

What to post:

END EVERY SINGLE POST WITH “Smile with the warmth of a thousand suns. 🌞”

GOALS

1. MAKE MONEY
2. EXPAND OUR PLATFORM
3. SPREAD OUR MESSAGE

Username: 1000sunshk

Password: onethousandsuns

1. About Us - Our goals, initiatives, mission
2. Our team - Founder
3. Our success - Money Raised
4. Upcoming events
5. Our past events

GOALS for 2023:

1. Mid-Autumn “Sun”cakes
2. Expand social media platform
3. Try to

Post 1:

Founded in 2022, 1000 Suns is a charitable initiative led by Brian Yip with the goal of uniting different people who share the same passion in arts and services to make a positive impact on organizations dedicated to helping children and families in need.

Post 2:

Mooncake project brainstorm

<https://ezbox.com.hk/>

<http://www.wellpackaginghk.com/product-category/gift-boxes/>

<http://www.cheongtaihk.com/>

Dear Sir or Madam,

We are a charity organization (1000suns.org) and we are planning to sell mooncakes for charity next month and we need to make gift box packaging for holding individually packed / sealed mooncakes. Here are some questions:

- 1) How much does it cost to produce 150 pieces of non-hinged shoulder gift boxes that are around 17cm x 11cm x 6cm overall? Could you pls provide us with a price list ASAP?
- 2) How fast is your production lead time? Our schedule is quite tight and we aim to be able to start passing the mooncakes out before the end of August.
- 3) What types of materials would you recommend for the mooncake boxes to be made in?

Please let me know as soon as possible, thank you. Should you have any questions, you could also call me at 98802080.

Best, Brian.

你好！

我們是一家慈善團體 (1000suns.org)。我們計劃下個月義賣月餅為慈善籌款。我們目前需要訂製裝載月餅的禮盒。

以下有一些問題：

- 1) 生產約150個 17cm x 11cm x 6cm 的「天地」硬盒需要多少錢？可否提供價錢表？
- 2) 你們的交貨時間有多快？我們時間比較緊張，我們計畫能夠在8月底開始義賣月餅。
- 3) 做月餅盒你會建議用哪種材料呢？

麻煩你盡快回覆我。如有任何問題，你可以打我手機98802080。謝謝！

此致

Brian

Questions:

- Price of production
- Capacity
- Material
- Time of production

Description:

“千月餅” - seeing 千日 within 千月
人月兩團圓

Artwork

- ☒ Information about who you're helping
- ☒ Information about initiative
- ☒ Information about Why Mid-Autumn
- ☒ Information about the product

Thank you so much for purchasing 千月餅 and donating to Mother's Choice.

Founded in 2022, 1000 Suns is a charitable initiative led by Brian Yip with the goal of uniting different people who share the same passion in arts and services to make a positive impact on organizations dedicated to helping children and families in need.

Who are we helping?

We are once again helping Mother's Choice. Mother's Choice is “a local charity serving the many children without families and pregnant teenagers in Hong Kong.” (Mother's Choice Website)

受惠機構 In benefit of



“Mother's Choice is a local charity serving the many children without families and pregnant teenagers in Hong Kong. We join hands with our community to give hope and change the life stories of vulnerable girls and babies. Our vision is to see every child in a loving family.” - Mother's Choice

Info on Tao Heung

The mini custard lava mooncakes are made by a wholly-owned subsidiary of Tao Heung Holdings Limited ("Tao Heung"), a publicly listed restaurant and food processing operator in Hong Kong (stock code: 573 HK). Tao Heung has 18 brands and more than 100 restaurants in Hong Kong and China.

Description of 千月餅

Brian's dedication to volunteering at Mother's Choice for four consecutive years allowed him to witness the captivating imaginations of the children he cared for. Every time he visited, these children transported themselves to a shared realm of boundless creativity. Within this enchanting world, they immersed themselves for hours, playing, running, and escaping, while the outside world remained oblivious to the wonders unfolding in their minds.

In May 2023, the concept of "千月餅" was born, as Brian sought to harmonize his Chinese heritage with the mission of 1000 Suns. Mindful of the power of imagination, he recognized the perfect opportunity to showcase the collective creativity of the children during the Mid-Autumn Festival, a celebration that symbolizes unity.

Months of meticulous planning and designing culminated in the creation of a unique mooncake box for 千月餅. This custom-designed package houses six exquisitely crafted mooncakes, complemented by an artwork that embodies the spirit of unity and imagination. Furthermore, if you look closely at our box cover, our name in Chinese, "千日", is elegantly embedded inside the characters "千月". It is our sincere hope that the generous donors who support this initiative will not only relish the delectable mooncakes

but also appreciate the profound meaning encapsulated within the artwork, serving as a reminder of the transformative power of unity and the boundless potential of children's imagination.

Goal with this project

明月照真心 千日暖萬家

The bright moonlight shines upon those that are sincere.
The one thousand suns warms many homes.

