, we recognize that the quality and content of the books we select is crucial for the children we serve. We have expanded the diversity of our resources and launched a first ever bilingual Find Me A Book search engine. We believe in using the power of books for positive change, so we continue to focus on selecting books that can serve as both mirrors and windows for children.

We were honored to host Dr Michele Borba and many expert panels to share positive education through reading, the importance of diverse books, and how to integrate them into regular classroom and home use. These events provided valuable insights and resources to educators and families to use with the children they support.

We have been able to continue our work for 16 years because of the generous support of our donors, foundations, and corporate partners. We are in awe of your commitment to BMAB each year and are grateful for the trust you place in us. We will continue this important work until every child reads.

With gratitude for your support,

A handwritten signature in black ink, consisting of a stylized 'A' followed by a horizontal line.

**Alison Chan**

Former Board Chair  
(retired in September 2022)  
Bring Me A Book Hong Kong



## OUR VISION AND MISSION

Bring Me A Book Hong Kong (BMABHK), a registered non-profit organization, was set up in Hong Kong in 2006, seeded by the Chen Yet-Sen Family Foundation. We envision a Hong Kong in which every child is read to, strengthening family and community bonds, and creating a love of learning.

Our Mission: BMABHK uses evidence-based research to provide:

- Transformational trainings for parents and educators
- The best Chinese and English children's books
- Quality programs to access authors and literacy experts

To enrich the lives of ALL in the Hong Kong community.

We reach out to underserved children and families in Hong Kong by providing Book Bag Libraries, Bookcases, access to authors, and training programs as public resources in nurseries, kindergartens, schools, community centres, shelters, health clinics and in the workplace.



## FOUNDERS



**James Chen**



**Su Lee**

## OUR BOARD 2020-2022



**Alison Chan**  
Chair



**Amanda Wong**



**Christina  
Matula-Hakli**



**Irene Chu**



**Jennifer Chen**



**Michelle Bang**



**Rachel Ip**

## OUR STAFF 2020-2022



**Pia Wong**  
Executive Director



**Angelia Leung**  
Program Director



**Iris Lau**  
Assistant Program  
Manager



**Yvonne Leung**  
Assistant Program  
Manager



**Cerise Ho**  
Program Administrator



**Corey Chan**  
Accountant and Senior  
Project Coordinator  
(part-time)



**Connie Chow**  
Program Manager  
(project basis)

## OUR TRAINERS



**Angie Lin**



**Percie Wong**



**Pauline Young**



**Yoyo Yau**



**Connie Chow**

## OUR VOLUNTEERS

We would like to extend our deep appreciation to our 3,342 volunteers who have helped BMABHK deepen our impact in the community through reading to children, book wrapping, providing program support and professional consultancy services in the past two years.

Special thanks to all the volunteers from our corporate partners including American Club Foundation, Bank of America, BFAM Partners (Hong Kong) Limited, Burberry, Carter's Global Sourcing Limited, Cathay Pacific, Charles Schwab, City Facilities Management (HKG) Limited, CPPIB, Electronic Theatre Controls Asia Limited, EPAM, Fidelity International, Fiducia Management Consultant, Girl Scouts, Goldman Sachs, Grand Finance Group Co Ltd., Hong Kong Securities Association, HP, HSBC, International Finance Corporation, M.B. KEMP LLP, Mandarin Oriental Hotel Group, Octopus Cards Limited, Orient Overseas Container Line, Schrodgers, SCMP, Swire Group, Wyeth and Zonta Club of Hong Kong.

Thank you for all your professionalism, timely assistance and exceptional skills. We could not have done this without your support!



## OVERVIEW

The past two years were full of challenges with uncertainty and continued restrictions for both schools and hosting face-to-face events. BMAHK team stepped up to ensure as minimum disruption as possible for programs, mixing a hybrid approach to online and face-to-face trainings, professional development, volunteer sessions and author programs.

From 2020-2022, we supported 27,000+ children from low-income families and trained almost 3,000 parents, teachers and social workers.

