

HUNGRY
FOR
CHANGE

HONG KONG

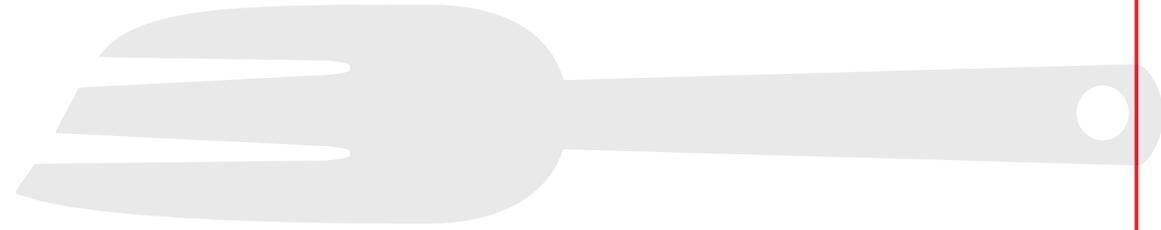
Your
Campaign
Toolkit

October 14-16, 2014 | justicecentre.org.hk/hungryforchange | [#HungryforChangeHK](https://twitter.com/HungryforChangeHK)

CONTENTS

Welcome	3
Hungry for Change, October 14-16, 2014	5
Take the Hungry for Change Challenge	6
Who are refugees?	9
What is campaigning?	11
How to run an effective Hungry for Change Campaign	12
Fundraising	16
Eating Tips	20
Final Checklist	21

WELCOME



Welcome to your toolkit for [Hungry for Change](#), a new campaign in Hong Kong which aims to bring about change to the way refugees must access food here. The campaign will run October 14-16, culminating on World Food Day (Thursday October 16.)

We all have to eat. It's a basic need for everyone, no matter where we come from. But for refugees in Hong Kong, it's an especially hard need to fulfill.

Refugee men, women and children flee from some of the world's worst human rights abuses and experience things that you and I could never imagine. They often arrive in Hong Kong with nothing but the clothes on their back and, barred from working, they have no income of their own to help them survive.

So how do they eat? The Hong Kong Government provides them with pre-packaged bags of food, which they pick up every five or ten days from a shop often far from where they live. The food is said to be worth HK\$40 per day, supposed to cover three meals per day and last for up to ten days. But, when we price-compare the food they receive with food for sale in supermarkets, we see that the food they get is worth much less. Often it runs out before the next pick up; sometimes it is expired; always it is limited in quality and quantity.

With Hungry for Change, we want to change this and we want you to help us, by doing a few simple but effective things. We would like you to take the [HK\\$40-a-day food challenge](#) in solidarity with Hong Kong's refugees, to walk a few days in their shoes and help bring life to their experiences; we would like you to get sponsored through this challenge and donate the

money to provide more food for refugees at our centre and to support our advocacy work on refugee issues; we want you to [sign our petition](#) to ask the Hong Kong Government to let refugees eat in dignity by giving them small amounts of cash to buy their own food; and we want you to tell people about it and get your friends and family involved! You can do some or all of these things – it's up to you. All the information you need is inside this kit.

Some of you might be thinking that there are many Hong Kongers themselves who do not have enough to eat, and that is of course true. This campaign is not to draw attention away from that.

But surely, refugees who have gone through and survived so much should be afforded the dignity of being able to choose and buy their own food and feed their families themselves? This is what we want to achieve through Hungry for Change and we need your help to do it. You can read more about exactly how to be involved inside.

We need your help, because change only happens when we take action together. **Be the Change. Be Hungry for Change.**

Thanks for your support,

Aleta Miller,
Executive Director
[Justice Centre Hong Kong.](#)



Who is Justice Centre Hong Kong?

We are committed human rights advocates working fearlessly to protect the rights of Hong Kong's most vulnerable forced migrants - refugees, other people seeking protection and survivors of modern slavery.

A non-profit organisation launched in 2014, Justice Centre Hong Kong was formerly Hong Kong Refugee Advice Centre, which over a period of seven years, helped more than 2,000 refugee men, women and children on the road to a new life.

For more information visit www.justicecentre.org.hk or contact aideen@justicecentre.org.hk.

JUSTICE | HONG
CENTRE | KONG
PROTECTING FORCED MIGRANTS' RIGHTS



HUNGRY FOR CHANGE

OCTOBER 14-16, 2014

What is it?

