



# Article

Jersey

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## JEP CSR Supplement

### Volunteering to make a positive difference

By Andreas Tautscher, Chief Country Officer, Deutsche Bank in the Channel Islands

In all the communities in which its 100,000 employees work, globally Deutsche Bank aims to act as a responsible citizen to achieve positive, sustainable change, and this is equally the case in Jersey.

In fact, Deutsche Bank has a strong track record of community engagement in Jersey, not just through financial support of charity groups, but through staff volunteering initiatives too. The Bank has a tradition of encouraging staff to undertake and organise community projects to promote education, social investment, sustainability and creativity.

Having launched its 'Community Challenge' to mark its 35<sup>th</sup> anniversary of being in the Channel Islands in 2008, the Bank's 'Community Re-Gen' project last year - part of its 40<sup>th</sup> anniversary celebrations - was another huge success.

That ethos has been carried forward into this year too through our now firmly established pan-Channel Islands Volunteering Week, which strengthens the Bank's ties with the local community and enables staff to make a positive difference to charitable causes on a regular basis. As with all Deutsche Bank initiatives, the underlying philosophy of the week is that community engagement is not just about money – it's also about offering support, resources, expertise and time to partner organisations.

#### **Volunteering**

A number of staff at Deutsche Bank are already actively involved in the local community through various volunteering initiatives, and this is something the Bank encourages. Not only does this

bring the Bank closer to the local community, it also helps them enhance their diversity of skills and gives them a welcome added element to their work-life balance.

Those benefits are mirrored through Volunteer Week, which this year took place in late-May and saw a total of around 50 staff from Deutsche Bank help give the premises of the Jersey Cheshire Home a facelift. With staff at the Bank having nominated the Jersey Cheshire Home as their beneficiary charity for 2013, they undertook an extensive redecorating project at the charity's Eric Young House premises in St Helier.

Assisted by Amalgamated Facilities Management (AFM), who helped project manage and provided specialist assistance throughout the week, including the installation of a new lighting system, staff focused on giving the Jersey Cheshire Home's main ground floor area a makeover, including painting and redecorating its entire ground floor corridor and stair wells.

Completing the project within a week was a tough challenge for all the staff who gave their time to it, but it was ultimately a hugely worthwhile and successful week to kick-start the Bank's year-long support of the Jersey Cheshire Home, which is celebrating its 30<sup>th</sup> anniversary this year.

We know that it costs on average more than £30,000 per week to run the home, which offers residential care to individuals who are physically disabled and unable to live in their own homes, in particular those suffering from Multiple Sclerosis, so to be able to give them our support in this way and make a real, positive difference to those who use and run the home was fantastic.

Particularly with the Jersey Cheshire Home marking its 30<sup>th</sup> anniversary this year, it is fitting that staff in Jersey elected to support such a worthwhile charity in 2013. As well as undertaking this project through Volunteer Week, staff will also be organising a range of fundraising activities throughout the year specifically to help the Jersey Cheshire Home purchase a new specially adapted vehicle for resident transportation. The Bank also sponsored the charity's flagship concert at the end of June at the Jersey Opera House.

## **Positive Change**

Having launched our Volunteering Week in the Channel Islands two years ago, it has proven a huge success, both in terms of bringing about real positive change to charity organisations and in giving our staff a valuable opportunity to try their hand at something a bit different in order to support a local charity or community group.

At the same time as our team of volunteers was hard at work in Jersey, colleagues in Guernsey were also focused on a similar project – giving the Guernsey Alzheimer's Association premises a

facelift, including painting and redecorating extensively internal and external areas of their respite centre in St Sampsons. The GAA aims to help those who care for people with dementia, and in particular offer support to the carers – and Deutsche Bank also sponsors the monthly carers' luncheons held at the Centre. The efforts of our staff in Guernsey during the week were equally as impressive as those in Jersey.

Across both islands, it goes to show just what can be achieved when genuine partnerships are forged between a business and a community organisation – even just in the space of one week – and I am proud of the hard work, effort and enthusiasm our team of staff volunteers showed.

It is vital that, at a time of challenging economic conditions, local businesses realise just how important it is to make an effort to support the local organisations that play such a major role in the community.

Deutsche Bank is doing this in Jersey through its focused volunteering programme, which is complemented by a number of Group-wide schemes to act as incentives for staff volunteers - including a 'Community Awards' scheme, through which the Bank aims to recognise employees' volunteering efforts with financial rewards for their chosen cause.

This is bolstered further by the emphasis the Bank places on forming genuine, long-term partnerships with community organisations with an educational, cultural or sporting remit - such as the Jersey Eisteddfod and the grassroots rugby, beach soccer and hockey development programmes.

More information about Deutsche Bank's global Corporate Social Responsibility programme and how it translates to the Jersey community can be found at [www.db.com/csr](http://www.db.com/csr).

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