

**Food comes first,  
Love symbolizes heaven**

**Love makes human life tasty**



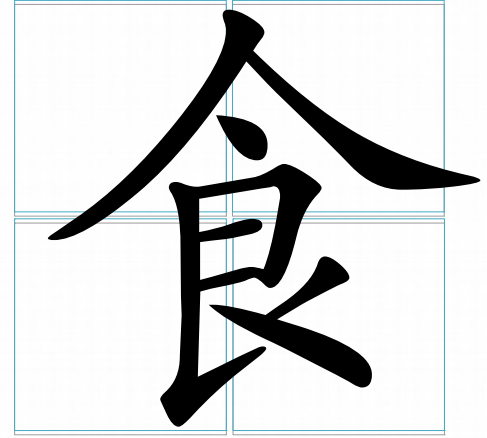
喜憨兒社會福利基金會  
Children Are Us Social Welfare Foundation

Co-Founder/ Executive Director  
Kuo-Jen Su

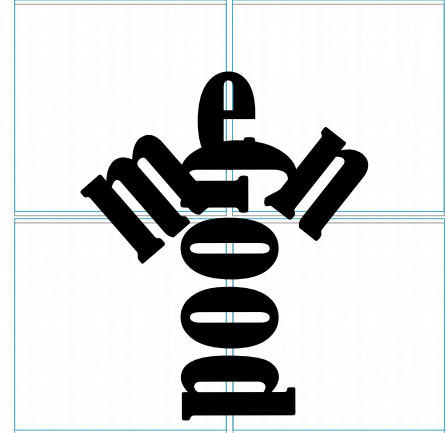


CAREUS

食：人良



~~Men~~ Good : Men Good



- Good Conscience
- Good Talent

## Quality

- Good Looking
- Good Flavor
- Good Taste

## Appearance

# Five Tastes

Sour

Sense of lonely, helpless, waiting, and eager, developing long expectation and change.

Bitter

Bitterness awakes people and makes the past suffering unforgettable. Persisting in the difficult time, hoping to finish bitterness and to bring sweetness.

Salty

Salt stands out of all tastes, it blends and keeps the texture of food, a catalyst of delightful taste.

Spicy

Irritating and pungent, strong and hot, stimulating appetite, adding color and flavor.

Sweet

Bringing a sense of happiness through natural photosynthesis at the place of honey and milk.

# Introduction of CAREUS



喜憨兒社會福利基金會  
Children Are Us Foundation

- Year Funded: 1995
- Mission: Developing dignity of life and joyfulness of living for intelligent disabled.
- With the concept of self-support, helping mentally challenged to make breads, to service people in restaurants, to create values, to get into society.





