

FEEDING HONG KONG

2023 Annual Review

樂餉社
Feeding
Hong Kong



About us



Feeding Hong Kong is a Hong Kong registered charity established in 2011.

Every day, we collect surplus food from producers, manufacturers, distributors, retailers and caterers and deliver it to a network of partner charities who, in turn, provide food to vulnerable communities 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 save quality food from going to landfills while delivering food security in Hong Kong.

We encourage volunteers and we educate the community about food waste, food poverty and food banking in Hong Kong.

We are Hong Kong's sole accredited member of the Global Food Banking Network, an international organisation dedicated to creating and strengthening food banks around the world.

Our Board

Feeding Hong Kong's Board consisted of 5 members at the close of 2023 as detailed below. We express our deep gratitude to Brett Stewien, who stepped down from the board in March 2023 after 10 years of service. Gabrielle Kirstein, Feeding Hong Kong's founder also retired from the Board in 2023, in order to resume the position of CEO.

Gareth KWOK (*Interim Chair*)

General Manager, The Wing On Department Stores
(Hong Kong) Limited
Joined 2015

Giuliana AUINGER

Vice President, Strategy & Sustainability,
Schneider Electric
Joined 2021

Vicky LAU

Chef-owner, TATE Dining Room
Joined 2021

Yumi LI

Managing Director, Greater China, SSP Group
Joined 2021

Paul LIN

Managing Director, Wing Sang Cheong
Joined 2013

Richard LORD

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

Our Management Team



Gabrielle KIRSTEIN
Founder and CEO
(from April 1, succeeding Billy Yeung)



Edmond LEUNG
Project Director



Connie SHUEN
Charities Director



Fanny LEE
Community
Engagement Director



Thomas EGLOFF
Food Sourcing Manager



Mandy MA
Office and HR Manager



Vicky HUNG
Finance and Development
Manager

The new norm



2023 presented an opportunity to shift our strategy and pivot our work to a post-pandemic Hong Kong. First and foremost, rescuing surplus food became our number one priority again. Whilst food purchasing to meet basic needs had been a vital component of our pandemic work, this was a year in which we refocused on surplus.

However, it was not a simple case of picking up on where we hit pause. The pandemic drove numerous changes in the food industry, which in turn impacted the nature of surplus food donations. As such, we had to review and adjust our logistics. For example, whilst pre-Covid, our airport programme was our strongest channel of surplus, in 2023, donations through our Wholesale and Retail Programmes flourished and underpinned a 34% increase in total food rescued, so we reallocated resources accordingly.

Across our charity network, over 150 organisations actively welcomed surplus food to support their food programmes - more than ever before. This reflected both the challenges faced by many charities navigating reduced incomes and resources in the face of increased need, but also a greater understanding of the nature of surplus and its dual social and environmental benefits.

On the volunteer front, we saw a firm swing back to group volunteering. More than 22,000 volunteers supported our mission in 2023, reflecting the desire for hands on activities that bring people together, and create meaningful impact.

The year at a glance

Jan 1- Dec 31, 2023



Increased number of food donors
from 500 to 581 (+16%)

Expanded charity network from
166 to 173 (+4%)

Rescued 1,257 tonnes of food that would
have otherwise ended up in landfill (+35%)

Handled 291 tonnes of food through food
drives and purchase programmes (-45%)

Supported 3.73 million meals for
vulnerable people (-4%)

Maintained cost per meal at
less than HK\$10

FHK Airport Programme

Our Airport Programme took off again in 2023 and as flight numbers increased so too did our surplus collections. During the pandemic, our airline partners made significant efforts in rethinking their food and waste strategies, resulting in a reduction of overall surplus. However, their commitment to donating excess stocks to charity remains as strong as ever, and we continue to work closely to redistribute surplus beverages, snacks, cereals, fresh fruit and more. It's a win-win for the environment and the community!



