



Jardines

Mindset 思 健

On Mental Health from the Jardine Ambassadors
由怡和親善大使推動之精神健康計劃

Review 2004/05

Mindset is Jardine Matheson Group's philanthropy initiative intended to make a difference in the area of mental health. Led by the Jardine Ambassadors, the MINDSET programme aims to raise awareness and understanding of mental health issues and to change attitudes, while at the same time providing practical support for charitable initiatives in the sector.

Jardine Pacific



Jardine Motors Group

Dairy
Farm


Hongkong Land


MANDARIN ORIENTAL
THE HOTEL GROUP SM

Background

MINDSET is a registered charitable organization founded in Hong Kong in 2002 by the Jardine Matheson Group with the purpose of making a difference in the area of mental health.

The Jardine Matheson Group has long been a significant contributor to social welfare causes through its Jardine Ambassadors Programme – a scheme established in 1982 which brings together young executive volunteers from all parts of the Group in Hong Kong aiming to bring benefits to the community. The participating Group companies include Hongkong Land, Dairy Farm, Mandarin Oriental, Jardine Motors Group, Jardine Lloyd Thompson and various companies within Jardine Pacific.

Since 2002 the Ambassadors Programme has been active in the mental health sector through MINDSET. Led by the Jardine Ambassadors, MINDSET channels the Group's philanthropic activities towards supporting mental health-related organizations and projects. MINDSET aims to change people's attitudes by raising awareness and understanding of mental health issues, as well as providing direct assistance for individuals, families and organizations in need of help.

With the strong participation of the Jardine Ambassadors, MINDSET has supported a number of non-government organizations within the mental health sector in Hong Kong and Mainland China in the form of in-kind donations, volunteer services, work experience and cash donations. Under MINDSET, the Ambassadors are divided into three groups, each with a different focus:

- Education and Prevention Group – to raise public awareness of mental health problems; to reduce the stigma and bias that exist towards mental illness;
- Re-integration Group – to support the provision of effective re-integration services to mental health hospitals/agencies and work experience programmes;
- Fund Raising Group – to raise funds for mental health related causes.

In addition, MINDSET's Fund Allocation Sub-Committee is responsible for reviewing funding requests.



Chairman's Message

“With the support from companies across the Jardine Matheson Group and the dedication of the Jardine Ambassadors, MINDSET continues to make good progress in supporting the mental health sector.”



Jardine Matheson Group Managing Director Percy Weatherall addresses at a cocktail reception to mark the second anniversary of MINDSET.

The Jardine Matheson Group plays an active role in the wider communities in which its businesses operate, and it is proud of the strong tradition of commitment of its people. While in Hong Kong MINDSET is the focus of the Group's philanthropy activities, elsewhere, there are a range of charitable programmes in all Jardines' businesses.

With the support from companies across the Jardine Matheson Group and the dedication of the Jardine Ambassadors, MINDSET made good progress in the past 16 months. Combining the work of the Jardine Ambassadors with our financial donations, we have increased significantly the impact of our contribution to the mental health sector.

In 2004 the Jardine Ambassadors completed the second year of MINDSET's flagship project, 'Health in Mind', an in-school educational programme working with the Hospital Authority in Hong Kong. This project aims to increase knowledge and awareness of mental health issues among young people, their parents and teachers. An evaluation of the programme was conducted by the University of Hong Kong, and findings indicate that the participating students have shown improvement in self-esteem and spiritual well-being. The third year of MINDSET's commitment began in October last year with the activities extended to eight schools.

The Ambassadors have initiated a job placement programme that is designed to provide training opportunities to rehabilitated patients within Group companies in Hong Kong. They also continued to organize patient support activities with two specialist hospitals and other mental health organizations.

To provide additional funding to MINDSET, a range of fund raising initiatives were undertaken, the most popular being the 'Walk Up Jardine House' that raised over HK\$1.5 million in March 2005. Through the Fund Allocation Sub-Committee, MINDSET supported four major mental health related projects in the form of cash donations. It is also reaching out to Guangdong Province in Southern China, where MINDSET and Group companies are providing support to the Guangdong YangAi Special Children Parent Club and helping with fund raising.

Apart from those front-line events, the Group also maintained its strong cash support for The Community Chest of Hong Kong, with the funds being designated to support the mental health agencies under the Chest.

