



# AIB IN OUR COMMUNITY

## OUR APPROACH

In AIB, we want to be an accelerator for change toward a more sustainable way of living, which is why we're backing our communities to achieve a more sustainable tomorrow. We know that when we come together, we can make a meaningful difference, so we're pledging to support, to educate, to learn from and to empower our communities.

## ONGOING FOCUS ON AIB IN OUR COMMUNITY

With deep community roots, we continue to demonstrate our support and are committed to making a positive contribution to society and the communities where we live and work. As a business, an employer and neighbour we're connected through our people; our physical presence on high streets enables face-to-face advice and support for grassroots activities across local communities. We take our obligations as a community partner seriously, it's an area of ongoing strategic focus for us.

2021 was another year where communities continued to be impacted by the pandemic, and where AIB continued to respond through our group-wide community programme of strategic partnerships, volunteering, corporate giving and fundraising. We contributed over €10m in financial investment to support our chosen partners and the wider community.

The community strategy is governed by the Sustainability Committee and the Sustainable Business Advisory Committee, a sub-committee of the Board. All strategic decisions go through these channels before budget sign off and implementation.

### SUPPORTING THE VULNERABLE: AIB TOGETHER €1M FUND

Through supporting organisations which reach into the heart of our communities and help vulnerable groups affected by the pandemic, we distributed €1m to those most in need, including our charity partners Age NI, Age UK, ALONE, FoodCloud, Pieta, and Soar.

### EMPLOYEE VOLUNTEERING AND FUNDRAISING

Our people volunteered and fundraised for over 600 local organisations and surpassed the 10,000 volunteering hours mark since 2018. We actively encourage our people to get involved in their local communities and provide 2 days each year for them to support local causes.

Emma Raben, AIB Online Services Manager, volunteers in the Sue Ryder Foundation charity shop in Portarlington, Co. Laois, which is dedicated to helping older people to live safely, securely and independently.



**"I LOVE WORKING IN THE SHOP, I'VE MET SO MANY PEOPLE IN THE COMMUNITY, FRIENDS AND NEIGHBOURS. THE SHOP IS PART OF THE COMMUNITY IN PORTARLINGTON; SOME CUSTOMERS HAVE NO FAMILY SO THEIR INTERACTIONS WITH PEOPLE IN THE SHOP ARE REALLY IMPORTANT."**

### OUR COMMUNITY IMPACT

Our core community partners enable us to further develop our impact on society and focus on key areas where we can make a real difference across youth, education, sustainability and financial inclusion.

### ENABLING THE REDISTRIBUTION OF 19 MILLION MEALS WITH FOODCLOUD

AIB and FoodCloud have a shared vision of building more sustainable communities to support the just transition to a low carbon economy, and an Ireland

## THE GOAL MILE

First year of AIB sponsorship of the GOAL Mile, raising €409k with 20,000 participants in over 20 countries around the world – making 2021 the largest GOAL Mile ever!



4<sup>th</sup> year of partnering with FoodCloud. Since 2018, with AIB's support alone, over **19 MILLION MEALS** have been redistributed to over 600 charities throughout Ireland



6<sup>th</sup> year of partnering with SOAR. **5,847** teenagers supported across Ireland



25 years of partnering with Junior Achievement.



**1,260** volunteers working with over **29,000** students in **355** schools

where no good food goes to waste. Since the start of our partnership, AIB has enabled FoodCloud to redistribute over 19 million meals.

AIB employees have volunteered with FoodCloud, either in the Cork, Galway or Dublin Hubs, gleaning on farms, or through skilled volunteering sessions, donating over 8,000 volunteering hours since the start of our partnership in 2018. Our partnership has meant that 7,640 tonnes of food was redistributed, with over 24k tonnes of CO2 eq. avoided.



**“In 2021, 54% of volunteers who supported the distribution of food from our Hubs were from AIB. We have had great engagement with teams across AIB and are incredibly proud of our partnership and the ongoing support from AIB towards our vision of a world where no good food goes to waste.”**

- Iseult Ward, CEO & Co-Founder, FoodCloud



**STEPPING UP FOR THE GOAL MILE**

After over 16 years of supporting GOAL through fundraising events, in 2021, we became official lead sponsor of the humanitarian agency’s flagship fundraising event, the GOAL Mile, the beginning of an exciting partnership, which sees AIB backing the communities across Ireland that support GOAL every Christmas.

In 2021, with the backing of AIB, the GOAL Mile reached more communities throughout Ireland and, virtually, across the globe. The growth of the event will empower GOAL to support even more communities affected by climate change across the world. The new GOAL partnership evidences AIB’s commitment to supporting sustainable communities, not just in Ireland but globally, and specifically to support those most impacted by the effects of climate change.

**CELEBRATING 25 YEARS OF PARTNERSHIP WITH JUNIOR ACHIEVEMENT IRELAND**

Junior Achievement Ireland (JAI) helps children of all ages understand the benefits of staying in education, building a society that is socially and economically inclusive. After 25 years of partnership, in 2021, we committed to supporting a new Junior Achievement module, ‘It’s My Business’, which educates students

on the theme of entrepreneurship. This will reach over 6,000 primary school students who will learn how to turn an idea into a business.

Partnering with JAI is aligned with AIB’s wider sustainability strategy to play its part in building a society that is socially and economically inclusive through investing and raising awareness in access, education and innovation for our customers, colleagues and our communities. Over the course of our 25-year partnership, 29,700 students have completed Junior Achievement programmes facilitated by more than 1,260 AIB volunteers in 355 schools around Ireland.



