

Investing in Education

Education is the key to prosperity. Providing access to education, particularly for children from disadvantaged backgrounds who might not otherwise get the opportunity, is the central aim of HSBC's education initiatives.

We fund education projects across the world to help give young people hope, a positive attitude, opportunities for success and, above all, a better future. Acquiring knowledge, understanding and skills during the formative years helps young people become confident, ambitious and responsible adults, and the benefits can be far-reaching. They may, after all, eventually become employees of ours, or they may be the ones to take a community, a city or even a country to a better, more prosperous future.

Of course, there is only so much that one company can do, so to maximise our impact we concentrate our support on five main areas: nurturing talent; direct funding; involving our employees; positive attitudes; and local solutions for local needs.

Nurturing talent

Many talented young people never get the chance to fulfil their potential, which means they, their families and the wider community,



Dame Mary Richardson joined HSBC in 2000 after a distinguished career in education. For 14 years, she was the principal of a school in a deprived area of London and transformed it into a shining example of its kind. She also sits on a number of authoritative education committees, including the Ministerial Advisory Group on Business and Education. Dame Mary's primary role with HSBC is as Chief Executive of the HSBC Education Trust in the UK.

all lose out. HSBC tries to make a difference to the lives of at least some of them by providing practical, financial support to give young people across the world access to the education they need.

- In **Canada**, we work with the University of Toronto and the University of British Columbia to put university within reach of those who thought it not possible. HSBC has committed more than US\$1 million to provide scholarships and encourage disadvantaged high school students to consider university.
- In **Hong Kong**, HSBC supports several scholarship projects to enable young people to study both at home and abroad. Since its launch in 1995, 321 students have benefited from the Hang Seng Scholars project, which awards 53 scholarships annually to undergraduate students at 10 local institutions.
- In the **United States**, Household is investing US\$1 million over four years with the United Negro College Fund to provide scholarships and paid summer internships at Household facilities. Included in the programme were 370 scholarships to this and other leading organisations, such as the Hispanic Scholarship Fund and the University of Maryland.
- HSBC promotes intellectual and cultural diversity through the Chevening Scholars scheme, with annual awards of more than US\$390,000. The scheme enables exceptional students from all over the world to pursue postgraduate courses or university research in the **UK**.

- More than 450 young people in the **UK** will have the opportunity to study at 26 independent schools through the HSBC Scholars scheme. The US\$3 million project is being funded equally by HSBC and the schools themselves.
- Trinity College of Music students in London play at the HSBC Group Head Office for staff and visitors. This helps students gain the performance experience essential for their degree qualification.
- HSBC in **Pakistan** and The Citizens' Foundation are raising funds among corporate partners and customers to build schools for the underprivileged. Our staff also support the project by volunteering to spend time with children in need.
- The English Language Programme in the **United Arab Emirates** helps 20 secondary school students every year to improve their English language skills and understanding of British culture. They attend English courses in the UK and stay with British families.
- The British Council's China programme enables 24 qualified teachers from **China** to visit the UK and teach Mandarin and Chinese culture in UK schools for one year.
- HSBC-supported Teach First encourages top graduates in the **UK** to teach for two years and achieve qualified teacher status. Fourteen of the Teach First graduates have degrees in mathematics, in which there is a teacher shortage in London and globally. All will be trained in the use of the online GCSE mathematics course, funded by HSBC and produced by leading specialist school Thomas Telford City Technology Trust.
- The Escuela de Educación Media No 6 Juan Pablo Duarte y Díez in Buenos Aires is one of only two public schools in **Argentina** that



enters students for the International Baccalaureate examination. HSBC in Argentina pays examination fees for children whose families do not have the financial resources to pay for the final examination. A good result brings the chance to apply for further scholarships.

HSBC promotes the teaching of mathematics through support for Teach First in the UK.

Direct funding

We often find the best solution to a problem is to provide direct funding, concentrated resources and HSBC volunteers to achieve specific and measurable outcomes.

- For the past eight years, HSBC in the **United States** has partnered Buffalo's Riverside Institute of Technology in Project JumpStart. The project provides students with technology training, scholarships, an advanced studies programme in which college courses can be taken during high school, work experience and workplace training, leadership, team-building and confidence-building camps, mentor programmes and community service projects.
- HSBC Educação in **Brazil** contributes US\$160,000 each year to help more than 850 children with health and dental care, educational support classes and courses. Activities such as reading, art and music, and professional training for youngsters aged over 14 help boost their confidence.

