



**CHARITABLE
CHOICE**

**CHARITY GIVING
INSIGHTS**

2021/22

**INSIGHTS INTO THE
DIGITAL CHARITY
GIVING LANDSCAPE IN
HONG KONG**

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INTRODUCTION

Established in 2011 and working with 60+ locally registered charities, the Charitable Choice platform represents a microcosm of Hong Kong's greater charity landscape - which offers more than 16,000 registered, tax-exempt charitable organisations to a population of roughly seven million residents.

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

Daily infection numbers reached 30,000+ and Hong Kong (at the time of printing) holds the unenviable pole position of highest mortality rate from Covid-19*.

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.

In addition to funding, charities also found themselves in short supply of required pandemic-fighting resources including face masks, Rapid Antigen Tests, and protective clothing and equipment for staff and beneficiaries. Under these extreme circumstances, Charitable Choice temporarily pivoted our focus to connect charities in need with individual and corporate donors to facilitate donations-in-kind.

At the time of publishing, the daily infection numbers in Hong Kong have fallen to 3-digits daily, there is a roadmap (albeit changeable) towards relaxed social constraints and eventual opening up of Hong Kong. Whilst this paper reviews Hong Kong's charity landscape through the lens of our microcosm across (yet another) complicated and challenging year, we are hopeful that even when much of "normal" life and activities resume, the new fundraising habits adopted during the last two years will continue to be maintained, with individual and corporate donors - as well as charities - continuing to leverage the power of technology for their philanthropic endeavours.

*<https://www.bmj.com/content/376/bmj.o707#:~:text=The%20covid%20death%20rate%20in,the%20omicron%20variant%20first%20appeared.>

NO STRINGS ATTACHED CHARITABLE GIVING

In the last two years the Covid-19 pandemic has taken the lives of millions of people and created economic hardship around the world.

“Normal” life as we all knew it was largely suspended and individuals around the world tried to adapt to ever changing situations and circumstances – working from home, working reduced hours, or not working at all due to job losses as a result of business closures. All areas of life were affected, from the way people work, to the way they socialize, celebrate, eat, travel and mourn.

In difficult times it is often the underprivileged that suffer the most as the charities that are dedicated to supporting them are faced with survival and fundraising challenges.

Against this backdrop Charitable Choice has been following, with great interest, the philanthropic endeavours of MacKenzie Scott, ex-wife of Amazon’s Jeff Bezos, who has committed to giving away her entire fortune, estimated to be worth a cool US\$59.2 billion¹.

The mind-blowing generosity itself is noteworthy but even more interesting is Ms Scott’s “no strings attached” approach to philanthropy. She chooses the organisations to which she will donate money, but does not dictate how or when that money is spent, nor does she require breakdowns, justifications or reports on how the money is deployed.

“We believe that teams with experience on the front lines of challenges will know best how to put the money to good use.”²

Ms Scott’s donations to date have totaled over US\$12 billion to 1,257 groups³, a remarkable and impactful amount. But what is even more remarkable is Ms Scott’s representation of a shift from conditional giving - which is the norm for significant-sized donations - to non-conditional giving. The latter empowers the organisations receiving the donation to allocate the resources as they see fit to fulfil their respective missions, rather than be constrained by the donor dictating how or where the donation must be focused.

NO STRINGS ATTACHED CHARITABLE GIVING

This sort of charitable giving is what charities need most. As Ms Scott rightly points out, the organisations that provide the services and do the work are best positioned to determine the most effective allocation of resources.

Most of us do not have the privilege that Ms Scott has (and those that do may not share her level of generosity!), and whilst massive donations like her recent US\$436 million donation to Habitat For Humanity International⁴ are absolutely fantastic, we don't all have to give away billions to make an impact.

Philanthropy is not an exclusive domain of the rich, regardless of yardstick, and Charitable Choice has proven that small donations accumulate to create big impact. Whatever we can do as individuals and corporate citizens does, and will, create positive change. As the very wise and generous Ms Scott says, philanthropy should be more expansive and include smaller donations from everyday people.⁵

Everyday philanthropy is crucial in ensuring charities are able to serve their beneficiaries, and we can all be everyday philanthropists.

