

UBI Banca's employees donate over 5,000 days of vacation over five years by choosing the charity project entitled "Donate one day"

This initiative, which began with the pilot stage in 2014, has involved over 100 nonprofit organisations throughout Italy over the last five years. Over those five years over 2,700 Group employees have given the same number of days voluntary work and the bank has donated approximately €500,000 to the NPOs.

*Milan, 19th July 2018 - UBI Banca is again the preferred partner for the third sector, not only with a tailor-made range of products designed especially for them, but also with the direct participation of its staff in the lives of nonprofit organisations. In fact **1,171 employees signed up for the 2018 edition of "Donate one day"**, a charity project in which all staff are offered the chance to **work as volunteers in the local communities in which the Group operates**. UBI Banca was supported by specialists from the *Istituto Italiano della Donazione* (Italian Donation Institute) and from *Fondazione Sodalitas* (Sodalitas Foundation) in the preparation of the projects with the 90 nonprofit organisations involved.*

Five thousand days of voluntary work donated over five years by employees of the UBI Group

After a test in 2014 limited to the Milan area, the initiative was extended to include the whole country in 2015 to give a total of around 5,000 days of voluntary work donated since then over the five-year period, corresponding to approximately 40,000 hours of work provided for the NPOs participating (over 100 during those five years).

By participating, each employee who took **part donated a day of their own vacation, which they spent with an association, working on one of the 170 different voluntary activities on offer**. Based on the number of participants, **the sum that the UBI Banca Group will pay for 2018 to the various NPOs totals €117,100** (€100 for each day of voluntary work donated).

The *Donate one day* initiative, which took place throughout Italy and involved all the companies in the Group, was concluded on 29th June 2018. The 90 nonprofit organisations involved welcomed UBI employees to their premises in **42 different Italian towns, cities and provinces**: Alessandria, Ancona, Arezzo, Ascoli Piceno, Bari, Bergamo, Bologna, Breno, Brescia, Como, Cosenza, Crotone, Cuneo, Fermo, Florence, Genoa, Grosseto, Lecce, Livorno, Macerata, Matera, Milan, Monza, Naples, Pavia, Perugia, Pesaro, Pescara, Piacenza, Pordenone, Potenza, Reggio Calabria, Rimini, Rome, Salerno, Siena, Sondrio, Torino, Treviso, Varese, Verona e Viterbo.

The organisation that hosted the largest number of UBI employees this year was the Touring Club Italiano, with 91 participants.

*"The culture of charity which has spread in this way among our employees and which is a distinctive characteristic of civil society in our local communities", said **Mario Napoli**, Human Resources Manager at UBI Banca, "is the underlying success factor of this 'Donate one day' initiative. It has been running for some years now and creates a union between this characteristic of UBI people, the constant hard work of nonprofit organisations, who are also very often our partners in high social value projects, and the work of our bank itself. Napoli concluded: "One of UBI Banca's qualities is its ability to interact creatively and innovatively with nonprofit organisations, amongst others, realities that are now recognised as both socially and economically important in our country".*

What employees said about it

The "Donate one day" experience has always been meaningful for UBI Group employees, as we can see from what some of them said about it.

Giampietro Cesana works at Bergamo in personnel management at UBI and he spent his day of voluntary work in Milan at the paediatric ward of Buzzi hospital where, dressed as a clown, he played with and entertained some of the very young patients. *"There are times in your life when an event or a word triggers something unpredictable*

