



# 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:



## Fundraising for Branch Networks and ATMs

As every year, the team from the branch network nationwide helped with the treatment of children and young people with cancer, managing to raise an amount which was allocated to organizations for children with cancer nationwide.



## Optometric studies and donation of glasses

Program focused on providing optometric care and donating high-quality personalized glasses to children who need them in public primary and secondary schools in Mexico.



## Scholarships for talented students

Its objective was to reduce dropouts due to economic issues through support programs for low-income students with academic excellence. The basic, upper secondary, higher and postgraduate education institutions awarded scholarships and training programs to strengthen their technical skills and improve the employability of these young people.



## Support for children in street situation

Promotion of mental and social health through comprehensive care to reduce inequality and the effects of discrimination in adolescents and young people who live on the streets.



## Access to drinking water

The project consists of installing individual Rainwater Harvesting Systems (SCALL) in homes in Tlamacazapa. These systems provide high-quality water for all domestic uses (except drinking) for 5 to 7 months a year in each home where they are installed. We also hope to reduce the pressure on natural water sources and improve their regeneration capacity.



## Support for children victims of violence

Provide comprehensive care to girls, boys, adolescents and young people so that they can recover their physical and mental well-being through adequate nutrition, the acquisition of healthy habits, specialized medical care (for substance use or serious emotional problems) and the recognition of strengths, skills and abilities that increase their resilience to generate a life plan that safeguards their well-being, autonomy and safety.



## TECHO in Acapulco

HSBC created an alliance with TECHO to build 30 emergency houses with access to drinking water through rainwater harvesting, supporting the recovery of families who lost their assets due to hurricanes.

**Together is possible. Opening up a world of opportunity.**