The Jardine Ambassadors have played the most significant role in putting MINDSET into action. 57 Ambassadors have devoted their personal time and energy to lead, plan and organize the various initiatives undertaken in 2004 and 2005. Their efforts were recognized by the Social Welfare Department of the HKSAR where they were granted the 2nd runner-up in the 'High Service Hour Award – Private Organization'. Alongside the advisers and Steering Committee members have also given valuable advice and insight to the programme. I would like to extend my sincere thanks to all of them.

Moving forward, the Ambassadors will continue to focus their activities on education and re-integration, while cash support will be given to those projects which match the MINDSET theme and in particular this year – 'helping the carers and families'.

It is our intention to extend the scope of the programme to other countries in which the Group has business interest. I look forward to the continued support from the Ambassadors and Group companies at large and our community partners.

Percy Weatherall

Chairman

17th May 2005



Patients of Castle Peak Hospital accompanied by student advocates from the 'Health in Mind' programme enjoy their day out in Sai Kung organized by Jardine Ambassadors.

Summary of MINDSET Initiatives

The contribution of MINDSET is significantly enhanced by leveraging the strong participation of the Jardine Ambassadors and their professional expertise.

In 2004, the Jardine Ambassadors contributed over 30,000 hours of service in supporting a range of mental health related projects. This was complemented by various in-kind and cash donations, and fund raising initiatives. The areas of support are briefly summarized as follows:

Jardine Ambassadors	Agency	Beneficiary					
		Youth (Mental Health Education)	Mentally Ill Adults	Mentally Ill/ Retarded Children & Families	Recovering Mentally Ill Adults	Ex-mentally Ill Adults & Families	Elderly with Dementia, Carers & Families
Education & Prevention Group	Hospital Authority 'Health in Mind' Programme	●					
Re-integration Group	Baptist Oi Kwan Social Service					●	
	Castle Peak Hospital		●				
	Hong Chi Association			●			
	Kwai Chung Hospital		●				
	Mental Health Association of Hong Kong, The				●	●	
Fund Raising Group#	Hospital Authority 'Health in Mind' Programme (Through Walk Up Jardine House)	●					
	Hong Chi Association (Through Hong Kong Pedal Cart Grand Prix)			●			
Cash Donation* (Fund Allocation Sub-Committee)	Guangdong YangAi Special Children Parent Club			●			
	Heep Hong Society			●			
	Hong Chi Association			●			
	Riding for the Disabled Association			●			
	St. James' Settlement						●
	Richmond Fellowship of Hong Kong (Through Operation Santa Claus)	●		●			

Through the co-ordination of the Fund Raising Group, Group companies also supported The Community Chest of Hong Kong's Skip Lunch Day and Dress Casual Day to raise funds for the mental health services offered by the Chest's agencies.

* Five Group companies, including Jardine Matheson Limited, Hongkong Land, Dairy Farm, Gammon Construction and Zung Fu also made cash donations to The Community Chest of Hong Kong, where the funds were designated to support the mental health projects undertaken by Baptist Oi Kwan Social Service, Christian Oi Hip Fellowship Limited, Hong Kong Family Welfare Society and The Mental Health Association of Hong Kong.

Progress Report | Education & Prevention Group

'Health in Mind' Programme – Second Year

Working alongside the Hospital Authority (HA) in Hong Kong, the Education & Prevention Group successfully completed the second year of the 'Health in Mind' programme in 2004 with encouraging and positive feedback received from the participating schools. Launched in 2002, this in-school mental health education programme aims to increase knowledge and awareness of mental health issues among young people, their parents and teachers, and the public at large, so as to reduce stigmatization on mental illness in the community. Initially the programme covered three secondary schools of different



bandings. In the second year, the coverage was extended to four schools and 120 students were selected as 'mental health advocates'.

Key Partners

While MINDSET is funding 'Health in Mind', the Jardine Ambassadors are fully involved in strategy formulation, programme planning and implementation, as well as ongoing evaluation of the project. HA, leveraging on its extensive community networks and wealth of professional clinical and non-clinical expertise, ensures successful delivery of the programme.

The Chinese YMCA of Hong Kong provides social workers to assist in the planning and facilitating of activities. Teachers and students from four secondary schools participate in developing programme plans and the design of in-school activities.



