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THE HONGKONG BANK FOUNDATION 40TH ANNIVERSARY OPENS A NEW CHAPTER IN COMMUNITY SUPPORT

10 Projects Bring Wide-ranging Benefits to Over 720,000 People

Ten community projects announced this February to mark the 40th anniversary of The Hongkong Bank Foundation (the Foundation) are making a positive impact on the lives of over 720,000 people in Hong Kong.

Speaking at The Hongkong Bank Foundation 40th Anniversary Closing Ceremony, **David LIAO, Co-Chief Executive, The Hongkong and Shanghai Banking Corporation Limited**, said, “As a bank with deep roots in Hong Kong, HSBC and the community have been supporting each other. We established the Foundation in 1981 to foster stronger and more inclusive communities, with a special focus on serving those in need. Over the years, we have helped children from underprivileged background close the digital divide, supported university students to achieve their ambition in Hong Kong and beyond, and promoted the use of the latest technology to address the needs of senior citizens. We aim to encourage sustainable improvements in people’s quality of life, and to equip them with the skills to face the future with confidence. By working with our NGO partners and employees, we remain committed to making a positive change in the community.”

The Honourable Paul CHAN, Financial Secretary, Hong Kong SAR Government, David LIAO and Luanne LIM, Interim Chief Executive, Hong Kong, HSBC, officiated at today’s ceremony. Representatives from NGO partners, beneficiaries, academics and employees also joined the occasion to celebrate the remarkable journey of the Foundation.

The Foundation made a special donation of HKD140 million to support the 10 projects under three different themes: develop future skills, ease hardship and improve quality of life, and create better environment and enhance climate resilience. The projects have come online in phases since the first quarter of 2021 and are expected to reach more beneficiaries in the coming years:

- More than 40 HSBC Volunteers have joined the first phase of “*Share Your Dreams*” *Volunteer Project* to help the elderly and children with rare diseases to fulfill their dreams
- The *HSBC Hong Kong Community Partnership Programme*, which supported over 6 million beneficiaries, is celebrating its 10th anniversary
- 35 university students received the inaugural *HSBC Greater Bay Area (Hong Kong) Scholarship*
- Lai Chi Wo Rural Cultural Landscape, part of the *HSBC Rural Sustainability Programme*, was awarded UNESCO’s Asia-Pacific Awards for Cultural Heritage Conservation
- *Hub for the Future* was introduced for 6,000 HSBC Scholars to collaborate and develop innovative ideas to drive positive changes
- Hong Kong Breast Cancer Foundation’s *Comprehensive Lymphoedema Care Service* helps breast cancer patients learn how to alleviate symptoms of lymphoedema after cancer treatment
- Project team of *GOODS-CO* resources-matching mobile app has started to engage over 20,000 corporate partners and individuals to recycle reusable goods which were to be sent to landfill
- *Donation to The Community Chest of Hong Kong* provided both physical and mental support to families living in subdivided units
- *Food Smart Buddy Programme* is rolling out the pilot trial of the first food collection machine
- *Wetland Incubator* engaged a group of young innovators from diverse background to formulate solutions for long-term resilience of the migratory bird flyway

Over the past 40 years, the Foundation has supported over 10,000 projects and has grown to become one of the largest charitable foundations in Hong Kong’s business community. Besides, HSBC Volunteers have contributed over 1 million hours to serve disadvantaged communities, mentor young people and respond to environmental issues. In 2021 despite COVID-19, they have completed 4,000 hours of volunteer service.

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Note to editors:

Photo Caption



Kong, HSBC (front row, fourth from left), officiated at The Hongkong Bank Foundation 40th Anniversary Closing ceremony.

The Honourable Paul CHAN, Financial Secretary, Hong Kong SAR Government (front row, fifth from left), David LIAO, Co-Chief Executive, The Hongkong and Shanghai Banking Corporation Limited (front row, sixth from left), and Luanne LIM, Interim Chief Executive, Hong



David LIAO, Co-Chief Executive, The Hongkong and Shanghai Banking Corporation Limited (far right) and participants of SMART Community Hackathon at the HSBC Hong Kong Community Festival 2021.

About The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of USD2,969bn at 30 September 2021, HSBC is one of the world's largest banking and financial services organisations.

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