



ANNUAL REPORT

2024-2025

ABOUT THE AWA FOUNDATION

Rooted in work that began in 1956, the AWA Foundation (AWAF) responds to the needs of vulnerable people in Hong Kong by providing funds to local charities and non-profit organizations that offer effective and efficient solutions to existing problems, making a positive impact on the lives of those most in need. AWAF together with its sister organization, the AWA, also provides volunteering opportunities for members to contribute to the work of the charities we support in other capacities.

MISSION

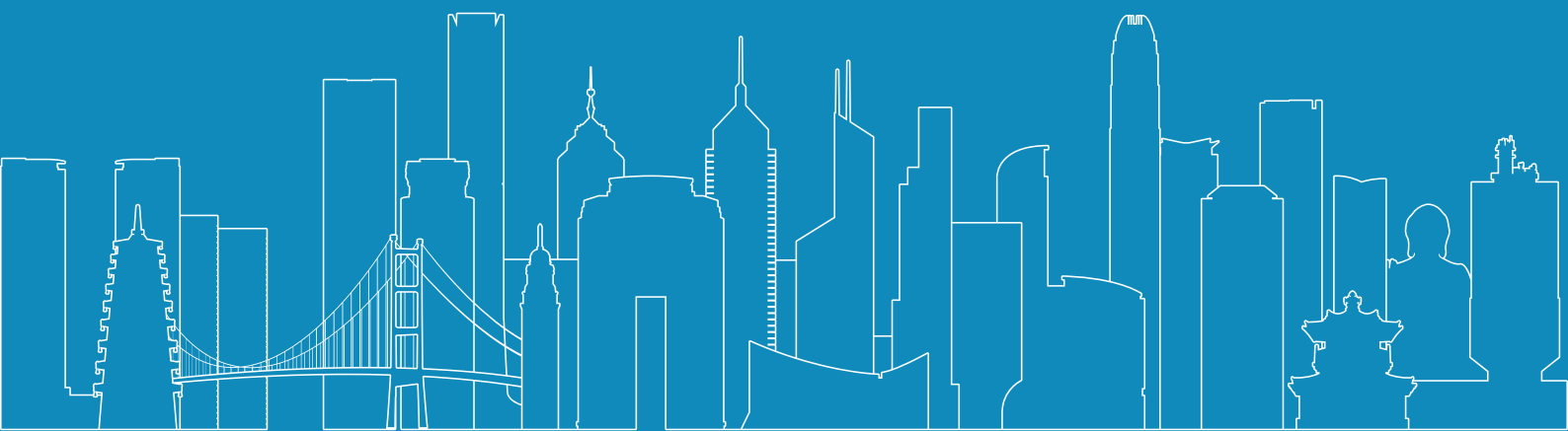
Our mission is to support charities that improve the lives of people in Hong Kong who are vulnerable or at-risk through charitable giving.

VISION

We envision a Hong Kong where everyone has access to the resources they need to achieve their full potential.

VALUES

Commitment. Collaboration. Service.



THE YEAR IN REVIEW

At the AWA Foundation, the 2024-2025 program year was about impact and connection. We brought our community together through three memorable fundraising events: Pink Drinks, in support of the HK Breast Cancer Foundation; the Thanksgiving Festival, which paired our annual bazaar with a showcase of grantees; and a special benefit concert featuring acclaimed jazz performer Senri Oe.

We also took time to reflect on our practices and strengthen our alignment with institutional goals. By examining our grantmaking history

and refining our approach, we ensured that our support is consistent, meaningful, and responsive to the needs of the charities we serve.

Lastly, we aligned AWA community service initiatives with the AWA Foundation grants, creating more consistent support and deeper engagement between AWA members and grantees. This approach not only amplifies awareness of our partners' important work but also fosters stronger relationships and shared purpose—setting the stage for more impactful partnerships in the years ahead.

Autumn Highlight

- Pink Drinks and Pink Challenge – October 2024
- Thanksgiving Festival - November 2024

Winter Highlight

- Giving Tree Campaign – November 2024-February 2025

Spring Highlight

- Charitable Donations Committee grant application review – April 2025
- Senri Oe Benefit Concert – May 2025

Summer Highlight

- Grant Awards Presentation - June 2025

MAJOR MILESTONES

	Projects	Details	Outcome
4	Fundraising Events and Campaigns	We held three events and one campaign to raise funds for AWAAF grants	304K HKD was raised in support of Hong Kong charities
250K	Distributed in Grant Awards	10 volunteers oversaw the review of final reports and funding applications	5 charities received grants of \$50K each, for general operating support
50K	Awarded in Scholarships	Awarded to female students with financial hardship	2 students from the Lingan University received grants of \$25K HKD each



2025 grantee, RUN Hong Kong's computer and IT skills development program

FUNDRAISING

Each year, the AWA Foundation organizes a variety of events and initiatives to raise the funds we use for grant making, while also raising awareness about our work in the community and highlighting our grantees. During the 2024–25 program year, AWAF hosted three events—**Pink Drinks** to raise funds for the Hong Kong Breast Cancer Foundation, and a Thanksgiving Festival and Benefit Concert to raise funds for our grants.

