



Wellcome partners with over 70 charities to distribute 2 million vouchers to 250,000 beneficiaries for its “Heartfelt Give-Back” Programme



- ***Each pamphlet contains 4 cash vouchers of HK\$50 each and 4 meal vouchers of HK\$28 each, with a total value of over HK\$300***
- ***Over 70 charities will help identify 250,000 beneficiaries and distribute the vouchers***
- ***Distribution is set to take place between mid-Nov and late-Dec 2020***

(28 Oct 2020, Hong Kong) – The COVID-19 pandemic continues to impact Hong Kong, especially the city’s vulnerable groups. To support our community, Wellcome recently announced a HK\$120 million “Heartfelt Give-Back” programme last month. The programme includes the donation of 1 million cash vouchers and 1 million meal vouchers to those most in need; a donation of up to HK\$5 million by matching donations that our customers make through our “you Give-Back” programme; donation of cash vouchers to all our team members in Hong Kong; and a Hong Kong first “Price Locked” campaign on over 300 everyday essentials held at least until March 31st 2021.

Today, as part of the “Heartfelt Give-Back” Programme, Wellcome announces that it will collaborate with over 70 charity partners, who will help identify 250,000 beneficiaries for the voucher donations. We are also in the process of recruiting more charity partners to join the initiative, in hopes of reaching as many beneficiaries in the community and distributing the vouchers as swiftly as possible.

Through our give back we will distribute 1 million cash vouchers and 1 million meal vouchers worth around HK\$80 million to those most in need. This will be distributed through pamphlets consisting of 4 cash vouchers of HK\$50 each and 4 meal vouchers of HK\$28 each, a total value of HK\$312.

Those in need can use more than one cash voucher in a single purchase at Wellcome Stores, and they can redeem meal vouchers at our 7-Eleven stores throughout Hong Kong to make it easier for families to collect their meal boxes.

We hope that this Give-back provides some relief to those most in need in these tough times.



Wellcome is partnering with over 70 charity partners to distribute 2 million vouchers to the most vulnerable groups to the pandemic, and St. James Settlement will provide support in the coordination process. **Mr. Laurent Piazza, Managing Director of Wellcome Hong Kong & Macau (Backrow, fifth left); Ms. Josephine Lee Chief Executive Officer of St. James' Settlement (Backrow, fifth right); Team Members of Wellcome and St. James Settlement.**

Supporting the local community is part of Wellcome's DNA

Since the beginning of the pandemic, Wellcome has been working tirelessly to support the Hong Kong community. Over the past few months, we have donated over 10,000 care bags containing nutritious food, snacks and daily necessities to elderly and the disabled who live alone, in order to reduce their exposure to the coronavirus. Wellcome was also the first retailer in Hong Kong to launch priority timeslots for customers aged 65 and over, pregnant women and those with disabilities, while donating thousands of meal vouchers to low-income families and the unemployed – the most vulnerable groups to the pandemic.

Mr. Choo Peng Chee, CEO of North Asia and Group Convenience of Dairy Farm Group commented, *“Wellcome continues to do its very best to serve our customers, as we have always done over the last 75 years. With the ongoing impact of COVID being felt across our city we want to do more to help our communities and support customers and team members. Our give back programme is aimed at doing just that. Together with the help of all charity partners, we are delighted that we can reach out and support more families and vulnerable communities across Hong Kong.”*

Ms. Josephine Lee, Chief Executive Officer of St. James' Settlement commented, *“St James' Settlement is pleased to be partnering with Wellcome on this significant giveback. Thanks to Wellcome's support, many vulnerable communities and families will receive much needed help. Together we can reach out and help tide over some 250,000 of the most in need in Hong Kong by providing daily essentials in these difficult COVID times.”*

Mr. Laurent Piazza, Managing Director of Wellcome Hong Kong & Macau commented, *“The Wellcome team has great passion in serving our customers and the community. We are grateful for the St James' Settlement and other charities' support in helping us reach the most in need and we appreciate the trust and confidence our customers have in us as we continue to support HK throughout COVID. By working together, we can overcome these challenges times.”*



**Ms. Josephine Lee Chief Executive Officer of St. James' Settlement (Left);
Mr. Laurent Piazza, Managing Director of Wellcome Hong Kong & Macau
(Right)**

Additional information on the distribution of the 2 million vouchers under Wellcome's "Heartfelt Give-Back" Programme

- Our charity partners will help to identify the beneficiaries and distribute vouchers to them.
- We are recruiting charity partners to reach as many beneficiaries in the community as possible. If any NGOs are interested in partnering with Wellcome, please reach us by email: hgb@sjs.org.hk / hotline: 9333-4446, on or before 9 November 2020.
- NGOs must be officially classified as charitable institutions, which are exempt from tax under section 88 of the Inland Revenue Ordinance.

