Deutsche Bank supports some of the most vulnerable and excluded members of society. The homeless are among them.

“People who lose their homes need to be reached quickly. A few months in the dispiriting world of homelessness and they lose the ability to bounce back.”

John Bird
Social entrepreneur and founder of the Big Issue magazine

Around the world, social investments by Deutsche Bank help to address the most pressing issues in society. Visible every day on the streets of cities across the UK, the issue of homelessness is impossible to ignore. It’s a problem with no easy answers that demands concerted attention and investment to achieve change. Deutsche Bank provides both through partnerships that create opportunity for those most in need.

The figure in the doorway may be the most common perception of homelessness but the problem is bigger and goes much deeper than that. Last year, there were 4,000 rough sleepers in London alone according to homeless charity Crisis. Beyond that were almost 50,000 households classed as homeless by local authorities, three-quarters of which contained children.

Research by Crisis¹ identifies relationship breakdown as the most common cause of homelessness. Among men, this is followed by substance misuse and leaving an institution; for women, it’s physical and mental health problems and escaping a violent relationship.

Whatever the cause, the consequences of homelessness can be brutal: loss of skills, impaired health and worklessness, plus loss of self-confidence and self-esteem that further distance the homeless from the rest of the society and make it difficult for them to access the help they need.

Dignity regained

Social entrepreneur John Bird’s own experience of homelessness has made him a passionate champion of the homeless. In 1991 he launched the “Big Issue” magazine to give the homeless a way to regain dignity and get off the street by earning an income. Big Issue Invest followed, to fund businesses that prevent the kind of social exclusion that can lead to homelessness. Deutsche was an early investor.

Bird wants to see more focus on prevention strategies, saying, “we need to head off homelessness before it occurs.” And when prevention fails, speed is vital to limit the damage done. “People who lose their homes need to be reached quickly. A few months in the dispiriting world of homelessness and they lose the ability to bounce back.”

Deutsche Bank’s partnerships with homeless charities in the UK, some of which are featured in this issue of 365, address each link in the chain: prevention, resolution and essential day-to-day support to keep heads above water.

Through them the bank reaches across the full spectrum of homelessness: the young and old, men and women, those working their way out and those at the bottom.

Bird says the involvement of companies such as Deutsche Bank returns to the homeless something vital for overcoming their problems that it took time in prison for him to gain: belief.

“When a serious operator invests in you, your sense of wellbeing goes up. When that light shines on you, you feel like anything is possible.”

Opinion
Colin Grassie

About time
Timing is important in business, and in life. We’re a company with a broad perspective, one that allows our corporate citizenship programme to address areas as contrasting as art and homelessness. Both are part of the world we live in and both deserve support. Our strategy is to provide that support when it matters the most.

In art, we give our support to young artists at the beginning of their careers and bring them to wider attention. We were an early supporter of Frieze Art Fair London. Frieze has been a turning point for the appreciation of contemporary art, putting the art of the moment in the spotlight like never before.

When we invest in art, music, education and social issues like homelessness, we aim to make a difference. With homelessness, early intervention is the key to achieving lasting results. We partner with organisations that do incredibly important work to put people at risk of homelessness – and those trying to work their way back – on the right path.

Winter is the toughest time of year for those living without a permanent roof over their heads. There’s no easier way for you to help the homeless at this time of year than by choosing to eat or sleep at one of the many restaurants and hotels across the UK that take part in StreetSmart and SleepSmart.

The support we provide makes sure every penny of every donation made through StreetSmart and SleepSmart goes to organisations that work with the homeless. By adding just an extra pound to your bill, you can get help to some of the most vulnerable members of our community before it’s too late.

Thank you for your support.

Colin Grassie
Chief Executive Officer, Deutsche Bank UK
Member of the Group Executive Committee

International
Painting the future

Discovery
The Little Artists project in South Africa gives disadvantaged children the opportunity to overcome their circumstances

Art transcends borders. It crosses social divides and provides a common language for people from all backgrounds. It also opens minds to new possibilities. These fundamental beliefs motivate Deutsche Bank’s support for art projects around the world.

Life on the street in Johannesburg can be dangerous. Street children are especially vulnerable. Without education or intervention, these children don’t have much to look forward to. The Little Artists project uses art to reach these children and teach them how to lead productive lives.

Little Artists has been providing free art tuition to rehabilitated street kids and those from poor inner city communities for over 16 years. Deutsche Bank Africa Foundation has supported the project since 2004.