BMABHK has six pillars to promote reading:



**Bring Me a  
Book**

**Bring Me a  
Training**

**Bring Me  
an Author**

**Bring  
Me a Book  
Guide**

**Thought  
Leadership**

**Early  
Childhood**

# ACHIEVEMENTS

## BRING ME A BOOK

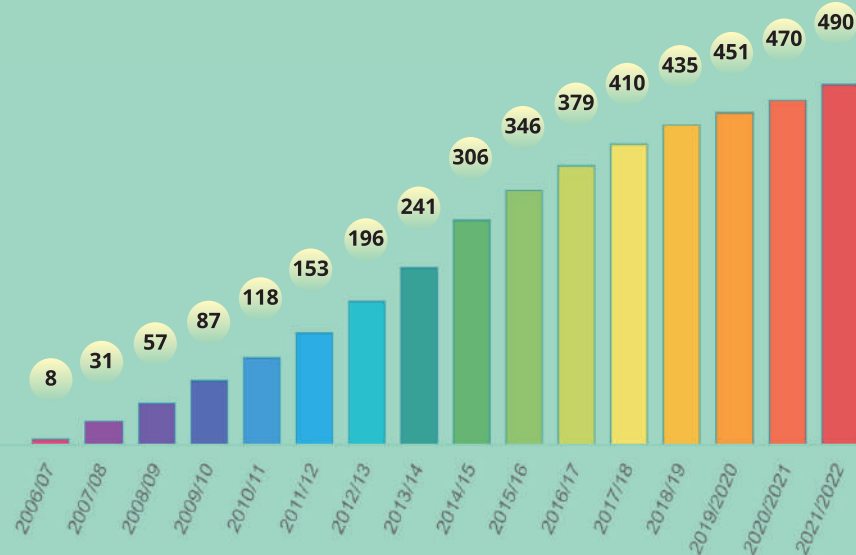
### THE LIBRARY PROGRAM

The Book Bag Library Program is a lending library of quality hardcover children's English and Chinese language books in easily transportable book bags. Each library contains a total of 220 books for children from infancy to age eleven, in 65 book bags.

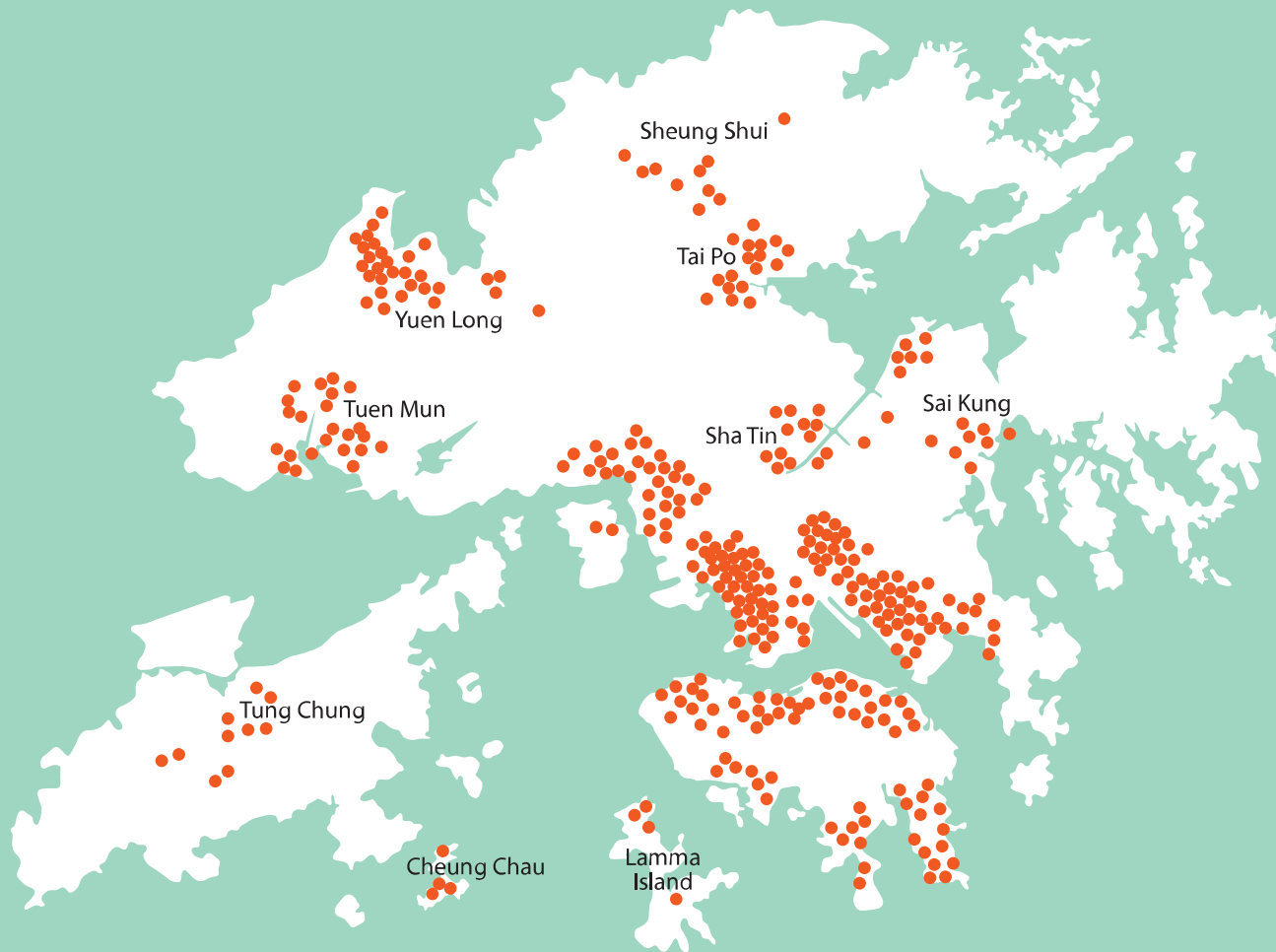
The flagship within our Library program is the Bookcase, each of which holds 45 quality, age-appropriate English and Chinese language picture books for children in a beautiful wood display shelf.

