



滙豐銀行慈善基金

The Hongkong Bank Foundation

# Giving Back: Our Community Stories 我們回饋社區的故事 2022



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# FOREWORD

Throughout its 157-year history in Hong Kong, HSBC has worked to support and assist the most vulnerable members of our society and to help build strong communities.

We want to play our part in making Hong Kong a more resilient, prosperous, and sustainable home for everyone.

**Giving Back: Our Community Stories 2022** is designed to give an overview of the current work of The Hongkong Bank Foundation. HSBC created the Foundation in 1981 to bring together our community initiatives under one umbrella. Since then, the Foundation has distributed more than HKD2.4 billion to more than 10,000 projects and helped over 7 million beneficiaries.

Although many of our projects are aimed at alleviating immediate hardships, our vision is at heart forward-looking. It is about creating a better future for Hong Kong.

We are doing this by focusing on four main areas, helping: young people gain future skills; the elderly and underprivileged overcome their immediate challenges and fulfil their dreams; those worst-affected by the COVID-19 pandemic recover their health and financial well-being; and Hong Kong on its journey to net zero.

- We have chosen to focus on the **youth** because they are our future. We believe it is important to nurture the next generation and support them in acquiring the skills that will enable them to prosper and play a fulfilling role in business and in the society.
- We firmly believe that the fabric of society is only as strong as its most vulnerable members. The **elderly** – the generation that built Hong Kong into the powerhouse it is today – deserve our respect and a chance to pass on their hard-earned wisdom to the next generations, as well as to lead a comfortable and honoured retirement.
- COVID-19 has challenged our society and economy, hitting those most **vulnerable** the hardest. We launched programmes aimed specifically to support the underprivileged elderly, the disabled, and the unemployed in city.

We also do recognise that Hong Kong shares one of the biggest challenges facing the world today: delivering increased prosperity with decreased emissions. Alongside HSBC's goal of making its operations carbon-neutral by 2030, we are supporting the collaboration among the business community in Hong Kong to find green solutions, working directly with community partners to preserve the territory's biodiversity.

The most valuable asset of Hong Kong is its people, and as you will read in this booklet, The Hongkong Bank Foundation has been dedicating its resources towards building a better Hong Kong for everyone.

Thank you!



# 序言

滙豐植根香港157年，一直與社區互相支持，透過關愛社群、為社區注入正能量，推動更繁榮和可持續發展的香港。

《我們回饋社區的故事2022》希望向各位介紹滙豐銀行慈善基金的工作。滙豐於1981年創立滙豐銀行慈善基金，旨在更積極發展我們的公益慈善事業，加強與各社福機構、受惠者，以及員工合作。自此，慈善基金已投入超過24億港元、合共支持超過1萬個項目，受惠人數超過700萬。

我們希望透過支持不同項目紓解民困，改善市民的生活，迎接更美好的未來，而這正是我們的核心願景。

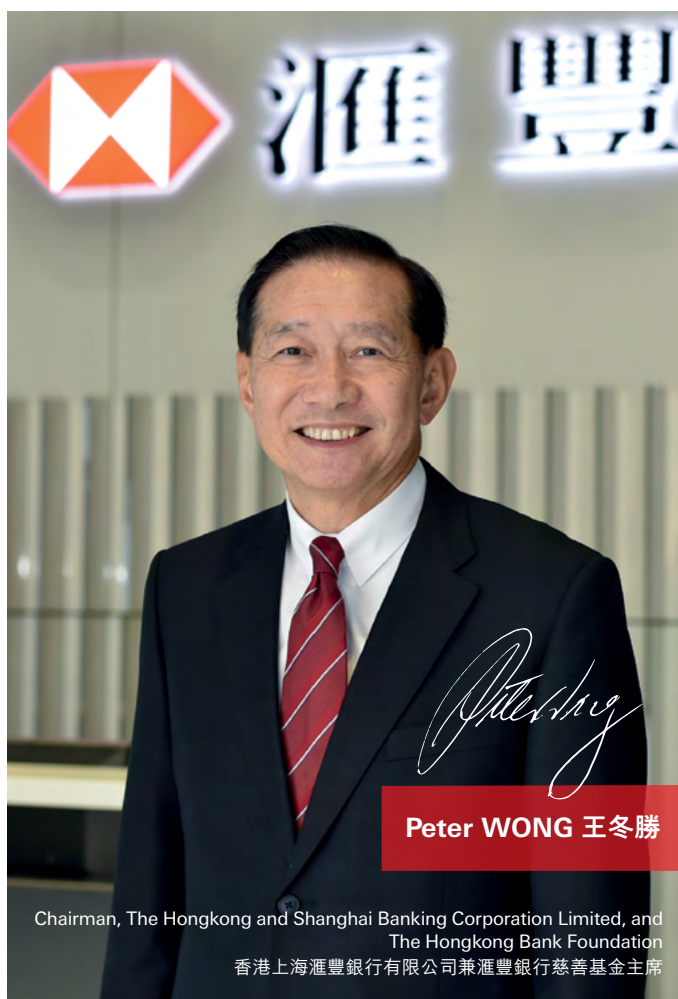
目前，我們的工作可以分為四方面：幫助年青人裝備自己，發展未來技能；幫助長者及弱勢社群應對當前的挑戰，實現夢想；幫助受新型冠狀病毒疫情影響的市民，提升身心健康；以及推動香港實現淨零碳排放。

- 我們集中幫助年青人，因為他們是社會的未來。我們認為，應當積極培育下一代，助他們增值自我、發展所需的技能，無論日後擔任哪個崗位，都能夠貢獻社會。
- 同時，我們深信，關顧弱勢社群，是構建和諧社會的重要元素。香港今天的成功，有賴上一代的努力，因此，當我們傳承長者的智慧，亦希望讓他們享受舒適和快樂的退休生活。
- 新型冠狀病毒疫情對我們的社區及經濟構成重重挑戰，弱勢社群更是首當其衝。為此，我們推出多項針對長者、傷健人士及失業人士的項目。