Imagine if you had no cash, but only bags of food every five or ten days said to be worth HK\$40 for three meals a day from which to feed yourself?

How would you do it? Could you live on that?

This is how refugees are expected to eat in Hong Kong.

From a meagre bag of food worth just HK\$40 per day, that's HK\$13 per meal.

Here's what a week's worth of food might look like:



Could you live on that?

Refugees in Hong Kong are not allowed to work, so they have no money to buy their own food.

They are supposed to pick their food up every five or ten days, pre-packaged from a grocery store that is usually far away from where they live. But most refugees we speak to say they are not offered the option of five day pick ups.

Sometimes the food is out-of-date; sometimes it's rotten; always, it is limited in choice and quantity.

Under the current food programme, the Hong Kong Government contracts another organisation to provide the food. They in turn contract third-party food suppliers at a handful of shops around the city, who dispense the bags of food to refugees. This system is complicated, expensive and inefficient and the food itself is worth much less than it is said to be. [Click here](#) to read a price comparison done by the South China Morning Post.

But we think it doesn't have to be this way.

Because in a city of plenty, no one should have to eat like this.

SO WHAT CAN YOU DO ABOUT IT?

TAKE THE HUNGRY FOR CHANGE CHALLENGE

Eat for little in the city of plenty and be part of a Hong Kong-wide movement to change the way refugees must access food.

- 1.** From **October 14-16**, culminating on World Food Day (Thursday Oct 16), join the Hungry for Change challenge and eat for HK\$40 per day for 3 days to bring life to the experiences of refugees in Hong Kong.
- 2.** [Sign our petition](#) to ask the government to allow refugees to buy their own food and eat in dignity.

Why?

Because refugees are some of the most vulnerable people in our society and are being denied their basic rights. We want to change that.

But in order to bring about change, we have to take action together.

How you do it in 7 easy steps

Step 1

[SIGN UP HERE!](#)

Step 2

Read this toolkit

Step 3

Eat for HK\$40 per day for three days.

Step 4

[Get your family and friends to sponsor you through the challenge](#)

Step 5

Photograph it, blog about it, video it, share it with the tagline [#HungryforChangeHK](#)

Step 6

[Sign the Hungry for Change petition.](#)

Step 7

Donate the money you raise to provide food for refugees at our centre and to support our advocacy work to improve the lives of refugees.

Ideally we want everyone to take the challenge October 14-16 to create 3 days of collective action and coincide with World Food Day. If you can't do it on these dates, please let us know when you would like to do it. And if you can't do it over 3 days, you can do it for 1 or 2 days. Just email here hungryforchange@justicecentre.org.hk to let us know.

Terms and Conditions

By participating in this Challenge, you acknowledge that you understand and agree to the following Terms and Conditions:

I understand and agree that the organisers of Hungry for Change do not undertake any responsibility whatsoever for the health and safety of those participating in the Hungry for Change challenge (the "Challenge"). I understand that, if I have a health condition, I should seek medical advice prior to participating in the Challenge, and that I should take reasonable precautions during the period of the Challenge. By agreeing to participate in the Challenge, I agree and warrant that I am in good health and am fit to participate in the Challenge safely. I understand that I should cease the Challenge immediately if I feel unwell.

By participating in this Challenge, I acknowledge and agree that I understand the nature of all the activities involved in my participation in the Challenge. I voluntarily accept all risks necessarily flowing from my participation in the Challenge. I agree that the organisers of Hungry for Change, and all other persons, corporations or other organisations associated with the Challenge, are not liable for any loss or damage suffered by myself or others arising from my involvement with the Challenge. I hereby indemnify those persons, corporations and organisations against all liability, loss or damage arising directly or indirectly from my participation in the Challenge.

If you are under 18, you must ask permission from your parents before participating.

Challenge Guidelines

#1. **Pre-register:** [Sign up here](#) to tell us that you are participating.

#2. **Stick to HK\$40 a day or HK\$13 per meal:** Eat for HK\$40 a day or less. If you are using just a small amount of something, like oil or spices, make sure to include the cost of these items.

#3. **No donated food:** Only eat food that you or your family pays for and don't eat food given to you by others during the three days.

#4. **No cheating:** Everything you eat must be included – even snacks and drinks.

#5. **Raise awareness and funds:** Spread the word to your family, friends and colleagues. Encourage them to join you. Ask them to sponsor you – the money you raise will provide food at our centre for refugees.



