

## THE ZUBIN FOUNDATION

Improving the lives of Hong Kong's ethnic minority community

# IMPACT REPORT 2022



Cover photos:

- Top: A mother and her child receive a Care Box which provides emergency food for two weeks for a family of five.
- Middle: Women scholarship recipients cohort 2022-2023.
- Bottom: A woman learning to operate a sewing machine in our upskilling for women initiative.

# THE ZUBIN FOUNDATION (Registered Charity: IR 91/12344)

improves the lives of Hong Kong's ethnic minorities by reducing suffering and providing opportunities.

## BOARD OF DIRECTORS (as on 31 December, 2022)

- Ravi Gidumal, Co-Founder and Board Chair
- Catherine Husted, Board Vice-Chair
- Don Taylor, Board Director
- Guneet Banga, Board Director
- Kishore Sakhrani, Board Director

## COMMITTEES (as on 31 December, 2022)

### Fundraising Committee

- Don Taylor (Chair)
- Guneet Banga
- Howard Ling
- Prachi Phadnis
- Rannoo Wasan
- Ravi Gidumal
- Raymond Porter
- Sara Chan

### Scholarship Committee

- Catherine Husted (Chair)
- Jafar Amin
- Mehvesh Mumtaz Ahmed
- Nick Studholme-Wilson
- Zoya Ahmad

### Advisory Committee for Ethnic Minority Well-being Centre

- Prof. Dinesh Bhugra
- Prof. Eric Chen
- Dr. Paul Wong
- Dr. Yi Nam Suen

### SEN Centre

- Dr. Melissa Ortega
- Dr. Reena Choi
- Dr. Se Fong Hung
- Sharmila Rodricks
- Urvi Kamdar
- Dr. Valerie Pereira
- Dr. Wong Lai Yin
- Peggy Kan

### Legal Leads for Call Mira

- Archana Kotecha
- Gladys Li
- Kay Chan
- Puja Kapai

## EXECUTIVE

- Shalini Mahtani, Founder and CEO
- Sandy Chan, Operations Director
- Prachi Phadnis, Finance Director
- Sharon Etherington, HR Director
- Winnie Ng, Project Director

## SOCIAL MEDIA



@the-zubin-foundation



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## CONTACT US

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# MESSAGE FROM CEO



Dear Supporters,

Let me start by thanking each of you for your support. COVID-19 has been detrimental to many in the ethnic minority community. We could not have made it through the last three years without the unequal support of our supporters – including donors, and well-wishers. Thank you.

2022 was a big year for our community, with large numbers of ethnic minorities out of jobs caused by continued and extended social distancing restrictions. Employment in catering continued to fall and airport and construction-related jobs remained low. With no income, families struggled and children and women tended to suffer most.

Our women's helpline, Call Mira, continued to receive calls for food. We responded by continuing to serve Care Boxes to those families in need. Girls who were unable to afford menstruation supplies received Red Boxes. Call Mira gave us a window into the lives of women subjected to violence at home and we saw requests for legal support increase. With months of staying indoors, we saw more adults and children suffering from depression and anxiety, and requests for mental health counselling rise. The impact on the mental health of this community, already in poverty pre-pandemic, will be long-lasting.

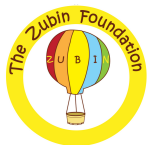
This impact report will give you numbers of people impacted by each project and while numbers are important, numbers alone can never tell the full story. Each number represents a life. Every time a person's life is improved – whether we find them a job or an internship, give them training to secure a job, or a scholarship to attend university, provide them with mental health counselling or food – we impact them individually, but we also better the lives of their families. Bit by bit, at The Zubin Foundation, we reduce suffering and provide opportunities to the neediest in the community.

I am grateful for all you do to help us in our mission to improve the lives of Hong Kong's poorest ethnic minorities.

With gratitude and blessings,  
Shalini

September 2023

# 2022 IMPACT SUMMARY



The Zubin Foundation is a registered charity in Hong Kong (IR 91/12344). We aim to improve the lives of Hong Kong's ethnic minorities by reducing suffering and providing opportunities.

We do this by **OUTREACH** in the community and driving **SYSTEMIC CHANGE**.

In 2022, The Zubin Foundation **directly impacted the lives of 16,000 ethnic minority individuals** through our outreach work. These numbers are conservative and do not include the impact on family members and the many thousands of individuals who benefitted from our information sharing on jobs, opportunities and COVID-19.



