

# Annual Report 2024

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# About Us

**HKFoodWorks** is a registered charity established in 2023 dedicated to sustainable food futures.

**Breadline** is the largest volunteer-run food-recovery platform in our city.



# Mission

We are committed to **sustainable food futures**, leading the way through research and community action for a **better tomorrow**.

# Vision

We envision a world where **food** is not **waste**, and **waste** is not **food**.



# A letter from our founder

Dear **Breadliners**,

Thank you for an amazing 2024, which has seen yet another year of incredible growth.

Since we started 4 years ago, we have saved over **500,000 loaves of bread**, hitting up bakeries over **19,000 times**. We expanded our runs to **3 days a week**, collecting more from our network of **171 bakeries**. Over **2300** of you saved bread with us and **45% are returning volunteers** !



At Breadline, we are data driven. We track our collection and have clear insights into our operations. We are proud that in 2024 we increased our **bread recovery by 34%** and maintained a **hit rate of 95%**!

We are a small volunteer driven charity - we are small but together we stand strong - thank you for making **HKFoodWorks & Breadline** what it is today - together our sum is bigger than its parts - here's to another year of hauling bread!

With much love  
Daisy



# Breadline Results & Impact

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# Breadline in Numbers

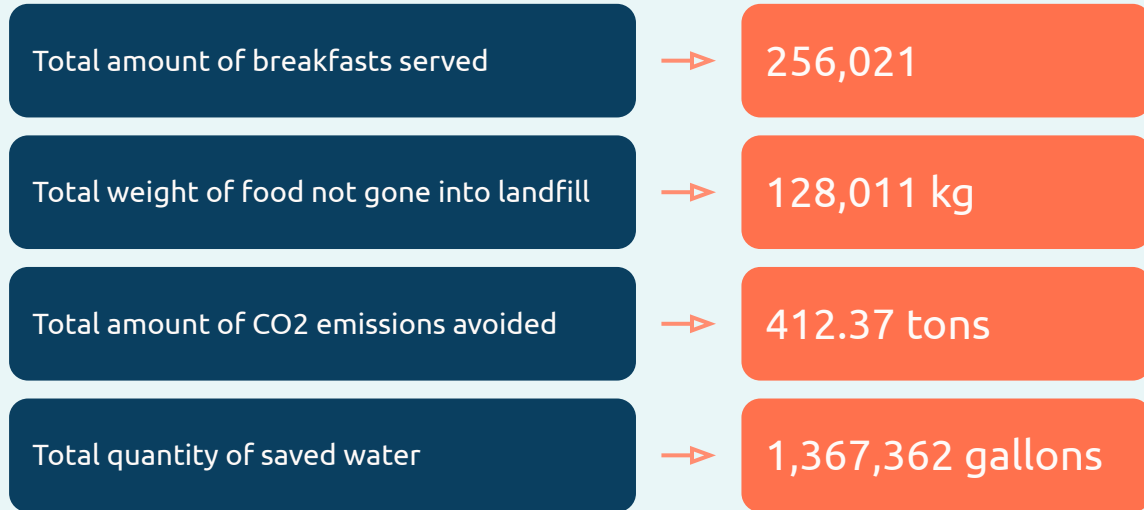
Through our collective efforts, we have recovered **512,041 pieces of bread**, as per December 31st, 2024.

We have engaged **over 2350 volunteers**, and we have visited bakeries **19,184 times** to retrieve their bread surplus.



# Breadline's Impact

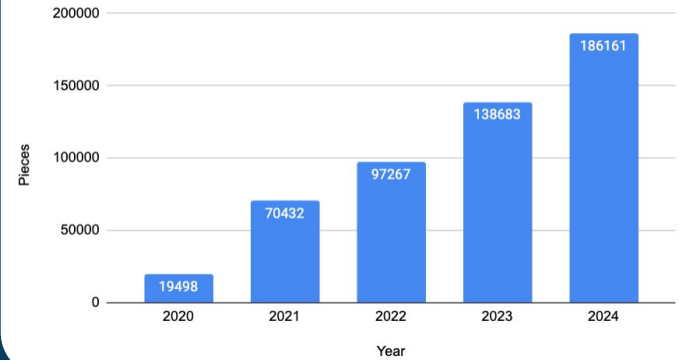
Our impact, from April 2020 to December 31st, 2024:



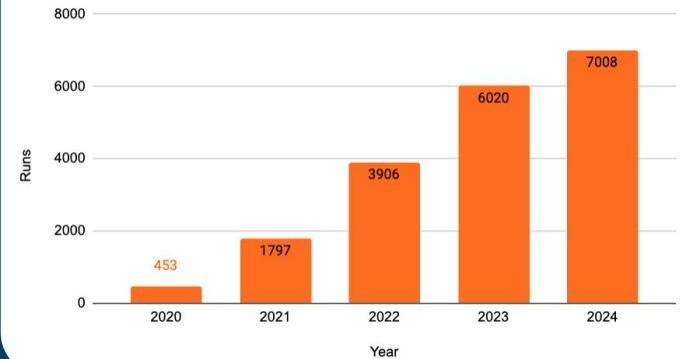
# 2024 At a Glance

- An Increase in Bread Recovery  
We keep going strong, with a whopping **+34% expansion** year on year
- More Shops Visited  
We have diversified our donor base and expanded even further, with more locations covered and more often every week
- We expanded without compromising efficiency  
Our recovery rate in 2024 was **>95%**
- Extensive network of donors  
**171 bakery shops** have donated their surplus to us in 2024

