



Updates from Deutsche Bank's UK Corporate Citizenship team

August 2013

Welcome to More, which gives you all the latest news on our *Born to Be* youth engagement programme. In this first issue, we report the progress since the launch of *sporteducate*.

We're really proud of the contribution employees make to corporate responsibility at Deutsche Bank.

Thank you for coming to the launch of *sporteducate* and registering your interest in volunteering. We promised to keep you informed about upcoming opportunities. Every month, this newsletter will tell you what's happening, where and how you can get involved.

Spotlight on *sporteducate*

Our new *sporteducate* programme with **Sported** uses sport to give young people from disadvantaged backgrounds the inspiration, motivation and skills to negotiate life on and off the field.

We're very excited about *sporteducate*. We think it's a really positive way to address the problem of youth unemployment.

Through *sporteducate*, thousands of young people aged 11–18 will get the extra curricular support they need to stay in school and go on to further education, training and employment. You'll be able to play a part in making it happen.

Our target – the five goals of *sporteducate*

1. Aspirations for the future
2. Attitude for learning
3. Attendance at school or college
4. Academic achievement
5. Aptitude and employability

What you can do

- use your business skills to help a club
- mentor a young person
- help run sports sessions
- support club events
- champion *sporteducate* within Deutsche

Details of more *sporteducate* volunteering opportunities will be available from September.

Preparing the ground

Over the next four years, Deutsche will provide 33 grassroots community sports clubs in London with grants, training and management support to run education activities alongside their core sports offering.

We're currently working with five clubs on the pilot phase of the programme, which will run until November 2013. The goal of the pilot is to develop a model all clubs can use to support the educational needs of their young people.

Who's involved?

The clubs involved in the pilot phase are **Carney's Community** in Lambeth, **Crown and Manor Club** in Hoxton, **St Matthew's Project** in Brixton, **track academy** in Brent and White Star Youth association in Tottenham.

These clubs are run by hugely passionate and committed volunteers who know their local communities and the issues these young people face – low-income backgrounds, difficult home lives, few positive role models – better than anyone.

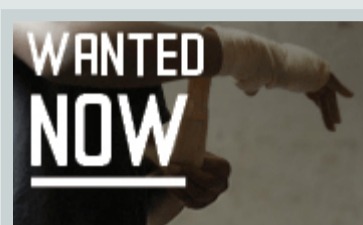
Getting their input is crucial to the success of *sporteducate*. We're looking forward to working together and we'll be profiling some of the organisers, coaches and mentors from our *sporteducate* partners in the months ahead.

Step by step

This month, clubs are attending training workshops on how to use the *sporteducate* toolkit and educational resources we've developed. During September and October, they'll put these ideas into practice by running new or additional education-based activities alongside their existing sports programmes.

The pilot will also be used to develop a framework for measurement and evaluation that gives a true picture of *sporteducate*'s impact.

We think *sporteducate* has huge potential. Proof of impact will give this idea the credibility it needs to grow. In time, we'd like to take *sporteducate* beyond London and bring other social investors on board.



Treasurer, Carney's Community, Lambeth

Carney's Community uses boxing to reach young people in the local community. The organisation is looking for a treasurer to assist with financial planning, budgeting, payroll, bookkeeping and accounting.

The post requires a commitment of at least one year and will involve monthly meetings.

Interested?

Contact:
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PLAY ME



Next month we'll tell you more about the clubs taking part in the pilot of *sporteducate* and the fantastic work they do.

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