

# News Release

19 June 2014

## **HSBC VOLUNTEERS OUT IN FORCE TO IMPROVE LIVING CONDITIONS OF NEEDY CHILDREN**

Between 17 and 19 June, more than 700 HSBC employees and customers volunteered to improve the home conditions of under-privileged children and elderly in Singapore. In addition, HSBC and corporate partners raised in excess of S\$225,000 to support the education of other disadvantaged children in the community.

Called "All in a Day's Work", the three-day event saw staff and corporate partners create conducive living and study areas in the homes of 245 needy children and elderly. Volunteers cleaned, painted and renovated an area in the beneficiaries' homes, they also brought in new furniture like study tables, bookshelves, beds, mattresses and wardrobes, to give them a better place to live and study. The teams completed this challenge in just one day.

Three months before the volunteer program, HSBC staff visited the children and families in their homes to evaluate and ascertain how volunteers can personalise and enhance the children's sense of ownership of their learning space.

All in a Day's Work is part of HSBC's Corporate Responsibility (CR) Challenge. Now in its eighth year, 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.

Joining the volunteers will be five children recipients of the All in a Day's Work program from previous years who will help brighten the homes of the elderly and children beneficiaries.

HSBC Singapore CEO, Guy Harvey-Samuel said: "Education is a key platform of HSBC's corporate social responsibility ethos as it offers people the chance to develop their skills, realise their goals and ambitions and make a meaningful contribution to the society. We are thrilled to help these children create an environment that will give them a greater opportunity to learn."

As part of the Challenge, HSBC has also raised S\$226,010 for The Straits Times School Pocket Money Fund (STSPMF) and The Business Times Budding Artists Fund (BTBAF) to support more children who are also in need of financial assistance to study.

Mr Harvey-Samuel concluded: "Every year we are delighted to learn that the vast majority of the children are spending more time on their studies and getting better in school as a result – this is the same reason we and our corporate partners keep doing it."

**- ENDS / MORE -**

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**Notes to editors**

Like the past years, the work done in 2014 CR Challenge received very positive feedback from the children and their parents. Review visits done by social workers and HSBC volunteer coordinators show:

- 95% of the kids were happy with their new study environment;
- 84% of the kids agreed that the new study area helped them enjoy studying and reading more; and most importantly,
- 88% of the kids showed improvements in their examination results,
- 78% of the parents observed that the children now spend more time studying,
- 93% of the families felt a positive change in their overall living environment.

**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.

**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.

**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.

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