

# IMPACT

PRUDENCE  
FOUNDATION

SECURING THE FUTURE OF ASIAN & AFRICAN COMMUNITIES



FEBRUARY 2020 | Follow our latest updates at [www.facebook.com/prudencefoundation](https://www.facebook.com/prudencefoundation)

Dear colleagues,

Helping individuals and families manage uncertainty and protect their future is what “We Do” at Prudential.

As the Prudence Foundation begins with excitement a new year and new decade, with a continued focus on health, safety and education, I would like to say “Thank you!” to all the volunteers and partners who have supported the Foundation’s work. We want to update you on the Foundation’s key programmes and share examples from across Asia and Africa of Prudential people doing extraordinary work to make their communities safer and more resilient.

I think when you read these highlights you will share my conviction that Prudential is a special company, with a heart and drive to secure the future of our communities.

Together We DO Good and we look forward to another exciting year in 2020.

Best regards,

Donald Kanak

Chairman, Prudence Foundation



**34 million**  
households  
reached every day



**78 million**  
page views on  
Cha-Ching  
website



Cha-Ching Curriculum &  
School Contact Programme  
**700,000**  
children benefitted  
**8,000** teachers trained



SAFE STEPS reaches  
**250 million** people in Asia  
daily via multi-sector partnerships



SAFE STEPS Kids reaches  
**34 million**  
households everyday



SAFE STEPS Road Safety Africa reaches  
**80 million** people in Africa monthly  
via multi-media platforms

Our vision is to expand the programme across Asia and Africa and reach over 1 million students by 2021.

The Cha-Ching Curriculum has been endorsed by a growing number of education authorities and implemented in numerous schools in Asia. We have reached more than 400,000 students and trained over 8,000 teachers across Indonesia, Malaysia, the Philippines, Cambodia, Vietnam, Thailand and Taiwan. In Africa, in partnership with Junior Achievement Zambia and supported by the Securities and Exchange Commission of Zambia, we launched a pilot programme of the curriculum across 50 public primary schools and reached 5,000 students.

Our vision is to raise disaster and safety awareness to a new level in all our communities in Asia and Africa.

In Asia, SAFE STEPS reaches 250 million people every day through FOX channels and multi-sectorial partnerships. Last year, we launched SAFE STEPS Kids, leveraging well-known Cartoon Network characters to teach children critical life-saving skills. The programme reaches 34 million households every day. In Africa, we introduced SAFE STEPS Road Safety Africa with international footballer Didier Drogba as Ambassador. SAFE STEPS Road Safety Africa already reaches over 80 million people in the African continent through a variety of media platforms including TV and social media campaigns.

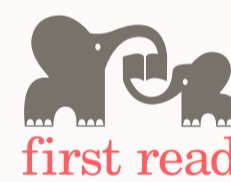
Safe  
Schools

**90,000 children**  
**43,000 adults**  
trained in  
Disaster Preparedness  
since 2013



Our vision is to enhance school safety across the region and better prepare students and teachers to survive natural disasters.

Prudence Foundation, in partnership with Save the Children and Plan International, has been training schools and children in disaster preparedness throughout the region. We are also supporting the Ministry of Education in the Philippines to develop a comprehensive Safe Schools ecosystem which will support a holistic approach in the implementation of the programme to all schools across the country.



Since 2013, First Read has  
benefited over  
**157,000 children**  
**175,000 adults**



Our vision is to partner with governments and other stakeholders to enhance young children’s health and learning in Asia.

First Read has been in Cambodia and the Philippines for more than six years and has reached more than 157,000 children and 175,000 adults. In addition, Prudence Foundation has partnered with the China Development Research Foundation (CDRF) to implement an Early Childhood Development programme that focuses on early education, health and nutrition in rural areas, supporting 500 children and 60 schools.

China Development Research Foundation  
(CDRF) Programmes



**500 children**  
ECD support



**60 schools**  
School nutrition

PRUvolunteers

Over **800**  
**PRUvolunteers**  
across 12 markets have  
helped build resilient  
communities during  
**14 missions**



Our vision is to inspire our employees to be a force for good

We continue to support post-disaster rebuilding efforts as well as the building of resilient communities. Since 2009, more than 800 employee volunteers from 12 markets have participated in the 14 missions conducted as part of our Regional PRUvolunteers programme.

