

BORN TO BE

The Deutsche Bank youth engagement programme

MORE

Updates from Deutsche Bank's UK Corporate Citizenship team

November 2014

Welcome to *More*, which gives you all the latest news on our *Born to Be* youth engagement programme. In this issue, we look at our *StreetSmart* campaign, which raises money for charities addressing homelessness, with a focus on young people.

Help prevent homelessness

It's impossible to fulfil your potential if every day is a fight for survival. That's a reality for the thousands of people in the UK who experience homelessness. For the past 16 years *StreetSmart* has run a national campaign to raise money for charities that work with the homeless.

Deutsche Bank covers all costs of the *StreetSmart* campaign, which ensures that every penny donated goes directly to charity.

The funds raised support projects around the UK, ranging from direct and vital help for those on the streets to prevention, aiming to address the root causes of homelessness.

More than GBP 4 million has been donated to charities since we started working with *StreetSmart* in 2006. Last year the campaign raised GBP 610,000. You can help *StreetSmart* beat that figure and do even more to get vulnerable people the help that they need.



Eat in the right places

It couldn't be easier. Just by eating at a restaurant taking part in *StreetSmart*, you'll be raising money for local charities that work with the homeless. Check out the list of participating restaurants on the [StreetSmart](#) website.

Double your donation by booking through Square Meal, which will donate an additional GBP 1 to the campaign for every table booked.

How it works

During November and December, restaurants participating in *StreetSmart* will add a voluntary donation of GBP 1 to every bill. [Click here](#) to find a restaurant in your area.

Deutsche Bank also supports the sister campaign *SleepSmart*, where hotels add an optional GBP 1 to guests' bills. [Click here](#) to find a hotel in your area.

Supporting local communities is at the heart of the campaign. Money stays where it's raised – so funds given in Birmingham go to Birmingham-based homelessness charities. Donations help to pay for accommodation and support with employment, education, training, healthcare and more.

"StreetSmart is a fabulous charity that remembers the homeless at a time of year when we should be thinking about others"

Marcus Wareing, Chef, Restaurateur and *StreetSmart* supporter

Young and homeless

According to charity Centrepoin, more than 80,000 young people experience homelessness each year. This takes many forms, from sofa surfing with friends and relatives to rough sleeping. The effects can be devastating, limiting education and employment prospects and jeopardising health and wellbeing.

The young are especially vulnerable. The most common causes of youth homelessness include family breakdown, poverty, unemployment, debt and crime, such as gang-related problems that can lead young people to feel that it's too dangerous for them to stay in their local area. That's why *Born to Be* ensures that half of the funds raised through *StreetSmart* are directed towards youth homelessness and prevention, giving those at risk the best possible chance of fulfilling their potential in challenging circumstances.

Homeless young people are more likely to be:

- not in employment, education or training
- in poor mental and physical health
- victims of crime
- in debt

Back on track

The Running Charity (previously known as SPAT) is one of hundreds of charities across the UK to benefit from the *StreetSmart* campaign. A fitness programme run by The

And if you use Square Meal's free concierge service, which finds restaurants for groups of six or more, it will donate GBP 5 to *StreetSmart* for every booking from Deutsche Bank. Use your @db.com email address when booking.

Go to:

streetsmart.org.uk
squaremeal.co.uk



Francesca Faux, CB&S, Deutsche Bank

Francesca has recently organised a client event through *StreetSmart* to raise awareness of the campaign and the Bank's *Born to Be* programme.

How did you arrange the event?

There is huge value in connecting our clients with what Deutsche Bank supports from a Corporate Citizenship standpoint. By working with *StreetSmart* we were able to offer our clients something unique, with the restaurant's Michelin starred chef attending our event to speak about the food and Deutsche Bank's involvement with the *StreetSmart* campaign.

Arranging the event was straight forward: the Corporate Citizenship team put me in touch with *StreetSmart* directly. *StreetSmart* provided me with a shortlist of restaurants suitable for our event, and I chose the one I thought would work best with the client. From that point, all we had to do was invite the clients, *StreetSmart* did the rest.

What did you think of the choice of restaurants?

Fantastic. There is a plethora of excellent restaurants and hotels across London that partner with *StreetSmart*, and many have

Running Charity helped Claude Umuhire get his life back on track after he became homeless.

Things began to go wrong for Claude when he dropped out of university. "My relationship with my parents broke down so I had to leave home. I slept on friends' sofas to begin with, but you soon run out of places to stay," he says.

To keep warm during the winter months, Claude slept on buses. He met The Running Charity at New Horizon Youth Centre, a day centre that works with young people who are homeless, vulnerable or at risk; Deutsche Bank has supported the centre in the past.

"When you're homeless, you live day to day. You can't see a way out," he explains. "The running programme taught me how to set goals and achieve them, by breaking challenges down into manageable steps. As I achieved my running goals, it gave me the motivation and confidence to set targets in other areas of my life, like studying and finding a job."

Claude's now living a very different life: "I'm doing things I never thought would happen when I was homeless: working, sharing a house and paying rent." After studying to become a personal trainer he's doing outreach work with young people who are not in employment, education or training, using fitness to help them fulfil their potential.

He says, "These young people don't get much guidance. I'm trying to be a positive influence by showing them the benefits of a healthy lifestyle. I want them to see that looking after body and mind and working hard to achieve goals brings confidence and self-worth."

A little goes a long way

So, whenever you go out for a bite to eat in the coming weeks, please remember to choose a *StreetSmart* restaurant. Each time you do, you'll be contributing another GBP 1 to help those in need.

private rooms.

We chose Marcus at The Berkeley; Marcus Wareing is a long-time supporter of *StreetSmart* and so is a perfect person to talk to clients about how *StreetSmart* and *Born to Be* are helping young people.

Contact

To organise a client event with *StreetSmart*, contact borntobe.uk@db.com

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