

## **“100.000 thank-yous”**

**The UBI Banca and Cesvi campaign to raise funds for the people of Bangladesh ends with an extraordinary success.**

**The target of 100.000 euro is reached. The funds will rebuild 300 homes and provide services for the families hit.**

*Bergamo, Brescia 19<sup>th</sup> February 2008.*

A total of 9.000 people and 2.000 families hit, with more than 3.000 victims and a hundred missing, more than 500.000 homes destroyed and almost one million damaged. These are the terrible figures for the damage caused by the hurricane which hit the South West of Bangladesh on 15th November. The impact hit the economy hard: it is estimated that more than 700 thousand acres of crops were destroyed completely and approximately 1,8 million of tons of rice ready to be harvested were lost.

The nine network banks of the UBI Banca Group went into action with their approximately 2.000 branches located throughout Italy, with the objective of helping to improve the living conditions of the people hit hardest by the hurricane along the south west coast of Bangladesh. Thanks to the extraordinary response of those who answered the appeal, more than 75.000 euro was raised in just three months, in addition to the 25.000 euro donated by UBI Banca.

Thanks to the funds raised, over 300 families will receive a home and the same number will be able to use sanitary facilities. The project will be carried out thanks to the European network Alliance2015, which Cesvi has been a member of since 2002 and which has worked for many years in the region.

*"This important new opportunity to work together with UBI Banca demonstrates the strength of a Group which makes solidarity accessible and concrete through its distribution network" - **Giangi Milesi**, the chairman of Cesvi, declared – "A heartfelt thank you goes to all the UBI customers who responded to our appeal by going to their local branches all over Italy to make their valuable donations".*

**Emilio Zanetti**, the Chairman of the Management Board of UBI Banca added: *"We are very satisfied with the response from our customers who made thousands of payments into the Cesvi account. Part of our objective is also to reduce the risks from future flooding by building better and safer constructions and by building shelters for families where they can take refuge. At this initial stage we intend to pay particular attention to the disabled and families where the head is a woman, child or elderly person.*

Fundraising for the people of Bangladesh continues until 29th February.

The Cesvi account sUBIto remains open for donations on behalf of Cesvi projects.

For Donations:

Current Account **No. 95 - cesvi sUBIto**  
IBAN **IT56M50261112200000000095**

For information:

[www.ubibanca.it](http://www.ubibanca.it)  
[www.cesvi.org](http://www.cesvi.org)

CESVI – which stands for co-operation and development – is an independent humanitarian organisation founded in 1985 (ONLUS – a recognised NGO and Charity), founded in 1985 in Bergamo where it has its main headquarters. It operates on all five continents to deal with every type of emergency and to reconstruct civil society after wars and disasters. It undertakes projects to fight poverty through sustainable development initiatives, using local resources and mobilising the beneficiary populations.

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