Charitable Choice empowers everyday philanthropy

[1] <https://www.forbes.com/sites/rachelsandler/2021/12/08/mackenzie-scott-makes-a-u-turn-on-transparency-keeps-latest-philanthropy-donations-secret/?sh=670b8c151719>

[2] <https://www.forbes.com/sites/lisettevoytko/2021/07/07/inside-mackenzie-scotts-no-strings-attached-philanthropy-i-was-in-tears/?sh=13e332bf5bb6>

[3] <https://www.nytimes.com/2022/03/23/business/mackenzie-scott-philanthropy.html>

[4] <https://www.nytimes.com/2022/03/23/business/mackenzie-scott-philanthropy.html>

[5] <https://www.forbes.com/sites/rachelsandler/2021/12/08/mackenzie-scott-makes-a-u-turn-on-transparency-keeps-latest-philanthropy-donations-secret/?sh=670b8c151719>

TECHNOLOGY ENABLES CHARITABLE CHOICE

Charitable Choice was established in 2011 as a unique online conduit between local Hong Kong charities and donors. From inception Charitable Choice has been a technology company, believing in the power of technology to:

- Enhance the connection between donor and charity;
- Facilitate easier, faster, more interactive charitable giving;
- Empower donors to take action to create impact;
- Enable charities to extend their reach without the burden of additional resources;
- Harness the cumulative impact of micro-donations;
- Provide a platform to foster philanthropic behaviours and commitments.

Keeping up with user demand and striving to provide the most seamless and engaging service to encourage online giving, we are constantly updating our technology, introducing new functions to facilitate fundraising, and nurturing strong relationships with our charity partners.

Charitable Choice has raised more than HKD 9.7 million since inception to support the underprivileged in our community.

Through this continuous improvement to the depth and breadth of the online donation methods offered, we have witnessed and been a part of the growing trend towards online giving in Hong Kong.



TECHNOLOGY ENABLES CHARITABLE CHOICE

Charitable Choice is a unique microcosm of giving for a variety of reasons:

We are an online giving platform available in both English and Chinese thereby accessible to all in Hong Kong

We process thousands of individual donations each year on behalf of more than 60 local charities

Our charity partners represent the broader charity landscape, being active across charitable causes including environment, animals, health, poverty alleviation and injustices in the community

We provide a variety of giving methods including one-time and regular monthly donations, charity gift cards (electronic and printed), and the ability to set up fundraisers that benefit multiple charities

In the last 12 months (April 2021 – March 2022) Charitable Choice facilitated more HK\$2.25 million in donations for our charity partners, the highest annual figure since our inception in 2011.

Higher than the donations raised last year, this new record reflects the commitment of Hong Kong's people to our community. In the toughest of times Hong Kong people remained generous to the core, looking out for those in need and donating what they could towards supporting the underprivileged.

We are proud that the Charitable Choice platform is able to facilitate continued fundraising through the range of social constraints and challenges, and even more so that we are a local organisation headquartered and operating in one of the most generous cities in the world.

ONLINE GIVING: WHAT AND WHY?