Top: Participants of 'Health in Mind' gather at The Landmark in Central for the closing ceremony.

Bottom: MINDSET Governor Nicholas Sallnow-Smith presents trophies to outstanding students at the ceremony.

Programme Content

Using a peer-led approach, the ‘Health in Mind’ programme aims to empower students as ‘advocates’ to promote mental health to fellow students and families through seven major elements:



Interactive Thematic Workshops

Student advocates undergo a series of interactive workshops and experiential activities to obtain knowledge in mental health issues.

Interactive Learning with Jardine Ambassadors

Covering topics from self-development to healthy relationships, this interactive learning enables the participants to share and discuss the experience and knowledge acquired.

Volunteer Services

Student advocates carry out a series of volunteer services at hospitals or with other non-government organizations, with an aim to change students’ attitudes on people with mental problems.



The ‘Health in Mind’ programme students on board a British Airways aircraft during their visit to Jardine Airport Services.

In-school Activities

Student advocates of the ‘Health in Mind’ Club organize various events and activities, such as exhibitions, slogan and drama competitions and open forums, etc., in their schools to promote mental health.

‘Health in Mind’ Website (www.healthinmind.org.hk)

A platform to spread mental health messages to the public at large and to excavate the programme.

Parent and Teacher Seminars

Seminars for parents and teachers to train them to be ‘mental health advocates’.

Media Publicity cum Public Education

Via media publicity like radio programmes and newspaper coverages, the advocates share their experience gained from the programme and to promote mental health to the general public.

Evaluation Reflects Success

The 'Health in Mind' programme was proved successful by an evaluation conducted by the University of Hong Kong's Centre on Behavioral Health. The survey, with both quantitative measurement and qualitative comments collected for research purpose, aimed to evaluate the effectiveness of the programme and make recommendations for its future development.

Altogether, 80 mental health advocates out of 101 advocates, 495 students from four experimental schools (i.e. schools with advocates), and 571 students from four control schools (i.e. schools without advocates) completed both questionnaires prior and after the programme. Findings indicate that advocates and students from experimental schools benefit from the programme, with improvement shown in self-esteem and spiritual well-being, and are better equipped with general mental health knowledge. In particular, advocates are found to have shown significant improvement over other students in the areas of helpfulness, concentration at work and direction in life, reflecting the programme is effective in promoting positive change in these three domains.

Overall, the 'Health in Mind' programme proved to be a workable model which is effective in imparting mental health knowledge to the target group and helping remove the stigma associated with mental illness.

Expanded to More Secondary Schools

The third year programme began in October 2004. It aims to benefit more students and build a bigger base to promote mental well-being in the community. 128 students from eight schools in Kwai Tsing Districts and Hong Kong Island have been recruited to join the programme. The programme will tie in with the School Business Partnership Programmes of HKSAR's Education & Manpower Bureau by offering short term job attachment in Jardines' units to students who are enthusiastic and effective in spreading mental health messages to their peers, families, and within schools and community.



The 'Health in Mind' website is an effective tool to reach more students and parents.

Progress Report | Re-integration Group

Job Placement Programme

The Re-integration Group initiated the job placement pilot programme which is designed to provide training opportunities to rehabilitated patients within three



Jardine Matheson Group companies are fully supporting MINDSET's Job Placement Programme.

Jardines' units, including Dairy Farm, Pizza Hut and The Excelsior, Hong Kong. On-the-job training was provided to candidates referred by two non-government organizations, namely The Mental Health Association of Hong Kong and Baptist Oi Kwan Social Service. This initiative enabled the participating candidates to acquire skills and knowledge that are useful to enhance their personal development.

Following positive feedback, the job placement programme was launched across the Group with 21 Jardines' units signing on a Charter at an official ceremony held in January 2005. With the full support from Group companies, the Jardine Ambassadors will be able to provide training and employment opportunities to more rehabilitated individuals.

Patient Support Activities

The Re-integration Group also achieved good progress in its patient support activities in 2004. Through various hospital visits, tours and group gatherings, the Ambassadors wish to enhance the interaction between patients and general public in order to promote understanding of mental problems and help rehabilitated patients re-integrate into the society.