香港與全球一樣，都面對氣候變化帶來的挑戰，必須在推動經濟和社會發展的同時，減少碳排放。滙豐目標於2030年或之前，透過在營運和供應鏈方面減少碳排放，成為淨零碳排放銀行，並於2050年或之前將融資組合達致淨零碳排放。與此同時，我們積極推動商界協作，並與社區夥伴攜手，在邁向淨零碳排放的過程中，尋找綠色解決方案。

滙豐銀行慈善基金會繼續投入資源，與社區並肩、與大家同行，合力構建更美好的香港。

多謝！



Peter WONG 王冬勝

Chairman, The Hongkong and Shanghai Banking Corporation Limited, and  
The Hongkong Bank Foundation  
香港上海滙豐銀行有限公司兼滙豐銀行慈善基金主席



# SERVING THE COMMUNITY

Thank you for taking the time to read this booklet.

As one of the largest charitable foundations in Hong Kong's business community, we are proud of the work that The Hongkong Bank Foundation and the thousands of HSBC Volunteers do for the Hong Kong community.

HSBC was founded in Hong Kong in 1865 and since then has shared triumphs and tribulations of the community we serve. We seek to repay some measure of the loyalty the community has shown to us through the Foundation and the projects it supports.

HSBC both serves the Hong Kong community and is part of it. Our 20,000 Hong Kong colleagues combine their daytime jobs supporting customers and the business sector with a personal commitment to improving the lives of the most vulnerable members of our society.

Despite the limitations imposed during the fight against COVID-19, HSBC staff continue to volunteer themselves to programmes supported by The Hongkong Bank Foundation.

Hong Kong is an integral part of HSBC's DNA, and our long connection has defined our business as a bridge between East and West. Our success in opening up a world of opportunity for our customers and the broader community is in large part due to the quality and entrepreneurial spirit of the people we have been able to recruit and retain in Hong Kong.

We believe that a community cannot succeed if its most vulnerable members are left behind and helping them makes the whole of society stronger and better able to embrace the opportunities of tomorrow.

I would like to take this opportunity to thank my colleagues and our community partners for their help in making Hong Kong a better place for us all.

Thank you!

# 服務社區

感謝您閱讀《我們回饋社區的故事2022》，了解更多滙豐銀行慈善基金的工作。

滙豐銀行慈善基金已發展成本港規模最大、由商業機構營運的慈善基金之一，這全賴各同事，包括滙豐義工的努力，他們的付出，令我感到非常自豪。

157年前，滙豐在香港成立。多年來，我們與香港社區和企業一起成長，是社區的一部分。因此，我們時常緊記要回饋社區，甚至成立滙豐銀行慈善基金，更有系統地統籌相關的項目。

全體滙豐香港約20,000名同事，一直努力服務客戶、助企業拓展業務，而他們在工餘時間，亦積極服務社會、幫助弱勢社群。

儘管在新型冠狀病毒疫情期間，受到社交距離等各方面限制，滙豐員工仍然積極參與由滙豐銀行慈善基金支持的各個項目。

香港是滙豐不可或缺的一部分，自成立以來，我們與香港結下不解之緣，更讓我們成為連接東西方的橋樑。我們能夠成功為客戶開拓機遇、在社區開展公益慈善項目，很大程度上可歸功於滙豐能夠在香港羅致多元人才。

我們相信，要凝聚香港的正能量，必須繼續推動關愛共融，包括支援弱勢社群。

本人謹此，向各位同事，以及各合作夥伴致謝。感謝大家多年來的努力，讓這個國際城市繼續閃亮全球。





# 40 YEARS OF CONTINUING COMMUNITY STORIES

## 40週年・滙聚力量 編就未來



(Picture: The Hongkong Bank Foundation 40th Anniversary ceremonies, "Share Your Dreams" Volunteering Programme)  
(照片：滙豐銀行慈善基金40週年典禮、「築夢同行」義工計劃)






## About The Hongkong Bank Foundation

We believe a society is only as strong as its weakest members. The Hongkong Bank Foundation was founded in 1981 to channel HSBC's support to the most vulnerable members of the community.

Over the years, we have supported more than **10,000 philanthropic projects** and distributed more than **HKD2.4 billion** in grants focused on fostering innovative ideas, solving environmental issues, and enabling progress in the city's underserved communities.

Drawing on our unique expertise, capabilities, breadth, and perspective, we want to be at the forefront of addressing the many challenges faced by Hong Kong's quickly ageing population; in building the future-readiness of our next generation; and in supporting Hong Kong to transition to a net zero, low carbon economy.

The Foundation has a long-term focus on funding projects in three main areas:

 <b>Care for the elderly</b> 關愛長者	 <b>Support youth</b> 裝備青少年	 <b>Support the transition to net zero</b> 實現淨零碳排放
<p><b>Elderly</b> living in poverty and isolation, with disabilities and chronic medical needs, by supporting their well-being and increasing their ability to adapt to the changing world by helping build their resilience.</p> <p>生活貧困、獨居、傷健及有長期醫療需要的<b>長者</b>，提升他們的身心健康，以及適應外圍環境不斷變化的能力。</p>	<p>Help <b>young people</b> acquire the skills they need to make a prosperous future for themselves and for Hong Kong, including training for disadvantaged youth and scholarships for university students to study abroad, creating a future-ready talent pool for Hong Kong and the rest of the Greater Bay Area (GBA).</p> <p>幫助<b>年青人</b>裝備自己，迎接未來的挑戰，包括透過獎學金計劃，支持本港年青到海外擴闊視野，從而豐富香港及粵港澳大灣區其他城市的人才庫。</p>	<p><b>Climate and environment</b> for the wider community, by supporting Hong Kong's transition to net zero.</p> <p>關注<b>氣候及環境</b>，推動香港邁向淨零碳排放。</p>