WHO ARE REFUGEES?

A refugee is a person who, "owing to a well-founded fear of being persecuted for reasons of race, nationality, membership of a particular social group or political opinion, is outside the country of his nationality, and is unable to or, owing to such a fear, is unwilling to avail himself of the protection of that country or return there because there is a fear of persecution."

This is the definition of a refugee as defined by Article 1 of the [United Nations Refugee Convention](#), the key legal document in defining who is a refugee, their rights and the legal obligations of states.

Refugees are ordinary people caught up in extra-ordinary situations beyond their control. They do not leave their countries willingly, but are forced to flee due to serious human rights abuses suffered as a result of conflict, torture, rape or other forms of persecution. They cannot go back. They have no choice.

Before they were forced to flee their countries, they had lives, jobs, went to school, played, had families, like us. They had hopes and dreams and expectations. They probably thought, 'it will never be me', until it was.

They often sell everything they own to flee to Hong Kong from countries like Somalia, Democratic Republic of Congo, Pakistan, Egypt and Syria, making journeys on foot, by truck, boat and plane, looking for safety.

The Hong Kong Government does not recognise refugees. This is despite the fact that Hong Kong has been built on refugees. Thousands of people fled across the border from China during the Cultural Revolution, seeking protection here in the nearest safe place. They worked hard and Hong Kong prospered. They had families, and their children and grandchildren now make up a large proportion of the Hong Kong population. You may be one of them.



Photo: UNHCR/D.Kashavelov

REFUGEE FACTS

- No one chooses to flee their country to be a refugee, but everyone has the right to seek asylum. Seeking asylum is a human right and is not illegal in any country.
- Hong Kong has one of the smallest global refugee populations. With only around 8,000 people seeking protection here from countries like Sri Lanka, Pakistan, Somalia and Democratic Republic of Congo, that is about 0.1 per cent of people in Hong Kong.
- There are 15.4 million refugees in the world. 80 per cent of them are hosted by poor, not rich, countries.
- Although China has signed the 1951 UN Refugee Convention, it has not been extended to Hong Kong, making it one of the only wealthy jurisdictions in the world not party to this human rights instrument.
- Many Hong Kongers were once refugees themselves. Between 700,000 and 1 million refugees came to Hong Kong in the 1950s, eventually comprising one-third of the city's population.
- In Hong Kong, although many refugees had professional jobs in their home countries, they have no right to work here, they don't have a HK ID card and live in poverty. They receive bags of food equivalent to HK\$40 per day and HK\$1500 towards rent, so low that it forces many to live in rundown settlements.
- Although refugee children can get permission to attend local schools in Hong Kong, they aren't given any assistance for school-related expenses (uniforms, transport, lunch) and are not allowed to sit their high school diploma, which affects their chance of attending university, or getting a good job later in life.

“Refugees are ordinary people caught up in extra-ordinary situations beyond their control. They have no choice.”

WHAT IS CAMPAIGNING?

“Campaigning is an organised action around a specific issue seeking to bring about changes in the policy and behaviours of institutions and/ or specific public groups.”

Campaigning is not a new phenomenon. In fact, people have been campaigning throughout the history of mankind, taking simple actions to try to bring about basic change to improve people’s lives.

Your actions can change history. Every action that you take, whether big or small, can contribute to a movement that is challenging the way we think, act, treat humanity at large.

Campaigning can take on many forms, from encouraging people to take action at events and demonstrations to online campaigning, petitions and publicity stunts, but these are all ways of achieving the same thing – a better world, free from injustice.

“ Your actions can change history. ”

3 KEYS TO A GOOD CAMPAIGN

1. INFLUENCE DECISION-MAKERS
2. GET THE COMMUNITY ON BOARD
3. USE THE POWER OF SOCIAL AND TRADITIONAL MEDIA



HOW TO RUN AN EFFECTIVE HUNGRY FOR CHANGE CAMPAIGN

1. Influence decision-makers – The Hungry for Change Petition.

With this campaign, we want to target the people who decide on the policies that affect the lives of refugees in Hong Kong - the Hong Kong Government.

We want the Hong Kong Government to allow refugees to eat in dignity by:

- **giving refugees small amounts of money to allow them to choose their food themselves and to buy it when they need it. It will be fresher, cheaper and easier for everyone.**
- **to increase the amount refugees receive for food from HK\$40 per day to a livable, dignified amount that reflects what food costs in Hong Kong and is adjusted with inflation.**

One way to do this is through a petition.

