

HSBC Disaster Relief Partnership

Duration:

00:01:49

Speakers:**Sarah Barber**

Global Head of Philanthropy and Partnerships, HSBC

Pam Kaur

Group Chief Financial Officer, HSBC

Moazzam Malik

CEO of Save the Children UK

Dr Philip Goodwin

CEO, UNICEF UK

Beatrice Butsana-Sita

CEO, British Red Cross

[Sarah]

We're excited today to announce HSBC's new Disaster Relief Partnership, underpinned by \$4.5 million.

[Text on screen]

Pam Kaur

Group Chief Financial Officer, HSBC

[Pam]

We believe effective support starts before disaster strikes.

Our partnership with UNICEF, the British Red Cross and Save the Children will help communities prepare, build resilience and recover faster.

[Sarah]

What makes this partnership distinctive is its focus on preparedness as well as response.

By dedicating 40% of funding to anticipatory action, we're supporting communities to better identify, mitigate and manage risks.

[Text on screen]

Moazzam Malik

CEO of Save the Children UK

[Moazzam]

By investing in flexible, pre-positioned support and anticipatory action, HSBC is helping unlock the value of acting earlier.

[Text on screen]

Dr Philip Goodwin

CEO, UNICEF UK

It's about making sure that we're pre-positioning supplies where they might be needed.

Making sure we've got the early warning systems in place.

[Moazzam]

HSBC's support meant that around 30,000 people in Bangladesh did not experience the worst impacts of this entirely predictable crisis.

[Text on screen]

Beatrice Butsana-Sita
CEO, British Red Cross

[Beatrice]

Nature based solutions offer some of the most powerful and scalable tools, helping communities adapt and become more resilient.

[Philip]

Over 200 million children are facing humanitarian crises.

So making sure we have the funding in place allows us to use our network of 190 countries to respond to those children in a timely way.

[Sarah]

This partnership marks an important evolution in how HSBC supports communities affected by disasters.

By bringing together three leading humanitarian organisations, we can put funding to work more quickly and direct it to where it can have the greatest impact.

[Text on screen]

HSBC's Disaster Relief Partnership
HSBC | unicef for every child | British RedCross | Save the Children