This Chinese couplet seen on the exterior of the box expands on the idea behind 千月餅. It conveys the importance of sincerity and warmth in society and suggests that just as the moon's brightness can illuminate the dark, one's sincerity can radiate warmth to those in need. Furthermore, it emphasizes that this warmth is limitless and has the potential to spread to countless children and homes. It encourages people to treat others with sincerity, kindness, and warmth, just as 1000 Suns wishes to spread its warmth to others.

千月餅 is a line of specially designed mooncake boxes created by 1000 Suns. This custom-designed package houses six exquisitely crafted mooncakes, complemented by an artwork that embodies the spirit of unity and imagination. All proceeds made will go directly to Mother's Choice.

Message:

Dear Aunties and Uncles,

I would like to express my sincere gratitude for your support of 1000 Suns last year. Thanks to you, we were able to surpass our goal and raise over HKD 230,000 for Mother's Choice. It was an extraordinary accomplishment for our initiative.

This year, in conjunction with the upcoming Mid-Autumn Festival, we are excited to announce that we have created our own line of specially designed mooncake boxes called “千月餅”. As you may already know, our initiative's primary objective is to raise funds for various charitable organizations through the sale of artworks. Hence, each box will not only contain six delectable custom molded mooncakes but will also include a unique art piece, resulting in a box that measures over half a meter in length! I do not

want to spoil any more of it so please look out for more updates by following our instagram page @1000sunshk.

To pre-order, please visit our website below at: www.1000suns.org/千月餅 and click on the “Pre-Order Now” button.

All proceeds will go to Mother’s Choice and deliveries will begin in mid-September. If you love our mooncakes, share it by tagging us and using #1000SunsMooncakes on Instagram.

Any donation to Mother’s Choice will be greatly appreciated so please spread the message to your friends and family and help us continue putting smiles on every child’s face.

Thank you so much for your support. Let’s spread our warmth together, one mooncake at a time.

Best Regards,

Brian :)

Instagram Post:

Introducing 千月餅. 🥮

As our mission to spread warmth and happiness continues, and we are thrilled to present our specially designed mooncake boxes, 千月餅.

Through months of meticulous planning and designing, we have crafted a unique package that houses six exquisite mooncakes, accompanied by a stunning artwork that embodies the spirit of unity and imagination.

By supporting this initiative and indulging in the delectable mooncakes, you not only savor a delightful treat but also contribute to a meaningful cause. All proceeds from the sale of 千月餅 will directly benefit Mother’s Choice, an organization devoted to ensuring every child finds a safe, loving, and permanent family. 🙌❤️

Pre-order your 千月餅 now at www.1000suns.org/千月餅, and stay tuned for updates on our Instagram page @1000sunshk. Share your love for our mooncakes by tagging us

and using #1000SunsMooncakes on Instagram. Let's spread our warmth together, one mooncake at a time. 🌞🌙

Thank you for your incredible support. Let's shine bright this Mid-Autumn Festival! 🌕

Smile with the warmth of a thousand suns. 🌞

#1000Suns #千月餅 #MidAutumnFestival #MooncakesForACause #Unity #Imagination
#Warmth #MotherChoice #SpreadHappiness #MakeADifference

Our mini custard lava mooncakes are made by a wholly-owned subsidiary of Tao Heung Holdings Limited ("Tao Heung"), a publicly listed restaurant and food processing operator in Hong Kong (stock code: 573 HK). Tao Heung has 18 brands and more than 100 restaurants in Hong Kong and China. 😊

Be sure to pre-order using the link below:
www.1000suns.org/千月餅

Smile with the warmth of a thousand suns. 🌞

#1000Suns #千月餅 #MidAutumnFestival #MooncakesForACause #Unity #Imagination
#Warmth #MotherChoice #SpreadHappiness #MakeADifference#1000SunsMooncakes

We are thrilled to announce that our 千月餅 mooncakes are now officially sold out! Your overwhelming response and generosity have surpassed our expectations, and we are deeply grateful for your support in making this fundraiser a tremendous success.

We extend our heartfelt appreciation to everyone who pre-ordered and shared their love for our mooncakes. Your enthusiasm and commitment to making a positive impact are truly inspiring.

Deliveries will begin in mid-September so expect them at your doorstep soon!

Let's continue to make a difference and brighten the lives of children in our community. Remember to share your love for our mooncakes by tagging us by using #1000SunsMooncakes.

Once again, thank you all for your incredible support!

Smile with the warmth of a thousand suns. 🌞

#1000Suns #千月餅 #MidAutumnFestival #MooncakesForACause #Unity #Imagination
#Warmth #MotherChoice #SpreadHappiness #MakeADifference#1000SunsMooncakes

What does this couplet mean?

