

2010

2011

2012

2013

2014

2015

2016
2017

FOODLINK FOUNDATION
**ANNUAL
REPORT.**

FOODLINK FOUNDATION 膳心連基金
Replacing hunger with a smile 除飢困 展歡容

SUMMARY OF THE YEAR.



ENGAGEMENT PROGRAMS.

- 22 EDUCATION ACTIVITIES.**
Reached 700 People
- 10 CORPORATE ENGAGEMENT EVENTS.**
Engaged 145 volunteers to support 3,181 beneficiaries
- 14 PUBLIC OUTREACH EVENTS.**
Engaged 112 volunteers to support 4,065 beneficiaries
- 4 FUNDRAISING EVENTS.**

OFFICE RELOCATION.

In October 2016, we doubled our office space. With the new 650 sq. ft. of operating area, we can accommodate more volunteers and run more activities such as bread runs and rice-packing.



CONTENTS.

3	FOREWORD
4	WHO WE ARE
6	WHAT WE DO
8	HOW WE MAKE A DIFFERENCE
10	IN THE PUBLIC EYE
12	Nutritious Food from Leftovers
14	OUR EDUCATION MISSION
16	The Facts
18	Education Starts with the Young
20	Working with Schools
22	Interns with a Mission
24	Educating Members of the Public
26	Reaching out to Visitors
28	Relating Food Waste to Global Warming
30	Corporate Social Responsibility
34	Beauty and the Beast: A Lesson About Love
36	Even the Old Can Learn New Tricks
38	FINANCIAL HIGHLIGHTS
40	NEXT STEPS
42	FUNDRAISING + PROMOTION EVENTS
46	ACKNOWLEDGMENTS

PATRON

Mr Bernard Charnwut Chan, GBS, JP

FOUNDER

Mrs Vanessa Hwang

BOARD OF DIRECTORS

Chairlady, Mrs Wendy Kwok Lee Ting Wing

Vice Chairlady, Ms Ella E Ling Lau

Executive Director, Ms Robin Hwang

Director, Ms Charlotte Hwang

Director, Mrs Alice de la Fuente Saez Wong

Director, Ms Olivia Hwang

Director, Mr Geoffrey Kai Chun Kwok

Director, Mr Kendall Leighton Oei

Director, Ms Kitty Kit Yee So

FOREWORD.

In a city as glitzy and seemingly wealthy like Hong Kong, there exists a disconnect between the overwhelming quantity of food being discarded into our landfills and the number of individuals struggling with hunger every day. The mission of Foodlink is to rescue surplus food in order to provide hot meals to those less fortunate in our community. Supported by the efforts of our volunteers, our team works tirelessly to ensure that delicious edible food does not end up in landfills, but on the plates of those in need. However, our work does not simply end with a meal; Foodlink also strives to educate the greater community about how to tackle food waste and poverty and how at the end of the day, our work is about capacity building and community outreach. Our slogan is “Replacing Hunger with a Smile” because hunger and poverty may not be issues that can be completely eradicated, but it is, and continues to be, our privilege to joyfully serve this community with a smile.

ROBIN HWANG
EXECUTIVE DIRECTOR, FOODLINK FOUNDATION

Founded in 2001, Foodlink Foundation is a registered Hong Kong charity dedicated to fighting hunger, building self-sufficiency and fostering nutritional wellness among those in need, while simultaneously reducing food wastage in hotels and F&B outlets in Hong Kong.

The vision at Foodlink Foundation is to ensure that every needy person has access to a hot, healthy meal, every single day. We act as a bridge — a charity dedicated to connecting the supply directly to the demand, as often as possible, by collecting safe-to-eat surplus food from F&B outlets all over the city and delivering to those in need. The benefits are twofold — while reducing hunger we also ease the pressure on our city's landfills.

WHO WE ARE.

WHAT WE

DO

Food donors and partners are the lifeblood of Foodlink. Our partners are identified and matched according to location and the needs of the nearest recipient charity, thereby reducing transit time and ensuring freshness of the food.

