



charitable
choice

ANNUAL REPORT

FY 2021-22

www.charitablechoice.org.hk

Table of Contents

About Charitable Choice	01
Message from our Founder.....	02
Message from our Board	03
Happy Birthday	04
The Impact	05
Charitable Choice Awards	06
Charity Hero	09
Charity Giving Insights	10
Statistics	11
Covid-19	16
Festive Promotions	17
Other Activities	18
Charity Partners	19
In-Kind Support	22
Meet the Team	23
Board of Directors	24
Take Action Now	26

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.

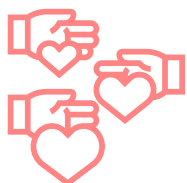
We believe that with compassion, we can change the future.

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, make single or

monthly donations, set-up fundraising campaigns, and create staff and client engagement initiatives. 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.



Fundraise



Donation



Charity Gift Card



Charity Hero

Message from our Founder and CEO

I would like to thank everyone who has made a Charitable Choice since our inception 10 years ago.



"Armed with this tool to educate children about charity, Charitable Choice is sowing seeds for the next generation of philanthropists."

- Cheryl Wilson

This year marks the 10th anniversary of Charitable Choice, a humble idea that began with the exchange of charity gift cards grew to raise over HK\$2 million for our 60+ charity partners in the past 12 months. What a journey! Thank you to all our supporters who "joined the tribe" and made a difference to those less fortunate in Hong Kong.

This year also marked the launch of our Charity Hero portal for children. I am so excited about this new initiative. Educating the next generation of philanthropists is an integral part of the Charitable Choice strategy for success into the next decade.

There's a Charity Hero in all of us!

Message from our Board



The reporting year covered in this annual report (April 2021 - March 2022) remained an intensely challenging one for Hong Kong. The continued impact of the Covid-19 pandemic on all aspects of life in our city created logistical, practical and emotional burdens for many.

But Hong Kong's character has always been one of resilience, strengthened by a healthy "can do!" attitude, and true to form the community at large rose to the challenge to support those needing our help.

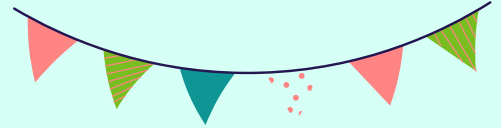
We are pleased - and proud - to report that Charitable Choice raised a record amount of funds totalling more than HK\$2.3 million during the reporting period for our 60+ charity beneficiaries. Proof that when the going gets tough, Hong Kong people respond with kindness and generosity.

Charitable Choice's role as a digital aggregator of donations provides the perfect online platform for everyday philanthropists to support the critical work of charities in our city, and we hope as we step out of the shadow of Covid-19 that individuals and companies will continue to leverage technology for their charitable endeavours.

SAMMY FANG
ROWENA HOY
EUGENE HSIA
NIFRAZ RIFAZ
CHERYL WILSON

MAY 2022

Happy 10th Birthday Charitable Choice!



To celebrate our 10th anniversary, the Board of Directors set a goal to end the year on a fundraising high of HK\$2 million for our charity partners. When we issued the call to action in October 2021, we had raised HK\$1,586,956 for the underprivileged in the community, HK\$413,044 short of our goal.

The community was urged to help us reach this impactful milestone by making a donation, buying a charity gift card or starting a fundraiser for a charity of their choice on the Charitable Choice platform before 31 December.

With the generous support of our community we reached our goal of raising HK\$2 million for local charities in 2021! In fact, we raised HK\$2,349,576, representing a record high in annual funds raised and the perfect celebration of our Charitable Choice 10th Anniversary.

A huge thanks and congratulations to everyone who donated, bought cards or set up fundraisers – you did good!

Here's to an even better year ahead!



The Impact

We'd like to thank everyone who has supported Charitable Choice in these 10 amazing years.

Together we raised over \$9.8 million for local charities to date, which translates to:



Academic support for
8000+ underprivileged
children



Festive food and birthday
parties for 3 elderly
homes for 8 years



Over 100,000 meals
for the needy



Food and vaccines for
1500+ abandoned
animals



The Charitable Choice Awards 2021



Celebrating philanthropy in what has been a challenging year for everyone, but especially for charities, Charitable Choice is pleased to announce the winners of its annual awards.

