

# Happy Grannies

## Elderly Sponsorship Action

Happy Grannies is a non-profit social enterprise that supports single elders in need by offering continual home visits and daily living subsidies.



### Social Impact (as of September 2016)



340+

Elderly supported



1,500+

Visits organized

### Quick Facts

- Year established: 2009
- Entrepreneur: Ms. Cindy Chow
- SVhk roles:
  - Incubator



[www.happygrannies.org.hk](http://www.happygrannies.org.hk)  
Happy Grannies Page

### Business Model

Happy Grannies bring together volunteers and donations to conduct home visits for elderly beneficiaries



### Activities



#### Magic Grannies

*Oral history-cum-home visit programme by youths dressed up as elderly folk to create a bridge for both youths and the elderly to build friendships*



#### Student volunteers from Hong Kong secondary schools

*Student-led activities spanning six months to build up social bonds between the elderly and the student volunteers*



#### Outdoor activities

*e.g. cheering on runners at large-scale events organized by RunOurCity*

### ? Social Issue

- There are over 100,000 singleton and 'hidden' elders in Hong Kong who live unattended, invisible and alone
- These deprived singleton elderly face the loss of their life partners, illiteracy, lack of family interaction, and low financial subsidies from the government
- 30% of the suicides in Hong Kong are from the elderly population, with depression as a major cause

### ! Social Innovation

- Holistic emotional and financial support for lonely elderly
- Bridging corporations to support the elderly community
- Developing respect towards the elderly among the youths