

# Danamon Peduli

# A Corporate Social Responsibility Report



**Health and hygiene a big concern.** Our vision of caring and enabling millions begins with a social concern to improve awareness and conditions of health and hygiene for as many people as possible, for long-term positive benefits. This rings true for everywhere we have presence.



## Danamon Peduli

One of the core beliefs behind Danamon Peduli, is that employees are community members and can play a personal role in helping to produce social benefits where they live and work. Peduli means “to care” and is central to Danamon’s vision “We care and enable millions to prosper”. Over the course of the past five years, the level of social activity has intensified and the revamping of Danamon Peduli’s vision and mission took our efforts even further in 2005.

**Expertise brings value added.** In an attempt to address health and hygiene needs of traditional market communities, in 2005 Danamon Peduli conducted more than 799 activities, also involving local doctors providing free advice and consultation. Veterinarian Edhianadewi Puspitawati (from PT DuPont Agricultural Products Indonesia) helps pre-trained Red Cross Indonesia volunteers prepare disinfectant to clean the poultry section of a market.

## Summary of activities in 2005

Danamon Peduli concentrates on sustainable, community-driven activities that involve employees as volunteers. In 2005 Danamon Peduli volunteers helped to build 200 new family homes in the tsunami-stricken villages of Desa Mulia and Desa Tibang, Banda Aceh. We conducted 799 activities in traditional wet markets throughout the country. This included working with the Ministry of Health GoI, World Health Organization (WHO) and UNICEF to disseminate immunization information to some 180,000 mothers in 610 different locations nationwide so that Indonesia can once again become polio free.

In 2005 Danamon Peduli conducted 810 programmes in 616 different locations all over Indonesia. Enthusiasm among volunteers remained high this year and 6,679 employees took part reaching out to touch the lives of some 242,646 beneficiaries. Programmes fell into the categories of disaster relief, health and hygiene, as well as education.

A programme first launched in 2004, the objective of “My Market: Clean. Healthy. Prosperous.” is to help the traditional wet market community play an active role in developing this center of social and economic activity. In 2004 we ran 147 programmes with 1,635 volunteers. In 2005 this work significantly increased to 799 programmes and 6,392 volunteers. Community members: traders, local government representatives, market officials and Danamon Peduli volunteers, together kick off the campaign in every location by sweeping and cleaning up the market. This effort has provided 237,400 beneficiaries with a cleaner working environment. Free medical check-ups, in conjunction with local doctors, were used as an opportunity to discuss and increase awareness of community health issues.

Description	Programmes		Volunteers		Beneficiaries	
	2004	2005	2004	2005	2004	2005
My Market: Clean. Healthy. Prosperous.	147	799	1,635	6,392	15,350	237,400
Danamon Scholars		3				442
Natural Disasters		4		117		2,764
D'Peduli Aceh: Relief.Recovery.Rebuild.		4		170		2,040
<b>Total 2005</b>	<b>147</b>	<b>810</b>	<b>1,635</b>	<b>6,679</b>	<b>15,350</b>	<b>242,646</b>

**Involving everyone.** Community driven activities mean everyone plays an active role in programs. Market traders and some 6,392 Danamon employees alike take a hands-on approach at being involved.



## Clear principles drive our work in the community

### The identification of credible and recommendable grantees

In establishing working partnerships, an important step in the process for Danamon Peduli is due diligence and understanding of our potential partners' values, strategies and goals. Transparency, governance, competence and professionalism are key in beginning any partnership. In 2005, Danamon Peduli worked with:

- Red Cross Indonesia
- Habitat for Humanity Indonesia
- SOKOLA School for Life
- UNICEF
- Ministry of Health, Government of Indonesia
- The United States-Indonesia Society (USINDO)
- Yayasan Lontar

### Signaling other funders

In a concerted effort initiated by Bank Indonesia (Perbankan Peduli NAD/Sumut) to address the needs of tsunami-stricken Nanggroe Aceh Darusalam, North Sumatra and Nias, Rp 58.6 billion and USD 70,000 in aid was collected from 67 different state, national and foreign banks. Among other concerned partners, Red Cross Indonesia and Habitat for Humanity Indonesia supported these efforts, resulting in the donation of a CT Scan for the Zainul Abidin Hospital in Banda Aceh, distribution of 10,000 Red Cross Indonesia family kits within the first weeks after the disaster, as well as loading and distribution of food and aid from Red Cross' Jakarta headquarters to the greater Aceh region.



Bank Danamon donated Rp 5 billion which went towards a major housing project of 500 brick-and-mortar homes. A dedication ceremony was held in Aceh on December 22, 2005 closing the year on a high note for families who had been living the entire time in tents.

### Coming together from across the country.

Over a stretch of nine weeks (October-December 2005), more than 80 volunteers from across the country came together to help rebuild the homes and lives of 200 tsunami affected families in Aceh. Habitat for Humanity Indonesia provided the expertise needed, while employees and customers donated funds that went towards this and other relief activities in the area.

### Helping fund recipients improve their performance

The collective expertise of Danamon Peduli's board members as well as our network has allowed us to work with non-profit organizations to help improve their effectiveness. Non monetary assistance took the form of assessment and recruitment tools for NGO volunteers, free competency training for field officers, and the basics of financing and financial reporting. These skills were utilized by the SOKOLA School for Life led by Butet Manurung, Woman of the Year and Hero of Asia 2004, whose team of dedicated social workers provided support to villagers in Ujong Muloh, Aceh. This project, supported by Danamon Peduli, included reading, writing and playing activities for children, retooling activities to help the youth and women learn screen printing and sewing and initial capital to assist heads of families to return to farming or fishing, securing a livelihood. A number of farmers have used the income from their first post-tsunami harvests to buy motorcycles to help transport their goods. Employees, customers and friends donated Rp 2,208,805,692 to a Danamon Peduli Aceh account. The funds were used to send volunteers to help build homes, to support the work of SOKOLA, and build a community center within the Syah Kuala University complex that will also be used for adult learning classes serving the seven villages in the area.

**Danamon Peduli Programme Expenditure  
1 January 2005 through 31 December 2005**

**in Rupiah**

Scholarship	65,327,000
Traditional Markets	751,110,926
Pekan Imunisasi Nasional (PIN)	264,807,874
Orphanages	1,328,168,318
Donations	732,123,400
Sponsorships	16,335,000

**Danamon Scholars**

Danamon Peduli is providing full tuition scholarships for 442 students from elementary school to university level. The scholarships were granted to students of lower income families from the community, who were able to maintain their grades term-to-term. They include nine students who had insufficient money to register for school. They were directly accepted to the Bogor Agricultural Institute without having to go through national entrance examinations. Their scholarship also includes a monthly stipend for books, allowance for dormitory accommodation and meals. In a luncheon held for the group, one student commented, "My life has changed so much...I started off scavenging food from garbage cans. The Danamon Peduli scholarship allowed me to pursue my dreams. My parents and I are so thankful".

**Founders:**

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PT Adira Dinamika Multifinance Tbk

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**Creating hopes for the future.** In 2005 Danamon Peduli provided scholarships for formal education, as well as the means for children to learn in more non-conventional conditions in Makassar and Aceh, with the help of SOKOLA School for Life. Our children, sharing smiles of hope.



Sebastian Paredes, President Director, with volunteers in Banda Aceh.