In the Community
Advocacy and activism

All colors
Through corporate citizenship, advocacy and taking a stand, Deutsche Bank works to make local communities stronger and more supportive of all people.

Lesbian, gay, bisexual, transgender and queer youth comprise a disproportionately high percentage of New York City’s young homeless population. Homeless LGBTQ youth face family rejection, social stigma and other discrimination and receive insufficient shelter and support services. To address this issue, Deutsche Bank Americas Foundation recently invested philanthropic resources to create paths toward housing stability and improved overall well-being for LGBTQ youth. The Foundation provided financial support to the Ali Forney Center to expand its comprehensive medical, mental health, legal, educational and career services to 200 new clients over the next two years. Carl Siciliani, Ali Forney’s Executive Director said, “The grant from Deutsche Bank will help reverse a negative trajectory for many homeless youth in New York City who identify as LGBTQ.” The Bank’s support is also allowing Ali Forney to develop a strategy for addressing homelessness through systems change and public policy.

A larger commitment
Deutsche Bank’s support to LGBTQ youth aligns with the Bank’s larger commitment to diversity, inclusion and positive social change. Illustrative of this broad concern is the work of dbPride Americas, a Deutsche Bank employee resource group that promotes an environment in which all LGBTQ employees can realize their full potential both personally and professionally. dbPride Americas organized the first ever Transgender Economic Empowerment Forum, an event held at 60 Wall Street that was headlined by New York City’s First Lady Chirlane McCray and actress Laverne Cox, and featured employment resources.

Promoting inclusion
Deutsche Bank takes seriously its commitment to building inclusive work environments in the communities where it does business. In North Carolina, recently enacted legislation invalidates existing protections for the rights of LGBTQ citizens and prevents municipalities from adopting such protections in the future. In response, John Cryan, CEO of Deutsche Bank, announced that the Bank was freezing plans to create 250 new jobs at its Cary, North Carolina, location. On the day of the announcement, Jon Tilli, chair of dbPride Americas remarked, “Today’s announcement is a result of many years of collaborative work with employees, leaders and external thought partners... We should all be proud of the enormous statement our company made this morning in the fight for our equality.”

dbforneycenter.org
westendnyc.org
antiviolenceproject.org

Deutsche Bank’s commitment to advancing an inclusive society cuts across all of its corporate citizenship activities and programs. Partners include the Anti Violence Project in New York City.
Confident

An innovative initiative in Jacksonville hones critical thinking and communication skills among elementary school students

Studies show that arts education cultivates the literacy skills and mental habits that are so important for scholastic success and personal development. Yet research by the National Endowment for the Arts shows that while children in undeserved schools have the most to gain from arts education, they are least likely to receive it.

Deutsche Bank is proud to support the Museum of Contemporary Art (MOCA) in Jacksonville, Florida, for its youth arts program Voice of the People. The partnership is just one of Deutsche Bank’s Born to Be youth engagement initiatives that help young people everywhere fulfill their potential. This spring, the program coincided with an exhibition that Deutsche Bank worked on with MOCA, Time Zones: James Rosenquist and Printmaking at the Millennium, which centered around seven art works that the Bank commissioned in 1998 and lent for this show.

How it works
During several trips to MOCA, museum educators introduce local fourth graders to works of art. After selecting a favorite art work, students learn to analyze its formal elements, such as line and texture. With support from museum educators and their own teachers, they craft interpretive essays that explain and celebrate the work’s distinctive features and evocative qualities. Lastly, they prepare and record personal, spoken commentaries about the works for the museum’s audio guides, accessible to all MOCA visitors.

Strengthening skills, building confidence
This multi-pronged approach to arts education has long-lasting benefits. It encourages and helps to shape the children’s critical and analytical thinking skills and teaches them how to translate their observations and impressions into a coherent narrative.

The confidence they gain by seeing their efforts take root in the world beyond school is not the program’s only benefit. Students who participate in the Voice of the People program show improved scores on standardized tests for reading and comprehension, outcomes that continue to accrue in subsequent years.

Voice of the People clearly shows that the skills developed in an art-based education program translate directly into skills that are predictors of success in school and beyond.

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Positive outcomes
The program had a major impact on both mentors and students. Said Casey Chaffart, Analyst in Global Transaction Banking, “I have been in these kids’ shoes. My mom was a single parent and always told me I couldn’t go to college because she couldn’t afford it. I want to show these kids that if your dream is to go to college you can, and with a little determination you can come out of college with little to no debt.”

Enthusiasm and dedication ran just as high on the student side of the mentoring equation. Just ask Rhani Davis, who was admitted to New York University last year on a full scholarship. “My mentor was amazing,” said Rhani. “She helped me at every step in the process and gave me the confidence to persevere.”

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Partners in success
Regarding Deutsche Bank’s commitment to Strive for College, Michael Carter, the organization’s founder and CEO said that “….our relationship with Deutsche Bank had a huge impact on our organization, and most importantly on students for whom college had been out of reach.”

All in all, 2015 was a banner year for the Deutsche Bank-Strive for College partnership, especially for the 1,000 young people who successfully embarked on the life-changing opportunity afforded by a college education.