

# Foodlink Foundation

Replacing Hunger with a Smile

## 膳心連基金

除飢困 展歡容

Annual Report 2024 – 2025

年度報告 2024 - 2025



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# Message from Executive Director

When I walk through our facility, I see more than numbers. I see the faces and stories behind every meal. I think of parents who skip meals so their children can eat, seniors stretching every dollar only to find their cupboards remain empty, and families who never expected they would need help but now rely on us week after week.

The 2024-2025 financial year has been exceptionally challenging. Rising costs, economic uncertainty, and limited resources have created significant pressure. The demand for food has grown significantly, yet the funding to meet these needs has not kept pace.

Despite these difficulties, hope remains high. I see it in the volunteers who show up rain or shine to put together food parcels with care and compassion. I see it in the donors who give what they can, even when times are tough. I see it in the partnerships that we have built, with schools, corporates and NGOs, that reassure us we are not alone in this fight.

However, hope alone will not fill empty stomachs. We must be bold and innovative in how we raise funds and sustain our mission. Traditional approaches are no longer enough. We are exploring new ways to engage supporters through digital campaigns and community events that bring people together around the shared goal of ending hunger. We are actively seeking new partnerships and creative solutions to maximise every dollar and resource, ensuring the needs of our community are met efficiently and compassionately.

To our supporters who contribute their time, resources, and voices, thank you. Your commitment inspires us to keep moving forward, even when the path ahead is difficult. Together, we can ensure that no child goes to bed hungry, no senior misses a meal, and no family feels forgotten.

The challenges before us are real, but so is our determination. With your ongoing support, we will not only navigate this storm but continue building a stronger, more resilient community where everyone has access to the nourishment they need to thrive.

**Executive Director**  
**Robin Hwang**



# Our Mission

Foodlink's mission is to combat hunger and promote health and wellness by rescuing surplus food and delivering wholesome meals to the most vulnerable members of our community. We are dedicated to sustainability and environmental well-being by minimizing waste and advocating for a healthier future for all.

Foodlink's vision is to create a sustainable community where every individual has access to nutritious meals, fostering overall wellness and environmental stewardship.

# Year Impact Overview

## Our Impact

**560**  
tonnes of food rescued



**151**  
tonnes of bread



**1,330,000**  
meals served



**1,400**  
tonnes of carbon dioxide emissions reduced

## Our Partners



**151**  
Food Donors



**136**  
Beneficiary Partners

## Our Activities

**113**  
Events



**104**  
Community Building Events



**9**  
Education Sessions

# Our Food Programmes

***At Foodlink Foundation, rescuing surplus food and sharing it with those in need lies at the heart of what we do. Each day, we work to reduce food waste while nourishing vulnerable communities across Hong Kong. To achieve this mission, we operate several targeted programmes that collect and redistribute safe, quality food from a variety of sources, ensuring every meal saved reaches the people who need it most.***

## Hot Food Programme

Food donors sort the surplus food into sanitised containers for our drivers to pick up. Our drivers then swiftly deliver the collected food to our beneficiary partners, where the food is reheated and served on-site to the needy, free of charge.

## Bread Programme

We collaborate closely with bakery chains that donate their unsold bread. Our role is to match and connect bakeries with our partners in the community so that their staff or volunteers will pick up the leftover bread directly from shops and redistribute the bread to the beneficiaries.

## Banquet Programme

We also collect surplus food from banquets, weddings, and other events, and deliver the food to our partners. This food comprises the last few dishes — meat, rice, and noodles — which are left virtually untouched as guests are full after indulging in earlier dishes.

## Packaged Food Programme

We accept miscellaneous products donated to us free of charge by food distributors, catering companies and corporates. These include canned or packaged food items that are still safe to eat, which are then sorted and delivered to our partners according to the needs of their service beneficiaries.



# Our Community Work

## Joining Hands to Fight Hunger

***At the heart of Foodlink’s mission to alleviate hunger across Hong Kong lies strong collaboration and active volunteer participation. By engaging corporate partners and mobilizing volunteers, we transform collective efforts into impactful and measurable outcomes. targeted programmes that collect and redistribute safe, quality food from a variety of sources, ensuring every meal saved reaches the people who need it most.***



In 2024, Foodlink joined forces with Bloomberg to host the “Boblympics” Rice Packing Challenge, an energetic volunteer event inspired by the Olympic motto, “Faster, Higher, Stronger, Together.” Volunteer teams competed to pack 1 kg bags of rice with precision and speed, relying solely on skill without scales. This initiative not only delivered nutritious food to families in need but also strengthened community bonds and raised awareness about food insecurity.