## OUTREACH WOMEN AND GIRLS



### CALL MIRA

**702** calls  
from women  
in crisis

**375**  
women  
and girls

### WOMEN'S EMPOWERMENT in Yau Tsim Mong

**30**  
women ambassadors  
trained

### UPSKILLING WOMEN

**27**  
women taught  
sewing skills



## OUTREACH OPPORTUNITIES



### JOBS AND INTERNSHIPS

**63** people placed in jobs  
(full-time and part-time)

**42** students placed  
in internships

resulting in total income of  
**HK\$8,353,380**  
per year

### SCHOLARSHIPS

**43** scholarships for  
university and  
community college

**2** scholarship fairs  
organised

**HK\$1.44M**  
given out in  
scholarships

### CAPACITY BUILDING

**638**  
hours of employment  
skills training for youth



## OUTREACH PARENTS



### WORKSHOPS

**289** parents  
received parenting skills  
training through collaboration  
with public schools and NGOs

**23**  
NGO and public  
school partners

### SUPPORT GROUPS

**80** parents supported in  
public schools  
**7** NGO and public  
school partners



## OUTREACH MENTAL HEALTH

### ADULTS' ETHNIC MINORITY WELL-BEING CENTRE

124 adults received free  
1-to-1 counselling

1,196 hours of 1-to-1  
counselling provided

\$1,435,200

market value of free  
counselling provided

### CHILDREN'S COUNSELLING CENTRE

29 children received free  
1-to-1 counselling

360 hours of 1-to-1  
counselling provided

\$432,000

market value of free  
counselling provided



## OUTREACH EMERGENCY RELIEF AND COMMUNITY DEVELOPMENT



### CARE BOX

6,500

individuals received  
basic food necessities

equivalent to  
**77,000**  
meals

### RED BOX

475

women and girls received  
period products



## SYSTEMIC CHANGE



### INSTITUTE OF RACIAL EQUALITY

163 talks

given at schools, universities,  
organisations and non-profits

### Anti-Racism Toolkit

launched to help individuals and  
organisations become anti-racist

### ZUBIN CRACKERS

3 ethnic minority individuals  
employed for Zubin Crackers

HK\$235,000

revenue generated for the  
Zubin's Family Centre

## 2022 FINANCE

**Income** HK\$14.50 million

**Expenses** HK\$13.05 million

**Surplus** HK\$1.45 million

94% of expenses  
**on projects**

6% of expenses  
**on admin**

14 full time staff

11 part time staff

3 mental health  
consultant practitioners

# WOMEN AND GIRLS



Women and girls are among the most marginalised in the ethnic minority community. Our work for women and girls is focused on:

- Call Mira, a helpline for women and girls in crisis
- Women's empowerment
- Upskilling women

## CALL MIRA

Helpline for Women and Girls in Crisis

702

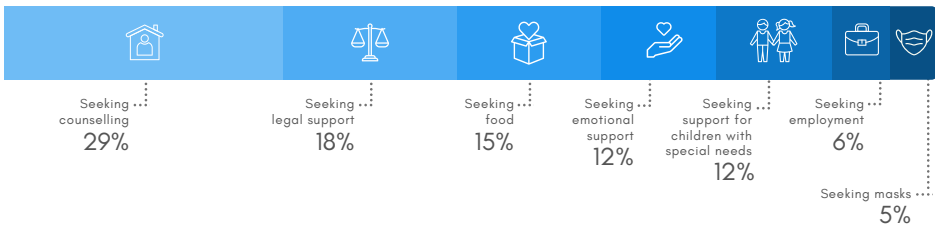
calls received from  
women in crisis

375

women and girls  
helped

Call Mira is the only support helpline for ethnic minority women and girls in distress in Hong Kong. It operates in Hindi, Urdu and English from Monday to Friday (10.00am – 7.00pm) and Saturdays (9.00am – 1.00pm).

## Nature of Calls (n = 558)

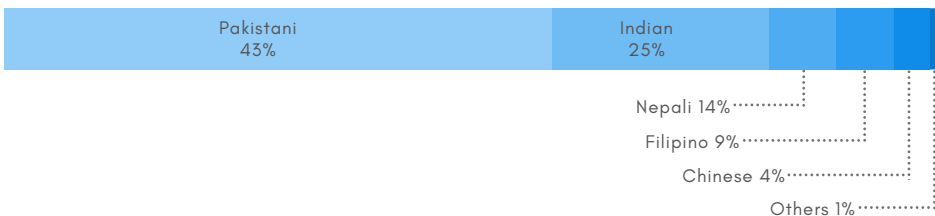


## Demographics of Callers

New Callers by Age (n = 109)



