

# IMPACT

Securing the future of Asian and African communities

OCTOBER 2022

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FOUNDATION

## FOREWORD FROM THE CHAIRMAN



Dear Colleagues, Friends and Partners,

This greeting will be my last as Chairman of Prudence Foundation. I will be retiring today (31 October) as I am approaching a big birthday – my 70th!

It has been more than 14 years for me at Prudential, and over seven years as Chairman of Prudence Foundation. But I am still as excited as I was on my first day, because the role we play in making our communities stronger and more resilient is as important today as it has ever been in our Group's 175-year history.

We are indeed fortunate to be a part of this journey towards helping people in Asia and Africa get the most out of life. Through your efforts, we are not only making the insurance industry more relevant to society, but also reinforcing the long-term safety and security of our customers and communities.

As I now pass the baton over to Jolene Chen, our Group Human Resources Director who will become Chair of Prudence Foundation, I look forward to continuing to cheer all of you on – albeit from afar.

I have no doubt that driven by our continued leadership and unwavering commitment, as evidenced by the stories and photographs below, Prudential and Prudence Foundation will continue to play a meaningful role in creating a better future for all our stakeholders for a long, long time. With thanks for your passion, dedication and inspiration.

Best regards,

Donald Kanak  
Chairman, Prudence Foundation

## PRUDENCE FOUNDATION INITIATIVES



### Global launch of Comprehensive School Safety Framework 2022-2030

Since its inception in 2012, Safe Schools has been one of Prudence Foundation's core programmes, for which it works closely with non-governmental organisations (NGOs), communities, and governments to help build education resilience against disastrous events.

In view of the COVID-19 pandemic and other emerging threats including climate change that continue to impact learners globally, Prudence Foundation has, through our partnership with Save the Children, supported a global initiative led by Global Alliance of Disaster Risk Reduction and Resilience in Education Sector (GADRRRES) to revise and strengthen the Comprehensive School Safety Framework (CSSF).

The purpose of the new CSSF, which was launched globally on 12 September and will cover the 2022-2030 period, is to ensure that education is resilient to all hazards.

We strongly believe in collaboration with partners and education authorities to institutionalise and operationalise the CSSF, as demonstrated with our various Safe Schools programmes that are already in place in the Philippines, Thailand and Cambodia, and will soon expand to Indonesia.

We are committed to continue working with GADRRRES, our NGO partner, and governments, to strengthen the CSSF with the ambition of furthering global school safety, with focus on the communities where Prudential operates.



### Promoting Thailand's age-inclusive community resilience to disaster and climate change

Prudence Foundation renews its sponsorship to Foundation for Older Persons' Development (FOPDEV) for another 3 years, from 2022 – 2025.

Older people and other vulnerable groups and communities in disaster risk-prone areas are regularly affected by disasters caused by multi-hazards including the impacts of climate change.

While there have been efforts to address these increasing climate-related challenges and their impacts, large gaps and unmet needs remain. There is a need to strengthen the capacity of communities to be resilient and inclusive so that all segments of the population, including older people, can benefit.

Prudence Foundation has continuously supported community resilience development initiatives by working with FOPDEV, which collaborates with civil society organization networks and multiple partners. FOPDEV has successfully implemented projects on age-inclusive disaster-risk reduction since 2013, benefitting over 20,000 people.



### Two new initiatives launched in the Philippines

Earlier this year, Prudence Foundation launched their newest financial literacy, and health and safety awareness initiatives, Cha-Ching Money Adventures and SAFE STEPS Kids Stress Busters, with interactive on-the-ground activities for children at Alabang Town Center in the Philippines.

Organised together with Pru Life UK and Cartoon Network, the event ran between July and August where Filipino parents brought their kids aged 7 to 12 to try out the newly launched web-based learning game, Cha-Ching Money Adventures, to experience fun learning about key money management concepts, and also acquire important life-saving health and safety skills from the SAFE STEPS Kids Stress Busters with interactive tasks, videos, and educational materials, in the playzone.

Nicole Ngeow, Director of Prudence Foundation, at the press event said "Cha-Ching and SAFE STEPS Kids are two core programmes of Prudence Foundation that aim to bring safety and protection to communities across Asia and Africa, through sustainable, long-term initiatives focused on education, health and safety."

The new Cha-Ching Money Adventures online game is available on the Cha-Ching website, [www.cha-ching.com](http://www.cha-ching.com), and SAFE STEPS Kids Stress Busters mental health video can be viewed at [www.safestepskids.com](http://www.safestepskids.com).



### Advancing Early Childhood Development in Indonesia and Thailand

Prudence Foundation has embarked on a new partnership with the United Nations International Children's Emergency Fund (UNICEF) to further advance Early Childhood Development (ECD) programmes in Indonesia and Thailand.

