



#BlackLivesMatterHK
#RacialEqualityHK
#RacialAwarenessMonth

RACIAL AWARENESS MONTH

MARCH 2021





How will your organisation support International Day for the Elimination of Racial Discrimination?

To mark the International Day for the Elimination of Racial Discrimination on 21 March 2021, we invite companies, schools and organisations across Hong Kong to join a month-long campaign to demonstrate their commitment to racial equality, raise their own awareness and support marginalised ethnic minorities.

The Zubin Foundation will be hosting a range of initiatives during March 2021 and throughout the year.

Public Events



Public Webinar (Free of Charge)

Systemic Inclusion: Let's start with Marginalised Children

18 March | 1 pm - 2 pm

Target Audience: Corporates & General Public

Register: <https://www.eventbrite.hk/e/141012695769>



Public Policy Town Hall:

Speak directly to the Chief Secretary of Hong Kong, How Has COVID-19 Impacted the Ethnic Minority Community?

Matthew Cheung (Chief Secretary, HKSAR)
with Shalini Mahtani

18 March | 7 pm - 8 pm

Target Audience: Ethnic minorities and interested parties

Register: <https://bit.ly/3rxN85e>

Raising Awareness with Your Staff (virtually or in-person)



Internal Training to Raise Awareness

1.5 hours (charges apply)



Lunchtime Panel Discussion

*we can help you put together a panel**

Topics for Training / Panel Discussion:

- Understanding Ethnic Minority
- Understanding COVID-19 and EM
- Stories about Exclusion
- Successes in the EM community
- Intersectionality between Race and Gender



Allen & Overy globally is committed to racial equality. In Hong Kong, our partners recently underwent a training session with The Zubin Foundation to understand the status of racial minorities in Hong Kong. The training provided by The Zubin Foundation was extremely powerful and informative in drawing attention to the systemic inequalities and barriers that exist for ethnic minorities in Hong Kong. We would highly recommend the training to other organisations and encourage them to support our ethnic minority population in Hong Kong in any way they can.'

John Lee
Hong Kong D&I Partner, **Allen & Overy**



**We ask for a donation*

For any queries, please contact Matthew YU, Project Manager at matthew@zubinfoundation.org.



Conference Sponsorship Opportunities:[#]

Racial Equality in Hong Kong: What we need to understand about Hong Kong's ethnic minorities

22 October | 9 am – 4 pm | Venue Sponsor: Eaton HK

Topics: EM at Work | EM at School | EM at Community

Target Audience: NGO-in-charges, business leaders, HR, D&I and CSR practitioners, social workers and community advocates



Platinum Sponsor

HK\$80,000

- Priority Facilitator/Speaker Slot
- Complimentary tickets x8
- Brand exposure in pre- and post-conference collaterals
- 1 x 60-min Lunch & Learn



Gold Sponsor

HK\$50,000

- Facilitator/Speaker Slot (first-come-first-served)
- Complimentary tickets x3
- Brand exposure in pre- and post-conference collaterals



Silver Sponsor

HK\$10,000

- Brand exposure in pre- and post-conference collaterals

[#] Tailor-made sponsorship opportunity available upon request

For any queries, please contact Matthew YU, Project Manager at matthew@zubinfoundation.org.





Provide Assistance to the Marginalised



Sponsor a child at university for a year (HK\$22,000)

Support financially needy children to receive tertiary education

EM generally have the lowest levels of education and this is sometimes due to financial reasons. Particularly, girls in some more conservative communities are less likely to receive further education than boys for cultural reasons.

To know more: <https://www.zubinfoundation.org/scholarships>



Support RED BOX Project

Help girls stay in school and end period poverty

Costs HK\$100 per month and covers organic sanitary products plus physical and mental health training (minimum 4 months)

Support the project:

<https://www.zubinfoundation.org/donate>

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65% of our ethnic minorities girls say that if they received free sanitary products, the financial “burden” on their family would lessen.

Shalini Mahtani
CEO, The Zubin Foundation

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On an Ongoing Basis...



Advertise Your Jobs with Us (Free of Charge)

Our outreach is 10,000 individuals

We have helped **match over 60 openings** in the previous year.

- Company name will not be disclosed during promotion.
- The openings will be shared on The Zubin Foundation and our project's official channels – Facebook, Instagram, LinkedIn, and website.

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We really value our partnership with The Zubin Foundation. In 2020, we welcomed two tertiary students into our office for work experience through the internship programme, and we were pleased to hire into our HR and marketing departments two students referred to us, enabling us to uncover talent that we might not have otherwise discovered.

Penny Barsha
Corporate Responsibility Manager – Asia
Linklaters

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Provide a Summer Internship (Free of Charge)

Matched 35 internships in 2020

- Share your internship opportunities with us

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Working with The Zubin Foundation's Institute of Racial Equality enables us to understand the needs of our diverse customers. The learnings have been useful and insightful for us in the production of information to ethnically diverse customers in Hong Kong.

Christina Yung
Senior Community, Diversity and Financial
Vulnerability Manager
AMH Wealth and Personal Banking,
COO Office, HSBC

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Bespoke support to help you on your race related work

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