**We are also providing substantial funding and offering our resources to help Hong Kong's most vulnerable and worst affected to recover from the impacts of COVID-19.**

正值香港面對新冠病毒疫情的衝擊，我們加強支援長者和弱勢社群，幫助社區恢復元氣，逐步走出疫情的陰霾。

## 關於滙豐銀行慈善基金

我們相信，推動關愛共融，是構建和諧社區的重要一環。滙豐銀行慈善基金於1981年成立，旨在更積極發展我們的公益慈善事業，加強與各社福機構、受惠者，以及員工合作。多年來，我們已支持超過**10,000個慈善項目**，投入超過**24億港元**。

憑藉多年在香港的經驗、專業知識及廣大的網絡，我們希望擔當牽頭的角色，協助解決香港人口快速老齡化所帶來的挑戰，協助下一代裝備自己、迎接未來，以及支持香港邁向淨零碳排放、低碳經濟轉型。

目前，滙豐銀行慈善基金重點支持三個主要領域的項目，希望滿足社區短、中、長期的需要：

# PLAYING OUR PART IN SERVING THE COMMUNITY 竭誠服務社區

## HSBC Hong Kong Community Partnership Programme

CLOSE TO **7 MILLION** BENEFICIARIES

Started in 2012, our flagship **HSBC Hong Kong Community Partnership Programme** supports innovative district-based community initiatives in all 18 districts and is the largest of its kind in Hong Kong.

The programme has reached some **7 million** beneficiaries with more than **1,400** projects and provided opportunities for volunteers to serve their communities in the last decade.

The programme connects volunteers with activities ranging from helping disadvantaged communities rebuild and recover from the impacts of COVID-19, to promoting sustainability and enhancing social inclusion. It also connects the general public through the annual HSBC Hong Kong Community Festival.

## 滙豐香港社區夥伴計劃

接近 **700萬** 人受惠

滙豐香港社區夥伴計劃於2012年啟動，支持18區以地區為本的社會創新活動，至今已發展成全港最大規模的同類型項目，也是我們的旗艦項目。

計劃推出以來，支持超過**1,400**個項目，惠及接近**700萬**人，並為滙豐義工提供不少機會，服務社區，由幫助弱勢社群從疫情中恢復元氣，以至推動可持續發展，凝聚各界。此外，計劃透過一年一度的滙豐香港社區節，與眾同樂。



(Picture: The Hongkong Bank Foundation 40th Anniversary Closing Ceremony, HSBC Hong Kong Community Festival 2021)  
(照片：滙豐銀行慈善基金40週年閉幕典禮、滙豐香港社區節2021)



## Volunteering

### 1 MILLION HSBC STAFF VOLUNTEER HOURS

The HSBC Volunteers Scheme (formerly known as Wayfoong Volunteers Scheme) was officially established in 1993. To date, HSBC Volunteers have contributed over one million hours to serve disadvantaged communities, mentor young people and respond to environmental issues. Volunteering has become a core element of the Bank's charitable work. With the spirit and heart to serve, our volunteers have made positive change by giving back to the community.

"Share Your Dreams" volunteering programme is a recent initiative. Started in September 2021, the project aims to enhance the physical and mental well-being of the elderly and children with disabilities or rare diseases.

**Over 200 HSBC Volunteers** have led the project to help these vulnerable groups.

In 2022, HSBC Volunteers helped Hong Kong's underprivileged elderly people and those with disabilities to get vaccinations through the Door-to-Door Vaccination Programme.

Also, over 300 employees have registered as mentors for the Strive and Rise Programme launched by the HKSAR Government, where they will participate in a series of activities designed for Secondary One to Secondary Three students from underprivileged families, particularly those living in subdivided units.

## 服務社群

### 滙豐義工突破百萬服務時數

滙豐義工隊自1993年成立至今，累計服務時數超過100萬小時。多年來，我們的員工積極幫助社區有需要人士，指導年青人發揮潛能，參與保育活動。滙豐義工積極貢獻社區，不斷注入正能量。

「築夢同行」義工計劃於2021年9月啟動，旨在提升傷健或患有罕見病的長者及兒童的身心健康。我們招募**超過200名滙豐義工**，經過相關培訓後，以小組形式行善。

2022年，滙豐義工透過「疫苗易」家居接種計劃，攜手幫助長者和傷健人士接種新冠疫苗。

年內，超過300名員工報名參加由特區政府舉辦的「共創明Teen」計劃，希望成為義務友師，他們將會參與一系列為來自弱勢社群家庭的中一至中三學生而設的活動。



(Picture: HSBC Hong Kong Community Festival 2018, "Share Your Dreams" Exhibition, Surplus Yarn Rescue Volunteering)  
(照片：滙豐香港社區節2018、「築夢同行」藝術展、毛毛拯救隊義工活動)



"I believe it is a blessing to give rather than to take, and that there are things that I can do to contribute to a better world. Over the years, I have focused on caring and offering support to the elderly and underprivileged so that they know they are not alone. I've also been sharing my experiences with young students to help their future development. By helping others through volunteering activities, I have a better understanding of the needs of others, with increased compassion and the skills to help more people."

「我相信施比受更有福，我們應該對這個世界作出一些貢獻。多年來，我一直注重關愛和支援長者及弱勢社群，讓他們感到自己並不孤單。我亦樂於與年青人分享經驗，幫助他們的未來發展。透過參與全方位的義工活動，我能夠更加了解其他人的需求，更懂得關愛別人，當然，過程中，自己如何幫助他人的技能亦有所提升。」



**HSBC Volunteer: May HO (right)**  
滙豐義工：何吳美華 (右)

"It has been a really difficult time these last few years with COVID-19. I joined the Door-to-Door Vaccination Programme because this was a great opportunity to give back to the community during a time when people were suffering. I feel privileged to help in the vaccination efforts. I will definitely recommend my colleagues to join us in the volunteering programme. It doesn't take a lot of time and effort on our part, but it benefits the Hong Kong local community enormously."