In November, we reimagined our traditional Charity Bazaar as a **Thanksgiving Festival**, with a focus on gratitude. We invited our grantees to host tables where they could showcase their organizations, sell handicrafts, and raise awareness about their work. The festival blended our holiday market traditions with meaningful engagement, heartfelt performances, and a lively scavenger hunt for children and families. Attendees enjoyed shopping from fabulous local businesses while connecting directly with the causes we support, creating a celebration that was both festive and purposeful.

Our spring benefit concert featured internationally acclaimed jazz pianist, Senri

Oe, whose performance captivated the audience and created an unforgettable evening of music and philanthropy. The concert drew new supporters into our circle while deepening connections with longtime donors. Proceeds from the event directly supported our grantees, amplifying the impact of their work across Hong Kong.

During the holiday season, our **Giving Tree Campaign** invited AWA members and their friends to contribute to our annual fundraising drive by purchasing a star on our holiday “Giving Tree.” Each gift symbolized a star of hope, collectively illuminating the lives of Hong Kongers in need. All contributions up to HKD 100,000 were generously matched 1:1 by an anonymous donor, doubling the impact of every gift.

Together, these campaigns enabled us to provide grants of HKD 50,000 each to five charities. They exemplify the power of community-driven philanthropy, where joy, art, and generosity converge to create lasting change. We extend heartfelt thanks to every donor, volunteer, and participant who took part in this year’s fundraising efforts.



Centre for Refugees table at the Thanksgiving Festival



Jazz musician, Senri Oe performs at the AWAF spring concert

GRANT MAKING

Since 2010, the AWA Foundation has awarded more than HKD 15 million to 98 local charities, supporting women, children, the elderly, and the most vulnerable in our community. In late 2024, the AWA Foundation Board worked with members of the charitable donations committee to conduct a comprehensive review of our grant making history.

This analysis helped us reflect on our impact, identify patterns, and ensure that our funding continues to align with our mission and values. As a result, several key changes were introduced:

- **Two-Year Funding Cycle:** We shifted from an annual process to funding a charity for two years, giving partner organizations greater stability and providing the Foundation more transparency around the causes we fundraise for. In addition, we now offer only general operating support, empowering charities to allocate funds where they are most needed.
- **Integrated Service and Grant making:** We are pairing financial support with community service initiatives, creating opportunities for members to engage directly with the causes we champion. This approach increases visibility and fosters stronger connections between volunteers, donors, and beneficiaries.
- **Enhanced Alignment and Accountability:** By analyzing our complete history of giving, we reinforced our commitment to responsible stewardship. Our grant making team continues to apply rigorous standards ensuring that every dollar is allocated responsibly and in line with our mission.

In April 2025, the Foundation released its request for proposals for the 2024–2025 program year. We invited 12 charities to apply for general operating support grants. The Charitable Donations Committee (CDC), comprised of 10 AWA volunteers reviewed applications on behalf of the AWA Foundation as well as our partner, the American Chamber of Commerce Charitable Foundation. The team evaluated each application for mission alignment, financial need, accountability, and community service opportunities.

At the June 2025 Awards Presentation, generously hosted by the American Chamber of Commerce, the AWA Foundation awarded HK\$250,000 in funding to five local charities: Branches of Hope, Habitat for Humanity Hong Kong, PathFinders, RUN Hong Kong, and Saint Barnabas' Society & Home. These grants mark the beginning of our new two-year cycle, integrating financial support with hands-on service opportunities to strengthen partnerships, provide greater stability, and enhance visibility and engagement for our members with the causes we champion.