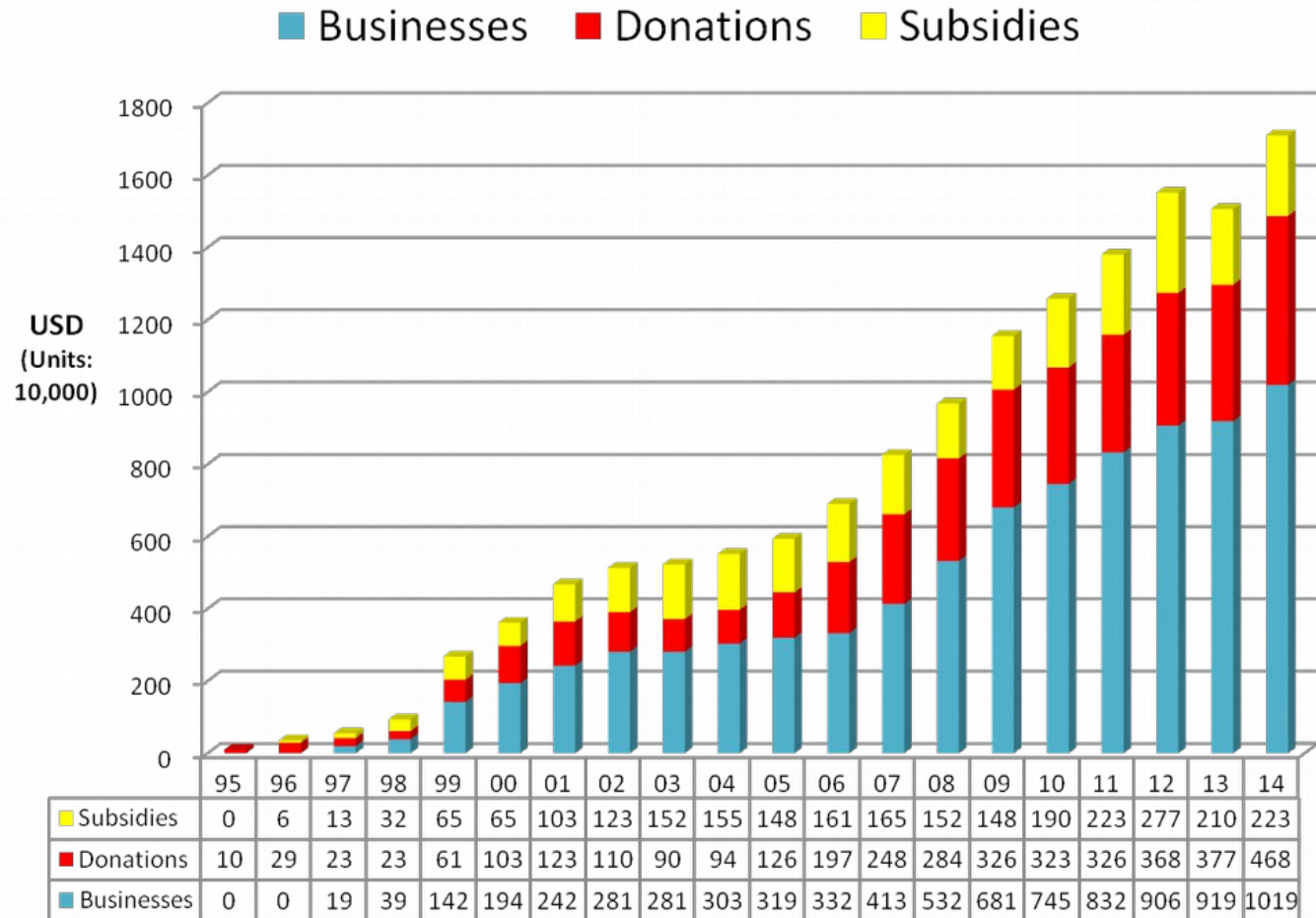
# Introduction of CAREUS

- Up to the end of 2014, Children Are Us Foundation has set a total of 55 service sites.
- including: 30 bakeries, restaurants, shelter workshops, and Children Are Us farms, Swan Castles, Gardening teams, theatrical troupe, band, scouts, etc.



