

# Foodlink Foundation

Replacing Hunger with a Smile

## 膳心連基金

除飢困 展歡容

Annual Report 2023 – 2024

年度報告 2023 – 2024



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## Message from Executive Director

As we conclude another year, I am excited to share our journey toward reducing food waste and enhancing sustainability within our organization and the communities we serve. Addressing food waste is not only an environmental imperative but also a social responsibility that we should take very seriously.

This year, we made significant strides in our efforts to involve the community to minimize food waste through various programs and partnerships. Our commitment to sustainability has guided our initiatives, allowing us to create meaningful change and inspire others to join us in this critical mission.

### Waste Reduction Efforts

We conducted comprehensive reviews of our work flow to identify key areas for improvement. The audits enabled us to successfully digitalize our

logistic arrangement and reporting. In the past, tremendous manpower was required to collate data and disseminate information. Thanks to the sponsorship of The Hong Kong Jockey Club, the automation has enhanced our work productivity by 25%, sparing talents for higher level tasks.

### Community Partnerships

Community partnerships enhance sustainability by pooling resources, sharing knowledge, fostering innovation and improving efficiency. Most importantly, partnerships foster a sense of community and shared social value. We are grateful to the unwavering support of corporate volunteers, F&B operators, students and the public to deepen our impacts together.

### Educational Campaigns

We promoted educational activities aimed at raising

awareness about food waste and sustainable practices. Through workshops and outreach programs, we inspired the public to reduce our carbon footprint and make green choices.

As we look to the future, we are determined to build on this momentum. Our goal is to become a leading voice in the fight against food waste while providing nutritious food to the underprivileged, advocating for behavioral change and inspiring others to adopt sustainable practices.

Thank you for your continued support and partnership in this vital work. Together, we can create a more sustainable and equitable food system for all.

Executive Director  
Robin Hwang



## Our Mission

The vision at Foodlink is to ensure every needy person has access to a hot, healthy meal. We collect safe-to-eat surplus food from F&B outlets and deliver to those in need. The benefits are twofold - while reducing hunger we also reduce the pressure on our city's landfills.

## Year Impact Overview

### Our Impact

# 500

tonnes of food rescued



## 155

tonnes of bread



## 1,190,000

meals served



## 1,250

tonnes of carbon emissions reduced

### Our Partners



## 142

Food Donors



## 130

Beneficiary Partners

### Our Activities

# 110

Events



## 96

community building events



## 14

education sessions

# Our Food Programmes

## 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.



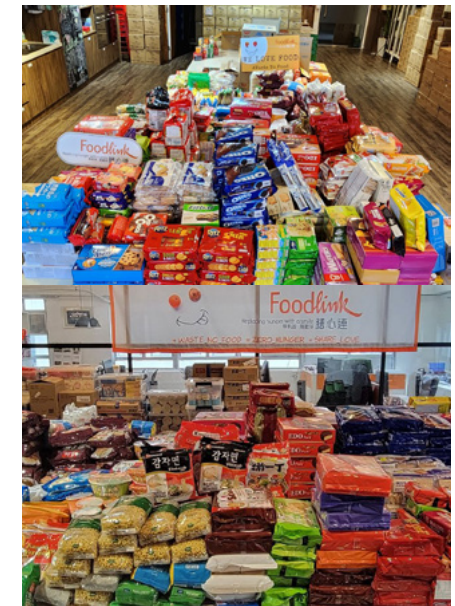
## Banquet Programme

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 on 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

## Nutrition for Children

Good nutrition is important for everyone, especially children. Foodlink works hard to provide nutritious food to feed the children. Some of these basic foods could be a luxury item to the underprivileged families.

Easter 2023 was an active time. With donations from Hong Kong Adventist Hospital Tsuen Wan and the Permira Foundation, we distributed festive hot cross buns and healthy kids food packs to underserved children.



