

ATTN: SHIPPING & LOGISTICS EDITORS

HAFFA Members Rally for Hong Kong Vulnerable at Mid-Autumn Festival



HAFFA and its members have rallied round to make a positive difference to the lives of the city's elderly and vulnerable ahead of the Mid-Autumn Festival with a programme of charitable initiatives. Partnering with the Share for Good programme and the Life Commitment Charity Club Limited (HKL3C), the HAFFA Executive and Sub Committees, along with many of the association's 320+ corporate members, implemented several activities designed to provide financial and practical support to some of Hong Kong's most in-need residents.

HAFFA members donated more than HK\$170,000 via the HKL3C programme, with over 35 individuals volunteering to support the project. Meanwhile, HAFFA members donated HK\$180,000 and testing kits via the multi-beneficiary Share for Good platform.

Commented HAFFA Chairman Gary Lau: "I would like to offer my sincere thanks to all the individuals and HAFFA corporate members who have contributed their time and made practical and financial donations to the programmes. We hope that by joining together, our efforts have in some way helped ease the extreme pressures faced by the most vulnerable sectors of our community in these challenging times. We wish everyone in Hong Kong, but particularly the elderly and vulnerable, a happy Mid-Autumn Festival!"

Joining forces with Share for Good, Hong Kong's first city-wide crowd donation platform, HAFFA encouraged its members to make financial and/or commodity donations to help those in need. Under the scheme, individuals and corporations may choose to donate cash, items or a combination of both, then select the NGO of their choice via the platform. The innovative system instantly matches donors online with the urgent needs of local communities, and facilitates efficient delivery of supplies via the 60 participating NGOs. No administrative costs are deducted and logistics costs are borne by programme partners.

The wide range of practical items needed by communities include everything from Rapid Antigen Tests and oximeters, cellular phone SIMs and tablet computers, to supermarket vouchers.

In cooperation with HKL3C, HAFFA arranged to produce "Fortune" bags for elderly residents living in Sham Shui Po. Members donated funds towards the contents of the thoughtfully-curated bags, which included useful anti-epidemic and health-related items as well as a mooncake

minipack treat. Volunteers were recruited via the HAFFA membership to both pack and distribute the bags, which were presented to the elderly on September 3.

In addition, HKL3C and HAFFA organized a Mid-Autumn Festival mooncake charity sale, with proceeds from the sets of vegan and assorted mooncakes donated to the charity which has been dedicated to providing vital services to the elderly residents of Sham Shui Po since 2007.

Established in 1966, now with over 320 corporate members, HAFFA is responsible for setting industry standards as well as providing educational courses which enhance the professional standards of freight forwarders and logistics services providers.

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