

Annual Report 2023

A letter from Daisy



Dear Breadliners,

What an incredible year this has been - we are growing up and we are now a REGISTERED CHARITY!!

Breadline beats at the heart of our charity HKFoodWorks and we dedicate our efforts to sustainable food futures. Our vision is to lead the way through research and community action for a better tomorrow.

2023 marks the 3rd year of Breadline's operation - and to date we have welcomed 1500 of you, hit up bakeries 12,176 times and collected over 325,880 pieces of bread. And our volunteer return rate is over 45% - you love us!

Breadline's user-centered research and design are recognised both in HK and abroad. This year we were shortlisted for the HK Design Award and we were invited to present in London at Nesta - a UK innovation agency for social good.

We are passionate about what we do and we partnered up with corporates, schools and universities to bring volunteering to a wider community. We are grateful to have the support of a dedicated team of visually impaired volunteers, and we endeavour to make our runs more inclusive.

We could not have done all of this alone - thank you for running together with us. I look forward to 2024 - and can't wait to celebrate even more milestones with you next year.

Love
Daisy

Our Mission

HKFoodWorks is a registered charity dedicated to sustainable food futures, leading the way through research and community action for a better tomorrow.



About Food Futures and Sustainability

Food waste reduction is

800x
cheaper

7x
more energy
efficient

than recycling

Making food rescue

One of the
true keystones of
sustainable development

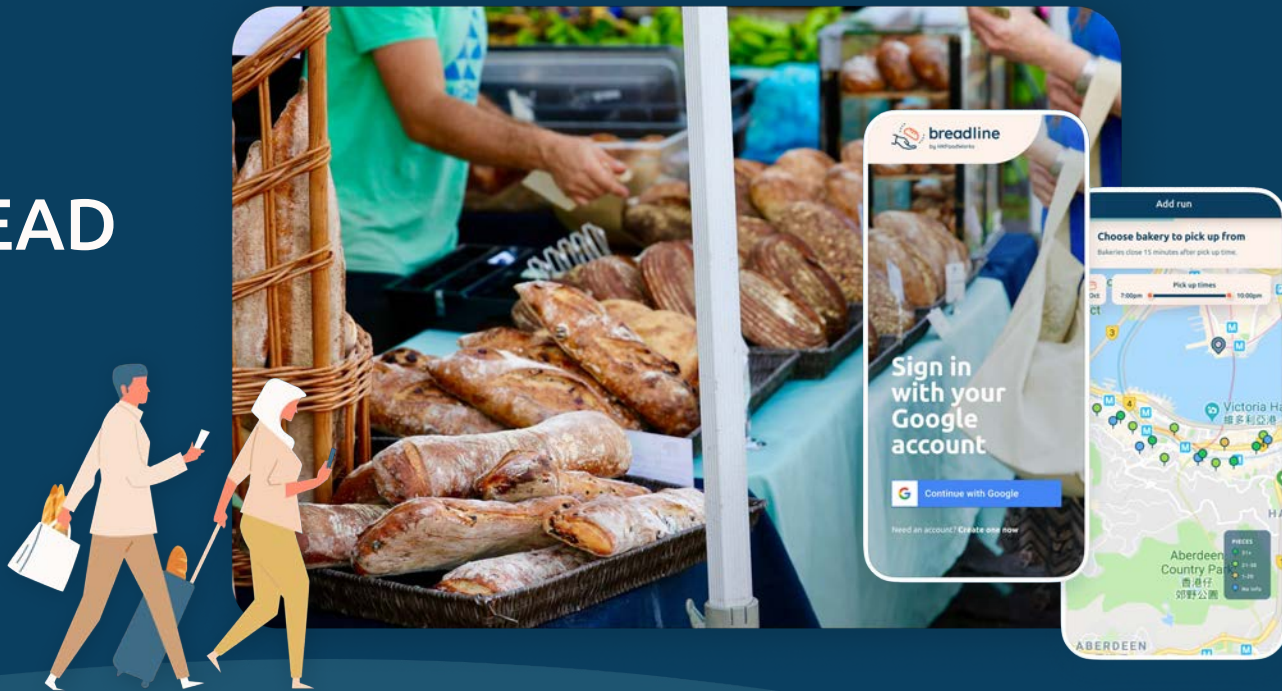
in the face of urbanization
and climate change

HK's first public digital platform for food rescue

We get volunteers in the right place, at the right time, to...