From 2020-2022, we installed a total of 9 Book Bag Libraries and 30 Bookcases in the community.

### Total No. of Libraries Installed (Accumulated)



**490** LIBRARIES INSTALLED  
**207000** CHILDREN SERVED



**Number of Libraries**

HK Island	75
East Kowloon	78
West Kowloon	82
East New Territories	110
West New Territories	135
Islands and others	10

## List of Book Bag Library Recipients in 2020-2022

**Program Year 2020-2021** (May 1, 2020 to April 30, 2021)

### Number of Library Installations

1 Book Bag Library

### List of Recipients

- Li Cheng Uk Government Primary School



**Program Year 2021-2022** (May 1, 2021 to April 30, 2022)

### Number of Library Installations

8 Book Bag Libraries

### List of Recipients

- Bonaventure Integrated Children and Youth Centre
- The Christian Family Service Centre Tin Shui Wai Community Service Centre
- ELCHK Ma On Shan Lutheran Primary School
- HKFYG Lee Shau Kee Primary School
- The Hong Kong Society of Deaf – Twinkling Stars Child Development Centre
- Kwok Man School
- To-gather Parents Resource Centre (Shamshuipo)
- TWGHs Hok Shan School



## List of Bookcases Recipients in 2020-2022

**Program Year 2020-2021** (May 1, 2020 to April 30, 2021)

### Number of Library Installations

18 Bookcases

### List of Recipients

- Aberdeen Baptist Church Pak Kwong Kindergarten
- Assemblies of God West Point Church
- Buddhist Wong Cheuk Um Primary School
- Chuk Yuen Church Kowloon Tong Church of the C. C. & M.A. Lau Ping Chai Study Centre
- The Education University of Hong Kong Project Aspire
- HKYWCA Faith Hope Nursery School
- Hong Kong Red Cross Hospital School
- Hong Kong Sheng Kung Hui St. Simon's Tai Hing Nursery School
- Kowloon City Baptist Church Tsz Oi Kindergarten
- Kwun Tong Baptist Church Choi Ming Kindergarten
- Lok Sin Tong Stephen Leung Kindergarten
- Po Leung Kuk Eleanor Kwok Law Kwai Chun Kindergarten
- Monica's Anglo-Chinese Kindergarten (Lei Tung)
- Antonius Kindergarten
- TWGHs Lee Wong Hing Cheung Memorial Kindergarten
- TWGHs Lucina Laam Ho Kindergarten
- Yan Chai Hospital Chen Lu Seng Primary School
- Yan Oi Tong Ngan Po Ling Kindergarten



**Program Year 2021-2022** (May 1, 2021 to April 30, 2022)

### Number of Library Installations

12 Bookcases

### List of Recipients

- Caritas Blissful Life Parents Resource Centre
- Chinese Young Men's Christian Association of Hong Kong Kwun Tong Centre Jockey Club Integrated Children & Youth Services Centre
- Christian Action Lo Kwee Seong On Tai Service Centre
- The Church of Christ in China Chai Wan Church Day Nursery
- Harmony House Family Harmony Space
- HKSPC Aw Hoe Nursery School
- Hong Kong Playground Association Jockey Club Tsing Yi Integrated Service Centre For Children & Youth
- Hong Kong Young Women's Christian Association Shum Shui Po Integrated Social Services Centre
- Kam Kwong Integrated Community Service Centre-Yuen Long
- Ma on Shan Ling Liang Kindergarten
- Shun Tak Fraternal Association Leung Kit Wah Kindergarten
- SLCO Community Resources



