

Factsheet

May 2021



Supporting the following UN Sustainable Development Goals:



Prudence Foundation is the community investment arm of Prudential plc. Its mission is to secure the future of Asian and African communities by enhancing education, health and safety. The Foundation runs regional and local programmes in partnership with NGOs, governments and the private sector to maximise the impact of its efforts. Leveraging Prudential's long term mindset and geographical scale, the Foundation seeks to make communities safer, more secure and more resilient.



"Over **two-thirds** of the global population are financially illiterate, which current education systems are not addressing"

Global FinLit Survey, 2014



www.cha-ching.com



An award-winning financial literacy programme comprising of 18 educational videos, a website and a school curriculum taught by teachers which help to instill money-smart skills in children aged 7 to 12 years-old. The programme is implemented in 15 markets in Asia and Africa.



Reaching **35 million** households every day in 2021

Over **86 million** views on the Cha-Ching website and social media



Over **600,000** students taught
Over **15,000** teachers trained

* Statistics (unless stated otherwise) are cumulative as at Dec 2020



"Globally, around **3.5 million** people die every year due to unintentional injuries"

"Everyday over **3,700** people are killed on the roads"

World Health Organisation, 2015



www.safesteps.com

A multi-platform educational and awareness-building programme providing vital lifesaving tips on natural disasters, road safety and first aid. The core of SAFE STEPS is a series of public service announcements that raise awareness and provide easy-to-understand life saving information.

Principal partners are National Geographic, International Federation of Red Cross and Red Crescent Societies (IFRC), the Federation Internationale de l'Automobile (FIA) and, in Africa, the Didier Drogba Foundation.



SAFE STEPS reaches **250 million** people in Asia and **80 million** in Africa via multi-sector partnerships

** Statistics as at Dec 2020



"Natural disaster events in Asia Pacific have claimed over **800,000** lives and affected **2.3 billion** people since 2000"

Asia Pacific Disaster Report 2019, UN ESCAP

SAFE STEPS D-Tech (Disaster Tech) Awards

www.safesteps.com/d-tech



Created to build partnerships, raise awareness and support innovative technology solutions that protect and save lives before, during and after disasters.



Over **40 partner organisations** across private and public sectors



"In the coming decades it is estimated that **200 million** children each year will have their lives severely disrupted by disasters"

Disaster Impacts on Education in the since 2013 Asia Pacific Region in 2015, Save the Children

Safe Schools



A capacity-building programme that equips students, teachers and governments to build education resilience against disasters across Southeast Asia. The Foundation also supports the Philippines' Department of Education to develop a Comprehensive Safe School Ecosystem, potentially benefitting over 20 million students in almost 47,000 schools nationwide.



90,000 Children
43,000 Adults
trained in Disaster
Preparedness
since 2013



"**250 million** children younger than five years old in low-income and middle-income countries are at risk of not reaching their developmental potential"

The Lancet – Advancing Early Childhood Education From Science to Scale



Early Childhood Development (ECD)

The Foundation supports several programmes to advance Early Childhood Development (ECD) in Asia:

The Best Start In Life, a new ECD programme in partnership with UNICEF, aims to develop a regional strategy aligned with the Nurturing Care Framework that focuses on the first 1,000 days, and to equip parents and caregivers with knowledge and skill to provide holistic care to young children, with pilot implementation in Indonesia.

The Foundation also supports two programmes implemented by China Development Research Foundation (CDRF): (1) Rural Education and Child Health, and (2) Nutrition intervention in rural schools.

First Read, in partnership with Save The Children, has provided literacy development and parenting skills to rural families in the Philippines and Cambodia between 2013 to 2019.



The Best Start in Life aims to reach 90,000 parents and children in Indonesia.

CDRF programmes support the development of **1,500 children**; and improve nutrition quality and standards in **121 schools**.

Over **330,000 children and adults** benefitted from First Read, with these children now having a higher chance of living healthier lives and completing their education.



PRUvolunteers

Prudence Foundation organises volunteering programmes in partnership with NGOs and local governments. Over the years our volunteers from more than 12 markets joined forces to support recovery initiatives in Indonesia (Padang/Lombok, 2009/2018), Japan (Tohoku, 2011), Thailand (Floods, 2011/12), the Philippines (Typhoon Haiyan, 2013) and Malaysia (Floods, 2015). PRUvolunteers have also helped build new homes and schools in Vietnam, Indonesia and Cambodia (2016 -2019).

