

FEEDING HONG KONG

2022 Annual Review

樂餉社
Feeding
Hong Kong



February 2023

Background



Feeding Hong Kong is a Hong Kong registered charity established in 2011. Every day, we collect surplus nutritious food from manufacturers, growers, processors, distributors and retailers and deliver it to a network of partner charities, who in turn, provide food to those most in need in Hong Kong. By supporting existing grassroots feeding programmes, we make efficient use of established distribution channels and can focus our own resources on the highest standards in food collection, storage and transportation.

Our mission



Our mission is to fight hunger in Hong Kong and reduce the amount of quality food that is being sent to our city's landfills. We also work to raise awareness about poverty, food insecurity and food waste in Hong Kong and promote healthy eating and nutritional education to the most vulnerable groups in our community. We are Hong Kong's sole accredited member of the Global Food Banking Network, an international organisation dedicated to creating and strengthening food banks and national food bank networks.

Our Board

Feeding Hong Kong's Board consists of 8 members in 2022. The Chair and Board members are:

Brett Walter STEWIEN (*Chairman of the Board*)

Founder/partner, GPS Legal LLP
Joined 2013

Giuliana AUINGER

Head of Sustainability Business, Asia Pacific,
Schneider Electric
Joined 2021

Gareth KWOK

Assistant General Manager, Wing On Corporate
Management
Director, Aquaculture Technologies Asia
Joined 2015

Wan Ki LAU

Chef Owner, Tate Dining Room
Joined 2021

Yeuk Nam LI

General Manager – Hong Kong, Perfect Day
Joined 2021

Chin Yao LIN

Managing Director, Wing Sang Cheong
Joined 2013

Richard Anthony LORD

Managing Director, Regional Chief Information
Officer, Wholesale - Asia Pacific, HSBC
Joined 2014

Gabrielle Mary Edel **KIRSTEIN**, Founder and former
CEO of Feeding Hong Kong joined the Board of
Directors in January 2022.

Our Management Team



Billy Yeung
CEO



Edmond Leung
Project Director



Connie Shuen
Charities Director



Fanny Lee
Community
Engagement Director



Thomas Egloff
Food Sourcing Manager



Mandy Ma
Office and HR Manager



Lawrence Wong
Fundraising and
Partnerships Manager



Vicky Hung
Finance Manager



Winnie Ho
Finance Consultant

2022: Hong Kong's Fifth Wave

Hong Kong's Fifth Covid wave was a wave like no other in 2022.



1.6 million people in Hong Kong live in poverty struggling to afford three meals a day. This includes 45% of seniors and 1 in 4 children. The combination of school closures, job disruptions, health risks and rising food prices since the beginning of the pandemic had already hit underserved communities the hardest – research showed that 67% of families living below the poverty line experienced loss of livelihood during the pandemic.

When the Fifth Wave hit Hong Kong in early 2022, we saw case numbers and deaths soar, and the strictest social distancing measures of the pandemic. This exacerbated the challenges faced by people in need, and the organisations who serve them.

Thanks to the timely and generous support of new and old friends, we were able to significantly increase our Covid response programmes in 2022.

In doing so, we distributed a record 3.88 million meals to the community in 2022.

The year at a glance

Jan 1- Dec 31, 2022



Increased number of food donors
from 457 to 500 (+9%)

Expanded charity network from
154 to 166 (+8%)

Rescued 928 tonnes of food that would
have otherwise ended up in landfill (+56%)

Sourced 321 tonnes of nutritious staples
for emergency food packs (-29%)

Supported a record 3.88 million meals for
vulnerable people (+39%)

Maintained cost per meal less than HK\$10

FHK Airport Programme

Our airport programme donation volume remained low in early 2022. With the lifting of quarantine requirement, we saw a gradual increase in flights and surplus volume starting from late 2022. We expect this to continue in 2023 as travel resumes.



Continued to rescue 95% of available surplus, well placed for flight volume recovery

Collected 113 tonnes of high quality, long-dated product (-36%)

Worked with volunteers for 1,345.5 hours to sort, check and repack donations (-61%)



FHK Retail Programme

We saw a significant increase in our retail programme as we increased our efforts in this sector. Multiple partners consolidated donations in fewer locations while increasing donation volume. We were also able to expand the number of retail chain partners in 2022.



Partnerships with 9 retail chains (+2)
to rescue surplus stock

40 retail outlets donating ambient,
chilled and frozen foods (-67%)

75 tonnes of nutritious food
collected and redistributed (+178%)



FHK Wholesale Programme

Our wholesale programme continued to be strong in 2022. The weight of chilled donations and frozen donations more than doubled, and we made use of our new 13.5 tonne vehicle, which is equipped with a chiller and freezer compartment.



