



This is why we are here.  
To enable economic growth and societal progress.  
To realise plans and ambitions.  
For clients and employees, investors and communities.  
#PositiveImpact



As a corporate citizen, we enable economies and communities to prosper. This is how we create a positive impact for people and society at large. Our initiatives have a strategic focus on education, enterprise and community, and we encourage our employees to support the bank's citizenship activities. Our education projects enable young people to reach their full potential. We work with pioneering enterprises to help drive positive change in society. And wherever Deutsche Bank does business, we contribute to stronger and more inclusive communities. We do this together with like-minded partners and our *Plus You* employee volunteering and giving community. In addition to making a difference on the ground, we promote advocacy and field leadership. All our CSR initiatives contribute to the most important global policy initiative of this era, the UN's 2030 Agenda for Sustainable Development. During the COVID-19 pandemic, colleagues in more than 30 countries joined our relief campaign for food & shelter charities that provided over 2.5 million euros to help the most vulnerable members of our communities. Beyond the immediate aid, we have also enhanced digital offerings and online volunteering opportunities for our education and enterprise initiatives.

Our corporate social responsibility mission:  
Enabling communities and economies to prosper

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**Plus You**  
Deutsche Bank's volunteering and giving community

Our employees increase the impact of our projects. From hands-on support, mentoring young people and sharing business skills with partners to fundraising and matched giving programmes, there's a way for everyone to make a difference with *Plus You*.

**BORN TO BE**  
The Deutsche Bank youth engagement programme

With our *Born to Be* initiatives, we prepare young people to become the workforce of tomorrow by breaking the cycles that limit their prospects. We raise their motivation, help them develop their skills and improve their access to education and employment opportunities.

4.7 m

young people enabled to develop their potential<sup>1</sup>

~ 55,000  
hours of volunteer support in 2019

> 180

projects in 29 countries<sup>1</sup>

Our target 2020:  
Make a positive impact on 5 m young lives  
<sup>1</sup> Since 2014

**MADE for GOOD**  
The Deutsche Bank enterprise programme for social good

Our *Made for Good* enterprise programme helps social ventures scale their offers by providing advice and support as well as better access to networks and funding.

> 19,200

supported enterprises that touched ~ 940,000 individual lives<sup>2</sup>

> 14,000  
hours of coaching by volunteers in 2019

> 150

projects in 33 countries<sup>2</sup>

Our target 2020:  
Make a positive impact on 20,000 social enterprises and charities  
<sup>2</sup> Since 2016

In the community

Wherever we do business, we work to build stronger and more inclusive communities. We focus our efforts on the most disadvantaged through projects that deliver basic welfare, improve essential infrastructure, promote affordable housing and provide relief in emergencies.

3.1 m

lives touched<sup>3</sup>

~ 160,000  
hours of volunteer support in 2019

> 150

projects in 25 countries<sup>3</sup>

Our target 2020:  
Make a positive impact on 4 m lives  
<sup>3</sup> Since 2015

~ 220,000

hours invested in education, enterprise and community projects<sup>4</sup>

€8.4 m  
raised for charities<sup>4</sup>

~ 19,000

corporate volunteers (25% of Deutsche Bank employees)<sup>4</sup>

Our annual target:  
Keep volunteer engagement at or above 20%  
<sup>4</sup> 2019 data

## BORN TO BE

The Deutsche Bank youth engagement programme

Our *Born to Be* programme reaches over 105,000 11 – 18 year olds in state secondary education. It aims to build skills for 21st century employment and improve social mobility.

### Playing Shakespeare with Deutsche Bank

This award-winning programme with Globe Education is linked to the national curriculum. It helps young people get to grips with Shakespeare through free tickets to performances at Shakespeare's Globe, in-school workshops, teacher training and online learning resources.

### Pathways to Banking and Finance

We created this pioneering programme with the Sutton Trust to increase access to banking and finance careers for students from less advantaged backgrounds. Running over two academic years, it breaks down barriers by providing university insights, work placements, skills workshops and mentoring.

### Student to STEMette

This project pairs female students with mentors to inspire more women to pursue careers in science, technology, engineering and mathematics. The flagship mentoring programme was co-created by Deutsche Bank and has achieved cross-industry engagement.

### Design Ventura

Our partnership with the Design Museum provides hands-on experience of commercial design and business skills. With guidance from Deutsche Bank volunteers and design professionals, student teams answer a design brief. The winning product is sold in the Design Museum shop. All proceeds go to charity.

### Born to Be Proud

Our initiative with educational charity Diversity Role Models seeks to prevent LGBTQ+ bullying in schools. Deutsche Bank volunteers promote diversity, inclusion and advocacy skills through workshops in schools and involvement in the Pride in London festival.

