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HSBC Malta Foundation supports new online programme for young patients

HSBC Malta Foundation is proud to announce its support for the Karl Vella Foundation's (KVF) latest initiative, 'Embrace - Navigating Pain in Times of Illness.' This innovative online programme is designed to offer critical psychotherapeutic support to young patients aged 5 to 17 who are undergoing treatment for serious or life-limiting illnesses, both in Malta and abroad.

'Embrace' provides a safe space for children to express their emotions and develop coping strategies. Utilising arts, crafts, narrative therapy, mindfulness, and clay as therapeutic techniques, the programme fosters creative expression and emotional healing. It aims to help young patients manage the physical and emotional challenges of illness, encouraging them to process their experiences in a supportive, interactive environment.

HSBC Malta's commitment to this initiative aligns with the bank's broader corporate social responsibility (CSR) vision, which focuses on improving the well-being of vulnerable groups and investing in mental health and emotional care. By partially sponsoring 'Embrace,' HSBC Malta is reaffirming its dedication to making a meaningful difference in the lives of those who need it most.

This initiative also touches on several United Nations Sustainable Development Goals (SDGs), particularly SDG 3: Good Health and Well-being, and SDG 4: Quality Education. By promoting psychological resilience and emotional growth among young patients, 'Embrace' supports holistic development and mental health.

Michel Cordina, Head of Business Development at HSBC Malta emphasised the importance of this partnership: "We are honoured to support the Karl Vella Foundation's work, which aligns with our commitment to building a more compassionate and supportive society. 'Embrace' is not just a programme; it is a lifeline for young people and families facing extraordinary challenges. At HSBC Malta, we believe that investing in the emotional and mental well-being of our community's most vulnerable members is crucial, and we are proud to play a part in this impactful initiative."



Photocaption: Left to right: Glenn Bugeja, Head of Corporate Sustainability at HSBC Malta, Claire Chircop Co-founder & Chairperson at Karl Vella Foundation and Michel Cordina, Head of Business Development at HSBC Malta

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