

# IMPACT

PRUDENCE FOUNDATION

SECURING THE FUTURE OF ASIAN COMMUNITIES



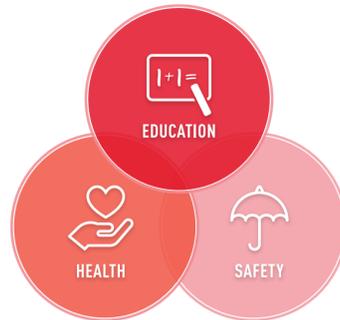
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## Regional

### Prudence Foundation's New Mission Statement and Focus Areas

Prudence Foundation is introducing its new mission statement and areas of focus to better reflect the priorities of its community investment programmes and align with Prudential's focus across the region. The new visuals also show how the Foundation's programmes support the United Nations' Sustainable Development Goals.

SECURING THE FUTURE OF ASIAN COMMUNITIES  
BY ENHANCING EDUCATION, HEALTH AND SAFETY



UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS



## Cha-Ching

### Thailand's Cha-Ching Family Day

Prudential Thailand and Prudence Foundation hosted the Cha-Ching Family Day in Bangkok on the weekend of 9 June. The event at the Siam Paragon mall brought Cha-Ching to life with a variety of fun games and engaging activities for families.



### Launch of Cha-Ching Curriculum in Thailand

Prudence Foundation and Prudential Thailand have launched the Cha-Ching Curriculum in Thailand, bringing the award-winning financial literacy and education programme to 24,000 students in the country. Together with the 600 teachers who will be trained on the Cha-Ching curriculum, the team will roll out the programme across the provinces of Nakorn Ratchasima, Hat Yai, Chiang Mai and Khon Khaen. Dr Wattanaporn Ra-Ngubtook, Deputy Permanent Secretary of the Ministry of Education, led officials from the ministry who attended the Cha-Ching Curriculum media launch on 31 August, together with Prudential Thailand Chief Executive Aman Chowla, Prudence Foundation Executive Director Marc Fancy, Junior Achievement (JA) Asia Pacific President Vivian Lau and JA Thailand President Khunying Chodchoy Sophonpanich.



## Cha-Ching

### Indonesia's Cha-Ching Curriculum Workshop

Prudential Indonesia introduced the Cha-Ching Curriculum to several communities in Jakarta on 30 June, training community trainers who will later teach financial responsibility concepts to children aged seven to 12. The "Cha-Ching Curriculum Workshop with Cha-Ching Friends" was held at the Financial Literacy Park in Jakarta and is a continuation of Prudential Indonesia's efforts to introduce the Cha-Ching curriculum to more communities in Indonesia. Last year, the Cha-Ching curriculum was implemented in 602 schools in Sidoarjo. It has since reached more than 29,000 elementary school students and 900 teachers.



## Cha-Ching

### Singapore's 'Cha-Ching' for Employees' Children

Sixty-nine children of Prudential employees attended the "Cha-Ching Bring Your Kids To Work Day" at Prudential Tower on 30 May. The children learned money management concepts taught by Prudential volunteers. They also enjoyed an interactive storytelling session conducted by the National Library Board, as well as a Cha-Ching themed dance performance by young talents from The Business Times Budding Artists Fund.



## SAFE STEPS

### SAFE STEPS First Aid – New Partnerships

Prudence Foundation has expanded its partnership with Red Cross societies in Hong Kong, the Philippines and Cambodia to distribute SAFE STEPS education materials that will help communities learn about first aid and emergency preparedness. The new partnerships came as the Foundation joined the global observance of World First Aid Day on 8 September.

In Hong Kong, the two-year partnership between Prudence Foundation, Prudential Hong Kong and the Hong Kong Red Cross is focused on community resilience. It aims to provide first aid information and training to the local community and Prudential Hong Kong employees, through health care workshops, roving exhibitions and even virtual reality games. The partnership will also help provide the public with information on natural disasters and road safety. In addition, a roving simulation bus will visit schools to engage students on awareness and preparedness.

Prudence Foundation Chairman Don Kanak and Prudential Hong Kong Chief Executive Derek Yung launched the Red Cross partnership in Hong Kong. They joined over 60 Prudential volunteers in demonstrating essential first aid steps to members of the community in Tuen Mun.