- Slum-dwelling children in **India** get new schools, health care, non-formal education and meals funded by HSBC, which also provides orphans with homes and education through the Future Hope School and SOS Children's Villages of India.
- HSBC paid for the building of a library at the Rashid Paediatric Centre in the **United Arab Emirates**, giving disabled youngsters access to study aids.



Children in Brazil taking computer classes with help from HSBC Educação.



HSBC funding and the Future Hope School have provided new schools for these children in Kolkata, India.



Children enjoying the swing at the Gijubhai Bal Academy in Gujarat, India.

- HSBC funding through the Specialist Schools Trust in the **UK** is helping secondary schools gain specialist school status and extra government funding for such areas as languages, sports or business and enterprise. Sharing their expertise with other schools helps raise standards across the whole community.
- Household employees in the **United States** have taught Junior Achievement programmes, hosted holiday parties and sponsored 'Read a Book' programmes at the Tom Williams elementary school in north Las Vegas. In addition to 750 hours of employees' time, during which 170 volunteers painted classrooms and improved the playground, Household donated US\$20,000 for supplies and much needed improvements.
- The under-performing Esteban Abada Elementary School in the **Philippines** benefited from HSBC-funded initiatives, which include a weekly 'chalk-free' day when alternative teaching techniques are used. New facilities, such as a library and creative kids' centre, and a parent volunteer programme helped take the school ranking from 69th to 42nd out of 96 schools in just two years.
- HSBC in **Brazil** helps young men previously living on the streets of Curitiba by donating US\$40,000 a year to Perpétuo Socorro (Perpetual Help), a project started seven years ago by Irish priest Father Patrick McGillicuddy to give young men over the age of 18 a home, an education and a future. HSBC's direct funding is enabling Father Patrick to build another home.
- Household has supported colleges and universities in the **United States** for almost 50 years through its programmes for schools, offering tuition to minorities in fields relevant to the financial services industry. Grants were awarded to 65 colleges in 2003.



Household employee volunteers help in all sorts of ways at the Tom Williams elementary school in Las Vegas, Nevada.

- Following the devastating earthquake that hit the state of Gujarat, **India**, in January 2001, HSBC staff from around the world contributed to provide assistance to the affected residents. One project that was funded from this effort and a matching contribution of US\$125,000 from HSBC in India was the Gijubhai Bal Academy, run by Ganatar, a Gujarat-based organisation that works for children's rights. It will train local volunteers to provide the children of poor salt-pan workers with non-formal education.

Involving our employees

Often the most effective way of supporting education is by engaging our most powerful asset — our own employees.

Achievement in the United States

By teaching young people about finances at an early age, we can equip them to make sound financial decisions later in life. Junior

Achievement (JA) is the world's largest and fastest-growing organisation dedicated to educating young people to value free enterprise, business and economics. It reaches some six million students in more than 100 countries. In the United States, both Household and HSBC Bank USA support JA.

Household, whose involvement with JA started in 1942, has had a national JA volunteer programme for the past seven years. Over 900 Household employees volunteered in 30 states in 2003, presenting business, financial and economic education to 25,000 children in local elementary, middle and high schools.

Household's is the only corporate-sponsored JA programme in the United States that combines volunteering with significant financial support — over US\$526,000 in 2003. A record-breaking US\$711,032 was also raised for 17 JA offices through Household's unique 'national bowlathon', which attracted almost 4,000 employees, family and friends.

HSBC Bank USA employees also make a difference. Jill Carbone, Senior Director Education, Junior Achievement, New York, said: 'Volunteers are essential to the success of Junior Achievement. For the children to have a real-life role model in front of them, telling them that what they are learning will help them once they leave the security of school, is really inspirational. Students also find visiting the volunteer's work-place extremely valuable, as it often opens their eyes to careers or jobs they had not previously considered.'

UK enterprises

HSBC staff in the UK also use their experience to make a difference in their communities. Around 1,000 HSBC volunteers work with Young Enterprise, a UK educational charity that encourages young people to set up and manage their own business while in full-time education. With advice from our volunteers, students learn about business and enterprise, and develop their teamwork, communication, innovation and negotiation skills.