2025 grantee, PathFinders' mothers and babies group

2025 AWAF GRANTEES

Organization	Amount	Program Description
Branches of Hope	\$50,000	Funding provides vulnerable and marginalised members of our community who have faced exploitation and trafficking with a support and guidance network led by a caring and skilled team.
Habitat for Humanity Hong Kong	\$50,000	This grant helps to improve the living conditions for people in need living in public housing. Services include basic renovation, repairs, modifications, de-cluttering, deep cleaning, pest control and furniture installation.
PathFinders	\$50,000	The only organisation in Hong Kong that specifically supports the needs of children born to migrant mothers. This award supports their work to provide comfort, care, and counselling to 700+ mothers and children in crisis.
RUN Hong Kong	\$50,000	Supporting the most vulnerable refugees in Hong Kong to rebuild their lives through sports, education, and well-being support, ultimately helping to create sustainable futures.
Saint Barnabas' Society & Home	\$50,000	Assisting homeless and underprivileged families with educational support for children. Our funding will provide tutors to address difficulties in completing assignments and alleviate emotional distress caused by academic challenges.

SCHOLARSHIPS

In addition to our grant making activities, the AWA Foundation awarded two \$25K scholarships to two female students from Lingnan University through funds previously awarded in 2019-2020 when the scholarship program was temporarily suspended due to the pandemic.

The American Women's Association (HK) also has three loan funds which are administered by The Chinese University of Hong Kong, The University of Hong Kong, and Hong Kong University to support students with financial aid in the form of loans.

VOLUNTEERING

In 2024–25, the AWA volunteering program was renamed Community Service and Outreach (CSO) to better reflect the full scope of activities. In addition to continuing our community service projects, we focused on two new priorities:

- Building closer partnerships with AWA Foundation grantees.
- Diversifying opportunities for members by offering family-friendly projects, as well as evening and weekend volunteering.

The CSO team organized 20 activities that engaged more than 40 AWA volunteers across a wide range of partner organizations.

These included The Nesbitt Centre, Christian Action Centre for Refugees, The Hong Kong Society for the Blind, Redress, Pathfinders, Helping Hands, Saint Barnabas' Society and Home, Habitat for Humanity Hong Kong, and RUN Hong Kong.

Through these initiatives, members contributed time and talent to causes spanning education, refugee support, environmental sustainability, housing, and community care. The expanded scope of CSO reflects our commitment to making volunteering accessible, impactful, and inclusive to ensure that every member has the opportunity to give back to the community.



AWA volunteers at a Habitat for Humanity Hong Kong project

IMPACT

In the fall of 2025, we had the opportunity to review the final reports from our 2023-2024 class of grantees. 16 organizations reported on the impact of HK \$1.1M in funds awarded. Below are just a few of the ways in which AWA grants helped to make a difference in the community.



AWAF grantees at the 2025 Grant Awards Presentation

65,000

People reached through an advocacy campaign to raise awareness about forced marriage, a form of human trafficking.

1,667

Healthy and nutritious meals served to 332 caregivers and young children from underprivileged families.

779

Babies, children, and women received crisis support services and care plans to ensure their children thrive.

687

Children and young people received mental health services through art therapy, counseling, or peer support programs.

254

Elderly people provided with food, housing assistance, or safety equipment to improve their quality of life.

123

Female cancer patients received services and support to help them prevent, detect, and manage lymphoedema.

INCOME STATEMENT

Revenue

Fundraising activities \$573,714

Less

Cost Fundraising Activities \$183,721

Surplus \$389,993

Other Income \$64,521

Total Surplus & Income \$454,514

Less

Admin & Operations \$20,532

Less

Donations & Scholarships \$249,858

Net Surplus \$184,121

FINANCIAL POSITION

Current Assets*

Cash \$2,279,546

Liabilities

Accounts Payable \$8,000

Net Current Assets \$2,271,564

Net Assets \$2,271,564

Reserves

Accumulated Fund \$2,271,546

Accounts are to 30 June 2025

** Please note that HKD2M of the AWA's assets are classified as restricted. These funds are designated exclusively for emergency use and cannot be applied to general operations or discretionary spending to ensure that resources remain available to respond swiftly and effectively to unforeseen circumstances, safeguarding both our mission and the communities we serve.*



2024 grantee Love 21's music therapy class



2024 grantee Sons & Daughters' skills development class

ACKNOWLEDGEMENTS

BOARD OF DIRECTORS

Chairperson - Nicole Marie Boisvert
Director, Grant Making - Amanda Fiteny
Director, Scholarships - Morlene Page
Director, Events - Hajnalka Penz
Director, Secretary - Morlene Page
Director, Treasurer - Jillian Lobban
AWA President - Jennifer Maddox
Director - Anita Gidumal

CHARITABLE DONATIONS COMMITTEE

Victoria Cheng	Lopamudra Khanna
Pooja Dhyani	Karen Nicholls
Anita Gidumal	Natasha Petit-O'Connor
Barbara Iannazzone	Jackie Philips
Jennifer Kabana	Aektha Wadhvani