

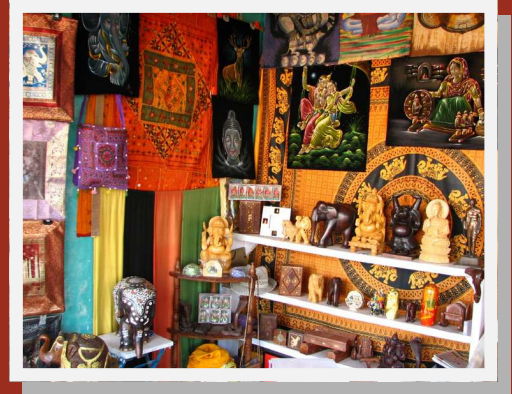


**Small Shop Support
Annual Report**

2008/2009

CONTENTS

- 03 ABOUT US
- 04 LETTER FROM THE CHAIRMAN
- 05 JANUARY—JUNE
- 06 JULY—DECEMBER
- 07 FINANCIAL HIGHLIGHTS
- 08 ACKNOWLEDGEMENTS



ABOUT US



Small Shop Support is a non-profit charitable organization (official no. 93/6363) that helps small local businesses survive and thrive. It was established by David Chan in 2008, due to the realization of the need to save small shops to conserve the characteristics of neighborhood.

We aim to arouse public awareness of the plight of small shops in Hong Kong and of the need to save small local businesses.

With just over 20 paid staff and a number of volunteers recruited every year, we are also responsible for conducting a wide range of fundraising and advocacy activities to finance our annual plan and operations overhead.

Our Missions

- ✧ We advocate the sustainability of small local businesses to conserve the characteristics of neighborhood.
- ✧ We promote the distinctive features and historical values of small local shops to attract consumers to shop there.
- ✧ We raise the public awareness of the importance of saving small shops through education.
- ✧ We mobilize resources to help small shops operate and survive the threat of urban renewal and monopolization of chain stores.
- ✧ We uphold the rights of consumers in Hong Kong by saving the small businesses for locals to shop.

Board of Directors

Chairman	Mr David Chan
Vice-Chairman	Ms Wendy Yip
Treasurer	Mr Joseph Wong
Secretary	Ms Angelina Chan
Council Members	Ms Ivy To
	Mr Peter Yau
	Ms Leona Ng
	Mr Dick Chow
	Ma Angus Lai
	Mr Kelvin Lo
	Ms Bonnie Cheung
	Ms Victoria Ip
Chief Executive	Ms Vivien Lau

LETTER FROM THE CHAIRMAN



Dear Friends of Small Shop Support,

It is a pleasure for me to present Small Shop Support's 2008 Annual Report. Last year, we realized that small local businesses would disappear soon due to urban renewal and monopolization of chain stores, and thus set up SSS to help tackle the problem. In the first year of foundation, there was about 600 volunteers joining our organization. We also received 500 thousands dollars of donations from large corporations and individuals. I am glad to hear that and would like to acknowledge the hundreds of extraordinary volunteers, donors and our staff—who give of their time and/or money with a selflessness that is truly inspirational.

These years, there had been considerable changes in land uses and community infrastructure which gave rise to threat of small businesses. The modern-style residential developments usually came with shopping complexes or major chain stores which would eventually phase out the small shops through fierce competition. Since these small shops were mainly family-run businesses, their closure could threaten the livelihood of those involved. On the other hand, long-established district networks were damaged as the residents had been displaced through the redevelopment process in the district. In view of these, SSS launched a series of shop-saving campaigns such as Inspirational Programme for Small Shop Owners, Sunday Markets and publications of Good Shop Guide, etc.

Through the campaigns, we hope that the public would realize the importance of conserving the characteristics of neighborhood, and the distinctive features and historical values of small local shops. In the coming years, we hope to organize more events to raise the public awareness of the importance of saving small shops and mobilize resources to help small shops operate and survive the threat of urban renewal and monopolization of chain stores. Besides our endeavors, your support and participation are also very important in helping us to give support to small shops.

Sincerely,

David Chan

David Chan
Chairman
Small Shop Support

JANUARY—
JUNE



Visit to Chu Yee Shing Grocery Store

On 22 March, volunteers from Small Shop Support visited an grocery store located in Reclamation Street. It is one of the oldest shops in Hong Kong for 84 years. Their products range from gold ornaments to small furniture. Like most old shops, Mr Chu's shop will disappear soon due to urban renewal.

Speaking of his way in dealing with customers, he says, 'the most important thing is honesty, and equal treatment of all customers. Even when a business deal is worth only \$10, I still need to provide the best service.'

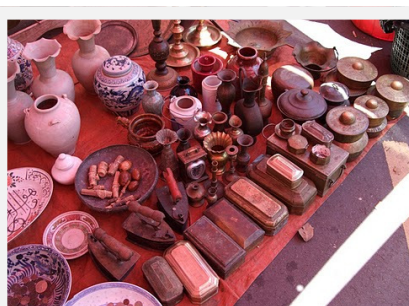
This way of treating customers has long attracted a number of businesses to the shop. These days, chain stores and big-scale superstores abound in our city; however, grocery shops, like other old shops can do nothing but be eliminated.

