



Corporate Social Responsibility

As usual, the Bank participated in many community activities and initiated a community outreach program in order to enhance communication with the local community in general and academia in particular. This is in line with the vision of His Highness Sheikh Dr. Sultan bin Muhammad Al-Qasimi, Member of the Federal Supreme Council and Ruler of Sharjah. The Bank participated in the reception ceremony for new students at the University of Sharjah, Qasimia University, and at the annual forum of the Academy of Police Sciences in Sharjah. These activities also help promote the bank's products and services designed specifically for students, and enhance its positive image in general. Participation in such events has left a positive impact as evident in the request from other academic institutions for new partnerships and activities. One of these institutions is the Gulf Medical University in Ajman, where the first meeting was a prelude to a long-term partnership.

SIB implemented a comprehensive social impact methodology which goes beyond the traditional financial sponsorship in line with the National Agenda to make a real community impact. This helped raise the awareness of cooperating entities and resulted in programs that serve the social, cultural and economic goals set by the UAE's government. Accordingly, in 2018, the Bank announced its partnership with the Emirates Economic Planning Forum, the Sharjah Entrepreneurship Festival, the Child Safety Campaign, the Government Communication Forum, and the Sharjah Institute for Heritage and the Sharjah Scientific Research Award in Islamic Economy. At the same time, the Bank continues to keep its partnership with the Pink Convoy, the Red Crescent clinics, the Department of Local Affairs and Villages and the General Directorate of Sharjah Police. SIB also kept holding its annual Ramadan activities and Iftar tents.

On the other hand, SIB's social media followers increased to more than 60 per cent during 2018. Internally, the Bank held several events for its employees such as the "Suhur" event during the holy month of Ramadan.

In 2019, the Organizational Excellence Team will continue to set challenging goals within the Bank's vision, mission and values, and will spare no effort in leading and promoting a culture of excellence that results in a positive impact on the bank, the community and the country as a whole.