Volunteers are helping children to develop their numeracy skills in the Number Partners project by each working with two children once a week. More than 78 per cent of children taking part have shown significant improvement in their confidence with numbers, with 87 per cent measurably improving their numeracy.

We encourage local members of staff to become governors of the schools we support financially. Fifty-five UK employees are governors of schools supported by HSBC. We provide training on the role of a governor and a 24-hour support and advice service. Mentoring headteachers is another way of sharing managers' experience.

Around the world

There are many other examples of HSBC employees contributing to the lives of young people around the world. One such is the Door Step School in Colaba in Mumbai, **India**, which encourages disillusioned students to return to learning and literally takes schools and libraries

to people's homes. Some HSBC volunteers teach basic English skills in the classroom while others assist by making teaching aids or putting the finishing touches to arts and crafts designed, produced and sold by students to help finance the project. Volunteers also organise the collection of toys, clothes, books and other items from their colleagues. Branch visits are arranged during which students can see the technology and bank equipment and talk to employees about their jobs.

HSBC*kids* is a tutoring and mentoring programme run in conjunction with the charity Barnardo's in **Australia**. It aims to help disadvantaged children to develop literacy and numeracy skills, so that they might continue in mainstream education. HSBC employees also host children from the programme on educational excursions, such as museum visits.

Positive attitudes

A positive attitude, fostered through the development of skills such as teamwork, is essential if a child is to make a worthwhile contribution to the community in which he or she lives and will ultimately work. It is a quality that comes from a child's attitude to others, the approach to problems, growth of character, self-confidence, self-esteem and achievement outside the classroom.

HSBC puts considerable effort into projects that help children to develop these skills, boosting their self-confidence and making them aware of others who may share their outlook on life or possess the same physical abilities.

Emma Richards, the record-breaking round-the-world yachtswoman, is helping us champion and develop our work in this area. Emma, who has become an ambassador to the HSBC Education Trust, embodies the positive attitudes we seek to develop. She made sailing history by becoming the youngest competitor and first British woman ever to complete Around Alone, the world's longest solo yacht race.

HSBC supports a whole raft of projects that nurture a positive attitude, some of which are detailed in this chapter.



Left, top: Tom Detelich, President of Consumer Lending and board member of Junior Achievement of Chicago, joins students at Household's annual Junior Achievement 'bowlathon'.



Far left: Emma Richards, solo round-the-world sailor and HSBC Education Trust ambassador, embodies the positive attitudes that HSBC seeks to encourage.



Left, bottom: HSBC employees in the UK help children develop their numeracy skills through Number Partners.

Loretta Abrams, National Director, Consumer Affairs at Household International, teaches a Junior Achievement economic education programme to second graders.

Able-bodied and disabled children competing on equal terms in the Kielder Challenge.



‘I have really enjoyed this wonderful experience...all the teams have bonded together like a family.’

Chrissy Growney, 16, Chestnut Lodge School, London — Kielder Challenge participant

- Attitudinal skills are a key element of a project launched at the April 2003 official opening of HSBC’s new Group Head Office in Canary Wharf, London, in the UK. Funding of US\$800,000 over five years is enabling 150 students a year from five local schools to attend a seven-day Outward Bound course at one of three residential centres in Wales, Scotland and the Lake District. HSBC staff are also involved as mentors throughout the year and help on the expeditions. We increasingly aim to demonstrate the real benefits of our community projects. We have therefore commissioned Loughborough University to carry out research over the life of this project on the impacts it has on the young people involved, on their peers and on the HSBC employee mentors. We will make these findings widely available.

Volunteers in action

Angela Clarke, a management trainee at the HSBC branch in Sheffield’s Church Street in the UK, is a community volunteer. The rewards, she says, come from a sense of achievement and the enjoyment she gets. HSBC branches in the Sheffield area work together to assist charities, local organisations and the wider community. One of their projects involves the Notre Dame High School, where a number of initiatives have been launched, including funding for a conference facility that will benefit the entire area, local manager David Corker becoming a school governor, and HSBC volunteers working on an environmental project.

The school had an overgrown woodland area with a pond. HSBC volunteers worked for three days to clear the area for the schoolchildren to use. They returned a month later to make it wheelchair-accessible. Angela said of the task: ‘Although it was hard work and the weather wasn’t kind, it was a fantastic experience. The feeling you get from really making a difference to a local project is great, and the opportunity to get to know colleagues better was wonderful.’