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

Prudential COVID-19 Relief Fund Update

January – December 2020

ASIA >> MYANMAR

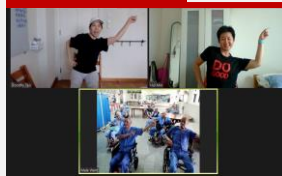
COVID-19 relief programmes in Myanmar

Prudential Myanmar supported four different programmes:

- USD25,000 to ActionAid helped raise awareness in 3,457 households in Dala township, ensuring the COVID-19 emergency response reached the most vulnerable communities.
- USD15,000 to Doh Eain to support street vendors in Yangon during the pandemic with food donations, access to handwashing stations and distribution of PPE and sanitation kits.
- USD200,000 to Yangon General Hospital to improve hygiene conditions and manage the spread of disease by modernising sanitation facilities.
- USD20,000 to WaterAid to support communities with large migrant and daily wage workers in slum settlements, to improve access to sanitation facilities, grow public awareness around the pandemic and promote good hygiene behavior.



ASIA >> SINGAPORE

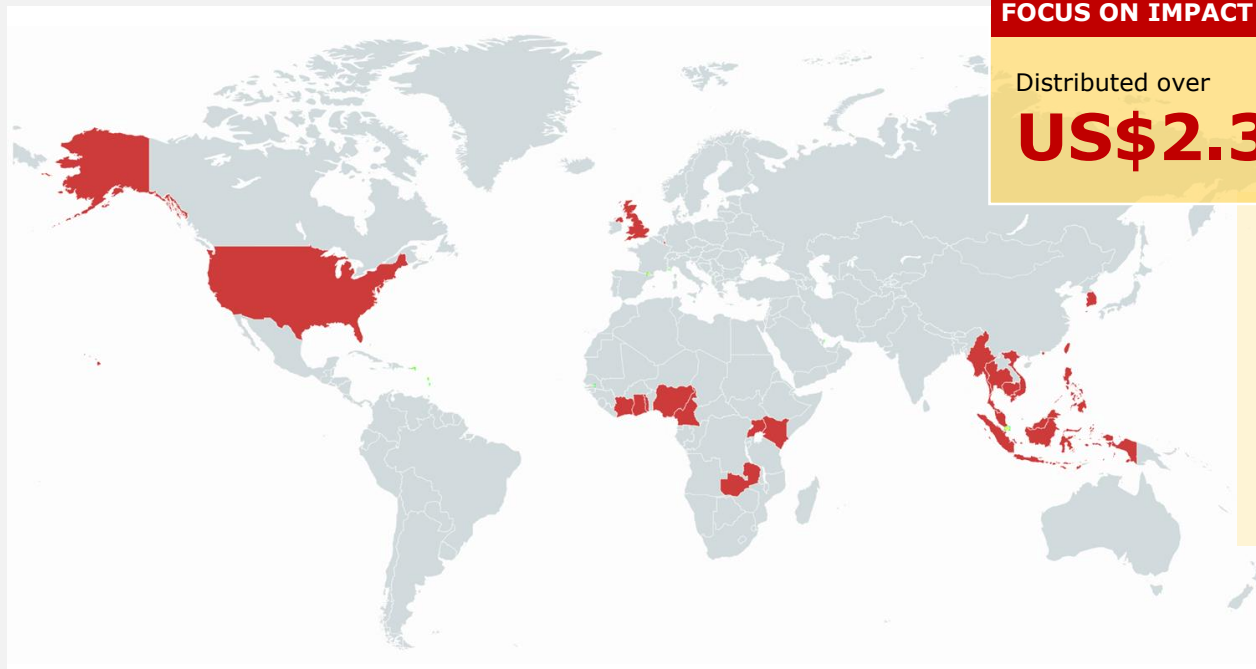


^ Prudential Singapore launches Virtual Senior Engagement Programme amid COVID-19 to help seniors stay active and engaged

Building national capacity for COVID-19 risk communication

An additional USD20,000 was provided to support the "Family Hero Initiative", a national COVID-19 education and awareness campaign led by the Ministry of Health and Sports, WHO and UNICEF.

Targeting 12 townships in Yangon with the help of celebrities to maximise visibility and resonance through various media platforms reaching more than three million people.