「過去幾年，新型冠狀病毒疫情讓我們經歷一段艱難時期。我參加了『疫苗易』家居接種計劃，皆因這是一個在艱難時期下回饋社區的理想機會。我非常榮幸能夠為這個有意義的計劃出一分力。我一定會推薦同事和我一起參加義工活動。這並不需要我們投入大量時間和精力，然而，對香港社區卻有很大裨益。」



**HSBC Volunteer: Phoebe LO**  
滙豐義工：羅海寧

"It has been a while since I last actively participated in volunteering events and since moving to Hong Kong I felt somewhat disconnected with society at large. I've participated in volunteering events as a way of changing my perspective, immersing myself in specific projects and connecting with our vibrant and diverse community here in Hong Kong. Through HSBC programmes such as 'Share Your Dreams' I've focused on practical ways of helping our beneficiaries knowing that we have limited time to assist them. It's been a truly rewarding experience, challenging at times especially when a number of different groups are involved but always with a great sense of achievement."

「來港之前，我已經有段時間沒有參與義工活動。直至來港工作後，初到貴境，總覺得與這個城市缺乏連繫，於是我重申投入義務工作，藉此融入社區，感受這個多元化和有活力的城市。透過『築夢同行』義工計劃，我學懂在有限的時間內，如何集中幫助有需要的人士。這是個非常值得、且難能可貴的經驗，雖然過程中有不同挑戰，但我們終於做到，有很大成功感。」

"I have been participating as an HSBC volunteer since 2007. It has been a precious learning experience for me to understand more about Hong Kong and people living in different situations, and about how to use my own capabilities to help those in need with love, encouragement, and a positive mindset. Over the years, I have joined a variety of volunteering activities, from teaching at rural schools in China to supporting the elderly and children with rare diseases through the 'Share Your Dreams' volunteering programme. It has been a rewarding journey that has helped me grow and become more positive, and I would encourage everyone to join a volunteering programme for their own benefit and for the benefit of our community."

「我從2007年開始參加滙豐的義工活動。這是一次寶貴的學習經歷，讓我更了解香港和不同處境的人士，以及如何運用自己的能力，憑藉關愛、鼓勵和積極的心態，幫助有需要的人士。多年來，我曾參與各種各樣的義工活動，例如在內地農村學校任教，以及透過『築夢同行』義工計劃，支持長者及患有罕見疾病的兒童。這是一個非常有意義的旅程，助我成長並變得更加積極，進而促使我鼓勵身邊的人一同參與義工活動。」



**HSBC Volunteer: Nick MARCELLE (left)**  
滙豐義工：馬立豪（左）



**HSBC Volunteer: Joyce CHONG (right)**  
滙豐義工：莊嘉明（右）



# SUPPORTING THE COMMUNITY

## 為社區提供支援

### Together we overcome the challenges posed by the pandemic

Since the start of the pandemic, we have been helping the community to mitigate the financial, mental, and physical toll it has taken on our society. In total, HSBC has made more than **HKD170 million** in charitable donations to the Hong Kong community, while also providing financial relief for individual and business customers. In 2022, we stepped up our efforts with an extra donation to **help the most vulnerable and those in need**.

### 並肩同行 共同抗疫

自新型冠狀病毒疫情爆發之初，我們已承諾會支持新型冠狀病毒抗疫工作，幫助社區減輕疫情對社會造成的財政及身心負擔。滙豐已合共向香港社會捐出超過**1.7億港元**，同時為個人及商業客戶提供財政援助。為應對2022年的第五波疫情，我們加倍努力，**幫助弱勢及有需要的人士**。



(Picture: Door-to-Door Vaccination Programme, Hong Kong Red Cross COVID-19 Support Hotline)  
(照片：「疫苗易」家居接種計劃、香港紅十字會抗疫同行熱線)



## THE DOOR-TO-DOOR VACCINATION & EMERGENCY SUPPORT PROGRAMMES (THE HONG KONG COUNCIL OF SOCIAL SERVICE)

The fifth wave of COVID-19 had a major impact on Hong Kong and took a heavy toll on our seniors.

Through the outreach of our partner NGOs and medical professionals, the Door-to-Door Vaccination Programme enabled elderly and those with limited mobility to have their COVID-19 vaccinations at home. We brought together more than 200 doctors, 400 nurses and 400 care ambassadors who formed outreach teams to make over 9,000 home vaccination visits.

We also supported residential care homes with additional manpower, services, and supplies for them to provide intensive caring duties for elderly and people with disabilities through the Emergency Support Programme. It addressed the urgent needs of single elderly, those with disabilities and marginalised communities. We supported more than 260 residential care homes and 220 community-based service units, benefiting over 154,000 individuals.



Dr. WONG Kiu Fung, Specialist in General Surgery  
王喬峯醫生 (外科專科醫生)

## 「疫苗易」家居接種計劃及「抗疫物資緊急支援計劃」 (香港社會服務聯會)

新型冠狀病毒第五波疫情對香港帶來重大衝擊，而長者更是深受影響。

透過與社福機構和醫療專業人員組成的外展團隊合作，「疫苗易」家居接種計劃安排醫護人員上門，為居家、行動不便的長者和傷健人士接種新冠疫苗。至今已透過該計劃，募集超過200名醫生、400名護士及400名關懷大使，家訪超過9,000名長者和殘疾人士為他們接種新冠疫苗。

與此同時，我們透過「抗疫物資緊急支援計劃」，向長者及傷健人士院舍提供額外的人手、服務及物資。該計劃解決了獨居長者、傷健人士及其他弱勢社群的迫切需要。我們為超過260個院舍及220個社區服務單位提供支援，惠及超過154,000人。

“Participating in the outreach vaccination service allows me to contribute and to protect the remote areas and minority communities. I believe acquiring a high vaccination rate is the key to achieving herd immunity and to winning the battle against COVID-19 in Hong Kong.”

