

LOCAL INITIATIVE

The focus of *Born to Be* in the UK is youth employment. Together with our partners we help young people develop skills, aspirations and access the opportunities they need to realise their potential, through projects that overcome barriers to educational achievement and employment.



NEW PURPOSE

Goal Getters provides unemployed young women who lack direction in life with a new game plan. Regular football training, employability and enterprise sessions at Chelsea FC build the skills and aspirations of participants. Training courses and project management experience increase their access to employment opportunities.



MAKING IT

Design Ventura gives students at state schools the opportunity to experience the design business. The students follow a real-life design brief and learn from creative and business professionals how to make products that sell. The project develops creative, enterprise and problem-solving skills and shows participants that vocational aspirations are achievable.



HIGHER KEY

Stay Tuned raises student attainment and aspirations by providing state schools in the West Midlands with access to live concerts, in-school performances and educational workshops by the City of Birmingham Symphony Orchestra. For students at schools with little or no music education, *Stay Tuned* transforms learning opportunities.



963,000

16-24 year olds in the UK are not in employment, education or training

Office of National Statistics, 2015



SUSTAINING SUCCESS

PUTTING THE HOURS IN

Our employees increase the impact of projects through volunteering. Every full-time Deutsche Bank employee in the UK can take up to two days a year to volunteer. From mentoring young people and sharing business skills with partners to fundraising for our *Charities of the Year*, there's a way for everyone to make a difference with *Born to Be*. In the UK, employees volunteered 8,400 hours on *Born to Be* projects in 2014.

MEASURING OUTCOMES

We measure the impact of each *Born to Be* project to assess the outcomes achieved. Gathering this data provides a better understanding of young people's journeys to employment. We use this information to keep refining the theory of change that drives *Born to Be*. Through our partnership with thought leaders New Philanthropy Capital, what we're learning can help everyone concerned with youth unemployment to focus on what matters most for young people.

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CAN-DO SPIRIT

City Year focuses on deprived communities. Its cohort of young volunteer corps members work with schools for a year. Through regular attention and learning support, they help to boost the confidence, aspirations and academic performance of pupils.



OVER THE TRY LINE

Our *Game Changers* project with London Scottish FC uses rugby to motivate students who are struggling at school. The project nurtures aspirations and skills for life. Through play and classroom activities, participants learn how to strive for success on and off the pitch.



PERSONAL BEST

sporteducate engages young people at risk of exclusion from education and employment. The project enables local community clubs across London to run educational and employability programmes alongside their core sports activities. Participants gain skills, aspirations and access to opportunities.



UNRESTRICTED

Our *Charities of the Year* programme gives small charities that work with young people the opportunity to transform their reach and impact through unrestricted funding. For 2015, our employees have chosen to champion two charities that focus on the health of young people: Sparks and World Child Cancer.



BORN TO BE
The Deutsche Bank youth engagement programme



OPEN

Science, technology, engineering and maths (STEM) skills are in demand, but many girls do not aspire to STEM careers due to the under-representation of women in these fields. *Student to STEMette* promotes STEM as a career choice by connecting students to STEM professionals at Deutsche Bank who provide one-to-one mentoring, networking and work placement opportunities.



STARTING UP

The *Deutsche Bank Awards for Creative Enterprise* provide opportunities for aspiring creative entrepreneurs. Open to arts colleges across the UK, the project provides free skills training that prepares the ambitious to negotiate the challenges of self-employment. Winners get start-up capital, training and mentoring to steer them through a project or the first year of their business and beyond.



PASS MARKS

Playing Shakespeare with Deutsche Bank increases learning opportunities by giving state schools free access to live performances of Shakespeare, educational workshops, online resources and teacher training designed especially for them. The project makes Shakespeare relevant to young people today, and encourages skills that improve academic attainment, increase employability and raise aspirations.



SUPPORTING YOUTH EMPLOYMENT



BORN TO BE
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Everyone is born with talent, but barriers such as disadvantage, inequality and poverty can stand in the way of success for some. We believe all young people deserve the chance to achieve their full potential and become who they were born to be.

GLOBAL AMBITION

BORN TO BE

The Deutsche Bank youth engagement programme

1.2m

Born to Be has reached more than 1 million young people globally

130

There are more than 130 Born to Be projects around the world

32,500

Deutsche Bank employees have volunteered almost 32,500 hours to support skills-based activities on Born to Be projects

HOW DO WE HELP?

Our Born to Be youth engagement programme supports education-led projects that unlock the potential of the next generation.

These projects:



What Born to Be achieved in 2014:

300,000

Over 300,000 young people participated in a project that aims to raise aspirations



150,000

Over 150,000 young people participated in a project that develops skills



600,000

Over 600,000 young people participated in a project that increases access to opportunities

FIND OUT MORE
DB.COM/BORNTOBE

WHERE DO WE FOCUS?

Prospects can vary hugely depending on where a person is born. So in each country or region, Born to Be focuses on the most pressing issues affecting the futures of young people.

AMERICAS

- ACCESS TO HIGHER EDUCATION
- ECONOMIC MOBILITY



10%

Just 10% of people from low-income families in the US complete a college degree by age 25
University of Michigan, 2011

ASIA

- ACCESS TO BASIC NECESSITIES AND EDUCATION



22%

22% of the population of South-east Asia live below the poverty line
Asian Development Bank, 2014

GERMANY

- EQUALITY OF OPPORTUNITY IN EDUCATION



23%

In Germany, only one in four children from non-academic families enter higher education
Deutsches Studentenwerk, 2013

SOUTH AFRICA

- QUALITY OF EDUCATION AT NURSERY AND HIGH SCHOOL LEVEL



35%

The average literacy level of nine year olds in South Africa is 35%
Department of Education, 2012

SPAIN

- ACCESS TO HIGHER EDUCATION
- EMPLOYABILITY



67%

67% of 16-19 year olds in Spain are unemployed
National Statistics Institute, 2014

UK

- EDUCATIONAL ACHIEVEMENT
- EMPLOYABILITY



43%

43% of young people in the UK do not achieve basic qualifications at school
Department for Education, 2015

