



# Annual Report

FY2022-23

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A person is running through a field of tall grass, holding several colorful balloons (red, orange, yellow, green, blue) in their right hand and reaching out with their left hand. The background shows a sunset or sunrise over a range of mountains under a cloudy sky.

# About Charitable Choice

**This is our Hong Kong, an amazing city yet families live in poverty, animals are abandoned daily, and the environment is suffering.**

**We believe that with compassion, we can change the future.**

Charitable Choice is Hong Kong's go-to charity platform powering online giving. Established in 2011, Charitable Choice is committed to support pressing social needs in Hong Kong by empowering individual and organisational philanthropy via an innovative, interactive, and trusted digital platform.

Partnering with 60+ local charity partners, users can choose to send charity eCards and make single or monthly donations. Our dedicated kids' portal, Charity Hero, actively engages and educates children to

nurture charitable behaviours.

Charitable Choice is a registered tax-exempt charitable organisation under Section 88 of the Hong Kong Inland Revenue Ordinance (Ref. 91/11221) and all donations made via the online giving platform are tax deductible in Hong Kong.

What's more, beginning January 2023 we have waived our admin fee so donations made only incur credit card payment fees.

We make giving easy!



# Message from the Founder

I encourage you to visit our sleek new site and make a charitable choice today!



As we close out this financial year, Hong Kong appears to be buzzing with activity and as many would say “back to normal”.

However that phrase doesn’t acknowledge the many trajectories have changed as a result of the pandemic. For many of us, there is no going “back to normal” and Charitable Choice is no exception.

*Cheryl Wilson, May 2023*

Thanks to the generosity of you, our donors, Charitable Choice facilitated over \$2.7 million in donations in 2022, a new all-time high. Our partnership with the inaugural Hong Kong Legal Walk contributed more than one third of this figure raising over \$1 million for four local charities.

A larger number of donors wasn’t the only increase in traffic we experienced on our website in 2022. Charitable Choice was subject to bot-driven credit card testing that attempted over 330,000 transactions in a single day. Despite no data or bona fide donations being compromised, this episode prompted a cybersecurity review and conclusion that we needed a new technology platform.

Our new software-as-a-service (SaaS) platform launched in January 2023 provides additional fraud protection and peace of mind so that we can focus on our mission to inspire, empower and educate for a better Hong Kong.



# Message from the Board of Directors

This past year has been a busy one for Charitable Choice as we faced a cyber-attack on our website (we don't retain any credit card data on our platform so donor transaction details were not accessed or compromised) leading us to review our internal processes, assess our technology and, ultimately, take the decision to shift to an even more secure platform that has also proven to be more user-friendly.

With a new beginning on a new platform, we then turned our focus on Charity Hero - our dedicated childrens' education and inspiration initiative. We believe that by investing in the next generation of philanthropists and providing them with the education and tools at an early age to make charitable choices, we can help raise compassionate and empathetic donors of tomorrow.

We are nothing if not eternal optimists here on the Board and have always believed in the generosity of Hong Kong people. Our optimism, it turns out, is very well founded as Charitable Choice registered another record year in terms of funds raised via our platform. Heartfelt thanks from all of us to all of the generous individuals and companies that made charitable

choices in support of those in need at a time when all of our lives were impacted by the lingering pandemic.

As we wrap up the current financial year and look forward to stepping into the next, we are fueled by the part that we play within the community - bridging charity partners and donors to improve the well-being of those that need our collective help. We look forward to your continued support and generosity as Hong Kong moves past the pandemic and into the next phase of our future.



**EUGENE HSIA, CHERYL WILSON,  
SAMMY FANG, ROWENA HOY**



# New Year New Website

We are excited to offer a sleek new website, providing a more user-friendly experience, simpler check out and easier navigation.

And now with 0% admin fee!

Here's what you can do on the new site:

- **donate** to 60+ local charities (one-off and recurring)
- **buy and redeem** charity gift cards
- **take the quiz** to find out what type of philanthropist you are
- educate children about charity via Charity Hero

We have also waived our admin fee for online donations!