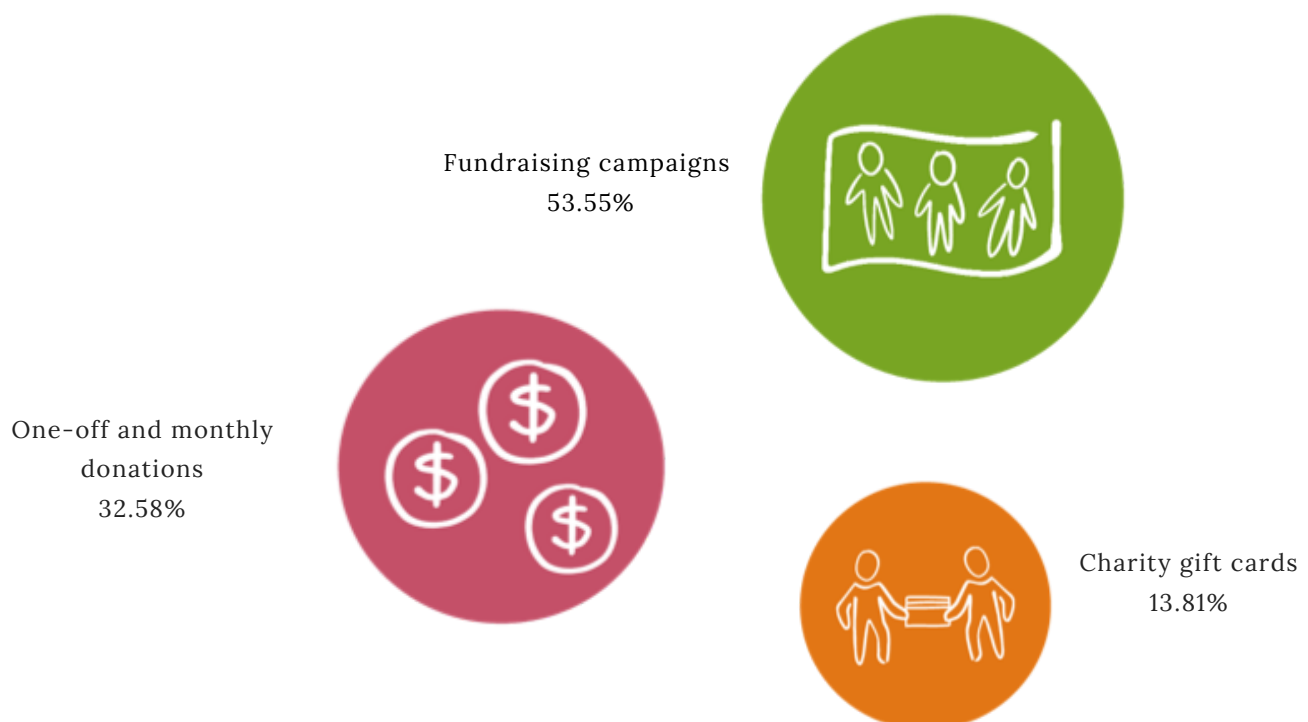
Charitable Choice provides a variety of giving methods including one-time and regular monthly donations, charity gift cards (electronic and printed) and the ability to set up fundraisers that benefit multiple charities.

Whilst all of these three methods proved popular in the last financial year (April 2021 - March 2022), fundraising campaigns grew a healthy 5% compared to last year.

We attribute the continued growth of online fundraising to the sustained social distancing requirements that have made in-person fundraising initiatives impossible, but also credit an increase in corporate fundraising campaigns.

One-off and monthly donations remained largely similar to last year, reducing by a couple of percentage points, with the gifting of charity cards reflecting a more significant 4% drop from last year.

FY 2021-22



ONLINE GIVING: WHAT AND WHY?

The fall in charity gift card use could reflect a couple of phenomena, one being the shift in mindset under sustained pandemic impact from celebrating individual milestones to more of a focus on community well-being – hence, more fundraising efforts and less gifting of cards.

Secondly, there has been, undeniably, a number of individuals and families relocating outside of Hong Kong – temporarily or otherwise – which may be reflected in the reduction of charity gift cards used.

As for the increase in fundraising campaigns, this is comprised of more corporate driven campaigns (more on page 11), as well as campaigns initiated by individuals.

Personal milestones are still the leading reason for individual fundraising campaigns as more people choose to celebrate their birthdays, or commemorate lives of friends/ family members through raising money for the underprivileged. No doubt social constraints on numbers of persons permitted at gatherings has encouraged many to adopt online fundraising too.

Closely following are campaigns initiated by charities themselves – sometimes with specific programme funding as the objective and other times as a general fundraising and donor engagement opportunity.

