



October 2006

A Sincere Invitation to become “Friends of HKIIEL”

First of all, on behalf of Hong Kong International Institute of Educational Leadership I would like to thank you for bearing the interest to get to know us. We take your earnest gesture as an encouraging sign toward a friendly connection. Let us now turn to our brief profile.

Who we are

Hong Kong International Institute of Educational Leadership (“HKIIEL”) is a non-profit organisation dedicated to the promotion and development of basic human values; such as honesty, compassion, respect, self-discipline, tolerant, sense of responsibility, etc. Our Institute was founded by Rev. Alfred Deignan, SJ and a group of academic and medical professionals in 1997. Throughout these years, our Board Members, comprised of qualified individuals who share our mission, have been contributing their steadfast support, helping us maintain growth.

Since inception, we have been counting on donations, membership fees and course tuitions to cover expenses. We strive to manage our modest asset in a prudent manner, keeping our running costs to a minimum while reserving resources for purposeful projects.

What we do

In accordance with our mission, we organise certificate programmes, parents’ courses, staff development programmes for schools, international and regional conferences and values-based seminars. Participants of these programmes and events are parents, teachers, principals and students. We also have bioethics seminars catered to nurses, physicians, hospital chaplains, and medical staff; while our ethics conferences reach out to corporate individuals. In 2005, we successfully launched a V-Show (whereby “V” denotes *values* as well as *variety*). The Show has proved to be an apt opportunity for school children to exhibit their creativity and artistic gifts. In the process of preparing and planning, they come to realize and appreciate that *Values have to be Taught and Caught*. Moreover, the dynamics of interactions helped strengthen relationships among teachers, parents and students. All in all, V-Show received applause from the participating schools and audiences. In view of this, our Board Members have appointed a V-Show Task Force to collaborate with more primary and secondary schools, aiming at integrating this values-based activity into their learning programme. In addition to the above duties, we produce newsletters every quarter and we issue relevant articles from time to time. Our website (www.hkiiel.org.hk) holds a collection of these written works together with a photo album.

Friends of HKIIEL

As Friends of HKIIEL, you express your enduring commitment to support HKIIEL’s mission. You are not simply contributing to a particular course or participant, but also our vision. Your generosity serves to enhance awareness of basic human values, facilitating personal growth. Concurrently, you become our partners along a meaningful journey.

When you are ready to walk this path of friendship, simply fill out the enclosed application form and return to HKIIEL. Together with Wing Lung Bank we will take care of the application procedures. At any time, without cost on your part, you may notify us with regard to any amendment or cancellation instruction. Every April, we gladly furnish you with a donation receipt documenting the total contribution amount you made for the year.

HKIIEL welcomes your generosity in enabling us to make plans for the future. Please join us in making a difference to not only our future, but also the future of many generations to come. Thank you.

With our warmest wishes,

Rev. Alfred J. Deignan, SJ
Council Chairman