

# Foodlink

Replacing hunger with a smile 膳心連  
除飢困 展歡容



## 2015 - 2016 Annual Report

**Foodlink Foundation Limited**

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# ABOUT FOODLINK FOUNDATION



## About Foodlink Foundation

Established in 2001, Foodlink Foundation became a registered charity in 2010. Foodlink's goal is to fight hunger, build self-sufficiency and foster nutritional wellness among those in need, while simultaneously reducing food wastage in hotels and F&B outlets in Hong Kong.

Foodlink was set up after our Founder identified a serious need for hunger alleviation among lower-income groups in Hong Kong. Despite being one of the world's richest cities in terms of GDP per capita, 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.

Working solely on its own, and without government funding, Foodlink began a pilot scheme in 2001 to link F&B outlets with welfare agencies to ensure that needy people had access to hot, healthy meals. Since then, Foodlink has seen tremendous growth. From collecting surplus food from a handful of hotels, Foodlink has expanded to collaborate with over **92** donors to assist **88** beneficiaries across the city to become Hong Kong's leading hot food charity organization.

As of 31 March 2016, we rescued an average of **10.5** tonnes of surplus food including **12,000** pieces of bread per week which can provide more than **18,000** meals for the needy.

Each new day brings new and exciting challenges as we aim to increase the number of hot meals we can provide into every district of Hong Kong and as we continue to live up to our logo, "Replace Hunger with a Smile"!

## Our Vision and Mission

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 the food to those in need. The benefits are twofold — while reducing hunger we also reduce food wastage and the pressure on our city's landfills.

# FOOD WASTE, HUNGER & POVERTY FACTS



## Food Waste, Hunger & Poverty Facts



1 in 5 children live in poverty\*

1 in 3 elderly live in poverty\*

\*Poverty in Hong Kong is described as those households existing below half the territory-wide median household income



3,337 tons of food waste are disposed of at landfills each day

(Source: Hong Kong 2012 Waste Statistics)



According to government calculations, the remaining capacities of Hong Kong's three waste landfills will be exhausted by 2019.

# FOODLINK AT A GLANCE



# Foodlink at a Glance

We have...



### 88 beneficiaries

- 31 Low Income Family and Children
- 22 Elderly Services
- 7 Rehabilitation Services
- 7 Correction Services
- 5 Refugees
- 4 Homeless Shelters
- 3 Youth Services
- 9 Others



### 92 Partners

- 45 Hotels
- 21 Canteens
- 12 Retail Stores
- 9 Restaurants/Manufacturer
- 5 Clubs



9 Staff



8 Volunteers



collect 10.5 tonnes of food per week

save 12,000 pieces of bread per week



provide 18,000 meals per week to the needy

# PATRON, FOUNDER & BOARD OF DIRECTORS



## Patron, Founder and Board of Directors

### **Patron**

Mr. Chan Bernard Charnwut, GBS, JP

### **Founder**

Mrs. Hwang Vanessa

### **Board of Directors**

Chairlady, Mrs. Kwok Lee Ting Wing Wendy

Vice Chairlady, Ms. Lau Ella E Ling

Director, Ms. Hwang Robin

Director, Ms. Hwang Charlotte

Director, Ms. De La Fuente Saez Wong Alice

Director, Ms. Hwang Olivia

Director, Mr. Kwok Kai Chun Geoffrey

Director, Mr. Oei Kendall Leighton

Director, Ms. So Kit Yee Kitty

# EXECUTIVE DIRECTOR'S REPORT



## Executive Director's Report

2015 has been a challenging but rewarding year for all of us at Foodlink Foundation. We have grown our team to its current strength but yet we still face resource issues in delivering our mission to rescue surplus food and feed Hong Kong's less fortunate and often neglected communities. But the fact that the number of donors and partners is growing is a nice problem to have!

Our programs have expanded and we now deliver more food to our beneficiaries than ever before. We have diverted over 10.5 tonnes of surplus food per week this year from our overstretched waste landfills helping the government to reallocate resources to other areas of managing waste in Hong Kong, as well as serving up 18,000 weekly meals for needy families and individuals who otherwise would go hungry despite living in one of the world's most sophisticated cities. Our areas of focus in hot meals, bread, banquet food and trimmings have demonstrated how, especially in Hong Kong, we can all play an important role in reducing food wastage and at the same time making a significant social impact in addressing the basic need of alleviating hunger.