WHY USE A PETITION?

A petition is a time-tested way to make change. At its simplest, it's a clear request to a decision-maker, signed by many supporters.

Governments value their reputations and feel accountable to the public. When hundreds or even thousands of people raise their voices about an issue they care about, the message is very hard to ignore.

This is the groundswell we want to achieve with Hungry for Change to bring about positive change to the food package received by refugees.

We have created a petition at www.change.org which we want you to sign. We want you to share it on your social networks and get your friends and family to sign it too.

And don't forget to tag it #HungryforChangeHK.

You can access the petition [here](#).

STREET CAMPAIGNING

We will also be taking to the streets of Hong Kong to get people to sign a paper copy of the petition. You could also ask your school, university campus or workplace if you can collect signatures too. Don't forget to send the hard copy to us at this address – every signature counts!

Justice Centre Hong Kong
202 Centre, 202-204 Des Voeux Road West,
Sai Ying Pun, Hong Kong.

If you want to collect physical signatures, you can download a paper copy of the petition [here](#)

The Hungry for Change Petition is now live at
www.change.org

SIGN IT, SHARE IT
AND MAKE SOME NOISE!

2. Get the community on board

In order to get people on board for a campaign, it has to be interesting and it has to grab the public's imagination. This is why we want people to take the 3-day Hungry for Change challenge.

Challenges like this are great ways of building support for a campaign. It is a creative way of raising awareness and also gives us an opportunity to reflect on our behaviour and lifestyle.

By creating a buzz and making people feel part of a movement, we are much more likely to make change and take action, especially if we see other people doing it too.

It is also something that the traditional media (TV, radio, print and online news websites) would be interested in covering and is a way to cause a stir on social media.

And if people are participating and the media is talking about it, governments are more likely to sit up and listen.

It is also a way for us to raise vital funds for our work.

HOW TO INVOLVE OTHERS?

- Hold a Hungry for Change information session at your school, college, church or workplace.
- Put up posters. You can download them [here](#).

- Hand out leaflets. You can download them [here](#).
- Use social media to spread the message - see below
- Invite us to talk to you about the campaign by contacting hungryforchange@justicecentre.org.hk.

3. Use the power of traditional and social media

TRADITIONAL MEDIA

We will be talking to both the English-language and Chinese media about the campaign. We will be writing press releases, doing interviews, creating photo opportunities and would like you to do the same.

Contact your local newspaper, your school, university, church or workplace newspaper, newsletter, blog or magazine and tell them you are participating in the campaign and talk about why. If you want tips on contacting the media, we can help.

Download tips on writing a press release [here](#)

SOCIAL MEDIA

With the power of social media at your fingertips, it's now even easier to become an activist.

We will be sharing campaign ideas and updates on Justice Centre's social media channels Facebook, Twitter and Instagram with the tagline #HungryforChangeHK and we want you to do the same.

SIGN UP TO OUR SOCIAL MEDIA CHANNELS

 facebook.com/justicecentrehongkong

 [@justicecentrehk](https://twitter.com/justicecentrehk)

 [Hungry for Change Instagram](#)

PLEASE MAKE SURE YOU ARE OLD ENOUGH TO USE THESE CHANNELS AND COMPLY WITH THE RULES.

HELP #HungryforChangeHK GO VIRAL

- Take pics and video of your HK\$13 dollar meals
- Take pics and video of your shopping
- Video your Hungry for Change fundraising event
- Blog about your eating experience
- Change your Facebook profile pic or Facebook banner to Hungry for Change branding or 'POST IT' pic - (see over)
- **TAG IT #HungryforChangeHK**

'POST-IT'

We want you to be 'seeds' to help us 'grow' the **Hungry for Change** campaign.

How do you do it?

For the weeks before, we want you to:

- Write the value of your lunch or other meal on a post-it note
- Stick it to your forehead
- Take a pic of it
- Tag it #HungryforChangeHK
- Share on your social media channels
- Tag six other people to be 'seeds'.



FUNDRAISING

As part of the Hungry for Change campaign, we want you to seek sponsorship and donate the money you raise to Justice Centre Hong Kong. Every dollar donated will go directly towards providing food to refugee men, women and children as they receive life-changing legal and psychological support at our centre and also towards our advocacy programmes on refugee issues.

Where will your money go?