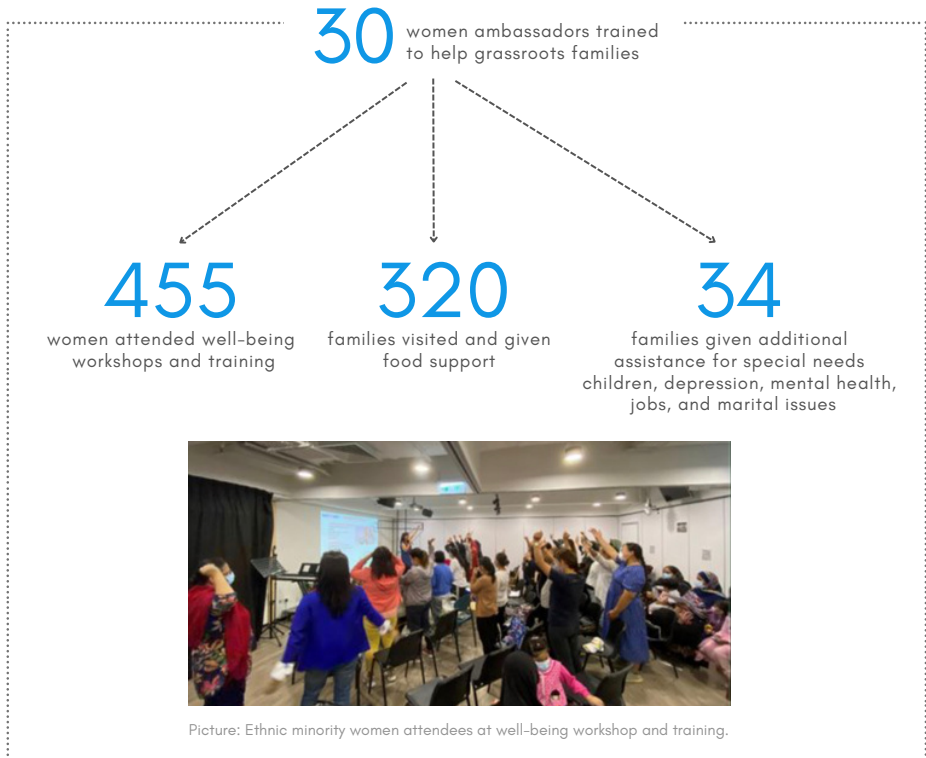
New Callers by Ethnicity (n = 387)



# WOMEN'S EMPOWERMENT

## in Yau Tsim Mong

We identified grassroots women in the Yau Tsim Mong district who wanted to help their community and we provided them with training to become local women ambassadors. They were trained by experts and given information about community resources; enabling them to provide appropriate help and referrals to those in need.



“Being part of this project is very meaningful to me. I learnt a lot through being with all the ambassadors and meeting new people. Helping others has inspired positive changes in me as well.

– Shahana Mahmood  
Ho Man Tin



“Joining as an ambassador has made me understand many things. I am so happy that I can be a part of this programme to support those in need of friendly advice or a listening ear. I like to meet new people and understand them, and get to know what they are going through. I'm glad we can all experience positivity at the end of our home visits.

– Ruj  
Tsim Sha Tsui

## UPSKILLING WOMEN

We provided grassroots women with sewing skills so they could upskill themselves. They were taught how to use a sewing machine and produce products that helped them to generate an income. Their products were sold at the Women's Empowerment and Sustainability Christmas Bazaar on the 26th and 27th of November 2022 in Tai Kwun. By upskilling women we have provided them with a source of income, self-confidence, and a network of friends.

27

grassroots women  
taught sewing skills

4,057

visitors at the bazaar

15

ethnic minority women owned businesses  
participated as booth owners

“When I see someone buying the bag that I sewed, I cannot help but smile. When I received my first HK\$120 for the bags I sewed, I was so excited.

– Anila, 43 years old

Learnt sewing in the Upskilling Women Programme



Picture: Ethnic minority woman learning sewing.  
Photographer: Li Hoi Ching Vanessa



Picture: Ethnic minority women holding handmade bags.  
Photographer: Li Hoi Ching Vanessa

“It's more than just giving them money or a subsidy. It's more like teaching them how to make a living. They're talented, and they're doing some great handicrafts. People love it. So I look forward to more of that kind of initiative going forward.



– Chris Sun

Secretary for Labour and Welfare

Photo Credit: Labour and Welfare Bureau website



Picture (R to L): Chris Sun, Secretary for Labour and Welfare, HKSAR Government with Shalini Mahtani, Founder and CEO of The Zubin Foundation.