In Indonesia, our partnership will focus on rebuilding ECD centres in the two provinces of Nusa Tenggara Timur (NTT) and Papua.

Many ECD centres had closed down during the pandemic and we have had the opportunity to build back better. We did this by integrating the Nurturing Care Framework, which includes all physical, cognitive and emotional aspects of a child's development, into the Centres' operations, as well as by providing adequate training to the caregivers.



In Thailand, we have collaborated on a shared-value partnership model. In addition to supporting developmental work by UNICEF to integrate Nurturing Care Framework into the national health systems, we are also exploring opportunities to leverage Prudential Thailand's "We DO Family" campaign and its distribution network to raise further awareness around Nurturing Care and Parenting.

A workshop was held by UNICEF and the Prudential Thailand team to co-create the shared-value action plan for the next 12 – 18 months.



### Launch of Comprehensive School Safety Ecosystem in the Philippines

Prudence Foundation has been supporting the Safe Schools programme since 2013. In partnership with the Department of Education and Save the Children in the Philippines, we embarked on a strategic and innovative initiative to leverage technology to institutionalise the Safe Schools programme in the education system.

We did this by developing a Disaster Risk Reduction Management Information System (DRRMIS), an effective information management and communication system that will institutionalise Safe Schools implementation in the country.

It aims to transform national systems, strengthen capacity, and empower children in order to reduce the number of school days that learners lose due to the impact of hazardous events. The launch of the Comprehensive School Safety Ecosystem in June was a key milestone and the system is now being rolled out to all 47,000 schools in the country.



### Awards this year

Prudence Foundation and Prudential are honoured to have received a number of awards that are a testament to its continued efforts in the communities that we serve in. We also thank our partners, who have helped to make this possible. Here are some highlights of our awards:

Cha-Ching wins Best Non-Profit in a Developing Economy award at the **Money Awareness & Inclusion Awards (MAIA)**, which recognizes exemplary financial literacy raising awareness caused by poor financial literacy. It was the "highest scoring entry in the whole of the MAIAs this year".

Cha-Ching was awarded ESG Initiative of the Year – Hong Kong at the **Insurance Asia Awards 2022**, for its commitment to increase financial literacy amongst youth globally.

Cha-Ching takes home silver in the Philippines, at the **Asia-Pacific Stevie Awards** in the Best Communications or PR Campaign of the Year category, together with Pru Life UK and Junior Achievement.

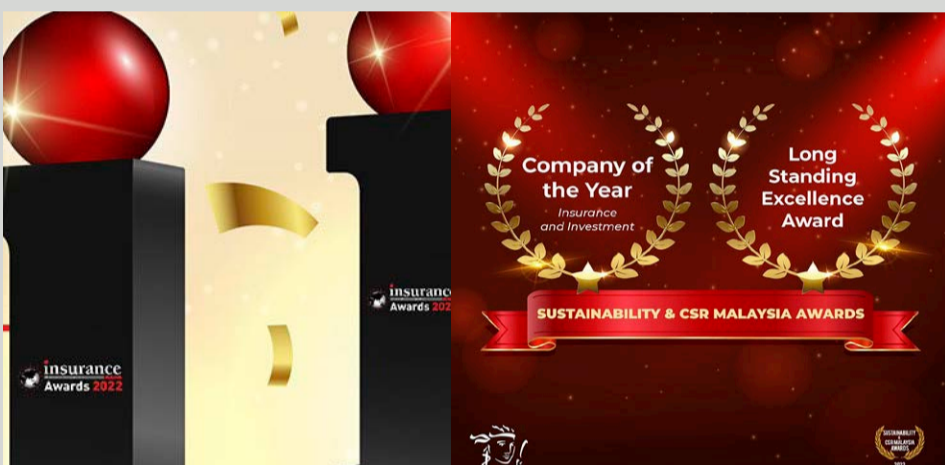
Our partner, Save the Children Philippines, wins the prestigious 2022 **United Nations SASAKAWA Award for Disaster Risk Reduction (UNDRR)**, which recognises the efforts we have taken together with the Philippines' Department of Education in deploying a national Disaster Risk Reduction Management Information System. This aims to safeguard schools and the community, to ensure learning continuity during disasters or other emergencies.



CAMBODIA

**Prudential and Habitat Community Build**

Prudential Cambodia partnered with Habitat for Humanity to organise the “Prudential x Habitat Community Build” in Khmer Leu Tmey, a community located in the Khan Preak Pnov district of Phnom Penh. More than 60 participants from Prudential, Habitat for Humanity, and supportive community members visited Sangkat Kork Roka village, together building and painting houses, constructing two new toilet facilities, and helping clean up some areas in the community.



MALAYSIA

**Prudential Malaysia wins 3 awards for community investment initiatives**

Prudential Assurance Malaysia Berhad has won three awards recognising Prudential’s commitment to help underserved communities and students in Malaysia through its flagship community investment programmes – Cha-Ching, Duit Right, and PRUKasih. All of these programmes aim to help people achieve financial resilience and get more out of life.

