

A World of Opportunities

Students In Free Enterprise (SIFE) is a global, non-profit organization working to prepare the next generation of entrepreneurs and business leaders and **to create a better world** for everyone.

SIFE students form teams that **serve their communities** by developing projects that take what they are learning in the classroom about business and use it to solve real-world problems for real people.

The effectiveness of their projects is judged at national competitions where SIFE teams present the results of their educational outreach efforts and compete to determine which team was most successful at **creating opportunities** for others. SIFE national champion teams advance to the top level of competition, the SIFE World Cup.

Through SIFE, university students improve their communities and **experience profound personal growth**. As these young people eventually assume leadership roles of significance and influence, they will be the key to leading more sustainable enterprises, **building stronger communities** and creating a world with greater opportunity for all of us.

The HSBC Financial Literacy Programme

Launched in 2005 in 28 countries, the HSBC Financial Literacy Programme is a **joint initiative** between SIFE, the HSBC Global Education Trust and the Corporate, Investment Banking and Markets division of HSBC (CIBM).

Globally, the HSBC Financial Literacy Programme seeks to improve the financial literacy of young people, aged 16 to 25, and to develop the financial skills of women entrepreneurs to help them become more financially independent. SIFE estimates that more than 6,000 students were involved in HSBC financial literacy grant projects in 2005 and 2006 with an estimated 350,000 individuals directly benefiting from their efforts in local communities.

More than 100 students from 26 countries attended the HSBC Financial Literacy Forum in Toronto, Canada in October 2005 to **share knowledge** and generate ideas. Students had an opportunity to interact with each other and HSBC employees, including senior executives. The experience gave all involved a true sense of the many accomplishments that were made that year as a result of the support of the HSBC Financial Literacy Programme.

Project Examples

One SIFE team worked with a woman entrepreneur who was struggling to make a profit. They helped her to produce consistent products and to understand costing, bookkeeping, and pricing for her market. The woman became financially independent after six months and is teaching other female entrepreneurs her secrets of understanding financial success skills.

SIFE students developed a financial education program for women who historically have experienced lower educational achievement, higher unemployment, and higher crime-rate statistics than the majority population. The financial training program helped the women believe in their ability to overcome social and cultural barriers to their participation in business by teaching them how to understand and to manage their personal finances.

SIFE students held work sessions at 12 elementary schools to introduce young students to the responsible management of personal finances and the concept of entrepreneurship through the use of interactive games, songs and discussions. These sessions reached 700 students, helping them to develop a sense of how business works in the real world.



Volunteer Opportunities

Through SIFE, you have **the opportunity to inspire** and personally influence the next generation of business leaders. The SIFE programme is designed to allow companies to **engage employees** in one cause around the world.

SIFE provides **volunteer opportunities uniquely tailored to business professionals**. Every year, thousands of supporters take advantage of opportunities to help. You will find your experiences to be personally and professionally rewarding, and you will be proud to help such a meaningful cause.

SIFE events and competitions take place year-round all over the world and are a key way for you to **become involved**. There are opportunities to judge at a SIFE competition, serve on a Business Advisory Board for an individual SIFE team, or get involved with a team project. Before getting involved with SIFE, volunteers must receive line manager approval.

Enhance your professional experience by making a connection with SIFE, and see first hand the impact the programme is having on a global scale. You can learn more by looking at CIBM's intranet called HSBCnet.



The world's local bank



To get involved, please contact your HSBC Country Co-ordinator or their preferred contact whose names appear on HSBCnet.



Employee Engagement Opportunities

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