

Social Development

The Bank stresses the importance of its philosophy, Make **REAL** Change, which has been used as the foundation of its social contribution programs. Through its fai-fah programs, the Bank continued creating positive changes and inspiring youth and communities for the better.

Make **REAL** Change



Social Development Mission

To inspire and engage youth and communities to Make **REAL** Change for sustainable communities

Social Development Strategies

Youth Inspiration



Building the capacity of youths in the community through fai-fah Learning Center – a safe space for learning and participating in art and skill development activities

Community Inspiration



Changing communities toward sustainability through the power of "giving" from ttb volunteers

Cultural Inspiration



Promoting and conserving Thai culture through Garuda Museum and Royal Kathin Robe Presentation

27 fai-fah community projects by ttb volunteers

5 fai-fah community projects by youths from fai-fah Learning Centers

41,523 community members and 6,731 youths benefited from the fai-fah projects

38.2 million baht of financial contribution

3,149 ttb volunteers

Youth Inspiration



fai-fah Learning Centers by ttb

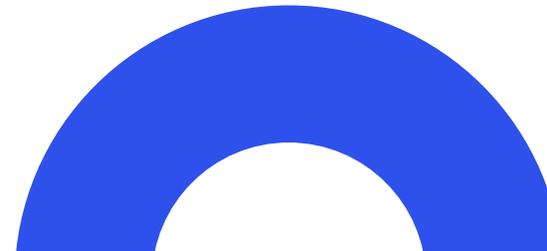


At present, there are five learning centers: fai-fah Pracha-Uthit, fai-fah Chan, fai-fah Bangkok Noi, fai-fah Samut Prakarn, and fai-fah Nonthaburi which is the latest and newest one. The new center expanded the target group to cover children with hearing disabilities, allowing them to learn new skills, including art, taekwondo, cooking, baking, etc. All fai-fah Learning Centers aim to teach people skills to be self-reliant. It provides opportunities for youths in the community between the ages of twelve to seventeen to make use of their free time by learning art and life skills for free. Youth participants can use what they have learned for self-development and help their family and the surrounding community change for the better.

In 2022, fai-fah Youths utilized the skills and knowledge they had gained from the fai-fah Learning Center to support their community and society through the Pay It Forward activity. The fai-fah Youths learned teamwork, project planning, and fund management to propose creative ideas to their community. Examples of projects by the fai-fah Youths include improving the information board and tourist

map for the Kudee Community and making Braille boards for people with visual impairment to participate in a concert more safely. This year, the fai-fah Youths delivered five projects to the community.

In 2022, there were more than 61,000 visits by the fai-fah Youths participating in offline and online activities.





Tae Young Thai by fai-fah ttb

The Bank continues to support its social development program to promote Thai culture and inspire youths throughout the country using a hybrid competition (online and offline) platform that allows youths to create art pieces in three categories: Thai manner competition, reading aloud competition, and digital drawing competition. The Royal Trophy and scholarships for winners and participants are awarded by Her Royal Highness Princess Maha Chakri Sirindhorn. A total of 8,933 youths from 1,276 schools nationwide participated in the competition.

[Learn More](#)

Fun for Fin “fai-fah Youths learn how to save and spend”



In 2022, the Bank launched a pilot project to provide financial knowledge focusing on saving and conscious spending to more than 50 youths in the community. The program prompted youths to realize the importance of cash books, financial goals, and financial planning. This helped change their financial behavior as they better understood the value of money and financial discipline. Many youths started to open savings accounts to encourage saving behavior and discipline.

Lemon Yellow – Young Entrepreneurs

The Bank launched another pilot project to inspire young entrepreneurs through the Lemon Yellow program with the participation of five fai-fah Youths. They could generate an income of about 3,000 baht from the sales of their products. With a focus on a hands-on experience at every step of the way, from business planning to cost calculation, pricing, profit management for further investment, and selling of their designed products, the project helped inspire these youths to have a way to generate stable income in the future.

fai-fah Art Fest 2022

fai-fah Art Fest is an annual art exhibition and performance show that allows the Youths from the five fai-fah Learning Centers to present their work and sell their art and food products from their creativity. The program empowered youths to express ideas, design products, and develop sales plans. Youths could generate more than 100,000 baht of income that would be donated for social benefits.

Community Inspiration

In 2022, ttb continued to promote employee volunteerism through various activities that help shape the community toward achieving sustainability. This year, more than 3,149 ttb volunteers from 4 teams, namely, Branch Management Team, Sales and Auto Leasing Team, Talents Team, and Passionate Team from across the country came together to share their knowledge and skills in accounting and finance, branding, product development, as well as sales and marketing to inspire change and development at the targeted communities aligning with the UN Sustainable Development Goals. As a result, 27 projects were delivered, benefiting 41,523 community members.

Apart from utilizing their knowledge and skills for social development, ttb volunteers were able to nurture business relationships with foundations and charitable organizations on the punboon by ttb platform. The platform is an integrated solution

for managing foundations and charitable organizations. This year, the Bank helped five organizations: the Santisuk Foundation, the Baan Nokkamin Foundation, SATI APP, the Center for the Protection of Children's Rights Foundation, and the Pun Namjai Center at Somdech Phra Pinklao Hospital.

