



# 20 Years of Global Community Day



# Letter from the Head of Community Investing and Development

Throughout Citi's more than 200-year history, we have sought to give back to the communities where we live and work. Whether it was supporting the American Red Cross during World War I or organizing food drives in the 1980s, Citi colleagues have consistently shown up for those in need. This year, we are thrilled to celebrate the 20th anniversary of Global Community Day (GCD), Citi's annual tradition of coming together as a worldwide team through volunteerism. We see this as a moment to look back while reaffirming our commitment going forward.

GCD began in 2006 with the recognition we have a unique opportunity to harness the drive and dedication of our colleagues through a global day of service across our firm. Over the past two decades, volunteerism has reinforced our strong culture of service, and has helped our teams build deeper relationships with our local communities and with each other. I've witnessed how GCD embeds a greater sense of shared responsibility, to each other and to the communities where we live and work. I'm always inspired by the tens of thousands of colleagues who answer the call to participate every year and we are excited to tell their stories as we celebrate this anniversary.

The desire to give back to others was never more profound than during the height of the COVID-19 pandemic, when we couldn't organize in-person events. Colleagues made it possible to connect and give back to others by participating in "Global Community Day Reimagined," where they joined virtual volunteer events, donated face masks, ran errands for the elderly and more. Even during a year of much uncertainty, our Citi community contributed 100,000 service hours. And we saw an eager return to in-person

volunteerism in 2022, as our global network packed meals for Ukraine relief efforts, helped with coastal cleanups in the Dominican Republic, rehabilitated an orphanage in Gabon and more. There are people in need every day, and GCD gives us the opportunity to roll up our sleeves and make a positive impact their lives.

The 20th anniversary is also a moment to think about the impact that Citi volunteers have made in collaboration with community organizations that are at the forefront of addressing the needs of communities around the world. In this brochure you'll learn about how in the U.S., we collaborated with U.S. Hunger, providing over 2.6 million meals to those in need. In Kenya, we planted thousands of trees with Miti Alliance. In Korea, along with Habitat for Humanity, we supported families who lost their homes in fires.

We invite you to explore the history of Citi's volunteerism and hear directly from Citi colleagues about how GCD helps them give back. Most importantly, we want to thank all of our colleagues, family, friends and collaborators in the community who have dedicated so many hours to service. Celebrating GCD really means recognizing the volunteers and community organizations who coordinate, participate and make it possible.

Sincerely,



**Brandee McHale**  
Head of Community Investing  
and Development at Citi and  
President of the Citi Foundation



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# Global Community Day Across the World



Australia



Brazil



Canada

“Global Community Day is a special time to come together, give back and make a difference. Over the past years, I’ve had the opportunity to plant trees, clean up our lakeshore and support a local food bank. It’s always rewarding and meaningful to volunteer alongside colleagues and see the impact we can make as a team.”



Jamie L. Canada



Colombia



Ecuador

“It is the eagerness with which colleagues approach volunteer work that remains awe-inspiring and entirely unique to Citi. Volunteer work is a grounding and healing force that keeps me humble. I am grateful that Citi gives us these opportunities to be inspired by amazing people and have a chance to give back to our communities.”

Ronzi I. Egypt



Gabon

“I have always believed that big changes require small efforts by each one of us. GCD is a moment to inspire hope, lead by example and unite with other people who share the same vision for the society and for common good. Volunteerism for me is a source of enjoyment and something that fills me with a sense of pride and accomplishment!”



Konstantinos T. Greece



India



Italy



Ireland



Japan



Kenya

“I have been participating in GCD events as a Volunteer Leader for the past three years and have met many people from other departments. I’ve been able to broaden my relationships and point of view through these efforts. I’m excited to participate in GCD events and have fun again this year!”

Rena Y. Japan



Jordan



Mexico



Malaysia



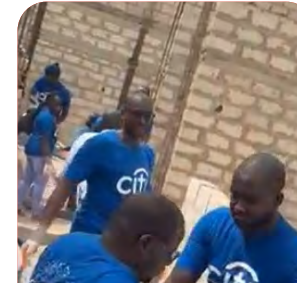
Netherlands



Philippines



Poland



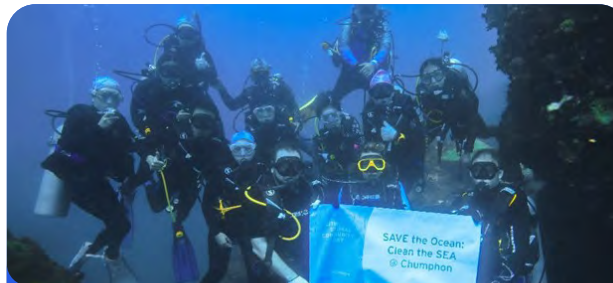
Senegal



South Africa



Tanzania



Thailand



United Kingdom

“Treat others the way you would like to be treated. By offering my time and energy, I hope to kindle joy in someone who needs it through Global Community Day. Everyone matters!”

Bernard A. United Kingdom



United States

**By the Numbers**

Over **1.2M** volunteer engagements in **80+** countries and territories between 2006-2024.

