

HSBC Pledges Rs.4.1Million in support of UNHCR's relief efforts in Sri Lanka

COLOMBO, Sri Lanka, Tuesday 14th July 2009 - HSBC, yesterday pledged Rs 4.1 Million to the UN Refugee Agency (UNHCR), to support non-food relief response among the internally displaced population in Sri Lanka's North and East

The funds will be utilized for the procurement of non-food relief items such as bed sheets, mosquito nets, jerry cans, towels, slippers and clothing for internally displaced persons (IDPs) in the North and East.

HSBC's contribution towards this humanitarian project was made possible, through

- Staff donations of one day's salary Rs.1, 063,331.74
- Matching donation from HSBC rupee for rupee Rs.1, 063,331.74 and
- In addition HSBC pledging Rs 2,000,000.00.

Speaking at the event at the UNHCR Representation Office in Colombo, Nick Nicolaou Chief Executive Officer HSBC Sri Lanka and Maldives said. "The HSBC Group makes significant philanthropic contributions both centrally through initiatives, like the HSBC Climate Partnership and Future First, and through local community focused programmes. We focus on educational and environmental programmes where we can build long-term relationships and make a significant difference, and as such, we are happy to play a role in the relief efforts taken to restore the lives of the people in these communities." He also appreciated the ongoing efforts undertaken by UNHCR in managing the current humanitarian situation.

The bank has supported many projects to improve the lives of At Risk communities. One of its flagship projects is the global education initiative launched in 2007, to empower disadvantaged children in Sri Lanka through business literacy and English language programmes, as well as the United National Global Compact and UN Millennium Development Goal of eradicating extreme poverty through microfinance projects.

In addition, HSBC has supported and provided emergency disaster relief and assisted in rebuilding the lives of Tsunami victims and Ratnapura flood victims in the past.

UNHCR strives to ensure that durable solutions are provided to some 600,000 persons displaced during 25 years of conflict in the country. The agency is currently focused on supporting the Government of Sri Lanka with responding to the needs of some 280,000 persons displaced in parts of the north in the last several months, with the ultimate objective of ensuring their safe return home.



UNHCR Representative Amin Awad(at left) accepting the pledge letter from HSBC CEO Nick Nicolaou during the ceremony in Colombo

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