



# EMPOWERING VOLUNTEERS

*Supporting community needs*

HandsOn Hong Kong brief for corporate landing page



*Empowering everyone in  
Hong Kong to volunteer.*



*“We are stronger together”*



**70,000+**  
**PEOPLE**  
**SUPPORTED**

**3,000+**  
**RELIEF**  
**PROGRAMS**



**100+**  
**CHARITIES**  
**ASSISTED**

**15,000+**  
**VOLUNTEER**  
**OPPORTUNITIES**

# SOME OF OUR 100+ NONPROFIT PARTNERS



PLUS MANY SMALLER, GRASSROOTS ORGANIZATIONS, COMMUNITY CENTRES AND MORE



**Hands On**  
HONG KONG

# HOW HANDSON SUPPORTS OUR 100+ NON-PROFIT PARTNERS

HandsOn works 100+ with local charities to collaborate on service programs.

We share a 'needs first' approach to program development.

Financial support enables us to provide all our services free of charge to nonprofits.



# Project Background

As a local charity with the mission to empower everyone in Hong Kong to volunteer, HandsOn Hong Kong develops service programs in partnership with local, under-served non-profit organizations and connects them with the volunteer manpower they need to achieve their mission.

Each month, HandsOn runs up to 200 volunteer activities on our online calendar as a free public service, supporting our 100+ NGO partners who focus on causes such as alleviating poverty, educating children, assisting the elderly, empowering people with disabilities, feeding the poor, helping the homeless, supporting animal welfare, environmental conservation and more.

**We run this calendar as an entirely free public service—managing and mobilizing 30,000 registered volunteers to give their time in support of service programs supporting critical issues.**



# 200 SERVICE ACTIVITIES EACH MONTH – FREE PUBLIC SERVICE

## Volunteer Opportunity Calendar

The calendar below makes it easy to find opportunities and events that are scheduled for a specific day and time. We run up to 150 programs on this calendar each month as a free public service—at no cost to our NGO partners or volunteers. Click [here](#) to see the calendar in grid format. Please be sure to clear your filter after searching.



BASIC SEARCH AND SEARCH OPTIONS



Sep 2021

month week day

< > today

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
09:00 AM Be a Boxing Sports	09:30 AM Prepare food	09:30 AM Prepare food ingredients/meals in Harvest Mill, Kwun Tong	09:30 AM Prepare food ingredients/meals in Harvest Mill, Kwun Tong	09:30 AM Help Sort through Second-hand Clothing with Environmental NGO Redress	09:30 AM Prepare food ingredients/meals in Harvest Mill, Kwun Tong	10:30 AM Online training session: Phone call support for the elderly (COVID-19 relief)
<p><b>Be A Sports Class Assistant For People With Special Needs</b> LOVE 21 Foundation</p> <p>Description: LOVE 21 is a charity dedicated to bettering the lives of those living with Down syndrome and autism in Hong Kong through physical activity and nutrition. They run a variety of sport and... <i>17:00 - 18:30</i> Spots Remaining: 2 Managed By: HandsOn Hong Kong 牽手. 香港</p>		09:30 AM Prepare Meals at Chai Wan Kitchen	09:30 AM Prepare Meals at Chai Wan Kitchen	09:30 AM Prepare food ingredients/meals in Harvest Mill, Kwun Tong	09:30 AM Prepare Meals at Chai Wan Kitchen	11:00 AM Science 'Eco-Ambassador' Activity
		05:00 PM Be a Sports Class Assistant for People with Special Needs	03:00 PM Science 'Eco-Ambassador' Activity	09:30 AM Prepare Meals at Chai Wan Kitchen	10:00 AM Be a Kitchen Assistant at Crossroads Foundation (Youth Welcome)	12:00 PM Help at animal shelter in Yuen Long (Youth Welcome)
		06:00 PM Collect Bread for Redistribution - Kwun Tong (Youth welcome)	06:00 PM Be a Sports Class Assistant for People with Special Needs (Cantonese)	04:30 PM Be a Tennis Class Assistant for People with Special Needs	03:00 PM Science 'Eco-Ambassador' Activity	03:00 PM Be a Sports Class Assistant for People with Special Needs (Cantonese)
		06:30 PM Collect Bread for Redistribution - Nan Fung Tower, Sheung Wan (Youth Welcome)	07:00 PM Deliver Necessities and Warmth to Homeless in Kwun Tong (Youth Welcome)	06:00 PM Be a Basketball Class Assistant for People with Special Needs	03:00 PM Be a childcare helper at Justice Centre	03:00 PM Be a Table Tennis Class Assistant for People with Special Needs
	08:00 PM Deliver Necessities and Warmth to Homeless in Tai Kok Tsui (Youth Welcome)	+6 more	08:30 PM	+10 more	+4 more	04:00 PM

[www.handsonhongkong.org/calendar](http://www.handsonhongkong.org/calendar)

# Project Summary – Design of HandsOn Hong Kong Landing Page



We help empower corporate volunteers to serve the community and discover causes they are passionate about, by creating a customized volunteer portal powered by the HandsOn Hong Kong service calendar. This page will make corporate team's volunteering experience **more tailor-made**, featuring company's branding including logo(s), visuals and key colors. This private site is accessible only **through a dedicated link** which directs employees to the HandsOn calendar plus any bespoke CSR activities HandsOn is organizing for the company.



