

FEEDING HONG KONG

2020 Annual Review

樂餉社
Feeding
Hong Kong



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 4 directors, including a Chair.

Brett Walter STEWIEN (*Chairman of the Board*)

Founder/partner, GPS Legal LLP

Joined 2013

Gareth KWOK

Director, Wing On Corporate Management

Group Executive Chef, Aquaculture Technologies Asia Ltd.

Joined 2015

Chin Yao LIN

Managing Director, Wing Sang Cheong

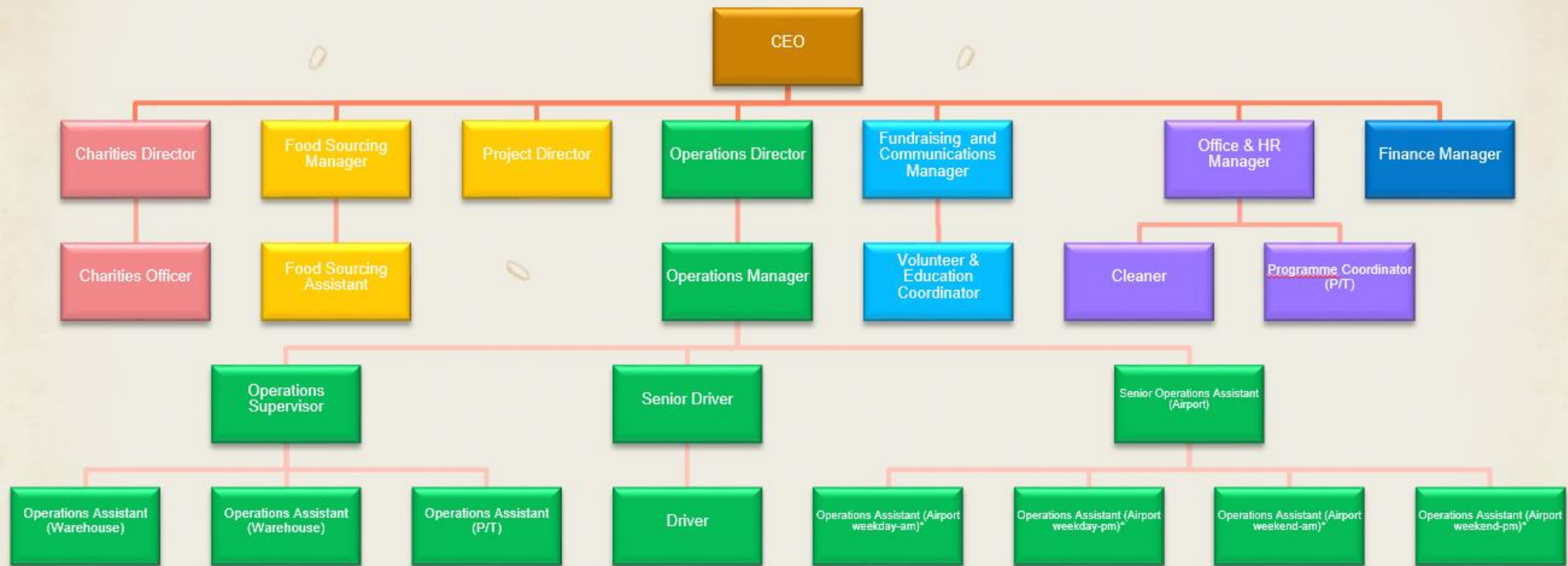
Joined 2013

Richard Anthony LORD

Regional Chief Information Officer, Wholesale - Asia Pacific,
HSBC

Joined 2014

Organisation chart



2020: An unprecedented year

The impact of Covid-19 affected every aspect of our work in 2020.

At the end of 2019, 1.4 million people in Hong Kong were already living in poverty. The pandemic only exacerbated this situation, pushing many from just getting by to struggling to get by. Our charity partners were faced with how to safely distribute food to those in need at a time when that need was growing.

At the same time disruptions to supply chains meant that whilst some donation opportunities disappeared over night, others emerged – offers of good food that would be directed to landfills instead of people if we were unable to step in.

These two factors kept us focused and motivated throughout the year. They drove the decision to keep our Foodbank open, pivot our food rescue programmes, scale food purchasing and shift volunteer activities to keep food moving to where it was needed most.

The result: 3 million meals for people in need.



The year at a glance

Jan 1- Dec 31, 2020



Increased number of food donors
from 325 to 397 (+22%)

Expanded charity network from
132 to 149 (+13%)

Rescued 726 tonnes of food that would
have otherwise ended up in landfill (-12%)

Sourced 340 tonnes of nutritious staples
for emergency food packs (+451%)

Supported 3 million meals for vulnerable
people (+39%)

Maintained cost per meal at HK\$5

FHK Airport Programme

Over the course of the year, inbound flights to Hong Kong dropped by up to 90%. This in turn, meant a significant drop in donations through our airport programme. However there were some silver linings: we increased our capture rate and embraced new donation opportunities related to outbound flights.



Rescued 95% of available surplus (+19%)

Collected 298 tonnes of high quality, long-dated product (-48%)

Worked with volunteers for 5,653 hours to sort, check and repack donations (-41%)



FHK Retail Programme

Retail surplus donations fluctuated throughout the year as conditions evolved due to Covid-19. Increased demand from consumers now eating at home played a factor. However, by adding a new donor with multiple outlets, we were ultimately able to grow retail collections.



