



FUNDRAISING GUIDE

ABOUT THE WOMEN'S FOUNDATION

The Women's Foundation is the leading catalyst in Hong Kong for collaborative efforts to drive women's and girls' advancement. We have been at the forefront of efforts to improve the lives of women and girls in Hong Kong since our founding in 2004.

We aspire to conduct ground-breaking research and run impactful and innovative community programmes and we engage in education and advocacy in the pursuit of three main goals:

CHALLENGING GENDER STEREOTYPES

EMPOWERING WOMEN IN POVERTY

ADVANCING WOMEN LEADERS

A MESSAGE FROM OUR CEO

Fiona Nott

CEO, The Women's Foundation

Thank you so much for choosing to fundraise for The Women's Foundation!

On behalf of the TWF team, I truly appreciate your efforts in advocating for gender equality. Your commitment and support will directly impact the lives of women and girls in Hong Kong, through our research, programmes, education and advocacy.

We wouldn't be able to do the work that we do without committed advocates like you.

I hope this fundraising guide provides you with the information and inspiration to guarantee your fundraiser is a success. If you require any assistance along the way, the team is here to help.

Please email us at development@twfhk.org



YOU'RE HELPING TO CHANGE LIVES

Becoming a TWF champion means you are part of a community whose mission is to improve the lives of girls and women in Hong Kong.

This period of change has brought much needed visibility to existing inequalities and hidden issues that women and girls have been grappling with for decades: disproportionate caregiving responsibilities, mental health, violence and biases.

Together, we have the power to shape a gender equal future in which all can thrive.

HERE'S WHAT YOU'VE HELPED US ACHIEVE SO FAR.



800+

**TRAINING HOURS
TO WOMEN**

+ THEIR FAMILIES
AS PART OF OUR FINANCIAL
LITERACY & EMPLOYABILITY
TRAINING PROGRAMME FOR
MARGINALISED WOMEN



15,700+

**UNDERPRIVILEGED
TEENS**

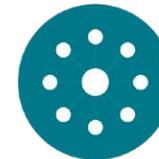
+ THEIR PARENTS & TEACHERS
HAVE BEEN TOUCHED BY OUR
T.E.E.N., LIFE SKILLS, GIRLS GO TECH
AND MEDIA LITERACY PROGRAMMES



60+

**SCHOOL
COMMUNITIES**

THROUGH OUR GENDER
AWARENESS, LEADERSHIP
AND DIGITAL LITERACY
PROGRAMMES



100+

**WOMEN'S
NETWORKS**

HAVE ACCESSED OUR BEST
PRACTICE GUIDES



1400+

**MENTORS &
PROTÉGÉS**

HAVE ADVANCED THEIR
LEADERSHIP SKILLS IN OUR
BEST-IN-CLASS, CROSS INDUSTRY
MENTORING PROGRAMME



600+

**MALE
ALLIES**

USE THEIR COLLECTIVE INFLUENCE
TO ADVANCE GENDER EQUALITY



60+

**CHAIRPERSONS
& CEOs**

HAVE COMMITTED TO BRINGING
MORE WOMEN ONTO HONG
KONG CORPORATE BOARDS



300+

**WOMEN'S
LEADERS**

HAVE BENEFITTED FROM
THE BOARDROOM SERIES
FOR WOMEN LEADERS,
WITH SKILLS AND KNOWLEDGE
NECESSARY FOR THE TRANSITION
TO THE BOARDROOM



300+

**MARGINALISED
WOMEN**

INCLUDING SINGLE MOTHERS,
DOMESTIC VIOLENCE SURVIVORS,
WOMEN WITH DISABILITIES, LOW-INCOME
WOMEN, WOMEN ARRIVALS FROM THE
MAINLAND, ETHNIC MINORITY WOMEN
AND MIGRANT DOMESTIC WORKERS
BENEFITTED FROM OUR FINANCIAL
LITERACY AND EMPLOYABILITY
TRAINING PROGRAMME



24

**GRASSROOT
NGOS**

BENEFITTED FROM OUR
COMMUNITY PROGRAMMES



WHERE YOUR SUPPORT GOES

With your support, we can continue to build on our ecosystem approach to affect real change in Hong Kong. By connecting the dots across our communities, research and programmes, we include everyone on the journey to gender equality.



Community Programmes

Programmes and initiatives that support greater gender equality in the Hong Kong community, particularly among underprivileged populations.

Girls Go Tech (GGT) Programme

Inspires underprivileged girls to view STEM subjects and careers as viable options. GGT includes an online platform alongside real-life tech-related activities to further develop their skills, knowledge, and interest in coding and STEM-related initiatives.