If users would like to support Charitable Choice and help us maintain Hong Kong's go-to charity giving platform, there is an option to add a tip for us at check out!

*Take the Quiz*

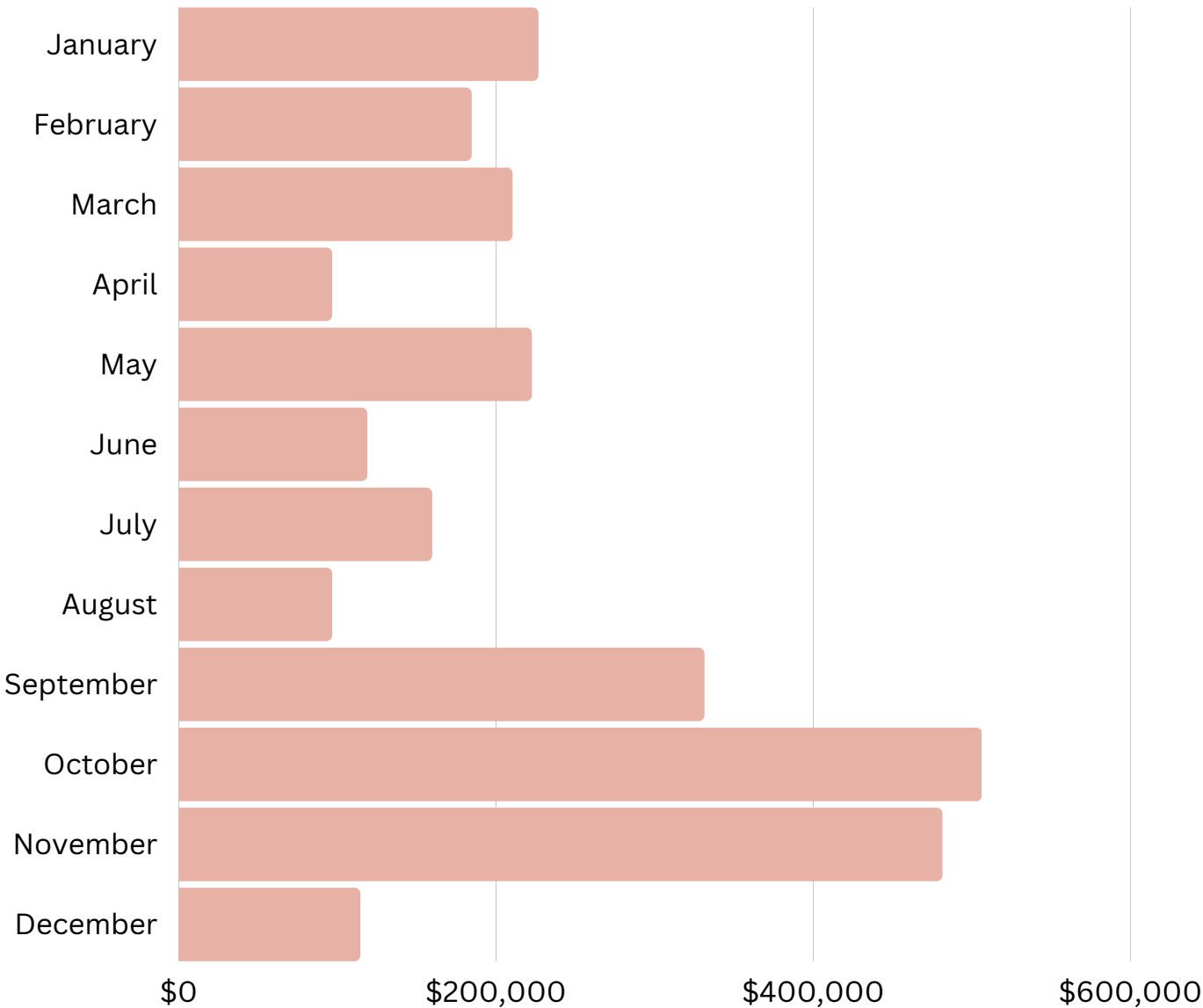
*to find out*

*What type of philanthropist you are!*

# The Statistics 2022

These statistics are taken from calendar year 2022 taking into account data from our previous website.

