

10th Maybank Global CR Day touches over 14,000 lives worldwide

- Group President & CEO's Office host a fun filled day for youths with autism

Over 22,000 Maybank employees worldwide will embark on a mission to positively impact communities and the environment in their respective locations from 24 August 2019 to 30 October 2019. This is part of the employee's year-long efforts in driving sustainable initiatives touching 14,000 lives across 14 countries.

With the theme 'Maybank Cares - Impact, Engage & Empower', the Maybank Global CR Day is part of the Group's employee volunteerism programme undertaken in all countries where it operates.

Maybank Group Chief Human Capital Officer, Nora Abd Manaf said that the Global CR Day this year marks the 10th year milestone, further demonstrating the Bank's unparalleled commitment in transforming the lives of the people and conserving the environment, in line with our mission of humanising financial services.

"Championing sustainable initiatives in the communities and the environment has been Maybank's fundamental principle since our establishment in 1960. The Global CR Day running for the 10th consecutive year reinforces our role in bringing together our passionate workforce to invest time and effort in championing long serving and highly impactful initiatives," she said.

"Through the Maybank Foundation as well as our employee volunteerism programmes, we see that there is a strong synergy connecting communities of the world from various cultural background and geographies all gearing up for a noble cause."

The 116 initiatives carried out this year showcase the strength of concerted social works by leveraging the strong network of Maybank employees in influencing the wider public to become responsible citizens.

Employees from the Group President & CEO's office collaborated with the Autism Café Project (ACP), a café run by autistic youths, participated in an initiative to drive greater awareness on autism among children and young adults under its theme 'Satur-date @ The Park'. This year marks the fourth year of the partnership between Maybank and ACP where employees from both organisations organised the one-of-a-kind event.

Among the activities, included a fun filled Zumba session where beneficiaries and staff were seen dancing energetically to beat of the music which continued with a culinary demonstration where the special guests showcased their sandwich making skills as well as displayed their creative side by decorating cakes in a customised kitchen at the Perdana Botanical Garden, Kuala Lumpur.

One of the highlights for the day were performances by four autistic boys who serenaded the crowd with their mesmerising rendition of classic favourites followed by a closing performance by a well-known artist, Awi Rafael.

Apart from the performances, a fully digital, Maybank QR-pay enabled charity bazaar was set up and mended by the autistic children, selling various items like t-shirts, bracelets, paintings, mugs and food items. 20% of the sales proceed will be channelled to ACP in their efforts to further support its cause. Maybank also contributed by donating a cheque to ACP that will be channelled towards the opening of their new centralised kitchen in Selangor.

Elsewhere, around the globe, employees at other locations ranging from London to Labuan will take part in various other initiatives which include environmental awareness programmes, student engagement sessions, teaching children and the less fortunate living skills or financial planning, spending time with senior citizens and orphans, empowering the disabled and marginalised, and many more.

The Global CR Day was first held in 2010 in conjunction with Maybank's 50th anniversary. Over 10,000 employees took part in that inaugural event. The increasing number of participants over the years reflects the strong team spirit among employees to come together and participate in such a unique global volunteerism programme. This event is believed to be the largest community event undertaken by a Malaysian company across its global network.
