

Erste Bank: One euro donated for every savings passbook account

For each new savings passbook account opened, one euro goes to Caritas Support for the programme "Inlandshilfe 2011"

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As of 1 December, every new savings account opened with Erste Bank means financial support for Caritas. Erste Bank donates one euro for every newly opened savings passbook account to a charity project of Caritas that helps people in emergency situations. The campaign runs until the end of the year and is valid for all new savings passbooks for all maturities. "Especially around Christmas, such support organisations are extremely busy and need all the help they can get," said Peter Bosek, Management Board Member. Since 2008, some EUR 10,000 has been donated annually.



Help for people in crisis situations

Erste Bank supports the Caritas social counselling services with the current campaign. More than 40,000 people turn to this organisation to obtain help for themselves or their families.

These counselling services are for people that no longer have enough income to cover their expenses and find themselves in a financial emergency. The support offered comprises counselling as well as meals, clothing and temporary financial assistance. The aim is to enable people to get a grip on their lives again.

In Austria, some **1.4 million people live in poverty** or are at risk of poverty. Often, it is the basics they lack: food for the family, money for the rent, the heating bill or for new shoes for the children.

Caritas runs many projects that help people with concrete items that are a matter of course for most people.

Erste Bank and **Sparkassen** is Austria's largest provider of financial services. More than 14,000 employees work at 1,000 branches and 170 banking stops to serve over 3 million customers. The market share in Austria by customer is roughly 29%.