Now in its second year, the Charitable Choice Awards 2021 showcases the stellar efforts of users of the online giving platform across five categories for the period 1 June 2020 to 31 May 2021.

Congratulations to all the winners!

Corporate Donor of the Year

Hong Kong Convention and Exhibition Centre (Management) Limited

Our Corporate Donor of the Year purchased corporate pre-paid charity gift cards to support the community. "At HML, we show our care for the community by rethinking the way we allocate resources. This solution fits well with our corporate social responsibility strategy, and feedback to this meaningful gift from our Chancellor Club members has been overwhelmingly positive" Monica Lee-Müller, Managing Director at HML said.



Corporate Fundraising Campaign of the Year



Freshfields and Frank Marriott

Freshfields raised over HK\$200,000 to support the Society for Community Organisation Limited (SOCO). "We felt compelled to do something for residents of caged homes, many of whom have seen their livelihoods completely upended by the pandemic" said Teresa Ko, Freshfields' China Chairman. "Our donors really came through generously to raise an amount that will make a real difference in the lives of the people who SOCO supports" said Frank Marriott, who initiated the idea.

Individual Fundraiser of the Year

Patrick Law

Patrick Law, an ultra-marathon runner without organised marathons to compete in during the COVID-19 pandemic, Patrick ran 100km from Yuen Long around New Territories via Kam Tin, Tai Mo Shan, Needle Hill, Shatin, Golden Hill/Tsuen Wan, 1000 Islands/Tai Lam Chung Reservoir and back to Yuen Long. His efforts raised more than HK\$100,000 for his favourite charity Feeding Hong Kong.



Charity Hero of the Year



Justin Chan

This year's winner is newborn Justin Chan whose parents Dina and David chose to direct the generosity of family and friends celebrating Justin's birth towards support of three local charities, Mother's Choice, Pathfinders and the Society for the Relief of Disabled Children.

Charity of the Year

Feeding Hong Kong

Food bank Feeding Hong Kong continued to provide food assistance to people in need despite a series of severe disruptions to their regular channels of food, funds and friends. By reaching out to individuals and corporates for financial support, they were able to rescue 726 tonnes of food and support a record 3 million meals for vulnerable families and individuals. Feeding Hong Kong was in the top spot this year for donations received via the Charitable Choice platform.



Congratulations

TO ALL THE
2020-21 WINNERS!

Introducing Charity Hero



Inspiring children to give back

As we raise our little ones, we want them to learn important life lessons including generosity, empathy and responding to the needs of others.


We at Charitable Choice believe that every child can look beyond themselves and experience the joy of helping. To nurture budding young philanthropists, our new kids-centric Charity Hero portal is designed to inspire ownership of a cause and offers charitable options for the environment, animals, children and the elderly.

A great family endeavor, parents and children can explore the many opportunities to give back and make Hong Kong a better place to live for everyone.

What's more,
all donations made
to Charity Hero
fundraising campaigns
are admin fee free!

Charity Giving Insights 2021


In May 2021, Charitable Choice launched our inaugural Charity Giving Insights report to provide information on the status and trend of online giving in Hong Kong, leveraging the statistics, insights and experience of Charitable Choice platform, Hong Kong's first and only charity donation platform dedicated to facilitating digital fundraising efforts to support local charities.



Impact of the pandemic

Unexpected in scale, swiftness and lasting impact, the Covid-19 pandemic has upended life in multiple ways across multiple geographies, forcing many to “pivot” in terms of business and personal plans and habits.

Charitable giving was no exception.



New frontiers in fundraising

Tried and trusted fundraising models simply could not be mobilized under evolving health and safety requirements and regulations rendering many charity organisations staring into the abyss without the security of an annual fundraiser/ donation drive to support their respective missions.

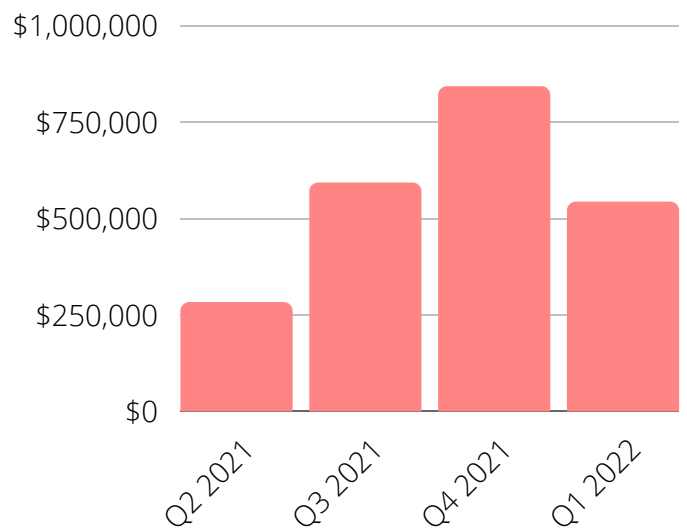
Charitable Choice was well placed to fill this fundraising gap.