# OPPORTUNITIES



At The Zubin Foundation, we know that opportunities are scarce for many of our service users. We provide ethnic minority youth with opportunities in:

- Education through scholarship fairs and scholarships
- Work experience through internships
- Career skills through Online Training Academy and STEM training
- Employment through full-time and part-time job placements
- Mentorship to those who have secured jobs

## EDUCATION

### University Fair

The Scholarship Fair brings Hong Kong universities together where our grassroots families can learn about further education opportunities. We work with all major universities and community colleges.

159  
individuals  
attended

21  
universities and  
community colleges

### Private Schools Fair

Many ethnic minority children struggle to learn Cantonese in their public secondary schools and they lack the support at school and home to learn the language. Conversely, in private schools, the language of instruction is English and in some cases may be better suited to our community. The Private Schools Fair seeks to encourage international and private schools to give financial scholarships and bursaries to ethnic minority children in need based.

122  
individuals  
attended

10  
private  
schools

Scholarship obtained valued at

\$319,851

“Education is a precious thing! I am blessed to have received a scholarship from Harrow International School. The school's vision of Educational Excellence for Life and Leadership can help me achieve my goals in life. Their community is very accommodating and respectful. It feels like home. I have had many new experiences, I made a lot of friends, and I learned so much from my teachers and tutors. They are all caring and very helpful in every way. From the bottom of my heart, I am grateful that I am a part of the Harrow Community. Thank you to The Zubin Foundation for guiding me and helping me with the scholarship process.

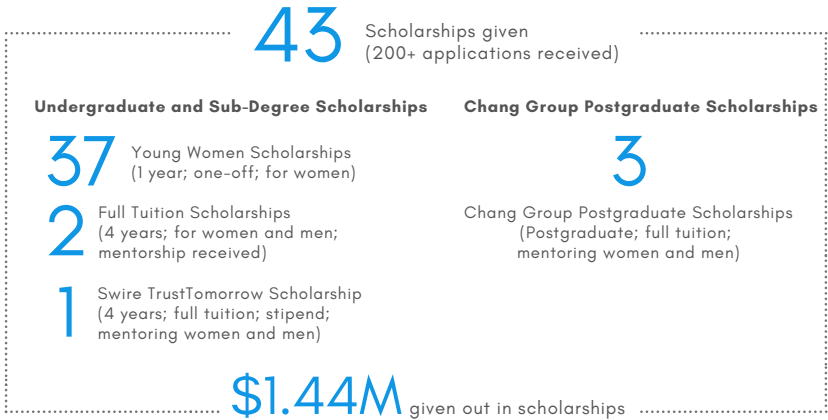
– Nathan Osbual, Harrow International School Hong Kong



University Scholarships

Education is key to breaking the cycle of poverty. The Zubin Foundation offers four main types of scholarships:

- Young Women Scholarships
- Full Tuition Scholarships
- Swire TrustTomorrow Scholarship
- Chang Group Postgraduate Scholarships



“The Scholarship is allowing me to concentrate on my academics and networking instead of working part-time to support my education. The well-being and personal development workshops have been useful in managing myself better. Swire Trust is providing monthly dialogues with leaders in the industry, which is helping me path my career better. My sincere thanks to both The Zubin Foundation and Swire Trust for supporting me through my undergraduate education.

- Fahim Hussain, Swire TrustTomorrow Scholar



“The Zubin Foundation Scholarship has not only helped me financially but has provided constant and abundant support and guidance. The capacity building workshops and mentoring from sponsors have provided many useful skills for me to bolster my personal growth and goals. Further, I have been able to do my bit in social impact by doing community service to serve the needy.

- Racheal Lancion, Full Tuition Scholar

“It was my pleasure to mentor The Zubin Foundation’s young woman scholar. I was totally impressed by the scholar’s passion to help people as much as possible and improve the lives of ethnic minorities in Hong Kong. I am so proud of her that she keeps challenging herself and stepping out of her comfort zone and seeing all her efforts pay off - she just received her offer from HKU last week. I am sure she will achieve great success with her tireless efforts in the future. Thank you again to The Zubin Foundation for connecting us with members of the younger generation that we would otherwise not have met.

- Zheng Li, Wells Fargo Mentor



## INTERNSHIPS

In partnership with the Equal Opportunities Commission, The Zubin Foundation placed youth in internships across industries. This experience is essential for university students who wish to build their CV and for better career prospects.

**42** Students placed in internships

“ I was a part of the resourcing team and it was a very fruitful work experience. The company culture was very friendly, and they recognise each other's accomplishments, both big and small. This makes the whole experience very rewarding.

