



Friends of Community Care Awards 2024
Winner - Corporate (Large Enterprise) Category

Deutsche Bank
Nominated by HCA Hospice Limited and Yong-en Care Centre

“We’re not just a part of communities, we play an active role in helping to shape them. Deutsche Bank is deeply dedicated to empowering change – for the society of today and generations of tomorrow.”

- Melanie De-Cruz, Head of Brand Management and Head of Corporate Social Responsibility, Asia Pacific

Deutsche Bank is the leading bank in Germany with strong European roots and a global network. The bank’s corporate social responsibility agenda focuses on two impact areas: education and environment. It is also dedicated to providing support to the most disadvantaged in society. Employees provide additional support both by volunteering and by donating money.

In Singapore, Deutsche Bank has been a responsible member of the community for more than 50 years. A highlight of Deutsche Bank’s CSR programme is its flagship employee payroll giving initiative, “One Day”, which offers employees the opportunity to do good by voluntarily and anonymously donating the equivalent of one working day or more of their salary. Employees are involved in the entire process, nominating charities they work with and want to champion, and later voting for their preferred cause. Senior management is also involved, serving as judges in the nomination process. The bank tops up employees’ donations by making an additional contribution to the finalist charities every year.

Since its launch in 2010, more than \$8.5 million has been raised for 26 charities, including HCA Hospice, Assisi Hospice, Dover Park Hospice and Yong-en Care Centre. This has helped fund many of their programmes, such as providing day care services, art and occupational therapy, specialised transportation, and other crucial operational expenses.

The bank also encourages employees to champion a charity, acting as a “relationship manager” between the bank and the charity. These charity champions will proactively engage the charities to plan volunteering activities for all employees. The champions nominate the charities for "One Day".

In 2023, Deutsche Bank organised more than 50 volunteering activities (2800 hours of service) such as befriending, outings, festive celebrations in Singapore for various charities, including HCA Hospice and Yong-en Care Centre befriending activities.

In 2019, the bank launched the “dbSkillsPlus” programme, a capacity-building workshop targeted at staff from charitable organisations, addressing key topics that matter most to them. These sessions featured speakers, including subject matter experts from Deutsche Bank and other like-minded companies, who shared perspectives and best practices in the corporate world. This ongoing programme has benefitted more than 35 charities and social organisations in Singapore with positive feedback.



Engaging seniors in craft activities



Celebrating Chinese New Year with seniors



Accompanying seniors to S.E.A. Aquarium



Befriending seniors