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employees are therefore entitled to dedicate an entire working day on full pay to helping charitable projects. Starting in 2010, volunteering will be included in the Credit Suisse competency model, which forms the basis for annual performance appraisals and development plans. This will allow us to recognize the social commitment of our employees.

Corporate volunteering is becoming increasingly popular at Credit Suisse: A global employee survey conducted in 2009 showed that 75% of employees in the Americas region regard the company's social commitment as important. In the EMEA region, 22% of employees took part in social projects in 2009. In the UK, the figure was as high as 34%. In Asia Pacific, 30% of all staff completed voluntary work on at least one occasion, and 38% of our people in Singapore volunteered their time to help others. In Switzerland, the number of volunteering hours almost doubled in 2009.

We transformed our long and successful relationship with the organization Habitat for Humanity into a global partnership in 2009. In the course of the year, we rolled out our international work with Habitat for Humanity International (see adjacent box) and Junior Achievement in 17 additional cities. For the first time ever, we also invited clients to take part in Credit Suisse volunteering projects (see box on page 22). We believe that the positive experience of working together on social projects strengthens client relationships.

Strengthening Communities

As a company that is active in both developed and emerging market economies, we care about the economic development of regions suffering from poverty and marginalization. We know that we can only contribute to the long-term economic and social stabilization of these countries and regions by understanding the needs of the people who live and work there. In all four business regions, we therefore aim to build strategic partnerships with leading non-governmental organizations that

Asia Pacific: Bringing Hope to the Mekong

The Child's Dream Foundation, which is based in Chiang Mai, Thailand, is growing in importance in the Mekong region. As well as building schools and other facilities and providing learning materials for more than 55,000 children, it has introduced health care measures for the young. The organization was founded in 2003 by two Swiss nationals. At first, 90% of the donations originated from Switzerland. However, 50% of its funding now comes from countries in the region including Singapore, Japan and Hong Kong. In 2009, the Credit Suisse Asia Pacific Philanthropy Committee awarded Child's Dream a donation of USD 250,000, which enabled 30 new classrooms to be built in Laos. Child's Dream is also expanding its mission with four initiatives to help villages in the Mekong region begin shaping their own futures.



The work of the Child's Dream Foundation focuses primarily on the education system, including nurseries, schools, vocational training schools and institutes of higher education.

Habitat for Humanity: Growing Into a Global Partnership

Habitat for Humanity and Credit Suisse have worked together successfully in a number of regions for many years. In 2009, we decided to establish an international partnership to support projects to address the shortage of affordable housing. This gives our employees around the world a chance to help build homes for low-income families on a voluntary basis. The partnership includes financial support from Credit Suisse to fund building materials. By end-2009, more than 800 employees from 23 cities had worked on these projects. It was the first time many of these volunteers had been able to participate in a charitable project. They came from our offices in Bangkok, Buenos Aires, Kuala Lumpur, Mexico City, Montevideo, Mumbai, Pune, Santiago, Tokyo and Wrocław. By 2013, Habitat for Humanity hopes to increase the number of families it can help each year from 60,000 to 100,000.



A team of 22 Credit Suisse volunteers from Argentina, Uruguay, Chile and the US spent a day helping Habitat for Humanity to build a home for a family in Luján, Buenos Aires, Argentina, in June 2009.

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