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## **HSBC HK COMMUNITY PARTNERSHIP PROGRAMME REACHES 6 MILLION BENEFICIARIES IN A DECADE**

*Launches NGO Innovation Hub to Promote Cross-Sector Collaboration*

The HSBC Hong Kong Community Partnership Programme (“CPP”), one of the largest of its kind in town, has reached 6 million beneficiaries in Hong Kong over the last 10 years. HSBC has donated HKD216 million to support over 1,300 projects in 18 districts across Hong Kong.

**Huifeng ZHANG, Head of Corporate Sustainability, Asia-Pacific, HSBC,** said, “As we celebrate the 10th anniversary of the HSBC Hong Kong Community Partnership Programme, we are proud to see local non-governmental organisations (NGOs) harness their creativity to meet the changing needs in the community. In recent years, many of our projects focus on supporting the younger generation to enhance their financial health and digital savviness which are necessary skills for them to prepare for the future. We look forward to working with our partners to create positive impact in our community as the projects roll out from September.”

Future skills development was introduced as one of the recurring themes of the CPP in 2018. Since then, CPP has funded 40 per cent more projects that support the young people to reach their full potential and build a better future.

CPP 2021 received more than 250 submissions, amongst which 69 proposals have been shortlisted. The projects, designed on the theme of “Moving Forward”, aim to help people prepare for recovery from COVID-19 with a wide variety of assistance, ranging from teaching young people how to operate online business and providing financial education for students, to improving mental health of the elderly.

Entering its 10th anniversary, a new “NGO Innovation Hub” will be launched to encourage knowledge sharing and cross-sector collaboration among NGOs.

HSBC appointed The Hong Kong Council of Social Service (“HKCSS”) to administer the selection process and monitor the funded projects. **CHUA Hoi-Wai, Chief Executive, The Hong Kong Council of Social Service**, said, “We organised a series of Capacity Building Workshops for around 800 NGO representatives and invited experts to introduce the concept of financial fitness and soft skills development, and how these can be put into practice by NGOs. The increment in the number of ‘future skills’ applications reflects increased awareness and drive from NGOs in this area to help disadvantaged communities stay resilient and overcome future challenges. In more than a year’s efforts in battling against the pandemic, not only disadvantaged groups but also local NGOs have been hardest hit and facing enormous challenges. We appreciate CPP 2021 provides continuous support to NGOs, enabling them to offer a helping hand to people in need, so as to build a more cohesive and harmonious society.”

As part of CPP 2021, the HSBC Hong Kong Community Festival will be held in November. Six awards will be presented to recognise distinguished projects, including the newly added Outstanding FinFit Project Award. Please visit [www.communitypartnership.org.hk](http://www.communitypartnership.org.hk) for more details.

CPP 2021 is among the 10 projects supported by The Hongkong Bank Foundation’s 40th anniversary special donation. Established in 1981, the Foundation is one of the largest charitable foundations in Hong Kong’s business community.

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**Note to editors:**

**HSBC Hong Kong Community Partnership Programme**

Since its launch in 2012, the 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). 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.

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