If you would like to expand your volunteer opportunities further, you are encouraged to sign up for different volunteer activities organized by HandsOn and its non-profit partners below.

HandsOn Hong Kong Public Calendar  
visit here:  
[www.handsonhongkong.org/calendar](http://www.handsonhongkong.org/calendar)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

We want to engage a web designer who can utilise their talents to help us create a visually engaging landing page for this program, optimized for web usage and easy to navigate. Our small team has limited resources and no-one in our organization has design skills. We will replicate this template for all our landing pages moving forward.



# Our Target Audience

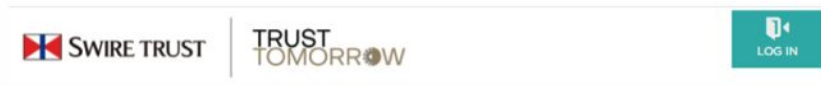
## Our corporate partners and their employees

- This landing page provides a digital solution for our corporate clients for their year-round CSR programs.
- For corporates to promote and showcase their community engagement, enhance their user experience for their staff, reduce manual work, and make volunteering much more accessible to corporate volunteers.
- We want this landing page to be visually engaging and easy for volunteers to read and digest—as well as drawing them to the HandsOn calendar.

*Past landing page clients:*



# Key elements + requirements



## TrustTomorrow

The Swire Group Charitable Trust is launching a new funding initiative, TrustTomorrow, as part of its ongoing pledge to give back to the community over the 150 years.

TrustTomorrow's long-term vision is to support inspirational new projects that aim to motivate positive change in the areas of Education, Marine Conservation and the Arts. At the same time, it is committed to supporting those vulnerable groups in society where help is most needed.

### Please note the following items before signing up:

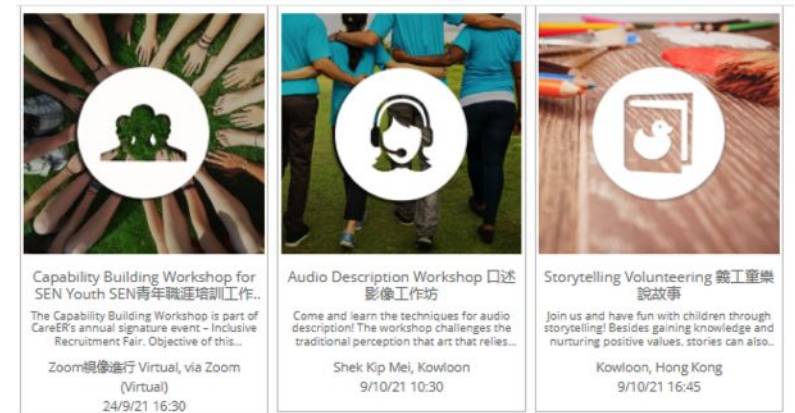
1. Please use your WORK EMAIL to register.
2. For voluntary work leave entitlement, please refer to your respective company's voluntary work leave policy. Please note that volunteer activities independently organised by HandsOn are not eligible for volunteer work leave.
3. Please note that the collected personal data will be shared with John Swire & Sons (H.K.) Ltd. and used for TrustTomorrow volunteer team only. If you would like to keep your volunteer registration active with HandsOn Hong Kong, please indicate by checking the box to receive information about future volunteer opportunities from us—all of which support the needs of Hong Kong charities.
4. Please use the latest versions of Chrome, Edge, Firefox or Safari to browse this website for the best viewing experience. Internet Explorer is not supported.
5. Please note that after registering as a HandsOn volunteer, you will receive our newsletter outlining upcoming service opportunities—all of which support the manpower needs of Hong Kong charities. You can unsubscribe from these communications at any time through the button on our newsletter.

## ELEMENTS:

- Corporate logo, colours and font (custom each time)
- Banner visual, possibly rotating
- Introductory paragraph
- Company volunteer policy
- Display or an embed of HandsOn calendar (found at [www.handsonhongkong.org/calendar](http://www.handsonhongkong.org/calendar))
- Top navigation to: Create HandsOn account; Code of Conduct; User guide
- HandsOn logo in page footer
- Are to showcase volunteer activities (for some sites)

## REQUIREMENTS:

- WordPress design with Divi



If you would like to expand your volunteer opportunities further, you are encouraged to sign up for different volunteer activities organised by HandsOn and its non-profit partners below.