FOCUS ON IMPACT

Distributed over

US\$2.3m

Across

21 countries

28 business units

41 projects

AFRICA >> CAMEROON

PruBeLife helps disadvantaged communities and frontline healthcare workers in the fight against the pandemic

USD75,000 partnership with Value Health Africa (VAHA) focused on supporting the most vulnerable and high risk communities in the Cameroon who have little access to clean water, a lack of equipment and facilities to deal with the pandemic.

The approach focused on three areas:

- Raising awareness and tackling misinformation around COVID-19 prevalent across the country;
- Provide support to schools, orphanages and frontline healthcare workers;
- provide clean water to help against COVID-19 in most vulnerable communities.

Reached over 1 million people.



Providing clean water to disadvantaged communities through Value Health Africa (VAHA)

Through our assistance three boreholes were established in disadvantaged communities in the West, Littoral and Northwest regions of Cameroon as one of the key focuses in its COVID-19 relief campaign.

In a country where only 45 percent* of rural populations have access to clean water, this ensured access to clean water to maintain sanitary measures against the spread of COVID-19; eliminate illnesses and, generate business and revenue for economic development. https://www.project-react.org/wp-content/uploads/2020/03/2020_03_acc%C3%A0-leau-pour-tous_rapport.pdf (Report in French)

AFRICA >> IVORY COAST



^ Prudential partnering with AGIS to conduct awareness campaigns in Ivory Coast

COVID-19 RELIEF FUND BU ALLOCATION

Projects between January – December 2020

Country	Project amount (USD)	Description
Cambodia	100,000	PPE donations to hospitals; COVID-19 thermometers to schools
Cameroon	75,000	Education on COVID-19; support schools, orphanages and healthcare workers; provide clean water
Ghana	80,000	Provision of food and dignity kits, PPEs, and learning programmes
Hong Kong	151,000	Blood drive; provide food and safe transport facilities
Indonesia	205,000	Support continuity learning, schools and teachers; education on COVID-19
Ivory Coast	75,000	Provision food and education on COVID-19
Kenya	88,000	Deliver learning material and sanitation supplies to schools
Luxembourg	6,000	Supporting families affected by poverty
Malaysia	148,000	PPE and sanitary equipment (some available to public through the Pulse app); support disadvantaged mothers with infant nutrition
Myanmar	280,000	Four programmes covering sanitation and hygiene, COVID-19 education and support for vulnerable communities.
Nigeria	100,000	Continuous learning in nursery, primary and secondary schools; food and sanitary support to families

Country	Project amount (USD)	Description
Philippines	100,000	Donation of medical-grade equipment and supplies to hospital
Singapore	187,000	Distribute health and wellness packs; host virtual workshops on nutrition; support vulnerable families, migrant workers and young children
South Korea	30,000	Food and support to low-income older people
Taiwan	131,000	Support learning for children in vulnerable communities; PPE donations to hospitals; livelihood support for disadvantaged families and young children
Thailand	150,000	Donation of medical-grade facilities in four hospitals
Togo	51,000	Three projects: COVID-19 education; access to clean water and sanitation; supply PPE to vulnerable communities.
Uganda	80,000	Staple food for vulnerable and underprivileged people
UK	6,000	Redistribute surplus food to vulnerable communities
USA	6,000	Provide meals to those in need; sustenance support
Vietnam	160,000	Wholistic intervention with Save the Children in Danang for vulnerable communities
Zambia	84,000	Construction of sanitary facilities; education on COVID-19

Early Childhood Development (ECD)