But our aspirations do not stop here. Gandhi once said, 'to make change happen, you must be the change itself'. We must reach out to Hong Kong citizens, young and old to make them aware of the scale of the problems we face. In this vein, we have striven to make public education a key part of our many directives. We have reached out to schools, tertiary institutions, agencies and corporates to spread our message, hopefully to enlighten the minds and hearts of Hong Kong citizens to join us on our journey.

Last but by no means least, our huge thanks to the generous donors, benefactors and food partners who have supported us this year and the past years, as we grew from humble means to a fully operational entity with an important social and environmental mission to improve the lives of Hong Kong people. Without your kind help and cooperation, none of this would have been possible. My thanks also go to the hard-working Foodlink staff behind the scenes whose tireless and dedicated efforts have often gone unrecognized, and lastly to my Chairperson and Board of Directors who have backed me and my superb team and have continually been our inspiration throughout our quest to 'Replace Hunger with a Smile'!

**Robin Hwang**

Executive Director, Foodlink Foundation

# SERVICE REPORT



## Service Report

Food donors and beneficiary partners are the lifeblood of Foodlink. We rely on the generosity of our donors in order to provide us with surplus or unwanted food free of charge. We also work closely with our beneficiary partners to match the food according to location and the needs of the nearest recipient charity, thereby reducing transit time and ensuring freshness of the food.

Food donor partners keep surplus food refrigerated until collection observing strict hygiene and safety procedures at every stage of the process. Scheduled pickups ensure efficiency and minimal disruption of our donor partners' routines. The food is then taken to our beneficiary partners where it is reheated according to stringent cooking standards by each beneficiary's kitchen before being served to those in need.



Foodlink has established a number of programs since 2010, these include:

- Hot Food
- Bread
- Banquet
- Trimmings
- Product Donation
- Amenities

## Hot Food Program



Foodlink's core program is the collection of food that has already been prepared and cooked by our food donors. Our food donors sort the surplus food into sanitized unmarked food containers, which are refrigerated until collection. Our Foodlink drivers pick up the food according to a predetermined schedule, and swiftly deliver the food to our beneficiary partners, where the food is stored, and later reheated to be served on-site to needy recipients at no charge.

**In 2015-16, we collected 128 tonnes of hot food from 92 donors which provided 219,000 meals to our beneficiaries.**

## Bread Program



Foodlink collaborates closely with many of the larger local bakery and convenience store chains to collect unsold bread after closing time for redistribution to our beneficiaries.

Instead of having the surplus bread delivered by our Foodlink vans, the beneficiaries send their own staff or volunteers to the stores for pick up. Only items which do not require refrigeration and do not contain meat or cream fillings will be collected. The leftover bread is then redistributed to the needy for free.

The Bread Program is usually recommended for beneficiaries that may not have adequate food storage or kitchen facilities on site.

**We collected 612,000 pieces of bread working through 66 beneficiary partners in 2015-16.**

## Banquet Program



Hong Kong has a strong banqueting culture, but unfortunately, this generates a lot of food waste. Often, the last few dishes —meat, rice and noodles— are left untouched as guests' stomachs are full after indulging on earlier dishes.

In cooperation with several banqueting houses and hotels, Foodlink collects surplus food from banquets, weddings and other events, and delivers the food to our beneficiaries.

## Trimmings Program



Hotels, clubs and other F&B outlets have strict standards regarding the presentation and quality of their dishes, therefore chefs often choose to use only the best cuts or sections of raw ingredients and discard the rest. Because of this practice, such cooking operations leave behind a lot of scraps and trimmings that are still perfectly edible.

Our hotel partners donate trimmings and scraps from their kitchens to Foodlink so that we can deliver these to our beneficiaries, who use the trimmings to supplement the meals they are providing to the needy or to give their cooking a bit of extra flavor. Our beneficiaries may also redistribute the trimmings to the needy recipients to take home for their own cooking purposes.

## Product Donations



Foodlink accepts miscellaneous product donations. These products are donated by hotels, food distributors, corporates and individuals.