For many of these children, it’s a first exposure to the joy and the rewards of creative expression. “In black communities very few kids know what art is,” explains Little Artists co-founder and internationally renowned artist Edward Selematsela.

Learning life skills
With the bank’s support, Little Artists set up permanent teaching facilities at a high school in Johannesburg in 2008. On Tuesday and Thursday afternoons, up to 40 children attend art classes where they eat together, discuss art and paintings and practice new techniques.

For over 16 years, Little Artists has been providing rehabilitated street kids and those from poor inner city communities with free art tuition. Deutsche Bank Africa Foundation has supported the project since 2004

They also gain valuable life skills, such as the importance of preparation and the discipline needed to produce works of art.

Most of the paintings are entered into competitions and exhibitions, which encourages achievement. Among them is an annual exhibition for employees and clients hosted by the Deutsche Bank Africa Foundation, which the artists attend.

This year more than 50% of the paintings were sold to Deutsche employees. All the funds raised go to the programme.

Sorelle Gross, Head of Legal and Compliance, South Africa, has two Little Artists paintings, one at home and one at the office. Visitors often comment on them. “The creativity and talent of these young artists goes far beyond their years,” she says.

New direction
Some of the children who first picked up a paintbrush at a Little Artists class have gone on to become award-winning artists. Others have become teachers of art. But Little Artists is life-changing for everyone who takes part, providing purpose and direction and developing the confidence and the skills to pursue any career. For some, the journey has been international. In 2006, Deutsche arranged for a group from Little Artists to visit London to widen their exposure to the arts and gain new horizons.

Deutsche Bank has been honoured too, with an award from Business and Arts South Africa for its support of the project.
Crossroads

The best way to solve a problem like homelessness?
Prevent it from happening in the first place

Forward thinking is a powerful force. It gives us a way to change the future. Deutsche Bank’s forward thinking encompasses financial markets and the problems facing our society. The bank’s international forum, the Alfred Herrhausen Society, works with leading thinkers from the worlds of business, politics and science to provide ideas in response to the challenges of this century. Forward thinking on social issues is also apparent in the way Deutsche helps to tackle the causes and effects of homelessness around the world.

Preventing homelessness is better for the individual, and better for society. The size of the challenge and the cost of rehabilitation increase the longer a person is living on the street. Deutsche Bank therefore works with organisations that support those most at risk of becoming homeless to prevent the cycle from beginning.

Family ties

Emotional and physical distance can make it difficult for families to stay in touch when a loved one is in prison. So one of the ways Deutsche helps support prisoners is by supporting the families.

Fundraising has enabled Prisoners Abroad to appoint a Prisoner and Family Link Worker to help the families of prisoners cope with the practical and emotional aspects of separation.

Through monthly support groups, family days and consultations, they talk about their experiences with others and get help with issues and concerns.

Family matters

Prisoners often have nowhere to go on release. If they don’t have family waiting for them or a job lined up, finding and keeping somewhere to live can prove difficult, which can lead to re-offending. A survey of homelessness day centres and accommodation projects in 2011 by Homeless Link found that one in six occupants were prison leavers.

This situation is even worse for UK nationals who have been imprisoned overseas, as they do not have the same entitlement to support that UK prisoners receive on release. Often, they return to the UK with no more than the clothes on their back. The UK charity Prisoners Abroad helps them find a home, a job or training on their return to the UK.

“For people who desperately need a second chance, being able to find accommodation can make the difference between a new life – a clean sheet – or no life at all,” says Chief Executive Pauline Crowe.

During this year’s competition, Deutsche Bank has helped prisoners maintain family ties while they serve their sentences and to find safe accommodation on release. Small livelihood grants that cover the very difficult period immediately after release play a vital role in keeping former prisoners off the streets and giving them a platform to rebuild their lives free of crime.

Care and attention

Young people leaving care are another vulnerable group. A study of the homeless by York University found that one-third had been in care.

Children’s charity Coram intervenes at the point when young people leave the care system at age 16. Coram provides supported housing and all the help and skills development young people need to live independently – skills many of us gain from our parents. The aim is to get them ready to take the next step into education, training or employment.

About 50% of the young people in Coram’s homes have come from care, and 50% have experienced homelessness. “We provide a safe and supportive place to give young people the best possible start to adult life. For many, it’s the kind of support that’s been missing from their childhood,” says Stuart Boxall of Coram.