Food partners keep surplus food refrigerated until collection, under strict hygiene and safety procedures at every stage of the process. Scheduled pickups ensure efficiency, organisation and minimal interruption to our partners. The food is then reheated to stringent standards by each charity's kitchen before feeding those in need.



HOW WE MAKE A DIFFERENCE.

Foodlink collaborates with over 104 donors to assist 101 beneficiaries across the city to feed the needy and reduce food wastage.

We rescue an average of 12 tonnes of surplus food including 12,000 pieces of bread per week, which can provide more than 28,000 meals.

Our efforts reduce the burden on our landfills by 0.05% — imagine if we could do more!

10

FULL TIME STAFF.

101

BENEFICIARIES.

8

VOLUNTEERS.

12

TONNES.

104

DONORS.

28K

MEALS PER WEEK.

IN THE PUBLIC EYE.

Drawing the attention of the public to our cause is important to Foodlink. Without public support, our work will not happen. This year, we are proud to be sponsors of the gripping thriller movie "Inferno" where Robin Hwang, our Executive Director, took the opportunity to deliver a message to the movie audience.

In her speech, Robin said "Foodlink is not just about providing hot food, but also about building communities. Through food, and events such as this, we are able to bridge gaps and build relationships, friendships, and display concern and our love for each other."

NUTRITIOUS FOOD FROM LEFTOVERS.

Accademia della Cucina Italiana and Foodlink partnered in “Il Cibo Buono,” a dinner that presented Italian dishes prepared from leftovers salvaged from edible food surplus by Chef Cosimo Taddei. The proceeds went toward Foodlink’s mission to minimise food waste in Hong Kong and to “Replace Hunger with a Smile”.





Hong Kong is one of the richest cities in the world. Yet, despite this, we sadly have one of the largest disparities in wealth distribution amongst the population. Underlying the city's prosperity is a great inequality in wealth and a forgotten group of hungry, vulnerable people.

Our prosperity has also made us wasteful in many ways, including food. Food waste accounts for 36% of all municipal solid waste in Hong Kong. 920,000 tons of domestic food waste is produced per year. Our goal is to educate the public on how to use this food to serve those in need so that no one in Hong Kong should go hungry unnecessarily. We explain how we work with different groups to get our key messages across.

OUR EDUCATION MISSION.

THE FACTS.

Starting with the facts, it is clear that our food waste situation makes Hong Kong's position as a city unsustainable.

In the past five years, the volume of food waste has doubled. 3,382 tonnes of food waste is disposed of in landfills each day.

1 in 5 children living in low-income households do not get 3 meals a day. 1 in 3 elderly live in poverty and struggle to meet their basic nutritional needs.

Source: Hong Kong Environmental Protection Department, Government Statistical Office



1/5 of the food waste generated daily is from commercial and industrial sources such as:

- HOTELS**
- RESTAURANTS**
- WET MARKETS**
- FOOD PRODUCTION**
- PROCESSING INDUSTRIES**

EDUCATION

STARTS WITH THE YOUNG.

The young are our future. Getting the message in at an early stage helps promote the right type of thinking that will serve society later. It is our responsibility to plant these seeds of hope that will take root and flourish in later life.

Working with P3 to P4 students from the Singapore International School, Foodlink showed these youngsters the ways they could help to improve the food waste problems in Hong Kong, providing important messages to bring home to their parents and other relatives.



Foodlink was invited by the English Schools Foundation to participate in the Agents of Change 2017 Conference, an initiative aimed at inspiring young people to make a difference in their everyday lives and at the same time become influential forces amongst their peers to change for the greater good.



**WORKING WITH SCHOOLS
TO CHANGE FOR THE GREATER GOOD.**

INTERNS WITH A MISSION.

Foodlink offered internships for four students from the Hong Kong University of Science and Technology.

Having young minds and youthful energy gave the office a special feel! Our young scholars assisted in our yearly food distribution evaluation program and helped to conduct a feasibility study into developing a mobile application to record food collection and distribution

Foodlink 運送記錄 應用程式

一、操作簡介

1. 登入



2. 查看運送列表



或 查看/接受突發任務



3. 填寫記錄



EDUCATING MEMBERS

OF THE PUBLIC.