Increased number of wholesale donors to
168 (+8%)

Collected 715 tonnes in bulk donations
(+100%)

Increased chilled food donations to 184
tonnes (+104%)

Frozen food donations increased to 50
tonnes (+127%)



FHK Bread Run & Direct Pick-ups

The Bread Run was suspended in early 2022 due to the Fifth Covid Wave, leading to a decrease in surplus bread rescued. Nonetheless, we were pleased to be able to resume the programme in May 2022, and supported more charity partners with deliveries of top quality baked goods and salads.



Rescued 22 tonnes (-33%) of fresh bread, sandwiches and salads

Engaged 1,150 individual volunteers for the Bread Run (+91%)

Supported 42 charity partners with fresh food from evening collections (+10.5%)



FHK Festive

We continued to source, pack and deliver food parcels during festivals throughout the year. With the festive food parcels, we provided something to celebrate during 5 festivals over the year: Christmas, Chinese New Year, Easter, Tuen Ng (Dragon Boat), and Mid-Autumn.



Packed and delivered 18,500 festive food parcels (+1%)

Recruited volunteers to man our packing line for a total of 1,060 hours (-14%)

Supported 99 frontline charities with festive food packs (+10%)

FHK Emergency

In our FHK Emergency food box programme, we provided 2 weeks worth of shelf stable food for each beneficiary. During the peak of the Fifth Wave, we shifted to bulk deliveries instead of food parcels, reducing the need for volunteers and leading to a drop in food box figures (but an increase in total food distributed).

The programme was later redesigned as FHK Community Care that provided important support to those most vulnerable during the challenging months ahead. Each FHK Community Care Pack contains approximately 4.5kg of key staple food.



Sourced and packed 37,100
FHK Emergency food boxes (-0.8%)

Recruited volunteers to man the FHK
packing line for a total of 3,259.5 hours
(-48%)

Supported 80 frontline charities with
emergency food boxes (+33%)



FHK Food Drives

Food drives play a vital role in helping us bridge the gap between the items we rescue as surplus and the foods most needed by our charity network. In 2022, we received a higher volume of food donations from food drives than the previous year.



Collected 179 tonnes of
long dated, shelf-stable food (+57%)

Partnered with 159 school, corporate
and community groups on food drives
[-8%]



FHK Volunteering

Although we paused the Bread Run during February to April 2022 and reduced parcel packing sessions, we still saw growth in volunteer engagement, particularly with corporate partners, after the resumption of volunteering activities. All volunteers followed the strict hygiene protocols and vaccination requirements to ensure a safe working environment.



Led 366 volunteer shifts in support of FHK operations and mission (+78%)

Worked with volunteers for 13,294 hours across operations (+23%)

Engaged c.141 volunteers per week to feed people, not landfills (+22%)

Contribution from individual volunteers at 48% of total (-25%)



FHK Education

We continued to expand our engagement with schools, companies, and community groups, both virtually and in person. As part of our mission to drive change, we kept on reaching out to communities to raise awareness about food waste, food insecurity and the solution of food banking, as well as actions we can all take to make an impact. As with all of our work, our education programme was disrupted by the Fifth Wave.



Led 49 virtual “Meet & Greet” presentations and tours (+40%)

Engaged 1,852 participants from schools, companies and community groups (-26%)



Bridge the Gap

We launched the Bridge The Gap fundraising campaign on 18 February 2022. In response to increased community need, our goal was to raise HK\$2 million in 2 weeks to support the food purchasing and logistics costs incurred to deliver extra essential food to underserved communities and those who were hit hardest by the Fifth Covid Wave in Hong Kong.

Surplus food **donations** are **down** at a time that **need for food assistance** is rising.

Donate today to help us
Bridge the Gap
and feed those in need.



Provided an extra 280,000 meals in response to a sharp increase in community need

Served 75 charities with 170 deliveries

Increased output by 97% in March and April 2022



Shangri-La Hot Meal Direct x FHK

Shangri-La Group partnered with Feeding HK and donated freshly made hot meals from its hotels every day to charities across Hong Kong from March 16 to 31 May 2022.



Leveraged underutilised hotel restaurant facilities and staff to feed those in need

Provided 54,084 hot meals

Supported 28 charities



FHK Mobile Food Pantry

Designed to address the three most significant space, facility, and equipment limitations faced by our charity partners, the Feeding HK Mobile Food Pantry supported the safe and sustainable delivery of chilled, frozen and ambient food items to frontline charities, and same day distribution to the families and individuals they support. It has empowered more charities to safely handle chilled, frozen and short-dated items independent of their existing facilities and transportation.



Supported 4 charities to distribute food

Arranged 44 trips and distribution activities

Distributed 21,440 kg of food

Served 11,640 beneficiaries
(approximately 3,880 families)



THANK YOU

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