Digital Literacy Programme

Empowers underprivileged parents by equipping them with fundamental digital literacy skills to support their daughters in reaching their full potential in an increasingly technology-driven world, as well as increase their competitiveness in the workforce.



“My confidence, creativity and problem-solving skills have improved through completing the higher-level courses. Participating in [GGT] activities and learning different technologies changed my views about STEM subjects, making me more interested and confident to explore STEM-related career options.”

- GGT Participant, Pope Paul VI College

“I enjoyed making the products and learning tech-related knowledge. I hope my daughter will be able to develop her STEM skills and help people in need when she grows up.”

- Parent Participant (2019 – 2020 cycle)

“I thought working with computers would be complicated. But now, after attending workshops and making different work pieces, I am more interested and confident in STEM. I think both girls and boys are capable of performing well in STEM subjects.”

- Student Participant (2019 – 2020 cycle)



COVID-19 Initiatives

The COVID-19 pandemic has significantly impacted people's livelihoods in Hong Kong. Women bear the burden of unprecedented upheaval both financially and mentally. To address these challenges, we equipped over 500 underprivileged families with needed tech through our #TechForGood Initiative during the first wave of COVID, followed by the launch of our #TEENForGood Initiative. We also advocated for stronger protections for those at increased risk of domestic and sexual violence. In the latest wave, we provided over 4,500 underprivileged women and their families with Rapid Antigen test kits, and hosted a mental health and well-being session for marginalised women.

Young Allies Initiative

Addresses harmful masculinity constructs in young men, debunks gender stereotypes, enhances their wellbeing, and helps them to become future allies of women and to take action against gender inequality.

Teach for Good Initiative

Online tutoring support for underprivileged upper-primary and secondary school students given by TWF TEEN Programme graduates and volunteers to support students and families. TWF will coordinate and facilitate online learning support. Subject to funding support, the initiative will last from 6 to 12 months, supporting up to 30 pairs of students and tutors.



"I moved to Hong Kong from the Mainland about four years ago and had to repeat Primary 5 due to the differences in curriculum between Hong Kong and the Mainland ... Thanks for the kind arrangement from The Women's Foundation and the tutoring of Winnie, I am now more confident in tackling school work."

- Yuk Ying Wan, St Catharine's School for Girls (Student Participant)

"I joined the (TEEN) Programme, when I was just in Form 2, and was struggling at school, similar to Yuk Ying now ... I cherish this opportunity to practice what I have learned from the University and support the learning needs of Yuk Ying."

- Winnie Li, T.E.E.N. Programme Alumni (Tutor)





Pipeline Initiatives

Gender inclusion and leadership programmes and initiatives that support the development of the pipeline of female talent in Hong Kong

Mentoring Programme for Women Leaders

In its 14th year, this year-long leadership programme includes one-on-one mentoring, peer-to-peer learning, group mentoring, inspirational talks, skills workshops, panels and networking events.

Boardroom Series for Women Leaders

Aims to address the underrepresentation of women in boards and senior management teams by building the pipeline of highly qualified women and connecting them to the right people and positions.



“The TWF Mentoring Programme has helped me in many ways for my professional and personal growth. The training is well structured and designed to suit the current climate. The knowledge and skills I learned are useful and practical for my role transition. More importantly, through the sharing of experience and stories from other amazing women, those lessons have given me courage and confidence in taking on new challenges.”
 - Charmaine Chan, Social Services Industry (Protégé)

“I cannot recommend TWF enough to any organisation looking to develop a pipeline of women leaders and to attract new female talent. We were able to literally ‘put our money where our mouth is’ and underline that we are serious about developing women. Leveraging TWF resources we created our first internal mentoring programme and our first ever women’s network. Not only does this sponsorship develop the individual selected but access to the wider TWF community extends the benefits much further to both participants and the organisation!”
 - Kathryn Blakemore, Aegon Asia (Corporate Partner)



Reverse Mentoring

Cross-industry reverse mentoring (between our Male Allies and Mentoring Programme alumni) enables male men-tees to challenge their perspectives and see things differently, whilst empowering female mentors to build relationships with senior leaders and collaborate on tackling systematic barriers in the workplace.

“As a mentor, one of the most valuable lessons learned is to have the senior male leaders courage to challenge by asking questions and expressing different opinions.”

- Sherry Yu, China Asean Fund (RM Mentor)

“I highly recommend anyone who shares the same passion for gender equality, whether just starting out on the learning journey or already a veteran in advocating the cause, to become part of this amazing community of likeminded men and women.”