– Anum Zoya

*Interned as a human resource intern at DFI Retail Group*



“ It was an eye-opening experience that provided me with exposure to the fast-moving consumer goods industry. By being tasked with employer branding initiatives, I got to develop my video editing and poster designing skills by using different functions of online design tools.

– Anjale Yadav

*Interned as a human resource intern at Unilever Hong Kong*

## CAREER SKILLS ONLINE TRAINING ACADEMY

Our Online Training Academy provides specific work-related skills to ethnic minority university students. The trainers are corporate volunteers who provide one-to-one training sessions to each of the students.

**246**

youth trained

**638**

hours of skills training for youth

**24**

corporates provided pro bono trainers

“ The sessions were very useful. The tutors were great at providing details. They helped me with their insights and experiences to enhance my CV and interview skills.

– Singh Baint

*Online Training Academy Service User*



“ The student was very focused and committed to getting the maximum out of the session, great attitude.

– Riya Didwania

*Volunteer Trainer*

# STEM TRAINING

## WeDesign Hong Kong: Inclusive Home for All

Together with ARUP, we provided STEM training workshops to ethnic minority youth interested in pursuing a career in sciences. These workshops were conducted by experts in sustainability and design. Participants applied these new skills to create their own designs, prepare a presentation, and compete in a contest.

21 youth participated

6 sustainable project ideas generated



Picture: Ethnic minority youth at STEM training.

“My team members were very creative when brainstorming ideas for the project. They conducted a site visit as well as a survey to identify community issues. They used these insights to build their LEGO models and offer solutions.

- Arup Volunteer

# JOB PLACEMENTS

An increasing number of employers in Hong Kong have signed the Racial Diversity Charter with the Equal Opportunity Commission and understand the value of a racially diverse workforce. The Zubin Foundation advertises available jobs for employers and channels interested candidates to them.

63

individuals placed in full-time and part-time jobs

\$8,353,380

total yearly income of all full time jobs

“I’ve had an amazing experience working with HR Plus on the marketing team. I’ve worked on website development, content creation, marketing video scripts, and company-wide compliance booklets. As the only ethnic minority in a local startup, I’ve made great friends and networks in the city, which was my main goal.

- Fernandes Charleston Brendon

Working as Legal and Compliance Advisor at HR Plus Limited



“My experience at work has been great so far. Although I was initially shy and nervous having no experience or education in Hong Kong, The Zubin Foundation provided valuable mentorship and support. I learned how to communicate better with others. My colleagues were kind and helpful, and my supervisor gave clear instructions. I’m happy with my job and appreciate how our team’s hard work is recognised by the company.

- Sonia Thapa

A server at Woodlands Indian Vegetarian Restaurant

# MENTORSHIP

Mentorship provides an opportunity for ethnic minority youth who have recently acquired a job to have a mentor. Our aim is to give the youth access to mentors who can give them support and encouragement.

40  
youth engaged

240+  
hours completed

“The mentee was very positive throughout the mentorship. At first, he was shy and needed help but then he slowly opened up and was happy to share his experiences. Mentee always showed a willingness to learn and improve his skills, and was punctual and polite.

- Nadeem Siddiqui  
Barclays Mentor

“The Zubin Foundation provided helpful sessions and seminars for ethnic minorities like me. I attended a CV clinic and Office Etiquette session, which I found particularly useful for my current job at YesAsia. Working with a team of diverse nationalities requires adapting to different work cultures. I'm capable of doing my duties well and aspire to be promoted and stay with the company long-term. I'm grateful for my connection with The Zubin Foundation.

- Coleen Sadiaso  
Working as Marketing Assistant (ABW) at YesAsia Ltd



Picture: Scholarship students cohort 2022.



Picture: International school scholarship fair.



Picture: STEM Training Workshop.



Picture: Internship award ceremony.

# PARENTS



It is common for some families to have five or more children and many mothers, lack formal education and access to social networks.

## WORKSHOPS AND SUPPORT GROUPS

Our work with grassroots parents takes place through public schools and other NGOs. Workshops are skills-focused and tend to be larger in size. Support groups are intimate and mothers are able to share their problems in a confidential setting. We use English, Hindi, Urdu and Nepali.

289

parents received  
parenting training

80

support group  
meetings

30

public schools and  
NGO partners

“ We should never hit our children no matter what happens, I believe children are very vulnerable and learn from us.

- Nepali Parent, regular participant of parenting workshop



Picture: Participants at a parenting workshop.



Picture: Trainer and participants at a parenting workshop.