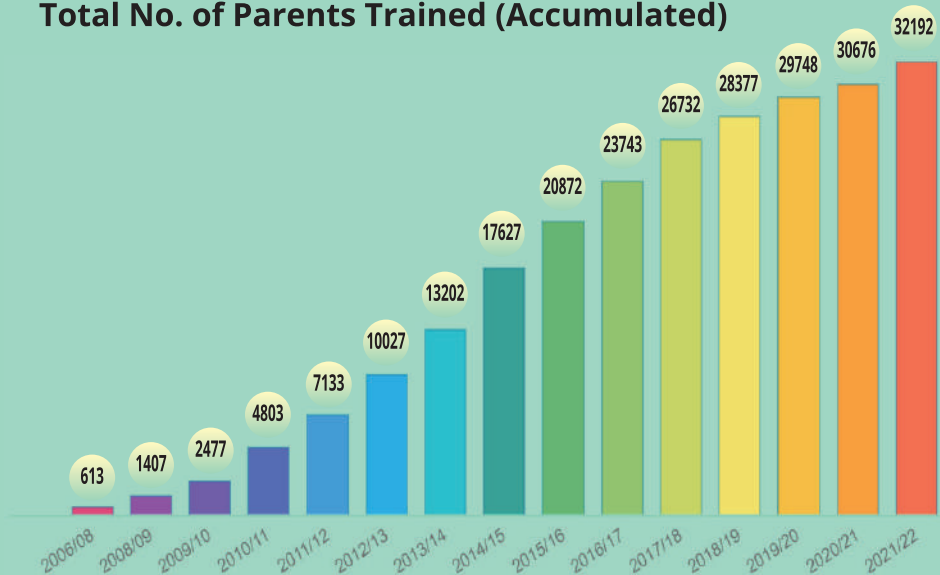
## BRING ME A TRAINING

### THE FIRST TEACHERS™ TRAINING PROGRAM

BMABHK's award-winning First Teachers™ Training Program enhances our library program by educating parents, social workers and teachers on the critical importance of reading aloud to children. This practical training program teaches easy read-aloud strategies to instill a love of reading at home or in the classroom. The curriculum is interactive and uses "modelling the message" techniques to empower and educate parents with young children to become their child's first (and best) teacher.

In the past two years, BMABHK's experienced trainers have conducted 115 online and face-to-face trainings for almost 2,500 parents. The evaluations collected clearly demonstrated the effectiveness of our trainings. 80% of parents indicated that they knew how to cultivate their children's interest in reading versus 29% before the training. 96% of the parents said they would spend more time reading at home with their children and they would apply what they had learned in the training in their daily lives.

**Total No. of Parents Trained (Accumulated)**



96%

of parents indicated that they would spend more time or increase the frequency of reading aloud to their children after attending our trainings.



## Summary of Parent Surveys

### Comparison between parents' feedback before and after our trainings:

	Before	After	Change
I know the read-aloud skills	35%	86%	51%
I am confident to read with my children	57%	90%	33%
I know how to overcome the challenges of reading aloud	30%	81%	51%
I know how to nurture my children to love reading	29%	80%	51%
I know how to select books for my children	42%	81%	39%

### Feedback from parents after our trainings:

	After
I will spend more time to read with my children	96%
I will apply what I learned from the training to my daily life	98%
I will share the read-aloud importance to my friends	96%

### Three months after our trainings:



**93%** of trained parents said reading with their children improved their parent-child relationship



**93%** of trained parents said reading with their children increased their children's interest in reading



**70%** of trained parents read with their children three times or more per week



**87%** of trained parents spent at least 10 minutes to read with their children every time

*Total no. of surveys collected from parents in 2020 – 2022: Pre-training: 1097/ Post-training: 930 / 3 months after training: 337*

