

ALPHA BANK CYPRUS LTD – 2022 CSR ACTIVITIES

Through its Corporate Social Responsibility Program, Alpha Bank Cyprus Ltd aims to support vulnerable social groups and enhance the work of institutions and stakeholders in the areas of health, education, culture and protection of the environment.

During 2022, the Bank supported and/or participated in the following events:

Social Contribution

- Support of the “Love Route”, organized by the Cyprus Association for Children with Cancer and Related Diseases “One Dream One Wish”, a unique event consisting of a motorcycle ride across Cyprus, carried out for the 22nd year in a row, with the aim of raising funds for the financial support of the Association (March 2022).
- On the occasion of International Women's Day, the Bank offered to all its female Personnel, as a symbolic gift, the bracelet of Karaiskakio Foundation “Cell of Life”, a message of hope against childhood cancer. With this initiative, the Bank aimed to thank women for their contribution to family, work and society, while supporting and financially strengthening the important and difficult work carried out by Karaiskakio Foundation in Cyprus against childhood cancer (March 2022).
- Support of the children treated at the Paediatric Oncology Unit of Makarios Hospital, to give strength and hope to the young fighters of life, by offering financial support to the “Little Heroes” Foundation (May 2022).



- Social contribution actions during Easter, providing financial support, food supplies and other essentials to local Non Governmental Organizations (Europa Donna Cyprus, Christian Women’s Association of Agios Georgios Aglantzias, Cyprus Red Cross etc.) to help our fellow citizens in need of support. Additionally, the Bank participated in the annual campaign of the Pancyprian Volunteerism Coordinative Council titled “Adopt a Family for Easter”, offering gift vouchers from supermarkets for basic necessities, aiming to ensure that every family without exception can enjoy a beautiful Easter meal (April 2022).



- On the occasion of the International Children’s Day, the Bank provided financial support to the “Hope for Children” CRC Policy Centre, the international humanitarian, independent organization, that defends and promotes children’s rights. Alpha Bank Cyprus Ltd financially supported the Organization in purchasing equipment for the “Home for Hope”. These children’s shelters, run by “Hope for Children”, host, care for and support unaccompanied children, in cooperation with the Social Welfare Services (June 2022).





- During the festive season, in lieu of cards and gifts, the Bank provided financial support, food supplies and other necessities to Non Governmental Organizations (Europa Donna Cyprus, Vagoni Agapis, Cyprus Red Cross, Pancyprian Volunteerism Coordinative Council, etc.) to support our fellow citizens in need (December 2022).
- Organizing a fun activity in view of the Christmas holidays, for the 45 children of the “Home for Hope” children’s shelter, run by Hope For Children, which hosts, cares for and supports unaccompanied children, with the cooperation of the Social Welfare Services. The children had the opportunity to spend a pleasant afternoon playing at Brain Game escape rooms in Nicosia. The Bank also offered to the shelter mobile phones and tablets for the needs of both the children and their escorts, which will be used by the children for communication purposes, but also for watching various training programmes as well as accessing educational and entertainment applications (December 2022).

Volunteering

- Organizing the Personnel Blood Donation Day, with the voluntary participation of the Bank’s Personnel, in cooperation with the Blood Bank (April 2022).

Health

- Main Sponsor of the 30th Annual Awareness and Prevention Week for Chronic Kidney Disease, organised by the Cyprus Association of Kidney Patients’ Friends, by mobilizing its entire Branch Network in an effort to raise awareness on kidney diseases and prevention and informing citizens and its Customers. The Bank’s Branch Network served as points of sale for the campaign’s donation coupons, aiming to raise funds for the financial support of the Association (March 2022).



Education

- Implementation of the Program “Parents and Children TOGETHER at work”, a pioneering Program which was implemented for the first time at the Bank’s Branch Network and Divisions. The aim of the Program was for working parents to bring their children to their workplace, giving them the opportunity to familiarize themselves with the Bank, the banking profession and the financial system in general (September 2022).



- Support of the 8th Pancyprian Campaign “School supplies for All children” organized by the Pancyprian Volunteerism Coordinative Council (PVCC) by offering gift vouchers for school supplies, enhancing the message of the campaign “School supplies for All children”, which aims to make sure that vulnerable families have all the necessary school supplies ahead of the school year (September 2022).



- Implementation of the interactive educational program “Coins and Transactions. From yesterday to nowadays”, in cooperation with the Alpha Bank Numismatic Collection and approved by the Ministry of Education, Culture, Sports and Youth. A specially designed Educational Suitcase “travelled” to 20 lower secondary schools across Cyprus and presented the history of currency and the evolution of transactions in the Hellenic world, from antiquity to the present day, covering six historical periods (Antiquity, Roman Era, Byzantium, Ottoman Era, Modern Greek State, Present Day). The program was implemented by more than 100 teachers and attended by more than 2,500 students (June 2022).



- Support of the field of Education with the following actions:
 - Support of University Libraries
 - Support of Parents Associations of Public Schools to provide financial aid to students in need
 - Awards to top students of the Department of Economics of the University of Cyprus (April 2022).

Culture

Sponsorship and support of Conferences on topics related to the Bank’s activities.

- The Bank supported the “10th Cyprus Banking Forum & FinTech Expo” (December 2022).





Sports

- Participation in the 5 km corporate race, “Running Under the Moon” with its own team of Employees, sending another message of teamwork, fair play and cooperation, while at the same time supporting the charity work of the race, as part of the proceeds were donated to “Sophia for Children” Foundation (June 2022).



Environment

- Participation in WWF’s global “Earth Hour” initiative, on March 27, by switching off the lights at the Bank’s headquarters for an hour, contributing in this way to the efforts made to raise awareness on energy consumption and its impact on the natural environment (March 2022).