A range of social activities was organized for patients of Castle Peak and Kwai Chung hospitals and clients of a number of mental health agencies, such as Heep Hong Society, Baptist Oi Kwan Social Service, The Mental Health Association of Hong Kong, Hong Chi Association, New Life Psychiatric Rehabilitation Association and St. James' Settlement. Support from Group companies was crucial to the success of these activities. Examples include inviting patients and clients of the agencies to visit Pizza Hut and IKEA, and a family fun day organized by Dairy Farm.

The Re-integration Group has been collecting magazines from Group companies for donation to the Castle Peak Hospital and Kwai Chung Hospital. This activity not only keeps patients abreast of news in the community, but also provides them with opportunities to interact with others during the process of collecting and distributing the magazines. In 2005, this effort will be expanded to cover the donation of VCDs.

Activities at a Glance

Date	Event	Beneficiary
Ongoing	Job Placement Programme	Rehabilitated Patients
Ongoing	Magazines and VCDs Donation	Kwai Chung and Castle Peak Hospitals
22nd February	Heep Hong Charity Walk	Heep Hong Society and General Public
17th April	Local Tour	Kwai Chung Hospital
15th May	Ocean Park Night	Baptist Oi Kwan Social Service
27th July	Pizza Hut Visit	The Mental Health Association of Hong Kong
25th September	Mid-Autumn Festival Carnival	Kwai Chung Hospital
26th September	Jardine Sports Association Sports & Family Day	The Mental Health Association of Hong Kong
5th November	IKEA Visit	Baptist Oi Kwan Social Service
14th November	Dairy Farm Family Fun Day	Hong Chi Association
20th November	Castle Peak Hospital Open Day	General Public
4th December	Local Tour	Castle Peak Hospital



Left: Pizza Hut Manager explaining the operation of the restaurant to visitors.

Centre: The Mental Health Association members demonstrating a stress release exercise in the Jardine Sports Association Sports and Family Day.

Right: Members of Hong Chi Association having fun at the Dairy Farm Family Fun Day.

Progress Report | Fund Raising Group

In addition to funding received through cash donations from Group companies, the Fund Raising Group also concentrates on initiatives that generate funds and solicit community support for mental health related causes. Among an array of activities, the most popular event is the annual Walk Up Jardine House.

Walk Up Jardine House

The Walk Up Jardine House 2005 was a huge success with over 400 Jardines' staff, business associates, families and friends taking part in the annual fund raising event. Over HK\$1.5 million was raised through sponsorships and raffle tickets



sales, which marked a new record of an event that has been organized by the Jardine Ambassadors since 1985. All proceeds went to MINDSET in support of the 'Health in Mind' programme.

Reaching Out to the Community

The Fund Raising Group also works closely with other charitable bodies in raising funds for mental health related causes. An example was its support to The Community Chest of Hong Kong's Skip Lunch Day and Dress Casual Day. The proceeds raised by these events went towards helping the mental health services offered by the Chest's charities.



In November 2004 Jardine Ambassadors together with the teams representing two Group companies, EastPoint and Jardine Lloyd Thompson, competed in the Hong Kong Pedal Cart Grand Prix to raise funds for charity. Altogether the Jardines teams raised some HK\$200,000, with part of the funds donated to Hong Chi Association.

At the same time the Jardines Noonday Gun is serving as an innovative fund raising tool. The firing of the gun is a tradition that dates back to the early days of Hong Kong. Companies or individuals can now fire the gun by making a donation to MINDSET.

Top: The Jardine Ambassadors achieve great success in organizing Walk Up Jardine House 2005.

Bottom: Energetic Ambassadors at the Pedal Cart Grand Prix.