Deutsche Bank funds education and life skills training to prepare residents like Michelle (see right) to lead successful independent lives. It gets results. Coram reports that nearly 90% of participants are in education, employment or training six months after moving into permanent accommodation.

What these projects bring home is that the right support provided at the right moment can keep a person off the streets not just for a while, but for life.

Constructive steps in the US

In the US, prevention strategy is centred on affordable housing, an area where the bank has been leading the way for more than 20 years. As far back as 1998, the Deutsche Bank Americas Foundation launched DB SHARE to support non-profit initiatives to create affordable housing for low-income families and the homeless. Its partners include the Jericho Project, which aims to develop supportive housing for homeless veterans in New York, who comprise a disproportionate number of the homeless.

Earlier this year, the bank hosted a conference on the need for innovation in affordable housing, and launched a design competition to bring forward new ideas for cost-efficient housing.

On the way to court

Coram gave Michelle the home, stability and support she needed after being homeless. Coram’s specialist youth workers found that Michelle has dyslexia. With their help, she re-connected with learning. She’s studying law now. Coram helped her secure work experience and an internship to give her a head start before her course began.

Michelle was supported by Coram’s CoramCare programme, which helps young people leave care find a home, a job or training on their return to the UK.

“Four walls, a door and a window” is how Michelle described her childhood home. Coram gave her a head start before her course began at university of York. She now studies law.

Michelle has dyslexia. With their help, she re-connected with learning. She’s studying law now. Coram helped her secure work experience and an internship to give her a head start before her course began.

For people who desperately need a second chance, being able to find accommodation can make the difference between a new life or no life at all.”

Pauline Crowe
Chief Executive, Prisoners Abroad


Photograph: John Wildgoose

Social Investments

Navigation aid
Deutsche Bank’s social projects aim to help people help themselves, and work offers a route out of homelessness. In a recent survey of the homeless by Crisis, 97% said they wanted to work. With a job, independence becomes a possibility. Without one, a person has much less power to change their situation. It was gaining employable skills that gave Big Issue founder John Bird a route out of homelessness, and why the Big Issue employs its vendors. Bird said he wanted to give the homeless a hand up and not a handout. Because income is only part of the remedy. As important are the structure and self-esteem that come from getting up for work every day.

Getting ready for work
When you’ve been living on the street or in temporary accommodation, you’re a long way from the job market. The charity Business in the Community gets the homeless ready for work through its Business Action on Homelessness programme, which provides training, work placements and job coaching.

Deutsche Bank has been working with the programme since 2007. Currently more than 30 employees provide job coaching to those looking for work. The programme paired Karen Cavalcanti of Global Transaction Banking in London with Solomon Bangura (read their story on page 10). The stability and personal focus of the mentoring relationship with the job coach are often a new experience for many of those on the programme, says Lauren O’Leary, Ready for Work Manager at Business Action on Homelessness. “A social worker may struggle to spend quality time with all of their clients. Our clients deal with the same person the whole time, who can really get to know them.” That allows rapport and trust to build, which are needed to overcome the barriers facing participants on the programme, who may have spent time in prison or in care, or had mental health, drink or drug issues.

Which makes the results achieved all the more impressive. In London, 35% of clients gain employment within three months. Since 2001, the programme has helped 2,500 people into work nationally.

Inside and out
Stability is something the homeless young people who use New Horizon Youth Centre in King’s Cross are looking for as well. For the past three years Deutsche has funded its Creating Positive Futures programme to provide access to attainable employment, education and training opportunities. Most of the young people who use the centre suffer from the emotional, mental or physical health problems common to those who live on the street. They’re not ready for work. “These young people have had a lot of negative experiences. They feel worthless and have no self-belief,” says Stella Hamada of New Horizon.

Like O’Leary, Hamada stresses the importance of continuity so that good intentions don’t crumble. In contrast to the patchwork, multi-agency assistance provided by social services, the centre provides all the support that’s needed, which includes healthcare and help with housing and clothing, under one roof, without any boundaries and bureaucracy.

New Horizon arranges placements everywhere from the Cabinet Office in Whitehall to the coffee shop next door. It helped 234 people into training, placements or employment in 2011, each taking an important first step in the right direction: away from homelessness and towards a better future.