「透過參與外展疫苗接種服務，我亦能夠為保護偏遠地區及少數族裔社區出一份力。我相信，提高疫苗接種率是香港實現群體免疫和打贏抗疫戰的關鍵。」

## HONG KONG RED CROSS COVID-19 SUPPORT HOTLINE

Operated by experienced professionals and volunteers, the hotline provided much-needed health-related information and psychological support to the community at the height of the fifth wave. The hotline handled over 11,400 calls and delivered care packages with healthcare items or food to over 9,500 people.

## 香港紅十字會抗疫同行熱線

熱線由經驗豐富的專業人士和義工運作，在第五波疫情高峰期為社區提供極需的衛生健康知識和心理支援。熱線已處理超過11,400個來電，並為超過9,500人提供包括抗疫物資或食物的心意包。



Ms. KEUNG, mother of two  
姜女士，兩名孩子的媽媽

“I am a single mother caring for two children and two elderly. When my daughter with a chronic disease was diagnosed with COVID-19, I panicked because I was running out of supplies. Thankfully when I called the Hong Kong Red Cross' COVID-19 Support Hotline, they gave me comfort in my despair and delivered the supplies quickly.”

「我是一位單親媽媽，需要照顧兩名兒童和兩名長者。當我患有慢性病的女兒確診感染新型冠狀病毒時，我驚惶失措，因為我的物資快要消耗殆盡。可幸的是，當我致電香港紅十字會抗疫同行熱線時，他們安撫我，幫助我走出絕望，並迅速提供相關物資。」

## SUPPORTING THE COMMUNITY 為社區提供支援

### A community is only as strong as its weakest members

We support **the elderly and underprivileged** who live in poverty and isolation, especially those with disabilities and chronic medical needs. We do this by providing assistance that helps them become more resilient and improve their well-being and helps them adapt to the world's many challenges.

### 關愛弱勢社群 加強社區凝聚力

我們支持生活貧困、獨居、傷健及有長期醫療需要的長者和弱勢社群。我們提供援助，協助他們提升抵禦逆境的能力和身心健康，讓他們能夠應對生活上各種挑戰。

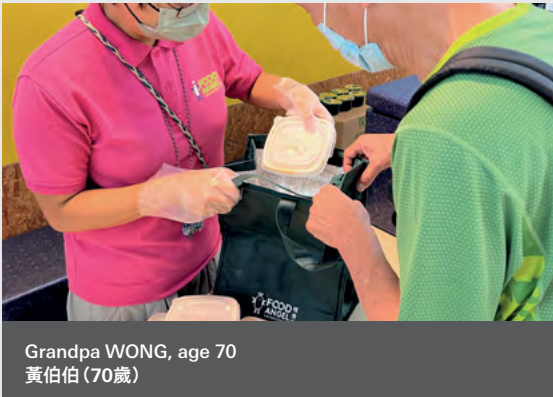


(Picture: Harvest Mill Opening Ceremony, GOODS-CO One-stop Resources Matching Online Platform Launching Ceremony)  
(照片：豐膳坊開幕典禮、GOODS-CO一站式二手物品網上配對平台啟動禮)



## HARVEST MILL (FOOD ANGEL)

Through the programme, we aim to provide meals for the elderly and underprivileged and to reduce food waste. In an exemplary case of social innovation for Hong Kong under COVID-19, the programme has adopted cook-chill technology to create frozen meals with a five-day shelf life. Cook-chill meals have become an important safety net for many elders and families in need. More than 5.2 million cook-chill meals were served between 2019 and 2022. Five community school canteens were also established to distribute meals to elderly and underprivileged families.



Grandpa WONG, age 70  
黃伯伯 (70歲)

## 豐膳坊 (惜食堂)

我們旨在透過該計劃，為長者和弱勢社群提供餐膳並減少食物浪費。該計劃採用「速凍」技術，以製作五天保質期的冷凍餐膳。這亦為許多長者和有需要的家庭構建重要安全網。2019年至2022年間，我們提供超過520萬份速凍餐膳，成為新型冠狀病毒疫情下香港社會創新的典範。我們亦設立五個社區學校食堂，向長者和弱勢家庭分發餐膳。

"I have been diagnosed with cancer and am living in hardship. I am grateful for Food Angel's cook-chill meal service as I can enjoy free nutritious food with an extended shelf life that offers great flexibility."

「我是一位癌症病人，生活困苦。我非常感謝惜食堂提供『速凍』餐膳服務，令我能夠享用免費的營養食品，這些食品可保存較長時間，且取餐方式較具彈性。」

## GOODS-CO (ST. JAMES' SETTLEMENT)

GOODS-CO is a one-stop resources matching online platform which enables users to share and receive second-hand goods through its mobile application anytime, anywhere. It promotes reuse of resources in the community by giving unwanted items a second life. To support the elderly and underprivileged, especially low-income families, the platform provides them with delivery service, training, and job opportunities. Between 2022 and 2025, the programme also aims to save more than 10,000 reusable items from being sent to landfills.



Miranda CHEUNG, Tseung Kwan O Sion Church Limited & Shalom Centre, a partner of GOODS-CO  
GOODS-CO合作夥伴將軍澳基督教錫安堂有限公司暨安臨中心張玉芬傳道

## GOODS-CO (聖雅各福群會)

GOODS-CO物送其用一站式二手物品配對網上平台，用戶可透過其流動應用程式，隨時隨地分享及接收二手商品。該平台賦予閒置或棄置物品第二生命，從而促進社區資源的重用。為支援長者及弱勢家庭，尤其是低收入家庭，該平台提供遞送服務、培訓及工作機會。該計劃亦訂定目標，力求於2022年至2025年間從堆填區回收超過10,000件可再用的物品。

"The GOODS-CO mobile app helps the centre to find free goods for our service users. It is convenient, easy to use, and hassle-free. GOODS-CO also provides logistical support to the centre and service users, which alleviates their financial burden, and we can transfer more resources to other services so as to create greater impact."