Progress Report | Fund Allocation Sub-Committee

MINDSET is providing financial support to mental health related projects and non-government organizations (NGOs) in Hong Kong and Mainland China. Any non-profit making organizations registered in Hong Kong or Mainland China which are providing direct or indirect services to enhance the mental health of the community are eligible to apply for funding. The Fund Allocation Sub-Committee is responsible for reviewing the funding requests based on the following criteria:

- The projects to be funded should fall within MINDSET's agreed mental health Theme for that particular fund allocation cycle – for 2004 and 2005 the Theme has been supporting the carers and family members of those with mental health problems;
- Start-up projects will be given a priority;
- The funds applied to a single project should not exceed HK\$500,000 per annum;
- Funding period for any single project shall be a maximum of three years;
- Relevant projects will be selected based on
 - Number of beneficiaries/participants
 - Track record of the NGO
 - Sound work plan
 - Effective evaluation
 - Availability of similar projects in the community

In 2004 MINDSET supported the following NGOs/projects with cash donations:

Hong Kong

St. James' Settlement

Programme on Dementia and Depression

MINDSET made a donation to St. James' Settlement to support its 'forget-me-not' psycho-education programme and training package on dementia and depression. In view of the pressing need to deal with mental health problems faced by elderly in an ageing society like Hong Kong, this project's aim was to equip caregivers and family members of elderly with dementia/depression with skills and knowledge in delivering care. Through a series of road shows, the programme raised public awareness and understanding; as well as reduced the stigma, labeling and bias that exists in the community towards dementia and depression in the elderly.

Richmond Fellowship of Hong Kong (through Operation Santa Claus 2004)
'TEENZONE' Project



MINDSET made a donation through Operation Santa Claus to fund 'TEENZONE', a youth community mental health project run by Richmond Fellowship of Hong Kong, which provides rehabilitation and after-care services for people recovering from mental illness. This project comprises three programmes: a mental health education scheme in schools, music therapy for young teenagers with early symptoms of psychosis and a mentor programme for young people in the early stages of mental illness.

The Mental Health Association of Hong Kong
Mental Health First Aid Training for Carers and Families

The Mental Health First Aid Training course is the first of its kind in Hong Kong and its objective is to provide carers and family members with the necessary knowledge to recognize the signs and symptoms of a mental breakdown and to introduce community resources for professional help. The course, which was offered to carers and family members of the mentally ill, commenced in the second quarter of 2004.

Heep Hong Society
Heep Hong Charity Walk

Apart from providing fun for the children with special needs and their families, the objectives of the Society's 40th Anniversary Charity Walk cum Carnival were to raise public awareness on the needs and welfare of children with disabilities and their families and to promote the integration of children with disabilities with other children. MINDSET was the diamond sponsor of the event.



Top: MINDSET Steering Committee Member Neil McNamara (centre, second row) with students of one of the participating schools of the TEENZONE project.

Bottom: Jardine Ambassadors show support at the Heep Hong Charity Walk.

Hong Chi Association

Hong Chi Climathon



MINDSET sponsored a team comprising runners from various Group companies to take part in the Hong Chi Climathon, and the team came first in the competition. This annual climbing activity is Hong Chi's major effort to raise funds to develop public

education programmes that promote understanding and acceptance of people with mental handicaps.

Riding for The Disabled Association (RDA)

RDA Ball – A Night at Ascot

RDA in Hong Kong aims to teach disabled children and some adults to ride a horse to the best of their ability. Riding is widely recognized as one of the most beneficial forms of therapy the disabled can receive. The ball was the major fund raising event for RDA in 2004 and MINDSET was the gold patron of the event.

Mainland China

Guangdong YangAi Special Children Parent Club (YangAi)

MINDSET continued to support the running costs and conference fees of YangAi for a further two years. Founded in 1996, YangAi is an officially registered NGO in China that works to fulfil the needs of physically or mentally disabled children and their families. It is helping families throughout China through a growing network of 40 affiliated clubs in 17 provinces.



Top: The MINDSET team celebrates its victory in the Hong Chi Climathon.

Bottom: A young autistic boy performs at the opening ceremony of YangAi's 6th Annual Conference held in March 2005.

Board of Governors and Committee Members

Board of Governors

Percy Weatherall, *Chairman*
Norman Lyle*, *Deputy Chairman*
Edouard Ettegui
Ronald Floto
Ben Keswick
Neil McNamara
James Riley#
Nicholas Sallnow-Smith

Steering Committee

Percy Weatherall, *Chairman*
Ritchie Bent
Ed Chan
Raymond Chow
James Graham
Michael Hobson
Neil McNamara
Y K Pang

Honorary Advisers

Christine Fang
Clara Weatherall
Yip Kam Shing
Angelina Yuen

Fund Allocation Sub-Committee

Neil McNamara, *Chairman*
Ed Chan
Christine Chiu
Raymond Chow
Clara Weatherall
Angelina Yuen
Cecilia Leung, *Secretary*