Focus on youth
It’s especially sad to see young people experience deprivation. Addressing this is a priority for Deutsche Bank globally. In Mumbai, Deutsche Bank sponsors four drop in centres run by the Pratham Council for Vulnerable Children to get children out of hazardous low paying jobs and back into school. Getting children off the street and into education or vocational skills training is also the goal of a partnership with Mith Samlanh in Cambodia that’s been running since 2004.

In South Africa, the Witkoppen Health and Welfare Centre applies the same model as Business Action on Homelessness and New Horizon, recognising that a connected approach magnifies the chance of success.

Photograph: Getty
With help from Deutsche Bank, arts students are learning how to translate promise into lasting success

Happening

Involvement in art and music is just one expression of Deutsche Bank’s belief in the importance of innovation and creativity to society. From funding microfinance in the developing world to setting up academic posts to encourage the teaching of innovation at top universities, the bank is also a passionate supporter of entrepreneurship.

The Deutsche Bank Awards for Creative Enterprises bring these two strands together to make the path into business easier to follow for graduates from some of the UK’s leading arts institutions.

Deutsche Bank’s support for artists recognises that income provides the freedom to pursue ideas. The bank runs workshops that introduce the students to concepts like business planning, investment, financial management and commercialisation. Winners receive £10,000, business training and a Deutsche Bank mentor for one year.

Thriving in adversity

Professor Seona Reid, Director at The Glasgow School of Art, says the students who apply for the Deutsche Bank Award in Creative Practice are just the kind of entrepreneurs the UK needs in the current economic climate.

“These are individuals who are used to dealing with risk and uncertainty. Their whole education is about using creativity to solve problems. So they have a fantastic chance of surviving in a world that needs the innovation of young people more and more.”

Gabriella DiTano
Winner of the Deutsche Bank Award in Creative Practice with The Glasgow School of Art 2012 and founder of design and print studio RISOTTO

The winners also gain access to something of huge value for anyone starting out in business: networks.

For 2012 winner Gabriella DiTano, this has already paid off. She’s working on projects alongside textile design studio Bespoke Atelier, who won in 2010.

“Winning the Deutsche Bank Award has made everything happen right away. Actually, it’s made it amazing. A year ago, I could not have imagined going into business for myself and having premises, equipment and customers. Talking to Deutsche Bank and seeing the support I could get opened my eyes. Just writing my business plan made me want to do it. Whether I had won or not, I would’ve found a way.”

Gabriella DiTano
Winner of the Deutsche Bank Award in Creative Practice with The Glasgow School of Art 2012 and founder of design and print studio RISOTTO

Financial support provided to creative entrepreneurs through the Deutsche Bank Awards for Creative Enterprises annually

£150,000

gsa.ac.uk
dbawards.db.com
Deutsche Bank has focused on promoting art for more than 30 years. When Frieze set out to put contemporary art on the map with an international art fair, Deutsche was an early supporter. This year marks the bank’s ninth consecutive year as the main sponsor of Frieze London.

This year saw the expansion of the Frieze concept to New York, bringing a new dimension and new vitality to the city’s art scene. As the sponsor of Frieze London, Frieze New York and, since 2010, Art HK in Hong Kong, Deutsche Bank is unique in supporting three important art fairs on three different continents.

It’s a commitment that illustrates the internationalism of Deutsche Bank, and the scale of its passion for contemporary art. Limitless enthusiasm

Deutsche’s partnership with Frieze is based on a shared enthusiasm for the new: new talent and new thinking that can shape the future. “Frieze is a place of discovery. It’s a platform for artists and their ideas to find a new audience, and a commercial fair where people can buy and sell art,” says Adrian Riches, Head of Sponsorship, Frieze Art Fair. Frieze is also a regular venue for the acquisition of new work for the bank’s art collection by its art committee.

With more than 56,000 artworks, Deutsche has one of the most substantial and most international corporate art collections in the world today. The thrust of the Deutsche Bank Collection is work on paper by living artists, many of whom have received support from Deutsche at crucial times in their careers. Making connections

Deutsche Bank lounge at Frieze London presents work from the Deutsche Bank Collection in a new light. Last year, the main attraction was the creation of a live art work by conceptual artist Nedko Solakov. The theme this year is the connections between artists old and new. The bank’s “Pairs” exhibit explores the idea that the most radical reinterpreters of old artists are not art critics, historians or academics, but artists themselves. It coincides with the launch of Frieze Masters, a new fair which presents a contemporary perspective on historical art. Deutsche Bank is again the main sponsor.