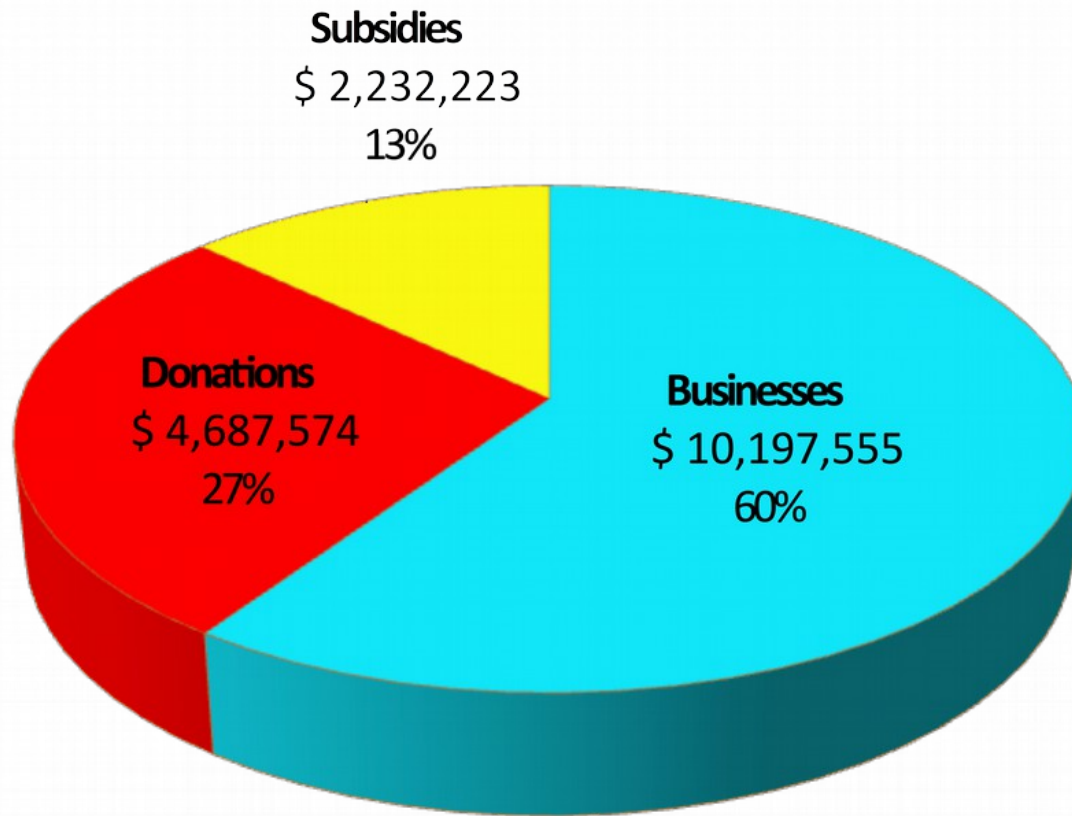
# Children Are Us Foundation 1995-2014

## Distribution of Income



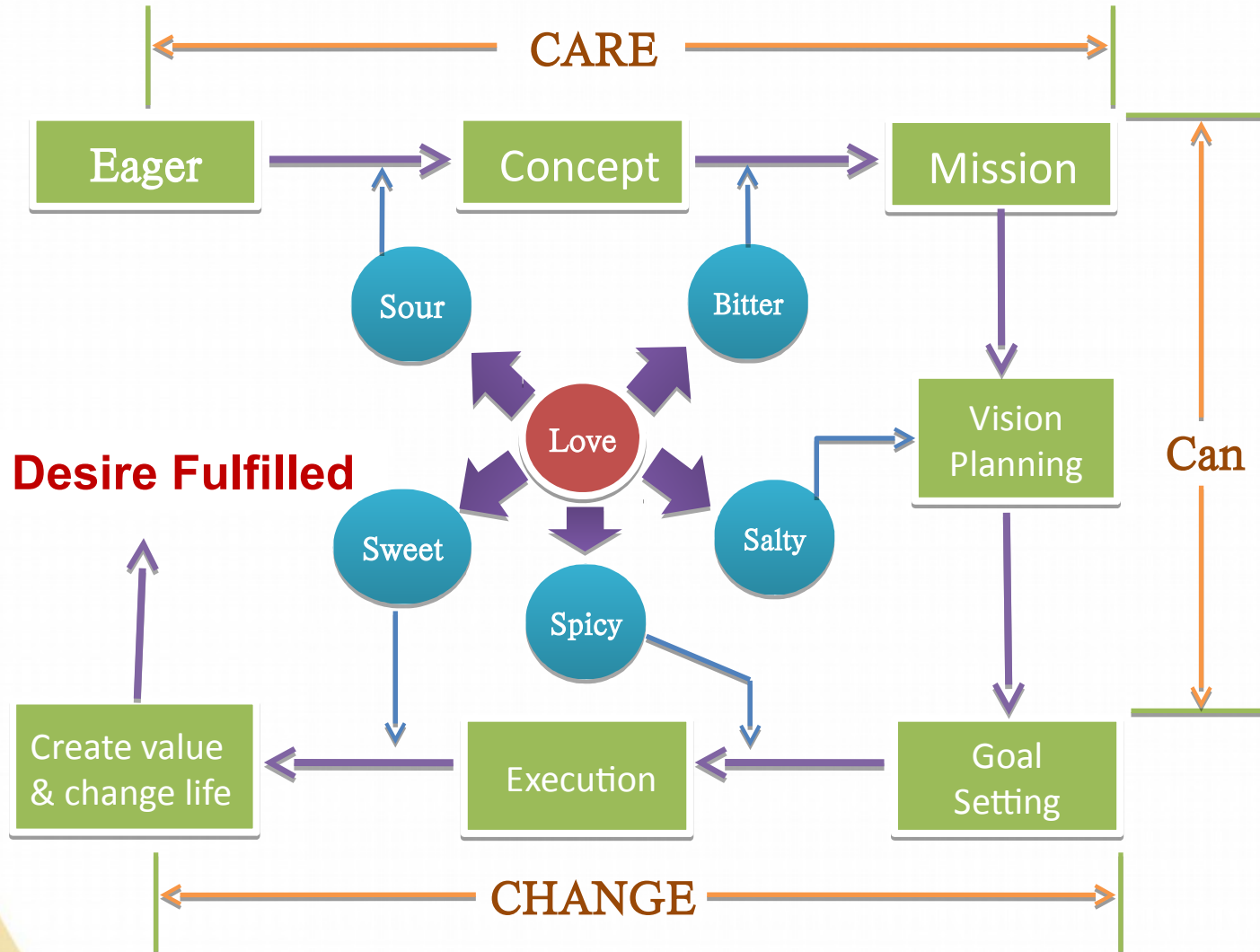
# 2014 Children Are Us Foundation

Pie chart of income sources





# 3C+5 Tastes



Sour

# The grief of parents

20 plus years ago ...

- The resources for physically and intelligent disabled were very poor.
- Negative attitude of the society to intelligent disabled.
- Facing limited government resources and unfriendly environment, the families of intelligent disabled went through an extremely difficult journey in trying to survive in the society.



Bitter

# Foundation

As you face such a child, it's a nightmare, it's a tragedy.  
As you face such a group of children, it's a mission,  
it's a business.



In 1995, a fund of US\$165,000 was raised and  
Children Are Us Foundation was founded





Salty

# Introducing business operation and management

- ♥ In 1997, the first Children Are Us Bakery was opened in Kaohsiung City.
- ♥ In 1999, the first Children Are Us Restaurant was opened.
- ♥ In 2009, Children Are Us Farm was established.
- ♥ In 2013, Swan Castle was officially opened.
- ♥ In 2014, 30 bakeries, restaurants, coffee shops and shelter workshops running items including Chinese style, Japanese style, noodles, coffee and light meals.





Salty

