

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 2015)



300+

Elderly supported



1,700+

Visits organized

Quick Facts

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

www.happygrannies.org.hk

? 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

Business Model

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



Activities



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



International exchanges

Visits by volunteers from abroad including India, Switzerland and the US