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## **HSBC Malta Foundation supports launch of Thrifty Baby, a Sustainable Social Enterprise**

HSBC Malta Foundation's latest project supports *Thrifty Baby*, a new social enterprise launched by the Women for Women Foundation. The initiative provides affordable, high-quality baby clothing for children aged 0 to 3 years while promoting sustainability and community involvement.

Thrifty Baby addresses two key challenges, reducing textile waste and providing families with essential clothing at accessible prices. Mothers referred by social workers can use vouchers through the Women for Women Foundation to select items for their children, ensuring dignity, independence, and choice.

"Thrifty Baby combines sustainability with practical support for families," said Glenn Bugeja, from HSBC Malta Foundation. "By supporting mothers and engaging the community, the project reflects the values our Foundation champions and demonstrates the positive impact partnerships can achieve."

"This project goes beyond affordability," said Elaine Compagno, representative of Women for Women Foundation. "It's about building connections within the community and promoting a circular economy. HSBC Foundation's support has been essential in bringing this initiative to life."

HSBC Malta Foundation's sponsorship supports the shop coordinator role, allowing the team to focus on achieving real social and environmental outcomes. Through Thrifty Baby, families gain access to affordable essentials, while the broader community contributes to extending the lifecycle of clothing and reducing waste. The project highlights how social enterprise can address environmental challenges while meeting the practical needs of families.

Find out more on [Thrifty Baby](#) and the [Women for Women Foundation](#)



***Photocaption – (back, first from left) Glenn Bugeja HSBC Malta Foundation representative together with the people behind the Thrifty Baby from the Woman for Woman Foundation***

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