FOOD

Because of the difficulties refugees face in accessing food, when they join programmes at our centre, we try to offer them and their children something to eat and drink. We currently provide some sandwiches through a partnership with [Feeding Hong Kong](#). But demand outstrips supply. Sandwiches aren't enough, and we are financially stretched to provide other food such as fruit and baked goods to the people we support.

Your donations will help us provide tea, coffee, fresh baked goods, fruit, biscuits and other snacks when refugees are accessing our legal and psychological support services. Refugees often travel more than an hour by public transport to our centre, and their appointment may take more than 2 hours. Then they have to travel home. Giving them and their families healthy, fresh food while we are providing legal and psychological support is an essential and valuable part of our service.

ADVOCACY

Real change does not happen without advocacy. At Justice Centre, we do advocacy work to try to change public policies and practices in ways that will have a positive impact on refugees' lives.

Advocacy can take place at a variety of levels from schools and local communities through to international institutions, and include diverse methods including lobbying, media work, popular campaigning (like the Hungry for Change campaign), and changing public attitudes. Your donations through this campaign will support us to work to try to bring about real change in refugees' lives, especially in relation to their food, housing and other basic needs.

HOW DO I COLLECT SPONSORSHIP?

You can download our sponsorship form [here](#) or you can fundraise online through [Simply Giving](#).

SIMPLY GIVING - WHAT IS IT?

1. The easiest way to set up your page is to go to the [Simply Giving Hungry for Change](#) page and click on "Fundraise for this event"

OR

Go to the Simply Giving homepage and click on "I want to fundraise" and then "Start Fundraising Now".

On this [page](#), select "Create my fundraising page" for the **Organised Event** option so you can link your fundraising to **Hungry for Change**.

On this [page](#), type Hungry for Change in the search box, and select this when it comes up.

1. Sign up (or log in to your account if you have one already) via email or Facebook. Facebook is a good option as it links the account automatically to your Facebook page. Enter your personal details and upload a profile picture or the Hungry for Change logo.
2. Give your page a title, a web address, a fundraising target and describe what you are going to do to raise funds.
3. Click “Publish” and share your page with your friends, family and colleagues via social media and email.

TIPS

- Describe what you are going to do - Telling your story increases the likelihood of donations.
- Tell friends when and where the event/challenge is taking place.
- Let your friends know why you're fundraising and what you are aiming to raise.
- Tell them why they should donate to the charity - why did you choose this particular worthy cause?

For example: *From October 14-16, I am going to spend just HK\$40 a day on food to raise money for Justice Centre Hong Kong's work with refugees.*

Refugees are amongst the most vulnerable people in our society. Many of them have fled the most unspeakable traumas like conflict,

rape and torture in countries like Somalia, Togo, Pakistan and Syria.

They come to Hong Kong often with nothing but the clothes on their back looking for protection, only to find themselves existing under a glittery skyline with no right to work, poor living conditions and facing a constant struggle to survive.

As refugees cannot work to pay for their own food, the Hong Kong Government gives them pre-packaged bags of food, which they pick up every ten days from a shop often far from where they live. The food is said to be worth HK\$40 per day, supposed to cover three meals per day and last for ten days. But, when we price-compare the food they receive with food for sale in supermarkets, we see that the food they get is worth much less. Often it runs out before the ten days is up; sometimes it is expired; always it is limited in quality and quantity.

From October 14-16, I am living on HK\$40 for three meals per day in solidarity with Hong Kong's refugees. A budget of HK\$40 per day for food doesn't stretch very far in Hong Kong, yet refugees have to survive on even less.

Please sponsor me through this challenge so that I can raise money for Justice Centre Hong Kong's food and advocacy programmes, and call on the government to improve the food package for refugees through [this petition](#).

This is going to be a drastic change of lifestyle and diet for me, and I am going to need your support and encouragement to help me through this challenge.

I aim to raise xxx and this will only be possible if you support me.

Thank you.

What if you can't commit to the food challenge?

You can still be part of making the change a reality! Here are some other ideas to take action and raise money:

- Hold a bake sale with cookies, cupcakes, brownies, etc. and sell the items for HK\$40. Donate the profits.
- Organise a Hungry for Change lunch. Multiply the number of participants by HK\$40 and try to eat a meal together that is no more than that amount.
- Put out a collection box where everyone can donate their leftover change from lunch for the week.
- Give up your morning coffee and donate the cost of your drink instead.
- Take a packed lunch instead of eating out and donate the difference.
- Chart how much you normally spend in 3 days on food. Donate the sum.
- Invite friends over for dinner with a difference. Use the chance to fundraise and spread awareness.
- If you belong to a faith group such as a church, synagogue or mosque, hold a meeting for social justice to talk about the campaign and collect donations.