「GOODS-CO流動應用程式幫助本中心為我們的服務用戶尋找免費物品，使用簡單方便，而且非常暢順。GOODS-CO亦為本中心及服務用戶提供後勤支持，減輕其財務負擔，令我們能夠將更多資源用於其他服務，從而創造更多價值。」



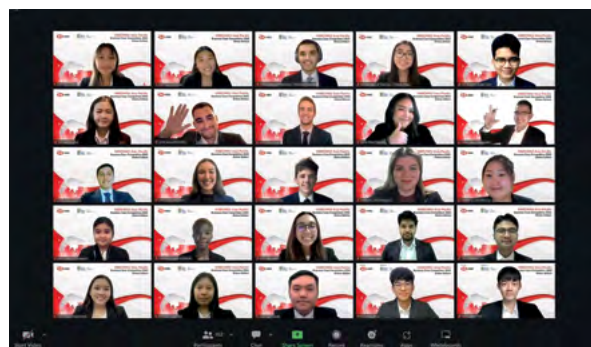
## SUPPORTING THE COMMUNITY 為社區提供支援

### Providing young people with the right opportunities can be life changing

We help **young people** acquire the skills they need to thrive and contribute to the community, through providing training for disadvantaged youth and scholarships for university students to study abroad, creating a future-ready talent pool for Hong Kong and the rest of the GBA.

### 給年青人機會 知識改變命運

幫助年青人裝備自己，迎接未來的挑戰，從而豐富香港及粵港澳大灣區其他城市的人才庫。



## HSBC SCHOLARSHIP SCHEMES

HSBC has supported local youth to prepare for their future through scholarship schemes since 1965, helping more than 6,700 students. It currently offers six distinct schemes that meet the changing needs of young people, including the HSBC Greater Bay Area (Hong Kong) Scholarship – Hong Kong's first scholarship to encourage local students to undertake a career path in the GBA. This programme benefits more than 300 tertiary students in Hong Kong annually. Hub for the Future, an alumni network platform co-organised with the Hong Kong Federation of Youth Groups, brings together young talent and change makers to contribute to the Hong Kong community.



Annette NG Si Ki, Awardee of the Innovation and Technology Scholarship 2022, Undergraduate, Faculty of Dentistry at The University of Hong Kong  
2022年「創新科技獎學金」得獎者，香港大學牙醫學院本科生吳錦淇

## 滙豐獎學金計劃

自1965年起，滙豐透過獎學金計劃支持本地青年為未來作準備，至今已幫助6,700多名學生。滙豐目前提供六個不同的計劃以滿足青年不斷變化的需要，包括滙豐粵港澳大灣區（香港）獎學金－香港首個鼓勵本地學生於大灣區發展事業的獎學金。該計劃每年惠及超過300名香港大專生。

「滙聚人才創未來」為滙豐與香港青年協會合辦的平台，旨在匯聚未來領袖，貢獻社會。

"The Innovation and Technology Scholarship is a huge boost for my confidence, encouraging me to pursue my aspirations in InnoTech and improve the accessibility of dental treatments. The mentorship programme and scholars network allow me to meet and learn from people in other fields. This helps me build a holistic foundation for my future career."

「『創新科技獎學金』極大地增強了我的信心，鼓勵我追求創新科技的抱負，讓更多的人都能獲得牙科治療。導師計劃及學者網絡讓我能夠結識其他領域的人士並向他們學習。這有助為我未來的職業生涯奠定良好基礎。」

## HSBC/HKU ASIA PACIFIC BUSINESS CASE COMPETITION (THE UNIVERSITY OF HONG KONG)

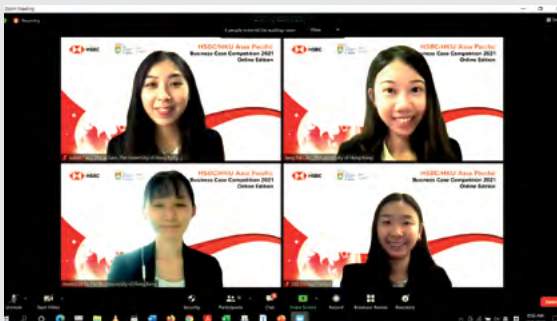
The HSBC/HKU Asia Pacific Business Case Competition is the world's largest business case competition for undergraduate students. Since 2008, the Competition has gathered more than 88,000 students from over 180 universities around the world to participate and learn from more than 60 business cases covering topics from fintech, innovation, digital transformation, supply chain, risk management to sustainability and ESG.

## 滙豐/香港大學亞太區商業案例比賽（香港大學）

滙豐/香港大學亞太區商業案例比賽是全球最大型的大學生商業案例比賽。自2008年起，該比賽匯集全球各地130所大學的140,000多名學生參賽，解決60多個商業案例，涵蓋金融科技、創新、數碼轉型、供應鏈、風險管理、可持續發展及環境、社會及管治等主題。

"The competition remains the most memorable one that I have participated in. It incorporated dynamic business cases spreading across FMCG, F&B, fintech, aviation and many more; showcasing significant technological trends like artificial intelligence, big data, block chain and so on; and it offered us the unique experience to pitch to senior executives and brought us one step closer to our aspiration to become a consultant some day!"

