

SHARE
FOR GOOD
— NEW WORLD —

A JOURNEY OF RE-IMAGINING CHARITY

WHAT WE HAVE DONE AT SHARE FOR GOOD
17 MARCH - 31 MAY 2022



Major Partners



好運燒臘飯店

IF YOU ONLY HAVE ONE MINUTE, READ THIS.

1, Share for Good is Hong Kong's first large-scale crowd-donation platform and was founded by New World Development amid the COVID-19 pandemic.

2, The platform takes a digital-first approach and has enrolled 60 non-profit-making organisations (NGO) and 200 corporations as partners to deliver the supplies in a timely and effective manner, disrupting the conventional donation framework.

3, With the goals of gathering resources from all corners of Hong Kong to support those in need, Share for Good connects corporation and individual powers to drive social progress.

4, It facilitates both the targeted matching of donors and beneficiaries, and the efficient distribution of supplies to the underprivileged.

5, PwC HK has performed procedures on the cash donations received, in-kind donations received from donors and made to participating NGOs in accordance with Hong Kong Standard on Related Services 4400 (Revised) issued by the Hong Kong Institute of Certified Public Accountants.



**WE CAN'T HELP EVERYONE,
BUT EVERYONE CAN HELP
SOMEONE.**



Change the game, to change lives.

We are Hong Kong's first city-wide match-making donation platform, connecting individual and corporate donors to beneficiaries directly.

- Direct In-kind Donation to your selected NGO
- Cash Donation to Yan Chai Hospital which will purchase supplies on your behalf, and distribute them to your NGO of choice
- All done on the Share for Good app and website!



*Tax-deductible receipts upon cash donation of \$100 or above

*Guaranteed zero administrative fees

RE-IMAGINING CHARITY



1. AGILE SOCIAL SOLUTION TO COVID-19 AND SOCIAL ISSUES

Share for Good is set up in just three weeks during the fifth wave. We hope to respond to fast-changing needs during and beyond COVID.



2. END-TO-END DELIVERY

Utilizing technology to disrupt donation methods - directly matching the needs of the underprivileged with a pool of donors.

Targeted and efficient logistics with SF Express Hong Kong and Lalamove.



3. TECHNOLOGY-ENABLED

We fully utilize technology at match-making and delivery processes to ensure swift actions for the needs and maximize our impacts with a relatively small team.

SHARE THE LOVE TOGETHER



“We believe that every donation, and every little bit counts, as we slowly but surely win this battle.”

Adrian Cheng, CEO, New World Development



“Yan Chai Hospital is committed to ‘Serving the Community in the Spirit of Benevolence’.”

Dr. IP Kung-ching, Paul, Chairman, Yan Chai Hospital Board



“Connect the community with logistics, and support it with timely deliveries of supplies.”

Shing Chow, Founder and CEO, Lalamove



“Spreading love and care throughout Hong Kong using self-operated logistics network.”

Keith Ip, CMO, SF Express Hong Kong

It's not about the numbers, but the love shared.

\$ 44,245,807*

Share for Good has received a total of HK\$44,245,807 donations, including HK\$10,231,604 in cash donations and about 2,228,718 in-kind donations valued at HK\$34,014,203

60

Number of NGO beneficiaries joined

2,228,718

Total number of donated items

200,000

Individual recipients - covering subdivided-flat households, single parents, elderly living alone or in care homes, underprivileged children, ethnic minorities, the disabled, and homeless people

*PwC HK has performed procedures on the cash donations received, in-kind donations received from donors and made to participating NGOs in according with Hong Kong Standard on Related Services 4400 (Revised) issued by the Hong Kong Institute of Certified Public Accountants.



And we don't stop here.

Aim to be a S88 NGO by 2023

Connect with the next-gen and enhance upward mobility for the youth

Agile and creative solutions to address fast-changing concerns during and beyond COVID

Continue to spin out web of Share for Good friends

Emergency support

Creating ecosystem of love in a New World.





It's not about the numbers,
But the love shared with others.

Uncle Hung | Gingko House Employee

Uncle Hung is an avid worker, and a man of few words. You will often find him tirelessly filling bowls with food and giving them out, whenever someone tries to thank him or compliment him on his work, Uncle Hung would keep a level head and answer, “It is simply a bliss to be able to offer food to the others. I’m not getting any younger, so I try to give back to the society as long as my body still allows it.”