*Team-spirited moments at the "BOlympics" Rice Packing Challenge.*



*Left: Cross-sector volunteers gathered to prepare festive goodie bags; Right: Happy faces of children receiving the gifts.*

Building on this successful partnership, Bloomberg facilitated a Joint Bank CSR Workshop at Foodlink's office, bringing together volunteers from Nomura, UBS, HSBC, Deutsche Bank, Kering, PwC, AXA, MTR, and others. Participants crafted healthy energy bars and assembled festive goodie bags for underserved children during the holiday season. This workshop highlighted the value of cross-sector collaboration in meeting community needs while fostering corporate social responsibility and enhancing employee engagement. not only delivered nutritious food to families in need but also strengthened community bonds and raised awareness about food insecurity.

## World Food Day: Sharing Meals, Sharing Love

***World Food Day serves as a vital reminder of the persistent challenges posed by hunger and malnutrition globally.***

To commemorate this meaningful occasion, Foodlink was honored to be the beneficiary partner of Apollo Management during their Citizenship Event, held in Hong Kong for the first time. Volunteers from eight countries united to contribute their time and effort in the fight against hunger. Together, they packed nutritious food bags, handmade healthy energy bars, and repurposed used coffee grounds into soap. Additionally, participants visited a local NGO centre to deepen their understanding of community programs that support the healthy development of children. This event truly embodied the spirit of giving, bringing joy to both givers and recipients.



*Left: Preparing food bags; Right: Visiting a local NGO centre and distributing food bags.*



*Group photo of 600 volunteers from Apollo Management.*



In a separate initiative, Foodlink was privileged to collaborate with the Disney VoluntEARS team, who demonstrated outstanding teamwork and commitment by packing around 2,000 bags of rice, each weighing 1 kg, for vulnerable families and children. Their contribution not only provided essential food support but also highlighted the power of collective volunteer action in fostering a more compassionate community.

*Top and Bottom: Disney VoluntEARS packing rice; Bottom: Group photos of Disney*



## Nurturing Healthy and Happy Childhoods

***Foodlink is committed to supporting the health and well-being of children by providing access to nutritious food and creating meaningful experiences that inspire learning, joy, and togetherness.***

During Easter, we partnered with foodpanda Hong Kong to organize a festive celebration for children from underserved communities. Volunteers engaged the children in fun games, creative craft activities, and a lucky draw, making the day memorable and full of smiles. Each child also received a thoughtfully prepared goodie bag to take home.

To mark the Mid-Autumn Festival, we hosted the Wellcome Kids Fun Day, featuring interactive educational games and a hands-on food-making experience. The event offered children a valuable opportunity to learn about healthy eating while enjoying cultural festivities. The children left with festive goodie bags, carrying with them the spirit of the season.



*Top and Right: foodpanda Easter Party*

*Top: Kids celebrate Mid-Autumn Festival at Wellcome Kids Fun Day*





Top: Kids celebrate Mid-Autumn Festival at Wellcome Kids Fun Day

### Inspiring Generosity and Community Spirit

*Foodlink continues to inspire generosity and nurture community spirit across Hong Kong through innovative initiatives and meaningful partnerships. By engaging corporations, families, and individuals, the organization strives to cultivate a culture of giving that benefits both donors and recipients, fostering a sense of collective upliftment.*

A highlight of Foodlink's efforts was its participation in Hong Kong's first "Light the World" Giving Machine initiative, an inventive campaign that allowed the public to donate meals and essential supplies to vulnerable communities. The overwhelming generosity of supporters enabled Foodlink to provide crucial assistance to local NGOs and underprivileged families, showcasing the power of



Right and Botton: "Light the World" Giving Machine Launch Day



# Miles for Meals



To conclude 2024, Foodlink hosted its inaugural “Miles for Meals” event at Quarryside, attracting over 200 participants from corporations, families, and the broader community. Together, they virtually rescued 50 tonnes of surplus food, equivalent to 110,000 meals for those in need. This inclusive event welcomed participants from underprivileged backgrounds, the elderly, and individuals with special needs, featuring game and photo booths. The celebration embodied unity, compassion, and shared joy, reinforcing Foodlink’s commitment to community support and kindness.