「是次比賽仍然是我參加過最難忘的一次比賽，涵蓋消費品、餐飲、金融科技、航空等多個領域的商業案例，展示了人工智能、大數據、區塊鏈等重大技術趨勢；以及為我們提供向高級行政人員推銷的獨特體驗，讓我們朝著實現有朝一日成為顧問的抱負又邁進了一步。」



Annie LUI On Ni (bottom left), HSBC/HKU Asia Pacific Business Case Competition 2021 participant, BBA (Law) & LLB Graduate & PCLL Candidate at The University of Hong Kong  
滙豐/香港大學亞太區商業案例比賽2021年參賽者，香港大學工商管理學士（法學）及法學士畢業生及法學專業證書課程學生雷安妮（左下）



## SUPPORTING THE COMMUNITY 為社區提供支援

### Climate change is no doubt one of the biggest challenges we currently face

We are playing our part in helping Hong Kong's  
transition to net zero.

### 氣候變化無疑是我們面臨的最大危機之一

我們支持香港邁向淨零碳排放，幫助社區應對氣候和環境  
問題。



(Picture: Lai Chi Wo scenery, UNESCO Asia-Pacific Award for Cultural Heritage Conservation for Lai Chi Wo Rural Cultural Land-  
scape, Hong Kong's First Green Rehabilitation Bus Pilot Scheme Launching Ceremony)  
(照片：荔枝窩、「荔枝窩鄉郊文化景觀」獲聯合國教科文組織亞太區文化遺產保護獎、綠色復康巴士先導計劃啟動禮)



## HONG KONG'S FIRST GREEN REHABILITATION BUS PILOT SCHEME (THE CONSERVANCY ASSOCIATION)

The pilot scheme is a demonstration project to help Hong Kong NGOs switch to electric vehicles when they provide transport services for people with disabilities or mobility difficulties. Seven local NGOs have been selected to participate in the three-year pilot scheme, with each receiving an electric bus – a Green Rehabus. From the experience of this pilot scheme, a comprehensive guide will be prepared for other NGOs looking to switch to electric buses. In addition, an impact financing guidance tool will be developed to help NGOs gain access to financing for greening their fleets. The pilot scheme is part of the HSBC Climate Solutions Partnership which combines the Bank's financial and commercial expertise with the insights of NGO partners to deliver new climate solutions into reality.



David LAU, Executive Director of the Hong Kong Federation of Handicapped Youth and a senior social worker with more than 30 years of experience  
香港傷殘青年協會行政總監及擁有30多年經驗的資深社工劉家倫

## 全港首個「綠色復康巴士先導計劃」(長春社)

先導計劃幫助香港社福機構轉用電動車，為傷健人士或行動不便的人士提供交通服務。七個本地社會福利機構獲選參與為期三年的先導計劃。每家機構將接收一輛電動巴士——一輛節能的綠色復康巴士。根據先導計劃的經驗，我們將為其他希望改用電動復康巴士的社福機構編製一份綜合指引。此外，我們亦將開發融資指南，以幫助社福機構為車隊綠化獲得融資。先導計劃是「滙豐氣候解決方案夥伴計劃」的其中一部分。夥伴計劃旨在結合滙豐在金融和商業領域的專長，以及社福機構的經驗，實踐創新的氣候解決方案。

"The Federation is honoured to be one of the organisations supporting the pilot scheme, which will definitely bring forward a win-win situation for the good of the environment as well as the benefit of those with disabilities."

「協會很榮幸成為先導計劃的支持組織之一。先導計劃必將帶來雙贏，既能福澤環境，又可造福傷健人士。」

## HSBC RURAL SUSTAINABILITY PROGRAMME (CENTRE FOR CIVIL SOCIETY AND GOVERNANCE, THE UNIVERSITY OF HONG KONG)

Lai Chi Wo is a 400-year-old village in the northeastern rural area of Hong Kong with rich biodiversity. Since 2013, HSBC has supported Lai Chi Wo to become the first sustainable eco-agriculture demonstration hub in Hong Kong, bringing together stakeholders in community engagement, education on nature-based solutions and cultural exchange. The Lai Chi Wo rural cultural landscape has been awarded the inaugural "Special Recognition for Sustainable Development" in the 2020 UNESCO Asia Pacific Awards for Cultural Heritage Conservation.

## 「滙豐永續鄉郊計劃」 (香港大學公民社會與治理研究中心)

荔枝窩是香港一個歷史悠久的偏遠村落，具有豐富的生物多樣性。自2013年起，在滙豐的支持下，荔枝窩已經成為香港首個永續生態農業典範，吸引了社區參與、自然解決方案教育及文化交流的相關群體。「荔枝窩鄉郊文化景觀」項目榮獲2020年聯合國教科文組織亞太區文化遺產保護獎首設的「可持續發展特別貢獻獎」。



TSANG Wai Yip, Village Representative of Lai Chi Wo  
荔枝窩村代表曾偉業

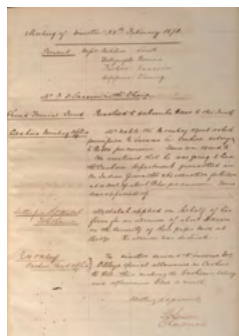
"Eight years ago, I could not have imagined that village revitalisation could go this far. The programme has brought a lot of people, partnerships, and opportunities to my home village Lai Chi Wo. I greatly appreciate the collaborative efforts by different parties. This has inspired the indigenous community to return and safeguard their cultural heritage for the wider society and for future generations."

「八年前，我無法想象鄉村復興能走這麼遠。該計劃為我的家鄉荔枝窩帶來了大量訪客、合作夥伴和機會。我非常感謝各方的共同努力。這已激勵本地村民回歸並為社會及後代保護他們的文化遺產。」

# MILESTONES 大事記

- ◆ The Bank's first recorded act of philanthropy is a donation of HKD1,000 to the China Famine Fund to help those experiencing hunger in northern China. The amount can be seen as approximately HKD100,000 today.