Foodlink organises a number of fundraising activities working with corporate partners and agencies. In all of our events, our representatives speak up about the problems of food waste and how this is needlessly going to the landfills. We also take the opportunity to remind the public about the groups of socially isolated people who have to cope with low salaries or are destitute because of age or family situations (like single mothers). Each event serves as a platform for us to educate the public on what they can do to help alleviate these issues and how they can support us in our work.

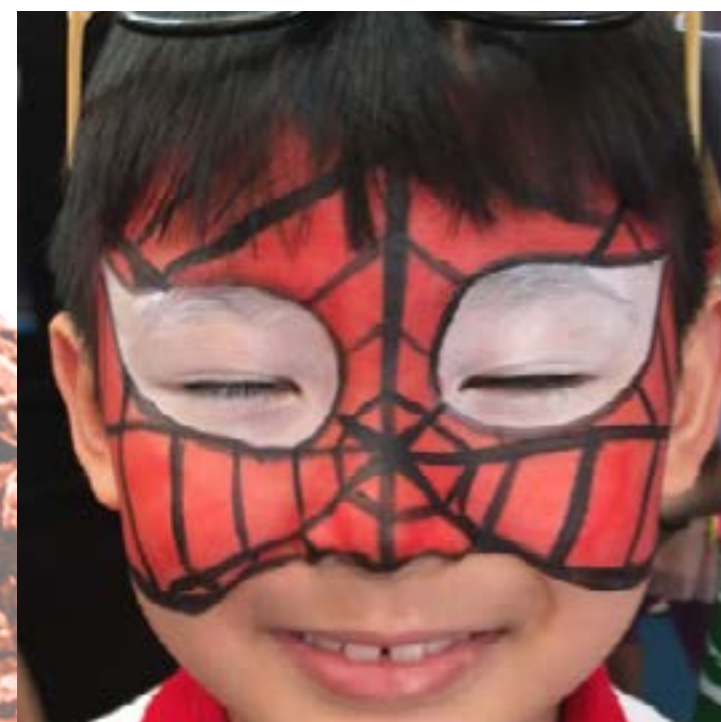


REACHING OUT TO VISITORS.

The Hong Kong Rugby 7s is a major sporting event that takes place once a year in our city. Close to 120,000 visitors come to Hong Kong to watch this sporting spectacle. Unfortunately these numbers mean that a lot of food waste is generated. Foodlink was one of the partners supporting the government's initiative to remind people not to be so wasteful.



Source: <http://yp.scmp.com/news/sports/article/105976/heres-why-you-should-be-watching-years-hong-kong-rugby-seven>

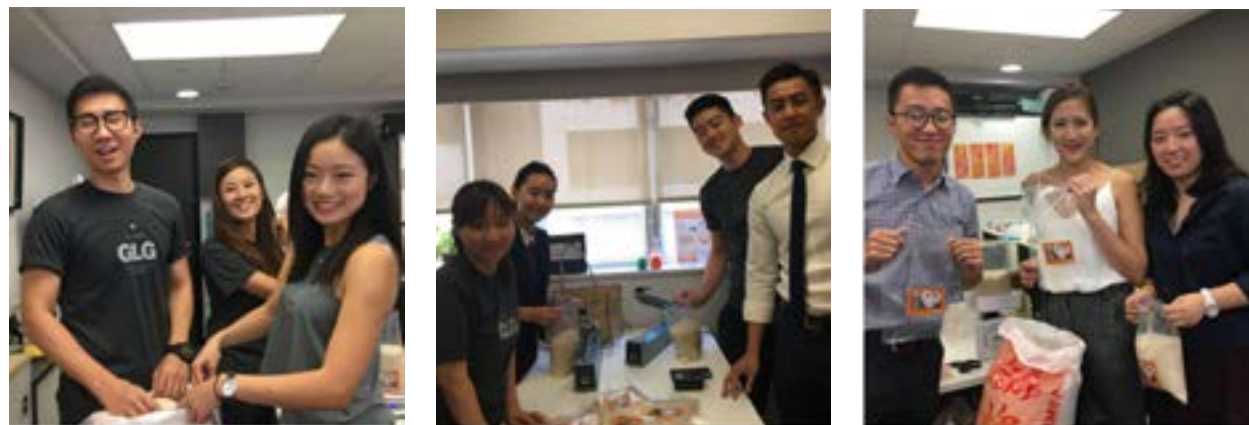




RELATING FOOD WASTE TO GLOBAL WARMING.

