Empowering Young Women to Help their Communities

Emirates NBD e7 Daughters of the Emirates is an initiative that brings together, trains, and equips young women aged 18 to 25 with the resources to positively impact their communities and unlock their potential as future leaders. Through a series of workshops and guidance from dedicated mentors, participants work in teams to design, fund and execute community projects over the course of a year. To help, the project teams are provided with seed funding from Emirates NBD.

Emirates NBD, in collaboration with Promise of a Generation (POAG), kicked off the third Emirates NBD e7 Daughters of the Emirates Girls Summit on September 6th, welcoming the ‘Class of 2018’. Over the course of four days, the young women attended workshops geared to help them form teams and design their community projects. Emirates NBD held a special workshop covering personal finances and project budgeting. Additionally, 5 Exchangers were on hand to help over the course of the Summit.

On September 7th, Emirates NBD e7 Daughters of the Emirates, welcomed its incoming ‘Class of 2018’ at the third UAE Vision Dialogue, marking the beginning of the e7 Summit which took place on September 6th through the 9th this year at the Steigenberger Hotel. This networking event brought together men and women from across the region for a powerful and engaging discussion on topics ranging from community impact to gender roles and professional and personal success. The conversation was led by this year’s panelists; Lubna Qassim, Senior Executive Vice President, Group General Counsel & Group Secretary at Emirates NBD and Amal Murad, the first Emirati female parkour athlete, with the guidance of their moderator; Caroline Faraj, Vice President of Arabic Services at CNN to challenge e7 participants and the wider community to think about how we can make a positive impact in our communities in line with the UAE’s vision and strategic objectives.
#TogetherLimitless Careers Network is a workplace inclusion initiative that provides sustainable employment for people with cognitive disabilities. The Careers Network assists employers in hiring people with cognitive disabilities through onboarding, job coaching and training, all free of cost. We are proud to announce that the #TogetherLimitless Careers Network has placed over 30 employees in 10 different companies across the UAE.

On April 18th and September 19th, Emirates NBD held Career Network meet-ups at the Jumeirah Creekside Hotel and the Dubai Mall Address Hotel. These regular networking events bring together potential employers, candidates looking for work, candidates who have been successfully placed and companies currently employing people with cognitive disabilities. Each event brought over 100 attendees including over 25 candidates. Companies present at past events have included Cummins, Doodle Worldwide, Eros Group, First Abu Dhabi Bank, H Hotel, IBM, Interserve International, Landmark, Pullman Hotel, RAK Bank, Sharaf DG, Tanfeeth and TIMES Hotels. Several interviews took place on-site and a few more were scheduled for later dates.

Are you hiring in your team and interested in the Careers Network? Email us at GroupCSR@EmiratesNBD.com for more information about the Careers Network.

Did You Know?

What is a Sanad Card?

The Sanad Card is a card issued by the Community Development Authority (CDA) for people with disabilities that ensures that they receive access to privileges and services that meet their needs, provided by different entities.

Emirates NBD is proud to be the exclusive financial partner with CDA offering Sanad Cardholders special banking privileges.

What benefits does Emirates NBD provide to Sanad card members?

Priority Queue Ticket at Branches
Sanad members receive access to the priority queuing facility at our Disability Friendly Branches.

Utilization of disability friendly branches
The bank has transformed 17 of its branches in Dubai into Disability Friendly Branches with increased accessibility for people with physical disabilities and visual impairment through the inclusion of parking availability, placement of ramps, priority queuing facilities. Additionally, staff at these branches are trained on disability etiquette and have a basic knowledge of sign language.

Availability of Braille currency
Customers with visual impairments can request Braille currency transactions at our disability friendly branches.

Banking Benefits
Sanad Cardholders can open or upgrade their accounts to the Beyond Banking Package without having to maintain the minimum salary transfer amount of AED 15,000 monthly. Additionally, processing fees on all personal loans and auto loans are waived off.

Innovations and Painting at the jamjar

Over 36 students from Manzil Center and underprivileged children from Emirates Red Crescent flexed their creative muscles at thejamjar. Exchangers were on hand to help as the children dabbled in an exciting painting session where they explored colors and design to create their own works of art.
Financial Literacy Coaching Workshop: Train the Coach

On August 17th, #moneywise presented the Financial Coaching Workshop. The #moneywise Financial Coaching Programme is an internal initiative aimed at improving the financial health of Emirates NBD employees through peer-to-peer coaching. The programme provides an opportunity for approved Emirates NBD employees to share their financial knowledge and experience with co-workers in need of guidance.

Emirates NBD held a training workshop for the volunteer coaches that explored various coaching techniques and exercises to help them create effective coaching plans. 15 coaches attended the all-day workshop at the Rove Downtown Hotel, where they learned about the different stages of financial literacy and engaged in some role-play exercises, developing a more empathetic approach to dealing with situations of financial distress.

After the workshop, the coaches were matched with participants and financial coaching sessions are currently under way.

Serving those who Serve us

A special luncheon was held in August to honor the lovely ladies of the Isnaad Ladies Labor Camp. 43 women attended in their national dress and took part in the festivities which included a fashion show, henna and a delicious lunch. 31 Exchangers attended, making the event truly special for the women.

