

## Sustainability Report continued

Strategic Pillar – People continued

### Communities

## Our employees have sparked positive change in our communities.

**2024 was a year marked by significant change and challenge for many, with low social mobility remaining a persistent issue, disproportionately affecting underserved elements of communities.**

We believe that everyone, regardless of background or origin, deserves opportunities to thrive, and as a business we have a responsibility to contribute to a fairer society by sharing our skills and resources.

Our employees are passionate about making a difference and throughout 2024 they actively supported many community organisations, helping to create a lasting impact and build stronger, more equitable communities, wherever they live and work.

Through volunteering, raising funds through charity events, and providing small grants to local community groups that are important to our colleagues, we made a distinct impact across our local and national communities.

Our approach to making an impact on our communities is about making informed decisions to improve the wellbeing and outcomes for our customers, our people, and the communities we serve. Through strong partnerships, we combine financial support, business skills, and the power of our voices to create a truly meaningful difference.

Our Purpose – to help customers, colleagues, and communities prosper – guides our commitment to wellbeing, the environment, education, and the arts, and is purpose-built upon the strength of our ‘connection and collaboration’ foundations. These building blocks enhance the quality of life for those who use our products, work with us, and support our vision of becoming the UK’s leading specialist bank.

Depaul benefitted by:

£55,145

Demelza benefitted by:

£69,177

Total benefit to all charities/organisations:

over £394k

2023: over £288k



## Connection and collaboration: Depaul UK and Demelza Children’s Hospice – pop-up shop

**In September we partnered with Demelza Children’s Hospice and Depaul UK, two of our corporate charity partners, and delivered a combined clothing pop-up shop and recruitment advice session for Depaul’s young homeless clients.**

Prior to the event, Depaul’s clients created mood boards to give an idea of the kind of clothing they wanted to see at the event, and we encouraged our employees to search their wardrobes and donate anything they no longer needed.

We received some wonderful donations across all of our UK office locations, which were collected by Demelza’s warehouse team and taken to be sorted prior to the event.

The outfits chosen for the event were based on the mood boards, ensuring we delivered items in the style and sizing requested. Demelza has 31 charity shops in Kent and the South East and was the perfect logistical partner for this event.

The young people were able to walk around the racks of donated clothing, choosing outfits they would feel confident wearing within (and outside) a work environment. The Group volunteer Grace Sawyer was on hand to help them sort through the donated clothing and find items they were excited about.

**I really liked meeting the young people, talking to them and hearing their career aspirations, and it felt wonderful putting an outfit together for them.**

**Grace Sawyer,**  
Our Community Employee  
Network Representative

## Sustainability Report continued

### Strategic Pillar – People continued

## Communities continued

We strive to do more than just improve financial wellbeing. We aim to empower individuals to flourish, thrive, and achieve their personal and professional goals.

To achieve this, we prioritise people and the planet. We recognise that community impact isn't a by-product but a core responsibility of our business.

Understanding the unique needs of diverse communities, we collaborate with local and national organisations and charities to effectively allocate resources and maximise our reach. This ensures that our collective efforts, underpinned by robust collaborative partnerships, foster a supportive environment where partners can mutually benefit and amplify each other's efforts.

By measuring and learning from outcomes, we ensure our actions create a lasting positive impact. With the Group amplifying the combined impact, we leverage our collective strengths to achieve our common goals.

### Overall benefit

When combining monetary support from initiatives including the Good Causes Fund, fundraising and match-funding, EV car park charging, and Pennies from Heaven, as well as the value of donations in kind including preloved office furniture and equipment, multiple charities and community organisations benefitted by a combined total of over £394k (2023: £288k) in 2024.

Total volunteer hours:

7,038

41% increase on 2023

Donations to good causes:

£64,484

60% increase on 2023

Total fundraising & matching:

£112,393



## OSB India

**Our colleagues in OSB India delivered support to vulnerable people and causes in their local communities or where needs are greatest. Across the business, our colleagues volunteered their time across a range of local community partners, spending 500 hours helping those in need.**

Our teams have supported many community initiatives from providing education to orphanages and government schools, and healthcare equipment to hospitals in economically disadvantaged communities, providing funding for healthcare for those who can't afford it.

