

Corporate Social Responsibility



Success for Allied Bank is determined by the people it serves, both customers as well as fellow countrymen in need of support and encouragement. The Bank is conscious of its social responsibilities towards communities it operates in at all times, as is evident from its brand promise 'Aap Ke Saath Saath' (With you, all the way).

Allied Bank, under its Corporate Social Responsibility (CSR) policy, contributed significantly towards a number of worthy causes, during the year 2009. The Bank remained in the forefront of furthering the cause of Healthcare, Education, extending support to physically disadvantaged people, eliminating poverty, reaching out to Internally Displaced Persons (IDPs) of Swat, Dir and Buner, Staff Engagement and Sports Promotion.

Reaching out to IDPs

The extremely unsettling conditions prevailing in certain areas of the country during the year resulted in mass exodus of families leaving the security of their homes. Allied Bank reached out to the displaced people of Swat, Buner and Dir by extending financial support to address the basic needs of food and clothing for the unfortunate families. A cheque of Rs. 10 million was handed over to Edhi Foundation for this purpose. While the management of the Bank was responsible for this timely contribution, the employees deserve to be equally lauded for donating their one-day salary for this cause, therefore, touching hearts and minds of our country men and women.

Healthcare

Healthcare has been one of the key areas of focus when it comes to Allied Bank's Corporate Social Responsibility policy. Under its Annual Giving Program, the Bank has been contributing to a number of renowned healthcare institutions and NGOs in order to bring about a positive change within the communities.

We believe that physically or mentally handicapped people face increasing hardships during the course of their lives. Allied Bank has tried to alleviate this suffering to a degree by providing financial support to organizations working in the field.

- During the past year, a substantial donation was made to Tameer Welfare Organization, an NGO working towards assisting physically handicapped/ special persons. The funds were provided for construction of 120 accessible toilettries for disabled families living in the poorest areas of district Faisalabad.
- During 2009, the Bank supported The Kidney Center in its efforts to provide dialysis treatment to poor patients. The Bank also provided financial support to Poor Patients aid Society, Civil Hospital.
- For the second consecutive year, the Bank lent a helping hand to Aga Khan University Hospital to help provide education and healthcare facilities to the less privileged.
- Sponsorship to Liaquat National Hospital

Education

We firmly believe that education is the key to shaping a great nation. We feel it is our core responsibility to contribute as much as we can, when it comes to imparting quality education to the young men and women of our society, who though academically strong, may not be able to pursue professional education at renowned institutions due to financial constraints. Keeping this in mind, we try to lead the way in terms of providing substantial financial support to credible financial institutions across the country.

National Management Foundation (LUMS) has been one of the few key beneficiaries of our Donation Policy, receiving a handsome grant for the third year running. Other prominent educational institutions receiving handsome contributions from Allied Bank during 2009 include:

- Institute of Business Administration (IBA)
- Care Foundation's Empowerment through Education program
- Aga Khan University
- GC University, Lahore
- Gomal University
- Family Education Services, Karachi
- Karachi Education Initiative
- Rural Education & Area Development (READ)
- Aghosh School, Karachi
- KHOJ Society
- SOS Children Village of Pakistan, Islamabad
- Mariam Higher Secondary School
- Sponsorship to CFA Association Pakistan and
- Sponsored Fourth Seminar On Urban and Regional Planning

Sports Promotion

We at Allied Bank understand the importance of sports promotion, not only to build a healthy society but also due to the fact that the country has earned phenomenal respect and recognition worldwide, by being extremely competitive and therefore achieving the highest accolades. These achievements, as a result, have been great tools for the positive image building of the country around the world.



Group Chief CPBG presenting a donation cheque for Edhi Foundation



Aleem Dar receiving a cash prize from the President



All Pakistan Allied Bank Golf Championship

The Bank honored the world renowned Cricket umpire, Mr. Aleem Dar, in recognition of his services rendered to Cricket in general and raising the country's image at home and abroad in particular. Mr. Aleem Dar, who is also on the ICC's Elite Panel of Umpire and a regular employee at Allied bank for the last 15 years, was presented a cash prize for being declared "The Best ICC Umpire of the Year – 2009".

Allied Bank has been a regular supporter of various sports activities, particularly Golf and Cricket. During 2009, we continued to support various sporting activities and institutions which include:

Corporate Social Responsibility cont'd



- Sponsored All Pakistan Allied Bank Golf Championship, held at Lyallpur Golf Club, Faisalabad
- Sponsorship to Special Olympics Pakistan
- Sponsored Karachi Polo Team
- Sponsorship to 19th Frontier Open Golf Championship 2009
- Sponsored All Pakistan Wheelchair Cricket Tournament
- Sponsored Cricket Tournament Organized by Muhammad Ali Jinnah University
- Sponsored First Inter District Cricket Tournament
- Sponsored Naval Golf Championship
- Sponsorship - Cricket Tournament at Quetta
- Financial support to establishment of Golf Club at Park Camp Petaro
- Sponsored Inter-Media Cricket Tournament
- Sponsorship to Sindh Police Sports Board
- Sponsorship to 18th Palmolive Sindh Women's Swimming Championship held at Karachi Gymkhana
- Sponsorship to Arabian Sea Country Club Golf Tournament - 2009
- SBP Governors Cup Inter Bank Regional Cricket Tournament 2009

Staff Engagement

Allied Bank boasts of having one of the best in class Human Resource, consisting of youth and experience. The Bank owes its phenomenal growth and success to the wonderful men and women whose exemplary work ethics, attitude towards collective growth and sheer sense of belonging has made this organization one of the top five banks in Pakistan.

The Management believes in looking after its employees in terms of their physical, spiritual and emotional wellbeing at all times. Following global best practices the management has exclusively set up a dedicated department to engage the employees in positive and fun-filled activities. As part of our Staff Engagement Program, an inter-departmental Cricket Tournament consisting of 10 teams was organized for employees and their families at Asghar Ali Shah Cricket Stadium in Karachi. The tournament was unique in the sense that lady colleagues also participated as players, side-by-side to the male colleagues, making it truly a family event. Plans to hold more such events nationwide are in place while other activities such a volunteering program and holding health awareness weeks are also part of our future strategy.

Others Sponsorships

Allied Bank also contributed to the following noble causes by sponsoring the following events

- Celebration of World Anti Corruption Day
- Seminar on Financing for Micro and Small Enterprises and Microfinance Mela
- Civil Services Academy Alumni Sindh
- Hamara Karachi Festival
- Bahria University
- Hajj Guides PAF Contingent 2009
- All Pakistan Music Conference Annual Festival 2009
- Launch of the Jinnah Anthology Revised Edition - 2008
- Pakistan Show Business Star Fan Club
- Pakistan Broadcasting Corporation Karachi Station
- Adams Theatre and
- Tanara Art Gallery



Allied Bank's employees inter-departmental cricket tournament - Competitive yet a Family event



President with female players of the inter-departmental cricket tournament



Winner Team of inter-departmental cricket tournament



Team players of inter-departmental cricket tournament