Citi Volunteers Come Together on 2013 Global Community Day
2,500 Colleagues, Families and Friends Attend 24 Charity Activities to Care for Taiwan, Embrace Hope with 65,000 Citi People around the World

To demonstrate Citi’s care for local communities and commitment to charity causes, Citi held its eighth Global Community Day activities today, June 22. Nearly 65,000 Citi employees from 95 countries worldwide participated in 1,200 charity activities outside their office, rolling up their sleeves to serve the communities where they work and live.

In Taiwan, led by Citibank Taiwan Chairman Victor Kuan and President Christie Chang, over 2,500 Citibank Taiwan’s employees, along with their families and friends, participated in 24 charity events in Taipei, Taichung and Kaohsiung, contributing their love and care to disadvantaged groups, environmental protection and community care. To show this support, Yi-Wen Chiang, Commissioner of Taipei City Government’s Department of Social Welfare, Cheng-Da Hsieh, Commissioner of New Taipei City Government Labor Affairs Department, and Chao-wen Lin, Deputy Commissioner of New Taipei City Government, Social Welfare Department showed up at Chung Yi Social Welfare Foundation and Daan Sheltered Farm respectively to witness how Citi volunteers turn their care into real action for those people in need.

As Citibank Taiwan is scheduled to celebrate its 50th anniversary next year, it expanded Citi volunteers’ service scope on this year’s Global Community Day to 24 charity activities nationwide, which attracted 2,500 Citi employees and their families and friends to participate. Furthermore, it has for the first time encouraged Citi colleagues to submit proposals to “create our own unique GCD.” Citi colleagues are invited to observe and submit charity proposals that meet local needs, an initiative that has successfully built a charity bridge for Citi employees to help them locate the demand and gaps in Taiwan’s charity causes.
Citibank Taiwan Chairman Victor Kuan said, “With the ultimate goal to become the ‘best corporate citizen,’ Citi has long devoted to financial education, environmental protection, literacy projects, fund-raising campaigns and community support activities. Not only does it introduce creative ideas in its own financial field, Citi has constantly sought innovation in charity events.”

He added, “According to the Ministry of the Interior’s population statistics, the elderly over 65 years old already accounted for 11.15% of the total population in Taiwan at the end of 2012. In addition, the Council for Economic Planning and Development estimated that Taiwan will become an aged society by 2018 and, furthermore, a hyper-aged society by 2025. To raise colleagues’ awareness of retirement, population aging and other related issues, we invited colleagues to visit elderly care centers this year, organizing group activities with the elderly and enhancing their quality of living through green landscaping and cleaning their environment. As part of our long-term efforts to promote literacy education, Citi has helped many orphanages and foundations build brand-new libraries. As for caring for the disadvantaged, Citi’s colleagues visited three sheltered farms in Daan Sheltered Farm, Maria Social Welfare Foundation and Green Vitality Farm. While experiencing the green healing effect, Citi people demonstrated their determination to support the physically challenged group’s employment opportunities.”

Founded in 2004, Daan Sheltered Farm is currently the only sheltered workplace operated as a farm in northern Taiwan. It mainly hires mentally and physically challenged adults, or those with multiple disabilities as its employees. The parents who were extremely worried about what their mentally and physically challenged children could do after graduation have now seen hope thanks to the farm.

Si-Min Chen, Director-General of Daan Sheltered Farm, said, “We hope our mentally and physically challenged children can have more diverse occupational choices. We also want the children to stay closer to nature, thereby enjoying the benefits of horticultural therapy.” On that hot summer day when the activity was held, around 100 Citi volunteers followed the lead of farm instructors and mentally and physically challenged members to work in the farm, dripping with sweat, from plowing, planting flowers and plants, DIY green decorations to meal cooking. No complaints were heard. Instead, many volunteers were touched by the disabled members’ attention and dedication.
Citi's 2013 Global Community Day activities were held around Taiwan. Citi employees can be seen at various locations from Bali in New Taipei City to Fengshan in Kaohsiung City, where they contributed to environmental protection, community care and disadvantaged group support. Aside from Daan Sheltered Farm, Citi employees also visited Bali Ai-Wei Mercy Home, Zhao Ru Nursing Home in Taipei and Yong Gen Nursing Home in Taichung to show care for the elderly and bring them laughter and energy. They also visited CRU Bakery in New Taipei City, Chung Yi Social Welfare Foundation in Taipei, Hsiang Shang Social Welfare Foundation in Taichung, Maria Social Welfare Foundation's sheltered farm in Taichung and Fengshan Green Vitality Farm in Kaohsiung to accompany the disadvantaged group and children. Some colleagues even returned to Elephant Mountain where they had planted trees six years ago to weed the slope as part of their efforts to create a green life.

Through the GCD activities, Citi volunteers expect to make more substantial contributions so that Citibank Taiwan, which has served Taiwan for nearly 50 years, will further develop positive influence to bring more peace and warmth to the society.

About Citi

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