Such products include surplus stock, discontinued brands or lines, canned or packaged food items that are approaching their sell-by dates but are still safe to eat, or products that have discrepancies in their labelling or have damaged packaging or other factors that make the product obsolete and no longer suitable for retail sale.

All donated products are checked to ensure that they are still in good condition. The products are sorted and delivered to our beneficiaries according to the needs of their service recipients.

**In 2015-16, we collected 104 tonnes of donated products.**

## Amenities Program



What happens to the hotel amenities, like shampoo, body wash, lotion and toilet paper, when you check out of a hotel? These items normally go straight to our landfills... until now.

At Foodlink, we always identify areas of waste and, since we already work closely with our hotel partners, we take a step further to encourage them to provide us with the unused amenities for free. The amenities are repackaged into upcycled water bottles by Foodlink volunteers and are either sold to support Foodlink's operations or delivered to our beneficiaries to be redistributed to the needy.

**In 2015-16, we collected more than 12 tonnes of hotel amenities.**

# EDUCATION PROGRAMS



## Education Programs

Education of the general public is a key component of our mission. People in Hong Kong are often unaware of the plight of the poor and their food needs, as well as the scale of food wastage in the city. We strive to bring this message to the public's attention through educating the young and adults through our outreach activities.

### Reaching out to the young

Our Director of Development, Alice de la Fuente Saez had the pleasure of speaking to a Year 3 student audience at the Canadian International School about food waste and poverty in Hong Kong.



Together with Go.Asia!, we spoke to international college students at the Hong Kong Baptist University on Food Education and Food Rescue.



We participated in the Agents of Change 2016 Conference with Feeding Hong Kong to share our mission and work with more than 900 Year 5 and Year 6 students from 11 English Schools Foundation schools.



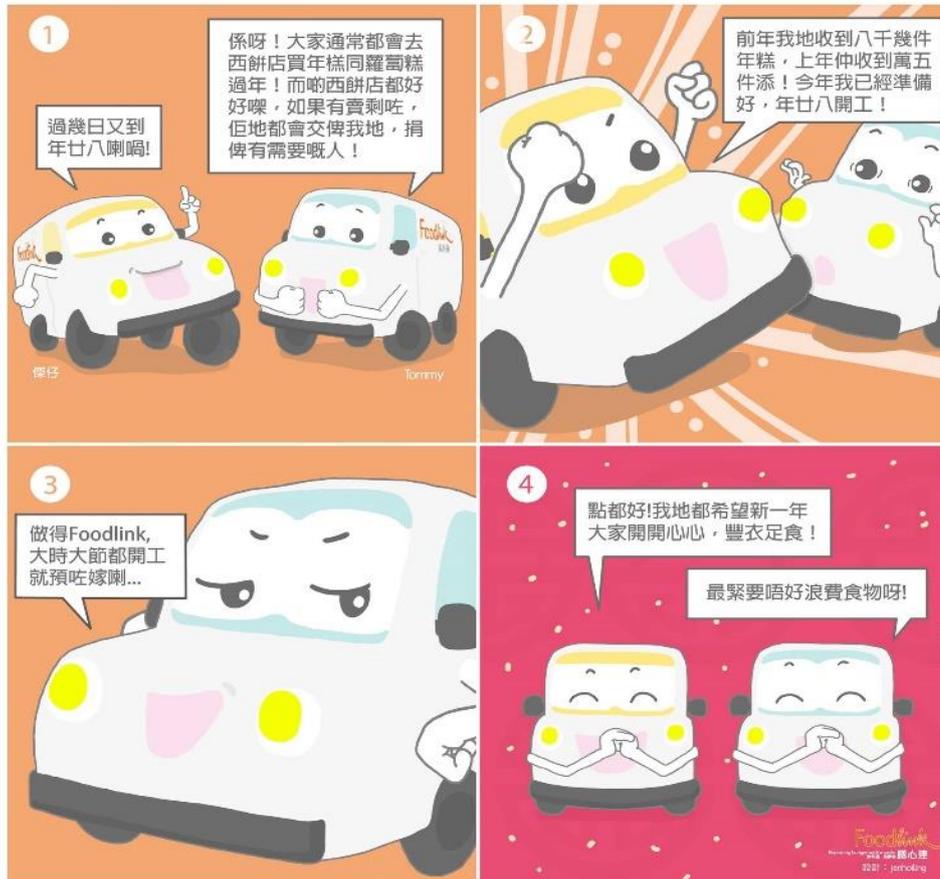
### **Making it personal**

Our youngest partner, Zac, all of 9 years old, pitched his idea at the AIA Emerging Entrepreneur Challenge on dehydrating Foodlink's surplus fruit pickup from our partners to make dried fruit as a healthy snack as well as promoting 'no food waste'. His clever entry won the Most Innovative Award at the event.



