



07

Corporate Social Responsibility

Support to Projects for
Promoting the Public's
Financial Literacy

Assistance to Children

Corporate Volunteering



In 2020, NSD approved a new Corporate Social Responsibility Program 2021-2023. Taking into account the global trends in social and business development, NSD identified the key areas for its social policy, such as promotion of sustainable social development through socially important projects and volunteer initiatives aimed to help those in need, promote social inclusion, financial literacy, and environmental protection.

NSD pays equal attention to the development of relationships with clients, partners, employees, the society and surrounding community and collaborates with field-specific funds, holds regular charity events, and develops corporate volunteering. The company estimates the efficiency of these activities on an annual basis.

Support to Projects for Promoting the Public's Financial Literacy

In 2020, NSD provided a salary to a financial literacy teacher in the "Bolshaya Peremena" (Big Change) charity foundation that helps orphans adapt to the modern life while they stay in a children's home and after they leave it. Orphaned children are one

of the most vulnerable social groups and are most often the first to fall victim to fraudsters. NSD helps protect young people and provide them with the basic knowledge of how to deal with money.





Assistance to Children

In 2020, NSD collaborated with a number of charitable foundations and volunteer movements that support orphaned children and children with severe diseases. These organizations provide psychological and medical assistance to those put in their charge, taking care of their education and creative development when their relatives are not able to do that for a variety of reasons.

NSD has a strong focus on initiatives aimed to support children in healthcare facilities. Our company provided financial aid to the “Danilovtsy” volunteer movement’s teams. The volunteers from eight hospital teams visited Dmitry Rogachev National Research Center of Pediatric Hematology, Oncology and Immunology, Burdenko Neurosurgery Institute, Morozov Children’s City Clinical Hospital, Russian Children’s Clinical Hospital, and Children’s Mental Hospital No. 6 to hold workshops and engage children in other creative activities.

NSD provided financial assistance to the “Podari Zhizn” (Gift of Life) charitable foundation to purchase the Imbruvica medicine for an 8-year-old boy suffering from acute lymphocytic leukemia.

In 2020, NSD collaborated with the “Strana Chudes” (Wonderland) charitable foundation that helps treat children with ICP and supported the “Miloserdiye” (Charity) charitable foundation’s mobile team that provides palliative care to children. The aid covered the wages of a psychologist.

Apart from funding medical treatment, our company seeks to invest money in the development of children deprived of parental care. NSD allocated money to the Elizabeth’s children’s home to cover the wages of a teacher of the youngest age correction group. At the request of the “Ispolneniye Mechty” (Making Dreams a Reality) charitable foundation that helps children’s homes in the Republic of Tatarstan, NSD funded a purchase of special “Dream” chairs for children with ICP.

Corporate Volunteering

NSD’s employees who can try hand at volunteering or make a donation are engaged in charity events. Announcements of these events are sent to employees in a Company Newsletter, while stories and photo reports of the charity events held are posted on the NSD portal’s Corporate Charity page. Here, NSD’s employees can also apply for participation in a charity event, make a donation, or post an announcement of an alternative charity project.

Due to the pandemic, the company’s office did not host the traditional Donor’s Day in 2020. However, the imposed restrictions did not prevent us from holding an online New Year’s charity fair. The funds raised in combined effort were allocated to develop and support the programs and projects of the “Volunteers in Assistance to Orphaned Children” charity.