In the Philippines, Pru Life UK has partnered with the Philippine Red Cross for wider distribution of first aid education materials to Red Cross offices, blood centers and digital channels, including a mobile app.

In Cambodia, Prudential Cambodia launched SAFE STEPS First Aid in Kampong Speu province together with Prudential volunteers. Each of the 300 participants from the community received local-language first aid posters with tips on handling emergency situations.



### Cha-Ching

#### Eastspring's Singapore's Cha-Ching School Contact Programme

Ten Eastspring employees conducted Cha-Ching classes at Jingshan Primary School on 28 June and 5 July. The volunteers taught approximately 200 children.



### Cha-Ching

#### Singapore's 'Cha-Ching' in Animate Your Life

'Cha-Ching City' came to life in Cartoon Network's Animate Your Life festival held from 26 May to 10 June. Around 3,800 children visited 'Cha-Ching City', which featured money management games and activities teaching the concepts of Earn, Save, Spend and Donate. Lucky visitors also got the chance to meet and take photos with Cha-Ching band members, Prudence and Justin.



### SAFE STEPS

#### SAFE STEPS Natural Disasters Launch in Laos

Prudence Foundation and Prudential Laos, in partnership with the Department of Climate Change (DCC) and the Ministry of Natural Resource and Environment, launched SAFE STEPS Natural Disasters in Laos this May. The partnership with the DCC will leverage the SAFE STEPS Natural Disasters programme to help raise awareness and disaster preparedness of communities in Laos. Over the last two decades, natural disasters – particularly floods – have affected over three million people in the country. The SAFE STEPS videos will also be feature on national television, radio, community speakers and print media for one year.



### Cha-Ching

#### Taiwan's Cha-Ching Money Smart Kid Programme Rollout

PCA Life Taiwan and Eastspring Taiwan are partnering with the Global View Educational Foundation for the second consecutive year. In 2018, the programme's focus is to implement the Cha-Ching Curriculum in 10 primary schools and three summer camps, as well as organise teachers' training. By the end of July, the programme had been rolled out to schools in Taipei, New Taipei, Taichung and Kaohsiung. More than 600 children, as well as their parents and teachers, participated in the activities.



### Cha-Ching

#### Malaysia's Karnival Cha-Ching

PAMB organised the "Karnival Cha-Ching" at a primary school in Kuala Lumpur, with 67 volunteers from the finance department teaching 696 students. The students experienced "Earning" through stations like basketball, sand art and more. Using their hard-earned Cha-Ching dollars, they were given the choice to "Save" at the bank, buy Cha-Ching merchandise from the "Spend" store or "Donate" to a good cause.



### Cha-Ching

#### Cambodia's Cha-Ching Mini Concert

Prudential Cambodia hosted the first Cha-Ching mini-concert in Phnom Penh on the weekend of 23 June. More than 1,000 adults and children enjoyed a full day of performances and games.



### Taiwan

#### Helping to keep Taiwan's beaches clean

PCA Life Taiwan organised a beach cleanup on 18 May in cooperation with the Taiwan Environmental Information Association. CEO Laura Wang and the management team led employees across various functions, who had the opportunity to get to know each other while working with colleagues to protect the environment. In recent years, Taiwan's beaches have been plagued by increasing waste pollution. Plastic products account for about 90% of total marine debris, followed by disposable tableware and straws.



### Hong Kong

#### Prudential Hong Kong awarded Special Merit from Red Cross

Prudential Hong Kong was again honoured as the first and only private-sector company to receive the Special Merit Award presented by the Hong Kong Red Cross at its Annual Donor Award Ceremony. Prudential Hong Kong has been a longstanding supporter of Hong Kong's blood donation programme for the past 17 years, and this is the second time it has won the award since 2016. Between April 2017 and March 2018, nearly 1,700 Prudential staff and financial consultants gave blood through the Prudential Blood Drive, marking the third-consecutive year of record donations. The 2017/2018 donations could help over 5,000 patients in need, based on the fact that one blood donation can save up to three lives.



