

## **How to apply for funding from The Hongkong Bank Foundation**

### **OUR STRATEGY AND FOCUSES**

In line with HSBC's purpose, the Hongkong Bank Foundation aims to open up a world of opportunity for our charity partners and beneficiaries of our programmes, drawing on our unique expertise, capabilities, breadth and perspectives. The Foundation aspires to be a leader in promptly addressing challenges faced by Hong Kong's quickly ageing population, in building the future-readiness and resilience of our next generation, and in supporting Hong Kong in its transition to a net-zero, low carbon economy.

### **OUR FOCUS AREAS**

We give priority to projects that:

- Address specific Hong Kong needs
- Focus on beneficiary groups prioritised by the Foundation
- Deliver tangible impact targets
- Give clear visibility of HSBC/Foundation's support
- Engage HSBC staff in action, and
- Scale up a pioneering initiative

The Foundation does not prioritise the following:

- Projects not related to the Foundation's focus areas
- Academic research
- Individuals (other than through one of HSBC's scholarship schemes)
- Projects already underway
- General fund-raising events and activities without clear justifications or deliverables

### **HOW TO APPLY**

Please include the following when submitting a funding application:

- A one-page executive summary
- Project details that demonstrate the project's merits and justifications
- A detailed budget plan
- Implementation details with a timeline for outputs and outcomes
- A communication / promotion plan
- Supporting documents related to the applicant's organisation, including a copy of the registration certificate showing the non-profit-making/charitable status, the Memorandum and Articles of Association, annual report and audited accounts for the past two years, as well as the list of Board of Directors.

#### **Applications should be sent to:**

Secretariat of the Advisory Committee  
The Hongkong Bank Foundation  
c/o Corporate Sustainability, Asia Pacific  
Level 33, HSBC Main Building,  
1 Queen's Road Central, Hong Kong