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## **HSBC Malta Foundation spreads Christmas cheer to over 30 NGOs**

This Christmas, the HSBC Malta Foundation has once again embodied the spirit of giving, delivering essential support and festive joy to some of Malta's most vulnerable communities. Partnering with over 30 non-governmental organizations (NGOs), the Foundation orchestrated its largest holiday initiative yet, transforming its executive boardroom into a bustling hub of generosity and collaboration. This time round the HSBC Malta Foundation apart from a number of HSBC Malta employees was also supported by St Francis Secondary School, Sliema and St. Nicholas College, Rabat Primary School.

From basic necessities like food and personal care items to children's gifts and educational materials, the initiative addressed many needs and brought the magic of Christmas to life for those who need it most. Contributions poured in from HSBC employees, top HSBC Malta clients, and local schools, creating a powerful testament to the strength of community involvement.

Glenn Bugeja on behalf of the HSBC Malta Foundation, highlighted the significance of this effort, when he said, "We are incredibly proud of the impact this year's Christmas initiative has had. By working alongside a number of incredible NGOs, we've been able to reach countless families and individuals, not only meeting their physical needs but also sharing a sense of hope and joy during the festive season. This initiative captures the true essence of Christmas – giving, sharing, and caring."

The HSBC Malta Foundation's initiative united organizations with a shared goal of uplifting lives during the holidays with each entity involved playing a vital role in ensuring donations reached those in need, consequently supporting communities across Malta and helping to spread warmth and positivity across the island.

HSBC employees also took the festive spirit into their own hands and through their acts of generosity and team spirit assisted those in need. At the Gżira branch, staff baked Christmas logs after office hours and donated them to the locality's Parish Priest for distribution amongst those families most in need.

Meanwhile, team members from the Chief Operations Officer's Office hosted a bake sale to raise funds for the Malta Autism Centre and the Salesians of Don Bosco. Their efforts raised €2,000, which will go toward purchasing a laptop and two tablets for these NGOs, further supporting their valuable work.

The HSBC Malta Foundation's Christmas initiative continues to shine as an inspiring example of the difference that collaboration, generosity, and care can make during the holiday season, a real 'Holiday Tradition of Giving'. By bringing together individuals and organizations, the Foundation has not only provided vital support but also reminded everyone of the transformative power of kindness during this special time of year.



**Photocaption: Various representatives from a number of the NGO's who benefitted from this year's donation together with HSBC employees**

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