

## MEMBER CASE STUDY

### HSBC ABILITY X MOVEMBER FOUNDATION

The City Mental Health Alliance Hong Kong Member Case Study series aims to showcase interesting and impactful workplace mental health initiatives, projects or campaigns in order to support and inspire organisations in Asia on their journey to creating mentally healthy workplaces.

#### INITIATIVE

Since 2019, HSBC Ability have partnered with the [Movember Foundation](#) & [Hong Kong Cancer Fund](#), helping to raise awareness for men's mental and physical health. The Movember Foundation is the only global men's health charity that aims to communicate issues plaguing men's health in our community. In Hong Kong, Testicular cancer is the most common form of cancers in males below 44 years and globally, one male loses their life to suicide every 60 seconds. The Movember Foundation aims to halve the number of males losing their lives prematurely by 2030, and HSBC Ability is helping them try to break the stigma and get more men to talk about their issues and seek help. The partnership continues to grow steadily.

#### HOW IT FITS WITH OVERALL MENTAL HEALTH STRATEGY

The HSBC Movember initiatives brings together a number of significant issues and highlights the need for discussion and awareness. Individuals are more aware of the mental health agenda and issues as a whole. HSBC wellness programs are focused on supporting all colleagues through this journey and the Movember initiatives allows colleagues to be advocates and recipients of support.

#### THIS INITIATIVE SUPPORTS [CMHA HK](#) [THRIVING AT WORK](#) STANDARDS:

2 (increase awareness and support), 3 (foster a culture of openness and inclusivity) and 4 (ensure a healthy work environment)



## IMPACT

**The 2021 HSBC Movember Campaign was the biggest yet, with HSBC HK raising HKD170,000 for the Hong Kong Cancer Fund, the official local charity partner for the Movember Foundation. Additionally, some key milestones were achieved:**

- Significantly beating the campaign's initial fundraising target of HKD 100,000
- Significantly beating total funds raised in 2020
- Increased the Ability membership by over 50 people due to Movember initiatives / awareness
- Top 3 Corporate Fundraiser for the third year in a row

**Allowing us to achieve these milestones, HSBC Ability expanded on our previous years' events.**

**Here are some of the key achievements from the HSBC Movember Campaign:**

- Partnered with the Hong Kong Rugby Union and hosted Movember awareness booths in HSBC Main Building and Olympic Offices
- Successfully hosted a Movember "Run the Tower" challenge with over 60 colleagues racing up the HSBC Main Building
- Partnered with "EvryMan", a local male awareness consultancy, hosting onsite counselling sessions to educate men on ways to manage their mental health
- Held a virtual panel discussion on men's physical and mental health, moderated by Stuart Tait (HSBC), Siriol Jones (HSBC), Lokanetra (Isha Foundation) and Jak Shing Lam (Hong Kong Rugby)
- Organised a 60km bike + hike challenge for colleagues
- Movember featured screen savers on all HSBC HK terminals during the month of November.
- Helped set up the Singapore Movember Chapter through Singapore Ability ERG as well as provided "positive news stories" to the Global Movember movement

**Movember Local Partnerships Fostered:**

- Joint Dynamics - supporting a Personal Training Gym initiative to promote physical health
- Sauce BarberShop - promoting mental health chats through Movember initiatives relating to barbershops
- Isha Foundation
- Headspace
- Kukri
- Hong Kong Rugby Union
- Kowloon Cricket Club - HSBC entered a team in the Charity Movember Cricket Sixes Competition



香港城市精神健康聯盟

## City Mental Health Alliance HK

The City Mental Health Alliance Hong Kong (CMHA HK) is a not-for-profit membership organisation. We are an alliance of businesses, working together with mental health experts and partner organisations, to achieve our vision that every workplace will protect, support and create positive mental health for their people.

We provide training, events, resources, research and practical support for companies wishing to create mentally healthy workplaces.

### CONTACT

For more information, please email: [info@cmhahk.org](mailto:info@cmhahk.org)

Website: [cmhahk.org](http://cmhahk.org)

LinkedIn: [City Mental Health Alliance Hong Kong](https://www.linkedin.com/company/city-mental-health-alliance-hong-kong)