Top: Snapshots of Foodlink’s inaugural “Miles for Meals” Charity Walk

## Fostering Inclusion and Belonging Across Communities

**Foodlink is committed to fostering inclusion and belonging by building a society where everyone, regardless of background, feels valued and connected. Through partnerships with corporate and community organizations, the organization creates opportunities for meaningful engagement, cultural exchange, and shared joy, strengthening bonds across diverse communities.**

In collaboration with Morgan Stanley Hong Kong, Foodlink held interactive workshops at Zubin's Family Centre for ethnic minority families from various districts. Participants learned to make coconut sandwich thins and energy bars using surplus ingredients, highlighting the importance of healthy eating and food sustainability. These workshops provided both education and enjoyment, supported by the dedication of Morgan Stanley volunteers.



*Morgan Stanley Hong Kong volunteers with ethnic minority families at Zubin's Family Centre*

Foodlink's partnership with Compass Group Hong Kong brought the Master Chef Challenge 2024 to life, celebrating culinary creativity and community spirit. Six chefs crafted two-course comfort food menus judged by celebrity chefs and mothers from underprivileged families, with the winning dishes prepared into 200 meal boxes for distribution through the Jockey Club Kwun Tong Community Hub. To mark the Lunar New Year, Foodlink also hosted a festive poon choi luncheon for over 600 elderly guests, featuring music and cultural performances that fostered warmth, joy, and a sense of connection.



*Top: Snapshots of Master Chef Challenge 2024*

*Middle and Bottom: Snapshots of Foodlink CNY Poon Choi Banquet 2025*

## Building Partnerships for Goals

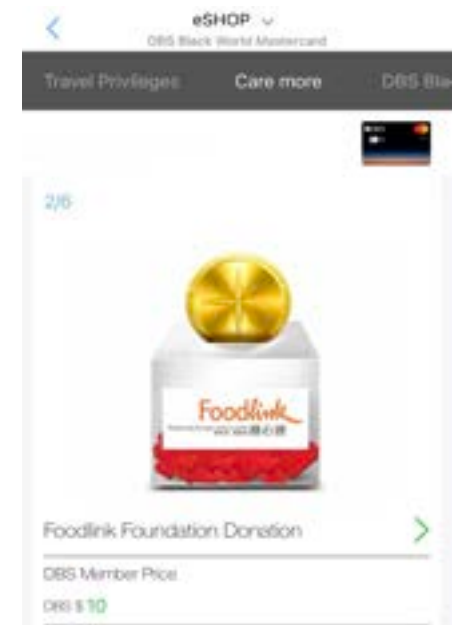
**Foodlink collaborates with a wide network of corporate and community partners to create shared value for both businesses and the community. Through co-branded campaigns and innovative engagement initiatives, the organization makes it easier for the public to transform everyday actions into meaningful support for those in need.**



Left: "Christmas Gummy Charity Workshop", a creative campaign with yuu Rewards.  
Right: Wellcome Supermarket's winter solstice "add a dish" campaign.

Additionally, Foodlink collaborated with The Point, a shopping mall loyalty program, enabling members to donate reward points to support food rescue efforts, reduce food waste, and deliver more meals to vulnerable communities. Foodlink is also part of DBS's Care More scheme, through which DBS clients can donate their points to support Foodlink's work. These partnerships demonstrate how aligning loyalty platforms, brands, and charitable giving can amplify impact for the wider community.

During the Christmas season, Foodlink partnered with yuu Rewards to launch the Christmas Gummy Charity Workshop, where members could redeem yuu points to participate in making festive gummy treats for underprivileged families. The collaboration with Wellcome Supermarket continued through festive campaigns encouraging customers to "add a dish" for low-income families during Winter Solstice by purchasing designated Yu Pin King products, with a portion of sales donated to support Foodlink's work. These initiatives helped integrate generosity into daily shopping and seasonal traditions.



Left: Members of The Point are encouraged to use points to support Foodlink's initiatives.  
Right: DBS clients can donate their points through the "Care More" program.

## Brewing Change for a Sustainable Future

**Foodlink builds strong partnerships with retailers and NGO partners to collect and redistribute surplus food throughout Hong Kong, ensuring nutritious meals reach those in need.**

A key long-term partner, 7-Eleven, supplies short-dated products and surplus bread from its stores to support Foodlink's mission. As part of 7-Eleven's 'Grounds to Green' Coffee Grounds Upcycling Program, Foodlink participates in transforming 7CAFÉ coffee grounds into organic fertilizer for the Senior Buddy Charity Farm. This farm uses the fertilizer to grow fresh vegetables, which are then donated back to the community for distribution.