Disaster Technology Innovation Programme

**18 partner organisations**  
representing various expertise

Our vision is to promote innovative and scalable technology solutions that protect and save lives in natural disasters.

Our inaugural Disaster Tech Innovation programme was launched in 2019, core of which was a global competition which attracted over 50 entries, awarding \$150,000 USD of prizes to support tech innovation in disaster preparedness and resilience.



Because we care about making communities in Asia and Africa safer, more secure and more resilient.

Get to know the regional and local programmes that we run in partnership with NGOs, governments and the private sector in order to maximise the impact of our efforts, in enhancing education, health and safety.

And we would like to thank all Prudential volunteers for the good work that they have done in their countries.

Scan the QR code or watch the Prudence Foundation trailer on our Youtube channel: <http://bit.ly/PFTrailerOnYoutube>



Like, and subscribe to our Youtube channel!



**Cambodia**

**Phnom Penh and Kandal Primary Schools recognised for financial literacy**

On 23 December 2019, three primary schools in the Phnom Penh and Kandal provinces were recognised by the Ministry of Education, Youth and Sports for their outstanding achievements in teaching their pupils basic financial literacy skills as part of the Cha-Ching Curriculum.

Prudence Foundation and Prudential Cambodia aim to introduce the Cha-Ching Curriculum to 150 schools in Phnom Penh, Kandal and Kampong Cham provinces over the next two years.



**Indonesia**

**Eastspring Investments and Prudential Indonesia joined hands to build resilient communities**

Eastspring Investments and Prudential Indonesia rolled out 'Desa Siaga Bencana untuk Indonesia' project in two flood-prone areas, Desa Cijayanti and Kampung Sawah, Desa Leuwintug, Bogor.

More than 550 PRUVolunteers, working together with the local community, participated in a series of infrastructure development projects in October and November 2019 to help minimise the impact of a flooding disaster. The series of activities included the renovation of a 50-meter-long suspension bridge as an inter-village connection, which is essential for the local community.



**Indonesia**

**Financial Literacy for Women**

On 14 November 2019, Prudential Indonesia held a press conference on the Financial Literacy Programme for women, as it entered the 10th year of implementation.

The event was attended by officials from the Ministry of Women Empowerment and Child Protection, Otoritas Jasa Keuangan and the management team of Prudential Indonesia.

In 2019, the Financial Literacy for Women programme reached 5,000 women in 10 cities, many of whom were from Eastern Indonesia. In the last 10 years, the programme has empowered nearly 35,000 women from various cities throughout Indonesia.



**Malaysia**

**We Can DO Good Campaign**

In conjunction with Giving Week, Prudential Malaysia organised a food donation drive from 25 November to 3 December 2019. The campaign, called "We Can DO Good", received an overwhelming response. Within that short period of time, more than 2,000 donation items and 1,000kg of food were collected and donated to the Lost Food Project Warehouse and Shelter home. It will be distributed to old folks' homes, welfare homes, orphanages, low-income and the indigenous communities in need.



**Hong Kong**

**Prudential Blood Drive completed for another year!**

In October 2019, Prudential Hong Kong completed its ninth Blood Drive with the Hong Kong Red Cross. The response was overwhelming. Nearly 900 Prudential employees and financial consultants contributed to the community by giving blood at different centres. It was heartening to meet many first-time blood donors and to see agency leaders bring their team members along to join this life-saving cause.