Download the full report here www.charitablechoice.org.hk/en/news

The Statistics

PAYOUTS TO CHARITY BENEFICIARIES

In Q4 2021 we transferred the highest amount to our charity partners. This was due to the increase in corporate fundraising initiatives to support local charities during the pandemic.



BY MODE OF DONATION



Fundraising Campaigns
53.55%



One-off and Monthly Donations
32.58%



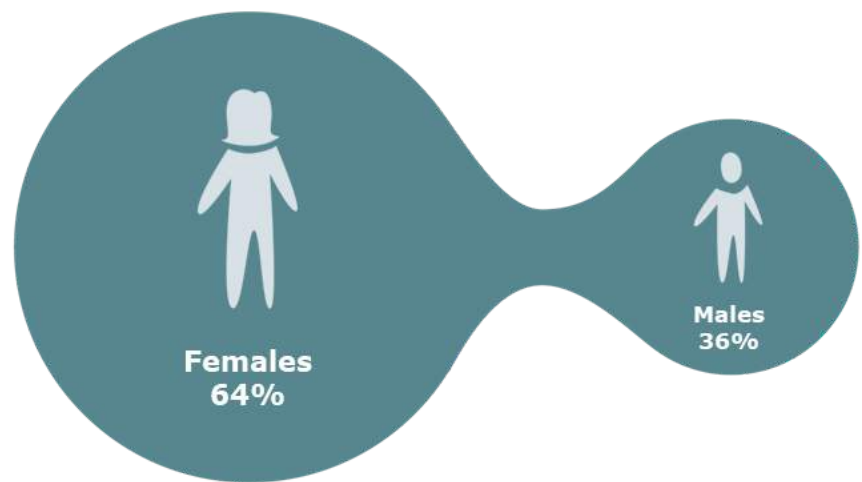
Charity Gift Cards
13.8%

The Statistics

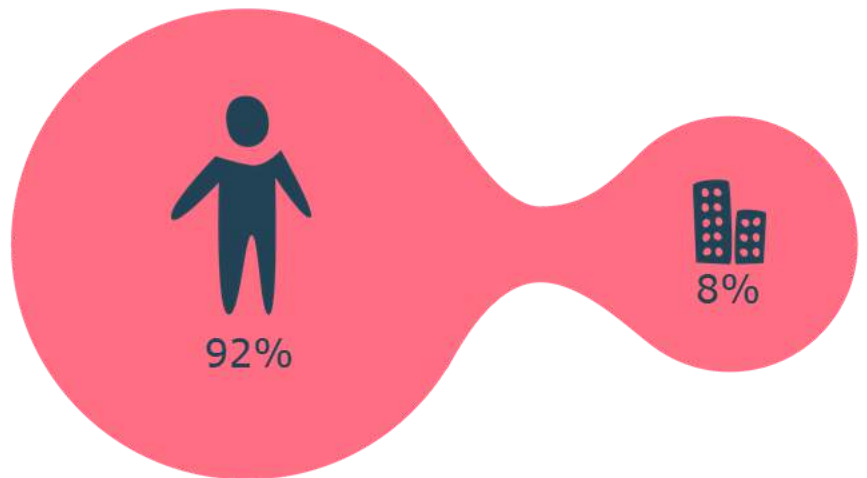
DONOR PROFILE

Females continued to lead their male counterparts in online giving, accounting for over 64% of Charitable Choice users, a 2% increase from 2020/21.

In addition 25 - 34 year olds were the most active age group, making up 36% of total users.