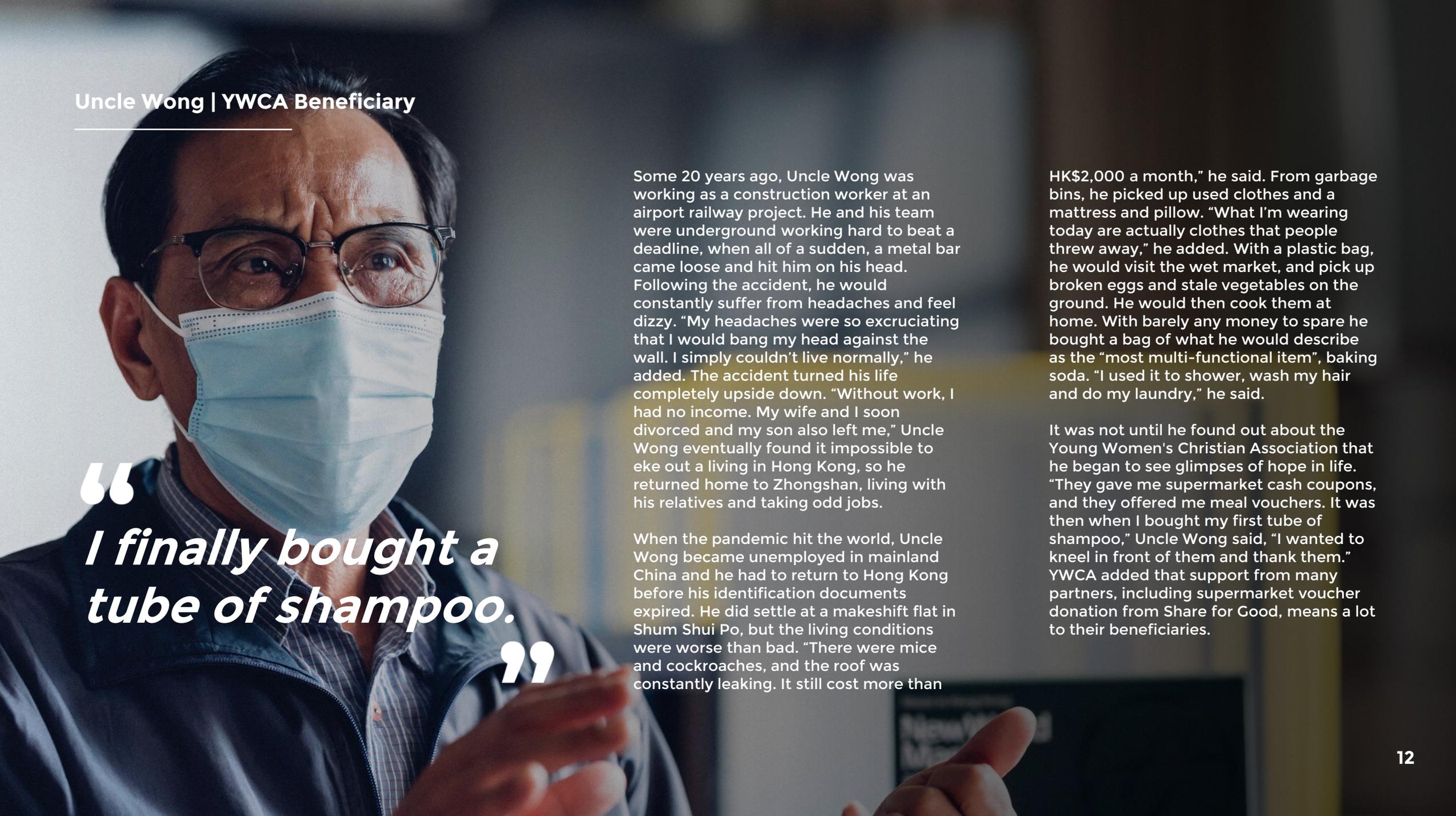
The 71-year-old Uncle Hung was in fact on the receiving end at Gingko House just a year and a half ago. At the time, the Chinese restaurant in which he had worked for 30 years was forced to shutter due to poor business. Looking for a job was no easy matter under the challenging economy, especially for a man of his age. He had no choice but to stay home, idling the days away.