## Telling the story

They say a picture tells a thousand words. Foodlink worked with a cartoonist to produce comics to promote Chinese New Year surplus pudding pick up to take the message to young and 'young at heart' readers in an illustrative and informative manner.



# FUNDRAISING & PROMOTION EVENTS



## Fundraising & Promotion Events

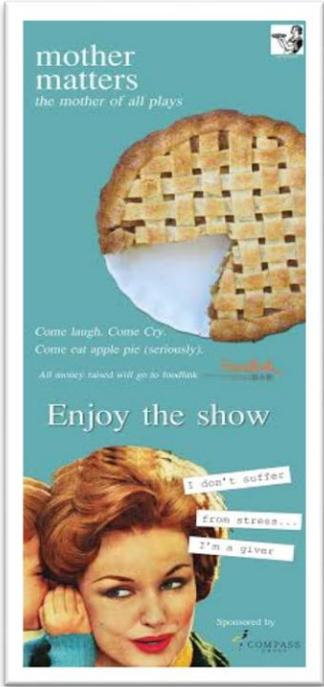
Engagement with our corporate partners and donors is an essential aspect of our work to raise funds and corporate awareness. We had an active year in 2015 to attract more corporate interest and effort into tackling Hong Kong's food waste and hunger issues.

### Promotion exhibitions and food-related events

Foodlink hosted cooking classes for the Hong Kong Christian Service Kwun Tong Happy Teens Club in collaboration with Michael Kors Hong Kong and DayDayCook Concept Studio/Maison Es. To encourage our youngsters to save food, the team taught the young audience how to turn ugly fruit collected from our hotel partners into pretty dessert items.



We joined Apple Pies Productions by Mother Matters where all the proceeds from this wonderful event were donated to Foodlink to help us in our work to feed the needy.



Drinking wine is a pastime many people enjoy, but none so when it is for a charitable cause! Foodlink was chosen as the beneficiary for the Wine Walk organized by Hopewell Holdings, Sarment and HK Magazine, through whose efforts, sufficient funds were raised that helped to provide over 10,000 hot meals to those in need.



## Product donations

Max Mara generously donated three of its iconic Whitney Bags to Foodlink. These unique bags of which there are only 16 in Hong Kong were designed by Mr. Renzo Piano of Whitney Museum of American Art. The proceeds from the sale of these limited editions went a long way to providing much needed funds to help us in our cause.



## Food Sports

We try to encourage healthy living as well as food nutrition. In Hong Kong's often stressful work environment, exercise is important as a means of physical and mental release. Foodlink staff participated in sporting events that not only improved their health but also raised funds for our work!

Staff at Lululemon Athletica Hong Kong organized a "bao run" teams from all three of their stores at Hysan, IFC and TST to collect bread from bakeries all over the city as a competition. The bread collected was given to our beneficiaries.



Food Sports Run chose us as their exclusive beneficiary this year. Almost 3,000 runners participated in this running event dedicated to the message of food. Together the runners burned up more than half a million calories, which when converted into food donations, roughly came to the equivalent to 2,500 bowls of rice to benefit 2,500 individuals.



Foodlink joined the Suicide Prevention Services Charity Walk as well as setting up a charity sales booth offering amenities, homemade cupcakes and homemade cakes. The proceeds of the sales went towards supporting our work.



Foodlink participated in the FoodSport Urban Hike taking the route from Yau Tong, Devil's Peak, Black Hill, Mau Wy Shan to Po Lam. All the calories burnt throughout the run - 206,379 calories burnt up by 200 walkers - helped raise 1,032 bowls of rice for our beneficiaries.



### Special events

We are blessed to have generous and benevolent partners who invite us to share special charity events with them. Their high profiles go a long way towards helping us spread our message on how to make a significant social impact on the lives of Hong Kong's needy as well as improving our environment.