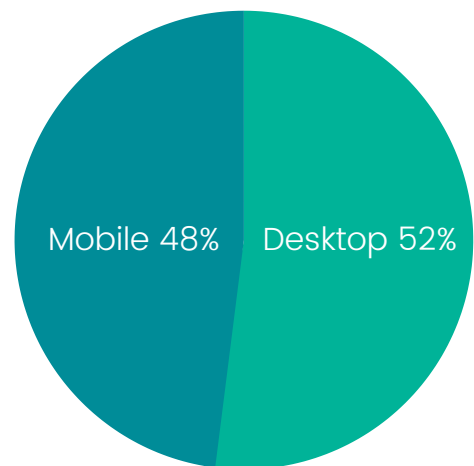
Individual donations on the Charitable Choice platform continue to be the main driver of donations, although this year's 92%, is a little lower than the 2020/21 figure of 93%.



The Statistics

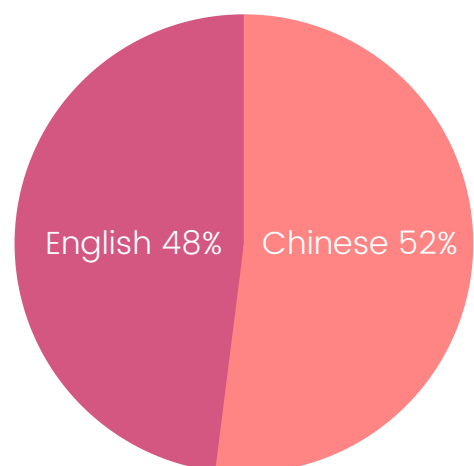
DEVICES USED

Access to the Charitable Choice was made via many device types however desktop accounted for the highest number (52%) followed by mobile (48%).



LANGUAGE PREFERENCE

User data indicates that 52% of Charitable Choice users interacted with our platform in the Chinese language, the remaining 48% in English.



Top 5 Charities FY21-22



1

The Society for the Relief of Disabled Children

SRDC's mission is to support medical, surgical, rehabilitation and educational services of differently-abled children in Hong Kong.

2

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 hot meals and redistributed to serve underprivileged communities in Hong Kong

3

Po Leung Kuk

The residential child care service is the founding service of Po Leung Kuk since establishment in 1878. The Kuk provides comprehensive care to children/young people, enabling them to thrive in a safe and healthy environment.

4

Mission for Migrant Workers

MFMW is engaged in crisis intervention and prevention for over 5000 migrants each year through their wide range of services and advocacy.