## MONTHLY DONATIONS AT A GLANCE



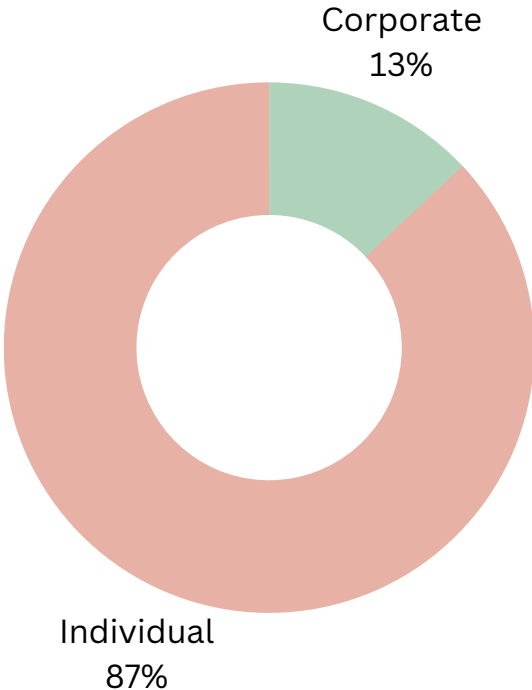


# The Statistics 2022

## CORPORATE VS INDIVIDUAL

Individuals continue to lead the way in donations made via the Charitable Choice platform.

Key corporate donors were the Hong Kong Convention & Exhibition Centre (Management) Limited who won the Corporate Gift Card Donor Award (see page 9) and legal industry firms who participated in the Hong Kong Legal Walk.



## DONATION DATA



**3,260**

Number of transactions



**\$844**

Average Donation

# The Statistics 2022

## BY MODE OF DONATION



**71.2%**

Fundraising  
Campaigns



**23.5%**

One-off/ Monthly  
Donations



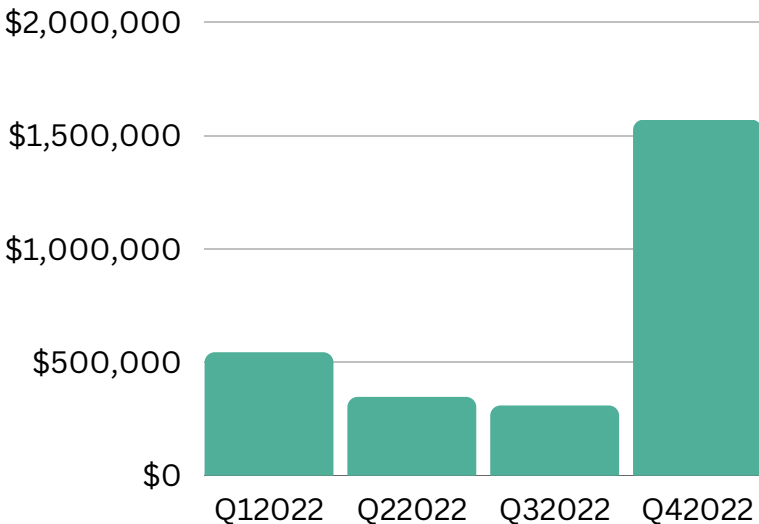
**5.3%**

Charity Gift  
Cards

## PAYOUTS TO CHARITY BENEFICIARIES

In Q42022 we transferred the highest amount to our charity partners.

In total we transferred \$2.76 million to local charities during the calendar year 2022 - an all-time high for Charitable Choice!



# Top 5 Charities 2022

1

## HELP for Domestic Workers

HELP provides free counseling and assistance to foreign domestic helpers on employment, immigration and human rights issues.

