

# 3D

# Americas

*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 Sicciliani, 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.

To advance permanent housing solutions for LGBTQ youth who are homeless, Deutsche Bank also provided funding to West End Residences for pre-development of its True Colors supportive housing project, a 31-unit residential building in the Bronx for LGBTQ young adults. The model embeds comprehensive support programs within a safe and secure residential setting. West End's Chief Executive Officer Colleen K. Jackson said that Deutsche Bank's support "significantly advances our goal of bringing True Colors supportive housing to all five boroughs of New York City."

The resilience and fortitude of LGBTQ youth is beyond measure. As part of its Born to Be youth engagement program, Deutsche Bank is partnering with The Anti-Violence Project (AVP) on an educational outreach initiative that gives LGBTQ youth opportunities to see themselves in a positive, affirming light, and delivers information about AVP's

education and counseling services. The Bank also commissioned an advertising campaign that profiles five extraordinary AVP volunteers who exemplify these strengths.

#### 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." ■

[aliforneycenter.org](http://aliforneycenter.org)  
[westendres.org](http://westendres.org)  
[antiviolenceproject.org](http://antiviolenceproject.org)

**BORN TO BE**  
The Deutsche Bank youth engagement program

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Deutsche Bank has a new Corporate Social Responsibility strategy. Our Born to Be engagement program aims to break the cycle of anti-lesbian, gay, bisexual, transgender and queer discrimination through a partnership with the New York City Anti-Violence Project.

Born to Be helps LGBTQ survivors of violence through access to AVP resources, programs, and volunteers.

Meet Vanessa, a Puerto Rico-born survivor of violence and transgender woman of color living in the Bronx, who is working to raise awareness about types of violence affecting the transgender community and increase visibility of transgender women of color at the community level and beyond.

Together AVP and Deutsche Bank envision a world in which all people are safe, respected and live free from violence.

So they can become who they were born to be.

*Passion to Perform*

# AN ADVOCATE

New York City Anti-Violence Project  
240 W 35th Street, Suite 200  
[www.avp.org](http://www.avp.org)  
24-hour English/Spanish Hotline: 212.714.1141

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.

#### Youth in New York City

5% of all youth in NYC identify as LGBTQ



#### Homeless youth in New York City

40% of the 4,000 homeless youth in NYC identify as LGBTQ



Source: Freeman, Lance, and Darrick Hamilton (2008). A Count of Homeless Youth in New York City: 2007. New York: Empire State Coalition of Youth and Family Services



## Education

### Full potential



Arts-based education gives students the opportunity to hone critical learning skills and to develop a deep understanding of art  
Photograph: Thomas Hager

# 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. ■

[mocajacksonville.unf.edu](http://mocajacksonville.unf.edu)

"It is a privilege to partner with MOCA Jacksonville, a vital anchor for downtown and an important provider of high quality, multi-disciplinary education outside the classroom"

Leslie Slover  
Deutsche Bank Regional Head of Jacksonville, FL, and Cary, NC, and Board member, MOCA Jacksonville

# Accepted

A spirited partnership between Deutsche Bank and Strive for College in 2015 helped over 1,000 students apply to and enter college

More than 1,000 students of limited resources applied and were admitted to college last year, thanks to Deutsche Bank's partnership with and support for Strive for College. This game-changing not-for-profit works to correct college access inequities for students from low-income areas across the US, where the problem runs especially deep. In fact, more than 400,000 high school graduates who are qualified for higher education do not enroll each year, each missing out on USD 1 million in lifetime earnings potential.

#### Opening doors

One reason qualified students don't enroll in college is lack of dedicated advising and support. Guidance counselors are often in short supply, leaving students on their own to navigate the complex admissions process.

With Strive for College, Deutsche Bank helped level the playing field, providing students with the relationships and resources to gain entrance to schools in which they are most likely to thrive academically while incurring the least amount of debt.

In 2015, financial contributions from over 900 employees and several business divisions, alongside a grant from Deutsche Bank Americas Foundation, raised over USD 700,000 for Strive, jumpstarting its expansion across the country.

The partnership with Strive for College has gone beyond providing financial support. Deutsche Bank employees across the US are continuing to volunteer this year as virtual college advising mentors. Utilizing an innovative, technology-based web platform developed by Strive for College, UStrive, they meet with students one-on-one for up to three semesters via videoconferences and instant messages. Employees serve as sounding boards in reviewing the students' applications, help them prepare for personal interviews, adhere to deadlines and in general offer encouragement and motivation.



Rhani Davis Photograph: Liz Lygon

"My mentor helped me at every step and gave me the confidence to persevere"

Rhani Davis  
Former Strive for College student, now at New York University

Increasing the odds  
91% of Strive for College students admitted to college stay in college past freshman year, when the odds of graduation skyrocket

# 91%

#### Positive outcomes

The program had a major impact on both mentors and students. Said Casey Chalfant, 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."

#### 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. ■

[striveforcollege.org](http://striveforcollege.org)