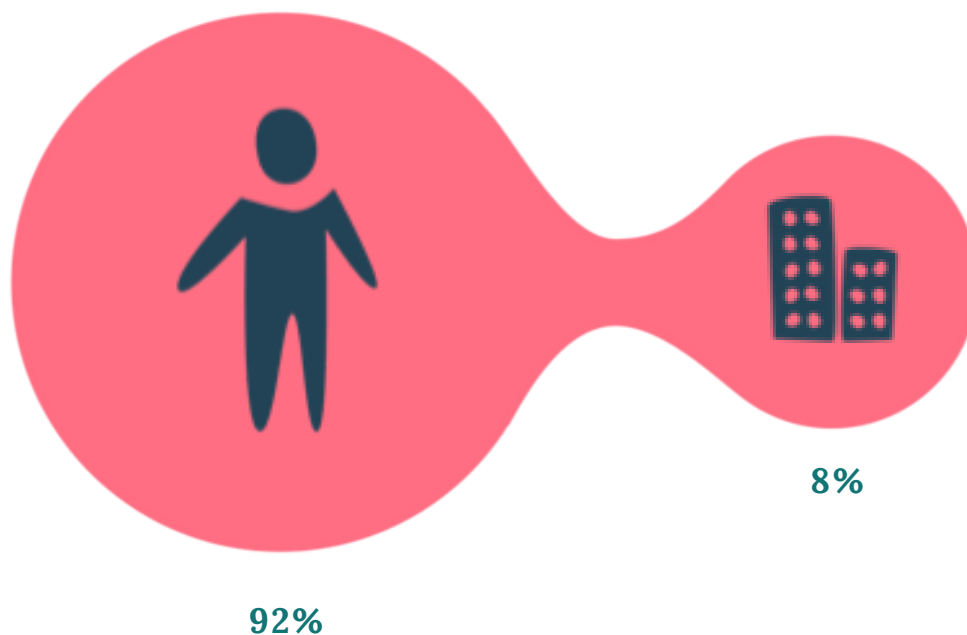
Pandemic related (raising money in response to prevailing pandemic challenges) and sports related fundraisers come in at a tie with equal numbers of initiatives in both.

INDIVIDUALS STILL IN THE LEAD

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%.

Similar to last year, the high individual donor uptake reflects, we believe, high awareness of the needs of the underprivileged within the community. Continued – and harsher – social constraints in addition to the public health concern over the high transmission rate of the latest mutation of Covid-19 significantly curbed the social activities of the population.

The previous year saw many behavioural changes in the way individuals work, shop, and socialize, with a major shift of these activities to online channels. This, we believe, created new habits and an openness to leverage technology for what would have traditionally been in-person activities – including donating to charities.



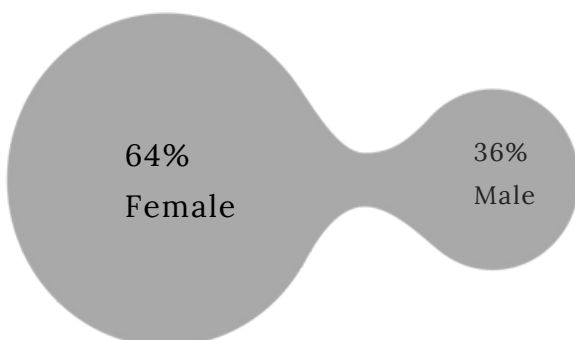
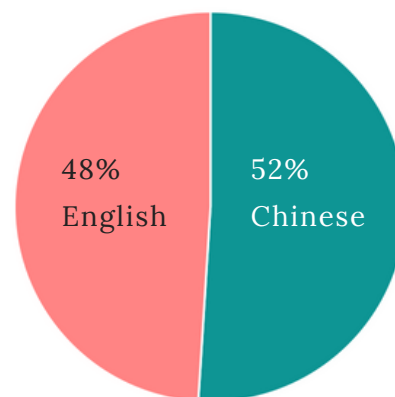
GIVING PREFERENCES

How individuals interact via the Charitable Choice giving platform

- **Gift** – send charity gift cards to friends and family during special occasions in lieu or in addition to gifts
- **Fundraise** – craft personal fundraising campaigns to mark a milestone, undertake a sporting challenge, celebrate a birthday or the life of a loved one.
- **Donate** – donate to multiple charities in a single transaction or set up recurring monthly donations to support a variety of causes.