The work has led to a long-term project, which includes plans to build an ecologically friendly outdoor classroom that can be used by schools all over Sheffield for environmental and biological studies.

- The Tall Ships Youth Trust in the UK takes young people to their limits. Each year, youngsters from 24 of the HSBC ‘family of schools’ become the crew of the *Stavros S Niarchos* on a 10-day voyage. They learn how to sail the ship, scrub the decks and climb the rigging. They also learn self-discipline, teamwork, a sense of responsibility and an appreciation of those from different cultures and backgrounds.
- The Kielder Challenge, funded by HSBC in the UK, gives children with and without disabilities the chance to compete on equal terms in a series of problem-solving tasks that are imaginative and challenging. This

‘Skills and attributes such as leadership and teamwork are critical if young people are to be equipped for the challenges they face at school, and as they enter the world of work.’

Outward Bound founder Kurt Hahn



Skills and self-confidence are boosted through the Hang Seng Bank Table Tennis Academy.

helps promote teamwork, leadership skills, self-esteem and a change in attitude.

- Environment Watch for a Future Generation, a camp funded by HSBC in **Korea**, teaches children how habitats become polluted, what the impact of such pollution is, and the importance of minimising environmental impact. They also gain extensive ecological knowledge about the islands in which they live and their importance on both a local and global scale.
- A pool of talent is being nurtured in **Hong Kong** through the Hang Seng Bank Table Tennis Academy. Children develop a sense of team spirit and fair competition, and



A young musician in the Junior Hong Kong Chinese Orchestra, supported by HSBC.

boost their own self-confidence through focused training programmes. Table tennis enthusiasts of all ages and skill levels participate, helping to improve the overall standard of the sport in Hong Kong.

- Teachers are the ones being taught in **Jordan** and the **Palestinian Autonomous Area**. HSBC provides US\$24,000 of funding for a series of seminars to help them with teaching aids, to provide advice on how to teach young children, and to give them motivation to carry on in a very difficult socio-political climate.
- The Hang Seng Bank ‘Blossom with Music Programme’, in partnership with the Hong Kong Philharmonic Orchestra, helps young people step into the world of music by staging concerts in schools, universities and

even shopping centres in **Hong Kong**. More than 234,000 young people have enjoyed classical music through the scheme since 1998. HSBC is also helping young people in Hong Kong to learn Chinese music. The Hongkong Bank Foundation donated HK\$277,000 to meet the one-time start-up

- The English-Speaking Union's international public speaking competition enables young people from nearly 50 countries to travel to the **UK** for the final supported by HSBC. Competitors give five-minute speeches on a common theme and are then questioned by the audience.



Above: Enthusiastic members of the HSBC Children's Choir in Brazil, which performs every year at our headquarters in Curitiba.

Above right: HSBC funds support computer classes at the Associação Maria Helen Drexel social welfare home in Brazil.

costs of the Junior Hong Kong Chinese Orchestra, which has 100 members aged seven to 16.

- HSBC is sponsoring educational materials and activities associated with the **Canada** National Arts Centre Orchestra's tour of the United States and Mexico, helping teachers to introduce children to classical music and to encourage them to become more involved in the music world.
- 'Supersunday', a programme for children and their families at the Vancouver Art Gallery, **Canada**, fosters creativity and imagination among children with a wide range of activities to cater for all levels of learning and art knowledge.
- The HSBC Children's Choir in **Brazil**, formed from the Christmas choir which performs every year at the bank's headquarters in Curitiba, provides a focus for music in the children's lives. The 2003 Christmas concert was broadcast by a major TV network across Brazil.

- We promote financial acumen in the **UK** in several ways. The HSBC-sponsored ProShare Student Investor Programme helps secondary school students learn more about savings, shares and investments, with more than 16,500 taking part in 2003. Over 100,000 young people have benefitted from our support for the Personal Finance Education Group, which helps teachers become skilled in teaching personal finance. In about 900 UK schools, young people can manage their own money through an HSBC Schoolbranch, in which the pupils manage and staff the branch themselves. In addition, a second CD-ROM entitled 'The UK Economy Explained', has been produced by HSBC's Business Economics Department in conjunction with teachers, and is available free to support the teaching of 'A' level economics and business studies.
- Some 100 children in **Malaysia** who are fighting cancer have the opportunity to enjoy their childhood at a special camp

funded by HSBC in partnership with the Cancerlink Foundation.

