



*The First Online Fundraising Campaign for Women's Rights
in Hong Kong*

Secure Women's Livelihood – Take Action to Acknowledge Their Contributions

According to Census and Statistics Department, last year, there was a total of 510,000 persons earn less than \$ 5,000/month, of which, 80 % were women. In every 10 persons who earn \$3000-3999, 9 persons were women. The statistics show women are facing insecure livelihood and they are earning measly to sustain their living.

Linda To, the Executive Director of HER Fund pointed out that the female labour force was 1,670,000 in 2007, and majority of these working women bear the family caring role at the same time. Apart from their paid work, they still have to take on additional unpaid home caring work for their families.

She continued, women bearing multiple roles as carer and as worker, have contributed greatly to society. Yet, ironically, their own livelihood is not secured. They can only earn measly for their living. According to the figures from Census and Statistics Department in 2007, the median monthly wage of women is less than that of men. Out of 510,000 persons who earn less than \$ 5,000/month, 80 % were women. In every 10 persons who earn \$3000-3999, 9 persons were women. Behind this meager earnings, the MPF scheme will not be able to provide financial security to them and there is no compulsory retirement scheme to protect their livelihood when they get old.

HER Fund launches the 88 Days Campaign, starting from 10th December (International Human Rights' Day) to 8th March (International Women's Day) is 88 Days, to appeal for donation of \$88 together with various innovative and creative ways to support this Campaign throughout the period.

The first **ONLINE DONATION CAMPAIGN** with the cause to “**Secure Women's Livelihood**“ will be launched on 10th December. In the Campaign Website: www.herfund.org.hk/8838 , you will learn about women's stories , who turn hardship into strength; you can support our Yahoo auction by donating in kind or in cash; you can join in our Fundraising DIY and donate your skills, talents or organize your own event to fundraise for HER Fund.



Yahoo! Auction: Interesting gifts for auction: to launch our Online Campaign, we have a seashell necklace from Easter Island donated by Fondo Alquimia (Chile Women's Fund); 8 pieces of 100% cashmere scarf from Mongolian Women's Fund, a Hermes' handbag donated by Dr. Yvonne Liu, 2 Volleyball with signatures of the Olympics Chinese Women Volleyball team donated by Hong Kong Volleyball Association and autographed jersey of Convoy Sun Hei donated by Mr. Cristiano Cordeiro. We welcome donations and gifts in kind to HER Fund and we will upload to our Yahoo auction for bidding. Just contact us at info@herfund.org.hk and let us know.

88 Ways to support in 88 Days: Click into our Campaign website and you can follow the 88 ways to support HER in the 88 Days.

“Fundraise for HER”: Share your talents, skills by donating your tuition fee of a class you teach, organize a Christmas party and raise at the party for HER Fund, donate part of your Chinese New year's lai see (red packet) to HER Fund, and many more creative and meaningful ways to support women, and to acknowledge women's contribution to society!

All donations from the 88 Days Campaign will be allocated to our 2009-2010 grantmaking work. The campaign site will be launched on 10 Dec 2008.



What is HER Fund?

HER Fund is a registered charitable organization founded on 8th March 2004, in honour of International Women's Day. We raise funds and give grants to support work by women, with women and for women, and to bridge the gender power gap in Hong Kong. We have made grants to more than 30 projects in HK since our establishment. The beneficiaries include single mother, housewives, low-come woman workers, young girls and migrants' workers in HK.

What is 88 Days Campaign?

It originated from the fact that between International Human Rights Day on 10 December and International Women's Day on 8 March the following year are 88 days, and combines this with the concept of women's human rights. The Campaign plays around the number 88 and encourages individuals to donate \$88 or multiples of 88 during these 88 days to support HER Fund's grant-making work.

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