

3D

Asia Pacific

Corporate citizenship
Unleashing potential

Deutsche Bank has long focused on being an active member of the communities it serves

Transforming

Together, the Bank's *Born to Be*, *In the Community*, *Made for Good* and *Plus You* programmes form a powerful corporate citizenship strategy, helping to equip businesses and people (especially the marginalised and the disadvantaged) with the knowledge, skills and opportunities they need to prosper.

In Asia, millions of young people lack access to basic necessities like healthcare, clean drinking water and a secure living environment. As a result, they may not be able to benefit from or even access education or skills training.

That's why, as part of its *Born to Be* youth engagement programme, the Bank works with non-profit organisations in 16 countries around the region to support projects that provide access to these basic necessities, as well as projects that focus on education. Our aim is to help young people break out of the many cycles that limit their prospects.

Wherever Deutsche Bank does business in Asia, a priority is to help build stronger, more inclusive communities. The Bank's *In the Community* programme works to achieve this by supporting organisations like Orbis International, which transforms

"Our aim is to give hope to people living in challenging environments"

Gunit Chadha
Chief Executive Officer
Deutsche Bank Asia Pacific

lives by working to eliminate avoidable blindness. The *Made for Good* programme supports partners like Be! Fund that help enterprises in Asia drive positive change in society. As part of the Bank's *Plus You* community, our employees donate and raise funds, as well as offer their professional skills and hands-on support to local charities.

"With all these projects, our aim is to give hope to people living in challenging environments in Asia and help unleash their potential," says Gunit Chadha, Chief Executive Officer, Asia Pacific. ■



Christian from Tondo, north-west Manila, now back in school Photograph: Purple Centers Foundation

Who we work with and what we do

Not for profit
Partnerships with 160 non-profit organisations in 16 countries

160

Focus on youth
754,162 beneficiaries of which 431,150 are young people under the age of 24

754,162

Making time
3,870 corporate volunteers contributed 36,416 hours

36,416

Source: 2015, Deutsche Bank Asia Foundation charity partners and *Global Impact Tracking (GIT)*, Deutsche Bank

In tune for success

Christian often had to skip school to take care of his younger siblings. "Sometimes, we also had to skip meals because my parents do not make enough money for food," recalls the 11-year-old, who lives in the slum area of Tondo, north-west Manila. He dropped out of school because his parents could not afford to pay for his uniform, books and transportation.

Then, in 2012, Christian was accepted into the school operated by the Philippine Christian Foundation (now known as the Purple Centers Foundation). Now, he goes to school every day where he is one of the top students, a spelling bee champion and part of the school choir. Since 2013, Deutsche Bank has supported the members of the school's choir through its *Born to Be* programme. This support covers a holistic range of care: nutrition, transportation, school supplies and healthcare, as well as education. ■

purplecenters.org



India
Increasing our support

More

In India, where over 60% of the population live on less than US\$2 per day, making a difference in the communities where Deutsche Bank operates has long been a part of our Corporate Citizenship (CC) strategy. Through the Deutsche Bank Asia Foundation, our approach has been to focus on supporting a few key programmes and a range of employee volunteer-led initiatives. Now, thanks to the inclusion of a new Corporate Social Responsibility clause

under the Companies Act of 2013, this approach has evolved. The Bank's CC commitment has greatly increased, allowing support for more programmes, and partnerships with larger scale projects that can impact more lives.

"As we intensify our CC initiatives across the country, ultimately, it strengthens our commitment to being active members of the communities we serve," says Ravneetsingh Gill, Chief Executive Officer, India. ■

"We are intensifying our corporate citizenship initiatives across the country"

Ravneetsingh Gill
Chief Executive Officer
Deutsche Bank India

Milestones in India

Beneficiaries

190,650

Corporate volunteering hours

10,718

Source: 2015, Deutsche Bank Asia Foundation charity partners and *Global Impact Tracking (GIT)*, Deutsche Bank

Education
Opportunities for all

Class act

Cooking and caring for livestock can leave little time for girls to go to school

Like millions of other girls in rural India, 12-year-old Manju* found herself tasked with domestic chores in her small Rajasthan village. Her parents said they could not even think of sending her to school as she was responsible for cooking, fetching water and taking the goats for grazing.

While education is free and compulsory in India, access remains limited by social, economic and cultural obstacles, especially for girls. With support from donors such as Deutsche Bank, non-profit organisation Educate Girls works to tackle some of the root causes of gender inequality in India's education system and improve girls' access to quality education. As well as encouraging parents to allow girls to enrol in school and supporting their retention in classes, Educate Girls' initiatives aim to improve the learning outcomes of girls and boys in grades 3-5, impart life skills to marginalised girls, and improve school governance and infrastructure.

Educate Girls took up Manju's case, eventually persuading her parents that empowering girls through education can give them valuable tools to gain employment. As a result, Manju's parents gave their permission for her to enrol in a local school, where she has made friends and relishes the opportunity to learn. ■

*Name changed to protect privacy. There is no correlation between the children featured in this article and the photograph.



Improving girls' access to education is an important step towards gender equality Photograph: Educate Girls

Programme results

In class
Out-of-school
girls enrolled

7,569

Opportunity
Children with improved
learning outcomes

12,865

Source: 2015 – 2016 data
educategirls.ngo/What-We-Do.aspx

Enterprise
Igniting bright ideas



Mageshwari's startup has illuminated 14 villages Photograph: Be! Fund

Power on

Since 2011, as part of its *Made for Good* programme, Deutsche Bank has been supporting Be! Fund, a not-for-profit capital fund that gives aspiring entrepreneurs from low-income groups start-up capital.

Mageshwari's village suffers from regular power outages. Businesses are often forced to stop operating, children rely on candles to do their homework and people cook using environmentally unfriendly kerosene.

One day, her husband installed solar lights at home. This sparked an idea in Mageshwari's mind. "I thought, what if everyone in my village could have access to this free, uninterrupted power?"

She began learning how to make solar-powered lights, but did not have the means to make enough for her entire village.

Be! Fund provided Mageshwari with the working capital to kick-start a business making and selling solar lights. She has since sold more than 900 solar panels and helped light up 2,000 homes in 14 villages and 40 tuition centres, earning more than Rs5,000 (US\$75) a month.

Her proudest achievement to date? Installing a solar backup power system at a school in her village. "Our village children can now attend evening classes and even learn using computers," she smiles. ■

Good business

Strong sales
Mageshwari has sold
over 900 solar panels

900

Social impact
She has helped light up
2,000 homes in 14 villages

2,000

Source: befundindia.com