After the visit, our volunteers understood the plight of Mr Chu's shop and other old shops. They also learnt to treasure the neighborhood spirit of mutual help and realized that a balance had to be struck among economic development, social harmony and environmental conservation.

Sunday Market in Victoria Park

On 12 May, we organized the Sunday Market in Victoria Park to allow residents to know the distinctive features of the shops in the district, we provided a platform for the residents and business operators to spend at individually owned shops in the district.

The youth volunteers spent three months on visiting the small business operators in the district so as to build up a relationship of trust with them. With the help of the youth volunteers, over 60 business operators participated in the Sunday Market, including traditional handicrafts stores, old grocery stores and traditional Chinese snacks stores.



JULY —
DECEMBER



Lost and Found—Small Shops' True Color

To raise of public awareness of conserving the historical features and distinctive characteristics of small local businesses, we held three exhibitions in Popular Street, Shanghai Street and Graham Street to demonstrate the models of various distinctive small shops and streets designed by university students.

3—17 August	Kubrick, Broadway Cinematheque, Popular Street, Yau Mei Tei
14—28 September	2/F, No. 600 Shanghai Street, Mong Kok
10—24 October	Corner Café, 56 Graham Street, Central

The three exhibitions attracted over 3,000 visitors. The visitors could also vote for their favorite model online. The champion of 'My Favorite Model Award' went to Peter Li from School of Creative Design, City University of Hong Kong.

Publication of Good Shop Guide

On 17 December, we published our first Good Shop Guide. The aim of the publication of Good Shop Guide is to inform the public of the good small shops in their community, so that people can shop at these shops instead of chain stores to help maintaining their businesses.

Throughout the year, we regularly interviewed shops owners during visits to small local shops to gain first-hand information for our Good Shop Guide. We also recruited volunteers to help interviewing the shop owners, so that more people will understand the importance of saving small local businesses.

There are both online version and printed version of Good Shop Guide. For online version, the simplified version, you may access to the 'Good Shop Guide' section in our website. Printed version is available in Commercial Press, Popular and Joint Publishing.