#CitiVolunteers

## Collaborating with Community Organizations



Building Homes

Citi has collaborated with Habitat for Humanity Korea for several years, building over 40 homes nationwide. Previous projects include building Comfort Mobility Modular Homes (Hay-Home) in rural areas and supporting families who lost their homes to fires.

**“Citi’s unwavering support has ignited hope and helped countless families rebuild their lives. We deeply appreciate Citi’s commitment to building safe, stable homes and transforming communities together.”**

**Habitat for Humanity Korea**



Planting Trees

Citi Kenya has engaged with Kenyan environmental education organization Miti Alliance since 2018. Volunteers and their friends and families have helped to combat deforestation, planting 5,000 trees in Kereita Forest, 3,500 in the Kenyan section of the Ngong Forest and more at community locations across the country.

**“Through Global Community Day and the partnership with Citi Kenya volunteers, we have been able to engage in community restoration and school kitchen garden projects. The impact has been felt in schools, communities and urban areas as they promote food security and environmental stewardship. It has been an exciting, fruitful journey working with the Citi team.”**

**Michael Waiyaki Nganga | Founder & CEO, Miti Alliance**



Providing Meals

Since 2017, Citi has worked with U.S. Hunger, a hunger relief organization, to coordinate flagship Global Community Day activities across the country. Volunteers participate in large-scale food packing events known as “Hunger Projects” to support the [1 in 10 households experiencing food insecurity](#). Citi volunteers have joined 36 Hunger Projects across nine states, providing over 2.6 million total meals for those in need across the U.S., Puerto Rico and Ukraine.

**“At U.S. Hunger we truly believe that we are better together, and our mission wouldn’t be possible without partners like Citi. Because of your generosity, families in need are receiving the help they deserve. Thank you for joining the fight against hunger!”**

**Rick Whitted | CEO, U.S. Hunger**

## Global Volunteer Spotlights

As we celebrate the 20th anniversary of Global Community Day, we recognize Citi volunteers across the globe who have donated their time, talent and efforts.

Here, we tell their stories of service and what Global Community Day means to them.

20<sup>TH</sup>  
CITI  
GLOBAL  
COMMUNITY  
DAY

“For two decades, Citi colleagues have rolled up their sleeves and volunteered their time to support causes they care about in communities around the world. Through efforts like providing meals to families in need, building homes and so much more, they’ve made a lasting and tangible impact. This anniversary is an opportunity to celebrate the dedication of these Citi volunteers and also reinforce what service means to us as a firm – another way we bring our mission of enabling growth and economic progress to life.”

**Ed Skyler**  
Head of Enterprise Services  
& Public Affairs, Citi



## Asia Pacific



### Supporting Disaster Relief

Jon has participated in Global Community Day since 2014, refurbishing classrooms, cleaning up beaches and even travelling to different parts of the Philippines to join volunteer events.

In 2024, Jon organized all of his team's Global Community Day events, coordinating 10 sessions across five weekends to pack disaster relief goods. Jon volunteered at all 10 sessions, which drew participation from more than 300 colleagues.

**“When you're able to help someone through service, it feels like you're up in the clouds. Your service enabled a stranger to succeed and maybe even changed their life.”**

**James “Jon” G.**  
Philippines  
Technology  
Infrastructure



**“Global Community Day is something that benefits local communities and Citi colleagues. I find it touching that colleagues who have busy jobs and busy lives put in the extra effort to organize volunteer events and bring teams together to give back.”**

**Caren L.**  
Hong Kong  
Communications



# Europe



## Supporting Youth

Samba was inspired to take up volunteering by a strong sense of fulfillment and a deeper appreciation for the power of the collective effort of Citi colleagues. He also saw how volunteering provided a unique opportunity for his teams to gain experiences that enriched their work and business. This led to Samba collaborating with a local organization to conduct a series of workshops over the last decade, where Citi volunteers shared career insights with over 2,000 young people — helping them to build skills and confidence.

**“We have a responsibility to do our part for the society around us. Volunteering helps me be grateful for what I have and it reminds me to give back to others who may not have as much. It keeps me level-headed.”**

**Samba N.**  
United Kingdom  
Global Deposits



## Creating Volunteer Opportunities

Laszlo first participated in Global Community Day in 2017, volunteering for charity runs, bake-offs and more. Since then, he has pioneered successful volunteer events in Hungary and globally. In 2021, he became co-chair of the Citi Disability and Neurodiversity Network in Hungary and in 2023, launched a Global Community Day event with a local organization that trains horses to support people with disabilities. Citi volunteers helped maintain the center’s property and colleagues enjoyed spending time outside and with animals. The event was so successful that it became a flagship Global Community Day event for the Hungary office in 2024.

**“My motto is that it doesn’t work if you just work. Participating in volunteering activities and collaborating with colleagues to give back to the community, outside of business as usual, helps you recharge and become more motivated. I sought to create volunteer activities that would be fun and exciting and that colleagues would look forward to attending.”**

**Laszlo N.**  
Hungary  
Enterprise Resilience



## Middle East and Africa



### Supporting Hospitals and Patients

In 2018, Benedicta joined her first Global Community Day event – a beach clean-up outside of the Citi Tanzania office. She has been an active Citi volunteer ever since. Benedicta enjoys that these events are opportunities to give back to Citi’s local neighbors and to get to know colleagues outside of the office.

