

UBI Banca together with San Patrignano for “Let’s put our heart into it”: raising funds for an educational project to reach 50,000 young people

*Donations may be made to this community at the branches of the Bank from 26th June
until 2nd July*

Milan, 23rd June 2017 – UBI Banca works alongside the San Patrignano Community for the “Let’s put our heart into it” initiative, in order to raise funds for the WeFree project. Each year this project involves fifty thousand students throughout Italy in activity to promote healthy living styles and prevent drug addiction by means of events in schools, theatres and within the San Patrignano Community itself, by bringing the stories and direct experiences of those housed in this community to them directly.

UBI Banca branches will be publicising the initiative and receiving donations to support the project from 26th June until 2nd July. Those who make a donation of at least €10.00 will receive a chili pepper, a symbol of a passion and a taste for life, together with a recipe from one of the four star chefs taking part in the project: Davide Oldani, Igles Corelli, Rosanna Marziale and Gualtiero Marchesi.

The means made available by UBI Banca to make a donation to San Patrignano are as follows:

- a free of charge credit transfer (wire) to the UBI Banca current account (IBAN IT18M0311124203000000000141);
- UBI PAY, an app that can be used to send cash using a smartphone and the Jiffy service to the San Patrignano telephone number (366,9639060).

With this initiative the Bank confirms its commitment as the “go-to” partner for the third sector and the civil economy, a sector in which its UBI Comunità division supports nonprofit organisations and Church institutions in the implementation of high social value initiatives.

“The San Patrignano Community’s commitment in both the field of the prevention of drug addiction and also in that of recovery programmes is of great importance”, said Frederik Geertman, Deputy General Manager at UBI Banca. “UBI Banca is using this opportunity to continue its support for communities through concrete participation, with its assistance in branches, in an initiative that is important for two reasons. On the one hand it is supporting San Patrignano’s work and on the other hand IT is broadcasting a message of prevention and of the promotion of healthy lifestyles in the local communities in which the Bank has its roots and this has a particular social impact because it is aimed at young people”.

“It is fundamental for us that an institution as important as UBI Banca, with such deep roots in local communities and so close to ordinary people, has chosen to support prevention and young people throughout Italy”, explained Antonio Tinelli, the president of the San Patrignano Community. “WeFree is a prevention project which goes beyond drug addiction, and celebrates a taste for life and its beauty. These are the same fundamentals that we seek to imbue in the lives of the 1,300 youths on our programmes and this is especially important at a time in history in which the use of substances is considered increasingly more normal and the danger they pose is minimised more and more. This help is indispensable for us if we are to continue to meet so many pupils and students each year”.

UBI Banca

The UBI Banca Group is the fourth-largest commercial banking group in Italy by market cap, with approximately 22,000 employees, over 1,900 branches and around €4.5 million customers. In 2013 UBI Banca was awarded a prize for innovation in banking services in the “Charitable bank” category by the Italian Banking Association and the National Prize for Innovation awarded by the President of the Republic.

UBI Comunità

Through its Third Sector and Civil Economy Service, UBI Comunità is the commercial division of the UBI Banca Group specifically dedicated to the third sector and the civil economy. Composed of a team of specialists present at local level, it has an innovative and customised approach to this sector in terms, amongst other things, of providing banking and credit support for the management of daily activities, projects and investments. With UBI Comunità, UBI Banca adds to a range of services designed for simplified banking operations that are secure and economical, with diversified credit solutions to pay advances on contributions and revenues, together with a range of flexible and customisable financing solutions to support the pursuit of institutional aims and to launch or accelerate economically sustainable paths to growth and social innovation.

The San Patrignano Community

The San Patrignano Community is the most important anti-drugs centre in the whole of Europe with over 1,300 youths in treatment. Since 1978, San Patrignano has taken in over 26,000 persons free of charge without cost to their families or to the government from hundreds of different countries, offering them a home, health and legal assistance, the chance to study, to learn a job and to fully rehabilitate into society at the end of their course of treatment. According to a research project carried out by the University of Bologna, which monitored a group of ex-guests of the community, five years after their return to society, 72% of the youths who completed the programme with success, did not relapse into drug addiction. In addition to this, the Community has been involved in drug addiction prevention projects for many years now, meeting over 50,000 pupils and students per year.

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