2

## Changing Young Lives Foundation

Changing Young Lives provides free programs in education, talent development and self-empowerment to underprivileged children.

3

## Youth Diabetes Action

YDA is dedicated to the advocacy and aid of children with diabetes and their families through raising diabetes awareness, and providing financial and medical support.

4

## Food Angel

Food Angel rescues edible surplus food from the food industry and following strict safety protocols, the rescued food items will then be prepared as nutritious

5

## Feeding Hong Kong

Feeding Hong Kong's main goal is to feed people who would otherwise go hungry by offering food manufacturers, distributors and retailers a convenient,



# Charitable Choice Awards 2022

The annual Charitable Choice Awards celebrates the stellar philanthropic efforts of members of the Hong Kong community.

Despite the backdrop of what has been another challenging year for Hong Kong and the world, the past 12 months saw Charitable Choice facilitate over \$2.3 million in donations for our charity partners, the highest annual figure since our inception in 2011.

2021 saw the continued adoption of online fundraising, not just by individuals and corporates, but also by our charity beneficiaries, as social constraints remained prohibitive on in-person events.

The record level of fundraising achieved through the Charitable Choice platform signifies a shift in philanthropic behavior as individuals, companies and charities effectively leverage technology to support social causes.

## 2022 Winners

### **Corporate Donor of the Year**

Hong Kong Convention & Exhibition Centre (Management) Limited

### **Corporate Fundraising Campaign of the Year**

Valley RFC Sports Club

### **Fundraiser of the Year**

Anthea Wong

### **Charity Hero of the Year**

Kershaun Mathew

### **Charity of the Year**

The Society for the Relief of Disabled Children



# Charitable Choice Awards 2022



Our Corporate Donor of the Year winner, Hong Kong Convention and Exhibition Centre (Management) Limited (HML) purchased corporate pre-paid charity gift cards as birthday gifts for their loyal customers.

Corporate Fundraiser of the Year Valley RFC Sports Club raised HKD 367,000 to support the Hong Kong Rugby Union Community Foundation, Harmony House, KELY Support Group and the Society for Community Organisation Limited.



Fundraiser of the Year, Anthea Wong, a swimmer and 2024 Olympic hopeful swam 10,000 yards to raise funds for HELP for Domestic Workers and Mission for Migrant Workers. Her efforts raised more than \$73,000 to support the domestic helper community during the pandemic.



# Charitable Choice Awards 2022



Our Charity Hero of the Year Award goes to Kershaun Mathew who organized a virtual run to raise funds for his favourite charity, The Nesbitt Centre. This award encourages our next generation of philanthropists by educating them on the importance of supporting those in need.

**Charity of the Year** – The Society for the Relief of Disabled Children supports medical, surgical, rehabilitation and educational services of differently-abled children in Hong Kong. SRDC was the beneficiary of several fundraising campaigns as well as one-off donations via Charitable Choice ranging from \$100 to \$20,000.



*Congratulations!*  
to all the Winners



# Hong Kong Legal Walk

The inaugural Hong Kong Legal Walk was held from 15-October to 12-November 2022 and raised over \$1 million for charity! Charitable Choice was proud to be their exclusive platform partner and to help facilitate donations for this charitable event.

Over 50 legal firms registered to join virtually with Hong Kong's legal community to walk through some of our city's most spectacular harbourfront spots, whilst raising funds and awareness for the Hong Kong Cancer Fund, Changing Young Lives Foundation, the Association for the Rights of Industrial Accidents Victims and HELP for Domestic Workers.

Thank you to Jonathan Bell, Hong Kong Legal Walk Founder and Steering Committee Chair for selecting Charitable Choice as your preferred partner and for entrusting us with the collection and distribution of over a million dollars to four worthy local charities.



# Festive Promotions



Our Christmas-themed printed charity gift cards were again very popular.

Thank you to everyone who purchased these to celebrate the festive season in a meaningful way.