## Establishing Children Are Us Theatrical Troupe and Band

- In 1998, Kaohsiung Children Are Us Band was established.
- In 2002, Kaohsiung Children Are Us Theatrical Troupe was established.
- Joint performances regularly once a year.





# Establishing Children Are Us Theatrical Troupe and Band



| Year | Title                          |
|------|--------------------------------|
| 2014 | Swan's Ode to Joy              |
| 2013 | Puppet Prince Builds Castle    |
| 2012 | Journey of Marco the Bread Man |
| 2011 | I Love You So Much             |
| 2010 | Bread Tower Room               |
| 2009 | Little Snail Taking a Stroll   |
| 2008 | Heavenly Children Lake         |
| 2007 | Traces in Green Land           |
| 2006 | Story of the Wooden Horse      |
| 2005 | Say Thank You                  |
| 2004 | Here Comes the Beast           |
| 2003 | You Are My Baby                |



Salty

## Establishing Children Are Us Scouts

- In 2007, Children Are Us Scout was established.
- Since 2009, taking the mission of delivering love to aboriginal tribes.



Spicy

## Long term support and cooperation from Citibank

Mr. Paul Ostergard, President of Citibank New York Headquarter, expressed that Children Are US bakery has reached international standard. He has also viewed the hard working and seriousness of The ID children, hence, developed a long term partnership and alliance.