This circular initiative not only provides nutritious meals to over 10,000 people but also promotes sustainability by reducing waste and supporting local food production, demonstrating Foodlink's commitment to a more sustainable future.



Right and Bottom: Press day of 7-Eleven's 'Grounds to Green' Coffee Grounds Upcycling



## Empowering Lives Through Education and Awareness

***Foodlink actively engages with academic, professional, and youth communities to raise awareness about food insecurity, sustainability, and the power of collective action. These platforms enable us to share our initiatives, exchange ideas, and forge new partnerships that drive lasting social impact.***

We sincerely thank the Macau MBA Association and Macao Polytechnic University for inviting Foodlink to speak at the Environmental Protection and Greater Bay Area Sustainable Development Forum. This event offered a valuable platform to highlight our sustainability efforts and explore partnership opportunities in Macau.



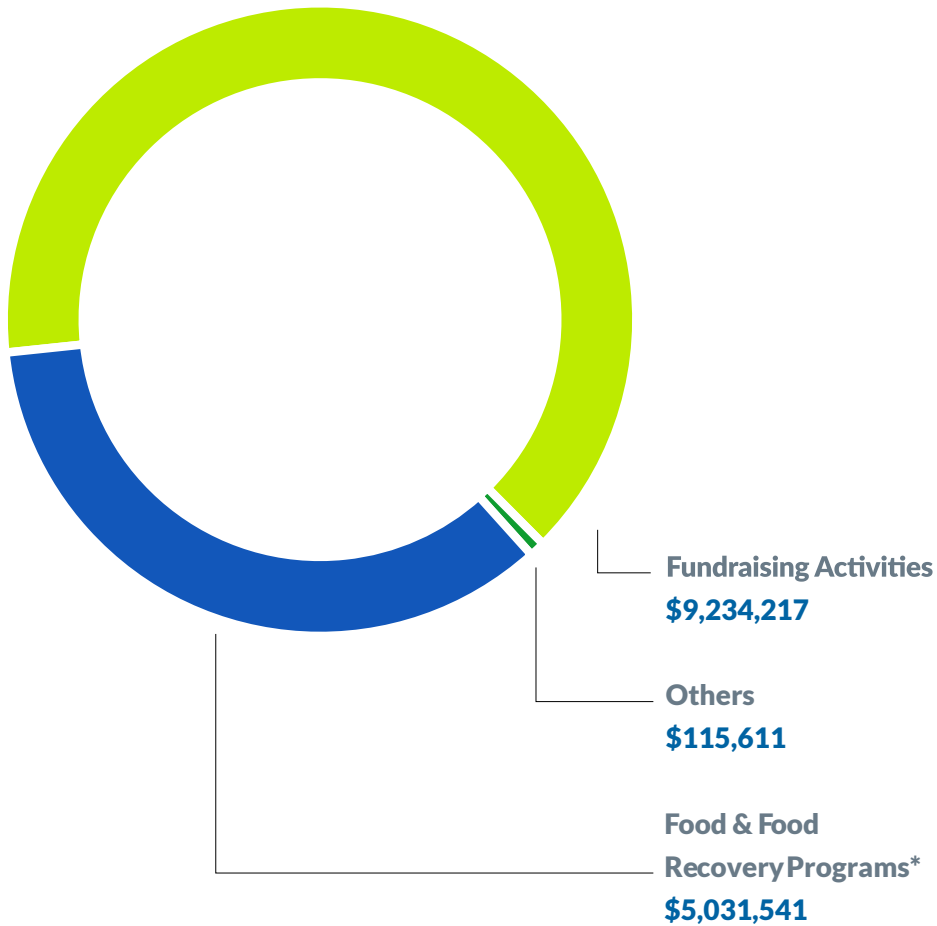
Additionally, Foodlink participated in the launch of Sustainify, where our Head of Operations shared insights on how partnerships can amplify impact. The event gathered over 40 young leaders from diverse sectors, supporting sustainability education and youth empowerment in Hong Kong. Empowering the next generation, we also collaborated with students from Hong Kong Baptist University on a bread run, giving them hands-on experience collecting surplus bread for those in need. This initiative equipped young people with practical knowledge of food rescue operations, enabling them to actively contribute to waste reduction and hunger relief.

