

**Transparency vital for donating to charities
ING introduces savings account for UNICEF**

Amsterdam, 8 October 2013 – More than half of everyone in the Netherlands says major companies and institutions need to take their responsibility by supporting charities financially. Nearly two-thirds say it's a good idea for companies to become an official sponsor of a charity. On one condition, though: the charity has to be transparent about where the money is going. That's the outcome of an ING survey conducted by Kien among 824 people in the Netherlands. Today, the bank is proud to introduce the ING Savings Account for UNICEF, where customers can support UNICEF by saving on the account.

ING and UNICEF invest in education projects

The survey shows that eight out of every ten people in the Netherlands see a good education as a key to a country's development. That fits in perfectly with ING's work with UNICEF since 2005. Peter-Paul Wekking, Director of Marketing for Savings at ING: "Together with UNICEF, ING invests in education projects in a number of developing countries and we have already given 800,000 children access to better education in a healthy and safe living environment. To give the sponsorship even more cashing power, today we are proud to introduce the ING Savings Account for UNICEF. The bank will donate 0.10% per annum calculated over the total average savings balance on these accounts to UNICEF. Customers with the savings account for UNICEF therefore invest directly in better pre-school education. This contribution has no effect on the customer's balance or interest. In addition, this savings account gives customers an easy option of making a quarterly or one-off donation to UNICEF right from their savings account. It's a nice thing to do, but there's no obligation."

Financial contribution the favourite

More than three-fourths of the people surveyed said they gave money to one or more charities in the past twelve months. People in the Netherlands like to donate an average of 124 euros a year, with older people naming a higher figure than younger people. Most people in the Netherlands donate by making a financial contribution (68%), e.g. by bank transfer, a collection box or texting. Another interesting outcome is that young people are more likely than average to buy products where part of the proceeds go to charity. But no matter how people donate, transparency is what ultimately determines their choice. Young people in particular say they are more likely (40%) to give and to donate more (30%) because of it.

Collection box still as popular as ever

Although one-third said collection boxes were outdated, 43% say they are still a good way to take donations. Emotions also play a role when it comes to giving to a charity. Half of all people say donating makes them feel good. Even in times when they have less to spend, one-third of all people in the Netherlands continue supporting charities. About 33% are even convinced that we could prevent poverty in the world if everyone were to support a charity.

Savings Account for UNICEF

The Savings Account for UNICEF is a normal savings account with variable interest that customers can use to save as usual while supporting pre-school education in Madagascar via UNICEF at the same time. In Madagascar, nine out of every ten children have no access to pre-school. Yet studies show that pre-school is important for children's development: they are more likely to go on to regular school and complete their education.

Customers with this savings account receive a quarterly report on what was achieved with the donation. Further information about the Savings Account for UNICEF can be found at www.ing.nl/spaarrekeningvoorunicef.

- End of press release -

[This is a translation of the original Dutch press release, which prevails.]

Press information:

ING Netherlands, External Communications Department, Karin van der Pol, telephone 06-54956163, Karin.van.der.Pol@ing.nl.

For further information and royalty-free images and video material, please go to www.ing.nl/nieuws or follow us on Twitter: [@INGnl_nieuws](https://twitter.com/INGnl_nieuws).

For further information on the work between ING and UNICEF, please go to www.unicef.nl/ing

About the survey

The survey on donation behaviour and attitudes was conducted among 824 people in the Netherlands aged 16 years and older. The survey was generated using data from the Kien Charities Monitor, a continuous survey on charities by independent research agency Kien/Panelwizard.

ING

ING is one of the largest and leading financial services providers in the Netherlands with more than 8.9 million account holders. ING offers customers convenience, value for money and personal advice. Retail and corporate customers are provided with financial products in the field of banking, savings, lending, mortgages and investment. ING also acts as an insurance and pension intermediary. ING is a Dutch unit of ING Group, a global financial institution with a workforce of 94,000 people. ING Group serves over 67 million private, corporate and institutional customers in over 40 countries in Europe, North America, Latin America, Asia and Australia. ING Bank N.V., registered in Amsterdam, Commercial Register no. 33031431.

ING is active on [Facebook](#), [Slideshare](#), [YouTube](#) and [Flickr](#).

If you are no longer interested in receiving press releases from ING, click [here](#).