



ORGANISATIONAL OVERVIEW

Diversity, Equity, Inclusion & Accessibility





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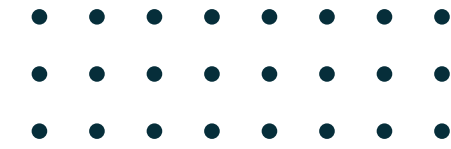
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INTRODUCTION



Disability inclusion is crucial, yet people with disabilities (PwD) remain marginalised and underrepresented, especially in Hong Kong, despite being an untapped talent pool.

At Sensational Foundation, we see **inclusion as both social justice and smart strategy**. Over the past decade, we've **raised awareness**, supported **inclusive practices**, and **created opportunities** for PwDs across workplaces, schools, NGOs, and government.

Join us in building a fairer world where people with disabilities have equal access, respect, and dignity.



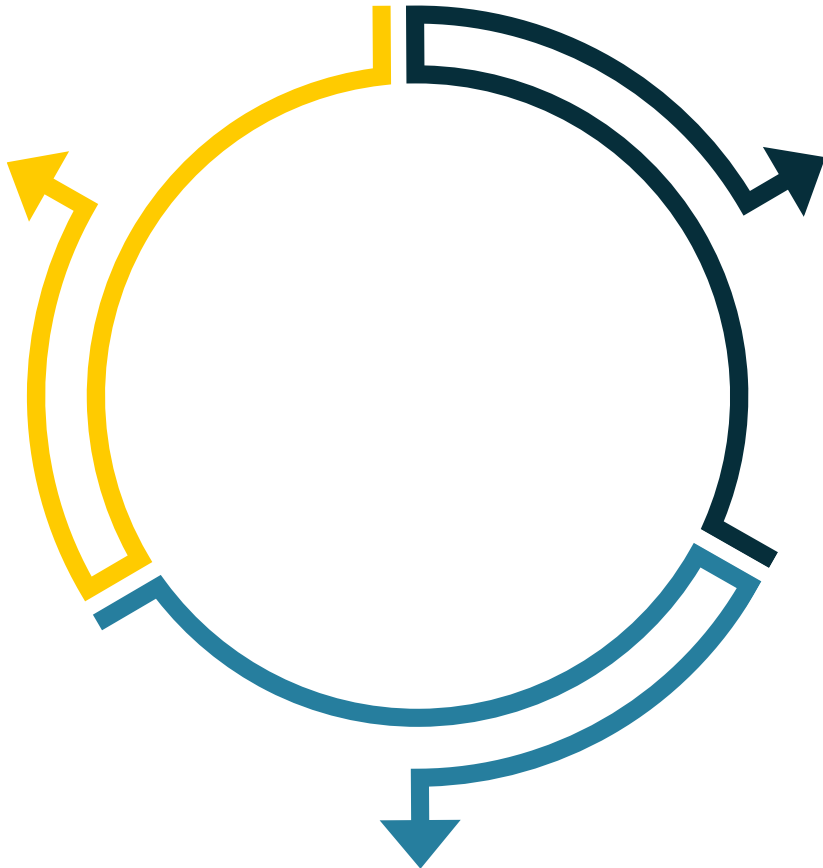
VISION, MISSION & VALUES

Our Vision

A world where **people with disabilities** have **equitable opportunities** to **thrive**

Our Mission

We foster **inclusive work environments** and **enhance employability** of people with disabilities through **education, training** and **collaboration**



Our Core Values

Respect
Equity
Inclusivity

Accessibility
Acceptance
Collaboration



OUR FOUNDER'S STORY

Faridé Shroff
spent 30+ years as a
special needs educator



In 2020, Sensational Foundation was founded, with
NGO status, becoming a **pioneer charity in Hong
Kong** for disability-focused corporate training



Works to create a **sustainable
change in societal perceptions**,
beginning at grassroots level



Decided to **shift her focus to workplaces** in
2013, by starting Sensational Consultancy,
after hearing about the injustice her
students faced in the real world

Continually **advocates for the inclusive employment
of people with disabilities**. Established Professional
Disability Network (PDN HK) to share best practices
with member companies

OUR IMPACT

60+ Corporate Partners

65+ Corporate Trainings

3,000+ Individuals Impacted

“

My social skills have improved so much. I'm not nervous to talk to anyone.

- Man See Ng
(Receptionist, Lachmis)

”

“

[...] with the tremendous support of our partners at Sensational Foundation, we at HSBC took our first steps into ability hiring, proud to not only champion inclusivity but take action to ensure our workforce is as diverse as the communities we serve and live up to our purpose and values.