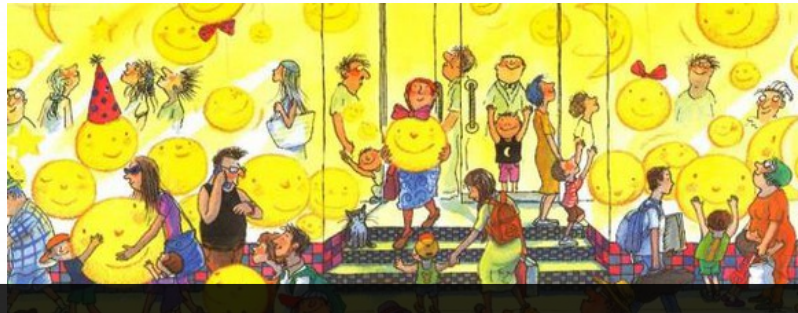
- US\$100,000 • Citibank donated
- Since 1998, issuing Children Are Us credit card.





Spicy

## Cooperating with well known illustrator creating comprehensive sales effect



- Local well known illustrator  
-Jimmy-

- Children Are Us butterfly effect was created
- In 2014, a total of 110 NPOs joined the
- Production and sales of moon cakes in Taiwan

Moon cake gift boxes  
Joint design models



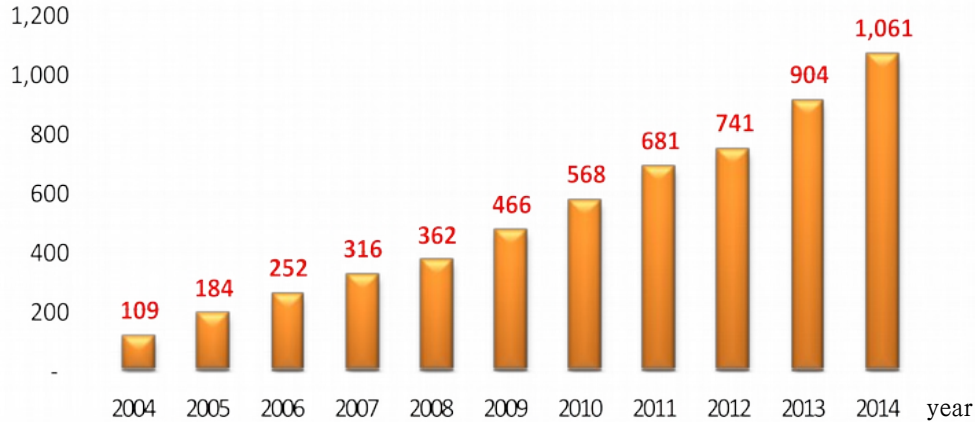
- Czech Republic illustrator  
-Květa Pacovská -