Advisers to Jardine Ambassadors

Nancy Chan
Michael Lee
Colin Terry

Honorary Auditor

PricewaterhouseCoopers

* Retired in March 2005

Appointed Deputy Chairman in April 2005

Jardine Ambassadors 2004-2005

Current Ambassadors

Alan Yan (Gammon Construction)
Alex Chiang (Gammon Construction)
Anna Cheng (Mandarin Oriental Hotel Group)
Carine Pointeau (Jardine Lloyd Thompson)
Carol Tsang (Pizza Hut, Hong Kong)
Clarie Cheng (Jardine Engineering)
Connie Tsang (7-Eleven, Hong Kong)
Daniel Pang (Jardine Lloyd Thompson)
Danny Luk (Jardine Schindler)
Dino Lui (Jardine Aviation Services)
Edmond Lai (Gammon Construction)
Elton Chan (Jardine Matheson)
Evana Hui (Mannings, Hong Kong)
Fanny Hung (Hongkong Land)
Floria Wun (The Landmark Mandarin Oriental, Hong Kong)
Georgina Lai (Wellcome, Hong Kong)
Grace Chan (Jardine Matheson)
Henry Chu (Jardine Matheson)
Jacqueline Lee (Jardine Schindler)
Justin Hui (Hongkong Land)
Karen Chau (IKEA, Hong Kong)
Maggie Wong (Jardine Lloyd Thompson)
May Tam (Jardine Matheson)
Monica Hong (Jardine Matheson)
Patrick Loo (Jardine Engineering)
Priscilla Wu (Jardine Matheson)
Rachel Wong (Gammon Construction)
Richard Shek (Gammon Construction)
Rochelle le Pine (EastPoint)
Roy Leung (Jardine Engineering)
Samson Lam (Gammon Construction)
Sandra Ngan (EastPoint)
Siu Pong, Lau (Jardine OneSolution)
Switzer Fung (Pacific Finance)
Thomas Ching (Gammon Construction)
Victor Hui (Zung Fu)
Vincent Mok (Wellcome, Hong Kong)
Vivian Fan (The Excelsior, Hong Kong)
Wilson Lam (Zung Fu)

Retired Ambassadors (2004)

Alan Lee (Mandarin Oriental, Hong Kong)
Anna Cheung* (The Excelsior, Hong Kong)
Charles Lo (Gammon Construction)
Chris Oberli (Mandarin Oriental Hotel Group)
Eva Tam (Hongkong Land)
Fiona Chow (Jardine Matheson)
Ian Choy (EastPoint)
Jason Li* (Mandarin Oriental Hotel Group)
Jenny Wong (Jardine Matheson)
Ken Lau* (Jardine Schindler)
Maggie Chu (Jardine Schindler)
Pamela Wong (Mannings, Hong Kong)
Rex Liu (Jardine OneSolution)
Tony Lam* (Hongkong Land)
Veronica Wai (Dairy Farm)
Wallace Lam (7-Eleven, Hong Kong)
William Lyon (Jardine Aviation Services)
Wilman Chong (Jardine Motors Group)



Right: Jason Li of Mandarin Oriental Hotel Group is presented with the Chairman's Award for the most outstanding performance by an Ambassador by Jardine Matheson Group Managing Director Percy Weatherall.

* Jardine Ambassadors presented with outstanding performance awards.

Acknowledgement

MINDSET wishes to extend its sincere gratitude to the organizations and individuals who have rendered their assistance and support, in particular, the following Jardine Matheson Group companies which have made cash contributions to support the various MINDSET initiatives.

- Dairy Farm Group
- EastPoint Management Services Limited
- Gammon Construction Limited
- Hong Kong Air Cargo Terminals Limited
- Hongkong Land Limited
- Jardine Aviation Services
- Jardine Engineering Corporation Limited
- Jardine Matheson Limited
- Jardine OneSolution (HK) Limited
- Jardine Schindler Group
- Jardine Shipping Services
- Mandarin Oriental Hotel Group
- Pacific Finance (Hong Kong) Limited
- Pizza Hut Hong Kong
- Zung Fu Company Limited



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