Rescued 95% of available surplus

Collected 209 tonnes of high quality, long-dated product (+85%)

Worked with volunteers for 5,206 hours to sort, check and repack donations (+286%)



FHK Retail Programme

Our retail programme came into its own in 2023, as we scaled collections of ambient, chilled and frozen foods from individual convenience stores, supermarkets and other retail outlets. A standout development of the year was the expansion of our multi-pallet pick-up initiative where donations from multiple locations are consolidated to a single pick-up point. Feeding Hong Kong transports these goods back to our warehouse for quality control, sorting and reallocation to frontline charities. This in turn has created new opportunities for retail-focused 'Warehouse Workouts' for our volunteers!



Partnerships with 17 retail chains to rescue surplus stock (+89%)

59 retail outlets donating ambient, chilled and frozen foods (+48%)

221 tonnes of nutritious food collected and redistributed (+194%)



FHK Wholesale Programme

Handling multi-pallet surplus donations is one of our unique capabilities – we have the trucks, storage and experience to safely redistribute in bulk. This expertise continued to come into its own in 2023 with two particular donations standing out. The first, was our largest ever single donation: 200 pallets of ambient goods which we redistributed within a week. The second, was a container of canned vegetables that we unloaded and palletised ahead of interim storage in our Foodbank. Our diverse network of charity partners was invaluable in the successful redistribution of all these bulk donations, and demonstrated again the power of partnerships!



Increased number of
wholesale donors to 176 (+5%)

Collected 777 tonnes
in bulk donations (+9%)

Received 98 tonnes of chilled
food donations (-47%)

Handled 80 tonnes of frozen
food donations (+62%)



FHK Bread Run & Direct Pick-ups

The Bread Run and other direct pick-ups were paused for many months over the pandemic but last year ran for a full 52 weeks providing a valuable channel of fresh food for charities. Alongside the commitment of our retail partners, the passion of our volunteers was a standout feature - families, students, community groups, corporate teams and even pop star fab clubs came out in force to help us rescue fresh daily surplus every single week of the year. This programme is all about a little from a lot of locations, and in the year ahead we will be working hard to improve the systems and logistics for a better Bread Run experience for all. Every loaf of bread (and sandwich and salad!) rescued truly makes a difference!



Rescued 38 tonnes of
fresh bread, sandwiches and salads
(+73%)

Engaged 1,570 individual volunteers for
the Bread Run (+37%)

Supported 52 charity partners with fresh
food from evening collections (+24%)



FHK Festive

Food and festivals go hand in hand! The FHK Festive programme is our way of ensuring our partners can share a bag of basics, along with some extra treats at special times of the year. We supported over 100 charities across five festivals in 2023: Christmas, Chinese New Year, Easter, Tuen Ng (Dragon Boat) and Mid Autumn. This was made possible thanks to the generous sponsors who supported the additional food and logistics for this programme, plus the volunteers who packed bags and helped us embrace the festive spirit.



Packed and delivered 18,000
festive food parcels (-3%)

Recruited volunteers to man our packing
line for a total of 1,412 hours (+33%)

Supported 108 frontline charities with
festive food packs (+9%)

FHK Community Care

Community Care was introduced in response to the pandemic, and centred around purchasing food to top up our surplus inventory and ensure a reliable supply of food “care packs” all year round. Over the course of 2023, we gradually phased this programme out so that we could refocus on our surplus initiatives. However, our care for the community remains as strong as ever and we are motivated to save and share as much quality food as we can!



Sourced and packed 22,004
FHK Community Care Packs (-41%)

Recruited volunteers to man the FHK
packing line for a total of 2,472 hours (-
24%)

Supported 84 frontline charities
with Community Care Packs (+5%)



FHK Mobile Food Pantry

2023 was a year in which our Mobile Food Pantry stepped up its impact. Designed to address the three most significant challenges faced by our frontline partners – limited storage space, transportation and cold chain – it empowers the charities that participate to safely redistribute chilled, frozen and short-dated items, regardless of their facility and transport capacity. It's a programme that's truly about collaboration – food companies contribute their surplus product, Feeding HK oversees food safety, storage, transportation and volunteers, the frontline charity leads community outreach, and last - but certainly not least - volunteers man the “pop-up”. This special, joyful sharing of surplus food is one we look forward to further scaling in the year ahead!



