

**BORN TO BE**

The Deutsche Bank youth engagement programme



**MORE**



**STREETSMART**  
HELPING THE HOMELESS

Updates from Deutsche Bank's UK Corporate Citizenship team

November 2015

**Welcome to MORE, which gives you all the latest news on our Born to Be youth engagement programme. This issue is all about the StreetSmart campaign, which raises money for homelessness charities across the UK**

### Ten years on

Winter is the toughest time for homeless people, even for those who are used to surviving on the street. Charities do their best to help, but with cuts to public funding and the number of people sleeping rough rising year on year, their resources are stretched to the limit.

Through its restaurant partners across the UK, StreetSmart enables you and millions of other diners to simply and affordably support homeless people in your area. With Deutsche Bank covering all the costs of the campaign, every penny of each donation goes directly to the cause.

The campaign runs throughout November and December and works by adding an optional £1 contribution to your bill. StreetSmart collects every donation and distributes funds as grants to around 100 charities each year, meaning your small donation creates a meaningful impact. In line with Born to Be half the funds raised go to projects that prevent or address youth homelessness.

2015 marks the tenth year of the partnership. In that time, more than £5 million has been raised to support the homeless across the UK.

### Make a bite to eat go further

Over 500 restaurants throughout the UK take part in StreetSmart. Part of the appeal of the campaign is that it's easy for everyone to do something for their local community, since donations go directly to local homelessness charities.



Help the homeless by having lunch in your employee restaurant on StreetSmart days over the next two months. An optional donation of £1 will be added to the price of your meal. All donations go to local homelessness charities.

#### **5 BrindleyPlace, Birmingham**

November 19  
December 9,10

#### **6-8 Bishopsgate, London**

November 19  
December 8

#### **23 Appold Street, London**

November 19  
December 9

#### **23 Great Winchester Street, London**

(Garden House)  
November 19  
December 10

#### A festive gift

The festive season offers lots of opportunities to support StreetSmart.

Whether you are entertaining clients, organising a party or having a meal with friends or family, make sure you choose a StreetSmart restaurant.

This year, the Bank's own employee restaurants are taking part. So when you buy lunch in Appold Street, BrindleyPlace, Bishopsgate or Garden House on StreetSmart days in the coming weeks, you won't have to travel far to make a difference to homeless people.

### Where the money goes

Donations to StreetSmart help to pay for:

- Accommodation
- Education
- Training
- Healthcare
- Prevention

### The facts about youth homelessness

As many as 100,000 young people in the UK will be homeless this festive season, according to homelessness charity Shelter.

Homeless young people are more likely to not be in education, employment or training, making it much harder for them to achieve their potential. This is why it is so important for them to be able to access support when and where they need it. Your donations will help young people to overcome homelessness and prevent it from happening to others too.

Relationship breakdown is a major cause of youth homelessness: 60% of the young people who use Centrepoint have had to leave because of problems at home. A third of young people at Centrepoint have a mental health problem. One in 10 has a physical health problem.

Young people making the transition from care to independent living are particularly at risk. New arrivals to the UK also need a lot of support: without family or friends to help, the dream of a better life can quickly become the reality of life on the street.

### Off the street and into a job

The New Horizon Youth Centre, located in the King's Cross area of London, is among the homelessness charities that StreetSmart supports.

As well as helping with the immediate problem of finding accommodation, New Horizon provides education, training and careers advice to enable young people like Ahmed, who provides this month's 'Thirty Seconds', to take control of their futures.



Ahmed, 21, was a young offender. Support from homelessness charity New Horizon Youth Centre helped Ahmed to build a new life for himself.

## How did you end up at New Horizon Youth Centre?

New Horizon contacted me before my release from prison to tell me about the work they do with young people. They are very aware of the risks you face when you come out of prison. They offered to sort out my accommodation so I would have somewhere safe to stay if I needed it. They also told me about the support they offer to help with finding work.

## What did you plan to do when you got out?

I didn't want to waste my life and become another statistic. I wanted to get a job and find somewhere to live, even though I didn't know how I was going to do that. New Horizon gave me a lot of help. They gave me a chance.

The staff at New Horizon encouraged me to see the skills I had and to work out how to use them. I'm now self-employed as a carpenter. New Horizon runs a social enterprise programme that provides training in communication and presentation skills as well as how to run a business. That helped me feel confident about working for myself. You can get work experience to put on your CV through the programme as well.

### A new target

In 2014 the StreetSmart campaign provided over £500,000 to local homelessness charities. Your support can help us raise even more this year. For details of participating restaurants, please visit the StreetSmart website.

### What's next for you?

I enjoy having a job with a lot of hands-on involvement. Right now I'm working for an interior design company fitting out offices in central London. I'm looking at other careers as well. I have been given a scholarship by British Airways to join its Future Pilot Programme. I like the idea of being able to fly.

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