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.

Quick Facts
• Year established: 2009
• Entrepreneur: Ms. Sindy Chow
• SVhk roles:
  • Incubator

www.happygrannies.org.hk
Happy Grannies Page

Social Impact (as of September 2016)

- 340+ Elderly supported
- 1,500+ Visits organized

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

Plan A
- Sponsor + Visit
  Individual / Families / NGOs x HK$200
  Commercial organization x HK$450

Plan B
- Visit elderly at least once every month

Plan C
- Promise to support and participate in visits for six months or above

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