The Hans Christian Andersen Medal  
The Catalonia Grand Prix at Barcelona

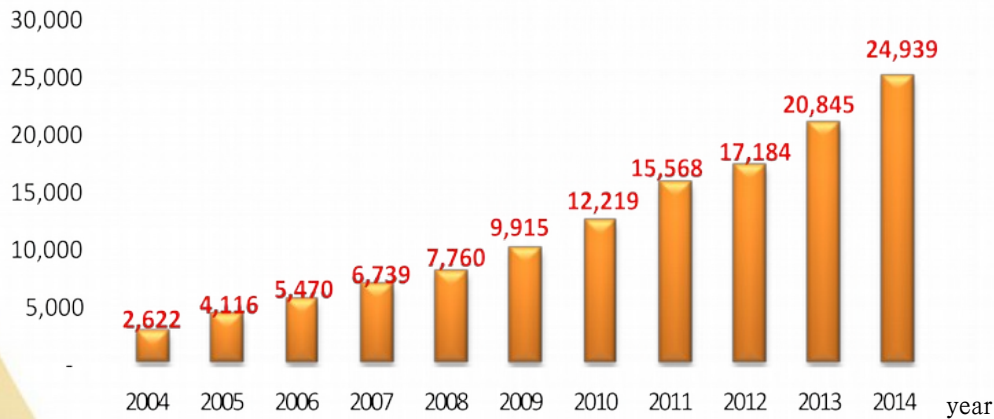
Spicy

# Many local and overseas visitors

event



visitors





Sweet

# Send love to tribes

One loving action created two loving results

Enterprises and general public purchases meal boxes



Breads made by ID



Sending love to tribes



Offering Children Are Us more job opportunity



Resolving the issue of daily needs for children in remote areas



From 2009 to 2015,  
the results of sending love to tribes

15 counties and cities, 152 townships, 486 schools, **45,517 students**





Sweet

# Swan Castle

- Creating a life time home care castle for elderly and severely intelligent disabled
- A starting point of Children Are Us Foundation well-being business



# Dreams come true ▶ Program of excellence

- ◆ Helping intelligent disabled children attain national licenses of bakery, catering and services
- Increasing the confidence of intelligent disabled children, gaining the recognition of society.

67 pieces

| License category | bread      | Pastry Baking        | Retail services | Chinese            |
|------------------|------------|----------------------|-----------------|--------------------|
| Number of people | 20         | 1                    | 32              | 7                  |
| License category | Bartending | Computer typesetting | Beauty salons   | Advertising Design |
| Number of people | 3          | 2                    | 1               | 1                  |



# Dreams come true ▶ Quality

- In 2012, Kaohsiung shelter workshop was granted with ISO 22000 & HACCP, the first ISO certified shelter workshop in Taiwan.
- In 2012, New Taipei City Children Are Us shelter workshop was granted with ISO9001.
- In 2014, Hsinchu Chubei workshop was certified by ISO 22000 and HACCP, the first ISO certified shelter workshop in Hsinchu.





# Dreams come true ▶ Brand

Children Are Us  
**CAREUS**



The society  
wholeheartedly takes  
care of hard working  
children.

Like you  
**SEFUN**



Hard working children  
intend to  
wholeheartedly serve  
the society.

## Dreams come true ▶ Glamour

- In 2014, famous actress Yi-chen Lin was engaged and selected wedding cookies from Children Are Us bakery. A wave of buying Children Are Us wedding cookies was
- In 2015, Hotai Auto Company generated. started to order 250,000 pieces of cookies every month to provide 121VIP rooms of TOYOTA in Taiwan.



[The love of Toyota MV](#)



# Passing on ▶ Publications

| Year | Publications                                    |
|------|---|
| 2014 | The Path of CAREUS Percussion Band & Drama Team |
| 2013 | The Dominate Strategy of NPO                    |
| 2012 | The Dream of Swan Castle                        |
| 2012 | The Happiness Taste of Children Are Us          |
| 2010 | The Love Symphony                               |
| 2010 | Smile 100. Children Are Us                      |
| 2009 | NPO Crisis Management                           |
| 2008 | NPO Core Competence                             |
| 2007 | Bakery Angels                                   |
| 2006 | The Train of Bakery II                          |
| 2006 | The Train of Bakery I                           |
| 2004 | From Impossible to Possible                     |
| 2002 | NPO Taiwan Experience                           |





# Passing On ▶ SE International Conference

| Year | Subject   |
|------|---|
| 2014 | Crossover – Social Enterprising Development                     |
| 2013 | Social Influence of Social Enterprise                           |
| 2012 | International Forum on Social Enterprise                        |
| 2011 | SEED Social Enterprise International Conference                 |
| 2010 | Job Model and Social Enterprise for the Intellectually Disabled |
| 2008 | NPO Enterprising Strategy and Application                       |



# Summary

- ◆ Love is the catalyst of well-being in life, it is also the dressing of five tastes in daily life, which makes the life tasty.
- ◆ The realization of dreams is not just relying on talent and perseverance , but also how to carry on the life. Only you exist, can then carry on the life. Food provides nutrition needed to support life, so that one can create and realize dreams.
- ◆ Joining mission and business, we can create social enterprises. We can then create the dignity and joyful dreams for intelligent disabled, and help them to create meaningful and valuable life.



As long as you make serious  
effort on simple things,  
the results will not be just simple.



***THANK YOU FOR YOUR ATTE  
NTION!!***