### Governors for Schools

Since 2014, Deutsche Bank volunteers have played a key role as school governors, improving education in schools and helping them navigate challenges, through our partnership with national education charity Governors for Schools.

### Working in the City and Maths in the City

Delivered by social mobility charity The Brokerage, these projects aim to improve diversity within the City by raising aspirations, creating access and providing opportunities for state school students.

### BOSS days and Career Junctions

15billionebp is dedicated to promoting social mobility by helping young people move from education into the world of work. Deutsche Bank volunteers run employability workshops on these programmes which connect schools in east London with local employers.

### Support my Future

Deutsche Bank volunteers work with state school students to increase their academic attainment and employability. Through our partner Volunteering Matters, weekly sessions provide coaching in maths, literacy and foreign languages and career mentoring.



# Enabling communities and economies to prosper

## #PositiveImpact

# 25%

of Deutsche Bank employees volunteered\*

# >20,000

hours volunteered by employees\*

# >290,639

people reached through our CSR programmes in 2019\*

## Our commitment in the UK

Around the world, we apply our global corporate social responsibility strategy to the most relevant local concerns.

Here in the UK, our *Born to Be* programme is focused on education projects that prepare young people to be the workforce of tomorrow. *Made for Good* helps drive positive change in society by encouraging social and creative enterprise. We want to build stronger and more inclusive communities too.

We do all of this together with like-minded partners. Our people add their skills and experience as well.

[db.com/uk/cr](https://www.db.com/uk/cr)

## In the community

Our community partnerships help those most in need through local support and grassroots action.

### Deutsche Bank Opportunity Fund

In partnership with The London Community Foundation and Heart of England Community Foundation, we give grants to projects in London and Birmingham that help reduce homelessness.

### IT and Numeracy in the Workplace

Our partnership with Breaking Barriers helps refugees find employment by building up their IT and numeracy skills. Deutsche Bank volunteers helped design the learning syllabus and deliver training.

### Community challenges

Year-round, rain or shine, teams of Deutsche Bank volunteers roll up their sleeves to help local charities and community groups maintain their facilities.

### Whitechapel Mission

Whitechapel Mission has been providing advice, education and care to the homeless and marginalised for over 140 years. Deutsche Bank volunteers have served breakfast and helped provide monthly training sessions for women since 2004.

### FareShare

FareShare is the UK's largest charity fighting hunger and food waste. Deutsche Bank volunteers assist with the transfer of donations to frontline charities that feed vulnerable people across London.

### Sunshine Shoeshine

Our partnership with Sunshine Shoeshine empowers people who've faced adversity due to homelessness or disability. A first job shining shoes in our offices can be a stepping stone to long-term employment.

## Plus You

Deutsche Bank's volunteering and giving community

Through *Plus You*, we encourage our employees to volunteer with us and we help them to contribute to causes close to their hearts. Through matched giving, we add our support to the charities that matter to them.

### Charity of the Year

We partner with a charity chosen by our UK employees for two years at a time. Through fundraising efforts and by sharing our resources and the skills of our people, we help the charity to grow sustainably and have more impact. Our Charity of the Year partner for 2020-2021 is Hospice UK.



# £4,000

annual matched giving allowance available to every permanent employee for donations to UK registered charities

# £2.1m

raised for Cure Leukaemia and Rays of Sunshine Children's Charity\*

# £900,000

donated by employees through our annual One Day fundraising event\*

\* 2019 figures

Committed to the UK  
#PositiveImpact

## MADE for GOOD

The Deutsche Bank enterprise programme for social good

More than 16,000 social entrepreneurs benefit from our *Made for Good* programme. They are supported with business ideas that have positive impact for communities and society.

### Deutsche Bank Awards for Creative Entrepreneurs

These awards have helped creative entrepreneurs in the UK bring their ideas to life since 1993. Their purpose is to accelerate the growth of creative businesses led by 18-30 year-olds which have social impact. Winners receive funding and one year of business support.

### Thomson Reuters Foundation

We sponsor the coverage of social enterprise in the global news to help bring it to wider attention. This partnership aims to improve understanding of the sector and its contribution to the economy and society.

### Women Entrepreneurs in Social Tech

Guidance from Deutsche Bank mentors is just one aspect of the support that female social tech founders can access through this comprehensive accelerator programme. Run by our partner, Nwes, the programme includes workshops with industry experts, training and use of collaborative workspace.

### Cracked It

This award-winning social enterprise gives young ex-offenders and youth at risk the chance to thrive. Performing smartphone repairs at our offices and other UK workplaces, and a same-day repair service collecting devices from employees' homes, provides income, self-esteem and greater employability.