The awards won include:

1. Insurance Asia Awards – ESG Initiative of the Year
2. Sustainability and CSR Malaysia Awards – Company of the Year (Insurance & Investment)
3. Sustainability and CSR Malaysia Awards – Long-standing Excellence Award

The awards recognise excellence in corporate sustainability and social responsibility in Malaysia.



MALAYSIA

**PruBSN provides free Takaful coverage to impoverished families in Malaysia**

Staying true to our brand promise of “Takaful for All, For Life”, PruBSN is providing free Takaful coverage to poor families in Malaysia for a fifth consecutive year since the programme’s launch in 2018. Families with a gross monthly income below the national average poverty line qualify for the service.

With an allocation of MYR 2.4 million (US\$545,000) in 2022, the programme is expected to cover 30,000 families with PruBSN Microtakaful Jariah, in collaboration with the Implementation Coordination Unit (ICU) under the Prime Minister’s Office, and aims to make a difference to society by building a stronger community.

PruBSN Microtakaful Jariah provides one-year complimentary basic Takaful coverage worth MYR 10,000 for the heads of households. Beneficiaries receive MYR10,000 in compensation in the event the family’s breadwinner passes away.



CHINA

**Expanding the school nutrition programme in Guizhou province**

Prudence Foundation has been supporting the China Development Research Foundation (CDRF) in improving school nutrition in China since 2018. Aided by recent funding activity, the programme has expanded in Bijie, Guizhou province, where it will support the construction of 22 nursing centres. These centres will provide safe facilities to support teachers, parents and young children, and help with early child development in rural communities and areas. More centres are expected to be constructed.



PHILIPPINES

**Pru Life UK leads blood donation drive with Red Cross Philippines**

PRUVolunteers from Pru Life UK recently supported the World Blood Donor Day with the Philippine Red Cross (Red Cross PH). Red Cross PH partners led by the National Blood Services’ team of Dr Gerald Valeriano supervised the drive, where 39 PRUVolunteer donors gave blood to replenish the Red Cross PH’s blood banks. PRULifers based in the provinces were encouraged to donate to their nearest local Red Cross PH chapter. Successful PRUVolunteer donors received volunteer credits, 1-hub Community Outreach badges, and DO Good shirts as tokens of appreciation for their contribution.

The International Federation of Red Cross and Red Crescent Societies (IFRC) recommends a minimum three-month gap between each blood donation.



THAILAND

**Supporting hospitals in Thailand in the fight against COVID-19**

Riding on the successful construction of respiratory disease treatment units at local hospitals in 2021, a programme by Prudential Thailand, Eastspring Asset Management (Thailand) and Prudence Foundation to back more public hospitals in their ongoing fight against COVID-19 has entered the second phase.

Another round of funding from the COVID-19 Relief Fund will support the construction of acute respiratory infection (ARI) clinics at three government hospitals: San Pa Thong Hospital (Northern Area), Thung Yai Hospital (Southern Area), and Sri Thanya Hospital (Central Area), Thailand’s largest public mental health facility.

The facilities will offer screening, examination, and sample collection areas. They will also help isolate patients to help control the potential for spread within communities, and to protect attending medical professionals. Surgical masks and air purifiers were also donated to help protect frontline health workers.



INDONESIA

**PRUVolunteers support student learning in Indonesia**

On-site volunteering has resumed for the Desa Maju Prudential programme since August, with 70 colleagues from Prudential Indonesia, Prudential Sharia and Eastspring in Indonesia joining hands to help the community of an underprivileged village in Mauk, Tangerang.

PRUVolunteers visited Buaran Asem Elementary and Nurul Hasanah Pre-School, and participated in activities that included teaching lessons from the Cha-Ching curriculum, mural and wall painting, storytelling, colouring, and facilitating a book donation. These initiatives are aimed at supporting learning by creating a conducive environment, and also by making learning fun.

More programmes and activities will continue until the end of the year.



PHILIPPINES

**Pru Life UK launches financial education programme for solo parents**

Pru Life UK (PLUK) and Asia Society for Social Improvement and Sustainable Transformation (ASSIST) recently launched ‘Wais sa Pera si Juana’ (Juana is money-wise), a financial literacy programme for underserved, unserved and marginalized communities. After organizing a train-the-trainers session for about 50 solo parents/mothers from Isla Puting Bato in Tondo, Manila, PLUK aims to provide values-based financial education to 300 families initially.

The programme was made possible under the Prudential Inclusion Grant awarded late last year, and with strong support led by PLUK President and Chief Executive Officer Eng Teng Wong. Also present during the session was Maricel Estavillo, PLUK’s Vice President for Government Relations and ESG.