- Peter Hwang, DragonCor Logistics
(Male Allies Participant)

Male Allies Initiative

Business leaders who leverage their collective influence and personal engagement to advance gender equality, within their organisations and across the Hong Kong business community.

“The conversations I have had with my mentor have allowed me to explore a deeper understanding of the challenges that need to be unpicked some great tools in order to directly address change.”

- Alex Barnes, JLL Mentee (RM Mentee)





Research, Advocacy & Campaigns

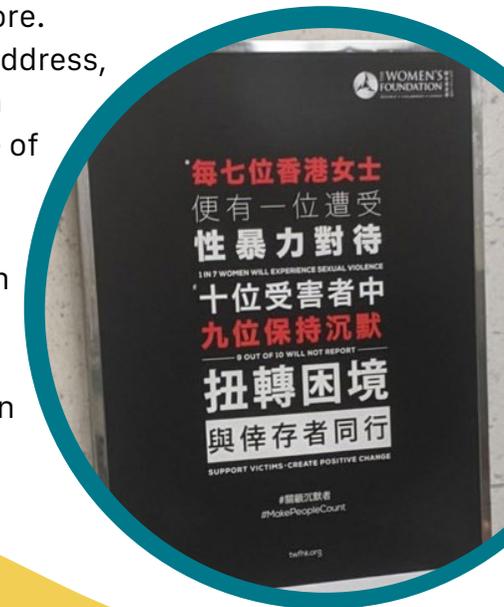
Efforts to drive changes in policy, practices and societal attitudes for a more gender inclusive and equitable city.

Advocacy & Campaigns

With the ultimate aim of holistic societal change, our advocacy and campaigns focus on key issues exacerbating gender inequality in Hong Kong including sexual violence, gender stereotypes, disproportionate caregiving responsibilities, the gender pay gap and more. Watch our animation video in [English](#) or [Chinese](#), or read our [response](#) to the policy address, to understand the full range of issues we advocate on and watch our latest campaign #MakePeopleCount in [English](#) and [Chinese](#) to raise awareness around the prevalence of

Research

Independent, data-driven and evidence-based, our collaboratively produced research is utilised as a catalyst for change. Targeting under-researched gender issues, our findings inform our programmes and advocacy direction, and are freely available to other organisations and individuals working in this space. Read our latest research on [Young Men's Masculinities in Hong Kong](#).



STEPS TO FUNDRAISE

Step 1

WELCOME!

We're so grateful you're here! Please contact us at development@twfhk.org so that we can support you as best we can – we want this experience to be one that is fulfilling and enjoyable for you and everyone you want to involve.

Step 2

MAKE A PLAN

Make a plan for how you want to fundraise for TWF – think about where, when, how, and how much you'd like to raise. Plans will help motivate you and your network to work collectively to reach your fundraising goal.

Step 3

GET ONLINE

When it comes to fundraising – the internet can be your best friend. Please turn to page 13 to find out more, but from the beginning, it's worth considering setting up a personal fundraising page to tell people what you're raising money for, and what your target is. [Charitable Choice](#) is a great platform to start your own fundraising campaign.

Step 4

SPREAD THE WORD

Let your friends, family and colleagues know what you're doing, so that they can better support you! Whether in-person or online, take the opportunity to spread the word about your fundraising plans. For social media, we recommend creating a short post with a photo and key information included – in our experience, a personal note on why this issue means a lot to you, can work really well! You can also share our animation video in [English](#) or [Chinese](#) to encourage your network to learn more about the challenges that women and girls are facing in Hong Kong.

Step 5

TELL US HOW BRILLIANT YOU ARE!

Let us congratulate and thank you for an amazing job well done by sharing your story with us. Where possible, we would like to recognise and acknowledge the efforts of you and your community through sharing this on our social media and other communications channels.

Get in touch with us at development@twfhk.org.



FUNDRAISING IDEAS

There are so many different ways that you can fundraise, and we've put together some of our favourite ideas below.

HOST A PARTY OR CELEBRATE A HOLIDAY

Delicious food and drinks, wonderful company and entertainment provide the perfect backdrop for fundraising! Consider hosting a party or event with a donation for joining. If the occasion is a birthday or housewarming (or any other milestones), consider asking guests to make a donation instead of bringing gifts.

ORGANISE A BAKE OFF OR BAKE SALE

Food connects people! Consider hosting a bake sale at work or school, or a bake-off style contest amongst friends and colleagues. You might consider theming your treats for Christmas, Chinese New Year, Halloween or even Valentine's Day! Offer a small prize to the winner for their efforts and delicious food!

GIVE IT UP

Alone or with friends or colleagues, give up one indulgence for a given period of time, and donate the money saved. For example, your team's daily coffee for a month.