Little Chefs

July marked the launch of a new volunteering programme, Little Chefs where students with disabilities from various schools and centers put their aprons on for a great thyme at a cooking class. This first Little Chefs session took place at Crumbs Elysee. 10 Exchangers assisted 10 students from the Manzil Summer Camp in learning how to make pizzas from scratch. To end the day on a sweet note, students got creative and decorated their own personal cupcakes.

Striking up Friendships

This quarter, Exchangers went head-to-head with bowlers from various labour camps at three separate events! In July, 26 Exchangers challenged 20 women from the Isnaad Ladies Labour Camp. In August, 27 Exchangers were bowled over with excitement as they entered into a friendly competition with men from the Emdaad Labour Camp. September saw 24 Exchangers go up against 14 men from the Emdaad Labour Camp for an unbelieva-bowl time at the alleys.
Pack to School

In July, 51 Exchangers spent their Friday morning packing and assembling 50,000 school kits to be distributed to Syrian refugee children in Jordan. The activity was conducted in partnership with Dubai Cares.

Sharing Laughs at Latifa Hospital

Every Wednesday, Exchangers visit the pediatric ward at Latifa Hospital to spread some cheer among the young patients. This quarter, 63 volunteers visited Latifa Hospital to spend time with the children temporarily residing there. The Exchangers and children joined in some fun and laughs as they played together. In the spirit of Eid Al Adha and to spread some school spirit, the Exchangers distributed many presents and back-to-school items throughout the ward setting the children’s smiles into motion.

Shopping for Eid Festivities

To celebrate Eid Al Adha, 144 Emirates NBD Exchangers accompanied 180 underprivileged children from Emirates Red Crescent for a shopping trip to Red Tag to buy clothes for Eid. A total of 6 sessions were carried out over a span of 3 days.

A Fresh Coat of Paint

Over the past 9 months, Emirates NBD Exchangers have been working hard at transforming all of the classrooms at the Al Noor Training Centre for Children with Special Needs one brushstroke at a time. This August, that goal was finally met as 33 Exchangers volunteered their time and painted the last 10 classrooms in the junior and senior wings.
Disability Friendly Branch Expansion

The Emirates NBD Disability Friendly Branch Network has continued to expand. Through Q3, 3 Disability Friendly Branches were added to the network. Check out the new Disability Friendly Branches at Electra Street, Convention Center and Fujairah.

To find the Disability Friendly Branch closest to you, please check out our website. All Disability Friendly Branches can be easily located on our branch map.

To see a chart outlining our Disability Friendly Branches and the services they provide, please ‘click here’.

Wicket & Kick It

Wicket and Kick It, an event that sees Exchangers and men from various labour camps face off in intense games of cricket and football, continued to be a popular event. Over four events, 47 Exchangers and office assistants from Qurum Business Group and security staff from Transguard Group participated in exciting games of cricket and football.

Exploring the Deep Seas

In September, 33 Exchangers joined 58 students with disabilities from the Special Needs Future Development Center and Potential Adaptive Child Education Centre at the Dubai Aquarium and Underwater Zoo. The Aqua Explorers were treated to a day in the deep seas that included a tour of the Underwater Zoo.

Redeeming Plus Points for Wheelchairs

Customers joined Emirates NBD in supporting Emirates Red Crescent’s ‘Happiness is Giving’ campaign by redeeming their unused Plus Points from select credit cards to donate money to help children with disabilities in the Jordanian-Emirati Syrian Refugee Camp. The money was used to supply wheelchairs, hearing aids and other equipment to children in need. Emirates Red Crescent is a volunteer humanitarian organization that supports official authorities in times of peace and war.
**Kabayans United**

20 Exchangers brought a party to 120 women temporarily residing at the Philippines Overseas Labour Office (POLO) during the months of July, August and September. Women staying at POLO are waiting for clearance to return home to the Philippines. Some of the women are victims of domestic abuse. Exchangers visited POLO to spread some cheer and provide entertainment. The women and Exchangers spent the entire morning having fun singing and dancing. After working up an appetite, a catered lunch was provided along with care packages filled with basic essentials, as many women had to flee and left their belongings behind. This programme takes place at POLO on a monthly basis. If you would like to organize a similar event with your consulate or embassy, please contact GroupCSR@EmiratesNBD.com.

**Back To School Shopping: An Exchanger Hit Again!**

Throughout September, in the spirit of ‘Back to School’ season, Exchangers accompanied children from Emirates Red Crescent for a fun day of shopping for new stationary and school supplies at Centerpoint in Mirdif City Center. 4 sessions were organized with over 89 Exchangers working with 120 happy shoppers, eager to start the new school year.

**Introducing the Wonders of the Tropical Rainforest**

September saw the launch of the Wonders of the Tropical Rainforest programme, wherein Exchangers accompany children from various centers in Dubai for an Amazonian style adventure at The Green Planet in Citywalk. Over 3 sessions, 34 volunteers assisted 15 students from Tender Hearts and 60 underprivileged children from Emirates Red Crescent.

**Join us in October!**

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<tr>
<th>Activity</th>
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<th>Time</th>
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<td>Wonders of the Tropical Rainforest</td>
<td>19</td>
<td>9 AM - 1 PM</td>
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<td>Ramp Day</td>
<td>21</td>
<td>5 PM - 8 PM</td>
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<td>Crafty Ceramics</td>
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<td>10 AM - 12 PM</td>
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<td>Integreat Development Program</td>
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<td>Move It Move It</td>
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<td>Brest Friends Festival</td>
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<td>Operation Smile Book Sale</td>
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