Smart Idol
Emirates NBD hosted Smart Idol for Dubai's blue collar workers to battle it out on stage, and show off their musical talents.

Walk & Roll
The Exchangers assisted Um Al Quwain Stray Dog Center by grooming, walking and bathing over 150 dogs!

Bowling with Seniors
Our Exchangers went up against senior members of the 4get-Me-Not community, in an exciting bowling tournament.

Movement on Canvas
Fighting the movement challenges associated with Parkinson's disease, the Exchangers accompanied patients from Movement Mantra for a painting session.

A closer look at ‘Room to Read’
Room to Read is a global organisation working to develop children's literacy skills and instill a habit and passion for reading. Our Exchangers helped to develop the reading skills of students from Elite English School and Little Flower English School by reading to them in English and Arabic.

“Being a bookworm, Room to Read was a dream event. Thanks to the Exchanger team, I had the chance to help those students develop their reading skills while practicing my number one hobby.”
- Abir Chamas, Emirates NBD Exchanger

Q2 at a Glance
- 266 Volunteering Activities
- 22,155 Hours Volunteered
- 3,713 Volunteer Deployments
- 3,700 Active Volunteers
- 32 DFBs
Raised AED 1,025,080 through online banking

Our Social Agenda
Issue - 14 | Apr.-June, 2018
This year, Emirates NBD will align its CSR initiatives with the Year of Zayed, honouring the late Sheikh Zayed bin Sultan Al Nafyan.
Environment

Recycling is coming soon!

We now use 20 times more plastic than we did 50 years ago!

**TIP:** to reduce your plastic waste, why not use a reusable glass or metal straw and refuse single use plastic straws.

#GoGreen #beatplasticpollution

Expo 2020 Dubai

Celebrating World Environment Day, Emirates NBD joined Expo 2020 Dubai at the Emirates Marine Environmental Group (EMEG) beach clean up to help #beatplasticpollution #Expo2020.

**KinTrans**

Following the launch of KinTrans last year, the system now accommodates for discrepancies in height, distance and speed and can interpret both British Sign Language and American Sign Language (ASL).

“I was pleasantly surprised to see such a service being offered by Emirates NBD to people with hearing disabilities. As a hard-of-hearing person, I am hopeful to see more of such disability-friendly branches across the country and even more so, for other companies to be inspired by the exemplary approach taken by this bank.”

- Halima, Person with hearing impairment

To find out more about our DFBs and accessible features, please [click here](#).

**#TogetherLimitless**

The Careers Network creates an employment platform for talented job seekers with cognitive disabilities to meet with organisations from various sectors. This quarter brought together 17 companies and 66 candidates.

“I am expecting some positives from this occasion but regardless of the outcome, I am simply happy for the refreshed hope that I have in my heart.”

- Majid Baluch, hired as a L’Oreal Customer Care Representative after Careers Network

**#moneywise**

#moneywise hosted a Community Forum on financial literacy. 25 community leaders worked together to identify key gaps in financial literacy within the community.

A general understanding of credit scores was taught, explaining the importance of creditworthiness to qualify for loans. Findings from this session are being used to develop outreach programmes.

**Philanthropy**

**Teach Tailoring to Women**

This campaign aims to provide underprivileged women with the skills needed to obtain a sustainable income. Funds raised will contribute towards giving each woman a sewing machine and free tailoring classes.

**Home For the Needy**

Emirates NBD, together with Awqaf & Minors’ Affairs Foundation, under the “Year of Zayed” Endowment Project raised funds to build a home in Port Saeed for orphans, widows and the underprivileged.
**Volunteering during the Holy Month of Ramadan**

<table>
<thead>
<tr>
<th>Volunteering Activities</th>
<th>Hours Volunteered</th>
<th>Volunteer Deployments</th>
</tr>
</thead>
<tbody>
<tr>
<td>134</td>
<td>10,695.5</td>
<td>2,023</td>
</tr>
</tbody>
</table>

### Iftar Meal Distribution
Emirates NBD, Bait Al Khair and Emirates Red Crescent (ERC) assisted our local community by serving Iftar to blue collar workers.

### Jumble with Rawafed
The Exchangers teamed up with students from Emirates Red Crescent (ERC) Rawafed for a day of indoor gaming and fun at Jumble.

### Islamic Art
The Exchangers, together with the children from Special Needs Future Development Centre (SNF) and Emirates Red Crescent (ERC) Rawafed, created Islamic-inspired masterpieces in celebration of the Holy Month.

### Serving Those Who Serve Us
The hard-working individuals from the cleaning and security sectors were treated to an Iftar meal at one of Dubai’s finest hotels.

### Eid Al Fitr Toy Distribution
Hundreds of toys were gifted to children temporarily residing in Dubai Hospital, Latifa Hospital and Al Jalila Hospital.

### Stuffed with Hugs
In collaboration with Build-A-Bear, the Exchanger Juniors embraced the spirit of giving, by making teddy bears for the children at Al Noor Centre for Children With Special Needs.

### Eid Shopping
The Exchangers accompanied underprivileged children for a fun day of shopping, buying new clothes and gifts for Eid.

### Priority Banking celebrates the Spirit of Giving in the Holy Month of Ramadan
Under the “Serving Those Who Serve Us” initiative, Priority Banking staff packed and distributed hygiene and Iftar meal boxes for all Emirates NBD blue collar employees.

### Ramadan Stories
Our Exchangers enjoyed Suhoor and storytelling with the elderly from the Sharjah and Ajman nursing homes.

### Smile On The Face
Emirates NBD and Tanfeeth, in partnership with Tamquest, brought smiles to blue collar workers from four UAE labour camps by distributing toiletry bags and Iftar boxes.

### Ramadan Aman
As the sun set, Emirates NBD staff and their family and friends distributed Iftar boxes to motorists across the UAE.

### Mobile Cinema
Providing joy and entertainment to Dubai’s unsung heroes, the Exchangers screened blockbusters and handed out snacks to blue collar workers at nine Dubai labour camps.

---

**Volunteering Activities:** 134

**Hours Volunteered:** 10,695.5

**Volunteer Deployments:** 2,023

---

**Ramadan Kareem**

---