# MENTAL HEALTH



The Zubin Foundation provides one-to-one counselling free of charge to both adults and children through 2 separate programmes:

- Ethnic Minority Well-being Centre (for adults)
- Children's Counselling Centre

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## ETHNIC MINORITY WELL-BEING CENTRE (FOR ADULTS)

The Ethnic Minority Well-being Centre (EMWC) provides one-to-one individual free of charge counselling in English, Hindi, Urdu, and Nepali for local South Asians and Southeast Asians who suffer from depression, anxiety, and stress. The results of the Randomised-Controlled Trial Study conducted by The Department of Psychiatry of The University of Hong Kong show that the clients who received The Zubin Foundation's counselling experienced significant improvement.

As a result of engaging with the Government through the Advisory Committee for Mental Health (ACMH), in mid-2023, the Government will be funding a pilot to extend the reach of the EMWC to the broader ethnic minority communities of Hong Kong.

124

individuals received  
1-to-1 counselling

100,000

views of mental health  
videos in Hindi/Urdu by us

1,196

hours of counselling  
delivered to individuals,  
free of charge

\$1,435,200

conservative estimate of market value of  
free counselling provided

“

Firstly I would like to thank The Zubin Foundation. I was in a situation where I had little (young) kids and I would throw my frustration at them. Not only that but the tension from my home made me feel negative. I had talked to the staff of The Zubin Foundation, and they offered me counselling support. I talked to my counsellor and shared all my problems, especially with the kids. My counsellor handled me well and taught me ways to change myself and my (behaviour towards my) kids. I took her advice and now I can see so much improvement not only in my household but also within myself. Now, I am very happy with myself. I would also recommend the service to others to share their problems and situations.

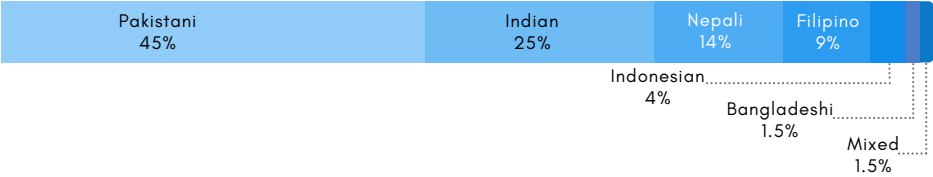
– Female Client of Ethnic Minority Well-being Centre

Demographics

Age of Clients (n = 130)



Ethnicity of Clients (n = 130)



“Being culturally sensitive is at the heart of therapeutic engagement when working with patients and more so in the provision of mental health services as culture can affect generation, expression, and coping of symptoms. I commend The Zubin Foundation for its dedication to providing culturally appropriate counselling service to the ethnic minority communities, but also enhancing the ecosystem of mental health delivery in Hong Kong by raising awareness of cultural sensitivity in the mainstream mental health and health professional communities.”



- Dinesh Bhugra  
Emeritus Professor of Mental Health and Cultural Diversity at the Institute of Psychiatry,  
Psychology and Neuroscience, King's College London



“Lee Hysan Foundation is dedicated to addressing service gaps in government welfare and mainstream non-profit organisations and one of our focused areas is “Social Welfare and Health”. We are proud to support The Zubin Foundation's Ethnic Minority Well-being Centre in providing culturally and linguistically appropriate services to Hong Kong's ethnic minority communities, with their counselling support making a meaningful impact on people's lives. We extend our gratitude to the government for funding a pilot programme, enabling the centre to continue providing vital services to those in need.

- Cecilia Ho  
President , Lee Hysan Foundation



Picture: Interview with an EMWC client on Youtube.



Picture: Hindi video about benefits of counselling on Youtube.



# CHILDREN'S COUNSELLING CENTRE

The Zubin Foundation started to provide one-to-one children’s counselling to children in English, Hindi, and Urdu in April 2021.



“ I can’t tell you how relieved I feel that my daughter is in counselling and has someone to talk to. Our relationship as mother and daughter has improved. She now knows I’m not against her.

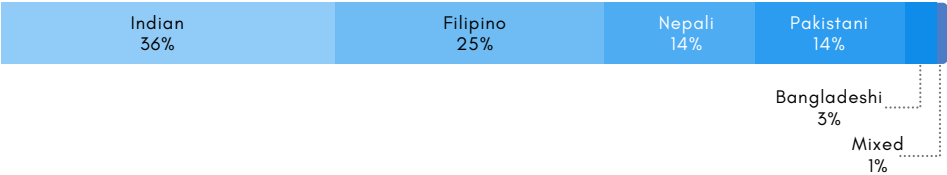
- Mother of girl, aged 12

## Demographics

Age of Children Clients (n = 29)



Ethnicity of Children Clients (n = 29)



# EMERGENCY RELIEF AND COMMUNITY DEVELOPMENT



Through emergency relief, we assist families in urgent need of basic daily necessities and through community development, we build social networks between ethnic minority families in low-income areas.

