



(Immediate release)

Share for Good Honored 21 Awards Including Prestigious “Effie Awards” and “Kam Fan Awards”

Unleash Social Innovation in Responds to Societal Challenges, Widely Recognized by Judges Across Sectors

(24 August, 2023 – Hong Kong) Share for Good, Hong Kong's first large-scale donation-matching platform established during the fifth wave of the pandemic last year, responds to various social needs with innovative ideas. By connecting individual and corporate donors and matching them with non-profit organisations, people in need are offered the most appropriate support in the form of goods and innovative services.

Share for Good has received wide recognition for its efforts in crisis response and social responsibility, as well as its flexible and innovative approach to societal challenges. Over the past year, Share for Good has been honored with 21 prestigious awards, including the coveted Grand Effie Award at the Effie Awards Hong Kong, and the Gold Award at the Kam Fan Awards, often referred to as the “Oscars” of the Hong Kong advertising industry.

Turning Crisis into Opportunities for Collaboration, Share for Good Won 21 Major Awards with its Innovative Approach

The Effie Awards Hong Kong, an esteemed benchmark for effective marketing creativity since 1968, bestowed six awards upon Share for Good, including the Grand Effie Award which is hailed as the pinnacle of marketing industry honors. Share for Good has received accolades from the panel for its innovative thinking and technology to transform societal challenges into opportunities for collaboration.

Judges highlighted that Share for Good breaks away from the traditional donation models of large corporations by bridging the gaps between businesses, the general public, and non-profit organizations to ensure that every contribution reaches those who truly need it. Moreover, the platform’s scalability and adaptability in transitioning from pandemic-related aid to food assistance to address other pressing social challenges were the keys for it to win the esteemed awards.

As for the Kam Fan Awards, following an evaluation process that spanned six months by adjudicators from the creative, digital, and media fields, Share for Good earned one gold, two silver, and three bronze awards, totaling an impressive six accolades, in what is considered one of the most influential advertising awards in Asia.



In addition to these achievements, Share for Good has garnered excellent results in other awards, amassing a tally of 21 honors over the past two years (see appendix). These accomplishments underscore the widespread recognition from the public and professional bodies for Share for Good’s efforts in creating shared value.

Last year, Share for Good collaborated with major partner Yan Chai Hospital, logistics partners Lalamove and SF Express Hong Kong, to efficiently deliver goods and supplies to those in need. Share for Good remains steadfast in collaborating with government departments, business sectors, and non-profit organizations to unleash social innovation, tackle societal challenges and transform lives for the better.

-End-

Appendix:

Awards	Organization
<p>Effie Awards Hong Kong</p> <ul style="list-style-type: none"> • Grand Effie: Topical & Annual Events - Crisis Response / Critical Pivot • Gold Effie: Topical & Annual Events - Crisis Response / Critical Pivot • Silver Effie: (Digital) Engaged Community - Products / Services • Silver Effie: (Positive Change) Social Good - Brands / Non-Profit • Bronze Effie: Real Estate Agents / Real Estate Developments • Bronze Effie: Marketing Innovation Solutions: Business / Product / Service Innovation 	<p>Effie Hong Kong</p>
<p>Kam Fan Awards</p> <ul style="list-style-type: none"> • Digital - Best Digital Campaign: Gold • Social - Social Purpose: Silver • Social - Real-time Activity / Response: Silver • Media - Best of Digital: Bronze 	<p>HK4As</p>

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<ul style="list-style-type: none"> • Promo & Direct - Use of Digital Platform: Bronze • Positive Change - Retail and Real Estate: Bronze 	
<p>MARKies Awards</p> <ul style="list-style-type: none"> • Gold: Best Idea - Pandemic Response • Gold: Best Use of MarTech • Silver: Best Idea - Public Awareness • Silver: Best Idea - CX/UX • Bronze: Best Idea - Digital Solution 	Marketing-Interactive
<p>RICS Awards Hong Kong</p> <ul style="list-style-type: none"> • Corporate Social Responsibility Project of the Year - Highly Commended: Share for Good 	The Royal Institution of Chartered Surveyors
<p>Shared Value Awards</p> <ul style="list-style-type: none"> • Highly Commended Award 	Shared Value Project
<p>Y-care CSR Scheme</p> <ul style="list-style-type: none"> • Y-CARE Diamond Partner • Y-care Outstanding Performance (Social) Awards 	Chinese YMCA of Hong Kong

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Photo Caption



Over the past year, Share for Good has been honored with 21 prestigious awards, a testament to its efforts in Creating Shared Value.



In collaboration with major partner Yan Chai Hospital last year, Share for Good launched Hong Kong's first city-wide donation-matching platform in three weeks' time to enable efficient delivery of goods and supplies to those in need.



In the photo: Jason Leung, Chief Executive, Yan Chai Hospital Board (front row, 3rd from left); Fiona Wan, Director of Share for Good (front row, 2nd from right) with Yan Chai Hospital team and Share for Good team.

High-res photos are available for download here

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Media Enquiry

Share for Good

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About Share for Good

Staying true to its spirit of Creating Shared Value, New World Group launched Hong Kong's first city-wide crowd donation platform Share for Good in March 2022, just three weeks into the fifth- and the worst- wave of COVID-19. It has brought together over 60 non-profit organisations and logistics partners to efficiently distribute much-needed supplies to those in need. Since its launch, Share for Good has received great support from all sectors and public, and has become an approved charity under Section 88 of the Inland Revenue Ordinance. We will continue to partner with different organisations to launch new, needed and innovative services in future to bring social innovation to our community, and create more shared value for the society.

About Yan Chai Hospital

Yan Chai Hospital Board was established in 1962 and founded Yan Chai Hospital in 1973. Under the board, there are 103 service units in different areas, including 21 medical services of Chinese medicine, dental, ophthalmology, haemodialysis, integrated medical services and district health center; 23 educational units of kindergartens/ child care centres, primary and secondary levels; and 58 social services units offering elderly residential and community care, rehabilitation, youth and child care services to the public. Besides, the Board has set up special projects and charitable funds to provide financial assistance to people who are suffering from misfortune, accidents and catastrophes to tide over their tough times. For more information, please visit www.yanchai.org.hk.