

Mind Matters: A Hackathon for Social Impact

SUPER: Mental health is essential to Hong Kong's wellbeing

SUPER: COVID-19 is not only a physical health crisis, but also a mental one

SUPER: The community is unsettled, stressed, anxious, depressed

SUPER (title): Jackie Mau, Regional Head of Ultra High Net Worth (UHNW), HSBC Private Banking, Asia-Pacific

SUB: For 155 years, HSBC has stood with our clients and communities through the good and challenging times. We recognise the importance of contributing in whatever way we can to help our communities and economies recover from this crisis and rebuild for the future."

[Video: C006]

SUPER (title): Cynthia Lee, Regional Head of Private Wealth Solutions, HSBC Private Banking, Asia-Pacific

SUB: "Mental health is an essential aspect of community wellbeing that is often overlooked. Mind Matters is HSBC Private Banking's new initiative, aiming to re-energise Hong Kong by strengthening mental wellbeing of the vulnerable groups in the community. In partnership with Asian Charity Services, we bring together NGOs, like-minded and visionary individuals, business leaders and seasoned philanthropists to address mental health needs in Hong Kong."

SUPER: 120+ NGOs invited, 76 project ideas, 50+ volunteers, 12 big ideas shortlisted

SUPER (title): Dorothy Chan, Head of Philanthropy Advisory and Charitable Services, Private Wealth Solutions, HSBC Private Banking

SUB: "This programme allows the younger generation and the older generation to work together to understand what are the issues in mental health and also work alongside NGOs to improve their project plans to create social change for good."

"The pandemic has heightened interest among next-gen family members and business leaders in rethinking how they can do things better and looking into how they can amplify the impact of their wealth to create positive change for their families, businesses and the communities that they serve."

SUB: "For over 75 years in Asia, we have been using our heritage, networks and expertise to support our clients in their philanthropic ambitions, making a real and lasting impact in the world."

PUBLIC

SUPER: Together, we can create lasting change in Hong Kong.