### 2021 HandsOn Hong Kong Public Calendar

Visit here:  
<https://www.handsonhongkong.org/project-calendar>

Year	Month	Year	Month	Year	Month	Year	Month
2021	Jan	2021	Feb	2021	Mar	2021	Apr
2021	May	2021	Jun	2021	Jul	2021	Aug
2021	Sep	2021	Oct	2021	Nov	2021	Dec

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# Our Color Palette



## BRAND COLOURS

Colour is a powerful medium and an integral part of our brand's creative tool kit. Capable of dictating mood and evoking emotion, colours resonate with us by creating associations in our minds.

The HandsOn colour palette has been created to connote a youthful and caring brand. The specific tones have been selected to evoke attributes associated with HandsOn, and the city of Hong Kong.

To ensure consistent colour application, always use the colour specifications assigned for Pantone, CMYK and Websafe RGB usage.



**HandsOn**  
HONG KONG

# Our Font

**ALWAYS SET  
HEADLINES IN  
CLAREDON BOLD  
UPPERCASE,  
TO CREATE CONTRAST  
WITH BODY COPY.**

Content text and bullet points can be set in Gotham, in book or light. They are preferred in 50-75% black and justified to left.

Subheading can be set in Gotham Medium with one of the corporate colours.

## TYPOGRAPHY

HandsOn Hong Kong uses 2 fonts when communicating in English, Clarendon and Gotham. Juxtaposing sans serif and serif fonts creates contrast, ensuring the typography is visually intriguing.

### CLAREDON

CLAREDON ROMAN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

CLAREDON BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

CLAREDON BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### GOTHAM

Gotham light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gotham book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



**HandsOn**  
HONG KONG

# Our Tagline

“Be the Change. Volunteer.”



Hands On  
HONG KONG

# Some recent HandsOn comms



*"We are stronger together"*

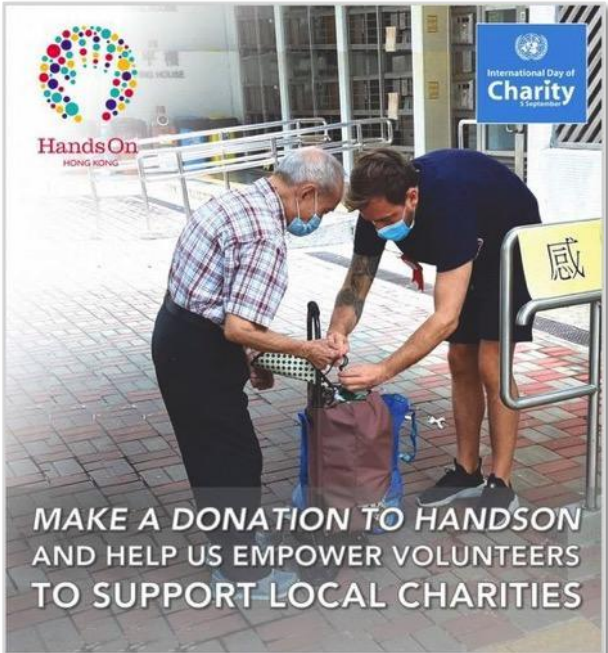
**70,000+ PEOPLE SUPPORTED**

**3,000+ RELIEF PROGRAMS**

**100+ CHARITIES ASSISTED**

**15,000+ VOLUNTEER OPPORTUNITIES**

**HANDS-ON Impact throughout COVID**



If you can't read this email, [click here](#)

## HANDSON NEWS

*Be the change. Volunteer.*

[VOLUNTEER](#) | [DONATE](#) | [PARTNER](#) | [中文版](#)

[SKILLS BASED VOLUNTEERING](#)

Dear friend of HandsOn,

Powerful demonstrations of diversity, respect and unity have been taking place in abundance as we watch the world come together for the Tokyo Olympics. Under the tagline, "Know Differences, Show Differences", the organizers emphasize that embracing Diversity & Inclusion (D&I) is essential to delivering a successful Games.

As Ricky Chu Man-kin, Chairman of the Equal Opportunities Commission, observed in his [SCMP opinion piece](#), sports has long been a "great equaliser" with athletes celebrated for their talent irrespective of their background. During the Olympic's opening ceremony a special call-out was given to the Refugee Olympic Team welcoming them to the community. A powerful and inspiring reminder to us all on the importance of inclusion.

**At HandsOn we champion D&I in all our programs and our [Volunteer Code of Conduct](#), which emphasizes respect and understanding for all participants. We are also proud to support the [EOC's D&I Charter](#).**

HandsOn empowers volunteers to celebrate the potential—and support the needs—of a range of vibrant community groups. Ranging from [young adults with different disabilities](#) to [people in recovery from mental illness](#), [individuals experiencing homelessness](#), [domestic workers](#) and [more](#).

THANK YOU FOR SUPPORTING  
**OUR MISSION!**

*Any questions?*