Global warming is caused by carbon gases that are generated through burning of fossil fuels (like coal and oil), decomposition of organic matter and emission of chemical vapors. The occurrence of more frequent severe weather, like typhoons, can be attributed to global warming and climate change.

Food waste is part of organic matter which on decomposing, generates methane – a gas that contributes to the ‘greenhouse’ effect. As part of Foodlink’s outreach, we participated in the Public Service Roving Exhibition organised by the Hong Kong Observatory as a case study where we spoke to the public about our work and related how simple actions like rescuing food could reduce global warming, and the consequences of extreme weather.



CORPORATE SOCIAL RESPONSIBILITY.

Engagement with corporate partners is an essential aspect of our work not just to raise funds but to promote corporate social responsibility. Our partners have generously supported us throughout the years and in return we have educated their staff through our food rescue programmes such as Bread Run and Rice Packing activities.

BREAD RUNS + RICE PACKING ...

AIG BREAD RUN

The volunteer team from AIG participated in the Bread Run and picked up surplus bread from 15 Maxim's and Arome Bakeries. They successfully saved 159 packs of bread under different challenges. We hope everyone had a great Friday night and learned to treasure food!

C&A BREAD RUN

A team from C&A Sourcing participated in our Bread Run and picked up 172 packs of surplus bread from 14 Maxim's and Arome Bakeries on Hong Kong Island. All of the bread was delivered to J Life by Foodlink.

... BREAD RUN



+ RICE PACKING

GLG RICE PACKING ACTIVITY

We had a total of 21 volunteers from Gerson Lehrman Group (GLG) Hong Kong helping us to repack 10 x 25 kg sacks of rice into @1.5kg bags. All 167 repacked rice bags were delivered and distributed to the elderly living in Tin Ching Estate, Tin Shui Wai directly after the activity ended. With the help of the volunteers, we made the underprivileged feel loved and cared for.

MICHAEL KORS RICE PACKING FOR WORLD FOOD PROGRAM

We hosted a rice packing activity for the Hong Kong Christian Service Kwun Tong Happy Teens Club in conjunction with Michael Kors Hong Kong. The objective was to engage young kids into becoming a giver to repack rice for the elderly in need. Under the assistance of volunteers from Michael Kors HK, they helped to repack 250 kgs of rice into 250 packs x 1 kg for the elderly in Ching Wan House, Tin Shui Wai and refugees in the New Wine Ministry.

RICE WARRIORS FROM CORNELL UNIVERSITY ALUMNI CLUB

We had 18 volunteers from Cornell University Alumni Club who helped us to repack rice for direct distribution to the disenfranchised elderly to celebrate the Winter Solstice. With the help of our volunteers, we were able to reach out to the underprivileged and raise smiles during this special time.





BEAUTY AND THE BEAST: A LESSON ABOUT LOVE.



Everyone enjoys entertainment. Foodlink brought a group of underprivileged children to watch the movie, “Beauty and the Beast”, a classic fairy tale about how love can overcome all adversity. We picked this theme as our message not just to the kids but also to others to show that compassion and humanity still exist in our bustling city. Just as Belle’s love for the Beast prevailed, we hope that the public’s feelings for the underprivileged will spur them to help us in our work to bring food and a little happiness to those in sore need.

