

## HSBC Malta joins global toy drive to bring children a festive spark

HSBC Malta is inviting the public to join its employees and their families in a toy collection drive to help spread a little happiness among children in less fortunate circumstances over the festive period. HSBC Malta is joining 18 other countries around the bank's network for this initiative which has been held regularly since 2007. Last year 18,166 toys were collected and distributed.

Activities around the participating HSBC countries were launched on 20th November to mark [United Nations Universal Children's Day](#). Each year, this date promotes international togetherness, and improves children's welfare. It was also on this day in 1989 when the UN General assembly adopted the [Convention on the Rights of the Child](#).

In Malta, the Bank has decided to donate the toys to the [Foundation for Social Welfare Services](#) (FSWS), which incorporates Aġenzija Appoġġ, Aġenzija Sedqa, and LEAP, as well as the [Angel Tree Club](#).

FSWS coordinates the Children's Dream project for children whose families face various social difficulties, whilst the Angel Tree Club supports children and relatives of inmates, ex-inmates, and victims of crime.

Toys can be dropped off in the customer area of all HSBC branches as well as at HSBC Head Office in Qormi and HSBC Headquarters in Valletta during opening hours until 12th December. For health reasons, only new toys should be donated and these should not be gift wrapped for security reasons.

HSBC has been involved in community projects throughout its 150-year-long history. Helping young people reach their potential is the primary focus of the Group's Future Skills Programme. In 2016, the Group donated \$137 million as part of its sustainable communities' programmes, whilst employees gave over 255,000 hours of volunteering during working hours and over 439,000 hours in their own time.

In Malta, the HSBC Malta Foundation runs a number of programmes focused on helping children from disadvantaged backgrounds.



HSBC Malta is joining 18 other HSBC countries in the annual Toy Drive

Approved and issued by

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