In a key collaboration, a team of 20 volunteers, joined by our UK Group Underwriting Director, dedicated over 100 hours to connect with and support the incredible work happening at SOS Children's Villages of India. Our teams had the privilege to meet the inspiring mothers and children who form the heart of this unique initiative focused on family support, where children without parental care or at the risk of losing it, receive quality care services that goes beyond childcare alone, ensuring comprehensive child development.

We also have a close relationship with HBS Hospital which provides medical services to individuals who are living below the poverty line within the community in and around the vicinity of Shivajinagar, located in central Bengaluru.

HBS's mission is to provide accessible, affordable, high quality, curative and preventive healthcare to the less fortunate, by bringing together strengths and contributions of healthcare professionals, staff, volunteers, and community.

OSB India has focused on supporting the crucial dialysis services, providing care for 335 patients, with 1,704 sessions of sponsored dialysis care – which translates to almost 7,000 hours of life-saving dialysis given in the last year.

Donations to HBS Hospital:

£11,200

(GBP equivalent)

Total hours volunteered:

500

## Sustainability Report continued

### Strategic Pillar – People continued

## Communities continued

### Charity partners

**Partnering for impact:** Our long-term partnerships with charities and community organisations are crucial to our community impact strategy. By collaborating with these important organisations, we can address local needs beyond our core business.

**Depaul UK:** We support Depaul UK's vital work with young people experiencing, or at risk of, homelessness. Our contributions extend beyond financial assistance to include skills development, such as coaching Board members, advising on energy efficiency, and providing HR support to help young people secure employment and a home of their own.

**Demelza Children's Hospice:** We've partnered with the hospice since 2017 to offer the Demelza Children's Savings Account. By encouraging young people to save, even small amounts, we instil valuable financial habits. Additionally, we match a portion of the total annual average balances in these accounts to support Demelza's essential services for children and their families. This is on top of the valuable volunteering and fundraising we support alongside the donations raised through the savings account.

#### Partnership with Coventry Rugby Foundation:

Number of underprivileged children supported:

1,700

Number of nutritional food parcels supplied:

1,350

### Sponsorship

The Group operates partnerships, supplying charities and organisations with more than monetary donations – we share skills and experience too, and encourage each partner to support one another so they can increase the power and reach of the messaging. And we do this by working together, amplifying the impact across our separate channels.

### Volunteering

We're committed to being better neighbours – and we recognise that we can achieve this, not only through the donation of money, but through the donation of our time, skills, and expertise across a broad spectrum of organisations. To demonstrate this commitment, all Group employees are entitled to 14 hours volunteering time per year and are actively encouraged to use the full allocation to give something back to our communities.

#### Community organisations supported:

144

### Good Causes Fund

Our Good Causes Fund is designed to financially support projects and causes that are close to our employee's hearts.

All UK employees can apply on behalf of a registered charity, school, club, community group, animal sanctuary, or voluntary organisation.

Grants of up to £500 are available to help local charities and organisations make a positive difference in our communities.

#### Community organisations supported:

131

### Match-funding

Every year, we engage in a variety of fundraising events to raise money for important organisations focused on helping the sick and disadvantaged. We positively encourage individuals, teams, and departments to think about the different ways they can raise money in a fun and inclusive way. We know that every penny makes a huge difference to our communities, and that's why we're proud to offer match-funding to all UK colleagues.

#### Community organisations supported:

52

### Donations in kind

OSB provides financial support, specific business skills and training sessions, as well as support through our volunteering programme.

Where possible we also donate office furniture and equipment that is no longer needed, or has been replaced, to local organisations who can make use of it.

During the year, office desks, chairs, computer display screens and other items were donated to Coventry Rugby Foundation, Wolves Play Cafe, and Icknield Primary School.