Total Bread Recovered By Year



Total Shop Visits By Year



# Volunteers

Our **community** is expanding! In 2024 we were joined by:

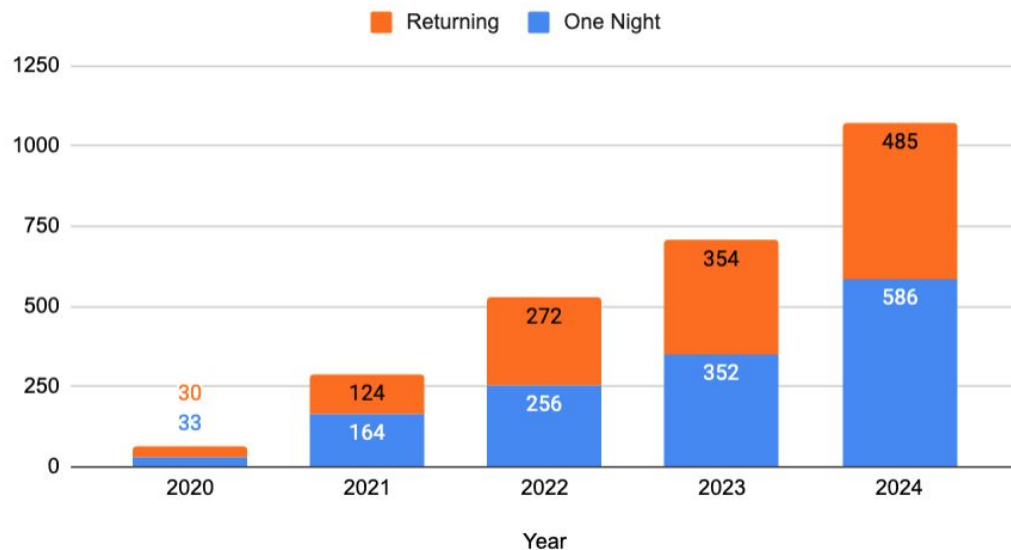
- **1,071 Bread Runners**
- **32 Remote Support Team Members**
- **17 Dropoff Point Managers**
- **41 Drivers**

Over **7000 volunteer hours**, in total!

Return rate of Bread Runners:

**>45%**

## Bread Runners by Year





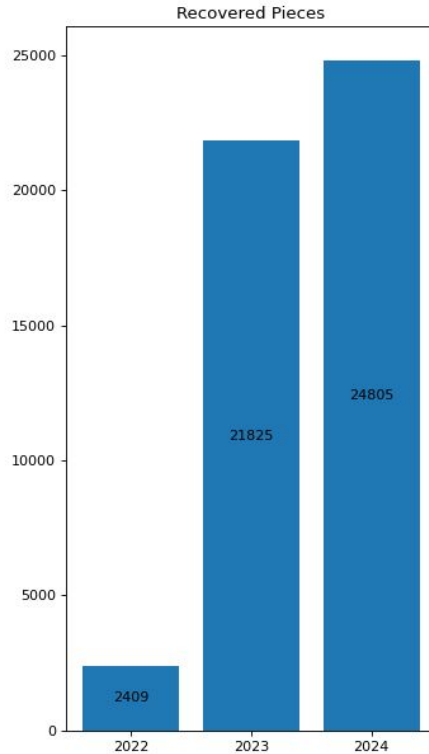
# 2024 News & Milestones

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# Scone Run Update

Our **bakery** and **pastry** programme continues to run strong every Saturday, Sunday and Public Holiday.

We continue to expand thanks to our donors and amazing **volunteer drivers** who bring a smile (and a sweet!) to our recipient families.



# Breadline... on Wednesdays!

To support our beneficiaries and ensure a more regular distribution of our recovered food, in 2024 we have expanded the programme from two days a week, to three days a week (Mondays, Wednesdays and Fridays).

Between our Bread Run and our Scone Run, we now operate Breadline at least **5 days a week** (more often when there are public holidays): this is an incredible feat for an organization that is entirely run and managed by volunteers.



# Breadline... in Chinese!

At Breadline we care about being **inclusive** and this update was vastly overdue: we have been operating an English-only Web App in a Chinese-speaking city!

This issue is no more: thanks to very dedicated volunteer translators and volunteer coders, we have updated our entire system to be **fully bi-lingual**: all shop names, addresses and the whole Web App is now available in your language of choice.