Local solutions for local needs

In addition to supporting projects that address issues common the world over, HSBC tries to tackle many specific local needs.



- A technology programme at a computer centre in Selayang Prima, near Kuala Lumpur, provides computer lessons for children from poor families in **Malaysia**.
- HSBC's US\$12,000 annual contribution to the Associação Maria Helen Drexel in **Brazil**, a group of eight social welfare homes for disadvantaged children, provides teachers for school reinforcement lessons, a computer centre, art classes, a library, a toy-lending facility and video library, and a kitchen for cookery classes. Music, singing, art, dance and handicraft classes are also planned.
- e-skills4industry, which prepares young people in the **UK** for jobs in IT, has enabled 15- to 17-year-olds from Tower Hamlets, a deprived London area with high unemployment, to get jobs with major blue-chip companies.
- HSBC's funding of books, classrooms, equipment, examination fees, specialist teaching aids, clothing, shoes and other

resources is giving underprivileged and disabled children in **Malaysia, Bangladesh** and **India** the chance to go to school. One such project, in Bangalore, India, is detailed in the box overleaf.

- In the **United States**, our gift of US\$35,000



has enabled an outdoor reading room to be opened, giving people in New York City access to periodicals at the Bryant Park Library. Our support for the Institute for Student Achievement in New York is tackling the problem of young people at risk of not completing their education.

- In mainland **China**, some 3,500 long-term unemployed are being retrained. Redundancies are becoming more common as Chinese businesses become more efficient. Training centres in Shanghai, Qingdao, Tianjin and Guangzhou are helping people to acquire new skills, with about half of those taking part finding new jobs in different industries.
- The Great Canadian Geography Challenge, sponsored by HSBC for the past four years, fosters interest in **Canada's** wide variety of natural habitats. The challenge promotes learning of geography in elementary and secondary schools through a nationwide competition, and offers scholarships for the top three finalists. More than 150,000

Above: Hopeful contestants at the Great Canadian Geography Challenge, sponsored by HSBC Bank Canada.

Above left: The outdoor reading room at Bryant Park in New York City.

students from 967 schools took part in the last competition.

- Trinity College of Music's Isle of Dogs Music Project, in London, **UK**, harnesses the talent and cultural heritage of local residents through music and language to combat segregation, increase the community's sense of well-being and raise education and employment aspirations.
- The Hongkong Bank Foundation funded the 2003 Exhibition for Disadvantaged Children in Beijing, **China**. The exhibition

Special school students performing at the launch of the 2003 Exhibition for Disadvantaged Children in Beijing.



Below: Elementary school children investigating plants at Queens Botanical Garden, New York City.



featured 130 paintings and handicrafts of students from 15 special schools.

- For the past two years, HSBC in the **United States** has supported the multicultural HSBC Children's Gardening Program at Queens Botanical Garden, New York City, contributing US\$50,000 per year through the HSBC in the Community (USA) Inc. foundation. The programme makes horticulture and science education accessible to around 100 school-age children from diverse cultures and backgrounds. In 2003, the Council of the City of New York presented a proclamation to HSBC in recognition of this work.

Although these projects are small and on a local scale, they have a big impact on the communities in which they operate.

Schooling in Bangalore

HSBC's presence in Bangalore has enabled us to help children living in the Bhuvaneshwari slum. Krupa Martin, founder of the Sukrupa Community Development Trust, which was struggling to provide a school, said: 'We had a tiny, stinking room right in the middle of the slum in which we were trying to give more than 100 children an education. We were fighting a losing battle. HSBC's funding has enabled us to transform these children's lives.'

The organisation now has a dedicated centre in which 150 children are fed, clothed and educated. Krupa said: 'The difference in these children is quite astounding. They want to learn, they look healthy, they have pride in themselves, they want to work towards a better future — all because we now have the money we needed to achieve things. No child would want to go to school dressed in rags, so they didn't and fell into stealing or were used as child labour. By providing them with a school uniform, they are now no different from any other child at the school, and they want to learn. We educate them and feed them a good nourishing dinner. We basically take the strain off parents who can barely look after themselves, let alone provide for their children. HSBC's money is doing so much good here.'