滙豐向中國賑災基金捐款1,000港元，救濟中國北部糧食不足的災民，是滙豐首項有文字紀錄的慈善捐款，金額約相等於現時的10萬港元。



- ◆ Establishment of The Hongkong Bank Foundation

滙豐銀行慈善基金正式成立，旨在統籌本行的公益慈善項目及捐款。

- ◆ HSBC started participating in the Community Chest's "Walk for Millions" to raise funds for Hong Kong charities. The Bank encouraged employee donations to the Chest by matching their donations dollar for dollar.

滙豐開始參與香港公益金的「百萬行」活動，為香港的慈善機構籌集善款。本行鼓勵員工向公益金捐款，員工每捐款一元，本行會相應捐款一元。



1878

1981

1968

1990

HSBC donated HKD350,000 to the founding of The Community Chest of Hong Kong. Since 1968, the Bank has been a major donor of the Chest and won the Top Donor Award from 2000 to 2019, and 2021.

滙豐捐款35萬港元，成為香港公益金的創會捐助者。自1968年起，滙豐一直是公益金的主要捐款機構，並於2000年至2019年及2021年成為最高籌款機構。

The Foundation established the Wayfoong Nursery School managed by the Hong Kong Christian Service. The nursery still cares for children today.

滙豐銀行慈善基金成立滙豐幼兒學校，由香港基督教服務處管理。該幼兒學校至今仍然提供幼兒教育等服務。

- ◆ The Foundation launched its District Community Programme to fund local community service projects organised by registered charities, voluntary agencies, and schools.

滙豐銀行慈善基金啟動社區發展計劃，以資助由註冊慈善機構、志願機構及學校組織的本地社區服務項目。



- ◆ HSBC made its largest ever donation at that time, HKD9.7 million, to the Hong Kong Association for the Mentally Handicapped (now the Hong Chi Association), which continues to provide services to people with intellectual disabilities.

滙豐向持續為智障人士提供服務的香港弱智人士服務協進會（現為匡智會）捐款970萬港元，創下滙豐由成立至當時，最大單一捐款。

# 1992

# 1994

# 1993

# 2002

HSBC launched the Wayfoong Volunteers Scheme for HSBC employees to serve disadvantaged communities, help young people, and respond to environmental issues.

「滙豐義工計劃」正式成立，幫助弱勢社群、與年青人一起發揮潛能，以及參與保育活動。



HSBC embarked on a major conservation partnership with the World Wide Fund for Nature (WWF) to launch the WWF-HSBC Yangtze Programme. The project successfully improved protection to 1.85 million hectares of wetlands and re-linked 50 lakes with the Yangtze River.

滙豐與世界自然基金會建立重要的保育合作夥伴關係，推出世界自然基金會——滙豐銀行長江項目。該項目成功改善對185萬公頃濕地的保護，並將50個湖泊與長江重新連接起來。



- ◆ In response to the earthquake in Sichuan, HSBC contributed HKD220 million to the Hong Kong Red Cross, providing basic living and public service facilities for the people affected.

四川汶川大地震後，滙豐向香港紅十字會捐款2.2億港元，為災民提供基本生活所需及公共設施。



- ◆ To commemorate 30 years of charitable accomplishments, the Foundation announced an additional HKD30 million donation to the Hong Kong community to develop innovative, high-impact and sustainable projects for the benefit of Hong Kong people.

為紀念30年來對社區的貢獻，滙豐銀行慈善基金宣布向本港社區額外捐款3,000萬港元，用於開發富有創新、極具影響力及可持續發展的項目，造福香港市民。

2008

2011

2010

2016-2020

HSBC donated HKD5.9 million to the Kadoorie Institute of the University of Hong Kong to set up a 20-hectare forest observatory plot in Tai Po Kau Nature Reserve. 滙豐向香港大學嘉道理研究所捐款590萬港元，在大埔滢自然護理區設立一個佔地20公頃的森林觀測樣地。

Through the HSBC 150th Anniversary Charity Programme, HSBC issued HKD150 denominated banknotes in Hong Kong for public subscription and online auction. Net proceeds of HKD477 million from sale supported local charities and the Community Chest of Hong Kong.

透過滙豐150周年慈善計劃滙豐在本港發行面值150港元的紀念鈔，供公眾認購或競投。發售所得款項淨額4.77億港元，支持本地慈善組織及香港公益金。



◆ The Foundation delivered HKD170 million donation to support the community through COVID-19.

滙豐銀行慈善基金撥款1.7億港元，與社區共同對抗新型冠狀病毒疫情。

◆ In celebration of the 40th anniversary of the Foundation, HSBC made a special donation of HKD140 million to 10 signature projects, covering future skills development among local talents, easing hardship, and improving quality of life, and creating better environment and enhancing climate resilience.

為慶祝滙豐銀行慈善基金成立40周年，滙豐向10個社區項目特別捐款1.4億港元，涵蓋「本地人才的未來技能發展」、「社區紓困及提升生活質素」、「提倡可持續發展及應對氣候變化方案」三大範疇。

◆ The Foundation made a HKD100 million donation in response to the fifth wave of COVID-19 in Hong Kong through The Hong Kong Red Cross' COVID-19 Support Hotline and The Door-to-Door Vaccination Programme and the Emergency Support Programme in collaboration with The Hong Kong Council of Social Service.

因應本港第五波疫情，滙豐銀行慈善基金捐款1億港元，支持「香港紅十字會抗疫同行熱線」及與香港社會服務聯會合作營運「疫苗易」家居接種計劃及「抗疫物資緊急支援計劃」。

2020

2021

2022 FEBRUARY  
AUGUST



◆ HSBC announced an additional HKD100 million donation to The Hongkong Bank Foundation. The new funds allowed the Foundation to step-up its support for disadvantaged groups in Hong Kong.

滙豐宣布向滙豐銀行慈善基金額外撥款1億港元，讓滙豐銀行慈善基金能夠為本港弱勢社群提供更多支援。











**Together** we move forward

滙聚力量 編就未來



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