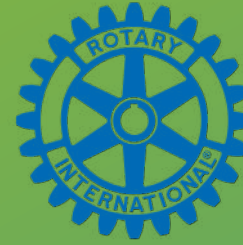


**CONNECT  
FOR FOOD**  
ROTARY CARES



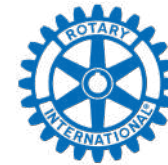
Rotary Opens Opportunities

# CONNECT FOR FOOD

A Joint Club Project  
for Rotary Year 2020-2021



# Background



- Under COVID-19, the unemployment rate in HK has climbed to 6.2%, the highest in more than 15 years
- New wave of the pandemic will bring this figure even higher in the 3<sup>rd</sup> quarter
- Families are facing financial hardship, anxiety and emotional distress due to loss of jobs



# Project Aims

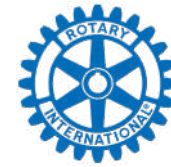


- To connect Rotarians together and offer financial relief in the form of free meals to the most vulnerable and hardest hit under COVID-19
- To show compassion to the less fortunate in our community and bring them hope

***Service Above Self***



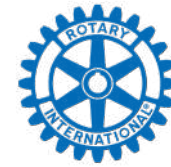
# Target Beneficiaries



- Underprivileged families and elderlies in Sham Shui Po, one of the poorest districts in Hong Kong



# Partner Organization

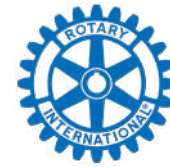


## The Hub Children and Youth Centre

- A well-established charity in Sham Shui Po since 2013
- Currently serves over 500 underprivileged families and 1,000+ members
- Signature project of Rotary Club of Kowloon North
- The Hub Hong Kong will collaborate with an old people's care organization to serve the elderlies



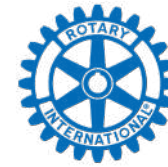
# Joint Club Project



1. Rotary Club of Kowloon North
2. Rotary Club of Kowloon
3. Rotary Club of Wanchai
4. Rotary Club of Kowloon East



# Project Description



- Meals to be prepared and packed in lunch boxes by Holiday Inn Golden Mile
- Rotarians of participating Clubs help to arrange transportation of meals to The Hub
- Lunchboxes to be distributed by Rotarian volunteers twice a week (1 x weekday and 1 x Saturday) to The Hub's member families and elderlies in Sham Shui Po
- Project aims to provide 2,000 free meals to 500 underprivileged families and 1,000 elderlies
- Holiday Inn Golden Mile will provide the meals at cost to the project



# Project Timeline



**Sep  
1-15**

- Finalise plan, form committee, liase with partner organization
- Finalise operation and logistics with Holiday Inn

**Sep  
16-30**

- Banner and poster design, promotion, confirm timeplan
- Beneficiaries recruitment, Volunteers recruitment

**Oct –  
Dec**

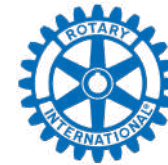
- Lunch box distribution 2 times a week  
(1 x weekday, 1 x Saturday)

**Dec**

- Project wrap-up and reporting, sharing



# Project Budget



## Income:

	HKD
Club Funds (\$15,000 x 4 Clubs)	\$ 60,000
<b>Total</b>	<b>\$60,000</b>

## Expenses:

	HKD
Meals in Lunch Boxes (2,000 meals)	\$ 57,000
Transportation (200 meals x 10 times)	\$ 1,000
Marketing (banner, packaging etc)	\$ 2,000
<b>Total</b>	<b>\$60,000</b>