

Volunteers of America

HSBC has partnered with Volunteers of America to support “Operation Backpack” in three locations: New York, Chicago, and San Francisco. With over 1.6 million children living in shelters in America, Operation Backpack aims to relieve the financial stress on parents and caretakers during the back to school season.

Volunteers of America provides children living homeless shelters and domestic violence shelters with backpacks filled with grade-specific supplies. Therefore, every child can start the school year with all the required supplies for their grade and not feel they are behind due to lack of school supplies.

Since 2013, with support from HSBC, Volunteers of America was able to provide full backpacks to approximately 16,000 children living in shelters in 2013 and 22,000 children in 2014.

HSBC employees also participated in this initiative by collecting supplies and backpacks, making virtual donations, and volunteering their time to sort and deliver the backpack to the children or participate in the “back to school” fairs. HSBC hosted collections sites in their various offices, contributing approximately 1,000 volunteer hours to Operation Backpack.

In partnering with a national organization with a wide reach, like Volunteers of America, HSBC employees from different cities can come together, raise awareness, connect with the community, and participate by providing supplies or volunteering their time to a great cause that addresses a national issue and helps alleviate the financial stress that parents or caregivers face on a yearly basis.

