We are committed to South Africa through our Born to Be and Made for Good programmes.

### Born to Be

The programme aims to empower the next generation and break the cycle of poverty through early education interventions.

### Made for Good

The programme focuses on getting non-profit organisations to look at enterprise solutions to ensure their survival so they can continue to drive positive change.

---

**Investing in future generations**

#PositiveImpact

**Early childhood education**

- **Through our Born to Be initiative**
  - Our partnership with TSiBA Education delivers an annual Alternate Income Generation Programme for non-profit organisations to look at diversified income streams with the aim of achieving financial sustainability to be long-term agents of change.
  - For example, on average, 200 preschool and primary school teachers benefit from an accredited qualification or skills development through our ongoing support of Brainwave Careers.

**High school education**

- **Columba Leadership**
  - A partner since 2003, Columba Leadership currently delivers a complete early childhood education training solution that includes not only a formal certification, but also on-the-job training, which benefits pupils at both the national and provincial levels.
  - 76% of Columba Leadership graduates study or work after completing school.

**Education for young people**

- **Youth Citizens Action Programme**
  - Over 400 schools across the country participate in the Youth Citizens Action Programme, culminating in an annual competition, where young people develop project skills and leadership values to address challenges they face within their schools and wider communities.

---

**Our commitment to South Africa**

Founded in 2001, Deutsche Bank South Africa Foundation invests in future generations through its Born to Be and Made for Good programmes. Born to Be aims to empower the next generation and break the cycle of poverty through early education interventions. Made for Good’s goal is to get non-profit organisations to look at enterprise solutions to ensure their survival so they can continue to drive positive change.

**Through our Plus You programme**, over 40% of our employees volunteer in both bank-driven and their own personal initiatives, ranging from one-off hands-on activities, such as building houses, through to long-term mentorship relationships, such as big-brother or sister support with a student.
This is why we are here.
To enable economic growth and societal progress.
To realise plans and ambitions.
For clients and employees, investors and communities.

#PositiveImpact

Our corporate social responsibility mission:
Enabling communities and economies to prosper

#CorporateCitizenship
#ImprovedLivelihoods
#PositiveImpact

With our Born to Be youth engagement programme, we enable young people to reach their full potential. Our Made for Good initiatives empower ventures that create wider social good.

Wherever we operate, we help to build stronger and more inclusive communities.

We do this together with like-minded partners and with the support of our people. Our Plus You volunteering and giving community, as well as our public advocacy, maximise the impact of our projects, which we monitor annually with our Global Impact Tracking.

Our annual targets
Keep volunteer engagement at/above 20%
Keep annual giving totals above €10m.

Our Target 2020
Make a positive impact on 4m lives since 2015
Make a positive impact on 20,000 social enterprises and charities since 2016
Make a positive impact on 5m young people’s lives since 2014

> 235,000 hours invested in education, enterprise and community projects
> 17,400 corporate volunteers (22% of Deutsche Bank employees)
> 13m funds raised for charities

In the community
We provide local support for communities and society’s most disadvantaged by supporting infrastructure projects, offering basic welfare or immediate disaster relief.

Our annual targets
Keep annual giving totals above €10m

> 180 projects in 29 countries
> €13m of funds raised for charities

#PlusYou
Making it easy to volunteer and give.

Volunteering not only boosts the impact of our programmes, but also the personal development, motivation and commitment of our colleagues around the world. We support their civic engagement through paid leave, charitable donations, and in-kind support. In our Plus You volunteering and giving community, we facilitate a range of opportunities, including the Deutsche der Jahrprogramme.

In the community
We provide local support for communities and society’s most disadvantaged by supporting infrastructure projects, offering basic welfare or immediate disaster relief.

Our annual targets
Keep annual giving totals above €10m

> 180 projects in 29 countries
> €13m of funds raised for charities

#CorporateCitizenship
Worldwide

FIND OUT MORE
FOLLOW
@dbcitizenship
fb.com/dbcitizenship
bancc.com/cr