Partnerships with 5 retail chains (+1)
to rescue surplus stock

126 retail outlets donating ambient,
chilled and frozen foods

35 tonnes of nutritious food
collected and redistributed (+7%)



FHK Wholesale Programme

In the early months of the pandemic, the impact on Hong Kong's F&B industry was sharp and severe. This in turn led to supply chain bottlenecks as product destined for the city's vibrant restaurant scene had nowhere to go. In response, we pivoted our operations to support multi-pallet donations of ambient, chilled and frozen foods from wholesalers and distributors.



Increased number of wholesale donors
from 147 (+43%)

Collected 391 tonnes in bulk donations
(+118%)

Increased frozen food donations to 44
tonnes (+160%)



FHK Bread Run & Direct Pick-ups

End of day collections from bakeries and other stores were hit hard by Covid. The Bread Run – our volunteer led rescue programme - was unable to run for over 6 months of the year, whilst many frontline charities opted to hit scale back or hit pause on direct pick-ups from retailers during peak times of the pandemic.



Rescued 14 tonnes (-63%) of
fresh bread, sandwiches and salads

Engaged 255 individual volunteers for
the Bread Run (-6.5%)

Supported 32 charity partners with fresh
food from evening collections (-18%)



FHK Festive

Celebrating special occasions with a special food parcel was more important than ever in 2020. We remained committed to packing and distributing festive food parcels during Chinese New Year, Easter, Tuen Ng, Mid-Autumn and Christmas and shared the spirit of the holidays with 15,500 families and seniors during these festivals.



Packed and delivered 15,500 festive food parcels (+15%)

Recruited volunteers to man our packing line for a total of 1,255 hours (+10%)

Supported 85 frontline charities with festive food packs (+4%)

FHK Emergency

In March we launched FHK Emergency, a food purchase initiative designed to complement our food rescue work and ensure a steady supply of support to our frontline partners during a time of acute disruption. We have now pledged to keep running this food box programme throughout 2021. Each FHK Emergency box contains 2 weeks worth of shelf stable foods.



Sourced and packed 27,600
FHK Emergency food boxes

Recruited volunteers to man the FHK
packing line for a total of 3,131 hours

Supported 79 frontline charities with
emergency food boxes



FHK Food Drives

In 2020, food drives became a particularly important source of key staples such as rice, canned goods and cooking oil. These community led collections helped top up surplus donations and increase the variety of products distributed.



Collected 119 tonnes of
long dated, shelf-stable food (+240%)

Partnered with 135 school, corporate
and community groups on food drives
(+50%)



FHK Volunteering

The impact of Covid on volunteering was immediate: in February we hit pause on a number of volunteer activities and significantly scaled back others. However hands on volunteering provided a crucial channel of support throughout the year and throughout volunteer safety was our top priority. We reduced the number of volunteers in each shift, pivoted recruitment to individual volunteers instead of corporate groups, and implemented extra hygiene protocols throughout our operations.



Led 235 volunteer shifts in support of FHK operations and mission (-25%)

Worked with volunteers for 13,600 hours across operations (-28%)

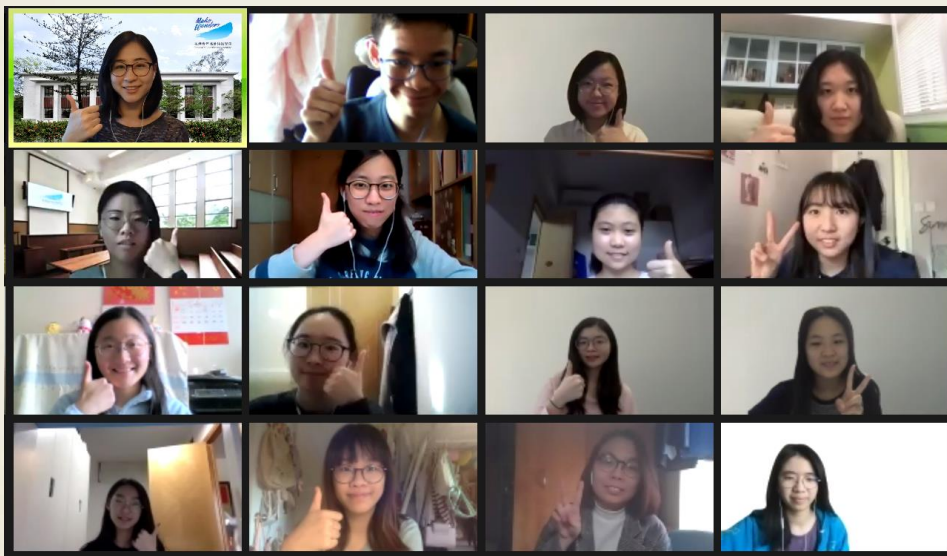
Engaged c. 85 volunteers per week to feed people, not landfills (-43%)

Increased contribution from individual volunteers to 82% of total (+35%)



FHK Education

Like the rest of the city, we embraced online platforms when it came to continuing our educational initiatives. By pivoting our physical “Meet & Greet” talks and tours to virtual ones, we were able to continue to raise awareness about food waste, food insecurity and the solution of food banking, as well as share insights on the impact of Covid on our operations and our response.



Led 25 virtual “Meet & Greet” presentations and tours (-37.5%)

Engaged 1,356 participants from schools, companies and community groups (-61%)





THANK YOU

Unit 715-717, Block A2 Yau Tong Industrial City,
17-25 Ko Fai Road, Yau Tong, Kowloon

Tel: 2205 6568

Email: info@feedinghk.org

Website: www.feedinghk.org