**“I TOOK PART IN THE JUNIOR ACHIEVEMENT CAREER SUCCESS PROGRAMME WITH BRONAGH FROM AIB. I LEARNED ABOUT COMMUNICATION SKILLS, THE IMPORTANCE OF TEAMWORK AND WHAT A PERSONAL BRAND IS. WE FELT IT WAS VERY REASSURING THAT A LOT OF THESE SKILLS ARE TRANSFERABLE SKILLS THAT WE HAVE DEVELOPED IN SCHOOL THROUGH GROUP PROJECTS OR BEING PART OF A SCHOOL TEAM.”**

- Sean O’Leary – Student, St. Paul’s CBS, North Brunswick Street, Dublin 7

- Pictured are CEO of Junior Achievement Ireland, Helen Raftery and AIB CEO Colin Hunt with students from Harold’s Cross NS. Pic: Marc O’Sullivan

**HELPING TEENS SOAR**

Soar have been on the ground delivering workshops to teenagers in Ireland since 2012, and its school workshops aim to empower young people to thrive and fulfil their potential. AIB’s support has enabled 5,847 young people to be supported through workshops and development programmes.



**“IT WAS GREAT! I REALLY GOT TO EXPRESS MYSELF AND GET TO KNOW MY CLASSMATES BETTER. IT WAS A GREAT WAY TO PUSH YOUR BOUNDARIES AND GET RELIEF IN THE HARD TIME OF BEING A TEEN TODAY.”**

- Teen at St Aloysious College, Carrigtwohill, Co Cork

# COMMUNITY SUPPORT

## CASE STUDY

### AIB AND THE GAA

AIB is the longest continuous sponsor of the Gaelic Games, a relationship which goes back over 30 years and now in its 31st season as sponsors of the GAA All-Ireland Club Championships. AIB is also in its 9th season as sponsor of the AIB Camogie Club Championships and has played a key role in the support and elevation of the women's game at grassroots level. Together, the Club Championships see 65,000 players compete from more than 2,500 clubs nationwide. Since 2014, AIB has also sponsored the GAA All-Ireland Senior Football Championship, the country's premier football competition, which sees AIB present throughout the Gaelic Games calendar. The GAA and Camogie partnerships are of strategic importance to AIB as crucially there is a Gaelic Games club at the heart of every local community in Ireland. AIB has activated its sponsorship of all three competitions under the platform #TheToughest, which was named best sponsorship of the decade by marketing professionals in 2019.

### LOOKING FORWARD – 2022 PRIORITIES

We believe in backing our communities today to connect and inspire by working together for a brighter, stronger and more sustainable tomorrow. Following a strategic review of our approach and impact in 2021, we are committed to supporting the Sustainable Development Goals and raising the profile of our community presence and our partners, to further increase our social impact.

We will continue our commitment to communities and focus on core areas of sustainability, education & opportunities, digital & innovation and financial inclusion as part of our Sustainable Communities Strategy and are committed to developing enhanced reporting mechanisms and clear KPIs in 2022 and beyond.

### FOODCLOUD

FoodCloud has been a key partner since 2018, and over that time the partnership developed a significant volunteer programme with over 1,300 AIB employees volunteering at FoodCloud's hubs donating over 8,000 volunteer hours. This volunteering involved packing food which then went onto charities, as well as skilled volunteering which involved AIB specialists supporting FoodCloud in the areas of social media, technology, and finance.

AIB has enabled the redistribution of over 19 million meals through FoodCloud and our partnership has meant that 7,640 tonnes of food was redistributed, with over 24k tonnes of CO2 eq. avoided as at the end of 2021.

**“Our partnership has had a transformative impact on FoodCloud and our ability to support our network of Community Groups across the country. Thanks directly to AIB support, more than 8,000 tonnes of surplus food – the equivalent of 19.2 million meals – have been redistributed to community groups all over the country since our partnership began in 2018. By preventing this food going to landfill, AIB has directly ensured nearly 26,000 tonnes of CO2 equivalent has been avoided. We are so grateful to the 1,360 AIB staff who have donated over 8,200 volunteer hours to FoodCloud, especially to those who provided an essential part of FoodCloud's service during COVID-19.**

- Iseult Ward, CEO & Co-Founder, FoodCloud

### JUNIOR ACHIEVEMENT IRELAND

Partnering with Junior Achievement Ireland (JAI) is aligned with AIB's wider sustainability strategy to play its part in building a society that is socially and economically inclusive through investing and raising awareness in access, education and innovation for our customers, colleagues and our communities. JAI utilises the experience of those already in the workforce to help children of all ages fully understand the important role that education will play in shaping their futures. AIB has supported JAI since its foundation in 1996 and our people volunteer every year to work on structured JAI programmes that help students make the connection between their studies and their post-school futures. During this 25-

year partnership, 29,700 students have completed Junior Achievement programmes facilitated by more than 1,260 AIB volunteers in 355 schools around Ireland.

**“We talked about interviews, what to do and what not to do and then we prepared an elevator pitch. Bronagh explained everything in way we could all understand. She told us her story, about what she did after school, what she studied and about her career path. I definitely feel more prepared for my future work life and feel less nervous about going for an interview.”**

- Sean O'Leary – Student, St. Paul's CBS, North Brunswick Street, Dublin 7