These engagements underscore Foodlink's dedication to education, advocacy, and partnership-building as integral to our mission of fostering positive, sustainable community change.

# Finance

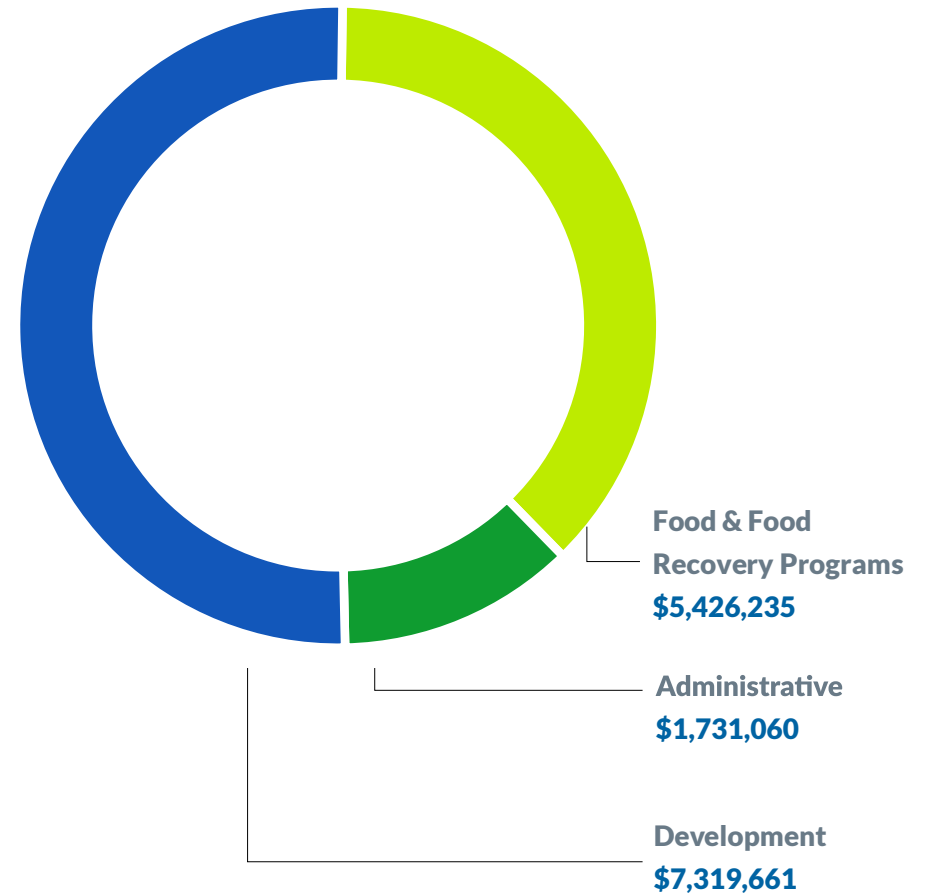
Total Donation

**\$14,381,369**



Total Expenses

**\$14,476,956**



# Acknowledgements

## Major Food Donor

- 7-Eleven Hong Kong & Macau
- A & W Food Service Limited
- Aji-No-Chinmi Co., (HK) Limited
- AluHouse International Trading Co Ltd
- Angliss Hong Kong Food Service Limited
- Anjuman-e-Mohammedi (Hong Kong SAR) Trustees Incorporated
- Apollo Management Singapore Pte Limited
- Arome Bakery
- Arrow Asia Pac Limited
- Bank of Singapore, Hong Kong Branch
- Bloomberg L.P.
- Bravo Fine Foods Hong Kong
- Canadian International School of Hong Kong
- China International Water & Electric Corp.
- Chinese International School
- Circle K
- Classic Fine Foods (Hong Kong) Limited
- Compass Group Hong Kong
- Conrad Hong Kong
- Cordis, Hong Kong
- Courtyard by Marriott Hong Kong Sha Tin
- DBS Bank (Hong Kong) Limited
- DFI Retail Group
- Empire Group Holdings Limited
- Feeding Hong Kong
- foodpanda
- FOODSPORT
- Four Seasons Hotel Hong Kong
- Freshfields
- Fubon Bank (Hong Kong) Limited
- Fulum Group Limited
- Gate Gourmet Hong Kong Limited
- Gateway Hotel, Hong Kong
- Ginkgo House
- Gold Coast Yacht & Country Club
- Goodman Interlink - The Rambler
- Grand Hyatt Hong Kong
- Hago Limited
- Harrow International School Hong Kong
- Hilton Garden Inn Hong Kong Mongkok
- HKBUAS Wong Kam Fai Secondary and Primary School
- Hong Kong Academy
- Hong Kong Adventist Hospital
- Hong Kong Disneyland Resort
- Hong Kong Gold Coast Hotel
- Hong Kong Jockey Club
- Hong Kong Ocean Park Marriott Hotel
- Hong Kong Parkview
- Hong Kong SkyCity Marriott Hotel
- Hong Kong University Graduate Association College
- Hotel ICON
- HSBC
- HSBC Staff Canteen
- Hyatt Regency Hong Kong
- Hyatt Centric Victoria Harbour Hong Kong
- Hydrogro Company Limited
- Independent Schools Foundation Academy
- InterContinental Grand Stanford Hong Kong
- International Christian School (Shek Mun Campus)
- International Finance Corporation
- Island Shangri-La, Hong Kong
- Jones Day
- JP Morgan
- JW Marriott Hotel Hong Kong
- Kai Tak Sports Park
- Kau Yan School
- Kee Wah Bakery
- Kellett School (Kowloon Bay Campus)
- King George V School
- KKR Asia Limited
- King Bakery