**Above:** Food pack donations from Permira Foundation; **Top/Bottom Right:** Festive Easter Cross Buns donations from HK Adventist Hospital Tsuen Wan.



We then joined the Executive Chef of the Four Seasons Hotel to cook healthy food on-site for sick children living in Ronald McDonald House.

Together with The Hub and the Permira Foundation, we undertook a six-week programme to distribute staple food to underprivileged families.



**Left:** On-site cooking by the Four Seasons culinary team @Ronald McDonald House Kwun Tong; **Above:** Nutritious food packs program for beneficiaries of The Hub.

## Zero Hunger

*Zero Hunger is Foodlink's foremost priority, no one should be starving because of lack of resources.*

For Christmas 2023 we collected freshly baked turkeys and hams from partner hotels. 14 hotels participated in the food drive. This was the 10<sup>th</sup> that we ran our Christmas food drive.

We distributed eggs to underserved elderly, combining this with cooking classes, where participants learned simple protein-rich meals.

We also connected with Bloomberg's Million Meals Challenge. 250 Bloomberg volunteers repacked over 6 tonnes of rice for distribution to families across Hong Kong.

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**Left:** CSR activities to engage corporate volunteers and empower beneficiaries; **Right:** Special food sharing program to bring Christmas joy to the underprivileged communities.



DBS Live more, Bank less

Foodlink Replacing hunger with a smile 替換飢餓 展露歡笑 膳心連

foodpanda

**惜食獎賞**  
**less food waste, more rewards**

DBS COMPASS VISA

SHARE\_LOVE  
ZERO\_HUNGER  
WASTE\_NO\_FOOD

你「捐一餐飯」時  
DBS及foodpanda  
亦捐出同等金額予膳心連基金

捐款一次 = 三倍支持

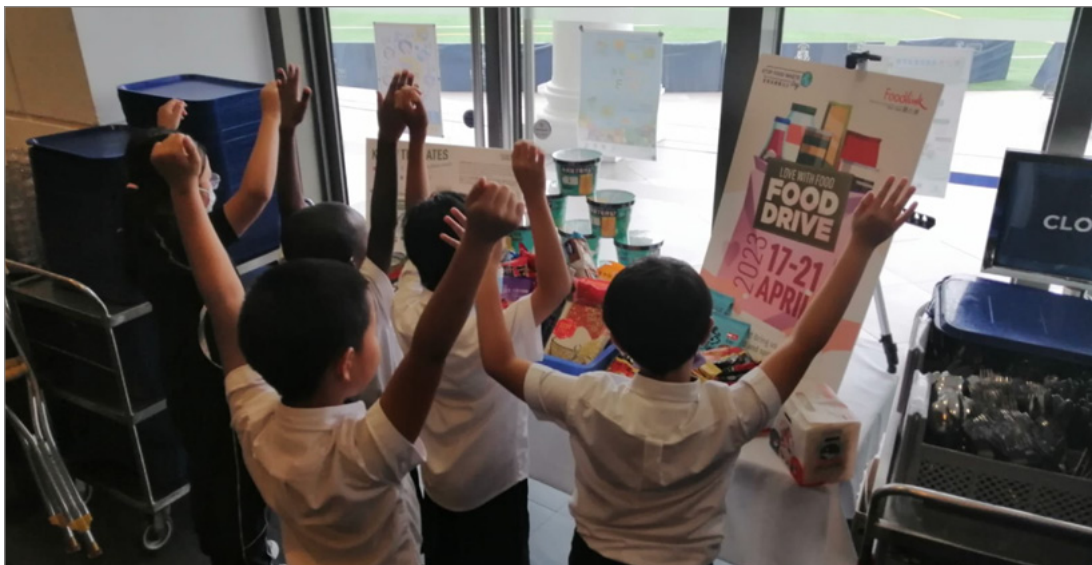
Less food waste, more rewards  
用DBS信用卡嗒「少飯/少麵」  
可獲 foodpanda HK\$20自取優惠券

## Partnership for Goals

Our principle is to use minimal resources to deliver biggest impacts in order to maximize the benefits we bring to the community; cross-sector partnership is critical to achieving the scale and sustained impact we target at.