## CARE BOX

### Food Supplies for Families in Need

Care Box is an immediate response to feed the hungry in the community. It is a food package that can support a family of five for 3 weeks.

6,500

individuals received  
basic food necessities

77,000

meals supported

\$480,000

monetary value of masks  
and groceries provided



Picture: A mother receiving the Care Box.



Picture: A child receiving the Care Box.

## RED BOX

### Period Care for Women and Girls

Red Box aims to tackle period poverty by providing young women with free menstruation supplies and information on better menstrual health and well-being.

475

women and girls  
received period products

57,000

period products  
provided

\$194,000

monetary value of  
period products provided

# COMMUNITY DEVELOPMENT

## in Tung Chung

Tung Chung has one of the largest ethnic minority communities in Hong Kong and a sizable percentage is low-income. Our aim in Tung Chung has been to:

- Train youth to become a youth ambassador and provide assistance to the community.
- Provide assistance to families such as food and referrals to other NGO and Government services.
- Identify needs of families in the local community (research to be published in 2023).
- Enhance understanding between the local Chinese and ethnic minority communities through cultural awareness workshops.
- Train ethnic minorities to become culture tour guides in Tung Chung.



“It is a nice feeling to know we have someone who cares enough to come to visit us and ask us about our problems and try to help us solve them.

– Ethnic minority family in Tung Chung

“I am always looking for opportunities where I can learn something new and also be able to work from home and earn some money to support the family. I am always under stress because of my family situation and my family's health issues. Being able to do something rather than just staying idle at home helps me relieve tension and worries. I enjoyed this experience and am looking forward to getting more opportunities.

– Ethnic minority housewife empowered in Tung Chung Social Inclusion Bazaar



Picture: Tung Chung Social Inclusion Bazaar Stall



Picture: Women at Social Inclusion Bazaar Preparation Workshop.

# SYSTEMIC CHANGE



While our outreach work directly helps the community, The Zubin Foundation works closely with schools, universities, non-profits, companies and the government to make Hong Kong more inclusive to ethnic minorities by driving systemic change.

## POLICY RECOMMENDATIONS

Raising the government's awareness of the lack of mental health provisions for the ethnic minority community has been our key focus. Together with our partners Lee Hysan Foundation and The University of Hong Kong, School of Psychology through the support of the Advisor Committee on Mental Health (ACMH), The Zubin Foundation achieved a tremendous milestone in our public policy work. The HKSAR government will be funding our mental health 1-to-1 counselling on a pilot basis.

## DIVERSITY ON GOVERNMENT ADVISORY AND STATUTORY BOARDS

The Zubin Foundation put forward talented ethnic minorities from our Diversity Lists (publishes from 2016 to 2020), to join several government advisory and statutory bodies. Today, we have 25 individuals sitting on 39 government advisory and statutory bodies. We commend the government for continuing to onboard ethnic minorities onto their boards.

“2016 was my turning point as a Hong Kong citizen, contributing back to the community as a professional. The 2016 Diversity List opened doors to my being able to make my voice heard. Our HKSAR Government shall do well and better when Hong Kong can reflect the visibility of its vibrant ethnicities within government executive bodies for more positive impact.



– Theresa Cunanan  
Senior Lecturer, Hong Kong Baptist University



“Apart from feeling honoured, it comes with a lot of responsibilities and expectations from your ethnic minority community. But, the best part is to get the message across to the government and see your suggestions taken and implemented.

– Rizwan Ullah  
Vice Principal, Law Ting Pong Secondary School

# INSTITUTE OF RACIAL EQUALITY

## Raising Awareness

This is an initiative by The Zubin Foundation that aims to promote awareness and improve the understanding of racial equality in Hong Kong and Diversity, Equity and Inclusion (DEI) in Asia. Our goal is to combat racism by promoting positive attitudes and dispelling negative beliefs and stereotypes about the Ethnic Minority population in Hong Kong.

**163** talks  
given at schools,  
universities, organisations  
and non-profits

## Anti-Racism Toolkit

We launched the Anti-Racism Toolkit, a free resource to be used by individuals, schools, and organisations. This toolkit takes you on an info-packed journey to help you understand and become an anti-racist in Hong Kong.

## ZUBIN CRACKERS FOR SOCIAL GOOD

### Providing Employment and Fundraising

The Zubin Crackers was a fundraising campaign. The crackers were designed by school children and made in Hong Kong, providing employment to 3 ethnic minority individuals from low-income families.