The concept of “Pairs” is very much in keeping with Deutsche Bank’s belief in agile mindedness, says Alistair Hicks, Senior Curator of the Deutsche Bank Collection. “Frieze is known for challenging the habit of worshipping old art, and this concept asks questions of the orthodox view of well-known artists. We’re inviting people to see moments of crossover between artists who inhabited very different eras.”

Sponsorship of Frieze typifies Deutsche Bank’s commitment to art, the structures that enable its creation and the dialogue it fosters Two of a kind

Art fairs are all about making connections, so we thought it would be interesting to explore the connections between artists old and new”

Alistair Hicks
Senior Curator, Deutsche Bank Collection

Matthew Brannon, Casey Kaplan Gallery Photograph: Linda Nylind, courtesy Frieze/ Linda Nylind
Among the less well-known parts of the Deutsche Bank Collection are more than 250 works on paper by Expressionist artists. For “Pairs”, canvases by influential figures such as Piet Mondrian (Composition with Double Line and Yellow (unfinished), 1934) and Wassily Kandinsky (Watercolour with Red Spot, 1911) have been paired with contemporary works by Ugo Rondinone and Daniel Richter respectively.

There is also a local pairing, of David Bomberg and Frank Auerbach. Bomberg has a special place in London. It was with a Bomberg that the collection here began, in 1973.

Wider dimensions

For those unable to attend Frieze, virtually all of the Deutsche Bank Collection is on display in the bank’s offices around the world, where it provides a creative environment for employees, and in museums for the public to enjoy. The collection is accessible through regular free guided tours and, increasingly, digital innovations like the “Art works” apps for smartphones and tablet devices and ArtStation terminals that use iPad touch-screen technology to provide a new way to experience the art and the artists of the collection.

One of these ArtStations welcomes visitors to Winchester House, the bank’s London headquarters, where they can learn more about the careers and work of artists like Keith Tyson, the creator of the spectacular “12 Harmonics”. The painting was made especially for the building. It too makes surprising connections: between science, philosophy, playing cards and the zodiac. Some of Tyson’s preparatory sketches for the series are on show in the Deutsche Bank lounge at Frieze. One will be auctioned to raise funds for the bank’s Charities of the Year. One more example of art’s ability to inspire good ideas.

Deutsche Bank and Frieze

Public eye

Visitors to Deutsche Bank sponsored art fairs, 2012

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<th>Art HK</th>
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Collecting interest

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Artists are the voices of their generation, and with its “Artist of the Year” programme, Deutsche Bank aims to encourage emerging talents with something to say about contemporary society. Launched in 2010, the award is for young contemporary artists who have already produced an exceptional body of work. The list of winners shows an affinity with artists whose work confronts the issues of our time.

International collection
Kenyan-born artist Wangechi Mutu was the first winner. Vivid and unsettling, her art explores notions of cultural identity and femininity. She was followed by Moroccan artist Yto Barrada, who examines immigration through the frontier experience of her hometown of Tangier.

The current “Artist of the Year” is Slovakian conceptual artist Roman Ondák. His art deals with the extraordinary in everyday life, drawing inspiration from life before and after Communism. The next winner, who will be announced later this year, is sure to take the award into new territory once more.

Public platform
Most art prizes are financial. “Artist of the Year” is different. It gives the winner a public platform. Through a sponsored solo exhibition that tours art museums around the world, Deutsche Bank brings each “Artist of the Year” to a global audience. The show is accompanied by a catalogue and an exclusive limited edition print for sale.

Yto Barrada’s show “Riffs” was staged at the IKON gallery in Birmingham earlier this year, and will next appear at MACRO in Rome and the Fotomuseum Winterthur. The bank’s support continues beyond the timespan of the award, as works by the artist are acquired for the Deutsche Bank Collection. Both Wangechi Mutu and Yto Barrada have a floor devoted to their work in Deutsche Bank’s Group Head Office in Frankfurt.

Environment of ideas
The refurbishment of the building, which reopened in 2010, prompted a new direction in the curation of the bank’s art globally. This concept has now come to London. Where previously the emphasis was on German and UK artists, visitors to the bank’s offices today are welcomed by a much younger and more international selection of art.

