

17<sup>th</sup> October 2012

## **HSBC donates £5m to The Prince's Trust to support UK's most vulnerable young people**

[HSBC](#) today announces a partnership with [The Prince's Trust Fairbridge programme](#), donating £5 million over 5 years to support the most vulnerable young people in the UK.

Joe Garner, Head of HSBC in the UK, made the pledge during the [Against The Odds](#) event, attended by unemployed young people as the Government announced more than a million young people are still struggling to find work.

With HSBC's support, The Trust's Fairbridge programme aims to help thousands of 13 to 25 year olds who have either been excluded or are in danger of being excluded from school, back into main stream education, training and ultimately employment. Three out of four young people supported by The Prince's Trust move into education, employment or training.

Joe said: "At HSBC we feel a strong responsibility to serve the community. Through this partnership I passionately believe we have a chance to help improve the lives of young people who are looking for a second chance. By developing their confidence and life skills, we want to help young people fulfil their potential and realise their dreams."

Joe was joined at The Prince's Trust Centre in Hackney by some of the charity's Ambassadors including the singer and Britain's Got Talent judge Alesha Dixon.

Alesha said: "I feel extremely blessed to have a job that I love, but it hasn't always been easy to get where I am today. At times I didn't have the easiest of childhoods, but I still grew up believing I could achieve my dreams.

"As an ambassador for The Prince's Trust, I've seen how the charity helps thousands of young people to achieve things they never thought possible. No matter how difficult things get, the most important thing we can say to young people now is not to give up hope – there is support out there to help you get where you want to be."

Also present was DJ and producer Mark Ronson, who announced that he has become an Ambassador for The Trust, joining high-profile names such as Stephen Fry and *Luther* actor Idris Elba.

The musician said: "I find it shocking that so many young people are struggling to find a job – it seems like such a waste of talent and ambition.

"As a music producer, I'm always on the lookout for young talent, and I've helped quite a few people get their first break in the industry. But I want to do more, which is why I've signed up to become an Ambassador for The Prince's Trust. I hope that *Against The Odds* has helped to raise awareness of the charity's work and inspired more young people to get the support they need to succeed."

Actress and charity campaigner Brooke Kinsella MBE and SBTV entrepreneur Jamal Edwards also were also at the event to share their experiences of overcoming difficulties to get where they are today.

The Prince's Trust Fairbridge programme provides vulnerable young people with one-to-one support and group activities. The programme is delivered by a dedicated team in Prince's Trust centres across the UK. During the programme the young people will face a

wide choice of challenging projects addressing one or more of the following areas: learning and basic skills, employability, independent living skills, community and recreational skills. The programme's aim is to develop confidence and self-esteem to prepare young people to return to education or move into training or work.

HSBC employees are getting behind the programme. For example, Hugo Lesourd, an HSBC trainee, took part in one of a series of 'day in the life' events, which are being held at Prince's Trust centres across the UK, to give bank employees an idea of what the charity is all about. He said: "The Trust gives me confidence that young people are not being abandoned in society – there are people out there who are striving to give young people opportunities and a better start in life."

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### **HSBC global education programmes**

HSBC has been involved with education projects throughout our history. The first HSBC scholarship was awarded to a social worker in 1965. Since then, education has grown to be the most significant focus of the Group's community investment activities. In the UK, HSBC is donating £20 million to 16 education charities over the next three years. Globally, we invest US\$50 million a year in education projects and thousands of HSBC employees get involved. Together, we help young people fulfil their potential and realise their ambitions, by: providing access to education, developing life-skills and entrepreneurship, and promoting international and cultural understanding. Find out more at: [www.hsbc.com/sustainability](http://www.hsbc.com/sustainability)

### **The Prince's Trust**

Youth charity The Prince's Trust helps disadvantaged young people to get their lives on track. It supports 13 to 30 year-olds who are unemployed and those struggling at school and at risk of exclusion. Many of the young people helped by The Prince's Trust are in or leaving care, facing issues such as homelessness or mental health problems, or they have been in trouble with the law. The Trust's programmes give vulnerable young people the practical and financial support needed to stabilise their lives, helping develop self-esteem and skills for work. Three in four young people supported by The Prince's Trust move into work, education or training. The Prince of Wales's charity has helped more than 700,000 young people since 1976 and supports 100 more each day. Further information about The Prince's Trust is available at [www.princes-trust.org.uk](http://www.princes-trust.org.uk) or on 0800 842 842.