

25 March 2020

HSBC UK RESPONDS TO NATIONAL EMERGENCIES TRUST CORONAVIRUS APPEAL AND BRITISH RED CROSS WITH £1 MILLION DONATION

HSBC UK is today announcing a donation of £1 million to the National Emergencies Trust Coronavirus Appeal and British Red Cross to help support vulnerable people impacted by Covid-19 in the United Kingdom. The announcement follows a series of measures and support packages made by the bank to help its [Personal](#) and [Business](#) customers manage through the financial impact of COVID-19.

Ian Stuart, CEO of HSBC UK said: “Our thoughts are with the people and businesses across the UK dealing with challenges and uncertainty as a result of Covid-19.

“Over the last week we’ve brought forward a number of measures to support our customers through the days and months to come.

“We also want to play our part in helping the nation. With our donation to National Emergencies Trust Coronavirus Appeal and British Red Cross we hope to support communities across the UK as this national effort continues.”

Monies raised by the appeal are being distributed by the [National Emergencies Trust](#) to local [Community Foundations](#) and other charities so people dealing with the impact of illness, social isolation, or loss of income can get support as quickly as possible.

HSBC UK’s contribution will also help the British Red Cross’ direct efforts to support vulnerable individuals and communities across the UK, including helping people being sent home from hospital.

Mike Adamson, CEO of the British Red Cross and National Emergencies Trust Board Member said: “The world is facing an unprecedented global emergency and we are extremely grateful for HSBC UK’s generous donation.

“With the help of such contributions, the British Red Cross can continue its vital work, putting kindness into action to support the most vulnerable people and help to build community resilience wherever it’s needed, for as long as it takes.

“Being physically apart does not mean we are not together. Through simple acts of kindness we can each do something positive to get through this time.”

For more information on how individuals and organisations can support and get involved with the National Emergency Trust and British Red Cross efforts, visit www.redcross.org.uk.

Ends

Media enquiries to:

Aurora Bonin: aurora.f.bonin@hsbc.com / 07438850833

Email: UKPressOffice@hsbc.co.uk

For the latest news and updates, visit the HSBC UK newsroom:

<https://www.about.hsbc.co.uk/news-and-media>

HSBC UK:

HSBC UK serves around 14.5 million customers across the UK, supported by 32,000 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates.

HSBC Holdings plc:

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. HSBC serves customers worldwide from offices in 64 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,715bn at 31 December 2019, HSBC is one of the world's largest banking and financial services organisations.

British Red Cross:

For over 150 years, the British Red Cross has helped people in crisis, wherever and wherever they are. We are part of a global voluntary network, responding to conflicts, natural disasters and individual emergencies. We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them recover and move on with their lives.

www.redcross.org.uk

National Emergencies Trust:

The National Emergencies Trust is a charity set up to raise funds from the general public in the event of a domestic disaster or emergency. When a disaster hits, the Trust will collaborate with charities and other bodies to raise and distribute money and support victims. The funds collected will be distributed by local partners on the ground in the areas affected by the emergency event.

The National Emergencies Trust is a registered charity no. 1182809. For more information, visit nationalemergenciestrust.org.uk.

ends/all