Helping children reach their full potential by enabling the best start in life



Context

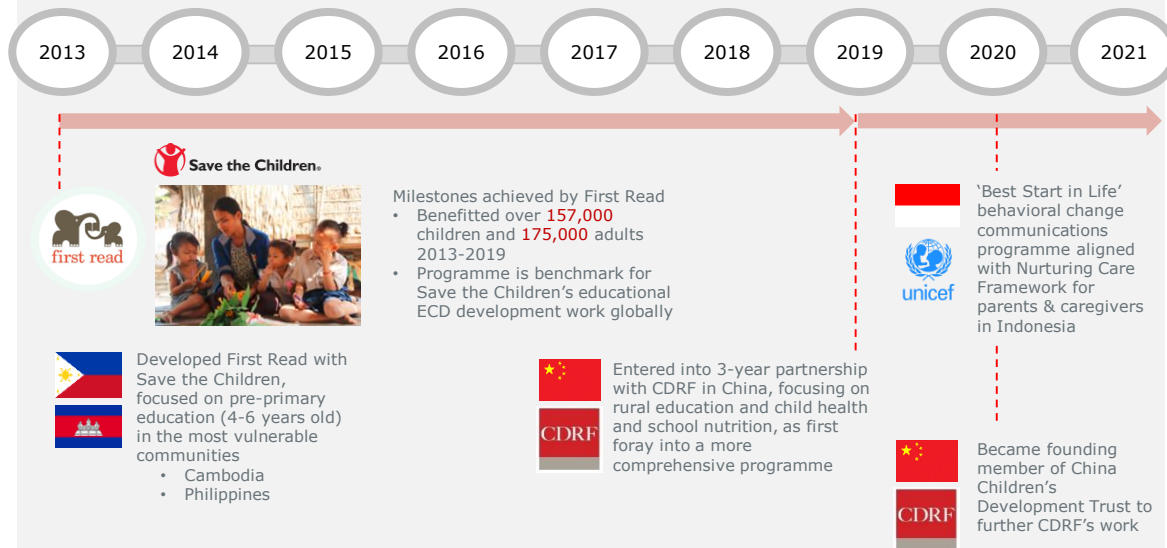
- Approx. **250 million children** worldwide aged under five years in low- and middle-income countries risk missing critical development milestones due to poverty or stunting
- Investing in **early childhood development** (ECD) is one of the best ways a country can promote inclusive and equitable economic growth, and is cost effective. For every \$1 spent, the return on investment can be as high as \$132
- Nurturing Care Framework**, launched in 2018 by WHO, UNICEF and Worldbank, focuses on the “first 1,000 days” from birth to 3 years old to make the most impact



Programme Impact

Our ECD strategy has evolved in two stages:

- First Read programme promoting pre-primary literacy, working directly with families
- ECD programmes aligned with the Nurturing Care Framework, focusing on the first 1,000 days of a child's life



Safe Schools

Making a safe environment accessible for all children in our communities

Safe
Schools



Context

- **200 million children each year** will have their lives severely disrupted by disasters
- We believe every child has a right to a **quality education**, in a **safe environment**, yet across the region many children are unable to realise this right due to the impact of disasters



Programme Impact

Our Safe Schools strategy evolved in 2 phases:

1. Launch at community level in five markets
2. Engineer a national pilot programme that could achieve greater impact and potentially serve as a model to scale up regionally and globally

2017 Introduction of Global Comprehensive Safe Schools Framework supported by Global Alliance (GADRRRES)

1. Safe Learning Facilities
2. School Disaster Management
3. Risk Reduction and Resilience Education



Global Alliance for
Disaster Risk Reduction & Resilience
in the Education Sector



2013

2014

2015

2016

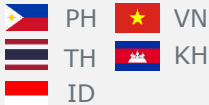
2017

2018

2019

2020

2021



Launch of Safe Schools programme

- Disaster Risk Reduction
- School safety
- Education continuity



Strategic shift to
leverage global
framework

- Launched PH national programme
 - 3 year programme
 - Potential to reach all 47,500 schools



- Ongoing capacity building at grassroots level
 - 3 year programme



SAFE STEPS

Making life-saving information accessible to millions, building resilience across our communities



Issues

Natural Disasters

- In Asia, **over 800,000 lives** have been lost through natural disasters since 2000
- USD 1.1 trillion** economic loss from disasters in Asia

Road Safety

- Road crashes are the **#1 cause** of death of 15-29 year old
- 500 children** killed every day on the road

First Aid

- 80%** of accidents occur at home
- The **first 15 minutes** after an accident are critical

Programme Impact

Aims to promote awareness on critical life-saving information



Multi-distribution platforms: TV, radio, print, social media, events, and partnerships