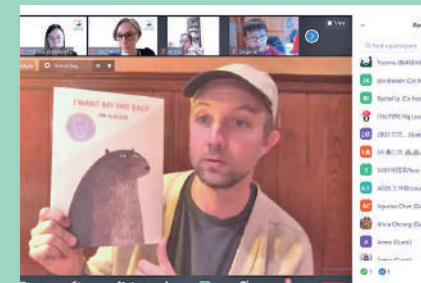
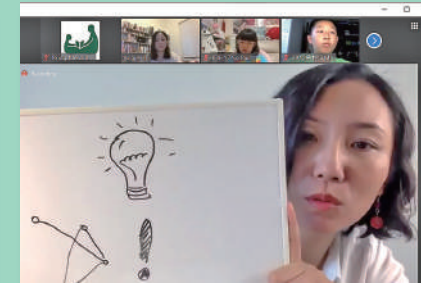
# BRING ME AN AUTHOR

## VIRTUAL MEET-THE-AUTHOR PROGRAM

We believe that meeting an author, illustrator, literacy expert or storyteller in real life and hearing them convey their passion for their work can fundamentally alter a child's relationship to books and ignite a life-long love of reading. By bringing their stories to life, author visits often motivate previously reluctant readers to pick up a book while also inspiring educators to think about how to teach reading more creatively.

Due to COVID-19, we changed most of the live author visits to online which allowed our beneficiaries and general public to attend easily. With the support by Bank of America in the past two years, we were able to invite 16 award-winning authors and conducted 27 online visits for 2,200 children, parents and teachers.

- |                          |                 |
|--------------------------|-----------------|
| • Christina Matula-Hakli | • Lin Po Ting   |
| • Dai Yun                | • Liu Hsu Kung  |
| • Eric Litwin            | • Michele Borba |
| • Greg Pizzoli           | • Rachel Ip     |
| • Jarvis                 | • Shana Cheung  |
| • Jon Klassen            | • Todd Parr     |
| • Kate Messner           | • Wendy Wan     |
| • Li Zhuo Ying           | • YuLiQiong     |