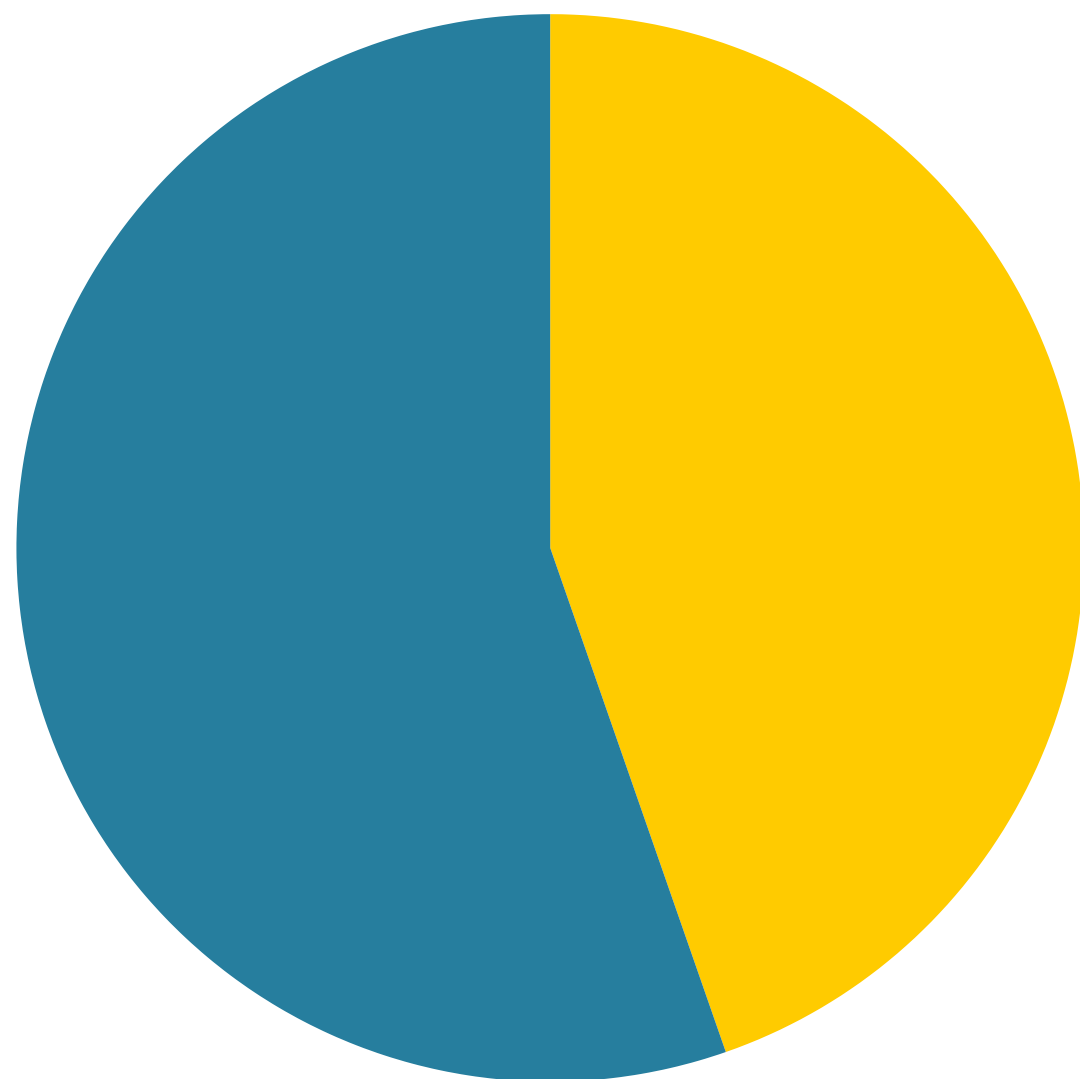
Christina M W Yung (Regional Head of D&I and Financial Vulnerability, HSBC)

”

STATISTICAL OVERVIEW OF DISABILITY IN HONG KONG

● Persons with Other Forms of Disabilities (238,600)¹

● Persons with Physical Disabilities (295,600)



Key Figures

- **7.1% (534,200 people)** of Hong Kong's population have a form of disability
- Mobility issues constitute the majority of physical² disabilities (3.3% which is a total of **244,000 people**)

¹ 'Other Forms of Disability' refers to persons with mental illness / mood disorder, Autism Spectrum Disorder, Specific Learning Difficulties or Attention Deficit / Hyperactivity Disorder, but without physical disabilities.

² Other forms of Physical Disability include: Audio, visual and communicative impairments

