

Dear friends and supporters of Dialogue in the Dark

It has been exactly two months since we completed our first series of Executive Training Workshops in January 2009. We are happy to report to you the impact we managed to create.

Some highlights

We held twenty-one sessions of Leadership Workshops with a wide range of participants from presidents of major corporations to social entrepreneurs and social workers. Though participants are mostly from the financial sector, we do have educators, social workers, politicians, entrepreneurs, social entrepreneurs, professionals and students as participants. Yet the impact of “total darkness” to participants is universal. Most participants managed to overcome their initial fear and turned insecurity into openness to innovations and team work.

Workshop participants rated our event 4.28 out of 5.00. Over 95% of participants indicated that they would definitely recommend the workshop to their friends. We are grateful to the support from Dialogue in the Dark team from Europe, and the dedication of our many facilitators who offered their valuable service at no charge. We would also like to thank our visually impaired friends who showed their support by signing up either as assistant trainers or observers, and the volunteer team who stayed behind the stage twelve hours a day to ensure the smooth running of the operations.

Financially, we achieved a revenue of HKD369,820 with a slight loss of HKD 12,352. This is very good result given the fact that we wrote off all investment as expenses and we had to incur high cost for start-up situation. However, we also recognize that many volunteers gave their pro bono service which in the long run will not be sustainable. We need to work hard to reduce the rental cost of the workshop and eliminate the cost required for darkening the room. The only long term solution to this problem is to have our own permanent site.

Simple P&L for Jan 2009 Workshops

Sales Revenue		369,820
Less: Expenses		
	<i>Co set up fee</i>	9,335
	<i>Communications, Postage, Bank Charges</i>	3,070
	<i>Salary</i>	78,775
	<i>Rental fee</i>	79,413
	<i>Printing Matters & Stationery & Advertising</i>	51,195
	<i>Consumables, Sundries, Transportation, Messing</i>	16,106
	<i>Consultancy Fee</i>	25,650
	<i>Travelling expenses incurred by DiD Europe</i>	<u>81,105</u>
	Total Expenses	344,649
Less: Equipment & Decoration		37,523
Net Surplus (Deficits)		(12,352)

The overwhelming success of the first launch gave confidence to our board to make the decision to establish a permanent site for hosting both Dialogue in the Dark Exhibition and DiD Executive Training Workshops. We are actively looking for a suitable location right now. If any of you knows any opportunity to rent a convenient facility of around 4,000 – 5,000 sq ft at a reasonable cost, please do not hesitate to contact us.

What's coming next?

Meanwhile, in response to the need from the business sector, we have decided to hold another series of workshop from 1-6 June 2009 at Dynasty Club again. If you want to share your experience with your friends, please sign up early by calling Ms Idy Cheung at 28910438 or email to DiDhk.info@gmail.com

News about DiD's success in Hong Kong travelled fast and a number of parties from the Mainland who are interested in starting DiD have contacted us. We have successfully concluded a cooperation agreement with a Shenzhen NGO to run another series of DiD Workshops from 23-30pr 2009. The workshops will continue to target at business executives. A 200 people seminar on the subject of "social entrepreneurship" will be held concurrently to take advantage on the presence of Dr Andreas Heinecke, CEO & Founder of DiD. We are also seeking a potential partner in Shanghai to launch DiD before World Expo 2010.

Volunteers Needed

As DiD continues to develop, we need more volunteers with different skills to join in. We have already established three different volunteer teams. The job scope is as follows:

1. Social Marketing Team

Responsible for designing promotion materials, coordinating with the media to ensure sufficient coverage for Dialogue in the Dark in newspaper, radio and TV.

2. Product Development Team

Responsible for adapting the European training program to Asian environment, and customizing the program to match customer need.

3. Operation Support Team

Responsible for the recruitment and training of visually impaired personnel; helping the daily running of the workshop as receptionists, photographers or simply cleaners.

If any of you are interested to be involved, please do not hesitate to contact us. DiD could not promise to make you rich, but we will ensure every volunteer will enjoy the experience and through the process, build friendship with many like-minded people to create social impact.

DiD Hong Kong Limited.

Co-founders

KK Tse and Patrick Cheung