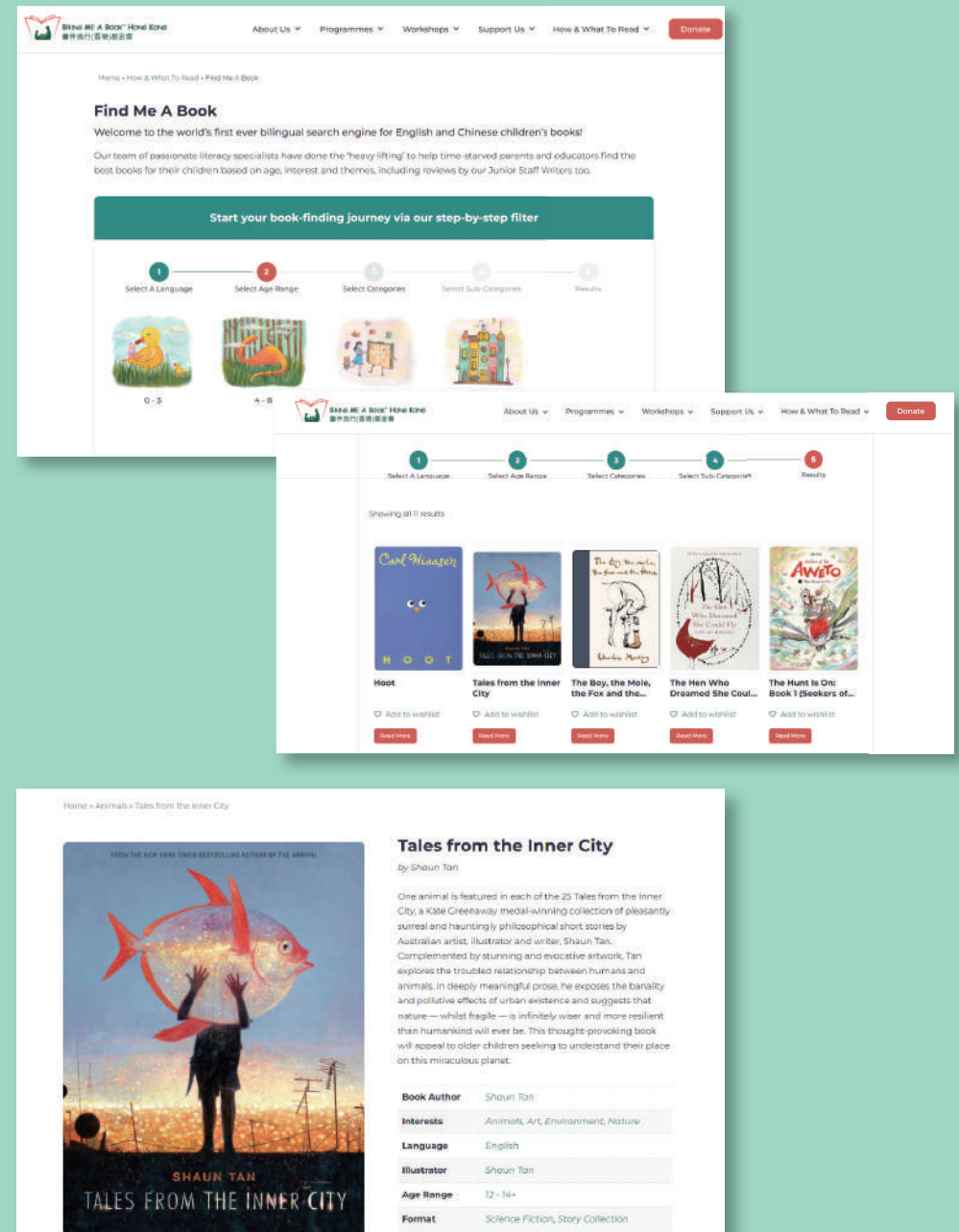
# BRING ME A BOOK GUIDE

## FIND ME A BOOK

We launched the world's first ever bilingual Find Me A Book search engine for recommended English and Chinese children's books in February 2021. It was a microsite at the beginning and was integrated into our new website in February 2022.

The platform included more than 3,000 titles for newborns and children through early secondary school, and for parents and educators seeking guidance on nurturing family literacy and holistic child development. Unique to BMABHK's search engine, parents and educators could search titles for 100 topics to be used as tools to open meaningful conversations with children on the importance of diversity, community and environmentalism, as well as on critical developmental areas such as empathy, confidence, resilience, and special needs. More titles will be added on a regular basis.

It was a labour of love, the result of an incredible number of volunteer hours donated by a wide range of educational and literacy specialists, librarians, and consultants who have generously dedicated their time and expertise to research, tag and thoughtfully select from hundreds of thousands of books for positive child development. It was a free community service driven out of a passion to help Hong Kong parents raise empathetic, inquiring and engaged leaders.



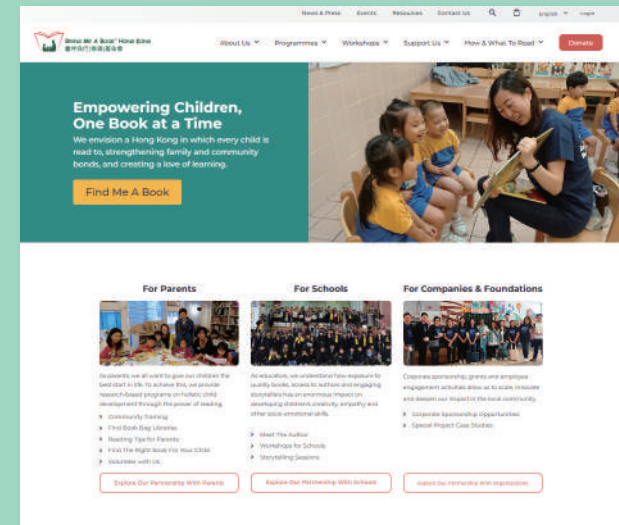
# THOUGHT LEADERSHIP

## STRATEGIC PARTNERSHIPS

### Website Revamp

Our newly revamped website was launched in March 2022. The new website includes our Find Me A Book search engine and it is more user-friendly for our parents, schools, donors and volunteers, which allows us to grow our communities of readers in Hong Kong and beyond.

This was a large one-year project and thanks to EPAM Consulting for making best use of their designers' "bench time" to provide professional advice and help redesign. Special thanks also to our corporate sponsor, BFAM Partners for their generous sponsorship and BMABHK team, and volunteers, under the leadership of former Executive Director Pia Wong, to make it happen.



### Hong Kong Public Libraries – Library Festival 2020 and 2021

In the past two years, BMABHK partnered with the Hong Kong Public Libraries for their Hong Kong Library Festivals and conducted a series of storytelling sessions and face-to-face and virtual meet-the-author talks for over 600 children and families. This collaboration allowed us to outreach to more readers in Hong Kong.



## STRATEGIC PARTNERSHIPS

### HSBC Community Partnership Programme 2020 – Happy Reading Happy Families

Thank you to HSBC Community Partnership Program who made our “Happy Reading, Happy Families” project possible. We partnered with three schools and two community centres in Kwun Tong to provide them with quality books focused on well-being and empathy, and trainings for their parents as well. 92% of trained parents said their stress was relieved after our trainings while 96% said they will spend more time reading to their children after being given the skills and confidence to read aloud effectively.