#### Hope for Success kicks off for another year!

Prudential Financial Consultants and customers volunteered to join 100 students at the kick-off ceremony for the Hope For Success programme on 30 June. Guests included Jones Lam, Chief Agency Officer of Prudential Hong Kong, Kenneth Chan, Voluntary Secretary of the Hong Kong Federation of Youth Groups and Singer Hanjin Tan.

Volunteers mentored the students and shared their experiences at work. The theme for this year's event was "Dream X Future Career", providing a chance for the students to learn about careers in Fintech and transformation and explore overall goals and their career potential. Launched in 2014, Hope For Success is Prudential Hong Kong's flagship community investment programme in partnership with the Hong Kong Federation of Youth Groups.



 Myanmar

**Prudence Foundation supports EMT training in Myanmar**

Myanmar's first training sessions for emergency medical responders took place in May. The Foundation has been working with the Myanmar Ministry of Health, Assistance Public Hopitaux de Paris and the Suu Foundation to set up an Emergency Medical Technicians training facility and training in Naypyidaw. The initiative will address the lack of an emergency medical response structure in the country and provide the framework and infrastructure to develop EMT specialists in Myanmar. More students are expected to undergo training in November.



 Thailand

**PRUyoungster Spirit and FOPDEV**

Prudential Thailand hosted the PRUyoungster Spirit #4 volunteer camp in Samoeng, Chiang Mai in July. Working with the Foundation for Older Persons' Development (FOPDEV), 30 students and 10 Prudential volunteers were invited to gain

firsthand experience in community development and build awareness on the shifting population structure in Thailand and its ageing society. Participants joined forces in rebuilding homes for the elderly, planting vetiver grass for landslip protection and engaged in simulation exercises to understand the challenges of ageing.



 Vietnam

**Supporting Chevening scholars in Vietnam**

The Chevening Mentorship Programme held its final workshops in Hanoi and Ho Chi Minh on 14 and 15 July, focusing on networking skills in the workplace and overcoming challenges. The programme aims to provide support to students in researching and planning their future careers before they graduate from university. They are paired with mentors who are Chevening scholars in Vietnam, and work together over 10 months. The programme has nurtured 44 mentees over three years.



 Malaysia

**PruBSN supporting Mobile Clinics and Hygiene Awareness programme**

PruBSN Prihatin and Mercy Malaysia are offering free mobile clinics and a hygiene awareness programme to underprivileged communities around Klang Valley. The services are aimed at helping the community access healthcare for acute or chronic medical conditions, as well as raise their knowledge of best practices for hygiene. The programme began in October 2017 at two different sites in Kuala Lumpur and Selangor.

**PruBSN supporting a Paediatric Physiotherapy Facility**

PruBSN Prihatin and volunteer group Rakan IJN continued to strengthen their partnership with the launch of a physiotherapy centre in the paediatric ward of the National Heart Institute of Malaysia. The facility is equipped with the latest specialised equipment and is operated by a team of highly-skilled therapists. It is estimated that this facility will benefit nearly 3,000 children every year.



 Indonesia

**East Indonesia Empowerment Programme Launch**

Prudential Indonesia in August launched its East Indonesia Empowerment Programme, which focuses on its efforts to develop solutions that will support vulnerable communities.

Sofyan Djalil, Minister of Agrarian and Spatial Planning, and Bambang Brodjonegoro, Minister of National Development Planning, spoke at the event. Prudential volunteers as well as representatives from partner organisations Indonesian Child Oncology Foundation (YOAI), Junior Achievement (PJI) and Posko Jengjala joined the celebration.



 Laos

**Supporting the Asia Foundation's "Let's Read" project**

Prudential Life Assurance Laos is supporting The Asia Foundation's (TAF) "Let's Read" project, which aims to build and expand a digital library of local-language content. TAF will be converting digitised books, text and images into the conventional ePub format, which is easily accessible on smartphones, tablets and computers.



 China

**10th Anniversary of Prudential Library**

The Prudential Library at Guihua Middle School in Pengzhou celebrated its 10th anniversary in May. Prudential helped set up the library in 2008, as part of its contributions to the recovery efforts following the devastating Sichuan earthquake. Since the library opened, Prudential has continued to donate books each year, building up the library's collection to more than 50,000 books.