Charitable Choice offered printed Lunar New Year-themed charity gift cards inside lucky red packets again this year.

Thank you to graphic designer Bertha Sun for the gorgeous designs and for those who purchased and distributed these meaningful red packets to friends and family.



# Other News

Charitable Choice was extremely fortunate to have had the team at **Control Risks** provide Charitable Choice with pro bono cybersecurity risk advice during this financial year.

In particular we would like to thank Neal Beatty, Principal at Control Risks Hong Kong and Jim Fitzsimmons, Principal of the Asia Pacific Cybersecurity Team for their expert advice.



In May 2022, Charitable Choice released its **Charity Giving Insights** shedding light on donation trends from the previous financial year.

Our charity partners represent the broader charity landscape and because we process thousands of donations every year in Hong Kong, for Hong Kong, Charitable Choice is a unique microcosm reflective of the giving landscape in our community.



# Meet the Board of Directors



## Rowena Hoy - Chair

A native English and Cantonese speaker, Rowena Hoy has 20+ years experience in the private and public sectors across multiple industries. Her expertise is in strategic planning, communications and development. Rowena is an animal lover and regularly supports animal charities. A life-long Hong Kong-er, Rowena is passionate about this place she calls home and is proud to be part of Charitable Choice.



## Eugene Hsia

Eugene Hsia is Chief Corporate Development Officer at The Hong Kong Science & Technology Parks Corporation. He has over 27 years of deep technology knowledge, specialising in technical infrastructure, software applications and services consulting. Believing his 3 children are his greatest startups yet, Eugene strongly supports children charities and environmental protection.



# Meet the Directors

## Cheryl Wilson

Cheryl Wilson made her charitable choice in 2010, leaving the corporate world to establish Charitable Choice. Impressed and amazed by the generosity of Hong Kong people but keenly aware of the serious social issues plaguing a significant portion of the local community, Cheryl decided to establish an interactive platform to encourage charitable giving to support a wide variety of causes.



## Sammy Fang

Sammy Fang heads DLA Piper's Compliance and Investigations Practice across Greater China. His experience covers a wide range of industries from life sciences to retail and fashion. Sammy has handled crisis, disputes and investigations across multiple jurisdictions including Asia and Australia. Sammy has been a keen contributor to DLA Piper's CSR and pro bono efforts since 2008.



## Dates of Board Meetings:

- 25 April 2022
- 23 May 2022
- 27 June 2022
- 29 July 2022
- 29 August 2022
- 22 September 2022
- 25 October 2022
- 2 December 2022
- 10 January 2023
- 27 February 2023
- 27 March 2023



# Meet the Team

## Joanne Yu - Chief Marketing & Outreach Officer

With her hands-on experience in both traditional marketing and digital marketing and extensive experience in branding, campaign and event management, Joanne takes the lead on all marketing initiatives as well as outreach to our stakeholders.



## Hubert Lee - Website Developer

Originally from Texas, USA and based in Hong Kong from 2012, Hubert built the Charitable Choice website prior to being poached by Amazon in 2016. He remains on the team on a part time basis from his base in the Greater Seattle Area. We love you Hubes!



## Carol Kwong - Keeper of Records

Carol is our freelance accountant who manages our books and records. She worked at Arthur Andersen, UBS and Deutsche Bank for more than 13 years and is now a full time Mum with 3 adorable children. Carol is on a mission to find kindness in the world!



## Eunice Yeung - Designer

A UI/UX designer with experience in branding, marketing and print production, Eunice assisted with the branding and visual direction for the new Charitable Choice website. Currently based in Tokyo, she provides design services in both traditional and digital formats.



# In-Kind Support



## CW CPA Accountants and Auditors

CW CPA is a professional advisory firm that offers a wide array of tailored services of professional quality, including audit and the other assurance, tax, corporate secretarial and business process outsourcing. CW CPA kindly provides ongoing bookkeeping and audit advisory services to Charitable Choice.