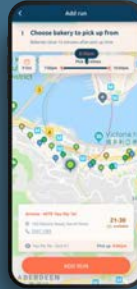
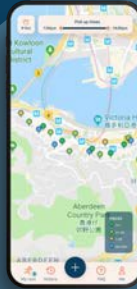
GIVE OLD BREAD NEW LIFE

Launched in 2020, Breadline uses technology to connect volunteers to bakeries, to collect surplus food just-in-time for those who need it.



Breadline as collective intelligence and action

Food donors
(resource)



Volunteers
(go between)

NGOs
(needs)

Breadline Results & Impact

Breadline's Results

Through our collective efforts, we have recovered **325,880 pieces of bread**, as per December 31st, 2023.

We have engaged **over 1500 volunteers**, and we have visited bakeries **12,176 times** to retrieve their bread surplus.



Breadline's Impact

Our impact, from April 2020 to December 31st, 2023:

Total amount of breakfasts served



162,940

Total weight of food not gone into landfill



81,470 kg

Total amount of CO2 emissions avoided



262.44 tons

Total quantity of saved water



870,233 gallons

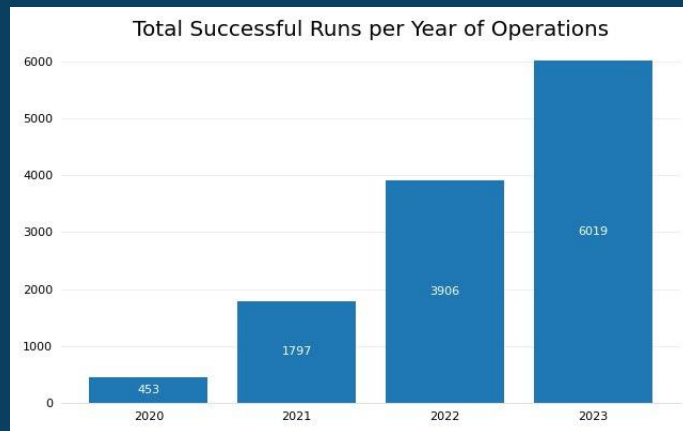
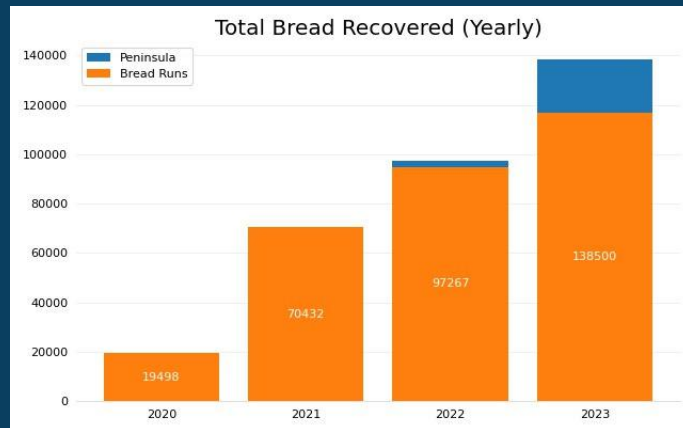


Breadline in 2023

- More Bread Recovered
Our biggest year so far, not only because of our new initiative at The Peninsula
- More Shops Visited
Over 50% increase year-on-year!
- We kept our quality of service
Our recovery rate in 2023 was 96.21%
- Extensive network of donors
We have retrieved surplus of 166 bakery shops



OUR BEST YEAR THUS FAR!!