COMPETITIVE EVENTS

Create an event where different friends, families or teams come together to compete against one another in a sport or step challenge, among other activities. Consider using a platform like Strava to track the competitors!

USE YOUR TALENTS

Each of us is uniquely talented. Whether you're a performer, photographer, DIY aficionado, yoga teacher, mindfulness expert or chef – offering your skills in exchange for donations benefits your fundraising target, and your friends and family alike! Alternatively, if you're a small business owner, consider donating a small portion of income to The Women's Foundation for a fixed time, and let people know you're doing this! For example, during International Women's Day month in March, donate a small percentage of each sale to TWF.

HOST A TALK / DISCUSSION

Share a popular film or book with friends. Consider hosting a group discussion or panel discussion based on the content, and ask your guests to donate for their ticket. Check out TWF's [bi-weekly blog](#) for inspiration.

CORPORATE GIFT MATCHING

Some companies can financially match donations that their employees make to nonprofit organisations. Check if your company has a Corporate Gift Matching policy and double your impact!





VIRTUAL FUNDRAISING

Over the past two years, we have learnt that no matter what separates us – connection to each other is vital.

Many of the ideas we've suggested can be as successful hosted virtually as in-person!
Virtual platforms and social media channels have made it easier than ever to remain connected.

There are many virtual platforms available, but you might consider hosting with Zoom, House Party, Teams, or even live stream your fundraising efforts via social media.



Zoom

A cloud-based video communications app that allows you to set up virtual video and webinars, live chats, screen-sharing, and other collaborative capabilities. Suitable for small and large parties.



House Party

Easy to facilitate games, each session can allow up to 8 guests and has built-in games such as Head's Up, Trivia, Pictionary while you are connected to your friends online.

GETTING SOCIAL

One of the best ways to promote your fundraising initiative is being consistent and clear on social media. Here are some helpful tips to create a successful campaign.

1

WHY IS THIS IMPORTANT TO YOU?

Tell your story – share your personal motivation for this fundraising initiative. Key words are important as it helps people search for your campaign, and give others a simple overview of the main mission of your campaign, for example 'gender equality'.

2

SHARE OUR WORK

Showcase TWF's work and impact on society. Tags and hashtags are important for effective engagement with your audience. It's great to communicate and connect with others. Consider using @twfhk #twfhk when sharing your exciting fundraising plans!

3

PICTURES SAY A THOUSAND WORDS

Post pictures and videos to share your fundraising efforts with your friends and guests.

4

REGULAR UPDATES

Regular and clear communication is key to engaging supporters and encourages participation.

5

SPREAD THE MESSAGE

Get friends to share your initiative and amplify the impact.

6

CELEBRATE

Towards the end of the fundraiser, make sure to announce the total contributions and thank people for their support.



CONGRATULATIONS!

Your incredible efforts will help make a meaningful difference in the lives of women and girls in our city. Take the time to enjoy your successes, and thank anyone who helped you along the way.

To send your donations, we welcome payment via any of the below methods:



BANK TRANSFER

Donations can be made through our HSBC bank account

AC No.: 652-385741-838HSBC

Swift Code: HSBCHKHCHK

Remember to send a copy of the transaction slip or reference number to development@twfhk.org or fax +852 2592 8264 for payment tracking purposes.



HSBC ONLINE BILL PAYMENT

We also offer donations through HSBC's online Bill Payment service for HSBC banking clients, as per the details below.

Merchant Name: The Women's Foundation Ltd

Bill Payee Account Number: Your phone number



OTHER PAYMENT METHODS

Cheque:

Cheques should be addressed to "The Women's Foundation Ltd" and sent to: 9A, Chun Wo Commercial Centre 23-29 Wing Wo Street Sheung Wan, Hong Kong



Credit Card:

To make a donation via credit card please contact development@twfhk.org.



PayMe:

To make a donation via PayMe, please include:
FG - Your Full Name - Your Contact Number





THANK YOU!

"We need to utilise the full spectrum of talent, and prioritise the participation and well-being of all communities – including women and girls – to create a better, more inclusive future for Hong Kong."

- Fiona Nott, CEO, The Women's Foundation

We are deeply grateful for your support. Your commitment is making a real difference to the lives of women and girls in Hong Kong. Please get in touch - we would love to hear your fundraising story, see any pictures you might have, and celebrate your success!

If you haven't already, please stay in touch by signing up for our Connect, bi-weekly newsletter by [clicking here](#).

In addition to making a deep impact in our community, there are also other benefits such as tax deduction when you fundraise with us. Please contact us to find out more!

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