- Each pamphlet consists of 4 cash vouchers of HK\$50 each and 4 meal vouchers of HK\$28 each, with a total value of HK\$312.
- Our charity partners will start distributing these pamphlets from late-Nov and are committed to distributing all pamphlets before the end of December 2020.

Our Charity Partners

Wellcome sincerely thanks St. James' Settlement for their great support in the "Heartfelt Give-Back" programme, and other charity partners for their participation, including:

1. 1st Step Association
2. Action Care
3. Alliance of Ex-mentally Ill of Hong Kong
4. Association of Evangelical Free Churches of Hong Kong
5. Association of Parents of the Severely Mentally Handicapped
6. Catholic Diocese of Hong Kong - Diocesan Pastoral Centre for Workers
7. Chai Wan Baptist Church Social Service
8. ChickenSoup Foundation
9. China Native Evangelistic Crusade
10. Chinese YMCA of Hong Kong
11. Christian & Missionary Alliance Church Union of Hong Kong
12. Christian Family Service Centre
13. CODA Hong Kong
14. Evangelical Free Church of China
15. Evangelical Free Church of China – Evangel Children's Home
16. Foodlink Foundation
17. Fu Hong Society
18. Glory Christian Church
19. Grace Community Church
20. Hans Andersen Club
21. Heep Hong Society
22. Hong Kong Blind Union
23. Hong Kong Christian Shuen Tao Church
24. Hong Kong Disabled Care Association
25. Hong Kong Employment Development Service
26. Hong Kong Evangelical Church Yan Lam Community
27. Hong Kong Federation of the Blind
28. Hong Kong Lutheran Social Service
29. Hong Kong Mutual Encouragement Association
30. Hong Kong Neuro-Muscular Disease Association
31. Hong Kong PHAB Association
32. Hong Kong Playground Association
33. Hong Kong Red Cross
34. Hong Kong Sheng Kung Hui Church of The Good Shepherde

35. Hong Kong Sheng Kung Hui St. Anne's Church
36. Hong Kong Society for the Blind
37. Hong Kong Society for the Deaf
38. Hong Kong Women Development Association
39. Hub Children and Youth Centre
40. Industrial Evangelistic Fellowship
41. J Life Foundation
42. Kwai Chung New Life Temple
43. Mental Health Association of Hong Kong
44. Methodist Epworth Village Community Centre, Social Welfare
45. MINDSET
46. Mission to New Arrivals
47. Music Children Foundation
48. New Life Psychiatric Rehabilitation Association
49. New Territories Assemblies of God Church
50. OIWA Limited
51. People Service Centre
52. Pneumoconiosis Mutual Aid Association
53. Rehabilitation Alliance Hong Kong
54. Richmond Fellowship of Hong Kong
55. Sai Kung & Tseung Kwan O Women's Association
56. Sai Kung District Community Centre
57. Scout Association of Hong Kong Friends of Scouting
58. Shatin Women's Association
59. Silence
60. Society for Community Organization
61. Society for Truth and Light
62. South Asian Lutheran Evangelical Mission Tai Po Lutheran Church
63. Special Educational Needs & Parents Association Limited
64. St. Barnabas' Society and Home
65. Stewards
66. Suicide Prevention Services
67. The Hong Kong Catholic Marriage Advisory Council
68. The Society of Rehabilitation and Crime Prevention, Hong Kong
69. Tin Shui Wai Women Association
70. Tsuen Wan Kwai Ching District Women's Association
71. Tuen Mun District Women's Association
72. Tuen Mun Vineyard
73. United Christian Nethersole Community Health Service
74. Urban Peacemaker Evangelistic Fellowship
75. West Kowloon Vineyard
76. Women Service Association

For high resolution photos, please visit:

<https://drive.google.com/drive/folders/1T2474XCrdwAYi1Tyt5uB-T5HDZdSuCB4?usp=sharing>

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