This Chinese couplet seen on the cover of the box expands on the idea behind 千月餅. It conveys the importance of sincerity and warmth in society and suggests that just as the moon's brightness can illuminate the dark, one's sincerity can radiate warmth to those in need. Furthermore, it emphasizes that this warmth is limitless and has the potential to spread to countless children and homes. It encourages you to treat others with sincerity, kindness, and warmth, just as 1000 Suns wishes to spread its warmth to others.

To learn more, please visit our website at www.1000suns.org/千月餅.

Smile with the warmth of a thousand suns. ☀️

#1000Suns #千月餅 #MidAutumnFestival #MooncakesForACause #Unity #Imagination
#Warmth #MotherChoice #SpreadHappiness #MakeADifference#1000SunsMooncakes

During his frequent visits to Mother's Choice, Brian noticed the remarkable ability of the children to transport themselves into a shared realm of limitless imagination. Within this captivating world, they would engage in play and adventure for hours, seemingly unaware of the outside world and its mundane realities. Whether it be playsets or toys, the children were able to transform anything into their own enchanting universe. Yet while these wonders unfolded in their minds, they remained unnoticed by the outside world, a fact not lost by Brian. He eagerly joined their imaginative journeys, transforming ordinary objects into extraordinary elements, like turning a toy horse into a majestic unicorn. Through these interactions, Brian caught a glimpse of the vastness of their fantasies and realized that this connection was unique to the children, as if their collective imagination was a unified force.

The artwork, a collaboration between Brian and featured artist Arina, serves as a perfect tribute to the Mid-Autumn Festival and the celebration of unity. It brings to life the concept of "unified imagination" in children, showcasing their remarkable ability to transform ordinary objects into extraordinary worlds. While you may see cardboard boxes, the children see towering mountains waiting to be conquered. While you may see colorful foam blocks, they see it as the foundation of magnificent castles. This artwork is a testament to the unique world that children create and explore. [To learn

more about the artwork, visit 1000suns.org/_____ where we go more in depth in the analysis of the painting].

[Or we add something like this] Other than the details mentioned above, try to think about others in the artwork that hold significance:

1. The moat symbolizes the barrier separating the children's imaginative realm from the outside world, emphasizing their distinct and magical sphere.
2. The figures at the bottom right and the playmat represent the outside world, observing the children's imaginative play, perhaps longing to join in or understand their captivating world.
3. The clouds portrayed in the artwork represent the ceiling lamps in the playroom, some shaped like circles and others like cylinders, adding a touch of whimsy to the scene.
4. Aside from representing the Mid-Autumn Festival, the moon signifies the ability to radiate warmth and light, just like the sun. It highlights the children's inner brilliance and joy.
5. The ladybugs symbolize the wall lamps found within the playroom, giving the artwork a touch of magic and further immersing the viewer into the enchanting setting.
6. The castle depicted in the artwork exudes a sense of warmth and welcome, mirroring the nature of the children themselves. It reflects their openness, creativity, and the joy they experience within their imaginative world.

Reel Post:

Embracing the enchanting glow of the full moon on this magical Mid-Autumn Festival! Wishing you a joyous celebration filled with love, unity, and our delicious 千月餅 mooncakes. 🥮

Smile with the warmth of a thousand suns. ☀️

#1000Suns #千月餅 #MidAutumnFestival #MooncakesForACause #Unity #Imagination #Warmth #MotherChoice #SpreadHappiness #MakeADifference#1000SunsMooncakes

MC insta post:

On this auspicious day of the Mid-Autumn Festival, we extend our heartfelt gratitude to Brian Yip for his remarkable contributions to Mother's Choice.

For the past four years, Brian has been a dedicated volunteer, pouring his time and efforts into supporting our cause. In 2022, he took his commitment a step further by founding 1000 Suns, a charitable initiative aimed at uniting individuals with a shared passion for arts and service to make a positive impact on organizations serving vulnerable children and families. With the mission to spread warmth and happiness to every child in need, he held his first fundraising event selling NFT art which raised an impressive amount of over HKD 230,000 for our organization.

In May of 2023, Brian's second fundraising project for us, 千月餅, was born. With the Mid-Autumn Festival approaching, the concept of 千月餅 was to raise money through the sale of mooncakes. Through meticulous planning and design, he turned this concept into reality, creating a delightful mooncake box containing six delicious mooncakes. The accompanying artwork, a collaboration between Brian and featured artist Arina Lau, serves as a tribute to the Mid-Autumn Festival and symbolizes the unity and imaginative spirit of children, highlighting their ability to transform ordinary objects into extraordinary worlds. He successfully raised over HKD 70,000, contributing to a total of over HKD 300,000 raised for the organization in the past two years.

We cannot express enough appreciation for Brian's unwavering dedication and support and on this day of celebration, we must remember 1000 Suns' motto to **Smile with the Warmth of a Thousand Suns.** 🌞

To learn more, please visit 1000 Suns at 1000suns.org, or follow them on instagram @1000sunshk.