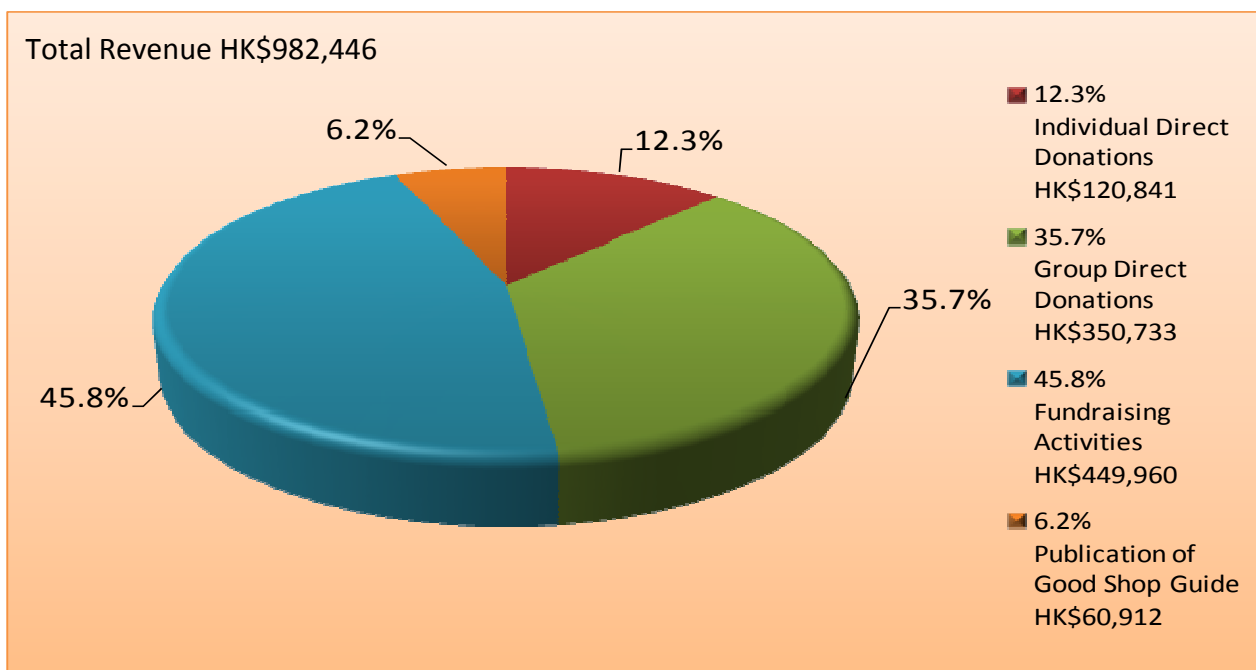


FINANCIAL HIGHLIGHTS

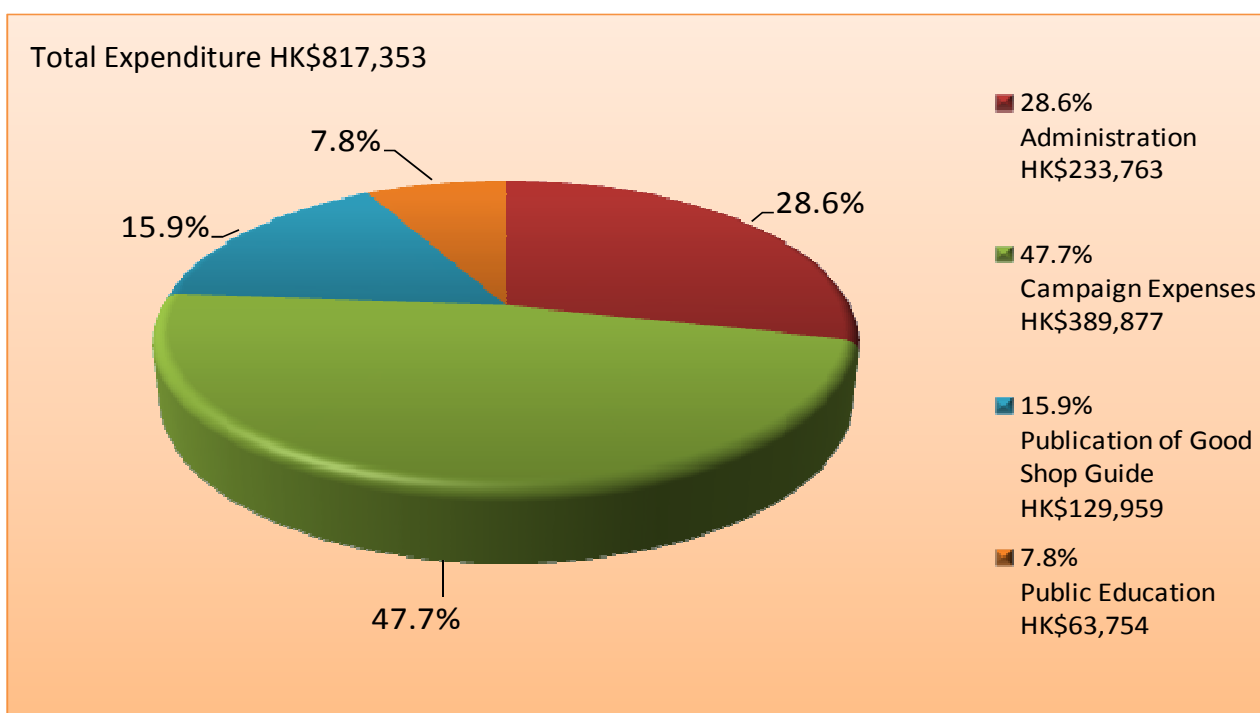
Small Shop Support continues to ensure that every cent is well accounted for. In the 2008 financial year, 59.4% of our total income was allocated to save small businesses in Hong Kong, with only 28.6% used for administration and 47.7% for campaign expenses - plus 7.8% went towards increasing public concern over the importance of saving small shops.

Summary of Revenue and Expenditure

Where the funds came from



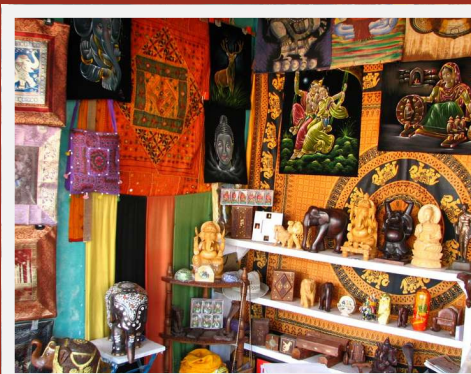
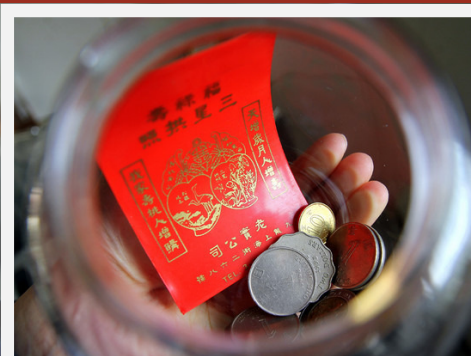
Where the funds were allocated



ACKNOWLEDGEMENTS

Small Shop Support would like to gratefully acknowledge our friends and supporters:

1. Sponsors and donors who have contributed financially, practically and morally.
2. Members and volunteers who have contributed invaluable services and provided support for saving small shops in Hong Kong.
3. Small shop owners who have contributed time and efforts to help organizing shop saving campaigns.
4. The Sir Robert Ho Tung Charitable Fund which has continuously supported and helped us with our work of saving small shops.
5. The Faculty of Business, City University of Hong Kong, which offers us support covering a series of inspirational programme for small shop owners.
6. Cultural One Group, which continuously supports our events enabling us to raise funds for our shop saving initiatives and spread our message of saving small local businesses.





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