Language Preference

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



Female vs Male

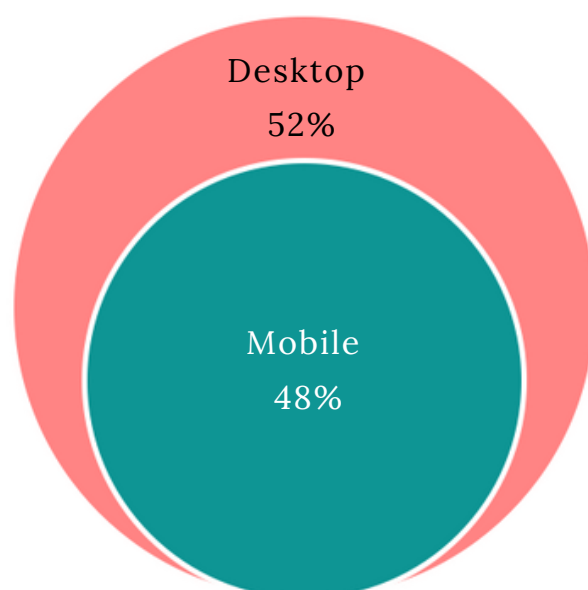
Females continued to lead their male counterparts in online giving, accounting for over 64% of Charitable Choice users, a 2% increase from 2020/21.

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

GIVING PREFERENCES

Access to Charitable Choice was made via desktop and mobile devices with this year's 52% a reduction from 2020/21's 58% using desktop devices. Mobile device access to Charitable Choice increased by 8% this year to a total of 48%.

The increase on mobile device usage could reflect the increased amount of time individuals spent on their mobile phones as part of the habit-forming behavioural change of shopping online, and the ease with which to do this via mobile devices as apps and websites are enhanced.



CORPORATES DOING BETTER!

We are very pleased (and encouraged!) to report that corporate fundraising grew by a healthy 4% this year, compared to 2020/21.

In the reporting year more corporates initiated fundraisers in general, with a large number of initiatives being a response to the sustained impact of the pandemic on the underprivileged.

We are buoyed by this growth and are optimistic that the trajectory will continue as more companies seek to become better corporate citizens as well as better engage with their staff and other stakeholders through meaningful and impactful fundraising initiatives.

We believe that corporate donors will continue to seek out opportunities for staff volunteer hours/days, team-building initiatives via charity work, and donation of corporate expertise and skills towards a charity's mission, but hope that there will be an ever-increasing understanding that financial resources are the key to a charity's ability to operate and support their beneficiaries.

How corporates partner with Charitable Choice

Charitable Choice provides corporate clients with professional and innovative solutions, tailored to specific philanthropic and community engagement objectives.

- **Gift** – distribute company branded charity gift cards as gifts to team, clients and speakers
 - **Fundraise** – establish team or company-wide online fundraising initiatives to support charities in lieu of in-person fundraisers and volunteering opportunities during the pandemic.
 - **Donate** – several companies provided matching grants for donations made their staff via the Charitable Choice giving platform.
-

TOP CHARITY CATEGORIES

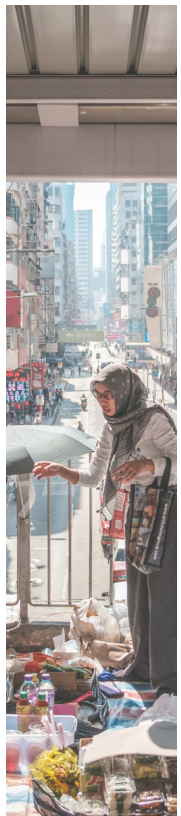
1
Children

2
Health

3
Disability

4
Food

5
Migrant workers



TOP CHARITIES

It's interesting to note that individual and corporate donors respond positively to clear calls for action, to fundraise online for specific projects.