The result is an environment much more representative of the Deutsche Bank Collection and Deutsche Bank itself – global, diverse, enquiring. “This is art that invites dialogue about the world around us,” says Friedhelm Hütte, Global Head of Art.
1 Make tea, butter toast

The Whitechapel Mission in London provides a hot breakfast to as many as 300 homeless people every morning, 365 days a year. For many, this will be their only meal of the day. Breakfast is prepared and served with the help of volunteers, including Deutsche Bank employees. Volunteers are also needed to sort donations and teach life skills.

The Mission’s practical support for the homeless extends to providing a mailing address so they can obtain the proof of identity required to claim benefits.

SIFA Fireside runs a similar drop in centre in Birmingham. The city has the highest number of homeless households in England according to figures from the Department for Communities and Local Government. Deutsche volunteers help out in the kitchens here too. “The commitment and positivity we get from Deutsche Bank volunteers has been fantastic. We couldn’t get by without them,” says Syeda Akhtar of SIFA Fireside.

whitechapel.org.uk
sifafireside.co.uk

2 Take a trip

The charity FareShare feeds 36,500 people a day using food that would otherwise go to waste. FareShare rescues surplus food from the supply chain and redistributes it to organisations that support the homeless and disadvantaged.

With prices on the rise and budgets squeezed, it’s a service that’s needed more than ever. And as well as feeding the homeless, FareShare helps them find a path into employment by providing vocational training. Deutsche Bank has been a supporter of FareShare’s East London Food Project, which supplies food to projects across east London that provide over 1,000 people with a regular healthy meal. Volunteers from the bank pick and pack food at the depot, load the vans and go on delivery runs.

“It’s illuminating to spend a day with people who you’re unlikely to meet in the course of everyday life. You get a very different view of London,” says Jonathan Pelluet of FareShare.

fareshare.org.uk

3 Leave a tip

Small change soon adds up. That’s the idea behind StreetSmart and SleepSmart. At over 500 restaurants and hotels in 19 UK cities, a voluntary donation of £1 is added to the bill. The donations are distributed directly to charities, hostels and projects that help the homeless in each city. Among them are Business Action on Homelessness, FareShare and New Horizon Youth Centre, giving employees extra ways to show their support for the bank’s partners.

Deutsche Bank has covered the cost of the campaign since 2006 so that every penny goes to those in need. Last year the campaign raised £760,000 for 102 projects: all local, all building community.

When going out this winter, please choose restaurants or hotels taking part in StreetSmart and SleepSmart. See the StreetSmart website for details.

streetsmart.org.uk
We’re all just a couple of steps away from being homeless

Before I mentored Solomon, I didn’t give much thought to how people become homeless. I had no appreciation of how fragile the stability in our lives can be. Say you commit a speeding offence and get a criminal record. If you lose your job and get no support from family or peers, you can easily lose your home. That one event can trigger a chain reaction that tears your life apart. It can happen to anyone.

Solomon and I didn’t get off to a great start

I had fixed ideas about how Solomon should look for a job, but they were based on how I would do it. It took me a while to understand where he was coming from. We had a long talk. I said to him, it’s not about where you’ve been it’s about where you want to go. We began to get on much better after that.

Getting a job wasn’t the finish line

When Solomon got a job working for Burberry at Selfridges, the next challenge was to adapt to a new environment, new people and have a normal daily routine. What we take for granted is a shock for someone who has lived on the streets.

Solomon’s really turned his life around

It’s wonderful to see the self-belief Solomon’s gained in such a short space of time. He soon started looking for the next move up from Selfridges. He’s now working full-time at Burberry’s flagship shop on New Bond Street, which he loves. He had the confidence to walk in and ask for a job. That got their attention. Solomon did all the work. He just needed some encouragement. All it took was an hour a week and a few phone calls. Not a lot to give when you realise how much impact it’s possible to have on someone’s life.

We’re still in touch

I see Solomon once a month now. It’s up to him to end the relationship when he’s ready. I can’t imagine not having contact with him, even if it’s just an occasional phone call.

Karen Cavalcanti from Global Transaction Banking has helped Solomon Bangura find work and a whole lot more

Being homeless could have destroyed me

Solomon Bangura became homeless following family problems after the death of his mother

“Being on the street is a shocking experience. You’re living in another world, one that exists outside society. I was homeless for seven months. Being homeless could have destroyed me, but I’m a strong person. I’ve had to be. There was never a doubt in my mind that I would get out of that situation, it was more a question of how and when. I kept myself sane by staying clean and presentable until I found somewhere to live. I got in touch with Business in the Community because I wanted to get back to work. Karen’s coaching helped me grow in confidence and realise my goals. Whenever I had doubts, she told me to focus on how far I’ve come, and she’s right. I was homeless and suffered a stroke at the age of 26. Now I have somewhere safe to live and a job with one of the best brands in the world.”

