

BORN TO BE

The Deutsche Bank youth engagement programme



MORE

Updates from Deutsche Bank's UK Corporate Citizenship team

December 2015

Welcome to MORE, which gives you all the latest news on our *Born to Be* youth engagement programme. In this issue, we celebrate what *Born to Be* has achieved during 2015.

More than a million

Building on Deutsche Bank's long-standing involvement in education initiatives around the world, *Born to Be* was launched in 2013 with the mission of helping young people to reach their full potential. Two years on, *Born to Be* has helped change the lives of more than 1.2 million young people through 130 education-led projects in 19 countries.

There are almost 1 million 16–24 year olds in the UK not in employment, education or training. *Born to Be* is helping to break the cycle of youth unemployment by preparing the next generation for the job market of the future. Here are some of our portfolio projects that have helped *Born to Be* to make a difference to over 50,000 young people in the UK in 2015.

Relevant skills

Our *Design Ventura* project with the Design Museum develops skills for the twenty-first century economy. Business leaders want the UK's education system to make this a priority. Entrepreneur and Dragons' Den star Peter Jones has said: "Many school leavers lack the skills required for employment in the modern world. Ultimately this is putting us at a competitive disadvantage as a nation and, in turn, our economy is at risk."

Design Ventura introduces 13-16 year old state school students to the world of enterprise. With guidance from business and creative professionals, teams of students respond to a real-world design brief. The project provides practical experience of all the disciplines involved in turning an idea into a commercial product.

"*Design Ventura* takes education out of the classroom and shows students how



Here are three ways you can support *Born to Be* in 2016.

1. Volunteer

Volunteers are crucial to the success of *Born to Be*. More than 600 employees in the UK volunteered over 5,600 hours in 2015. All full-time UK employees can take two days a year to volunteer through the Bank's Corporate Volunteering programme (at their manager's discretion). Why not use your volunteering days with *Born to Be*? From one-off activities to regular commitments, *Born to Be* has something for everyone.

As well as making a huge difference to our partners, volunteering contributes to professional development and is personally rewarding too. Download our [volunteering brochure](#) to find out more.

2. Fundraise

Our new *Charities of the Year* are Autistica and Hope and Homes for Children. For information on becoming a Charity Champion [click here](#).

3. Follow

Help spread the word about *Born to Be* on social media. Follow *Born to Be* on Facebook ([fb.com/dbborntoBe](#)) and Twitter ([@dbborntoBe](#)).

the skills they learn in school are applied in the real world"

Steve Bentley, Head of Design Technology, Burnage Academy for Boys, Manchester

The innovation and problem-solving skills encouraged by *Design Ventura* can open up a wide range of entry points to the world of work. The creative sector is one of the fastest-growing parts of the economy and an area where the UK leads the world. According to research by innovation charity Nesta, creative occupations may have better long-term prospects than other jobs as they are less likely to be replaced by robots in the future ('Creativity vs Robots: The Creative Economy and the Future of Employment', Nesta 2015).

Over 10,700 students from across the UK took part in *Design Ventura* 2015. The winner will be announced in February 2016.

The right qualifications

Gaining at least five GCSEs at grade C or above is a minimum requirement for many careers and further education opportunities. But students from disadvantaged families are far less likely to achieve this standard. *Born to Be* works to redress this balance by targeting academic support towards young people who most need help.

Through live performances of productions designed especially for schools, educational workshops and online resources, our *Playing Shakespeare with Deutsche Bank* project with Globe Education builds students' understanding of the complex themes and language of Shakespeare, helping them to achieve greater academic success.

"The impact is clear in the grades of students who have been involved in *Playing Shakespeare with Deutsche Bank*. The effect is palpable"

Morgan Melhuish, Head of Drama, Southborough High School, Kingston

The partnership will reach its tenth year in 2016 and we are proud to have staged 139 performances for schools since it began. Free tickets are offered to every state secondary school in London and Birmingham with over 137,000 distributed to date.

Our academic mentoring programme with Volunteering Matters supports GCSE students in school. Deutsche Bank volunteers mentor state school students who need help with core subjects including English, maths and foreign languages. Statistics from the National Literacy Trust show that 40% of students leave secondary school without an A*-C grade in English and 33% do not achieve that standard in maths.

The volunteers mentor students in groups and one-to-one. They are also role models for these young people, showing them the career paths that their qualifications can lead to. More than 100 employees from London and



Please keep on supporting *StreetSmart* this month. Half the funds raised by *StreetSmart* nationally go to projects that prevent youth homelessness. Whether you are entertaining clients, organising a party or having a meal with friends or family, remember to choose a [StreetSmart restaurant](#). Every time you do, £1 goes to a local homelessness charity. Make your reservations through [Square Meal](#) and they will donate an extra £1 to the campaign for every table booked.

