



Fundraising

Fundraising is a key element in the development of initiatives that generate significant change in society.

Through campaigns and programs, the HSBC Foundation facilitates the channeling of financial resources towards projects aligned with social inclusion, education, health and climate action. These initiatives strengthen the bank's ability to create synergies between clients, collaborators and strategic partners, driving a philanthropic impact with measurable and sustainable results. Within the framework of our sustainability strategy, fundraising reinforces our commitment to supporting solutions that address the most pressing needs of society and contribute to the development of more resilient and inclusive economies. Discover the campaigns we worked on during this period:



Fundraise for children with cancer

We carried out a campaign for clients and users, who donated at the branch network to support the treatment of children with cancer and limited resources.



Access to drinking water

Installation of individual Rainwater Harvesting Systems. With this we hope to reduce the pressure on natural water sources and improve their regeneration capacity so that more families have access to it.



Breast cancer prevention

With the support of our clients, we continued the contributions towards the prevention of breast cancer in our branch and ATM networks.



Support for students in vulnerable situations

Academic excellence scholarship program, which objective was to reduce dropout due to economic reasons. The elementary, secondary, higher and postgraduate education institutions awarded scholarships and training programs to strengthen their technical skills and improve the employability of these young people.

Together is possible. Opening up a world of opportunity.