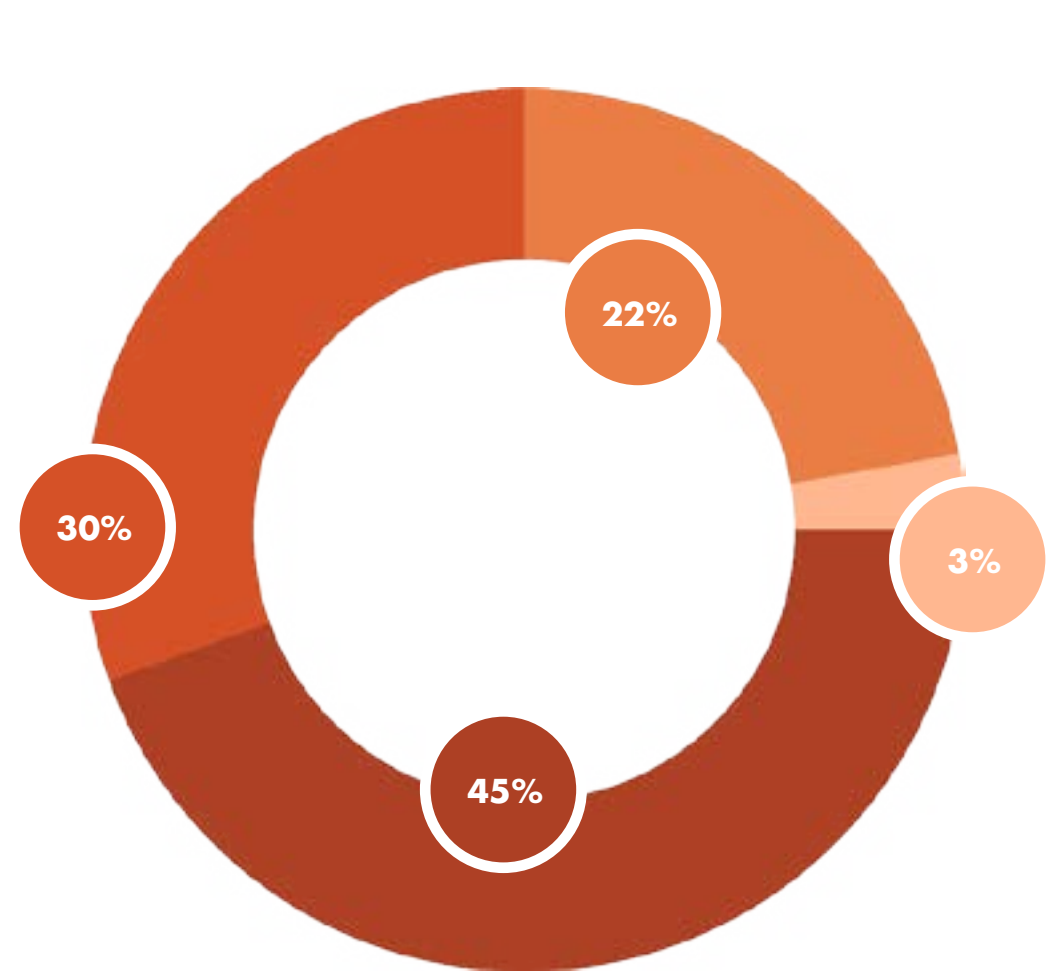


EVEN THE OLD CAN LEARN NEW TRICKS.