## DLA Piper Legal Services

DLA Piper is a global law firm with lawyers located in more than 40 countries throughout the Americas, Europe, the Middle East, Africa and Asia Pacific. DLA Piper Hong Kong generously provides ongoing pro bono legal advice to Charitable Choice.



## PrimAsia Corporate Services Company Secretary

PrimAsia Corporate Services provides professional; company secretarial support to Charitable Choice. The wonderful team at PrimAsia ensures that Charitable Choice adheres to all the governance requirements according to Hong Kong law and timely submission of reports.



# Charity Beneficiaries

We partner with 65 charity organisations that provide a myriad of services to the local community.

By making a charitable choice, you can help make Hong Kong a better place.

## Animals

- Animals Asia Foundation
- Hong Kong Dog Rescue
- Hong Kong Dolphin Conservation Society
- Hong Kong Shark Foundation
- Kadoorie Farm and Botanic Garden – The Raptor Sanctuary
- Ocean Park Conservation Foundation
- Paws Hero
- Society for the Prevention of Cruelty to Animals

## Environment

- Clean Air Network
- EcoDrive Hong Kong
- Plastic Free Seas
- Soap Cycling
- The Conservancy Association
- World Wide Fund for Nature Hong Kong

# Charity Beneficiaries

## People

- Association Concerning Sexual Violence Against Women
- AIDS Concern
- Arts with the Disabled Association Hong Kong
- Bring Me a Book
- Changing Yong Lives Foundation
- Chicken Soup Foundation
- Crossroads
- Hong Kong Down Syndrome Association
- Enrich HK
- Equal Justice
- Feeding Hong Kong
- Food Angel
- Habitat for Humanity Hong Kong
- Harmony House
- Heep Hong Society
- HELP for Domestic Workers
- Helping Hand
- Hong Kong Federation of Handicapped Youth
- Hong Kong Rugby Union Community Foundation
- Hong Kong Society For Rehabilitation
- Hong Kong Youth Arts Foundation
- Hope of the City
- ImpactHK
- InspiringHK Sports Foundation
- Justice Centre Hong Kong
- Just Feel
- Kely Support Group
- Kids4Kids
- Maggie's Cancer Caring Centre



# Charity Beneficiaries

## People (continued)

- MIND Mental Health
- Mission for Migrant Workers (MFMW)
- Mother's Choice
- OneSky Foundation
- The Outward Bound Trust of Hong Kong
- Pathfinders
- Po Leung Kuk
- REACH
- Ronald McDonald House Charities Hong Kong
- S.K.H. ST. Christopher's Home
- St. James' Settlement
- The Samaritans
- The Samaritan Befrienders Hong Kong
- Senior Citizen Home Safety Association
- Senmily
- Society for Community Organization
- Society for the Promotion of Hospice Care
- Teen's Key - Young Women Development Network
- The Hub Children and Youth Centre
- The Nesbitt Centre
- The Society for the Relief of Disabled Children
- The Women's Foundation
- Youth Diabetes Action

Rescue abandoned animals?

Save the environment?

Help the underprivileged?

*You decide!*

# Take Action Now



There are a number of charitable choices you can make, as an individual, a family or a company.

Be inspired to be the change!

## BUY A GIFT CARD

Next time you go to a party, attend a celebratory dinner, are looking for a gift for someone's birthday, graduation, wedding, or a meaningful way to say "thank you" please consider a Charitable Choice eGift Card.

## ONE-OFF/MONTHLY DONATIONS

Create impact through one-off or monthly donations. Perfect for donors who are time-poor or would like to support more than one cause. Only credit card fees apply, no admin fees charged!

## CHARITY HERO

Educate your little ones about charities and how they make a difference in our world. Our kid-friendly portal allows children to learn about charity and find out what type of Charity Hero they are.

*Contact us for custom initiatives!*



charitable  
choice

# Annual Report

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[www.charitablechoice.org.hk](http://www.charitablechoice.org.hk)