5

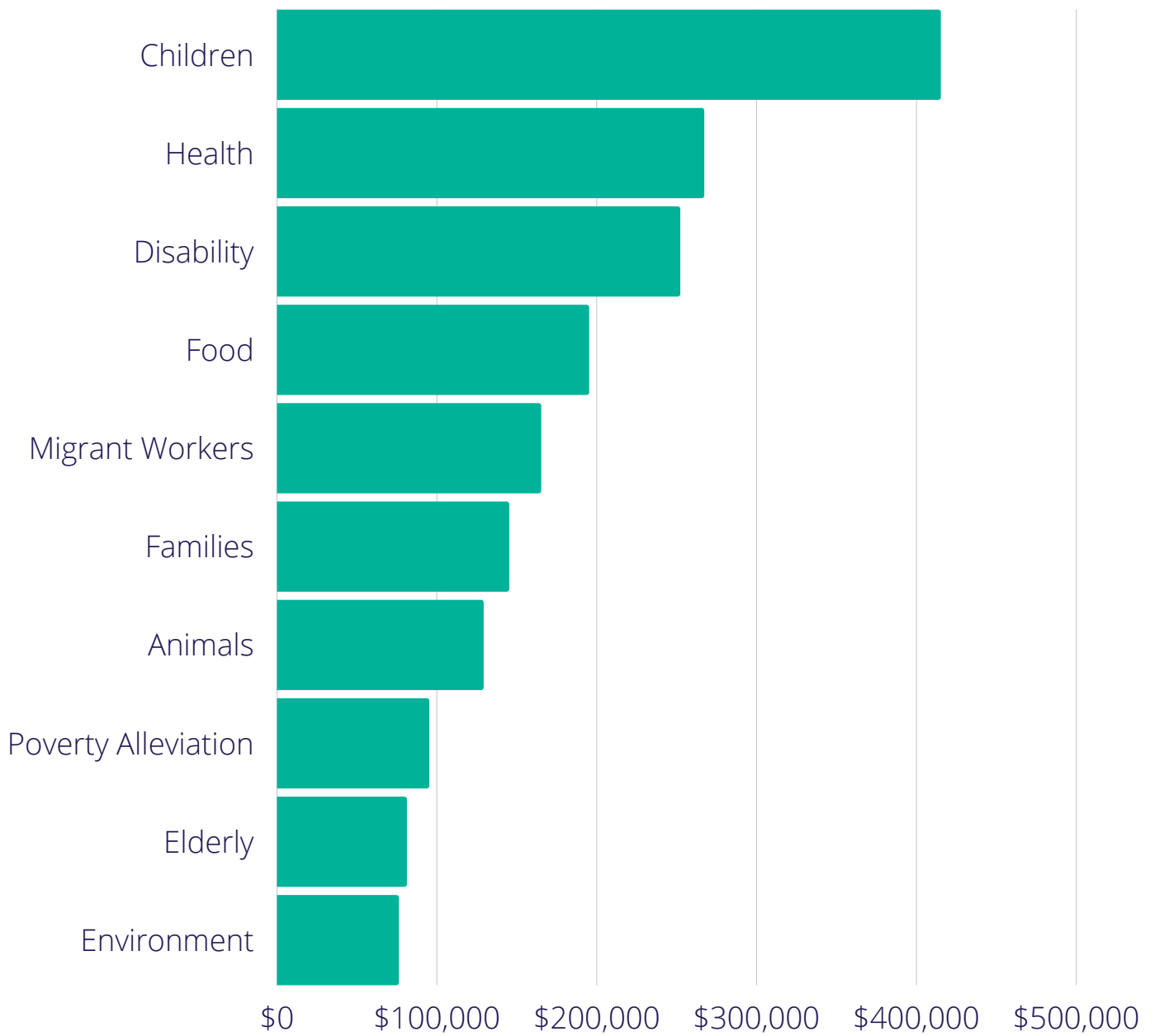
Feeding Hong Kong

Feeding Hong Kong's main goal is to feed people who would otherwise go hungry by offering food manufacturers, distributors and retailers a convenient, safe and reliable way to channel surplus food to local charities that help feed people in need.

Top Charity Categories



BY CATEGORY



Covid-19

Covid-19 continued to make its negative impact felt globally in 2021 and for Hong Kong, this impact really hit home in the first quarter of 2022 as the city was thrown into the fifth, and worst, wave of the pandemic to date.

Charities found themselves grappling to operate under the harshest city-wide social constraints and the continued challenges to traditional fundraising activities left many charities struggling to provide services and support to their beneficiaries.

The Charitable Choice team reached out to our charity partners to compile a list of urgent needs. Some listed protective equipment such as gowns, masks and rapid antigen tests, others required funds to purchase emergency supplies for families forced to quarantine at home without easy access to food and other necessities.

We are pleased to report that several donors within our network responded to this call to action by providing goods in kind, helping charities source much-needed items at low cost or by making a financial donation.

At the time of publishing, the daily infection numbers in Hong Kong have fallen to triple-digits daily, there is a roadmap (albeit changeable) towards relaxed social constraints and eventual opening up of Hong Kong.

Festive Promotions

The festive season is one of the most generous times of the year. Charitable Choice sold 4,930 cookies and over \$73,000 worth of printed charity gift cards.



Fortune Cookies

Partnering with a local boutique bakery to provide freshly baked fortune cookies with customised fortunes inside, proceeds from the sale of these delectable cookies went towards hosting the Charitable Choice platform in the coming year.

Printed Gift Cards

We provided a limited-time-only printed Charity Gift Card offer during the Christmas season. Buyers could choose from our gorgeous collection or design their own gift cards for distribution to friends, family and colleagues.



CNY Red Packets

We also offered a limited-time-only printed charity gift card and accompanying red packet envelope during Chinese New Year. Thanks to our volunteer Bertha Sun, we were able to offer some tigerific designs!

Other Activities

Website Revamp

As Hong Kong's go-to online giving platform, we always aspire to provide a fun, interactive and secure environment for people to buy charity gift cards, donate and fundraise for their favourite local charities.

In April 2021, we were pleased to launch our upgraded website with more interactive functions and friendlier navigation features. Together with the newly launched "Charity Hero" kids portal, we made giving even easier!



Supercharge Your Resilience Seminar

Understanding that we could all use a few tips on how to build resilience and improve our performance in these challenging times, Charitable Choice organised an online seminar for charity partners and a select group of corporate supporters.