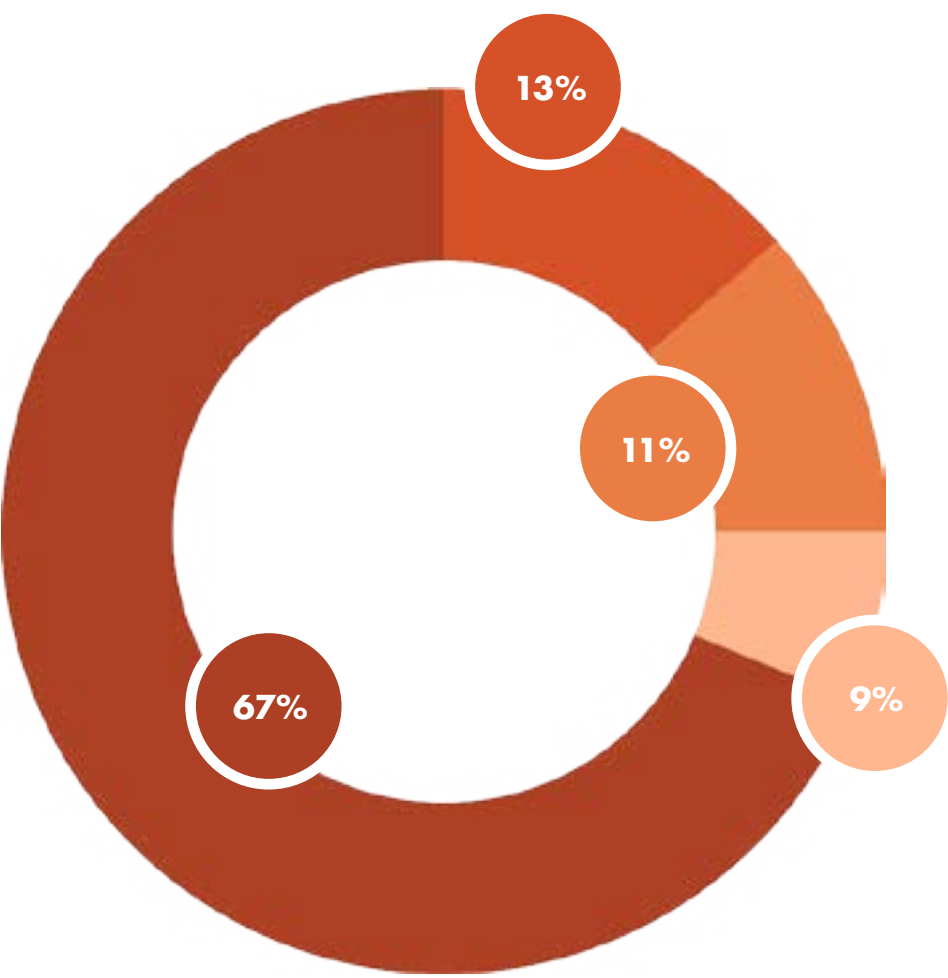
Smart Cooking@Foodlink is this class is not just to provide a cooking class for the less privileged elderly. Through a happy experience and companionship, but also to let the guidance of a professional chef and with the assistance of our elderly uncles and aunts share their cooking skills and lessons on how to be frugal but happy. Our big thanks to Miele (Hong Kong) and Bon Appetit Cooking Studio for sponsoring the cooking venue.

FINANCIAL HIGHLIGHTS.



SUM OF DONATION AMOUNT.

CATEGORY	HKD	%
FOUNDATION	2,670,000	45
EVENT	1,750,000	30
CORPORATE	1,300,000	22
INDIVIDUAL	180,000	3
GRAND TOTAL	5,900,000	100



EXPENSES.

CATEGORY	HKD	%
PROGRAM	1,910,000	67
DEVELOPMENT	394,300	13
ADMINISTRATIVE	243,300	9
OTHERS	325,100	11
GRAND TOTAL	2,872,700	100



NEXT STEPS

So where do we go from here?

2016 saw a number of changes in Foodlink, from moving our office to adding new programmes and growing our team.

Next year, we will continue to expand our activities – as there is so much to do! But we must recognise our limitations. If funding is available we will continue to increase our human and operational assets. But more importantly we must engage more stakeholders to our cause – our donors, our beneficiaries and the community. We will be on the look out for new partners. And we will be developing more innovative ways of serving the needy.

Please watch this space!

FUNDRAISING + PROMOTION EVENTS.

Charity events are Foodlink's life blood. We rely on the generosity of sponsors to give us a platform to spread our message and at the same time receive financial and in-kind donations from our benefactors.

SPRING TRAINING CHARITY BY ARNZ FITNESS MOVEMENT AND TOPFIT

Hong Kong people are becoming more health conscious, resulting in a boom in wellness concepts ranging from gyms and yoga to juice bars and organic grocers. Foodlink partnered with Arnz Fitness Movement and TOPFIT to host the Spring Training Charity. The fundraising event provided the participants with not only fun-filled training sessions but also nutritious food and drink sponsored by Be-Juiced and 3/3rds.