All 27 community projects delivered by ttb volunteers supported various Sustainable Development Goals. Many examples of how ttb volunteers utilized their financial knowledge to help community members generate extra income and promote financial management, leading to financial security.

Weaving the Dream, Creating the Job - Baan Pracharat Thai-Muslim Samakki Community

Baan Pracharat Thai-Muslim Samakki Community is a new community in Prathum Thani Province formed by members evicted from their homes. Most community members are self-employed or for hire and want an additional income from catfish farming. ttb volunteers invited experts to share knowledge on catfish farming, food processing, packaging, and branding. They also taught community members how to record income-expense accounts to effectively manage costs and generate profit. Moreover, ttb volunteers encouraged the community to register as a community enterprise in the future. At present, catfish farming has enabled the community to become self-sufficient. It is expected to generate an income of 12,000 baht annually.

Boonchoo...Chooboon by fai-fah ttb

ttb volunteers joined forces with Boonchoo...Chooboon to support children with disabilities in the Teacher Boonchoo Home for Special Children foundation to become more self-sufficient. Their disabilities include physical disabilities, learning disabilities, Attention Deficit Hyperactivity Disorder, Mental Retardation, Down Syndrome, and Autism. The aim was to enable special needs children to live, work, generate income, and be accepted as productive members of society via using donated equipment such as ovens and kitchen

appliances to make and sell baked goods and cater to children in the foundation, thus helping reduce the operating costs. We invited instructors to teach foundation workers how to bake bakery products, for instance, kaya bread, cream bread, and red bean bread. ttb volunteers provided knowledge on calculating cost and profit and helped create and promote the "Boonchoo Bread" brand. The foundation continuously receives orders from shops, organizations, and agencies, generating an additional income of 100,000 baht annually.



Ar-Sar...Chuay-Kan-Tam

Ar-Sar...Chuay-Kan-Tam (Volunteer...Together) was a new employee volunteering activity in 2022 that allowed employees to cultivate the concept of being a "giver." Volunteers were assigned to create products of their own choice to help communities. Then, they delivered products, such as handmade notebooks, hand massage balls, pet collars, and green medicine bags, to foundations, hospitals, schools, and other organizations in need nationwide. Our goal was to create more than 20,000 pieces of products for communities.

ttb Red Cross lottery 2022

The Bank recognized its role in supporting charitable organizations, especially the Thai Red Cross Society, a haven for communities and Thai society during crises. The Bank took part in the Red Cross Fair 2022 by raising funds through the issuance of a total of 220,000 ttb Red Cross lotteries. The Bank also increased the number of rewards to 506 rewards. As a result, the Bank was able to raise a total of 22 million baht.

Cultural Inspiration

Garuda Museum by TMBThanachart

The Garuda Museum by TMBThanachart is considered the first and only Garuda Museum in Thailand and amongst ASEAN member countries. Featuring more than 150 Garudas kept in various bank branches, the Museum has a unique Garuda collection from all regions of Thailand. Each Garuda is distinguished by exquisitely carved woodwork, reflecting the artist’s skill and sophistication. The Museum also tells the story of “Phaya Garuda,” a Himmaman mystical creature who personifies the act of gratitude, kindness, and honesty. The Museum opened its door in June 2022 to children, youth, and interested members of the general public to learn about the history of the Garuda. To date, there are over 4,000 visitors that have visited the Garuda Museum. The Bank hopes the Garuda Museum will become another tourist destination in Samut Prakarn Province that will promote learning, create inspiration, contribute to cultural conservation, and instill a sense of pride in Thai culture.

TMBThanachart’s Royal Kathin Robe Presentation 2022

His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua bestowed a great honor on the Bank to host the Royal Kathin ceremony at Wat Maha Wanaram, a royal temple in Ubon Ratchathani Province. This was the 16th consecutive year the Bank was granted the honor of offering Royal Kathin Robes to monks who completed a three-month rain retreat. Under the Bank’s ongoing theme of “One Heart, Hundred Sharing,” ttb invited customers, business partners, and employees to donate to the Royal Kathin ceremony in 2022. The Bank collected a total contribution of 22.5 million baht, which was then presented to Wat Maha Wanaram and passed down to schools, hospitals, and charitable organizations in the area, including the Queen Sirikit Center for Breast Cancer (QSCBC) Foundation, Yuvabadhana Foundation of the Yuenyen Social Enterprise, and over 200 charitable organizations on the punboon platform.

ttb is committed to continuing its social development efforts to create a sustainable impact and inspire positive change in Thai society that aligns with the Bank’s Make **REAL** Change philosophy.

[Learn More](#)



punboon by ttb

is a platform that links donors to charitable organizations in the country to facilitate direct donations to each organization via online and offline channels. The punboon platform also supports e-donation.



248

charitable organizations currently on the punboon platform



More than
184,000,000 baht

of charitable contributions through the platform in 2022



More than
116 percent

increase in the number of donors in 2022 compared to the previous year