

Gift with a Purpose

Fresh Meals to Families in Public Housing Rental



1. Scope of Work

The project aimed to craft a purposeful gift for a retiring senior member of a private bank in Hong Kong, with a strong focus on generating social impact within the local community. Additionally, the gift was designed to raise awareness of families living below the poverty line and individuals facing challenges in balancing their career with family commitments. This thoughtful gesture had a dual purpose: to honour the retiree and make a positive impact on the community while shedding light on critical social issues.

2. How we do it :

Market for Good joined forces with two Singaporean social partners, Project Hills and Rise Above Her, in a collaborative effort. One of the beneficiaries of Rise Above Her, a single mother who operates a home-cooked meal business to sustain her family, prepared fresh meals for families residing in public rental housing. The delivery of these meals was expertly executed by Project Hill's dedicated volunteers. The meals, packed in bento boxes, included rice, vegetable curry, lentil soup, and salad, ensuring a nutritious and wholesome experience for the recipients. This initiative highlights Market for Good's commitment to creating a positive social impact.

3. Why we do it :

Market for Good, an impact-driven marketplace, actively collaborates with corporate partners keen on showcasing their commitment to ESG (Environmental, Social, and Governance) values. This project significantly contributed to three UN Sustainable Development Goals: Gender Equality, Partnership for Goals, and Reduced Inequalities. It's a remarkable initiative, serving a dual purpose. Empowering a single mother who prepared 196 fresh meals with the contribution of 15 employees. Subsequently, these meals were distributed to 196 individuals by a team of eight dedicated volunteers during the festive occasion of Deepavali.

4. Who we serve :

In this impactful project, Market for Good harnessed a donation fund of nearly \$2,000 contributed by 15 employees. This generous fund was utilized to prepare 196 fresh meals for donation to families residing in public rental housing in Singapore who were living below the poverty line. Beyond providing meals, the project emphasized the importance of human connection and engagement. Each meal delivery was an opportunity to engage with the families, fostering meaningful conversations that aimed to uplift their emotional and mental well-being. This two-fold initiative made a positive impact by addressing immediate needs and promoting well-being.