GRAND HYATT X CUHK ELDERLY PARTY

Foodlink had a lovely afternoon with 40 elders at the New Life Psychiatric Rehabilitation Association Center together with volunteers from Grand Hyatt, HKCU and Friends of Foodlink. The Grand Hyatt team, not only brought joy to the elderly, they also contributed a yummy dessert. Hing Fat Flower made beautiful small bouquets for each senior to bring home! An 87 years old lady shared with us that she'd never been so happy and laughed so much!

UBS NGO FAIR

Foodlink joined the HK Community and Philanthropy Fair organised by UBS. Our Executive Director, Ms. Robin Hwang, shared with the audience on the topic "Building Capacity – How can we engage?" and the impact of Foodlink's work on our community.

MARRIOTT GROUP BAKE-OFF FOR A GOOD CAUSE

The Marriott Group of Hotels organised the Bake-off activity for a good cause. All the delicious cookies and bread were distributed to more than 100 elders from our beneficiary New Life Psychiatric Rehabilitation Association in Wong Tai Sin. Despite the hot weather, our elders enjoyed the generous spirit of the volunteers.

...



HK Community and Philanthropy Fair

Building Capacity - How can we engage?





'WORTH IT – BY PAUL SUNGA' CHARITY PHOTO EXHIBITION IN SUPPORT OF FOODLINK

A solo exhibition by Paul Sunga, one of Hong Kong's most renowned photographers, entitled 'Worth it – by Paul Sunga', was held at the Sohofama in Hong Kong, PMQ. Paul paired off with Foodlink by fundraising raffle sales held on the cocktail night in the presence of celebrity models. "To capture beautiful photos of these supermodels is an epic journey - we celebrate friendship through arts and help those who are in poverty and hunger," said Paul.

LIVELAUGHLOVE FOODLINK@ HAZEL & HERSHEY

LiveLaughLove Foodlink was a gathering of creatives in wellbeing, F&B, arts and sciences to come and engage in lively conversation over coffee and lunch while enjoying live performances by sketch artists and musicians alike, all in the name of curbing waste in our city, and *replacing hunger with a smile*.

FOODSPORT X FOODLINK SEASONAL EVENT

By combining FOOD with SPORT, Foodsport aims to encourage the community to participate in sports programs which, at the same time, raises awareness of food for the needy to develop a healthy and sustainable society. Foodlink joined the Foodsport seasonal event in which all the calories burnt throughout the run counted towards a big food donation to us!

ZOMBIE WALK 2016

The East from Wan Chai and "Lee Tung Avenue" jointly presented the first ever "Charity Zombie Walk 2016". Dressed up as zombies, participants walked through the vibrant "Lee Tung Avenue" and The East on Queen's Road East. Game booths and gifts giveaway booths were set along the route as checkpoints. The net proceeds from ticketing sales were donated to Foodlink.

HONG KONG DISNEYLAND CHINESE NEW YEAR DAY 2017

Our Executive Director Robin Hwang joined the event to speak about Foodlink's collaboration with Disney in the past few years. We have saved 36 tonnes from our city's landfills and provided over 60,000 meals to those who are most vulnerable to hunger. HK Disneyland is a shining example of how one company's policies and CSR efforts can truly make a difference. We applaud every chef and staff member who had contributed their time and efforts to make a difference in someone else's life not just through the food program, but also as volunteers at beneficiary charities.

... OTHERS

ACKNOWLEDGEMENTS.

