

6 May 2021

**HSBC HK COMMUNITY PARTNERSHIP PROGRAMME
CELEBRATES 10TH ANNIVERSARY***Wide Array of Support Reaching Over Six Million Beneficiaries*

The HSBC Hong Kong Community Partnership Programme (CPP) is celebrating its 10th anniversary this year as HSBC pledges another HKD36 million to support projects that provide ongoing relief and build resilience in the disadvantaged communities in Hong Kong. CPP 2021 has already received about 250 proposals which focus on the theme of “Moving Forward”.

Peter WONG, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited, said, “Over the last decade, we are proud to have supported projects that reached over six million beneficiaries. Our work ranges from providing immediate assistance during difficult times, to giving people the skills to overcome future challenges and strengthening the communities by bringing people together. As we celebrate the 10th anniversary of the HSBC Hong Kong Community Partnership Programme, the largest community project of its kind in Hong Kong which supports multiple local NGOs every year, we thank all the partners whose dedication as well as creativity have made this a success. We will continue to stand by the most vulnerable and support the further development of Hong Kong’s vibrant communities.”

The objective of CPP is to meet the needs of the communities by mobilising the local NGOs across all 18 of Hong Kong’s districts. Since it was launched in 2012, HSBC has donated more than HKD216 million to support 1,300 projects organised by over 200 NGO partners. HSBC employees have also volunteered 35,000 hours of support for CPP projects over the last 10 years.

CPP 2021 focuses on helping people navigate the immediate fallout from COVID-19 and assist their recovery. The economic damage caused by the pandemic has disproportionately affected people from underprivileged backgrounds. It is important that more support is provided to improve their financial fitness. Underpinned by HSBC’s commitment to promoting financial literacy in Hong Kong, CPP 2021 will hand out a new FinFit Award to encourage the NGOs to design innovative financial education projects for the disadvantaged.

About 150 local NGOs have submitted 250 project proposals which aim to support the underprivileged to develop future skills and enhance overall well-being. The Hong Kong Council of Social Service, which is responsible for the administration of the selection process and shortlisted projects, will announce the grant-winners by the end of July 2021.

Kennedy LIU, Vice-Chairperson, The Hong Kong Council of Social Service, said, "Facing the new normal around the world, it is crucial for the social service sector to be flexible and innovative when responding to the emerging needs of different communities. As CPP marks the 10th anniversary this year, we hope our community partners will leverage on their established district networks, accumulated talents and improved social capital to address both individual and societal needs, and support the communities most affected in the pandemic by taking full advantage of innovative technologies and novel mindsets and service delivery models. We are pleased to be a part of the CPP over the years, in providing prompt assistance to help disadvantaged communities strengthen future skills and improve their well-being. We are committed to moving forward with Hong Kong people to build a better future and be well prepared for the challenges ahead."

In the coming year, CPP 2021 will roll out a series of activities, including the SMART Community Hackathon, CPP in Schools and the HSBC Hong Kong Community Festival, to celebrate the achievements of district partnerships. Please visit www.communitypartnership.org.hk for more details.

CPP 2021 is one of the 10 signature projects which are supported by The Hongkong Bank Foundation 40th Anniversary special donation. Established in 1981, the Foundation has grown to become one of the largest charitable foundations in Hong Kong's business community. It provides support for community needs and the key elements for sustainable growth of Hong Kong.

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Note to editors:

Photo caption



HSBC Hong Kong Community Partnership Programme celebrates its 10th anniversary this year. Peter WONG, Deputy Chairman and Chief Executive, The Hongkong and Shanghai Banking Corporation Limited (4th from left); and Diana CESAR, Chief Executive,

Hong Kong, HSBC (4th from right) were joined by Kennedy LIU, Vice-Chairperson, The Hong Kong Council of Social Service (5th from right) to thank six local NGOs for their long-standing support.

They are:

- Frederick LAI Wing Hoi, JP, Director, Social Work Services, Caritas Hong Kong (3rd from left)
- Dr YAU Wing Kwong, CEO, Environmental Association Limited (2nd from left)
- Andy HO Wing Cheong, Executive Director, The Hong Kong Federation of Youth Group (2nd from right)
- Dr WAN Iap Man, Deputy Executive Director, Hong Kong Playground Association (1st from right)
- Alice LEUNG Bick King, Head of Community Services Division, Tung Wah Groups of Hospitals (3rd from right)
- Yvonne YEUNG Kin Ha, Chief Executive, Young Women's Christian Association (1st from left)

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 1,300 projects reaching six million beneficiaries since its launch.

The Hongkong and Shanghai Banking Corporation Limited

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