Volunteers

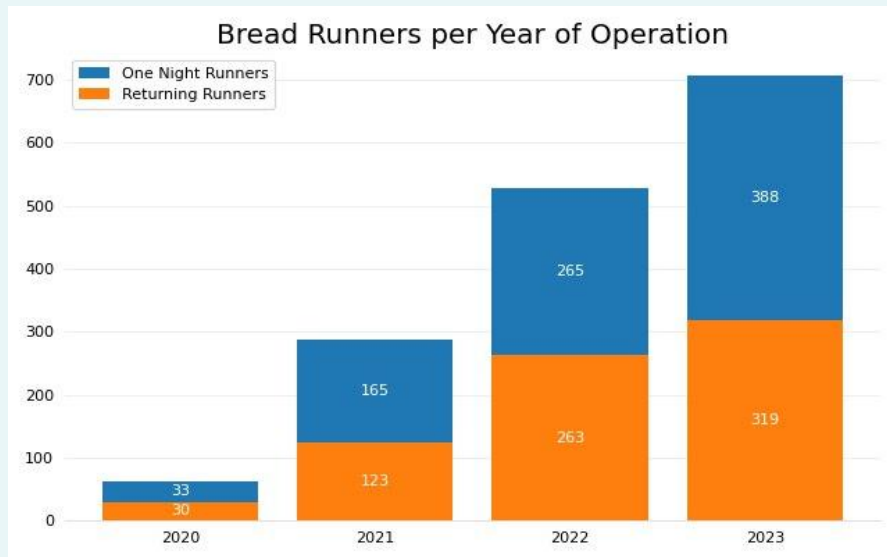
We keep growing our volunteer base, through the years. In 2023 we have engaged:

- 707 Bread Runners
- 34 Remote Support Team Members
- 8 Dropoff Point Managers
- 35 Drivers

Over 4000 volunteer hours, in total!

Return rate of Bread Runners:

>45%



New in 2023

We are a charity!



HK FoodWorks has received approval as a Hong Kong registered Non Governmental Organization, as per Sec. 88 of Inland Revenue Ordinance in October 2023.

We are proud to build upon what we have achieved in the past three years and we look forward to go beyond Breadline in 2024!

HK foodworks


breadline
by HKFoodWorks

Breadline Groups

In 2023 we have successfully introduced our latest program: **Breadline Groups**.

We have responded to requests from many companies, schools and organizations in Hong Kong and we now can cater to large groups who want to volunteer at **Breadline** and fight food waste with us.



Any interested party please reach out to us at:

partner@breadline.hk

Inclusivity

We strive to make **Breadline** as inclusive as possible and we are happy to be supported by a dedicated team of visually impaired volunteers, who have made the difference in many a night in 2023.

We plan to expand our inclusivity program in 2024, to make **HK FoodWorks** everybody's home and foster relationships with minorities and underrepresented groups.



Custom Bread Bags

Bridging the gap between the useful and the aesthetically pleasing, our volunteers have organized workshops to customize our bread bags, so to bring a smile to our recipients.

Look around for the best designs at our collection points!



Breadliners Get-togethers

Community building is right at the heart of what we do and we could not do it without our fantastic Breadliners!

Starting with our 3-year-old Breadline Birthday, we have decided to host **periodic gatherings** of our volunteers, to share ideas and foster connections.



Advocacy and Education

2023 has seen us going far and wide to spread the Breadline's message.

We have given:

- 12 academic lectures and workshops
- 7 international conferences including keynotes!
- 4 community talks and events

Some highlights from this journey, which is just at its start:



Advocacy and Education

Hotel Association of Hong Kong



Advocacy and Education

Secondary Schools and Universities



Our support network

Our Finances

Breadline keeps operating without any sponsorship or donation, with incredible efficiency and minimum costs (borne directly by our volunteers).

As a registered charity, HK FoodWorks will be open to donations in 2024: in keeping with our ethos, we pledge to use all donations in the most efficient possible way and entirely to our beneficiaries' advantage.



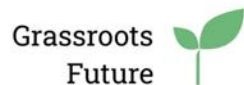
Our Partners



Our Partners



Our Partners





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breadline.hk / hkfoodworks.com



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