Below are the top ten charity partner organisations who received the most funds via our platform in the last financial year:

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. Many children who spend prolonged periods at the Duchess of Kent Children's Hospital due to chronic conditions rely on the support this charity provides. Their signature charity fair fundraisers were not able to be hosted during the pandemic and online fundraising helped to fill the gap.

2



Food Angel

Established to collect and turn unwanted food from the hospitality sector into hot meals, this charity saw a decline in food donation resulting from the impact of the pandemic and had to use its cash reserves to buy supplies to make meals for low-income families. Multiple individual fundraisers and direct donations efforts provided support for this charity in challenging times.

3



Po Leung Kuk

Since the outbreak of the pandemic, Po Leung Kuk has been actively providing food assistance, medical and learning support to underprivileged children, students, families, the disabled and the elderly. With a history of over 140 years, Po Leung Kuk is consistently one of the top charity beneficiaries on the Charitable Choice platform, ranking third in donations received this year.

TOP CHARITIES

4



MFMW Limited

The ongoing pandemic resulted in more migrant workers being marginalized than ever before. MFMW is engaged in crisis intervention and prevention for over 5000 migrants each year through their wide range of services and advocacy. Their work was supported by corporate fundraisers to place them in fourth place this year.

5



Feeding Hong Kong

Food bank Feeding Hong Kong continued to provide survival packs to the needy despite a disruption to its regular supply from hospitality outlets who donated less food during the covid pandemic due to a lower volume of overall business. By reaching out to individuals and corporates for financial support in lieu of volunteer support, this charity was able to engage with donors in a different way to raise funding to fulfil their mission.

6



Maggie Keswick Jencks Cancer Caring Centre Foundation

Cancer continues to be the leading cause of death in Hong Kong and the pandemic did not change this fact. Maggie's Cancer Caring Centre offers multi-professional services to anyone diagnosed with cancer, their family members, friends and carers. Maggie's was the beneficiary of several fundraisers who hiked or biked to support this meaningful organisation.

7



Hong Kong Dog Rescue

A higher than usual number of dogs were abandoned during the pandemic due to people losing their jobs or relocating without their pets. HKDR saved many of these homeless and unwanted dogs, providing them with food and shelter and the chance to be rehomed. This wonderful charity consistently receives strong support from users of the Charitable Choice platform and this past year was no exception.

TOP CHARITIES

8



Changing Young Lives Foundation

Pivoting from centre-based services at Pak Tin Estate to providing free computers and year-round online tuition and skills training for underprivileged children during the pandemic, Changing Young Lives was able to reach out to thousands of youngsters throughout the year. Popular with corporate and individual donors, this charity was the beneficiary of many fundraising campaigns this year.

9



Society for Community Organization

Funds were raised to support the unemployed and underprivileged living in the Sham Shui Po area who were and continue to be badly affected by the pandemic. The most vulnerable include unemployed singletons who can barely make ends meet and low-income families who are under-employed or simply unemployed. By enlisting the support of their networks, several individuals and corporates engaged in fundraising efforts to support the pandemic relief efforts of SOCO.

10



Hope of the City

Hope of the City has been focused on helping two main groups of people during the pandemic. One group includes those who have to isolate at home after testing positive for Covid-19, who couldn't get anyone to help them to get supplies, including medication. The second group of people are those who have lost jobs, leaving them really struggling to pay their basic expenses like rent. Hope of the City was the recipient of a few successful corporate fundraising campaigns.

HONG KONG YOU'VE OUTDONE YOURSELF

Looking at the figures from our Charitable Choice microcosm it is clear that Hong Kong donors – individual and corporate – have been the most generous they have ever been in the decade of our operations, and in the most difficult of times. Despite the overwhelming physical and mental challenges of Covid-19, Hong Kongers continued to be some of the most generous in the world, donating funds towards the support and protection of the most vulnerable within our community.

We would be remiss not to congratulate our charity partners on their resilience and stoicism in the face of one of the (if not the single) biggest challenges to funding and operations they have had to collectively face in the last ten years. For many, just surviving the storm has been a victory.

