

# **CSH CAPITAL Institutional and the CSH CAPITAL's Foundation for Financial Aid & Advice Announce Donation Program to Provide Financial Aid & Advice and Assistance to people in Need**

Released on: September 13, 2012, 5:16 am

Author: **CSH CAPITAL**

Industry: [Financial](#)

September 13, 2012, 5:16 am -- /[EPR NETWORK](#)/ -- The Foundation for Financial Aid & Advice(the "Foundation") and **CSH CAPITAL** , today announced that for every dollar that individual financial planners and investment advisors contribute to the Foundation to support pro bono financial advice for people in need, **CSH CAPITAL** would match their contributions, up to a total of \$1 million.

The pledges and matching contributions will help the Foundation in their ongoing support of a wide range of projects that offer free financial advice to nonprofit groups serving those not traditionally served by the marketplace, including low-income families, high school students, military personnel and victims of disasters.

"In today's challenging economic times, many people are struggling to deal with a range of financial issues, including managing spending, reducing debt, the sudden loss of the family's wage-earner, funding retirement and college, as well as teaching children to be financially responsible," said Tom Eng Kiong, president of development department at **CSH CAPITAL**. "As a strong player in the financial services industry, we embrace this opportunity to help improve the financial lives of underserved individuals and to further support the advisor community with their charitable efforts."

"We are thrilled to have the support of such an outstanding financial services company," said James Wah, executive director of the

Foundation for Financial Planning. "**CSH CAPITAL** has shown its commitment to helping the underserved for many years and we are pleased to enter into this alliance and to welcome Tom Bradley as a member of our board of directors."

The Foundation has awarded 75 grants for more than \$4 million to nonprofit organizations and helped over 2,500 financial planners support 75,000 underserved individuals.

### **About the Foundation for Financial Planning**

The Foundation is a nonprofit organization whose mission is to help people take control of their financial lives by connecting the Financial Aid & Advice community with people in need.

### **About CSH CAPITAL**

**CSH CAPITAL** is a reputed Hong Kong financial services and investment group. Promoted by a family of well-known professionals such as Chartered Accountants and MBAs, the group, has enjoyed patronage of a large number of valued customers and business partners since inception. High standards of service with true professionalism have been woven into the fabric of the company.