Season’s greetings

Winter is the hardest of all seasons for the homeless, as temperatures drop and their sense of isolation intensifies. This is one of the peak periods for employee involvement at Deutsche Bank, as thoughts, time and money are given to support those in need. Gifts and clothes for the homeless are collected at the bank’s offices around the world. In Frankfurt, the Winterspeisung campaign sees meals provided from two of the city’s churches, which Deutsche employees help prepare and serve. More than 400 volunteers have taken part in Winterspeisung since 2009. Last year the bank’s support took on a new dimension, with one euro donated for every friend told about Winterspeisung on Facebook.
Field trip
Learning leaves the classroom, and good ways to spend a morning, afternoon or evening

What eats what?
Getting closer to nature in the city

Studies show contact with nature is beneficial to the wellbeing of young people. Yet in London, many of them have little or no access to green space. Meanwhile, in 2011 research by the Department of Business Innovation and Skills found that while young people enjoy studying science, they see it as a classroom subject and rather remote from reality.

The Royal Parks Foundation, the charity that supports London’s eight royal parks, is trying to address these issues by offering 11-16 year olds a new way to learn about the natural world.

Its education programme has welcomed primary school students for more than a decade. Now, with Deutsche Bank’s support, the programme is expanding to include secondary school students for the first time. The aim is to inspire greater understanding of the environment and increased academic achievement in science: goals Deutsche Bank supports through its investments in sustainability and education.

At the Foundation’s new environmental education centre in Hyde Park, the latest technology will be used to bring science to life, especially for students who may struggle with traditional teaching methods. “Students can get closer to nature and make their own discoveries here. They can see the food chain in action. Going pond dipping and showing the rest of the class the heartbeat of a water flea on a big screen gives them a completely different view of science,” says Katy Barton, the Foundation’s Head of Education.

It’s fun with an underlying purpose. For the students, a chance to experience nature, not just read about it. All the work they do relates to the exam syllabus and can be saved electronically and sent back to school to support coursework. For their teachers, a lesson in how to make science gripping using a completely different view of the world.

“The Foundation’s Head of Education

Music is free
Deutsche Bank and the LPO

A passion for music can begin at any age. So can a passion for learning. For the past 15 years, Deutsche Bank and the London Philharmonic Orchestra have been working together to give young people the chance to experience music in its purest form – in performance.

Increasing access to art and music is part of Deutsche’s strategy for fostering creativity. Access is also a theme of the bank’s education activities. The Deutsche Bank BrightSparks project bridges both areas. The project, which has been running since 2001, provides free tickets to performances by the London Philharmonic Orchestra for more than 15,000 young people every year.

The concerts are designed to support the music education curriculum for five age groups, from Key Stage One (5-7 years) up to Key Stage Five (A-level students).

For the younger children, the aim is to provide an introduction to music. For A-level students, the concerts provide an opportunity to explore individual pieces of music in depth, which is a key area of their curriculum. A seminar-style setting encourages interactive learning and dialogue, enabling the students to take full advantage of their access to one of the world’s finest symphony orchestras.

The concerts perform well as a learning tool. Teachers gave the concert for GCSE students a rating of 94%. The results of a listening test involving four groups of students showed a 48% improvement after the concert.

BrightSparks gives priority to students at state schools in deprived areas. In a tough economic climate, Helen Searl of the London Philharmonic Orchestra is pleased the programme is making music accessible to all. “Curriculum-linked out of school activities are becoming rarer in schools and budgets at home are stretched. Thanks to Deutsche Bank’s support, everything is provided. All the schools have to do is get the students into the auditorium,” she says.

The concerts are heavily over-subscribed. In common with the Berliner Philharmoniker Orchestra’s Digital Concert Hall project, also supported by Deutsche Bank, the LPO will be putting a concert film online next year, taking free music into new places to reach an even bigger audience.