Hong Kong Disneyland turned 10 years old this year. As part of Disneyland's celebrations, Foodlink was invited to the special 10th Anniversary Celebration along with 100 young people from two of our beneficiary partner organizations. The event brought smiles and a magical experience to 100 kids and teens from J Life Foundation and Hong Kong Christian Service Kwun Tong Happy Teens Club. Hong Kong Disneyland has been one of our staunchest food donors and their gracious gesture made it a special day for all who turned up.



Foodlink co-organized a Winter Solstice Party with TVB, Staff & Artistes Fund for Charities and HKMEA Jane Shu Tsao Social Centre for the elderly. We were honoured to have the renowned and talented celebrity, Ms. Liza Wang, to share this precious moment with over 100 elders, who received gift packs as a memento of the occasion.



At the annual Parkview Charity Bazaar event, over 70 stalls were set up to sell clothing, handicrafts, toys and more together with various entertainment offerings, refreshments and games on that day. All proceeds raised that day went to Foodlink, to help us deliver our services.

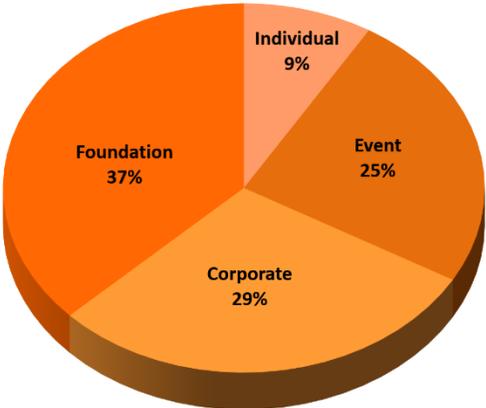


# FINANCIAL HIGHLIGHTS



# Financial Highlights

Foodlink depends solely on monetary donations as a source of income to cover all our operating costs. This year we had a healthy income with a surplus after deducting expenses. We have made our best efforts to ensure that we satisfy our donors' expectations and will continue to work as hard in the years to come to provide our services for a better community.

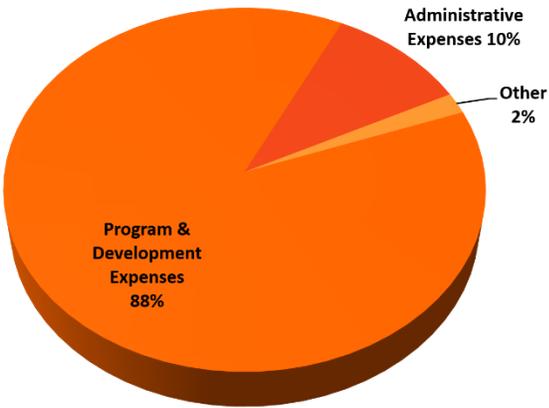


## Total funds raised

**HK\$ 3,600,000**

### Sum of Donation Amount

| Category           | HKD              | %          |
|--------------------|------------------|------------|
| Foundation         | 1,330,000        | 37         |
| Corporate          | 1,060,000        | 29         |
| Event              | 880,000          | 25         |
| Individual         | 330,000          | 9          |
| <b>Grand Total</b> | <b>3,600,000</b> | <b>100</b> |



## Expenses

| Category                       | HKD              | %          |
|--------------------------------|------------------|------------|
| Program & Development Expenses | 2,422,000        | 88         |
| Administrative Expenses        | 284,000          | 10         |
| Other                          | 52,000           | 2          |
| <b>Total</b>                   | <b>2,758,000</b> | <b>100</b> |

# ACKNOWLEDGEMENTS



## Acknowledgements

We would like to acknowledge the many generous donor organizations who have supported us this year. Without their funding and support, our work would not be possible. On behalf of the many needy recipients in Hong Kong who have benefited from our meals and other services, we thank you from the bottom of our hearts!

