New York City, like other major cities, is a place of stark contrasts. Opportunity and poverty are highly concentrated, often side by side, and enforced by entrenched and compounding cycles. As a corporate citizen, Deutsche Bank seeks to disrupt these cycles by ensuring meaningful pathways to social and economic opportunity and advancement. This commitment to equity is longstanding and guides the bank’s work across all of its CSR pillars: education, community development and social enterprise.

CSR Americas takes an asset-based approach to its philanthropic activity and thought leadership, highlighting communities’ strengths and empowering individuals to achieve their aspirations for themselves and their communities. The approach braids applied research, high-quality programming and a systems-orientation that acknowledges the systemic barriers, and the legacy of institutional discrimination, that adversely impact historically marginalized people and places.

Through its global education program, Born to Be, Deutsche Bank strengthens the education pipeline for the nation’s growing and historically underserved groups. As demographic shifts in the US give rise to a more diverse nation, preparing all young people for college and career is not just a moral issue but has major economic implications as well.

Though these strategies are developed to meet the needs of specific underserved populations, they also benefit the greater society, as the Young Men’s Initiative, a CSR Americas partner, demonstrates. The Initiative’s NYC Men Teach program works to hire and retain more men of color as public school teachers, which research shows increases engagement and attainment amongst male students of color and enhances instruction and improves outcomes for all student groups.

This commitment to equity extends to the bank’s Made for Good program, which invests in socially engaged and creative enterprises whose innovative ideas and business models can transform the disciplines and industries of which they are a part. Through its Creative Enterprise initiative, Deutsche Bank is supporting cultural and community organizations in developing new equity-based curriculum resources that are intentional in their approach to developing young people’s critical-thinking and analytical skills and that contribute to more inclusive historical narratives. With the launch of the New-York Historical Society’s new Center for Women’s History, the bank supported a groundbreaking online curriculum for schools across the country that weaves women’s contributions back into the American story. A partnership with the Museum of the American Indian is addressing the enduring inaccuracies and omissions regarding the role of Native Americans in the nation’s development.

The bank is also supporting the Simon Wiesenthal Center in Los Angeles in engaging youth on race, incarceration and education equity in the context of civil rights history. Deutsche Bank’s Plus You program empowers employees in the US to promote equity in their local communities as volunteers. CSR Americas offers a board placement and development program for employees who are ready to grow their leadership skills while stewarding organizations on the front lines of the social justice movement.
Anchoring Achievement provides support for young learners to be ready to enter and perform well in school initiatives in the US yields Deutsche Bank’s signature *Born to Be* initiative. It was launched in 2013 to address the right combination of high-quality services tailored to weave together to effect meaningful and lasting change. This knowledge helps determine the right combination of high-quality services to engage youth and families in New York and beyond.

Deutsche Bank recognizes that education and youth development are important for local families’ specific needs. The Youth Development Institute provided extensive research building and technical assistance to the networks. The Metropolitan Center for Research on Equity and the Transformation of School at New York University also supported the initiative and its networks through applied research and evaluation studies. The networks reported academic and employment gains amongst their participants. The Bushwick network in Brooklyn achieved 75% high school equivalency attainment, 85% on the ACT examination, and 72% job retention for its participants. In the Mott Haven network, 60% of students showed improvement in their English Language Arts grades.

Education Anchoring achievement


**Learning for life**

Anchoring Achievement was designed as a demonstration project, to provide a successful engagement model and inform future work by practitioners, policymakers and other funders.

**Anchoring Achievement**

Deutsche Bank recognizes that education and youth development are important to community well-being, and that family stability is an essential factor for student success.

**Anchoring Achievement partnerships**

Networks of community organizations formed integrated education hubs across New York City.
Hot Bread Kitchen is a flagship US partner of Deutsche Bank’s global Made for Good program

Deutsche Bank’s Made for Good program supports creative and socially engaged enterprises whose innovative ideas, approaches and business models promise social and economic progress.

One such enterprise is Hot Bread Kitchen. Based in the East Harlem section of Manhattan, it creates economic opportunity through culinary training and entrepreneurship. The organization has created over 200 jobs for underserved individuals, helping them to overcome food industry barriers, establish a foundation for economic independence and contribute to neighborhood revitalization.

Hot Bread Kitchen offers intensive culinary training for low-income, immigrant women and women of color, and graduates them into competitive positions at the city’s best bakeries. The organization also runs a business incubator.

Deutsche Bank’s support is also helping to sustain and grow JPEF’s Teacher Roundtable program, which works with teachers throughout the year to bring their voices to the policymaking table, and its PowerUP Jax grant program, which supports innovation in the classroom.

“Deutsche Bank is committed to excellence in teaching and helping build a brighter future for the students of Duval County,” said Leslie Slover, Regional Head of Jacksonville and Cary, NC. “A strong and vibrant education system means everyone is a winner: teachers, students, parents, businesses – the entire community.”

Since 2011, Hot Bread Kitchen’s incubator program has created over 200 jobs.

Rising

Elevation

Public school partnership

Deutsche Bank Jacksonville is partnering with the Jacksonville Jaguars and the Jacksonville Public Education Fund (JPEF) to recognize Duval County’s best public school educators and to elevate their leadership.

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“Deutsche Bank is committed to excellence in teaching and helping build a brighter future for the students of Duval County,” said Leslie Slover, Regional Head of Jacksonville and Cary, NC. “A strong and vibrant education system means everyone is a winner: teachers, students, parents, businesses – the entire community.”

jaspef.org

Capital mission

Bringing capital to distressed communities

Deutsche Bank’s Community Development Finance Group (CDFG) provided a USD 18.4 million loan to complete financing for an integrated mental health, primary care and community intervention center in East New York, Brooklyn, one of the most impoverished and underserved areas of New York City.

The Institute for Community Living (ICL) is an award-winning, 30-year-old human services agency with a mission to assist individuals and families affected by or at risk of mental illness with integrated comprehensive and coordinated care. ICL’s new 44,690 square-foot center will offer nine different programs, including mental health and social services, to improve well-being, recovery and participation in community living. The new site is scheduled for completion in 2018 and will double ICL’s capacity for services to about 9,700 patients annually.

CDFG deploys the bank’s balance sheet in the service of bringing capital to distressed communities. Its current portfolio of approximately USD 700 million of loan and investment commitments support community development and economic revitalization.

In addition to Deutsche Bank’s loan, funding for ICL’s new center came from a variety of government and private sector capital sources including the federal New Markets Tax Credits.

iclinc.net

Serving jobs

Since 2011, Hot Bread Kitchen’s incubator program has created over 200 jobs.

Doubling capacity

ICL’s new center will double capacity for services to about 9,700 patients annually.

9,700

New state-of-the-art community center will expand vital health and social services in East New York, Brooklyn

Image: Dattner Architects

Leslie Slover, Regional Head of Jacksonville and Cary (second left) and Kevin Dooley, Head of Human Resources for Jacksonville and Cary (far left), with EDDY Award Finalist Michael Bosco-Jones, his daughter and two former students. Photograph: Stephanie Froth with Cady Studios

hotbreadkitchen.org
db.com/madeforgood

Get it while it’s hot – Hot Bread Kitchen at a pop-up marketplace at Deutsche Bank’s 60 Wall Street office. Photography: Melanie Kaufmann and Kan Lee