

"I've lost everything I'd managed to collect throughout my entire life"

Ali, in Türkiye



# MSF DAY 2023

**PARTNERS WITH PURPOSE**



**FOR ENQUIRIES**

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The city of Adiyaman in southern Türkiye, with a population of around 300,000, was one of the areas worst hit by the earthquake. Large numbers of buildings were damaged or are considered unsafe to return, leaving thousands of people sleeping in the open, in large camps, makeshift settlements or private cars.

© Igor Barbero/MSF

# MSF DAY 2023



## UNCOVERING STORIES OF HOPE AND COURAGE AMIDST NATURAL DISASTERS

Every year, Médecins Sans Frontières Hong Kong (MSF HK) brings people together to recognise the incredible work of MSF volunteers around the world. MSF Day first started in 2004 with a humble vision - to engage members of the public, and has grown over the years into a large-scale campaign that honours solidarity and volunteerism. Running for approximately two months, MSF Day culminates with a finale ceremony on **7th July** each year.



**EARTHQUAKE**



**FLOODS**



**CYCLONES**

This year's MSF Day campaign aims to bring attention to the **devastating impact of natural disasters** worldwide, displacing millions and disrupting lives. By sharing stories from survivors and witnesses, we hope to raise awareness of the humanitarian crises that follow, and encourage individuals and organisations to come together to make a difference for those have been impacted by calamities.

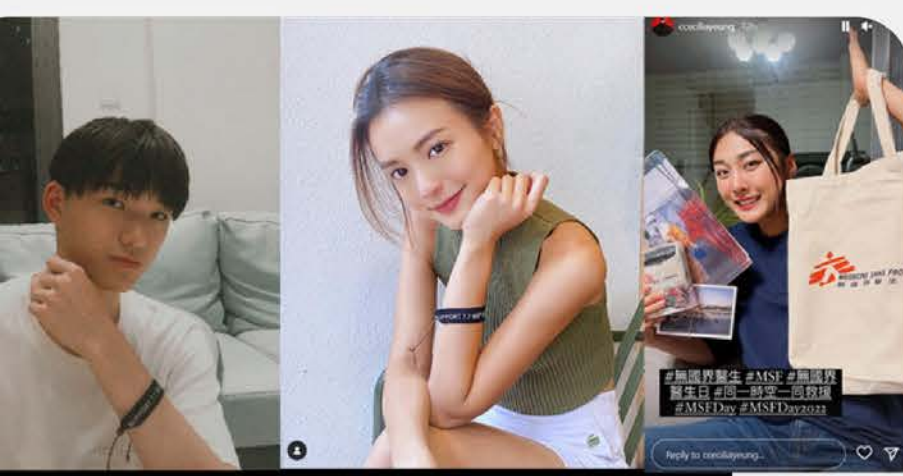


**"We spent three days moving. It was challenging with four children and a herd of goats"**

Nyataba , in South Sudan



**HIGHLIGHTS OF MSF DAY 2022**



# PARTNERS WITH PURPOSE

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Cause-related marketing has become an effective way for companies to promote their products and services while supporting social causes. By partnering with MSF on this year's event, your company will be able to engage your consumers in a meaningful way and show your commitment to making a positive impact in the world.

MSF has a proven track record of responding to natural disasters around the world. Our teams work tirelessly to provide medical care, food, shelter, and other essential supplies to those affected by these catastrophic events. Your company's support can help us continue to make a difference and save lives.

We cordially invite you to join forces with MSF and take part in our brand new program - Partners With Purpose. With your support, we can make MSF Day a resounding success and help create a world where everyone has access to the medical care and assistance they need. If you are interested to find out more, please contact us at 2959 4213 or email to [msfday@hongkong.msf.org](mailto:msfday@hongkong.msf.org).





# COMPANY & MSF

## TOGETHER, WE CAN...

- Enhance your brand image and build brand loyalty
- Reach out to new customers and donors
- Raise public awareness to MSF's work
- Exercise corporate social responsibility
- Cultivate positive working culture
- Raise fund to deliver medical care and more to the people who need it most



# HOW YOUR COMPANY CAN GET INVOLVED

You can play a significant role in supporting MSF Day 2023 through the following ways.

Within the campaign period (May to July), you can

- ▶ **PORTION OF SALES**  
Donate a portion of total sales to MSF
- ▶ **BUY ONE GIVE ONE**  
Donate product value for selected product(s) sold to MSF
- ▶ **POINT OF SALE CAMPAIGN**  
Ask if customers want to round up the bill to donate to MSF
- ▶ **ONE-OFF DONATION**  
Make a one-off donation to MSF under your company name
- ▶ **EMPLOYEE ENGAGEMENT**  
Encourage your employees to donate and support MSF