April 26 marked Stop Food Waste Day. On this occasion, we were supported by a week-long food drive appeal from Compass Group Hong Kong.

We ran in the New Year with a partnership with Wellcome Supermarket. They donated one-dollar for every Yu Pin King product sold.



惠康 wellcome

龍年 加餸啦!

Foodlink 膳心連

2月2-8日 愛心「餸」暖迎龍年!

捐款雙倍 每公斤 捐款\$0.5 \$1

你買 我們捐 1件

STOP FOOD WASTE Day

LOVE WITH FOOD FOOD DRIVE 2023 17-21 APRIL

Promotional campaigns with DBS, foodpanda, Wellcome and Bloomberg to raise public awareness of hunger issue

## Inclusion and Well-being

We engage volunteers, corporate or individuals, to bring joy and warmth to the community. Happiness of beneficiaries is our best incentive.

To mark DBS's 55<sup>th</sup> Anniversary, we organised a birthday party for 55 children and volunteers. Activities included a "Wheel of Sustainability", which provided information on building sustainable communities.

Our partner, yuu, organized a Mid-Autumn Festival party for 150 guests, including games, songs and special food gifts.



**Above:** Mid-Autumn Party organized by yuu at Chai Wan Baptist Church Social Service; **Top Right:** Birthday Party with 55 children of Aldrich Bay Integrated Children & Youth Services; **Bottom Right:** Christmas Children Bazaar @HKSCH Holy Carpenter Church.



As part of our Christmas activities, we took part in the Christmas Bazaar held by HKSKH Holy Carpenter Church. The event included food donations and volunteers from Chewnchill HK.

Christmas also saw volunteers from Swiss Re and Segantii Capital Management joining us to distribute food and presents to children and the elderly.



New Year was a time of celebration for the elderly at Kwun Tong On Tat Estate. as we joined the World Bank's Internation Finance Corporation to hold a series of parties.



**Top:** Christmas elderly party with volunteers of Swiss Re;  
**Middle:** Christmas children party with volunteers of Segantii;  
**Bottom:** Chinese New Year party with volunteers of IFC.

## Education

To raise public awareness and improve food waste reduction behavior through education.

A fun cooking class with volunteers from Disney at the Caritas Tuen Mun Marden Foundation Secondary school took a fun twist to the topic of food waste. The event saw students decorating LinaBell Cupcakes and Mickey Mouse rice cakes.

Food recycling is an important component of stopping food waste. To promote the topic, we ran a photography competition for the most creative use of recycled food. Participants could win entry to Hong Kong Disneyland through a lucky draw.



**Foodlink**  
Replacing hunger with a smile  
換新食 換心連

# 剩食變盛食

## 攝影創作比賽

掃描二維碼上載作品  
作品大小：3MB以上及不超過50MB  
影片長度：30S以下

為推廣惜食煮意，關心運舉辦是次攝影創作比賽，希望透過攝影和創意，將大家在日常生活中的惜食習慣紀錄下來，令更多人關注及了解惜食對可持續發展的重要性。

**作品要求**

每位參賽者限提交一份作品，可透過相片、影片配以文字，簡單描述如何利用剩食/菜頭菜尾/已過最佳食用日食品，創作新的美饌

**獎品**

冠軍季軍各一名：  
香港迪士尼樂園入場券4張及神秘禮品乙份

優異獎九名：  
香港迪士尼樂園入場券4張

作品遞交截止日期：2023年7月14日  
得獎名單將於2023年7月15日公布



For World Food Day 2023, we shared our approach to food waste and sustainability with the community. The activities also link to World Food Day's theme of water sustainability.

To help make food sustainability more fun for kids, we joined the French International School's Sustainable Fun Day. Our game booth was a fun way for kids to learn about sustainability and food waste.

