

News Release

15 June 2017

A decade of collaboration to improve living conditions of needy children

More than 1500 children helped by HSBC CR Challenge All in a Day's Work for the past 10 years

On 16 June, 300 HSBC employees volunteered to improve the home conditions of under-privileged children and elderly in Singapore. In addition, HSBC raised in excess of S\$150,000 to support the education of other disadvantaged children in the community. The funds will go towards Straits Times School Pocket Money Fund (STSPM) and Business Times Budding Artists Fund (BTBAF).

This marked the 10th year of the bank's initiative called "HSBC Corporate Responsibility - All in a Day's Work", where volunteers clean, paint and renovate an area in the beneficiaries' homes to give them a better place to live and study. The teams complete this challenge in just one day.

The initiative first stemmed from feedback received from social workers that disadvantaged children are often being hampered in their studies by the lack of a conducive study environment at home. Most of the beneficiaries come from households that face challenging financial circumstances, with per capita incomes below S\$450.

This year there are 93 children beneficiaries bringing the total number to more than 1500 children helped over the past decade. There are also 10 elderly beneficiaries this year bringing the total number of elderly helped over the years to 150.

In the lead up to the day of the challenge, the children beneficiaries were engaged by volunteer youth orchestra of the Music Makers, 2009 recipient of the HSBC Youth Excellence Award for Music Excellence through an arts and music workshop based on the fairytale Hansel and Gretel.

ends/more

For media inquiries please contact:

Erica Cabutihan +65 665 87840 / +65 850 01386 erica.cabutihan@hsbc.com

Editor's Notes:

Like the past years, the work done in 2016 CR Challenge received very positive feedback from the children and their parents. Review visits done by social workers and HSBC volunteer coordinators show:

- **89%** of the children are happy with their new study environment.
- **73%** of the children agree that the new study area helps them to enjoy studying and reading more as they face less distraction, can focus better and gives them personal space.
- **84%** of the children showed improvements in their results.
- **79%** of the parents observed a positive change in the children's attitude because of the new study and living environment.
- **89%** of the families felt a positive change in their overall living environment.

HSBC in the Community

In Singapore since 1877, HSBC has been providing service and support for the community mainly in the areas of education, the environment and volunteerism. The Bank's community initiatives include support for young talents through the HSBC Youth Excellence Initiative, and the care and conservation of nature areas in Singapore through the HSBC Care-For-Nature Programme. Through the Bank's staff volunteer programme - Volunteers@HSBC, HSBC staff also give their time, energy and expertise to organise and participate in befriender activities that include meal delivery to the elderly and the mentoring and tutoring of needy children.

Issued by The Hongkong and Shanghai Banking Corporation Limited

About the Straits Times School Pocket Money Fund (STSPMF)

The Straits Times School Pocket Money started in 2000 as a community project initiated by The Straits Times that provides pocket money to children from low-income families to help them through school. The children can use this money for school-related expenses, such as buying a meal during recess, paying for their bus fares or using it to meet their other schooling needs. The financial help also eases the burden of the many parents, who are already struggling to feed their families on their meagre incomes. [More.](#)

About the Business Times Budding Artists Fund (BTBAF)

The Budding Artists Fund is an initiative by the then-The Old Parliament House Limited (2002-2014). It was adopted by The Business Times in 2005 and named, The Business Times Budding Artists Fund (BT BAF). BT BAF is managed by The RICE Company Limited, a non-profit organisation that harvests the potential of the arts and culture for the development of human lives and connecting communities locally and around the world. BT BAF originated from a conviction that no child should be denied the opportunity to pursue arts training due to a lack of financial resources. [More.](#)

ends/all