As the dark clouds of Covid-19 are seemingly making way for some brighter periods with relaxation of social constraints and a return to face-to-face schooling and work, we are quietly optimistic that the behavioural shifts we have witnessed in the last two years will become formed habits moving forward. We anticipate the return of some of the traditional fundraising activities which may include flag days and annual dinners but we are also confident in the continued use of our online platform for individual and corporate philanthropic activity.

We look forward to seeing sustained growth in the use of the Charitable Choice platform even when “normal” life resumes and in-person activities can be enjoyed again because a zero-sum game should never be the goal when it comes to philanthropic endeavours as it will benefit the charities and their beneficiaries only half as much as a positive-sum game will.



CHARITABLE CHOICE PARTNER CHARITIES

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

CHARITABLE CHOICE PARTNER CHARITIES

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

ABOUT CHARITABLE CHOICE

About Charitable Choice

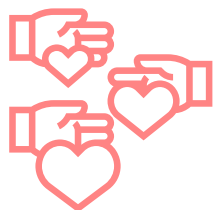
Charitable Choice is Hong Kong's go-to charity platform powering online giving. Established in 2011, Charitable Choice is committed to support pressing social needs in Hong Kong by empowering individual and organisational philanthropy via an innovative, interactive, and trusted digital platform.

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.

Our Mission

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. This is the WHY of Charitable Choice. To inspire you to become a charity hero and empower you to be part of that change. Make your charitable choice today!



Fundraise



Donation



Charity gift card



Charity hero

OUR 10TH ANNIVERSARY



Charitable Choice was established in 2011 and this past year was our 10th anniversary! We celebrated this special occasion by encouraging our network of donors to help us reach our 10th anniversary annual target of \$2million. With everyone's generous support, we raised a record high of **HK\$2.38million** - definitely a wonderful way to celebrate this important milestone of Charitable Choice!

THANK YOU FOR YOUR SUPPORT!



Congratulations to Charitable Choice for 10 years of helping to support local charities, like Mother's Choice, who call Hong Kong our home. Thank you for the partnership and friendship, and in joining hands with us to give hope & change life stories for vulnerable children and young girls in crisis in our community!

Alia Eyres, Chief Executive Officer,
Mother's Choice



Hong Kong Dog Rescue is so happy to be one of the first charities to join Charitable Choice ten years ago. Over that time hundreds of our rescued dogs have been able to benefit from the many donations received via this wonderful fundraising platform, and we're really very grateful for the amazing support.



Sally Andersen, Founder, Hong Kong Dog Rescue



Partnerships are at the heart of all we do at Feeding HK and we are grateful for the fantastic work of Charitable Choice in raising awareness of our work and providing a great platform for individuals and corporates to donate.

Gabrielle Kirstein, Founder, Feeding Hong Kong



THANK YOU FOR YOUR SUPPORT!



The Charitable Choice solution fits well with our corporate social responsibility strategy, and HML will continue to support Charitable Choice to make a positive impact to the community.

Monica Lee-Müller, Managing Director, Hong Kong Convention and Exhibition Centre (Management) Limited



Primasia Corporate Services Ltd. is proud to have been associated with Charitable Choice since inception, and we wish you every success for the next 10 years (and beyond)



John Barclay, Managing Director
PrimaAsia Corporate Services Ltd.



Our experience with Charitable Choice throughout the years has been excellent, everything is so quick and easy. Happy 10th Anniversary!

Callum Douglas, Corporate Responsibility Director,
PWC



THANK YOU FOR YOUR SUPPORT!



We are very thankful for Charitable Choice and we wish more people can find out about this charity giving platform and share the love.

Dina Shin

Head of Asia Business Development, Westcap
Charity Fundraiser



Thanks for the great gift idea and impact you're making!!



Thomas Huang
COO, Happyer
Charity gift card recipient



Our firm's motto is 'Family and Health' and we have a lot of values in common with Charitable Choice.
Happy 10th Anniversary!

Thomas Wong, Founding Partner
CWCPA



CONTACT US!

Media Enquiry

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