# Education and Outreach

Education is the key to long term changes, which is why actively work with the younger generation. This year we are delighted to be invited to give 10 lectures and workshops at various local & international secondary schools and universities.

We also speak to community and industry partners and sat on 6 different panels to speak on the important subject of sustainability.

Most notably the RBHK held at the Convention Centre where we joined industry leaders and put our heads together to combat food waste in the food and beverage sector.





# Breadline School Chapters

We have started a new initiative in 2024, to formalize our partnership with many local high schools and universities.

We are pleased to introduce **Breadline Chapters**: within them, our student ambassadors recruit and train their schoolmates for monthly Bread Runs. They are the voice and face of Breadline all over town and have been supporting our expansion.

We have already launched this programme in 5 schools in 2024 and we plan to add more in 2025.

If interested, contact: [partner@breadline.hk](mailto:partner@breadline.hk)



# Inclusivity

Our collaboration with a group of sight-impaired volunteers has been going strong: we have expanded both the number of volunteers and the area covered and we are pleased to report that they regularly supported Breadline in 2024, achieving a substantial bread surplus recovery, with **100% collection rate**.

We are proud of counting them as part of our community and will continue to reach out and be even more inclusive in 2025.



# Breadliners Get-Togethers

Another year has gone by and we could not do what we do without our fabulous volunteers!

We continue to cherish their support and have organized periodical gatherings for the support team and for our regular bread-runners, to encourage **community-building** and foster **true friendships** through work.





# Breadline... on wheels!

Through a partnership with **iBikeHK**, we have started in 2024 our **Bread Rollers** initiative.

We have always believed in the health benefits of our Bread Run. It's good exercise to walk to our donating stores, even better to run, but why not cycle there for a change?

We give thanks to our lovely group of biker volunteers who have assisted us in 2024 and recovered plenty of surplus bread at Breadline.



# Social Media Team

We have been busy at Breadline recovering bread, so we never had the time to focus on our **online presence**. This changed in 2024, under the leadership of our new volunteer Social Media Manager.

We have recruited a group of six volunteer content creators and together they have revitalized our social media pages and boosted tremendously the amount of people logging into our website.

Breadline.hk has reached the incredible milestone of **25,000 users** by the end of 2024.



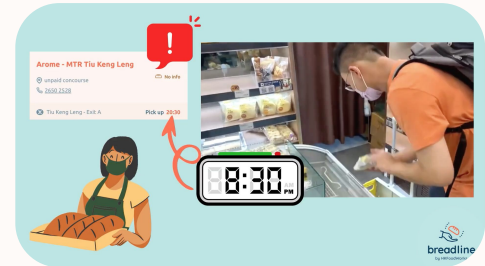


# Introductory Video: a grassroots production

Some of our volunteers like to go the extra mile and are happy to use all of their skills to support Breadline.

In 2024 a group of Bread Runners got together and, independently and with zero budget, recorded, produced and edited a **tutorial video**, both in Chinese and in English.

The video has helped us train new volunteers faster and reduced the number of errors committed by new joiners to our Bread Run.



# Publications



**How we saved 300,000 loaves of bread from landfill through designing for collective action**



**What is Breadline ?**

Hong Kong's first public digital platform for food rescue

# Our support network

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# Our Team

**Daisy Tam** - Founder and President

**Claudio Canzonetta** - Managing Director

**Chris Dundons** - Legal Advisor

**Mart Van der Ven** - Technical Advisor

**Sherin Siew** - Branding and Design Advisor

**Kar Chin Chong** - Financial Advisor

**Carsin Lau** - Social Media Manager

**Susan Khua** - Volunteer Manager

**Wing Chow** - Volunteer Manager

**Winnie Mui** - Corporate Engagement Manager

**Jenny Kong** - School Chapters Manager

**Stan Diers** - Website Manager

All roles above are provided pro bono.

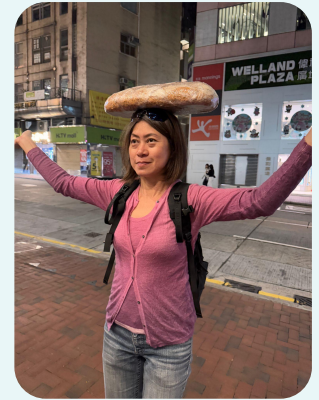
# Our Finances

Breadline keeps operating with **no sponsorship or donation**, achieving incredible efficiency at minimum costs.

In 2024 our only expenses have been paper bags to recover bread surplus, boxes and containers to store the bread at the drop-off points and hosting fees for our websites.

Our directors provide funds to pay for 100% of these fees, so that HK Food Works can use all donations to the direct benefit of our recipients.

Our first **financial report** will be published on our website as soon as it is available.





# Our Partners



# Our Partners



# Our Partners



Grassroots  
Future



香港基督教服務處  
HONG KONG CHRISTIAN SERVICE

全人關心 卓越創新  
care for all excel in all



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