Potential Project, an international coaching firm, generously conducted the free training session to "Supercharge Your Resilience on 9 September.

Our Charity Partners

Charitable Choice charity partners in the reporting period (April 2021 – March 2022):

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

Education

- Arts with the Disabled Association Hong Kong
- Asia Art Archive
- Heep Hong Society
- Hong Kong Rugby Union Community Foundation
- Hong Kong Youth Arts Foundation
- InspiringHK Sports Foundation
- Kely Support Group
- The Nesbitt Centre
- The Outward Bound Trust of Hong Kong

Children

- Bring Me a Book
- Changing Yong Lives Foundation
- Kids4Kids
- OneSky Foundation
- Po Leung Kuk
- REACH
- S.K.H. ST. Christopher's Home
- Teen's Key - Young Women Development Network
- The Hub Children and Youth Centre
- The Society for the Relief of Disabled Children

Environment

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

Our Charity Partners

Charitable Choice charity partners in the reporting period (April 2021 – March 2022):

Community

- Association Concerning Sexual Violence Against Women
- Chicken Soup Foundation
- Crossroads
- Enrich HK
- Equal Justice
- Feeding Hong Kong
- Food Angel
- Habitat for Humanity Hong Kong
- Harmony House
- HELP for Domestic Workers
- Helping Hand
- Hong Kong Federation of Handicapped Youth
- Hope of the City
- ImpactHK
- Justice Centre Hong Kong
- Mission for Migrant Workers (MFMW)
- Mother's Choice
- Pathfinders
- Ronald McDonald House Charities Hong Kong
- Senior Citizen Home Safety Association
- Senmily
- Society for Community Organization
- St. James' Settlement
- The Women's Foundation

Health

- AIDS Concern
- Just Feel
- Hong Kong Society For Rehabilitation
- Maggie's Cancer Caring Centre
- MIND Mental Health
- Society for the Promotion of Hospice Care
- The Samaritan Befrienders Hong Kong
- The Samaritans
- Youth Diabetes Action

New Charity Partners

As Hong Kong's go-to online giving platform, Charitable Choice inspires and empowers people to make a positive impact on the local community.

In order to provide more choice to our generous users, we welcomed 15 more charity partners to the Charitable Choice platform.

As is our practice, the Charitable Choice team makes every effort to get to know our charity partners. The pandemic prevented us from visiting many of these charities in person hence we relied on virtual meetings and a detailed annual questionnaire to get to know these charity partners better as well as .

As social distancing restrictions ease, the Charitable Choice team will once again conduct in person visits to better understand their individual operations and how they work towards achieving their objectives.



In-Kind Support



CW CPA - Accountants and Auditors

CW CPA is a professional advisory firm founded and managed by Thomas Wong and Rosanna Choi. CW CPA offers a wide array of client-focused, tailored services of professional quality, including audit and the other assurance, tax, corporate secretarial and business process outsourcing, and advisory specialisms. 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. In the last financial year, DLA Piper Hong Kong generously provided ongoing pro bono legal advice to Charitable Choice including assistance with the legal aspects and trademark registration of Charity Hero.

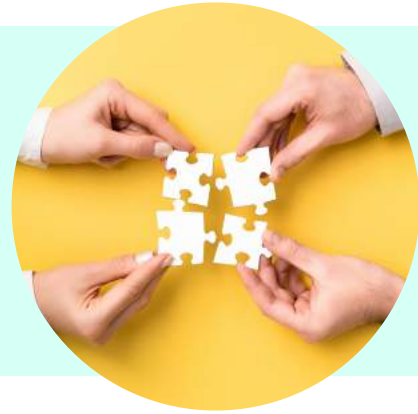


PrimAsia Corporate Services - Company Secretary

PrimAsia Corporate Services has helped companies from all over the world establish operations in Hong Kong. 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.



Meet the Team



Joanne Yu - Chief Marketing & Outreach Officer

Since joining Charitable Choice in March 2021, Joanne has taken our brand awareness and outreach to a whole new level. With her hands-on experience in both traditional marketing and digital marketing and extensive experience in branding, campaign and event management, Joanne is taking the lead on all marketing initiatives and she's a force to be reckoned with. We don't know why we didn't find her earlier but we're sure glad that she's part of the team now!



