



# Banking on creating positive change

## Over 22,000 employees help various communities via social impact programmes

MAKING a difference to the lives of over 18,000 people, more than 22,000 employees celebrated the 12th Maybank Group Global CR Day.

With the theme "Leading the Charge in Sustainability", the event was part of the group's employee volunteerism programme "Cahaya Kasih" (CK).

The programme enables the bank's employees to be agents of positive change.

The day-long event allowed staff to showcase their year-long CK projects.

The initiative is in line with Maybank's sustainability commitments to improve the lives of two million households across Asean by 2025.

Maybank Group chief human capital officer Datuk Dr Nora Manaf said, "This year, our social impact programmes were designed to further alleviate challenges faced by communities.

"Our main aim is to ensure that the CK programme consistently addresses real-world issues while equipping the underserved for the future.

"This commitment allows us to create lasting change throughout the year, supported by a two-year cycle that enables us to make a difference more effectively."

This year, over 97 initiatives were implemented by the bank's employees from New York and London to China and across Asean.

In Kuala Lumpur, 112 volunteers from the office of Maybank's Group Audit worked with University Malaya Medical Centre (UMMC) on the "Wellbeing Empowerment to Community" initiative.

It saw the bank's staff promoting a culture of care, support, good health and quality education to 100 patients at the



Maybank Singapore helping to promote an active lifestyle for the elderly through a walkathon.



Volunteers constructing a modular structure using ecobricks.

Women and Children Health Complex in UMMC.

The Maybank team provided support by refurbishing and upgrading a recreational room renamed as "Tiger Cubs Recreational Centre".

The same was done for a meeting room located on the 8th floor.

These new spaces enable patients, parents, visitors and hospital staff to unwind, interact, and hold educational activities.

Additionally, UMMC's "Sekolah Dalam Hospital" programme was provided with stationery, reference books and furniture to ensure sufficient learning resources for teachers.

The initiatives will continue with monthly activities led by volunteers.

These include storytelling, movie days, interactive games, financial awareness workshops, sustainability-related programmes, counselling sessions,

tuition and computer classes.

To reduce waste and conserve natural resources within communities, 80 employees from Business Compliance Control Office and Strategy departments of Maybank Group Global Banking held its "Think Outside the Trash" initiative.

Working with Impacttution, an environmental, social and governance consulting service, it supports community upcycling and recycling programmes.

Last year's Global CR Day saw beach clean-ups and bi-monthly trash collecting and segregating at the PJ Eco Recycling Plaza.

This year, volunteers learned to build modular pieces using ecobricks made from repurposed rubbish.

The modular pieces will be distributed and used by schools and residents in the Petaling Jaya area.

Simultaneously, six other initiatives by 10 departments within global banking carried out CR initiatives in various locations in Klang Valley and Penang.

To create greater awareness

on the importance of coastal conservation, 392 volunteers from Maybank's insurance and takaful arm Etiqa were deployed to nine locations nationwide to conduct mangrove cleaning and planting activities.

A total of 1,200 mangrove plants, 200 mangrove seeds and 200 forest trees were planted.

The initiative protects coastal villages from floods, storms and erosion.

It also provides fishermen with more reliable catches and income.

In other Asean countries, Maybank Singapore worked with Fei Yue Community Services to implement their "Let's go Papazao with Maybank" initiative for the elderly.

This promotes an active lifestyle, reduces social isolation and raises digital awareness through a walkathon event.

Maybank Cambodia fostered unity and healthy lifestyles via their "Uniting Through Sports: Building Stronger Communities" programme.

Maybank New York partnered with the Brooklyn Public Library for the "Grab&Go" Activity Kit distribution day.

This provided both adults and children free access to information for education and reference.

Resume reviews, interview workshops, library restoration and beautification projects were also held.

In other locations, board members, senior management and employees set up solar panels, supported urban farming initiatives, planted trees and taught children and the less fortunate living skills and financial planning.

The Global CR Day was first introduced in 2010 to commemorate Maybank's five decades of financial service.