



# MORE

Updates from Deutsche Bank's UK Corporate Citizenship team

December 2014

Welcome to *More*, which gives you all the latest news on our *Born to Be* youth engagement programme. It's a special edition this month. We're looking back on what *Born to Be* has achieved over the past 12 months and look ahead to 2015.

## A year to remember

We launched *Born to Be* to help break the cycle of youth unemployment through early intervention.

There are nearly 1 million young people aged 16-25 in the UK not in employment, education or training because they didn't get the support we all need to fulfil our potential.

*Born to Be* focuses on the next generation, aged 11-18, and builds the skills, confidence and aspirations needed to succeed in the workforce of tomorrow.

We're delighted that our *Born to Be* partnerships and projects benefitted 55,000 young people during 2014, and that many of you helped make it happen. Here are some of the highlights.

**"Helping with homework at a *sporteducate* club, being a school governor, taking part in a charity bake off, putting your hand in your pocket - whatever you can do, you're helping young people fulfil their potential. Thanks for supporting *Born to Be*."**

Colin Grassie, Deutsche Bank, UK CEO

## Overview: *Born to Be* in 2014

### Aspirations raised

Through *sporteducate* 33 youth clubs in London provided educational support and developed the employability skills for more than 600 young people.

Twenty-five boys, many on the verge of exclusion from mainstream education, turned things around and gained skills for life thanks to *Game Changers* our rugby-based programme with London Scottish.

Nine girls from the UK care system had a life-changing experience when they represented Team England at the *Street Child World Cup* football tournament in Brazil.

### Skills built

To help them perform well in their GCSEs, 19,000 students saw a free performance of *'The Merchant of Venice'* staged just for them, at Shakespeare's Globe Theatre. Our *Playing Shakespeare with Deutsche Bank* project also provides workshops, online resources and teacher training to help students succeed.

More than 9,000 students took part in *Design Ventura*, our project with the Design Museum which develops creativity and enterprise skills. Look out for the announcement of the winning product in February 2015, which will go on sale in the Design Museum shop.

### Opportunities created

Our *Deutsche Bank Awards for Creative Enterprise* celebrated 22 years of providing start-up capital, business support, mentoring and training to students graduating in creative disciplines. The awards have launched 170 creative start-ups to date. In May, the project received the Corporate Responsibility Award at the annual Arts & Business awards, which recognise the best arts and business collaborations.

Women are under-represented in the STEM (science, technology, engineering, maths) disciplines. A new mentoring programme, *Student to STEMette*, encourages girls to study STEM subjects and choose a STEM career path. The programme pairs A-level students with female mentors at Deutsche Bank working in STEM roles or with a background in STEM, who guide them through the opportunities in banking. Thirty girls were mentored this year. Five went on to take part in the Grace Hopper Celebration of Women in Computing Conference in the US, the world's largest gathering of female technologists.

### People powered

We're delighted that so many Deutsche Bank employees have been inspired by *Born to Be*. Thank you to all who supported the programme this year, your enthusiasm, commitment and generosity produced some fantastic results in 2014.

### Barriers broken

Educational underachievement is a root cause of youth unemployment, which is why we supported research this year by think tank the *Centre for Social Justice* into how to improve educational outcomes for young people. The policy proposals published in September will inform the debate on education in the lead up to next year's General Election. We're working with the *Sutton Trust* charity to improve social mobility in the UK. The banking industry can do much more to recruit young people from low and middle-income backgrounds. Sutton Trust is helping us look at how our programmes can be broadened to reach the best candidates from all backgrounds.

### What you did

- More than 750 employees volunteered for more than 8,400 hours on *Born to Be* projects during the working day and outside office hours.
- You bought more than 1,300 tickets for performances of *'The Merchant of Venice'*, making it possible for thousands more students to see a performance for free in future.
- You raised £250,000 for our Charities of the Year by riding stages of the UK Tour de France route with *DeutscheBike*
- Our annual One Day campaign raised a record £770,000 for our Charities of the Year.

### See you next year

We'll be back in January with more news on *Born to Be* and suggestions of how you can get involved.

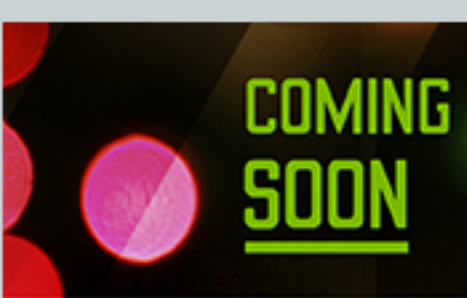


## Be *StreetSmart*

Eat in a restaurant supporting our *StreetSmart* campaign in December and help the homeless. Half the funds raised go to charities that help young people at risk of homelessness. [Check out where to go.](#)

## See *"Othello"*

Our next *Playing Shakespeare with Deutsche Bank* production is *'Othello'*. [Buy tickets](#) for the special performances for Deutsche Bank employees on March 3 (19:00) and March 14 (14:00) and help more students see Shakespeare brought to life. Tickets start from just GBP 5.



## New *Born to Be* Charities of the Year 2015

Chosen by you. Get involved in our fundraising activities (or organise your own) to support two great charities that help young lives: [Sparks](#) and [World Child Cancer](#).

## Up their game

Taking inspiration from the success of our other sport for development projects, we're launching a new partnership with Chelsea Ladies FC. The project will combine football with employability and enterprise skills for unemployed young women to take place at Chelsea's Stamford Bridge stadium.

## Make a difference

There'll be even more volunteering opportunities coming your way in 2015.

Volunteer to:

- develop your skills
- meet new people
- learn something new
- help a young person to reach their potential
- have fun

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



Three Deutsche Bank volunteers share their personal highlights from supporting *Born to Be* in 2014.

"At the start of the year I set myself the goal of taking on new challenges to contribute to charity. *DeutscheBike* gave me the push to try cycling. It felt incredible to have ridden 100 miles in one day and to have later trekked in Tanzania with Malaria No More. It was a humbling experience. I realised there is so much more we can do to help other people. There really are no excuses."

Milind Chidrawar, Group Technology & Operations, London

"Something clicked for me when I met City Year six months ago. The work they do in local schools is amazing and I knew straight away that I wanted to be part of it. I'm looking forward to being a mentor to a corps member in 2015. I've got to where I am because people have seen potential in me and taken the trouble to guide me. I'm glad I can do that for someone else through *Born to Be*."

Lisa Kay, Risk, Regulatory & Control, Birmingham

"Being a trustee for the St. Matthew's Project through *sporteducate* has provided new challenges, connected me to people outside the Bank and allowed me to apply the skills I use every day in a new context. It's refreshing to negotiate with the likes of a local London authority instead of multinational companies, and the results have been rewarding in a different way. Helping to secure free, long-term use of a key sporting venue for the club means it can focus its investments more directly on the kids and putting them on the right path in life."

Ryan Chishick, Finance, London

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