Hubert Lee - Website Developer

Hubert is passionate about designing and building creative, scalable, low maintenance systems that create an outstanding customer experience. His hobbies are hiking and more hiking. 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. We missed him during his hiatus but we are over the moon about having him back on the team albeit on a part time basis and from his base in the Greater Seattle Area. We love you Hubes!



Bertha Sun - Graphic Designer

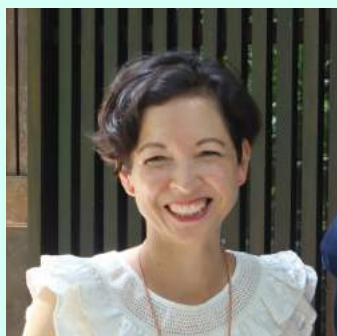
After graduating from Rhode Island School of Design in America, Bertha Sun started her career working as a textile designer for a large range of fashion brands. She has since branched out to create freelance illustrations, prints, and graphics for clients such as Lane Crawford, Vista Jet, and Ellermann Florals to name a few. Bertha has designed many of our charity gift cards, advertisements and even a sleeve for the Heycoins Charitable Choice coin collecting machine - all on a pro bono basis.



Board of Directors

Dates of Board Meetings:

- 7 May 2021
- 8 June 2021
- 19 July 2021
- 24 August 2021
- 23 September 2021
- 21 October 2021
- 27 November 2021
- 10 January 2022
- 14 February 2022
- 21 March 2022



Cheryl Wilson
Founder & CEO

Cheryl 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 fundraising platform to encourage charitable gifting to support a wide variety of causes.

As CEO, Cheryl drives the continued development of the Charitable Choice platform, with the support of her Board of Directors, all of whom (including Cheryl), volunteer their time and expertise.

Board member since: 2012



Rowena Hoy
Director

A native English and Cantonese speaker, Rowena 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.

Board member since: 2011

Board of Directors



Sammy Fang
Director

Sammy Fang heads DLA Piper's Compliance and Investigations Practice across Greater China. His experience covers a wide range of industries and areas of specialty such as life sciences, technology, banking and insurance, consumer and household products, retail and fashion, manufacturing, FMC, and hospitality and leisure. Sammy has handled crisis, disputes and investigations across multiple jurisdictions including China, Hong Kong, Australia, and South East Asia.

Sammy has been a keen contributor to DLA Piper's CSR and pro bono efforts since 2008.

Board member since: 2011



Eugene Hsia
Director

Eugene has over 24 years of deep technology knowledge, specializing in technical infrastructure, software applications, and services consulting. He has managed and grown global teams for various Silicon Valley companies and co-founded two successful start-ups in the US & Singapore. Eugene is currently Chief Corporate Development Office at Hong Kong Science and Technology Park.

Believing his 3 children are his greatest startups yet, Eugene strongly supports children charities and environmental protection.

Board member since: 2018



Nifraz Rifaz
Director

Nifraz is the Regional Communications Manager for Asia Pacific at Iron Mountain. He comes with 16 years of experience in transforming market reputation and cultural behavior by creating innovative change communications strategies for HSBC, as well as non-profits in Hong Kong, London, and Colombo. His areas of specialization include driving customer retention, stakeholder engagement, and market expansion for global, regional, and local markets by collaborating with cross-functional diverse teams.

Nifraz is a published author, and his work has been translated into other languages.

Board member since: 2020

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. Contact us to customize printed cards!

FUNDRAISE

Signed up for the next marathon? Setting a personal goal? Why not ask your friends and family to support you by making donations? Create your own personal fundraising page and get motivated as the donations roll in from your supporters!

ONE-OFF/MONTHLY DONATIONS

Donate to up to three charities in one simple transaction. Perfect for donors who are time-poor or would like to support more than one cause. Great for employees receiving an end-of-year bonus and wanting to give back to the community.

CHARITY HERO

Educate your little ones about charities and how they make a difference in our world. Our kid-friendly portal allows children to create their own Charity Hero avatar after watching videos that showcase a variety of charitable causes. Our Charity Hero team is also available for school talks.

Contact

Charitable Choice Limited
Suite 602, 6/F. 80 Queen's Road East,
Wanchai, Hong Kong
www.charitablechoice.org.hk
info@charitablechoice.org.hk
IRD Charity Reference No. 91/11221