As Deutsche Bank covers all the costs of the campaign, every penny of each donation goes directly to charity. This is the tenth year of our partnership with *StreetSmart*, which has raised more than £5 million for homelessness charities to date.



Nicole Lovett, Head of Corporate Citizenship for the UK.

What have been the highlights of *Born to Be* for you this year?

Born to Be is becoming embedded across the Bank and is strongly associated with its values and culture agenda. The level of engagement and support for *Born to Be* from all parts of the Bank and its UK campuses gives us great momentum going into 2016.

The emergence of employee-led initiatives like *Donate IT* and the fundraising ball for our *Charities of the Year* is a really exciting development. The regular commitment of employees to projects like *Design Ventura*, *Playing Shakespeare with Deutsche Bank* and *StreetSmart* is an important factor in their longevity and growth.

Despite challenging times we set a new fundraising record for this year's *Charities of the Year*. That included the largest contribution so far from Birmingham, where employees put an immense effort into fundraising and volunteering for *Born to Be*.

What's coming in 2016?

Birmingham took part in the programme this year. Together they gave over 2,000 hours of their time to support more than 200 students: 90% of mentors saw improvement in their students' academic performance.

Confidence and resilience

It is not just technical skills that are needed to navigate a competitive and fast-changing job market.

Young people also need the confidence to push themselves forward and the resilience to deal with the setbacks that we all experience in life.

Our pioneering *sporteducate* programme in partnership with Sported enables local community clubs across London, working at grassroots level, to run educational and employability programmes alongside their core sports activities. Clubs work with 11-18 year olds to develop skills and encourage ambition, aspiration and self-belief. Between them, the clubs involved in sporteducate work with more than 600 young people, week-in and week-out.

"You have to take a class if you want to play. That forces you to sit down and study. Before you know it, you're enjoying learning."

Billy, *sporteducate* participant

Game Changers, a project with London Scottish, uses rugby to engage young people referred by schools for additional support. *Game Changers* turns around attitudes and teaches skills for life. Another 25 boys took part in 2015. In 2016 the programme will expand to include a first female cohort.

As more and more jobs incorporate digitalisation and automation, leaders of the future will need to be familiar with maths and technology to succeed. Yet many girls choose not to pursue potential careers in science, technology, engineering and maths (STEM). Women comprise just 14% of the UK's STEM workforce today. Our *Student to Stemettes* mentoring project aims to overturn misconceptions about STEM jobs. It connects female GCSE and A-level students with inspiring female 'Sherpas' at Deutsche Bank and provides access to online resources and work experience opportunities. The Sherpas guide the students through the many career options STEM can offer. The project launched in 2015 with a first intake of nine students.

Thank you

Thank you to everyone who cycled, trekked, sang, danced or raised funds in other ways for our Charities of the Year in 2015. You helped raise nearly £1.9 million to support the amazing work of Sparks and World Child Cancer, making this our most successful partnership to date.

See you next year

We will be back in the new year with more news on our Corporate Citizenship UK projects.

We are moving to a new model of engagement with our *Charities of the Year*. By extending our support to two years, we want to help charities achieve greater stability and expand their capacity through organisational development in addition to fundraising.

Increasing social mobility is at the top of the *Born to Be* agenda for next year. New partnerships with organisations that champion this goal are in the pipeline and we hope that individual employees will take the initiative by finding innovative ways to bring young people connected to *Born to Be* into the Bank. We would like to hear from anyone who wants to do that. We will celebrate 10 years of *Playing Shakespeare with Deutsche Bank* in 2016, which is an amazing achievement. You can buy tickets to see a special performance for Deutsche Bank employees of the Twelfth Night at the Globe by [clicking here](#). Beyond *Born to Be*, there are lots of exciting things happening with the Bank and enterprise, which will be revealed next year.

How do you choose projects?

Any *Born to Be* project has to fit within our three-pillar framework of skills, aspirations and opportunities. We look to maintain a project portfolio that has variety and balance because there are many different ways to engage young people, from lighter touch projects like *Playing Shakespeare* to the much more intensive such as *Game Changers*. We only work with credible organisations that have a proven track record. We co-develop projects but it is our partners who drive their delivery

Youth employment is a global issue. How does *Born to Be* help?

Deutsche Bank has always made an active commitment to key social and economic issues like youth employment. We have an interest in equipping young people with the skills needed by the workforce of tomorrow as we want to encourage a more diverse flow of talent to the Bank, our suppliers and the economies we serve. We have the talent and the resources to help, but there is so much to do and *Born to Be* is just one part of a much bigger picture. It will take a concerted and collective effort to achieve change and we are committed to working with others to make that happen.

DISCOVER MORE


db.com/borntoBe

GET IN TOUCH

borntoBe.uk@db.com

FOLLOW

 fb.com/dbborntoBe

 [@dbborntoBe](https://twitter.com/dbborntoBe)