

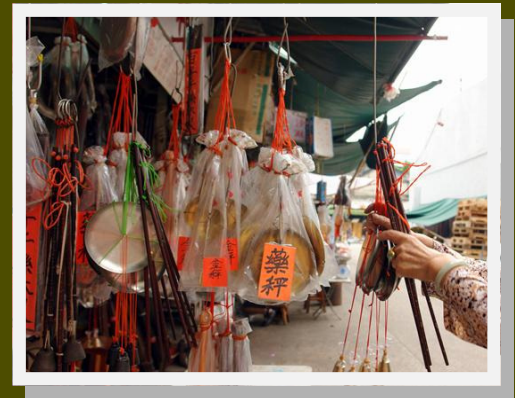


**Small Shop Support
Annual Report**

2009/2010

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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 2009 Annual Report. Last year, not only the number of staff and volunteers continued to grow, the number of local stores joining SSS was also on the rise. We also received more than 2 millions dollars of donations from large corporations and individuals. I am glad to hear such trend as it implies that more and more people in Hong Kong are aware of the importance of saving small shops. I 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. Every single one of you is a part of what makes Small Shop Support so special and a real beacon of hope in an often troubled world.

During the period, we have confronted with the global economic crisis and inflation, that put extra burden on our daily expenditures. Worse still, many property owners increased the rent of stores regardless of the economic downturn. Take the rent of one of the malls managed by the Link in Tin Shui Wai as an example, the monthly rent of a 400 square-foot store rose 25%, from HK\$4000 to HK\$5000 last year. Besides, in the face of the economic crisis, people shopped less. Owing to the exaggerated rise and decreased profits, many small shops could not afford and resulted in closures. Since most of the stores are family-owned and are the only source of income of some families, they may have to find another job in order to make a living. More importantly, Hong Kong may even lose its historical features and characteristics of neighborhood when all these small shops run down.

During the regular visits to small shops, some shop owners revealed that their financial status were in crisis and their stores were forced to close owing to unaffordable rent. I was deeply saddened after hearing their stories. For this very reason, we will never be satisfied with what we have achieved. There are still a lot of small local stores with profound historical values and distinctive characteristics which are facing crisis of bankruptcy because of staggering rent and outdated management and marketing strategies. We understand that it is impossible for us to save all of them, but we will put our greatest effort on giving them all kinds of support and help them to survive the financial tsunami.

Sincerely,

David Chan

David Chan
Chairman
Small Shop Support

JANUARY—
MARCH



Anti-monopoly Marathon

On 10 January, we organized Anti-monopoly Marathon sponsored by The Hong Kong Amateur Athletic Association in Sha Tin. We aimed to promote a healthy lifestyle and the marathon spirit in Hong Kong's community and raise funds for running the organization. The marathon attracted overwhelming participations from local runners. Each runner was required to donate HK\$200 before participating in the event. After the event, they received souvenirs including snacks, water and towels sponsored by local grocery stores. Over HK\$500,000 was raised.

Visit to Chan Kee Handicrafts Shop

On 22 March, volunteers from Small Shop Support visited Chan Kee Handicrafts Shop located in Shanghai Street. The aim of our visit was to find out the impact of the shop due to urban renewal and to collect the information for the publication of Good Shop Guide.

We interviewed the shop owner who have started losing businesses since the government has began urban renewal in the area. Mr. Chan, 56-year-old, an owner of a shop selling paper-made handicrafts, told us that the government forced him to move and close his shop due to the redevelopment of the area.

With his contract ending next month, he was depressed as he thought that his industry was faced with the threat of extinction and it would be a pity as the traditional Chinese culture is losing ground. "We are all breadwinners of our family. What we try to do is very simple – to make ends meet. However, they are pushing us so hard." said Chan.

After this short interview, we understood how outrageous the situation is and made us more determined to save these small shops by supporting in all aspects.