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**Top:** Sustainability Workshop @HSBC; **Bottom:** Sustainable Fun Day @French International School.



## Capacity Building

*By empowering the beneficiaries to support our work and their peers, we can increase their self-confidence and mental wellness. This is particularly meaningful for the elders where a lot of them feel useless and lonely.*

We reached a new milestone in 2023, with the opening of the Foodlink Mart. This is Hong Kong's first surplus food distribution outlet. Situated in the poorest district of Hong Kong, Foodlink Mart receives fresh surplus and nearly expired food from nearby grocery stores. This is then redistributed to the community. The project engages elderly beneficiaries to help run the shop, supporting their sense of achievement and well-being.

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*Opening ceremony of Foodlink Mart at TBG Mall with Foodlink board members and project sponsor, Operation Santa Claus representatives.*





Foodlink's cooking classes are regular events to teach elderly and children to turn surplus food into yummy meals.

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Cooking classes sponsored by T. Rowe Price, Permira Foundation, and Hong Kong Disneyland



# Acknowledgements

## Major Food Donors

- 7-Eleven Hong Kong
- A & W Food Service Limited
- Aji-No-Chinmi Co., (HK) Limited
- AluHouse International Trading Company Limited
- Angliss Hong Kong Food Service Limited
- Anjuman-e-Mohammedi (Hong Kong SAR) Trustees Incorporated
- Arome Bakery
- Bloomberg L.P.
- Bravo Fine Foods Hong Kong
- Canadian International School of Hong Kong
- Chinese International School
- Circle K
- Classic Fine Foods (Hong Kong) Limited
- CMB Wing Lung Bank Limited
- Compass Group Hong Kong
- Conrad Hong Kong
- Cordis, Hong Kong
- Courtyard by Marriott 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 Bruckhaus Deringer
- Fubon Bank (Hong Kong) Limited
- Fulum Group Limited
- Gate Gourmet Hong Kong Limited
- Gateway Hotel, Hong Kong
- 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
- Hong Kong Academy
- Hong Kong Adventist Hospital
- Hong Kong Club
- Hong Kong Disneyland Resort
- Hong Kong Gold Coast Hotel
- Hong Kong International School
- Hong Kong Jockey Club
- Hongkong Land Limited
- Hong Kong Monetary Authority
- Hong Kong Ocean Park
- Marriott Hotel
- Hong Kong Parkview
- Hong Kong SkyCity Marriott Hotel
- Hong Kong University Graduate Association College
- Hotel ICON
- HSBC
- Hyatt Regency Hong Kong
- Hyatt Centric Victoria Harbour Hong Kong
- Independent Schools Foundation Academy
- International Christian School (Shek Mun Campus)
- International Finance Corporation
- Island Shangri-La, Hong Kong
- Italian Tomato
- JP Morgan
- JW Marriott Hotel Hong Kong
- Kee Wah Bakery
- Kellett School (Kowloon Bay Campus) Canteen
- 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
- Maison Kayser 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. Joyce Kan
- Mrs. Sandy Lau

- New World Millennium Hong Kong Hotel
- Nina Hospitality Central Kitchen
- Nina Hotel
- Nowaday International Development Limited
- pandamart
- Permira
- Po Leung Kuk Choi Kai Yau School
- Powerco Electric (Far East) Company Limited
- Prince Hotel, Hong Kong
- Pui Kiu College
- 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
- Schindler Lifts (Hong Kong) Limited
- Senior Buddy Charity Farm
- Share for Good Foundation Limited
- Sheraton Hong Kong Tung Chung Hotel
- Shrewsbury International School Hong Kong
- Sims Trading Company Limited
- Singapore International School Hong Kong
- Sodexo (Hong Kong) Limited
- South Island School
- Stamford American International School Hong Kong
- Starbucks Coffee Asia Pacific Limited
- 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 Country 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
- TVB
- Victoria Shanghai Academy
- W Hong Kong
- 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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