Yet, the friction between Uncle Hung and his wife also grew, “We were both stuck at home and feeling stressed and uneasy.” Through the referral of a friend, he later learned about Gingko House and was told that he was eligible for the food programme. So every day, he would commute from his home in Tsing Yi to Yau Ma Tei and receive his meal.

Last October, the genial Uncle Hung, who is always punctual, was invited to work at Gingko House for a few hours every day. Today, he is coordinating the meals and rapid test kits donated through Share for Good. “It doesn’t matter how much I earn or what I’m asked to do, I’m happy to be helping out,” said Uncle Hung.

A person wearing full personal protective equipment (PPE) is working in a kitchen or food preparation area. They are wearing a blue face shield with "Face Shield" written on the top, a white surgical mask, blue gloves, and a white protective gown. They are handling several boxes of "NewWorld Mask". The background is slightly blurred, showing shelves with various items.

“
*A bliss to be
able to
share food.*
”



Uncle Wong | YWCA Beneficiary

“
I finally bought a tube of shampoo.
”

Some 20 years ago, Uncle Wong was working as a construction worker at an airport railway project. He and his team were underground working hard to beat a deadline, when all of a sudden, a metal bar came loose and hit him on his head. Following the accident, he would constantly suffer from headaches and feel dizzy. “My headaches were so excruciating that I would bang my head against the wall. I simply couldn’t live normally,” he added. The accident turned his life completely upside down. “Without work, I had no income. My wife and I soon divorced and my son also left me,” Uncle Wong eventually found it impossible to eke out a living in Hong Kong, so he returned home to Zhongshan, living with his relatives and taking odd jobs.

When the pandemic hit the world, Uncle Wong became unemployed in mainland China and he had to return to Hong Kong before his identification documents expired. He did settle at a makeshift flat in Shum Shui Po, but the living conditions were worse than bad. “There were mice and cockroaches, and the roof was constantly leaking. It still cost more than

HK\$2,000 a month,” he said. From garbage bins, he picked up used clothes and a mattress and pillow. “What I’m wearing today are actually clothes that people threw away,” he added. With a plastic bag, he would visit the wet market, and pick up broken eggs and stale vegetables on the ground. He would then cook them at home. With barely any money to spare he bought a bag of what he would describe as the “most multi-functional item”, baking soda. “I used it to shower, wash my hair and do my laundry,” he said.

It was not until he found out about the Young Women’s Christian Association that he began to see glimpses of hope in life. “They gave me supermarket cash coupons, and they offered me meal vouchers. It was then when I bought my first tube of shampoo,” Uncle Wong said, “I wanted to kneel in front of them and thank them.” YWCA added that support from many partners, including supermarket voucher donation from Share for Good, means a lot to their beneficiaries.

Choi Wan & Her Daughter | Hong Kong PHAB Association Beneficiary

Choi-wan is Vietnamese Chinese in Hong Kong who taught herself Cantonese by watching online videos. Naturally, Choi-wan speaks with a Vietnamese accent, which ends in a crescendo, so much so that one might think that she is actually delivering good news, “With 10 dollars I would buy four pieces of bread every day, a pineapple bun for breakfast and a cocktail bun for lunch. So 10 dollars can actually last me two days.”

What Choi-wan deprives herself of she gives to her daughter. Every day she cooks for her daughter. A normal meal would include rice, chicken, fish and vegetables. And when everyone else works during the day and rests at night, Choi-wan stays up all night to keep a close watch on her daughter’s breathing. “I’d look at her eye lids, and listen to her breaths,” she said. “If she gets a seizure attack and doesn’t wake up after two minutes, I’d have to call the ambulance.” It had happened once every few weeks in the past two to three years. Choi-wan had for numerous times carried her daughter Yan-yan to the emergency room in the middle of the night, “All the medics and doctors and nurses at the ER know us well by now.”

In the past year, things have gone further south for her family. Choi-wan’s husband is an air-conditioner technician, but when the employer

went missing one day, he had already gone six months without getting paid.

Earlier this year, when Hong Kong went into a panic buying of medicines and rapid test kits, Choi-wan would repeatedly count the money in her wallet, and walk from one drug store to the next to compare prices. At long last, she decided to “splurge” on a few rapid test kits, some Panadol, and Vitamin C tablets. “I had no choice but to protect ourselves,” she said. “I could really feel the pressure.” It was not until Choi-wan received support from the Hong Kong PHAB Association that she could finally breathe a sigh of relief over anti-epidemic supplies.