in us”, said Cesana. *“The first UBI ad for “Donate one day”, in 2014, set me going. I glanced quickly through the NPOs until I found ‘Associazione Veronica Sacchi Milan’. To be a clown in a hospital has always been my secret dream and I’ve always chosen this activity year-after-year. This year too, after a morning of training, we left for the paediatric ward of Buzzi hospital. The other volunteers helped us ‘UBIs’ to get over our initial embarrassment and fear of not being up to it. Then everything fell into place and ‘we were flying’. We are not superheroes. We are trying to donate a few moments of everyday normality even for just 10 minutes to parents who have been living for weeks in hospital next to their children with a variety of different medical conditions. we do this by speaking to the children and keeping them amused with our funny clothes and our smiles. It has been years now since the first time and I’ve never missed an appointment with A.V.S.. I have new friends and I have discovered some very genuine people amongst my colleagues that the bank can be proud of. Definitely every voluntary work experience is a world of its own. Everyone finds their justifications or excuses where they want and for all sorts of reasons, but the memories it leaves you with are priceless and stay with you forever. I can’t wait to put my red nose on again. I keep it in my pocket and guard it jealously. ‘Try it!’, is what I always say to everybody. And without thinking they are already smiling”.*

“It must be because I believe it is essential to meet the challenges of life and a context that is totally different from my own, because there is never enough time to do voluntary work in such a frenetic society”, said Karin Ronzoni, who works at Bergamo in the multichannel unit at UBI Sistemi e Servizi, a company in the UBI Group. “The fact is that straightaway I grasped the opportunity offered by the company to us employees, to be proactively involved in social initiatives. This time I chose to take part in a project for which physical work would also be needed, ‘Social Agriculture’ at the Biplano Co-operative. It is a nonprofit organisation in the Bergamo area which helps to rehabilitate the more vulnerable and disadvantaged individuals into society and the world of work. It was obviously not a standard day. It catapulted me and my colleagues Alberto and Alice into a world which up until then we knew nothing of. Armed with lots of goodwill we worked the land, picked tomatoes, chilli peppers and beans. We planted aubergines and courgettes, cleaned onions, garlic and shallots and prepared crates of fruit and vegetables to take to markets the next day. And throughout all this we had the pleasure of getting to know and work with some of the youths who worked in the greenhouses everyday in order to try and find a space for themselves in the world and regain a bit of confidence in themselves. At the end of the day, after saying our dutiful goodbyes, we went home aching, dirty and exhausted, but very happy. A heartfelt experience which definitely enriches the soul”.

Nicoletta Arrigo, who works in the Beinette branch of the Bank, in the province of Cuneo, spent her day of corporate voluntary work in Turin at the UNICEF headquarters. This is how she remembers her experience: *“I chose to take part in ‘Donate one day’ together with Serena, who also works at my branch, by spending a day in Turin at the UNICEF regional headquarters. It was the first time we had taken part in the project for both of us. We met some very helpful people who taught us how to make the famous “Pigotte”, rag dolls, made exclusively by volunteers of all ages, who make the whole doll down to the smallest details. These dolls are then sold and the proceeds are used to fund vaccinations for less fortunate children. At the end of the day I was happy. I felt well because I had spent a little of my time helping others. I can definitely recommend this experience to others and I hope to do it again next year.”*

Michele Rossi, who works for UBI Sistemi e Servizi at Brescia, donated his day of voluntary work at the town of Ospitaletto, in the Brescia area. This is what he said about it: *“I’ve taken part in the ‘Donate one day’ initiative since 2015 and over these four years I’ve chosen to donate my day to the Fraternità Impronta, Cascina Cattafame Co-operative at Cascina Cattafame. I decided to join the initiative because I like the idea of being able to do something useful in the field of voluntary work, knowing at the same time that my choice would also result in a donation from the Bank to help the co-operative, which provides youth services for minors suffering from hardship. The day was divided into two parts. The morning was spent helping youths cared for by the co-operative to organise activities for children in infants and primary schools with manual workshops (where they can make soap, baby pizzas, cupcakes) and visiting the educational farm. In the afternoon we helped the youth workers and those cared for in the community with everyday work on the farm: tidying up the workshops, cutting the grass, feeding the animals. Thanks to this initiative I came to know a really beautiful place and I now also take part with my family in events that are organised from time-to-time such as village festivals, children’s parties and other things. I can very definitely recommend this experience to all my fellow workers in the Group and I will be there next year too!”*

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