

**Forum on Engagement-based
Corporate Giving in HK**

**Corporate Giving with
Transferring of
Expertise**

– CookEasy SE Project with Towngas

**Fanny ONG
Superintendent
Jockey Club Rehabilitation Complex**

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**Fresh Food Pack Production
& Delivery Business**

COOKEASY
your door-to-door fresh food market




Convenience **Fresh**
Healthy **Environmental
Friendly**






CookEasy SE Project

- ◆ Set up in 2009 with Towngas
- ◆ Social Mission to provide job opportunities for people with disabilities (PWDs)



CookEasy Workbay at Aberdeen





Partnership with Towngas

Role of Tung Wah

- Operator of the business
- Take Care of the social mission





Corporate Giving: Towngas

- Her Expertise on Dish Menu Bank
- Professional input from instructor/ staff from Towngas Cooking Centre
- Marketing expertise to set marketing strategies and promotional plan
- Promotion of CookEasy in Towngas Bill Insert





Towngas Bill Insert



COOKEASY
your door-to-door fresh food market

2009
七月/八月
JUL/AUG

煤氣
優質生活

Towngas
QUALITY LIVING

COOKEASY
your door-to-door fresh food market


餸菜包送遞服務
新鮮、健康、方便！
Food Pack Delivery Service
Fresh, Healthy, Convenient!

東華三院
Tung Wah Group of Hospitals

煤氣公司可根據您的需要，提供多種不同的餸菜包，以滿足您的不同口味。

- 節省買餸時間，輕鬆方便，餸菜上車及包裝妥當，並於即日派送
- 選用新鮮肉類及蔬菜，於早上處理及包裝妥當，保證新鮮
- 食材料質上乘，只需 30 分鐘即可完成一頓豐富佳餚
- 多元化菜式由煤氣烹飪中心設計，健康美味

除了原有的電話及電郵訂購服務，CookEasy「煮飯易」現更推出全新網站 <http://cookeasy.tungwahcd.org>，於網上訂購餸菜包只需 3 個簡單步驟，更優惠更便捷！
更贈送保潔袋一個，送完即止，請即登入！
<http://cookeasy.tungwahcd.org>



To help Hong Kong people's busy lifestyle, CookEasy provides a really useful food pack delivery service to households and organizations. It is popular because it offers:

- Time saving and convenience.
- Ingredients such as fresh meat and vegetables processed and packed in the morning for delivery the same day.
- Easy-to-cook ingredients to ensure meal preparation of only 30 minutes or less.
- A wide variety of wholesome and tasty recipes designed by Towngas Cooking Centre.

Apart from ordering food packs through phone or email, you can now use CookEasy's new website <http://cookeasy.tungwahcd.org>. Just click online to order delicious food packs in only 3 simple steps, and get a complimentary thermo bag as well if you spend \$100 or more while stock lasts!

查詢及訂購 Enquiries and Ordering
電話 Phone: 2870 9214 / 2870 9215
電郵 Email: admincookeasy@tungwahcd.org.hk

煤氣公司全力支持社會企業
Towngas Fully Supports Social Enterprises

Corporate Giving: Towngas



COOKEASY
your door-to-door fresh food market

東華三院
Tung Wah Group of Hospitals

- Support from Henderson Land Development Co Ltd
- Well Born Real Estate Management Ltd (Grand Promenade(嘉亨灣), La Cite Nob(新寶城))
- Customer Service Centres as Pick Up Point

Corporate Giving: Towngas



- Setting up new business line for CookEasy (Ginger Stew with Pork Trotters)
- Purchase of products from CookEasy (Rice Dumpling 糰, Herbal Drinks 涼茶)
- Fresh Food Assistance Programme 2012 & 2014



《分享新生的喜悦》 Share the Joy of New Life

「秘製豬腳薑醋」訂購服務 Ordering Service for 'Secret Recipe for Ginger Stew with Pork Trotters'

豬腳薑醋味道鮮美，傳統天然，好處多不勝數。一碗豬腳薑醋，是產中產後皆宜聖品，是親朋好友分享喜悅不可或缺的一部分。

Ginger Stew with Pork Trotters, a traditional Chinese dish, is not only good for new mothers following childbirth, but also a favorite way to celebrate the birth of a new born child with relatives and friends.

只須於十二天前預訂，即可品嚐到最醇濃香滑豬腳薑醋。
請即填寫訂購表格，一嚐這份令人回味無窮的獨特滋味！

Just complete the attached order form and give 12 days advanced notice for delivery.

秘方熬製 質素保證 Secret Recipe with Guaranteed Quality

- 由廣東烹飪中心獨家秘方熬製而成，味道與眾不同。
- 選用優質材料，保證新鮮衛生。
- 按個別訂單烹調，即訂即製。
- Great taste from Towngas Cooking Centre's secret recipe
- Using premium ingredients and guaranteed locally-made
- Made to order

營養豐富 健康之選 Healthy and Nutritious Choices

- 豬腳和薑含鈣質和蛋白質
- 薑可驅風散寒，增加血液循環，健脾開胃
- 豬腳薑醋是產後補水的補身佳品，亦適合任何人士日常健康食品之用
- Rich in calcium and protein
- Helps to stimulate blood circulation and improve appetite
- Nourishing supplement for women who have just given birth and nutritious dish for all health-conscious people

精緻包裝 送禮自奉皆宜 Special Gift Pack and Various Portions

- 四人份量罐裝，送禮自用皆宜，配可送禮及親友心意，大方得體
- 四人份量以膠筒包裝
- 八人及十二人份量以耐用瓦罐裝
- 4-person gift pack served in durable clay-pot nestled in cink rattan basket with greeting card
- 4-person option in durable clay-pot
- 8 or 12-person options in glass bottles

奇效的薑醋

廣東烹飪中心所製豬腳薑醋有口皆碑，久經愛用者推崇，口碑倍大，加讚賞。並於專業內刊獲選登載，成為飲食界話題。

Towngas Cooking Centre's secret recipe for Ginger Stew with Pork Trotters is a well-loved delicacy. The dish became really popular after being highly recommended by beauty specialist Lee Wai Ling in her newspaper column.





Fresh Food Assistance Program


(煤氣溫馨家庭「餸」暖計劃)





東華三院
Tung Wah Group of Hospitals





Impact (Business)

For CookEasy

• Post created	: 30/20 (PWD)
• PWD employed	: 40 persons
• Training placement	: 30 persons
• Wages for PWD	: 1.5 million/yr.
• Sales per year	: 6 million
• Money value for Food Asst Programme	: >3.8 million



Impact (Corporate)

- Towngas
- ↑ Corporate Image
- Media Coverage







Impact (Corporate)

Awards:

- **Service Awards 2010 (服務第壹大獎)**
- **Outstanding SE Award by HAB 2011**
- **Towngas: SE Friends (社企摯友)**
- **Outstanding Partnership Project Awards 2014/15**







Impact (Social)

For Community/Gov't

- ↑ **Self-esteem & self-reliance of PWDs**
- **Beneficiaries for the Food Assistance Programme: 7240 persons (1380 families)**
- **Transfer of Experience and sponsorship of funding to other funders**
- **Reduce financial assistance from government**



Looking Ahead

- **CookEasy Expansion (Kwai Chung 5000 sq feet Workbay)**
- **Possible extension of the Fresh Food Assistance Programme from Towngas & other funders**
- **More job opportunities for PWDs**



Thank you!



