

# Social Impact Report

## United our hearts in art Ignited our energy and creativity

Uniting people in various communities through art experience makes each of us have a closer connection. Collaboration in the creative process allows us to understand each other and evoke empathy. As trust and love is the milestone for relationship building, we believe it can be accelerated by each creation process and interaction. Art therefore ignited our inner strength and confidence to face challenges in life with creativity.



## Ignited with Trust and Love

### Trust in Teenagers

Teenagers are the leaders of our future. By trusting themselves and taking bold steps, they can strengthen their self-confidence and affirmation. For teens who require additional support to overcome emotional challenges, we hope to enhance their sense of belonging and help them overcome societal barriers to growth through the process of creation and sharing thoughts.

### Stronger Parent-Child Relationships

Irrespective of age, we all need space and time to listen and love our inner voice. Through collaboration with PMQ seeds and schools, we have engaged with approximately 140 families. Parents and children build bridges through design thinking to empower themselves and connect with other families. Stronger bonds are formed through better two-way communication and stable mindfulness.

## United with open-mindedness and generosity

### Community Engagement through Art, Sports and Collaboration

The lingering feeling of isolation and separation has hindered collaboration among people and groups in recent years. This year, we have partnered with organizations in Sham Shui Po that focus on serving the community in several areas. Through the design of football jerseys, we have connected more than 100 people to promote physical and mental well-being.



### Neighborhood Art Initiatives

During Chinese New Year and Easter, while we were located in Mei Foo, we placed a greater emphasis on personal interactions within our local community. We hope relationships and care among individuals can be fostered through free art experiences.

Total Number of Students Served:

1407

"IM Creative" Sponsorship Program:

367.5 hrs

Quality Art Program for Local Schools:

55.5 hrs

Mindset Skillset Workshops to Teachers & Public:

196 hrs



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