- Kowloon Shangri-La, Hong Kong
- KPMG Staff Canteen
- Lactalis Hong Kong Limited
- LeanSweets
- Le Méridien Hong Kong, Cyberport
- Legislative Council
- Li Po Chun United World College of Hong Kong
- Malvern College Hong Kong
- Mandarin Oriental, Hong Kong
- Mannings
- Marco Polo Hongkong Hotel
- Maxim's Cakes
- Maxim's Group
- Mead Johnson & Company
- Morgan Stanley
- Mrs. Emma Hu
- Mrs. Joyce Kan
- Mrs. Sandy Lau
- Munsang College Kindergarten
- Natural Link International Limited
- New World Millennium Hong Kong Hotel
- Nina Hospitality Central Kitchen
- Nina Hotel
- Nippon Express (H.K.) Co. Ltd
- Nowaday International Development Limited
- Ocean Park Hong Kong
- pandamart
- Po Leung Kuk Choi Kai Yau School
- Powerco Electric (Far East) Company Limited

- Prince Hotel, Hong Kong
- Ramada Hong Kong Harbour View
- Regal Hotels
- Regent Hong Kong
- Renaissance Hong Kong Harbour View Hotel
- Rooftop Republic Co. Limited
- Rosewood Hong Kong
- Royal Hong Kong Yacht Club
- Radha Soami Satsang Beas Society HK Limited
- Saint Honore Cake Shop Limited
- Senior Buddy Charity Farm
- Shanghai Commercial Bank Limited
- Sheraton Hong Kong Tung Chung Hotel
- Shrewsbury International School Hong Kong
- Singapore International School Hong Kong
- Sodexo (Hong Kong) Limited
- South Island School
- Stamford American International School Hong Kong
- Starbucks Coffee Asia Pacific Limited
- Sun Lee Laan
- Swiss Re Foundation
- Synergy Distribution Limited
- Tamjai International Co. Ltd
- The Aberdeen Boat Club
- The Church of Jesus Christ of Latter-day Saints Hong Kong
- The Cityview
- The Foreign Correspondents' Club, Hong Kong
- The French International School of Hong Kong
- The Fullerton Ocean Park Hotel Hong Kong
- The Garden Company Limited
- The Harbourview
- The Hong Kong and China Gas Company Limited
- The Hong Kong Club
- The Langham, Hong Kong
- The Mira Hong Kong
- The Murray, Hong Kong, a Niccolo Hotel
- The Peninsula Hong Kong
- The Repulse Bay Company Limited
- The Ritz-Carlton, Hong Kong
- The Royal Garden
- The Royal Pacific Hotel and Towers
- To-Plate Hong Kong
- Transport Infrastructure Management Limited
- TVB
- Victoria Shanghai Academy
- W Hong Kong
- Wing Wah Food Manufactory Limited
- Yamazaki Baking Co., Ltd
- yuu
- Zetland Hall
- 純陽仙洞

# Thank you

for your efforts  
in replacing hunger with a smile

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