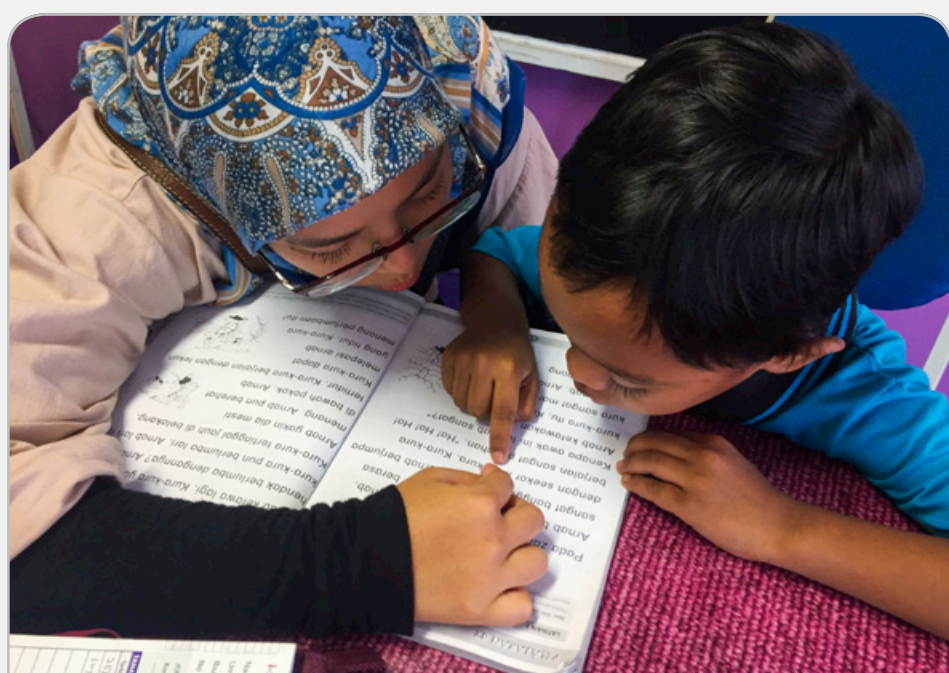
**Indonesia**

**SAFE STEPS Kids at PRURide**

A SAFE STEPS Kids event was held on 7 and 8 December 2019 as part of the inaugural PRURide Indonesia in Yogyakarta. Partnering with the Indonesia Red Cross, Prudential Indonesia held a simulation activity to educate more than 100 elementary school students on how to stay safe and take the appropriate action when natural disasters occur. The simulation included exciting games and fun challenges, such as an obstacle course and puzzles.

There was also an edu-tainment booth, where kids and parents watched SAFE STEPS Kids educational videos on natural disasters featuring The Powerpuff Girls, as well as participated in the activities zone.

Both PRURide Indonesia and the SAFE STEPS Kids event were very well-received and a great success.



**Malaysia**

**"Mobility is Life" and Education outreach programme by PruBSN**

Prudential BSN (PruBSN) via its charity arm, PruBSN Prihatin and its partner, Kedidi, launched the second year of "Mobility is Life", a programme that provides free or subsidised artificial legs to needy amputees so that they live a full, independent and productive life.

In support of education and overcoming illiteracy issues in Malaysia, PruBSN Prihatin ran Program Bijak Belajar in collaboration with iSina Global Media and Projek Iqra', a programme that teaches students, particularly those in primary school, how to read and write within 20 days, as well as provide free tuition for basic subjects such as English, Bahasa Malaysia and Mathematics at three schools.



**Hong Kong**

**Promoting healthy lifestyles with the Sports Legacy Scheme**

Prudential Hong Kong recently sponsored a "We DO Sports" community programme organised by the Sports Federation & Olympic Committee. The initiative aimed to promote sports and wellness, inspire healthy lifestyles, as well as provide career opportunities and training for former athletes to pass on their expertise after they have become coaches.

A fitness test workshop was conducted, allowing Prudential employees to understand their fitness level and identify their sporting potential. A running class was also arranged to help promote healthy lifestyles among employees, led by a winner of the Triathlon Mixed Relay in the 2018 Asian Games, and, former triathlon squad member.



**Vietnam**

**Project Safe Houses for Community**

In May 2019, Prudential Vietnam volunteers gathered from three regions, under the guidance of local Red Cross officers, to help with the construction of 30 safe houses in Nghe An and Thanh Hoa.

Safe Houses is a project that focuses on providing safety and disaster relief for community. The project is implemented in remote areas that have been damaged after floods.



## Singapore

### PRUCaregivers Programme

As part of the 2019 Chairman's Challenge, Prudential Singapore launched the PRUCaregivers programme aimed at creating a community of caregivers to help enable everyone to live well for longer within the community.

The programme adopts a two-stage model approach which starts off with a training on basic caregiving skills followed by care-relief volunteering opportunities.

