

# Investing in the Community

Encouraging our employees to engage with the communities in which we do business is a vital part of CSR.



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## Highlights of 2003

- The Community Action Programme of HSBC in **Argentina** gives employees the chance to win funding from the Group for charitable projects in which they are personally involved. Nominations for 86 proposals were received in 2003, and 69 have been given the go-ahead. One of these, proposed by employee Valeria D'Amato, provides assistance to the Asociación de Pescadores de Goya, Corrientes, to find alternative sources of food and employment to Goya's fishermen.
- Household in the **United States** has Employee Involvement Committees that support local, non-profit organisations with fundraising events and employee volunteers. The committees co-ordinated more than 150 community events in 2003. Employees raised money, volunteered to mentor young people and spent time with senior citizens.
- Household also invested more than US\$3.3 million in financial education for a variety of needy groups, including young people, the elderly, women, single parents and heads of low-income households. The aim is to promote economic development by

partnering with organisations — 44 in 2003 — that help individuals and families learn how to make financial decisions.

- More than 100 HFC and Beneficial employees in 11 US cities took part in Community Build Day 2003, partnering with Habitat for Humanity to build safe, decent and affordable housing. Household also made grants of more than US\$74,000 for local buildings.
- The HSBC Basketball Classic in Vancouver is the largest high school basketball tournament in **Canada**. The event includes a senior boys' and girls' tournament as well as wheelchair and First Nation competitions. In addition, our C\$20,000 donation provided scholarships for 20 graduating high school students who demonstrated outstanding leadership and citizenship in their communities.
- CCF partnered the Cité de la Réussite New Worlds conference in Lyon, **France**. Eighty prominent speakers from the world of politics, science, the arts and economics took part in some 30 debates. CCF's partnership with Cité de la Réussite makes a clear commitment to future generations and is a valuable opportunity to meet young people and find out their views and concerns about major trends in society.
- A total of 25 employees from HSBC in **Australia** donated 175 hours of their time to packing gift bags to be sold in aid of the Salvation Army. They packed a record 3,000 bags during the day. 'It was a great feeling to have packed so many bags in such a short time, knowing that they will help such a worthy cause,' one employee said. 'It was a fun day and a great team-building exercise as everyone contributed and helped each



Far left: HSBC volunteers redecorate the Salvation Army's Orana Lodge in Australia.

Left: Volunteers from HSBC in Australia enjoy a day packing gift bags for the Salvation Army.

other out.' Fifteen employees also spent a day decorating the Salvation Army's Orana Lodge, a home for women and children fleeing domestic violence.

- HSBC in **Singapore** has been awarded the Outstanding Corporate Volunteer of the Year in the National Volunteerism Awards 2003, organised by Singapore's National Volunteer and Philanthropy Centre. The award honours excellence in corporate citizenship, reflecting the way organisations facilitate employee volunteering on a sustainable basis.
- HSBC in **Pakistan** has raised awareness of the need to conserve turtles, in support of a WWF turtle conservation project at Sandspit, Karachi. In **Brunei**, 450 members of HSBC staff and their families celebrated Turtle Awareness Day 2003 by cleaning up a three-kilometre stretch of beach and releasing 50 turtles into the sea.
- The HSBC in the Community Middle East Foundation is supporting a project to tackle two problems affecting coral reefs on the east coast of the **United Arab Emirates**: marine pollution and the destruction of coral by the crown of thorns starfish. The monitoring and research programme is endorsed by the United Nations Environment Programme and conducted by the Environment and Research Department of the Emirates Diving Association.



The Asociación de Pescadores de Goya in Argentina helps the families of fishermen.

## Managing the impact of SARS



In addition to our help for customers and colleagues in Hong Kong affected by SARS (see pages 22 and 45), HSBC provided support for the wider community in the form of a HK\$250,000 donation to the Hong Kong Red Cross and a HK\$1 million donation to The Community Chest of Hong Kong's Operation UNITE, which offers crisis relief to SARS victims and to front-line medical and social welfare workers. HSBC volunteers (above) manned the donation hot lines for UNITE. We also participated in Project Shield to raise funds to buy protective gear for medical staff in Hong Kong. In mainland China, through the Hong Kong Red Cross, we made a donation of HK\$2 million to the China Red Cross.