

## Citi's Annual e for education Campaign Raises \$8.15 Million

Thursday, November 14, 2019 01:29:00 PM (GMT)

### Global philanthropic initiative helps tackle childhood illiteracy and improve access to quality education

Citi's annual e for education campaign has raised \$8.15 million to support education focused non-profits. Since its inception in 2013, the global philanthropic initiative has raised over \$37 million to help tackle childhood illiteracy and improve access to quality education.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20191114005027/en/>



(Photo: Business Wire)

This year, Citi expanded the campaign to include a broader range of electronically traded products. Throughout the nine-week campaign, Citi's Foreign Exchange business donated \$1 for every \$1 million traded on its electronic platforms including Citi Velocity, Citi's flagship trading platform for institutional clients, and CitiFX Pulse for corporate and custody clients. The initiative also included local market bonds and for the first time, expanded across

Futures and Cash Equities, part of the newly formed Equities and Securities Services business. The group donated a portion of the revenues generated against all electronically traded flows on its platforms.

"We are extremely proud of the ongoing success of this campaign and the positive impact it is having on students both inside and outside the classroom," said Itay Tuchman, Global Head of FX. "No child should be denied the right to a quality education and together, working with a number of non-profit partners and leveraging Citi's global footprint, we can make the world a better place."

Hundreds of thousands of students have been supported by the campaign globally through various initiatives including the opening of [New York City's first public charter school incubation space](#) in the South Bronx, and sponsorship of the Teach First [Run the River Race](#).

"We are so very grateful to everyone involved in Citi's e for education campaign," said Catherine Roche, CEO at Place2Be. "The funds raised will be directed to our work in schools, providing vital mental health support for children in a safe, familiar environment, without stigma. Not only can the children that receive help from our Place2Be teams experience life-long benefits as a result, but these services also help to create calmer learning environments for all children, with less classroom disruption. The overall educational benefits of this are invaluable."

"Citi has been a valuable partner to Room to Read," said Geetha Murali, CEO of Room to Read. "Our long-term relationship has enabled us to invest in the futures of 79,000 children across Asia and Africa through

the 'e for education' campaign. As a result, children are learning how to read and write, and girls are staying in school longer. We have also raised visibility for the importance of gender equality through joint activities. We're incredibly grateful for Citi's investments in our mission over the last seven years. We look forward to continuing our collaboration, so that we can provide thousands more children with opportunities to reach their full potential."

Additional information about the campaign may be found at [www.citifx.com/e4e](http://www.citifx.com/e4e)

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**Industries:** Finance, Banking, Professional Services, Philanthropy, Other Education, Continuing, Fund Raising, Primary/Secondary, Education

**Languages:** English

**Primary Identifiers:** C-US

**Related Identifiers:** C-US

**Source:** Citi

**Subjects:** Photo/Multimedia, Nonprofit, Product/Service