### Major Food Donors

|  |  |
|--|--|
| 3/3rds                                       | Kowloon Shangri-La Hong Kong                         |
| 7-Eleven Hong Kong                           | Langham Place, Mongkok, Hong Kong                    |
| Aberdeen Marina Club                         | Lanson Place Hotel, Hong Kong                        |
| Arome Bakery                                 | Le Méridien Cyberport                                |
| Australian International School Canteen      | L'hotel élan   |
| Berliner German Bar                          | L'hotel Island South                                 |
| Bloomberg L.P.                               | Lily and Bloom                                       |
| Canadian International School Canteen        | Mannings   |
| Chinese International School Canteen         | Marco Polo Hongkong Hotel                            |
| Circle K Hong Kong                           | Maxim's Cakes  |
| City Garden Hotel Hong Kong                  | New World Millennium, Hong Kong Hotel                |
| Courtyard by Marriott Sha Tin                | Novotel Century Hong Kong                            |
| EAST Hong Kong                               | Petite Amanda  |
| Eaton, Hong Kong                             | Prince, Hong Kong                                    |
| Four Seasons Hotel Hong Kong                 | Regal Airport Hotel                                  |
| Gateway, Hong Kong                           | Regal Hongkong Hotel                                 |
| Gloucester Luk Kwok Hong Kong                | Regal Kowloon Hotel                                  |
| Golden Pig Knuckle                           | Regal Riverside Hotel                                |
| Grand Hyatt Hong Kong                        | Renaissance College Canteen                          |
| HKUST Lee Shau Kee Business Building Canteen | Renaissance Harbour View Hotel Hong Kong             |
| Hoixe Cake Shop                              | Saint Honore Cake Shop                               |
| Hong Kong Academy Canteen                    | Seoul Bros   |
| Hong Kong Club                               | Sha Tin College Canteen                              |
| Hong Kong Country Club                       | Sheraton Hong Kong Hotel & Towers                    |
| Hong Kong Disneyland Resort                  | Sift Desserts  |
| Hong Kong Gold Coast Hotel                   | Standard Chartered Bank Staff Canteen                |
| Hong Kong Gold Coast Yacht and Country Club  | The Banqueting House                                 |
| Hong Kong International School Canteen       | The Charterhouse Causeway Bay Hong Kong              |
| Hong Kong Parkview                           | The Cityview   |
| Hotel Jen Hong Kong                          | The French International School of Hong Kong Canteen |
| Hotel LKF by Rhombus                         | The Harbourview                                      |
| Hotel Panorama by Rhombus                    | The Langham Hong Kong                                |
| HSBC Staff Canteen                           | The Mira Hong Kong                                   |
| Hyatt Regency Hong Kong, Sha Tin             | The Peninsula Hong Kong                              |
| Hyatt Regency Hong Kong, Tsim Sha Tsui       | The Ritz-Carlton, Hong Kong                          |
| InterContinental Hong Kong                   | The Royal Garden                                     |
| Island Pacific Hotel Hong Kong               | The Royal Pacific Hotel and Towers                   |
| Island School Canteen                        | Tsui Wah Restaurant                                  |
| Island Shangri-La Hong Kong                  | W Hong Kong  |
| Italian Tomato                               | West Island School Canteen                           |
| IVY Hong Kong                                | Yamazaki Bakery Company                              |
| JW Marriott Hotel Hong Kong                  | Yardbird   |

**Donations of HK\$10,000 or above**

Celab Chan  
Charitable Projects Trust  
Chiu Lai Ling Shirley  
Chung Yuen Electrical Co Ltd  
EGIVE For You Charity Foundation Limited  
Environment and Conservation Fund  
Fairton Management Company Limited  
Fine Wine Experience  
Fogolar Furlan HK Ltd  
Hong Kong International Theme Park Limited  
Hong Kong Parkview

Keith Mok  
Lee Hwa Chie  
Lululemon HK Limited  
Macquarie Group Foundation Limited  
Mandy Chan  
Operations Santa Claus  
Rotary Club of Kowloon  
Scottie King Chung Siu , Yuwen Ding  
SingWay (B.V.I.) Company Ltd  
Superl Holdings Limited  
The Tokio Marine & Fire Insurance Co. HK Ltd  
Wu Ping Lam Michael David

Owing to limited space, we regret not being able to include the names of all individual donors and supporters. We would also like to give our deepest gratitude to our volunteers who have assisted in our programs and activities.



# Foodlink

Replacing hunger with a smile  
除飢困 展歡容 膳心連

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**Inland Revenue File No:** 91/10626



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