

BORN TO BE

The Deutsche Bank youth engagement programme



MORE

Sparks
For children's health

World Child Cancer
No child should suffer

Updates from Deutsche Bank's UK Corporate Citizenship team

January 2015

Welcome to *More*, which gives you all the latest news on our *Born to Be* youth engagement programme. To kick off 2015, we focus on the two organisations you've chosen to champion for the next 12 months as your Charities of the Year.

Our UK *Charities of the Year* fundraising programme is now in its sixteenth year. Since 1999, it has raised more than GBP 13 million for charities chosen by Deutsche Bank employees.

The programme supports small charities with an annual income of up to GBP 5 million. It aims to provide these organisations with a level of unrestricted funding that can transform their reach and impact.

The Charities of the Year for 2015 are [Sparks](#) and [World Child Cancer](#), both of which focus on the health of young people. The charities align to our *Born to Be* mission of helping young people to fulfil their potential.

The charities are counting on your support. Donate, be a fundraiser, volunteer – whatever you can do, you'll be helping children in the UK and around the world.

Meet the charities

[Sparks](#)

Sparks funds pioneering medical research to give children the best start in life.

Everyday, one in 30 babies are born in the UK with a condition that may affect them for life. Sparks supports research into any condition affecting children's health, from rare diseases to the most common illnesses.

MAKE THEM WELCOME

Make it your new year's resolution to support our Charities of the Year in 2015.

Start as you mean to go on by making time to meet our two charities when they visit us this month.

Representatives from Sparks and World Child Cancer are coming to London and Birmingham to answer questions and hand out money boxes to get your fundraising under way.

Stop by if you can – there's an iPad Air to be won.

When and where:

London: January 14, 10:00 - 14:00,
Winchester House Foyer
Birmingham, January 15, 10:00 - 14:00,
One and Five Brindleyplace foyers.

Raise GBP 200 just by putting up your hand

If you haven't volunteered before, here's the perfect incentive. The Bank will donate GBP 200 to our Charities of the Year for every new employee volunteer. Get colleagues to sign up too: there's no easier way to fundraise.

[World Child Cancer](#)

World Child Cancer works to improve the quality of cancer treatment and survival rates of children, no matter where they live.

Here in the UK, medical advances mean that 80% of children with cancer can expect to be cured. But in the developing world, the figure drops to less than 20%.

World Child Cancer addresses this inequality by using the transfer of medical expertise and skills to improve cancer diagnosis, treatment and pain relief for children in developing countries, where it is estimated that 100,000 children die needlessly from cancer every year.

Get involved

There are lots of ways you can support the important work of these charities.

Look out for organised fundraising activities throughout the year, such as:

- Bake-offs
- Pub quizzes
- Raffles
- The Mount Toubkal trek in Morocco (July)
- The Mudnificent 7 obstacle course race (August)
- The annual One Day campaign (September)
- The Birmingham half marathon (October)

Prefer to do your own thing? Why not set a personal challenge for 2015 and raise funds for these charities at the same time?

And remember, thanks to the Bank's Matched Giving scheme, every pound you raise is doubled.

Find out more from sabira.rouf@db.com.

Become a champion

Our Charities of the Year need champions who can lead the way and get others involved. The time commitment is small but the impact is massive.

This is what you'll do:

- Promote events and appeals at team meetings and within your personal networks at Deutsche Bank
- Generate new ideas for fundraising
- Carry out your own fundraising activities
- Volunteer at events

Contact sabira.rouf@db.com to find out more.

Check out our new [volunteering brochure](#) to find out what you can do.



Madeleine Buckley from Sparks and Jane Page of World Child Cancer answer our questions.

How will being supported by Deutsche Bank help you to fulfil your mission?

Madeleine: "This is an exceptional opportunity for a small organisation like Sparks. We get more funding requests than we can support. We hope to be able to fund more projects and make a greater impact on children's health."

Jane: "Few people realise that cancer is one of the biggest killers in the developing world. This support means we'll be able to put more paediatric oncology experts into hospitals, improve access to treatment, improve the level of care available and reach more children with cancer than ever."

How do these donations make a difference to the lives of young people

"Just GBP 15 pays for 30 minutes of research into childhood epilepsy, while GBP 125 can save a baby who suffered oxygen deprivation at birth from the devastating effects of brain damage."

Jane: "GBP 10 can provide pain relief for four children for a week in Malawi. As little as GBP 50 can save the life of a child in Ghana by paying for chemotherapy."

What have you got planned for the year ahead?

Jane: "Being chosen as one of Deutsche Bank's Charities of the Year means that as a small charity we can plan for growth with confidence. Being able to invest in our projects and train more people, we will treat and reach more children with cancer."

Let's do it

We raised GBP 1.7 million for [Rainbow Trust Children's Charity](#) and [Malaria No More UK](#) in 2014. We hope to do even better for Sparks and World Child Cancer in 2015. Keep up to date by following us on [myDB](#) for our latest fundraising news and upcoming events.

Contact sabira.rouf@db.com to find out more.

Madeleine: "We've put together a calendar of fundraising events that should appeal to everyone at the Bank, from individuals to teams. We hope you'll all get involved."

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