Her most memorable Global Community Day was in 2022, when she joined colleagues in delivering hospital equipment and personal hygiene goods to the women’s ward of a cancer center. Benedicta was inspired by the strength and hope in these women’s stories, many of whom had been in treatment

for a long time or were facing terminal diagnoses. Spending time with them reminded her to look at life with more positivity and gratitude.

**“Volunteering is about bringing other people happiness. Nothing beats putting a smile on someone’s face and when you bring positive light to others, it automatically comes back to you.”**

**Benedicta K.**  
Tanzania  
*Corporate Sales and Solutions*



**“I often like to bring my kids to participate in Global Community Day events, to help them learn the importance of humility and community. Volunteering is a rewarding experience - for me, it brings life into perspective and gives me a sense of community.”**

**David C.**  
United Arab Emirates  
*Solution Sales*



# Latin America and the Caribbean



## Helping Students

In 2023, Cintia joined a Global Community Day event refurbishing a school in São Paulo. Afterwards, she continued working with the school as a volunteer teacher, supporting young students who were behind in their Portuguese. She found that many of them faced hardships at home – some had absent parents, others were living in orphanages and more. Cintia began to show up for these students as more than just a language teacher, providing them with emotional support and encouragement. Cintia recalls a conversation she had with one of her students who told her that he didn't

believe he could have ambitions and aspirations due to his background.

For Cintia, this drove home the importance of working with youth to change that narrative.

**“Global Community Day allows us to make an impact and bring joy to the communities around us and importantly, it helps us look beyond ourselves and empathize with those in need.”**

**Cintia M.**  
Brazil  
*Regulatory Processes*



## Sharing Financial Knowledge

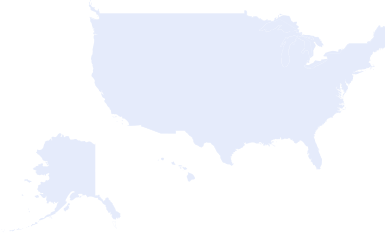
Denise has participated in a wide range of Global Community Day events in Bogota, from painting houses to providing financial education. She provided trainings for women who were single heads of households on managing finances, building their own businesses and more, reaching approximately 300 women. During the COVID-19 pandemic, she also joined virtual financial education trainings for young people. In reflecting on her volunteer experiences, Denise notes how impactful it felt to share knowledge with those who have less access to resources and to provide information that could improve their lives and their work.

**“For me, volunteering is saying thank you to life and sharing the opportunities that I have received with the rest of the community. Every time I volunteer during Global Community Day, I walk away feeling like I made an impact and helped those around me.”**

**Denise V.**  
Colombia  
*Commercial Cards*



## United States



### Creating for Community

In 2013, Michelle was invited to join a group of colleagues who crocheted items for patients at a local hospital. Michelle was excited about the opportunity to bridge her hobby with volunteer efforts and connecting with colleagues. She became co-chair of the group in 2014.

The group has participated in every Global Community Day since 2007. It has gone through several evolutions since then, expanding to include new crafts such as making blankets for palliative care patients and sewing face masks during the COVID-19 pandemic. The group also expanded to include new locations and virtual opportunities. Michelle credits the group's continued success to its people – members are welcoming, dedicated and skilled and hospital partners bring the inspiration with stories and photos from patients who received the items.

In total, the group has donated approximately 14,000 items to date. In addition to Global Community Day, the group meets at least monthly and delivers items to six hospital collaborators and to special projects.

**“It has been a phenomenal experience being co-chair of this group for ten years. Whether it’s preparing for Global Community Day, welcoming a new member or receiving a lovely photo/note from a hospital, each brings a boost of energy, a smile or even a grateful tear. Being a member of this group is a special part of my Citi life.”**

**Michelle R.**  
New York, NY  
*Program Management*



### Helping Families in Need

In 2017, when Citi’s office in Columbus, Ohio was looking for a new organization to work with for Global Community Day, Robb nominated Nellie’s Champion for Kids (NC4K) a local nonprofit that helps families impacted by childhood cancer.

NC4K is an organization close to Robb’s heart as they helped his family when his daughter Katy faced a Hodgkin’s lymphoma diagnosis.

Throughout Katy’s journey, and as she was ultimately declared cancer-free, Robb gained a new respect for the volunteerism that supports NC4K. Through Global Community Day, Citi colleagues have helped NC4K move offices, renovate, sort clothing donations and more.

**“All that volunteering takes is my time. I have plenty of time to donate, and it’s for a good cause. And I realized through my family’s journey that you don’t know when you may go from assisting to being assisted.”**

**Robb T.**  
Columbus, Ohio  
*Issuer & Investor Operations*



Learn more about  
Global Community Day at  
[citi.com/communities](https://citi.com/communities)