Increased the number of charities supported from 4 to 5 (+25%)

Arranged 94 distribution activities (+114%)

Distributed 45 tonnes of food (+108%)

Served 8,670 families (+123%)



FHK Food Drives

Food drives play a vital role in helping us bridge the gap between donations of surplus food and shelf stable items, such as rice, cooking oil and canned goods, most needed by our charity partners. In 2023, we saw a drop in the overall volume of food donated as we stepped back from our calls for emergency donations. However, a positive note was the increase in the number of drives, particularly those held by students. Another high note, was the expansion of our Community Collection hubs where members of the public can drop off a food donation. In 2024, we will be focusing on building and communicating about this important programme and the channel of food it provides.



Collected 66 tonnes of
long dated, shelf-stable food (-63%)

Partnered with 190 school, corporate
and community groups on food drives
(+19%)

Coordinated with 23
community collections points



FHK Volunteering

During 2023, our volunteer opportunities expanded to include additional “Warehouse Workouts” to sort retail and airport surplus. The scaling up of our Mobile Food Pantry, also created more opportunities to help with the distribution of food (and joy!) directly in the community. A particular highlight of our calendar was the return of Asia Fruit Logistica to Hong Kong in September – an international trade event that champions surplus food donation. An amazing 60 volunteers stepped up to help rescue and redistribute 7 tonnes of fresh fruit, vegetables and other items; we truly couldn’t have done it without them!



Led 416 volunteer shifts in support of FHK operations and mission (+14%)

Worked with volunteers for 22,717 hours across operations (+71%)

Engaged 250 volunteers per week to feed people, not landfills (+77%)

Contribution from group volunteers 63% of total (+11%)



FHK Education

In 2023, the return of face-to-face learning fed significantly into our Education programme. We witnessed a major uptake in Meet & Greet presentations and Food Bank tours, catering to groups that ranged from kindergarten to universities, and from corporate teams to community organisations. Of particular note, was the growth in school talks and visits. These interactive sessions, led in both English and Cantonese, complement the materials featured on our online Education microsite. Uniquely developed by Feeding Hong Kong, the Education microsite is a toolkit for teachers and students, designed to help raise awareness of food waste and food security in Hong Kong. It includes 21 modules and is a one-stop resource library complete with articles, videos, websites and infographics.



Led 71 “Meet & Greet”
presentations and tours (+45%)

Engaged 7,924 participants from schools,
companies and community groups
(+ 328%)

Welcomed 5,046 visitors to our Education
microsite (+319%)



Our recipe for the future

Our main focus for 2024 is increasing operational efficiency; how we can improve processes and invest in systems to handle more food faster. This will include a special focus on streamlining logistics for our Bread Run and Direct Pick Up initiatives, and our increasingly popular Mobile Food Pantry.

In terms of mitigating change, we are mindful of the significant redevelopment taking place in Yau Tong, the home of our Food Bank for the last decade, and will be seeking a new site for the long-term. Storage capability is fundamental to our growth strategy and the need to comprehensively plan and prepare for this next chapter a top priority.

Driving the development of our fleet will be significant as our wholesale and retail programmes continue to expand. We are specifically looking to add two new vehicles in the year ahead to support the specialist logistics involved in handling these donations. Investment in technology is another strategic priority and will support our continuous efforts to drive efficiency across surplus food logistics.

We are aware of the impact the upcoming Municipal Solid Waste charging scheme will have on our community and are developing guidance materials to prepare. Our goal is to empower our staff, volunteers and partners so that together we can maximise the distribution of surplus food, minimise unnecessary waste, and reduce disposal costs.

We continue to be grateful to all our remarkable partners, whether they come to us as supporters of food, funds or friends. Each and every morsel makes a difference and we look forward to a future where we are all feeding Hong Kong together.





THANK YOU

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