

29 November 2020

HSBC CONTRIBUTES TO THE COMMUNITY WITH STAFF

*Invites Staff To Vote On Community Projects To Boost Funding
Over HKD120,000 Will Be Donated To Three NGOs*

HSBC invited all of its Hong Kong-based employees to vote for their favourite Community Partnership Programme 2020 (CPP) project, to raise more funds for initiatives close to their heart. The Bank has committed to providing an extra injection of HKD121,200 to the top three projects.

The internal campaign, known as the “Employee Choice Awards”, ran from 9 to 23 November. HSBC encouraged its employees to choose among 10 CPP projects via the Bank’s intranet. Once the results are in, the Bank will donate an additional HKD100 for every vote cast for the three most popular projects.

Noel QUINN, Group Chief Executive, HSBC, Peter WONG, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited, and Diana CESAR, Chief Executive, Hong Kong, HSBC, have met with the non-governmental organisations (NGOs) and employee representatives recently. **Peter WONG** said, “The HSBC Hong Kong Community Partnership Programme has long been a collaborative effort between the Bank, NGOs, beneficiaries and our employees. This year, we focused our support on those who have been hit hardest by COVID-19. It’s heartening to see how deeply our colleagues engaged in this campaign, and it shows the difference every one of us can make in our community by working together.”

More than 2,700 employees participated, of which 1,200 chose the following projects:

1. Skilled to Care Hong Kong Mask Making x Virtual Design 2.0

The Clothing Industry Training Authority (CITA) is developing a phased project that invites the community to design and produce reusable face masks. The masks will then be donated to elderly homes. The initiative draws people together through the common purpose of developing future skills and caring for the community.

2. Design and Repair in North District

While coping with COVID-19-related challenges, those living in subdivided flats have required assistance with home repairs. In response, St. James' Settlement C.O.M.E GroundWorks is organising workshops for those in the North District to gain the necessary skills for basic property maintenance. Once individuals acquire these new skills, they will be able to offer their services to family members, friends and others in the community.

3. Animal be with me

The Evangelical Lutheran Church Social Service Hong Kong (ELCSS-HK) is using animal-assisted therapy to connect with withdrawn youth and to highlight the issue of abandoned house pets. The NGO has organised a variety of activities, such as Animal Volunteering and Animal-Friendly Community Ambassador programme, which allow students to bond with animals.

The CPP was launched in 2012 to inspire collaborative projects across Hong Kong's 18 districts. Over the years, HSBC has donated a total of HKD180 million to CPP, supporting more than 1,200 projects and reaching 5 million beneficiaries in Hong Kong.

HSBC doubled its donation this year to HKD36 million, to address the community's COVID-19-related challenges, especially among the city's most vulnerable populations.

This amount has funded 70 projects from 53 NGOs that provide a broad range of relief measures to over 630,000 individuals, or one in every 12 people in the city. The Hong Kong Council of Social Service ("HKCSS") was engaged as the administrator of CPP.

Since April, HSBC has donated over HKD70 million to assist people affected by the COVID-19 pandemic in Hong Kong as part of the Bank's multi-faceted initiatives to support individuals, businesses and the community.

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Note to editors:

Photo Caption



HSBC invited all of its Hong Kong-based employees to vote for their favourite Community Partnership Programme 2020 project, to raise more funds for initiatives close to their heart. The Bank has committed to providing an extra injection of HKD121,200 to the top three projects. Noel QUINN, Group Chief Executive, HSBC (front row, fourth from right), Peter WONG, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited (front row, third from right), and Diana CESAR, Chief Executive, Hong Kong, HSBC (front row, fourth from left), met with the NGOs and employee representatives and thanked them for their support.

HSBC Hong Kong Community Partnership Programme

Since its launch in 2012, HSBC Hong Kong Community Partnership Programme (CPP) has been supported by the Home Affairs Department, the Social Welfare Department and The Hong Kong Council of Social Service (HKCSS). HKCSS has been appointed by HSBC to administer the applications and monitor the grant projects. CPP aims to inspire district-based community initiatives to foster a more inclusive society. Also, it encourages cross-sector collaboration to address the social needs of local districts and help charities and community organisations in Hong Kong build capacity. CPP has supported more than 1,200 projects reaching 5 million beneficiaries since its launch.

The Hongkong and Shanghai Banking Corporation Limited

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