APRIL—
JUNE

Inspirational Programme for Small Shop Owners

On 15 April, we organized the Inspirational Programme for small shop owners in Causeway Bay Community Centre. The programme was a great opportunity for small shop owners to get inspirations on how to sustain small businesses in today's market. Professor K C Cheung from the Faculty of Business of The City University of Hong Kong was invited to give a talk on the latest marketing and management strategies. Topics such as how consumers are evolving and how retailers are innovating were discussed as well. Over 100 shop owners participated in the programme and they found that it was very useful.



Sunday Market in Yau Mei Tei Community Center

On 16 June, we organized the Sunday Market in Yau Ma Tei Community Center 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.

This time, the youth volunteers spent four 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 40 business operators participated in the Sunday Market, including traditional hand-crafts stores, old grocery stores and traditional Chinese snacks stores.



JULY—
SEPTEMBER

Graham Street Market Festival 2009

On 25 July, Graham Street Market Festival was organized by the Conservancy Association Center for Heritage and co-organized by Small Shop Support with sponsorship by the Central and Western District Council. The Festival was a chance for the public to visit the market and enjoy the simple pleasures of shopping for a wide range of groceries in pedestrian zone. The Festival also included exhibitions, discussion and sharing sessions, forums, etc. This was an opportunity for the public to experience and understand the unique market culture of Hong Kong and the importance of cultural conservation.

With the help of our volunteers, over 100 business operators participated in the festival. A series of promotional activities were also done two weeks before the opening of the market. The festival attracted over 5,000 locals and visitors. The highlight of the festival was the Cup Making Workshop. It attracted an overwhelming number of participants and the participants could take away their handmade cups.



Flag Selling Day

On 27 September, we organized flag selling day in Kowloon District. Over 800 students from 8 primary schools and 17 secondary schools in Hong Kong participated in the meaningful event. Besides, we recruited volunteers a month before the event to help selling flags on that day. We received more than 200 applications online. As a result, a total of HK\$152,392 was raised from the flag selling day.



OCTOBER —
DECEMBER

Community Outreach Programme — Tai Kok Tsui District

On 12 October, over 150 people, including District Council members, representatives from resident associations and district organizations, local business operators, residents and youth volunteers, attended the second community outreach event organized by the Small Shop Support in Tai Kok Tsui District. In addition to a sharing session, the event also included a guided tour and a visit to the Sunday Market.



Mr David Chan, the Chairman of Small Shop Support briefly introduced the background, contents and implementation of the government's Sustainable Development Project. Through the programme, participants realized that a balance had to be struck among economic development, social harmony and environmental conservation and they also learnt to treasure the neighborhood spirit of mutual help.



Grocery Product Selling Day

On 3 December, we organized Grocery Product Selling Day cooperating with 13 grocery store owners in Victoria Park. Over 1,000 students from 12 primary schools and 20 secondary schools participated in the event. Students became the sellers of different stalls and sold various kinds of grocery products of the stores to buyers. Through the transaction process, they understood how much profits the large chain stores make; therefore, they were encouraged to shop at small shops to help sustaining their businesses.