VIETNAM

**Prudential Vietnam brings safer roads to students with SAFE STEPS Kids**

It has been another successful year for Prudential Vietnam bringing safer roads to students with SAFE STEPS Kids (SSK).

The SAFE STEPS Kids Road Safety (SSKRS) programme has reached 2,800 students and 160 teachers from four primary schools across the provinces of Quang Ngai and Hoa Binh. Interventions took place through the implementation of both online and offline activities, which were designed to take place through the ongoing pandemic.

As a result of the programme, two of the four school areas underwent infrastructure enhancements to introduce safety zones for pedestrians, which included safety signals, traffic light systems, safety barriers, and new pavements, among other improvements.

The provincial Traffic Safety Committee of Quang Ngai highly commended the project’s intervention model and further invested US\$16,300 of government funding to apply the modifications for better road safety around one additional local school.

## LOCAL INITIATIVES - AFRICA



GHANA

### Supporting the community in Ghana

Here are a few key highlights from Prudential Life Insurance Ghana's activities supporting the community:

- Partnered with the National Road Safety Authority to launch the 'Stay Alive' campaign, as part of the SAFE STEPS Road Safety Africa programme to promote the importance of road safety in Ghana.
- In support of the Global Money Week campaign earlier in March, Prudential had joined hands with Junior Achievement Ghana to promote sound money habits and financial responsibility with a series of events and activities targeting children and young people.
- Offered 15 students from three Ghanaian universities internship opportunities as part of the Prudential Actuarial Support System (PASS), along with exam sponsorship and study support after graduation.
- Over 300 people took part in the 4th annual Prudential Life Greatness Walk, hosted together with EMY Africa in June, in anticipation of the Exclusive Men of the Year awards that recognises distinguished contributions to society.



CÔTE D'IVOIRE TOGO

### Prudential Belife organises blood drive to help boost local supplies

In June this year, Prudential Belife hosted separate blood drives in both Côte d'Ivoire and Togo, encouraging staff and agents to volunteer and contribute to local communities in need.



GHANA



ZAMBIA

### PRURide cycling events in Africa

After the PRURide event in Accra, Ghana at the end of 2021, Prudential Life Assurance Zambia received the baton to host the Tour de Mikango as part of PRURide Lusaka 2022, one of the key cycling events on the Zambia Cycling Association's calendar taking place in May 2022. Over 100 riders participated in the event co-organised with the SAFE STEPS Road Safety Africa programme, which aims to raise awareness around road safety.

Last month, PRURide came full circle with the return of the event to Accra. Prudential Life Insurance Ghana organised the third edition with over 160 cyclists participating in professional and amateur races. The event was supported by the Ghana Cycling Federation, with the purpose of helping people get the most out of life by enabling them to live healthier lifestyles.



KENYA

### Kenya Education Fund (KEF) career mentorship at Africa Nazarene University

In June, Kenya Education Fund held a career mentorship workshop at the Africa Nazarene University, where they teamed up with Prudential Kenya to give career advice to the students. Panellists from Prudential Kenya and Kenya Education Fund shared their experiences and engaged with the scholars. The Prudential team, led by Stella Wathanu, shared their life and career journeys, and their good and bad experiences, to inform and inspire the young scholars on their careers ahead.

The workshop was meant to equip students with career and life information that might help them to make informed decisions as they choose their career paths.



ZAMBIA

### Helping communities get the most out of life in Zambia

Prudential Life Assurance Zambia has continued to make meaningful impact through its community investment efforts with recent programmes, which include:

- The launch of SAFE STEPS Road Safety Africa in March, with physical and digital events to maximise the reach across Zambia, partnering with the Zambia Road Transport and Safety Agency, Cycling Association, Motorsport and Road Safety Trust. This includes the construction of safety zones around five local schools, PruRide events, and activity promoting the importance of road safety in public motor events.
- Hosted play-based learning activities together with Junior Achievement Zambia, targeting young children to help educate them on the importance of good financial literacy.
- Donated supplies including exercise books, stationery and food to a school in Mutendere, Lusaka, on the World Day of Education, which celebrates every child's and person's fundamental right to education.
- Partnered with the Basizana Project to deliver sanitary packages to 155 girls at the Messiah Community School in Lusaka, to help improve health and hygiene among women and girls from poorer communities.



KENYA

### Prudential Kenya visit Langata women maximum prison to mark Mother's Day

It's easy to take life for granted, not realizing that everything can change in the blink of an eye. This is one of the life lessons our colleagues drew during a visit to Langata women's prison for the Mother's Day celebration.

The team shared a meal with the prisoners and later made a stop at the day-care, where the children born in the prison are taken care of as their mothers go about their daily chores in the prison. Though not very well equipped, the day-care had children who were clean and looked happy. The team shared snacks, sang songs, and later cut and shared a cake.