

#BridgeTheGapHK

香港橋良

Helping NGOs in crisis

The Gap

The social unrest and the Covid-19 pandemic are disrupting program activities and fundraising events of non-government organisations (NGOs) in Hong Kong.

Recent data from a survey of 110 non-government subvented NGOs conducted by HKCSS in May 2020¹ reflected that they are facing severe funding shortages.

- 83% surveyed NGOs suffered funding shortfalls of HK\$100,000 or more during Oct 2019 – Mar 2020.
- 89% surveyed NGOs are projecting funding shortfalls of HK\$100,000 or more between Apr 2020 – Sep 2020
- 50% surveyed NGOs have 6 months or less of reserves

The survey also reflected that the need and demand for the critical services provided by NGOs to vulnerable groups in Hong Kong have increased dramatically in this crisis. This is the worst time to cut service capacity as NGOs face extreme financial and staffing challenges.

- 61% surveyed NGOs reported their beneficiaries experienced mental health issues
- 60% surveyed NGOs reported their beneficiaries suffering from underemployment or loss of income
- 33% surveyed NGOs reported their service users facing difficulties including lack of basic needs like food and medical care

In an open letter to funders dated 22 April 2020², the NGO Taskforce (representing an informal group of 172 non-government subvented NGOs) appealed to funders for trust, flexibility and renewed commitment. As funders, we need to support our NGO community in these extraordinary times.

The Bridge

We recognize there are already many existing efforts to support NGOs, but with the announcements by the HK government of a HK\$10,000 cash handout to HK citizens, we are hoping to appeal to the people of Hong Kong to donate a part or all of their handout to NGOs to support their work. There is an exciting opportunity for funders to provide matching funds for these public donations, to double the monetary impact and give our non-government subvented NGOs a fighting chance.

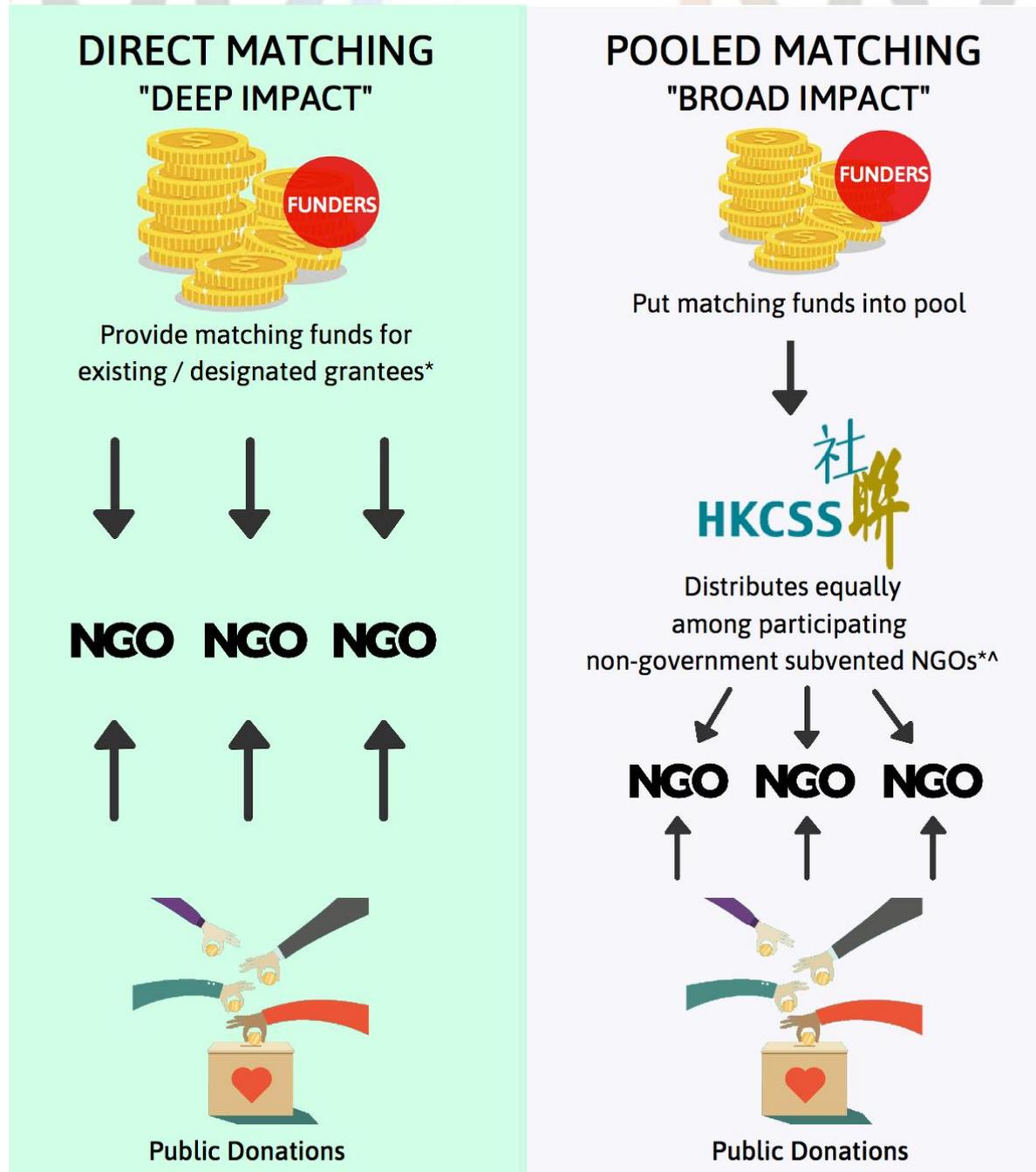
We would like to invite all the funders in HK to pledge an amount of matching funds through the campaign, **#BridgeTheGapHK**. The model is illustrated in figure 1 as below:

¹ Survey on the impact of the COVID-19 outbreak on non-subvented social services, HKCSS, May 2020

² Spirit of Collaboration, Urgent Appeal to Support the Non-profit Sector, available at: <https://asiancharityservices.org/open-letter-to-funders/>

#BridgeTheGapHK

Helping NGOs in crisis Jun - Sep 2020



*Distribution based on proof of donations

^First clearing on 30 September 2020

Figure 1: Matching funds model

Proposed Timeline

Date	Activity
18 Jun	HKFx webinar to introduce #BridgeTheGapHK to a wide audience of funders
18 Jun onwards	<u>For direct matching</u> Funders who have selected their NGO partners and set up matching limits are encouraged to promote using the #BridgeTheGapHK hashtag
9 Jul	<u>For pooled matching</u> Initial pledges secured from funders. Matching funds to be directly transferred to HKCSS. Further pledges from funders after this date are also welcome.
16 Jul	<u>For pooled matching</u> Based on the initial match funding pool, HKCSS will begin promoting the #BridgeTheGapHK initiative to the NGOs, and participating NGOs will kick off their marketing campaigns to the public
16 Jul – 30 Sep	Public fundraising for participating NGOs. Public donations of HKD100 or more will be eligible for matching
30 Sep	<u>For pooled matching</u> First “clearing” – NGOs to provide summary list of donations received between 16 Jul – 30 Sep to HKCSS, with Section 88 proof. HKCSS may request further proof of donations if deemed necessary
31Oct	<u>For pooled matching:</u> First distribution – HKCSS will distribute matching funds from the pool to participating NGOs, on an equal basis up to set limit. For example: If HK\$17.2Million matching funds raised, each of the 172 NGOs that signed the open letter will have matching funds set limit of HK\$100,000. For disbursement, if 9 NGO’s raised HKD20,000 and 1 NGO raised HKD50,000 by 30 Sep, HKD20,000 in matching funds will be disbursed to all 10 NGO’s before the last NGO receives additional matching funds (up to set limit). <u>For direct matching</u> Individual funders can choose the appropriate time to distribute matching funds to their selected NGO partners.

For more information, please contact:

Direct Matching: Ms. Jennifer Chen, Chief Executive, The Chen Yet-Sen Family Foundation
JenniferChen@cysff.org

Pooled Matching: Mr. Kenny Cheung, Programme Executive, The Yeh Family Philanthropy
Kenny.Cheung@yehfp.com

Mr. Cliff Choi, Business Director, HK Council of Social Services
Cliff.Choi@hkcss.org.hk