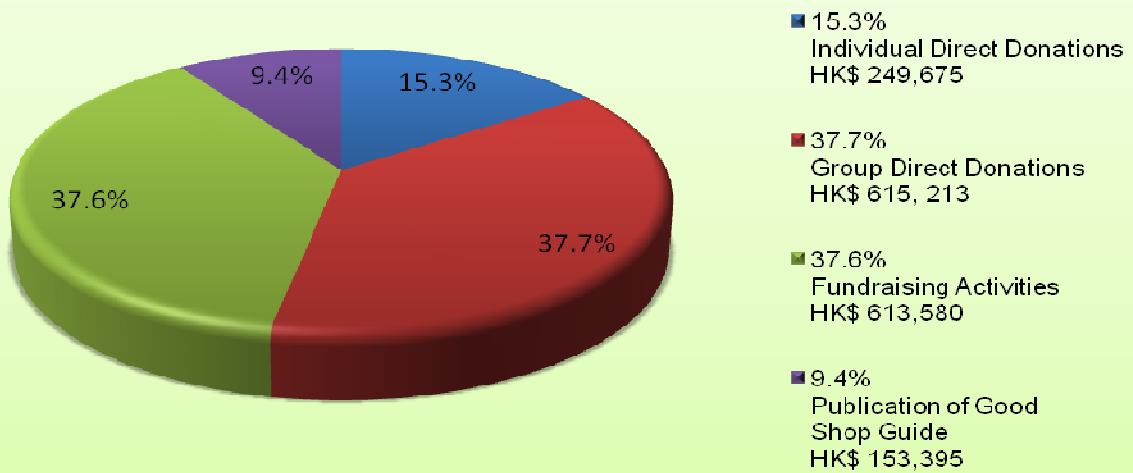
FINANCIAL HIGHLIGHTS

Small Shop Support continues to ensure that every cent is well accounted for. In the 2009 financial year, 75.5% of our total income was allocated to save small businesses in Hong Kong, with only 31.6% used for administration and 46.2% for campaign expenses - plus 7.9% went towards increasing public concern over the importance of saving small shops.

Summary of Revenue and Expenditure

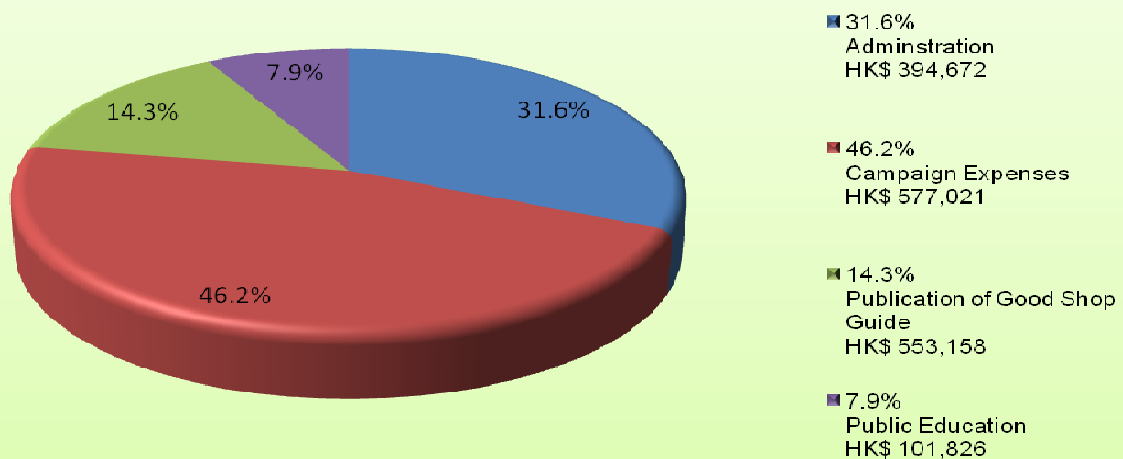
Where the funds came from

Total Revenue HK\$1,631,864



Where the funds were allocated

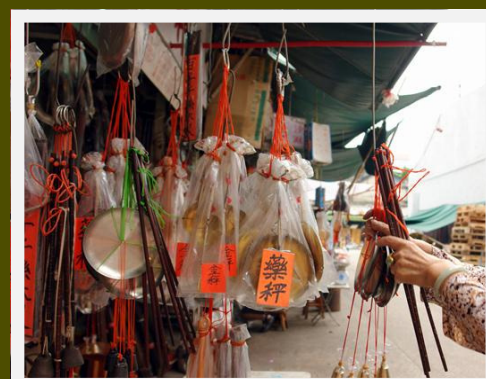
Total Expenditure HK\$1,248,963



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. Mr Albert Chan and his company Star Handicrafts who has continuously supported small business welfare.
6. The Faculty of Business, City University of Hong Kong, which offers us support covering a series of inspirational programme for small shop owners.
7. 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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