Over 250 million people reached daily in Asia



Over 80 million people reached each month in Africa via multi-media partnerships



Over 34 million households reached daily in Asia



EDUCATION

Cha-Ching

Making financial literacy accessible to all children



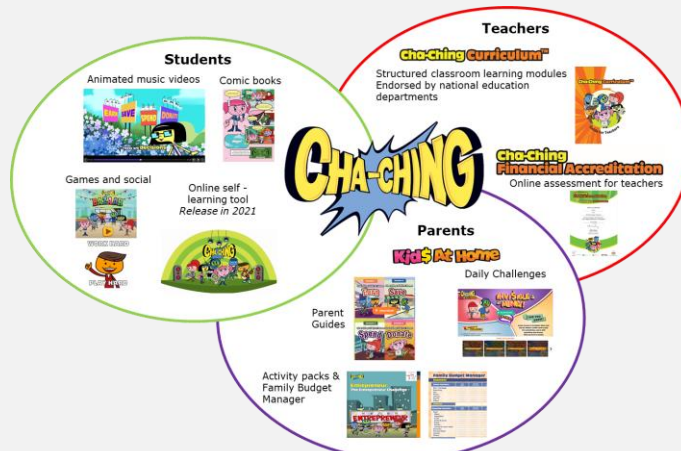
Context

- Poor financial literacy is a critical barrier to financial inclusion
- Over two thirds** of the global population are financially illiterate
- Current education systems are not addressing this gap
- Women display lower financial knowledge than men in a large number of developed and developing countries
- By 2050, 80% of children will be living in Africa and Asia
- Children start forming habits and ideas about money by age seven



Programme Impact

Cha-Ching's components form a comprehensive ecosystem, enabling significant scale and reach



- Blended approach – digital, school and home learning
- Accessible to both rural and urban communities
- Wider benefits supporting teachers and parents in financial literacy

Cha-Ching distributed at scale

13 languages**35 million** households daily in Asia**87 million** views online (as of Dec 2020)

Award winning financial education programme:



Education Programme of the Year 2012



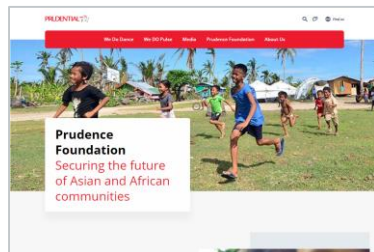
Multiple Quill Awards



Showcased in 2019

Cha-Ching Curriculum taught in **13** markets

Learn more about Prudence Foundation



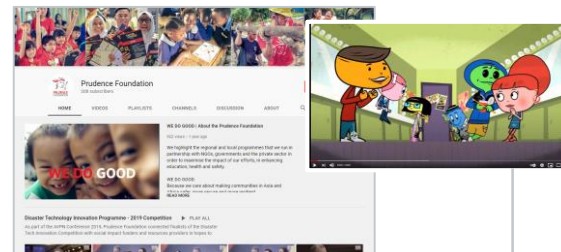
PF Website

www.PrudenceFoundation.com



PF Facebook

www.facebook.com/PrudenceFoundation



PF Youtube

www.youtube.com/c/PrudenceFoundation

IMPACT Newsletters

<https://www.prudentialcorporation-asia.com/corp/prudential-pca/en/prudence-foundation/publications/>

March 2021

<https://www.prudentialcorporation-asia.com/corp/prudential-pca/en/galleries/pdf/prudence-foundation/impact-newsletter/impact-mar-2021.pdf>

November 2020

<https://www.prudentialcorporation-asia.com/corp/prudential-pca/en/galleries/pdf/prudence-foundation/impact-newsletter/impact-nov-2020.pdf>

June 2020

<https://www.prudentialcorporation-asia.com/corp/prudential-pca/en/galleries/pdf/prudence-foundation/impact-newsletter/impact-jun-2020.pdf>



PF trailer: About the Prudence Foundation

https://youtu.be/lqW9U_E9FGY

Cha-Ching cartoon: "Earn, Save, Spend, Donate"

https://youtu.be/04VcRIbG_Lo

Didier Drogba in SAFE STEPS Road Safety Africa PSA

https://youtu.be/_1qJB9bE6QU

Michelle Yeoh promotes SAFE STEPS Road Safety in Cambodia

<https://youtu.be/1pdcUWkcNkc>

SAFE STEPS PSA – COVID-19

<https://youtu.be/eg1xwF6XBw>

Implementing Safe Schools and BERT in Philippines

<https://youtu.be/OFSNaQfe8yk>

Introduction to SAFE STEPS D-Tech Awards

<https://youtu.be/AyMhUSz5t28>

Cha-Ching – video by Govt of Philippines

<https://youtu.be/YPVf-E7GU30>