MAJOR FOOD DONORS

7-Eleven Hong Kong
Aberdeen Marina Club
Arome Bakery
Australian International School Canteen
Berliner German Bar
Bloomberg L.P.
Bonjour (HK) Limited
Canadian International School Canteen
Chinese International School Canteen
Circle K Hong Kong
Citibank Tower Canteen
City Garden Hotel Hong Kong
Cordis, Hong Kong at Langham Place
Courtyard by Marriott Sha Tin
EAST Hong Kong
Eaton, Hong Kong
Four Seasons Hotel Hong Kong
Gateway, Hong Kong
Gloucester Luk Kwok Hong Kong
Grand City Hotel Hong Kong
Grand Hyatt Hong Kong
HKUST Lee Shau Kee Business Building Canteen
Hoixe Cake Shop
Hong Kong Academy Canteen
Hong Kong Club
Hong Kong Country Club
Hong Kong Disneyland Resort
Hong Kong Gold Coast Hotel
Hong Kong Gold Coast Yacht
and Country Club
Hong Kong International School Canteen
Hong Kong Parkview
Hong Kong SkyCity Marriott Hotel
Hotel Jen Hong Kong
Hotel Panorama by Rhombus
HSBC Staff Canteen
Hyatt Regency Hong Kong, Sha Tin
Hyatt Regency Hong Kong, Tsim Sha Tsui
Independent Schools Foundation
Academy Canteen

InterContinental Hong Kong
International Christian School Canteen
Island Pacific Hotel Hong Kong
Island School Canteen
Island Shangri-La Hong Kong
Italian Tomato
JW Marriott Hotel Hong Kong
Kee Wah Bakery
Kellett School Kowloon Bay Canteen
King George V School Canteen
Kowloon Shangri-La Hong Kong
Lactalis Hong Kong Limited
Lanson Place Hotel, Hong Kong
Le Méridien Cyberport
L'hotel élan
L'hotel Island South
Li Po Chun United World College
of Hong Kong Canteen
Lily and Bloom
Mandarin Oriental Hong Kong
Mannings
Marco Polo Hongkong Hotel
Maxim's Cakes
New World Millennium, Hong Kong Hotel
Novotel Century Hong Kong
Novotel Citygate Hong Kong
Prince, Hong Kong
Regal Airport Hotel
Regal Hongkong Hotel
Regal Kowloon Hotel
Regal Riverside Hotel
Renaissance College Canteen
Renaissance Harbour View Hotel Hong Kong
Saint Honore Cake Shop
Seoul Bros
Sha Tin College Canteen
Sheraton Hong Kong Hotel & Towers
Sift Desserts
Singapore International School Canteen
The Charterhouse Causeway Bay Hong Kong

The Cityview
The French International School of Hong Kong
The Harbourview
The Langham Hong Kong
The Mira Hong Kong
The Peninsula Hong Kong
The Ritz-Carlton, Hong Kong
The Royal Garden
The Royal Pacific Hotel and Towers
Tsui Wah Restaurant
W Hong Kong
West Island School Canteen
Yamazaki Bakery Company
Yardbird
YMCA of Hong Kong Christian
College Canteen

DONATIONS AND GRANTS OF HKD10,000 OR ABOVE

L & T Charitable Foundation
Alice de la Fuente Saez
Austin Education Centre
Best Shield
Chan Ming Kei Kevin
Chan Yat Sing Charles
David Wu
Donna Luk
Ella Lau and Company
Environment and Conservation Fund
Fok Ho Yi Wah Eliza
Fubon Bank (Hong Kong)
Goodwell Property Management
Gorretti Lui
Henderson Warmth Foundation
Ho Chiu Fung Daisy
Hong Kong International Theme Parks
Hong Kong Parkview Management
Services
Hong Kong Tianjin Women Association
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Industrial Bank of Taiwan
Interiors by Di'Zai'n

Jebsen & Co
Kendall Oei
Kouk Khoon Ho
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Link Properties
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Lisa Chow
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LiveLaughLove at Hazel Hershey
Loco PMQ
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Phoenix Property Investors (H.K.)
Por Yen Charitable Foundation
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Schroder Investment Management
Sogo Hong Kong
Steven Chong
Stone Pole
Superl Holdings
Tang Sing Ming Sherman
The American Orthodontic Group
Tsui Wai Hung
United Overseas Bank
Vane Siu Ling Linda
Wai Yin Association
Wong Shirlin
Wong Wai Chuen
Yip Siu Fong
Zekkei Collection

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FOODLINK FOUNDATION 膳心連基金
Replacing hunger with a smile 除飢困 展歡容

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