Our new “Bring Me A Cubby” program was a huge hit with the kids as they really enjoyed decorating their own new book cubbies, filled with quality picture books.

We also produced a creative and interactive video “How To Be A Hero” for children to enjoy in order to promote moral education in a fun way.



## STRATEGIC PARTNERSHIPS

### Operation Santa Claus 2020 –School-based Reading Program: Lifelong Love of Reading

Thank you to Operation Santa Claus who allowed us to outreach to three local primary schools to launch a school-based reading program for families to help develop a life-long love of reading. It was three-pronged approach: a curated library for teachers with focus on improving children's well-being and emotional development, interactive trainings and parent reading clubs to empower parents to become the school's storytelling ambassadors, and creative book-making workshops and storytelling sessions for children to foster a positive association with books. 100% of trained parents said they knew how to make best use of the picture books to stimulate children's learning motivation and 94% of children said they had a better understanding of making a picture book and enjoyed the workshops very much.

### Jockey Club Community Sustainability Fund – Spark a Love of Reading 2020-2021

Thanks to the generous support of The Jockey Club Community Sustainability Fund, BMABHK provided 250 grassroots families with books and audio digi-pens to ensure language is no barrier for the kids to enjoy the stories, especially while schools and libraries were closed.

Special thanks to our volunteers and staff who used their best storytelling voices to record and upload audio on to digi pens. Without their help, this would not have been possible.



## STRATEGIC PARTNERSHIPS

### Swire Trust – Picture Book Power 2021-2022

Huge thank you to Swire Trust for putting their trust in BMABHK to launch a special “Picture Book Power” project in Taikoo Primary School. This 2-year project aimed to increase the students’ interest in reading English books through trainings, book selection, library enhancement & strong storytelling skills. Over 1000 students, teachers and parents directly benefited from this project.



### Feng Zikai Chinese Children’s Picture Book Award

Bring Me a Book Hong Kong works in close collaboration with our sister organization, Feng Zikai Chinese Children’s Picture Book Award (FZK Award), to encourage the publication of original and high-quality Chinese children’s picture books.

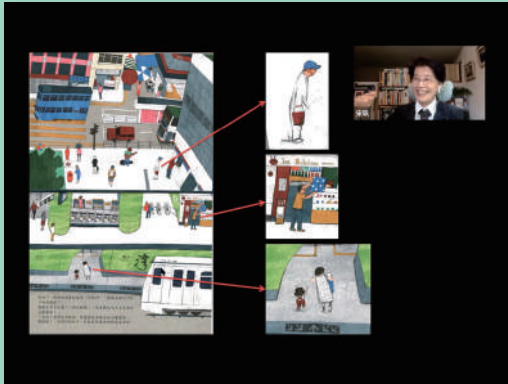
The FZK Award is highly regarded by children’s book publishers and authors, librarians, teachers, and parents. It is also celebrated by the international community as professionally run; providing a solid platform to bring encouragement, inspiration and opportunities to writers and illustrators to create and share their quality work widely.

### The Seventh Feng Zikai Chinese Children’s Picture Book Award

Navigating the impact of COVID-19 and travel restrictions, the Seventh Feng Zikai Chinese Children’s Picture Book Award was moved online for the very first time in its history and concluded with massive support from passionate readers of picture books around the globe, opening up potential opportunities via the virtual world.

Held on 11 December 2021, the virtual Award ceremony brought together the authors and illustrators of the five award-winning books who received their prizes and gave their acceptance speeches at home, and judges who blessed the winners with their expert opinions. The virtual event was livestreamed on the Award’s WeChat Official Account and on the Phoenix online platform generating more than 120,000 views from Greater China as well as the rest of the world.





These five award-winning books, including one Best Prize and four Honour Books, were carefully selected by a panel of experienced judges from 333 entries published from 2019 to 2020. Since the Award's establishment in 2008, 42 distinctive picture books from China, Hong Kong and Taiwan have won the coveted Award.

To adapt and embrace the “new normal” brought about by the pandemic, the Award Committee rolled out various virtual exhibitions and reading events with local partners in parallel with in-person events in 2021 and 2022. In the past two years, the Committee organised more than 90 online and offline reading activities, seven exhibitions in public spaces, six school tours, and three library physical exhibitions and online exhibitions reaching out to a 100,000-strong audience.