Over 22,000 crackers were sold in Hong Kong in 2022 generating a revenue of HK\$235,000 and raising awareness of the plight of Hong Kong's ethnic minorities and the work of The Zubin Foundation. Proceeds were used for the creation of Zubin's Family Centre which supports special educational needs (SEN) children and their parents. It is located in Austin MTR station (exit D).

“We started the Zubin Crackers initiative in 2021. Our idea was to make a sustainable Christmas Cracker while educating Hong Kong's children about social enterprise, creating employment opportunities for ethnic minorities, and leveraging the strength of partnerships to raise awareness about racial inclusion. The impact of this initiative has been overwhelming where in 2 years we have sold 52,000 crackers with the support of almost 60 partners to raise HK\$785,000.



– Don Taylor  
Chairperson of Fundraising Committee



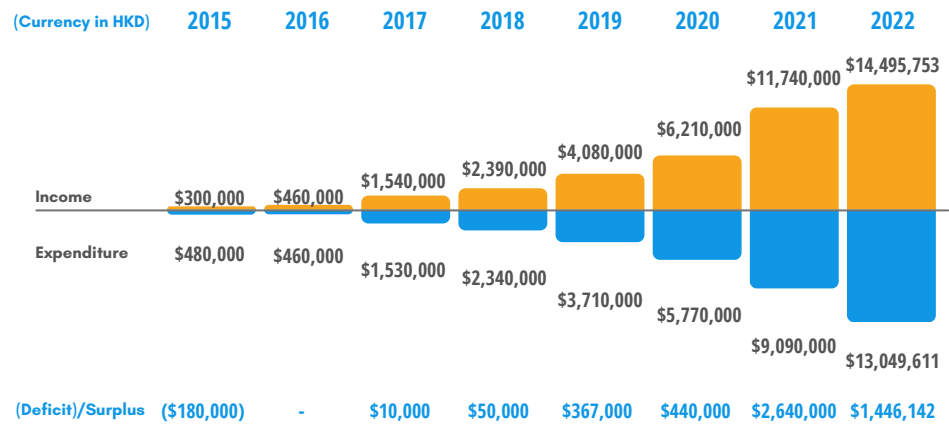
Picture: Zubin Crackers at a Christmas Fair



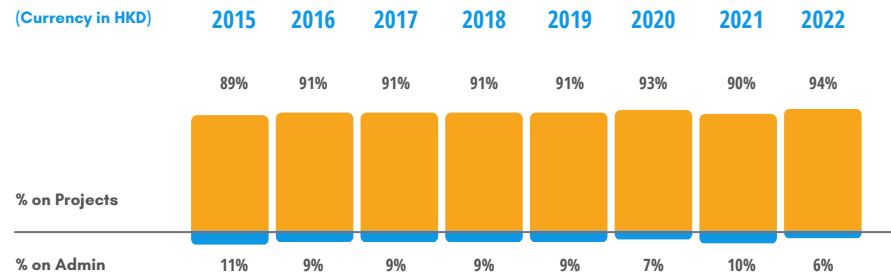
Picture: Inserts of Zubin Crackers handmade by in India by economically disadvantaged women

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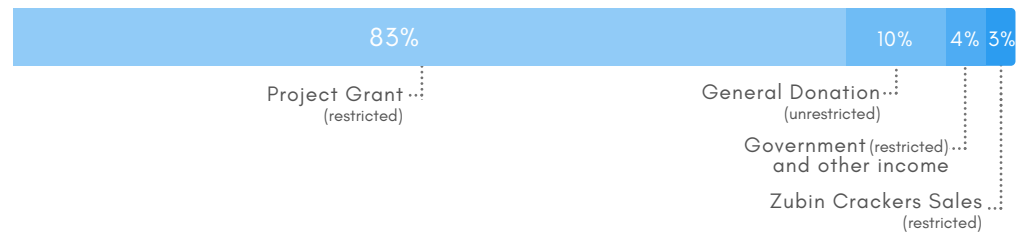
## 2015-2022 AUDITED INCOME AND EXPENDITURE



## NATURE OF EXPENSES



## NATURE OF INCOME



# ACKNOWLEDGEMENTS

We are grateful to the individuals, organisations, schools, and corporates for their support; support has come in many forms – donations, in-kind, volunteers, partnerships, speaking opportunities, provision of jobs, internships, and scholarships, and so much more. Thank you.

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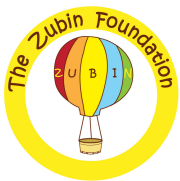
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