More than 100 of our employees, financial consultants and customers underwent the training which equipped them with skills such as mobility aid handling and self-care. Our PRUCaregivers also provided relief support for 368 seniors through initiatives such as nutritional food shopping and befriending outings.



## Singapore

### Boys' Brigade Share-a-Gift

Prudential Singapore is back for its 11th run as Presenting Sponsor for the annual Boys' Brigade Share-a-Gift project. Close to 400 employees, financial consultants and their loved ones contributed time and effort to pack and distribute healthier food hampers and daily necessities to vulnerable seniors and families.

This year was also special as our PRUvolunteers prepared customised hampers in partnership with our community partner, the Early Childhood Development Agency (ECDA). Through this collaboration, 500 children aged six and below from low-income families under ECDA's KidSTART programme received customised hampers which include age-appropriate dental kits, child-friendly hygiene products and healthy food items to help ensure that these children have a healthier start in life.



## Vietnam

### Building Plastic Pollution Free Communities

One of Prudential Vietnam's focus areas is climate change adaptation and environmental protection. Collaborating with the World Wildlife Fund (WWF), the project "Building plastic pollution free communities" aims to raise awareness on this topic, thereby creating long-term positive changes in single use plastic habits among Vietnamese. In 2019, the "The true cost of plastic" campaign reached more than 4.5 million people while its "Clean the Beach" attracted the participation of 600 employees and agents.



## Taiwan

### Cha-Ching Financial Literacy Programme receives award

The Cha-Ching programme has won the 2019 Future Education Taiwan 100 award for its innovative approach to teaching money management to children. Prudence Foundation Chairman Donald Kanak received the award at a ceremony on 11 November 2019. The programme, jointly implemented by PCA Life Taiwan and Eastspring Investments in Taiwan, was recognised as a sustainable initiative that could help children build more secure, resilient lives.

Following a successful partnership with Keelung City's Department of Education in 2018, the curriculum was launched in the second city, New Taipei City, in 2019 and six seeding elementary schools, reaching 5500 students.



## Africa

### SAFE STEPS Road Safety Africa launched in Ivory Coast

Prudence Foundation has teamed up with international footballer Didier Drogba, together with the Fédération Internationale de l'Automobile (FIA), Didier Drogba Foundation and the International Federation of Red Cross and Red Crescent Societies (IFRC), to launch SAFE STEPS Road Safety Africa.

Africa has the highest road fatality rate in the world and 44 percent of road traffic deaths are pedestrians and cyclists. In addition, although Africa has only 2 percent of the world's cars, the continent accounts for 20 percent of road deaths worldwide. The African regional launch event was held on 25 October in Abidjan, attended by the Minister of Transport for Ivory Coast. The campaign now already reaches over 80 million people in Africa via various media platforms including TV and social media.



## Philippines

### Pru Life UK brings Christmas spirit to Bantayan communities

Now in its third year of gift-giving, Pru Life UK handed out hundreds of Noche Buena packages to its adopted communities in Bantayan Island, Cebu in time for the Christmas season, benefitting over 540 families.



## Korea

### Reaching out to low-income elderly community

Eastspring Investment Korea has been partnering with Korea HelpAge since 2007 to help older people in Korea's lower-income communities lead improved lives.

In one of the outreach programmes last year, Eastspring volunteers made and provided Samgyetang (healthy food) to these underprivileged people to help enhance their immune system, prevent geriatric diseases and help maintain their health.



## Africa

### Cha-Ching Curriculum to reach 5,000 students in Zambia

Prudential Zambia, through the Prudence Foundation, in partnership with the Securities and Exchange Commission and Junior Achievement Zambia to roll out the Cha-Ching Curriculum in schools across the nation. Cha-Ching has been implemented in Zambia through the Chairman's Challenge since 2016. To date, Prudential Zambia has supported over 1500 students in successfully completing the programme. As a result, Cha-Ching was awarded the Exceptional Financial Literacy Outreach Program by the Bank of Zambia in 2018 as part of country's recognition of financial literacy awards.

Through this new partnership, an additional 5,000 students will be trained during the pilot phase of the programme, which will lay the groundwork to roll out the programme in other provinces in Zambia.

Visit [www.prudential.com](http://www.prudential.com) for more information