“*With 10 dollars I would buy four pieces of bread every day.*”





Join us!

<https://shareforgoodhk.com/>

Network of 60 NGOs

Serving

- Across 18 districts of HK
- Subdivided flat households
- Single parents
- The elderly living alone or in care homes
- Underprivileged children, esp. those suffering chronic illnesses
- The disabled
- Ethnic minorities
- The homeless and other people in need

Agent of Change Foundation 加減乘除基金	Gingko House 銀杏館	Hong Kong Young Women's Christian Association 香港基督教女青年聯會	South Kwai Chung Social Service 南葵涌社會服務處
Bauhinia Association 紫荊社	Haven of Hope Christian Service 基督教靈實協會	Hong Kong Neuro-Muscular Disease Association 香港肌健協會	St. James' Settlement 聖雅各福群會
Children's Cancer Foundation 兒童癌病基金	Hong Chi Association 匡智會	Hong Kong New Arrivals Services Foundation 香港新來港人士服務基金	Sharing Kitchen HK 共廚家作
Christian Action 基督教勵行會	Hong Kong Association of Gerontology 香港老年學會	Hong Kong Sheng Kung Hui Pilot Scheme on Multi-disciplinary Outreaching Support Team for the Elderly (Kowloon Central Cluster) 香港聖公會安老院舍外展專業服務試驗計劃(九龍東)	Sowers Action 苗圃行動
Christian Family Service Centre 基督教家庭服務中心	Hong Kong Christian Service 香港基督教服務處	J Life Foundation Limited 啟愛共融基金有限公司	Tai Po Baptist Church Social Service 大埔浸信會社會服務處
CNEC Kei Shek Social Service Centre Limited 中華傳道會基石社會服務中心有限公司	Hong Kong Family Welfare Society 香港家庭福利會	Mission to New Arrivals Limited 新福事工協會有限公司	The Lok Sin Tong Benevolent Society, Kowloon 九龍樂善堂
The Chief Happiness Officer Association 首席快樂官協會	Hong Kong Federation of Women's Centres 香港婦女中心協會	Mental Health Foundation 精神健康基金會	Tin Shui Wai Community Development Network 天水圍社區發展網絡
Community CareAge Foundation 關護長者協會	Hong Kong Lutheran Social Service 香港路德會社會服務處	Mother's Choice 母親的抉擇	The Boys' and Girls' Clubs Association of Hong Kong 香港小童群益會
Direction Association for the Handicapped 路向四肢傷殘人士協會	Hong Kong PHAB Association 香港傷健協會	New Home Association 新家園協會	The Hong Kong Federation of Youth Groups 香港青年協會
Evangelical Lutheran Church Social Service Hong Kong 基督教香港信義會社會服務部	Hong Kong Single Parents Association 香港單親協會	OIWA Limited 離島婦聯有限公司	The Hub Children And Youth Centre 香港樂童行兒童及青少年中心
Ebenezer School and Home for the Visually Impaired 心光盲人院暨學校	Health In Action 醫護行者	Pentecostal Holiness Church Shaukiwan Assembly Limited Gilead Social Service Centre 五旬節聖潔會筲箕灣堂有限公司基列社會服務中心	The Society of Rehabilitation and Crime Prevention, Hong Kong 香港善導會
Faith Health Counselling and Training Centre 同在坊輔導及培訓中心	Helping Hand 伸手助人協會	Principal Chan Free Tutorial World 陳校長免費補習天地	Windshield Charitable Foundation 宏施慈善基金
Feeding Hong Kong 樂餉社	Hong Kong Children Charity Foundation 香港兒童基金會	Salvation Army 救世軍	Woopie Social Enterprises 和悅社會企業
Food for Good 齊惜福	The Hong Kong Christian Kun Sun Association 香港基督教更新會	Shatin Women's Association Limited 沙田婦女會有限公司	Chinese YMCA of Hong Kong 香港基督教青年聯會
Foodlink Foundation 膳心連基金	Hong Kong Federation of Handicapped Youth 香港傷殘青年協會	Society for Community Organization 香港社區組織協會	Yan Chai Hospital 仁濟醫院