



Engagement-based Corporate Giving in Hong Kong

October 2015



Community Investment – why?

- As an international bank, HSBC has a **responsibility** to invest in the long-term prosperity of the communities we serve.
- A total of **USD114 million** was donated in 2014, with the majority on **Education** and **Environment**.
- Education – helps young people reach their potential so that they can make a positive contribution to their community and society.
- Environment – because changing climate and pressure on critical nature resources affects global economic development.
- In Hong Kong, donations through the Hongkong Bank Foundation support about **200 community projects**, helping more than **800,000 people** each year.

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HSBC Community Partnership Programme – Engages Hong Kong

- A programme specially designed to foster **District-based, Creative, Collaborative** engagement projects
- HKD18 million per year
- Project size designed to facilitate as many ideas from communities
- All 18 Districts engaged
- Multi-stakeholder engagement - Home Affairs Department; Social Welfare Department; HKCSS; Family Council; Equal Opportunities Commission; District Councils; and THE COMMUNITY
- HSBC Volunteers are the key connect
 - Help select projects
 - Volunteers and project ambassadors

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HSBC Community Partnership Programme – what does impact look like?

- From 2012-2014,
 - 169 projects** in all 18 HK districts
 - and **580 mini projects** (ie under HKD50k@, as District Community Programme (DCP) projects)
- Reached out to:
 - > 1.3 million people**
- **HSBC Community Festival** to celebrate work done by charity partners and further raise awareness about community social needs



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HSBC Community Partnership Programme – annual themes highlight specific social needs

- 2012: “*Know Your Community*”
→ awareness of community-based concerns
- 2013: “*Stronger Families, Stronger Communities*”
→ tied in with the 20th Anniversary of the International Year of the Family (2014)
- 2014: “*Community for All*”
→ diversity, caring for ethnic minorities

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HSBC Community Partnership Programme – inclusive community engagement

滙豐社區節2015

HSBC Community Festival 2015

滙聚社群 Bringing People Together

2015年11月29日 (星期日) 中午十二時至下午五時
29 November 2015 (Sunday) from 12 noon to 5 pm

中環遮打道行人專用區及遍佈全港十八區的社區活動
Pedestrian precinct at Chater Road in Central and community activities in all 18 districts

齊來參加 Come join us

瀏覽 visit www.communitypartnership.org.hk

滙聚社群

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