ENSURE YOUR FUNDRAISING EVENT OR STUNT IS LEGAL.

If you are planning to do a fundraising event or stunt, check whether you need to ask permission.

ENSURE YOUR FUNDRAISING IS ETHICAL.

Make sure the money you collect goes to where you say it will.

HOW DO I SEND THE MONEY?

If your friends and family have sponsored you through cash donations, you can either:

1. Keep the cash and send us a cheque for the equivalent total amount in Hong Kong dollars.

- Make the cheque payable to Justice Centre Hong Kong Ltd
- Send the cheque to us along with your name, email address and the completed sponsorship form.
- Post it to Justice Centre Hong Kong, 202 Centre, 202-204 Des Voeux Road West, Sai Ying Pun, Hong Kong.

2. Keep the cash and make a bank transfer for the total amount in Hong Kong dollars.

- Make the bank transfer to our HSBC account number 808-340434-838 with your last name followed by “_H4C” (for example, “CHAN_H4C”)
- Send an email to hungryforchange@justicecentre.org.hk confirming your name and the amount you have transferred. This is important so that we can know the money transferred is from you.

FUNDRAISING RESOURCES

Sponsorship form:

[Download Form](#) 

Leaflet and poster about Hungry for Change to help you tell others about the challenge:

[Download A5 Leaflet](#) 

[Download A5 Leaflet \(Eco-Ink\)](#) 

[Download A4 Poster](#) 

[Download A4 Poster \(Eco-Ink\)](#) 

[Download A3 Poster](#) 

[Download A3 Poster \(Eco-Ink\)](#) 

E-banners for email and social media:

[Download banner for email signature](#) 

[Download HFC Facebook Profile Image](#) 

[Download HFC Facebook Cover Photo](#) 

[Download HFC photo for Facebook Wall](#) 

[Download HFC Profile Image for Twitter](#) 

[Download HFC Header for Twitter](#) 

Hungry for Change logo:

[Download Black & White Logo](#) 

[Download Colour Logo](#) 

EATING TIPS

BUY HEALTHY:

Spend your money on foods that matter, those that can give you energy and vitamins. Do not waste any food. Leftovers can be made into another new meal. Be inventive!

KEEP IT SIMPLE:

Go back to the basics by using recipes with a small number of ingredients, eating dishes with hearty bases, like rice, pasta or potatoes, and reducing meat intake.

CUT OUT SOME EXPENSES:

For example, drink water instead of spending money on other drinks. Make your own food instead of buying pre-cooked meals.

PORTION CONTROL:

Balance out your food intake evenly throughout the day so that you do not go hungry easily. A breakfast helps start the day off well.

BUY LOCAL:

Local ingredients will always be cheaper than imported ones. Get foods that are in season. Shop at wet markets.



DO YOUR RESEARCH:

Plan your trip to the store in advance by brainstorming your recipes and creating a grocery list and buying in bulk.

KEEP HYDRATED:

Drink plenty of water

Please remember: CHECK WITH YOUR DOCTOR

If you have a health condition, check with your doctor before participating in the challenge.

RECIPE IDEAS

This challenge will mean re-thinking some of your eating habits and choices, and stretching each dollar so you don't go hungry. We have devised some meal plans with a shopping list and recipes to suit a number of tastes and make life a bit easier for you.

[Click here](#) for the Hungry for Change meal plan.



FINAL CHECKLIST

- [Sign up](#) to the Hungry for Change challenge
- [Sign the petition](#)
- Set up your [Simply Giving](#) online fundraising page
- Start telling your friends and family about your fundraising so they have time to sponsor you
- Do the challenge for 3 days. Post about it on social media (#HungryforChangeHK) and sign up to our social media sites.
- After the Challenge, please send the money you raise to Justice Centre Hong Kong.
- Keep in touch with our news and thank your sponsors



Thank you.

**THANK YOU FOR SUPPORTING
HUNGRY FOR CHANGE
AND SUPPORTING REFUGEES LIVING
IN POVERTY IN HONG KONG.**

Together, we can **BE THE CHANGE**, so no one
has to eat for little in our city of plenty.