## EARLY CHILDHOOD

### HOSPITAL PROJECT

Evidence shows that children who are read to, especially before school entry, not only experience stronger parent-child relationships but also demonstrate greater brain activity and development (as shown through MRI scans) and valuable language and literacy skills. This is why BMABHK works through hospitals, health clinics and new parents to ensure that our Hong Kong children experience family reading from birth, allowing them to have the best start in life.

Due to COVID-19 in the past two years, our antenatal talks provided to the expectant parents at the Pamela Youde Nethersole Eastern Hospital were suspended temporarily until further notice. However, we continued our collaboration with the Department of Health and conducted more trainings and talks for over 1000 new parents via online.

## STORY SHARING

### DEBORAH LI

#### Joined our Family Membership Program in 2020

“My first encounter with Bring Me A Book Hong Kong (BMABHK) was about three years ago when I was searching for good reading materials for my daughter who was studying kindergarten at the time. I was thrilled to discover their family membership program which offers high quality Chinese and English books from their well-curated book lists.

My kids are always super excited when they see the books I borrowed from BMABHK's library and reading the books to them became one of our most favourite activities. The book collection is diverse and covers important life lessons (such as courage, empathy and kindness), critical global issues (ranging from climate change to racial injustice) and multiple facets of humanity (e.g. the relationships with our parents, siblings, friends and the natural world). More importantly, the books are very interesting and a pure joy to read (for both the parent and the child).

I am very grateful for BMABHK's vision in promoting parent-child reading and supporting families and schools in Hong Kong in raising children's literacy. I would highly recommend BMABHK to parents who would like to help their child to develop a life-long love of reading and learning.”





## STORY SHARING

### JOANNE MOK

#### Joined our Family Membership Program in 2020

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## STORY SHARING

### MRS. MO

#### Participant of Community Training Program

(The Hong Kong Society for The Deaf Bradbury Child Care Centre)

"I am Mo Hoi Ching's mother. My daughter didn't like reading books at first, but the 'Community Training Program' of Bring Me A Book, in which I took part through her school and from which I learned the importance and skills of parent-child reading, brought changes to her. Reading is now the very first thing she does after she wakes up every day.

I realize it's never too early for parents and children to read together. Sharing stories with children and enjoying reading time together not only help the children grow, but also enable parents to create fond memories of reading with their children."



## FINANCIAL REPORT

### Bring Me A Book Hong Kong Limited

#### Income Statement

For the Year Ended 30 April 2022

	2022 (HKD)	2021 (HKD)
<b>Income</b>		
Revenue	4,112,507	6,052,982
Other income	5,586	254,312
<b>TOTAL INCOME</b>	4,118,093	6,307,294
<b>EXPENSES</b>		
General and administrative expenses	(626,377)	(617,298)
Fundraising event expenses	(119,662)	(164,752)
Program expenses	(5,136,080)	(4,620,093)
<b>TOTAL EXPENSES</b>	(5,882,119)	(5,402,143)
<b>(Deficit)/ surplus for the year</b>	(1,764,026)	905,151

#### Statement Of Financial Position

At 30 April 2022

	2022 (HKD)	2021 (HKD)
<b>NON-CURRENT ASSETS</b>		
Property, Plant and Equipment	129,880	34,078
Deposits paid	18,500	60,000
	148,380	94,078
<b>CURRENT ASSETS</b>		
Inventories	447,723	416,460
Donation and fundraising event	15,340	61,109
Deposits paid	60,150	18,650
Prepayments	193,081	78,248
Other receivables	-	8,633
Cash and cash equivalent	6,008,802	7,326,894
	6,725,096	7,909,994
<b>CURRENT LIABILITIES</b>		
Deposits received	(4,507)	(4,507)
Receipts in advance	(668,385)	(260,000)
Accruals and other payables	(507,755)	(282,710)
	(1,180,647)	(547,217)
<b>NET CURRENT ASSETS</b>	5,544,449	7,362,777
<b>NET ASSETS</b>	5,692,829	7,456,855
<b>FUNDS</b>		
Accumulated funds	5,692,829	7,456,855

# SUPPORTERS OF BRING ME A BOOK HONG KONG

We wish to express our deepest gratitude to the following individuals and organizations for their donations and support in 2020-2022.

## Individual Donors

Agus Tandiono	Chris Ho	Jan Florian Heydolph	Ling Yuk Bing	Richard Macklem
Aisling Dwyer	Christina Matula	Jennifer Chen	Low Yik Kee Nicholas	Rinko Oh
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