# HOW TO SUPPORT (EXAMPLES)



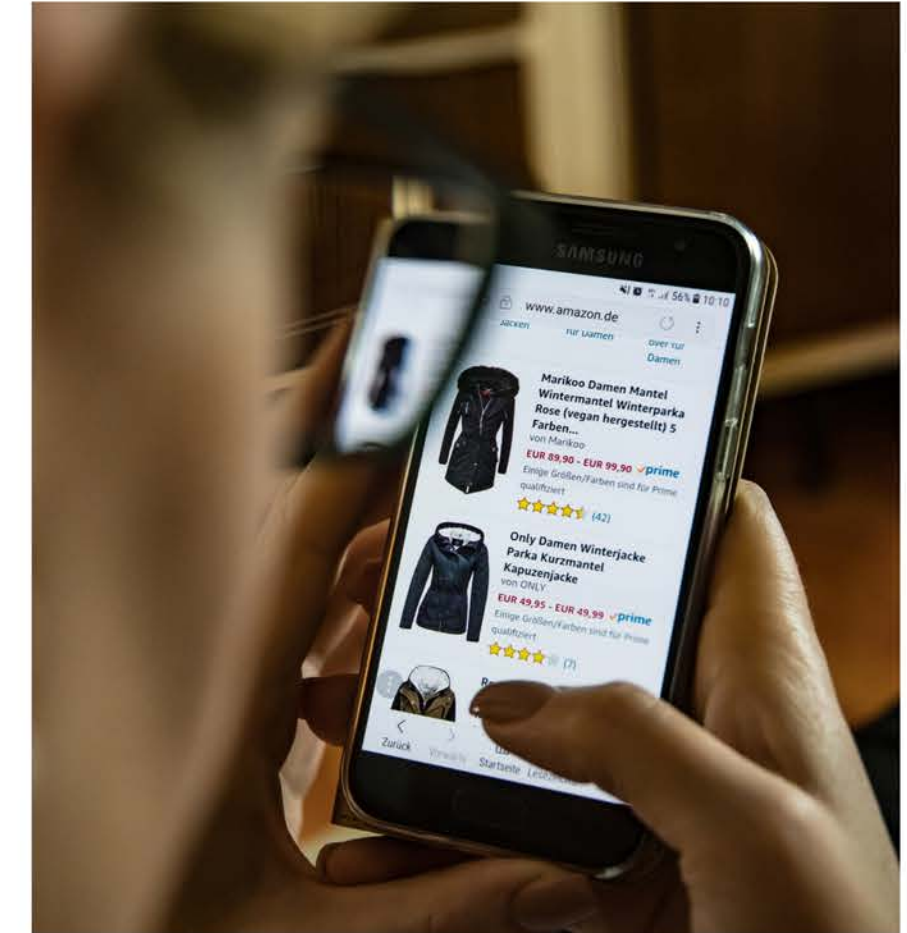
## SELECTED SET

Each purchase of selected lunch set - will donate 10% of sales revenue to MSF



## EVERY LATTE

Donate HK\$5 to MSF for every purchase of Latte between May - July.



## ONLINE SHOP

Donate 10% sales of the products on e-shop during the campaign period.

# HOW WE CAN MAKE A DIFFERENCE



## TOGETHER

MSF strives hard to perform to maximum efficiency and to keep administrative expenses low, and almost 90% of MSF HK's income is spent directly in service to populations in distress.



**317 THOUSAND**  
women been assisted to deliver babies

**1.6 MILLION**  
people vaccinated against measles



**383 THOUSAND**  
individual mental health consultations conducted



**12.5 MILLION**  
outpatient consultations conducted



**2.6 MILLION**  
malaria cases treated



**1 MILLION**  
patients admitted



**72+ COUNTRIES AND TERRITORIES**  
are home to our medical humanitarian projects



# SUPPORT FOR MSF DAY 2023

7.7 MSF Day is a day to commemorate and advocate the work of MSF in providing medical aid across the world. We believe this campaign offers a unique opportunity for your company to showcase your commitment to supporting global health initiatives, as well as reach out to your target demographic.

In addition to launching a cause related marketing campaign, there are plenty of other ways corporations can get involved and make a positive impact, including being an event sponsor, facilitating employee volunteering activities, holding an internal fundraising campaign or offering promotion channels to us. Our team is available to answer any questions you may have and how your support could make a difference.

Together we can be part of something bigger than ourselves - let's make MSF Day 2023 a success! Thank you for considering our request.



Chad, N'Djamena, IDP Camp militia. 12-year-old Adama playing with his one-year-old brother Mahamat. Part of the house where they lived before the flood was rented out and this allowed Adama's parents to have an economic support and to send all their children to school. Since the flood destroyed their home, this has not been possible anymore, and now not all of their children can continue to go to school. © Fausto Podavini

# THANK YOU



## ABOUT THE ORGANISATION

Founded in 1971, Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organisation that delivers emergency aid to people affected by armed conflict, epidemics, natural disasters and exclusion from healthcare. It offers assistance to people based on need and irrespective of race, religion, gender or political affiliation.

MSF currently operates programmes in more than 70 countries worldwide.



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Krystal So, midwife activity manager in Cox's Bazar. © MSF