Give & Go
Things to see and do for employees

You don’t have to run to take part. 28 October, 4 November and 9 December

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On the look out at the Isis Education Centre, Hyde Park

Photograph: rb-create

supporttheroyalparks.org

11 Eat at a Deutsche Bank restaurant for StreetSmart

D A T E

October

30 Last chance to use your 2012 matching allowance for charity donations, UK

3  Marathon in aid of Help a Capital Child, New York

1  StreetSmart and SleepSmart campaigns begin, UK (to 31 December)

November

15 Employee vote for Charities of the Year 2013 (to 17 October)

2  Inca trail trek for Charities of the Year, Peru (to 11 November)

24 Volunteer challenge, employability workshop, London

28 “Run to the Beat” half-marathon in aid of Meningitis Research Foundation, Greenwich

1  StreetSmart and SleepSmart campaigns begin, UK

24 Volunteer challenge, Whitechapel Mission, London

15 Online charity art auction (to 26 October)

2  Inca trail trek for Charities of the Year, Peru

30 “Run to the Beat” half-marathon in aid of Meningitis Research Foundation, Greenwich

11365 Deutsche Bank UK Autumn 2012
Time trial

Passionate about…
Creating positive futures

Photograph: Bill Robinson

Journalist and broadcaster Jon Snow combines presenting the news on TV with being Chair of New Horizon Youth Centre in London, a day centre that works with young people who are homeless, vulnerable or at risk.

What are you most passionate about?

Social justice, housing and opportunity. The UK suffers a widening gap between rich and poor. One of the very great rewards has been to work with Deutsche Bank to try to make an impact on this gap at the point at which it is most acute.

How did you first become involved with New Horizon Youth Centre?

In 1966, when I was a student, I watched a TV drama called “Cathy Come Home” about a young mother who was homeless, which had a profound effect on me. I was later thrown out of university, along with nine others, for leading a sit-in to persuade the university authorities to disinvest from apartheid South Africa. Desperate for a job, I heard that Lord Longford was looking for a director to run New Horizon. I got the job! Today, as Chair of New Horizon, I chair the Management Committee, which is responsible for the strategic, financial, and delivery aspects of New Horizon. I’m also involved in raising £1 million a year to finance our work. I try to be in the Centre at least twice a month.

How important is the support of companies like Deutsche Bank to the work of New Horizon?

Our partnership with Deutsche Bank over the past three years has been one of the most imaginative, generous and beneficial New Horizon has ever enjoyed. It has been extraordinarily fertile on many levels. That a bank with the prestige, status, and experience should extend its involvement to a small project so close to the grass roots has brought us attention and we’ve seen other corporate donors follow Deutsche Bank’s example.

The emphasis has been on employment and training, which is a very difficult area of work to fund. Thanks to Deutsche, we’ve been able to run weekend training courses and work placements that involve a lot of one on one commitment. The results have been formidable. Dozens of young people enrolled in courses ranging from literacy to computers skills, we’ve engaged with outside companies in apprenticeships and supported employment schemes. Despite the recession, we’ve introduced and sustained more young people in the world of work than ever before.

Alongside being a working journalist and TV presenter, you’ve given your time to many charities and public organisations. Why do you volunteer? And how do you choose which organisations to support?

New Horizon remains the core voluntary commitment in my life, as it has done for the 40 years since I first worked there. Beyond that, I’m the Deputy Chair of the Media Trust, which pairs media workers with projects that require website, PR and presentational skills. I saw it as a natural extension of my professional and voluntary life. I’ve served the National Gallery and the Tate as a trustee. Last year I was elected to chair the organisation of Tate members which raises £3 million a year for the Tate. I’m a trustee of the Ashmolean Museum in Oxford as well. These arts opportunities come with the rewards of wonderful access to exhibitions, people and involvement in a world that enlightens my own world of work.

What do you find most rewarding about volunteering?

Volunteering, particularly at New Horizon, exposes me to meeting people in circumstances well beyond what I experience in my day job. I find that volunteering puts my media life in perspective. It’s humbling, informing and rewarding in that I see change and progress. Of course I see disappointment too, when our huge effort sometimes fails. More than anything, volunteering at New Horizon keeps me rooted. Turning up on television and being recognised in the street can lead to a big head. New Horizon keeps it small!

How do you balance all the demands on your time?

With difficulty! I ride a bicycle, and I’m blessed that New Horizon, the Tate and other locations are no more than ten minutes from my work. I use my lunch hours creatively. Most particularly, my employers at Channel 4 News are understanding and elastic with my hours.

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