OUR PROGRAMMES

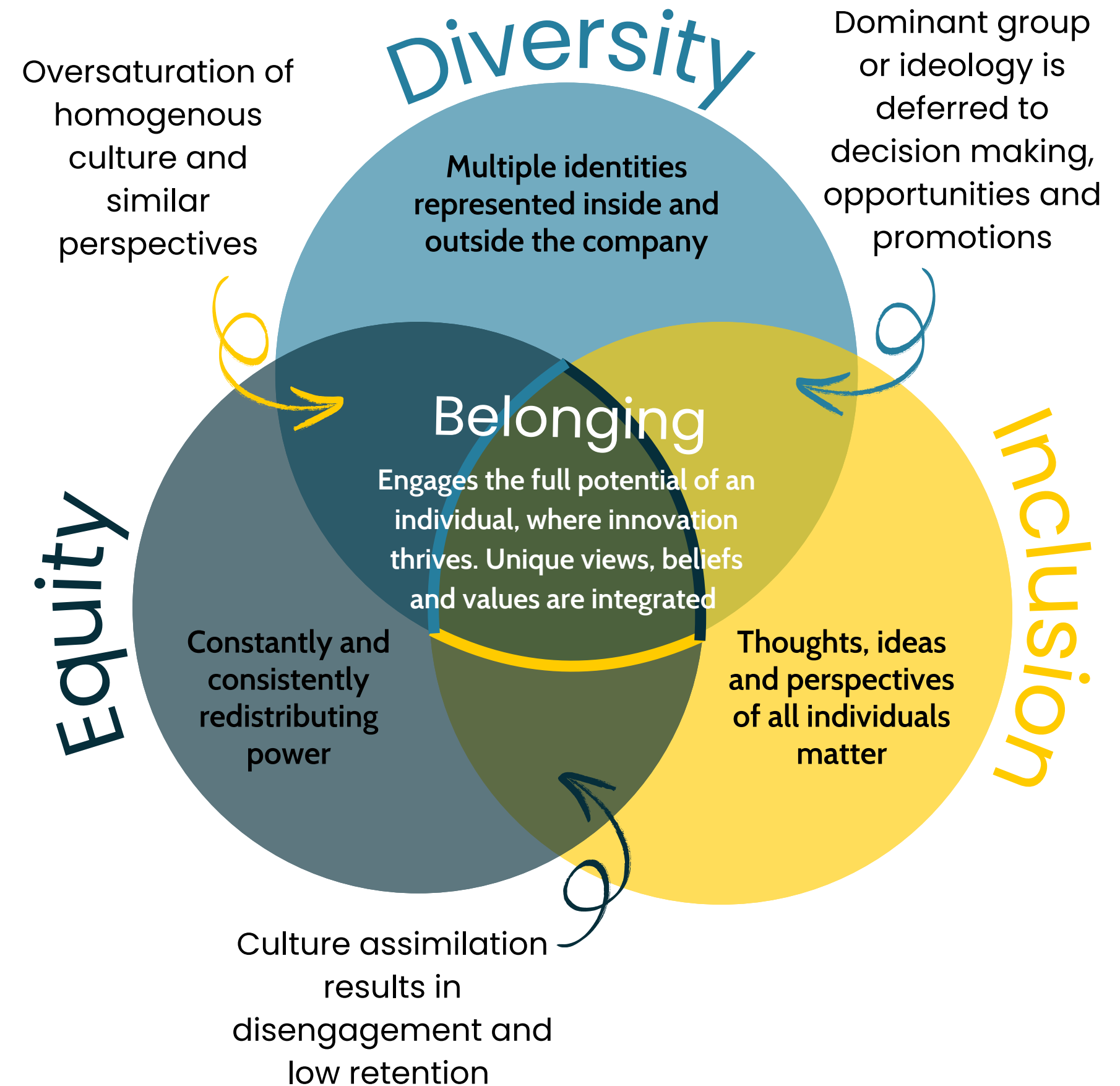
EQUIP
EMPOWER
EVOLVE

INCLUSIVE EMPLOYER PROGRAMME

EQUIP

FOSTERING INCLUSIVE WORKPLACES

- **Embed diversity, equity, and inclusion into organisational culture**
- Foster a sense of **belonging**
- We provide **customised trainings and strategies** tailored to meet clients' unique needs
- Key components include:
 - Ongoing **collaboration** with clients
 - Staying updated on **best practices**
 - Innovating to **integrate new approaches**



TALENT DEVELOPMENT PROGRAMME

EMPOWER

CULTIVATING MEANINGFUL CAREERS

- **Empowers job seekers with disabilities** (aged 18+) to enhance their employability
- Opportunities for **upskilling** on job readiness
- **Enhancing career-related skills**, by preparing them for integration into mainstream workplace settings for greater social inclusion, as well as personal and professional development.

Job seekers
with disabilities
(aged 18+)

- Professional exposure
- Skill development
- Awareness building

Cultivation of a
meaningful career and
successful trajectory

COMMUNITY OUTREACH PROGRAMME

EVOLVE

BRINGING COMMUNITIES TOGETHER

- Providing **support to community** surrounding people with disabilities, to improve their mental wellbeing
- Facilitating opportunities to **bring the community together**, to celebrate inclusion
- **Increasing the accountability of employers**, so they begin activating initiatives for disability inclusion in the workplace
- Build a credible landscape of **data backed research** on the local context



Person with disability

- Skill Development
- Life Skills Support
- Self Advocacy

Home & Primary Caregivers

- Mental Health and Well Being Support
- Alternative & Experiential Therapies

Companies & Allies

- Awareness Training
- Advisory Products for Inclusion
- Professional Development

Government & Community

- Policy Awareness and Support
- Advocacy and Rights Protection
- Public Information Events



OUR TEAM



Faride Shroff
CEO & Founder



Ansh Sahai
Head - Diversity, Equity
& Inclusion



Shristi Sureka
Programme Coordinator



Farina Shroff
Consultant - Marketing
& Communications

TRUSTED PARTNERS

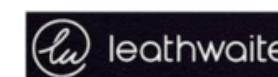
Sponsors



Programme Partners



Community Partners



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