



FOR IMMEDIATE RELEASE
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Citi Foundation Selects PathFinders in Hong Kong for 2024 Global Innovation Challenge to Advance Solutions to Homelessness

PathFinders to receive US\$500,000 in catalytic funding and access to a global learning community and network

HONG KONG – The Citi Foundation (the “Foundation”) announced the 50 community organizations around the world that are set to each receive US\$500,000 in catalytic funding as part of the 2024 Global Innovation Challenge, which aims to support solutions that address homelessness.

This follows a global Request for Proposals issued by the Citi Foundation to tackle homelessness in January 2024. Housing insecurity impacts communities globally, with the United Nations [estimating](#) that 1.8 billion people around the world lack adequate housing. This latest philanthropic investment builds on Citi and the Citi Foundation’s efforts to catalyze economic opportunity globally.

Among the organizations selected to receive funding from Citi Foundation is PathFinders in Hong Kong, the only charity in the city dedicated to supporting pregnant migrant domestic workers (MDWs) and children born to migrant mothers.

“At Citi, we have a strong track record of deploying our global philanthropic resources to support and empower the communities we serve. We are committed to addressing social challenges including housing insecurity by unlocking and operationalizing innovative solutions globally,” said **Aveline San, CEO and Head of Banking for Citi Hong Kong and Macau**. “Like many parts of the world, migrant domestic workers in Hong Kong are often overlooked in discussions surrounding homeless care and assistance. Through the support of Citi Foundation, we are proud to be contributing to PathFinders’ effort in raising awareness of the issue and assisting pregnant migrant mothers who find themselves in a helpless situation.”

“We are incredibly grateful to Citi Foundation for their generous support to ensure some of the most vulnerable children in Hong Kong are protected and respected,” said **Catherine Gurtin, CEO of PathFinders**. “This grant from Citi Foundation will enable PathFinders to expand our outreach for overstaying prevention, pilot a centralized system to facilitate emergency shelter referral and scale our voluntary return workshops.”

The Citi Foundation grant will support PathFinders with the execution of the following three scaled and pilot programs:

1) Outreach for Overstaying Prevention

Expansion of the PathFinders Ambassador program to include voluntary return education and scale outreach within the MDW community, with a focus on reaching “overstayers” and signposting Crisis Intervention services.

2) Emergency Shelter Referral

Pilot a centralized system to more efficiently identify shelter vacancies that match the accommodation needs of diverse nonprofit users across Hong Kong, including pregnant migrant domestic workers and migrant mothers.

3) Voluntary Return Workshops

Expansion of PathFinders’ Voluntary Return Workshops to deepen educational and counselling initiatives to also include financial literacy skills and vocational training.

“Since launching the inaugural Global Innovation Challenge in early 2023, we’ve continued to see how community-based solutions are poised to accelerate impact on the ground,” said **Brandee McHale, President of the Citi Foundation and Head of Citi Community Investing & Development**. “We call this grant support ‘catalytic’ given the multiplier effect it can have on low-income communities. Each organization will not only directly impact the lives of people in crisis today, but also create models that can be replicated in other communities around the world tomorrow.”

Programs funded by the Citi Foundation grants will be implemented over the next two years and grantees will have access to a learning community facilitated by [IDEO.org](https://ideo.org), a nonprofit focused on designing products and services in the social impact sector. Through the learning community, grantees will have the opportunity to build deeper connections, share lessons learned and exchange best practices.

To learn more about the Global Innovation Challenge, please visit citifoundation.com/challenge and follow the impact these organizations are making at #InnovationChallenge on social media.



PathFinders to receive US\$500,000 in funding from Citi Foundation to advance solutions for homelessness in Hong Kong. **Aveline San, CEO and Head of Banking for Citi Hong Kong and**



Macau (second from right) with **Catherine Gurtin, CEO of PathFinders** (center) and the PathFinders team.

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About Citi Foundation

The Citi Foundation works to promote economic progress and improve the lives of people in low-income communities around the world. We invest in efforts that increase financial inclusion, catalyze job opportunities for youth, and reimagine approaches to building economically vibrant communities. The Citi Foundation's "More than Philanthropy" approach leverages the enormous expertise of Citi and its people to fulfill our mission and drive thought leadership and innovation. For more information, visit www.citifoundation.com.

About Citi

Citi is a pre-eminent banking partner for institutions with cross-border needs, a global leader in wealth management and a valued personal bank in its home market of the United States. Citi does business in more than 180 countries and jurisdictions, providing corporations, governments, investors, institutions and individuals with a broad range of financial products and services.

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About PathFinders

PathFinders believes every child deserves a fair start in life. PathFinders is the only Hong Kong charity dedicated to supporting the unique vulnerabilities of children born to migrant mothers. Since 2008, PathFinders has supported over 11,000 mothers and children to find a path to a brighter future. To find out more about PathFinders, visit www.pathfinders.org.hk.