

Supporting our communities

We take an active approach in helping tackle environmental and social challenges. Our strong contribution, harnessing the commitment of our people, continues to improve lives and build communities, wherever we work.

Our community investment strategy is closely aligned with our business purpose and with our stakeholders' concerns and interests, and is focused around four principal themes: social inclusion, education and life skills, disaster preparedness and employee engagement.

Our approach to community investment

Our relationships with our charity partners are long-term, involving support through both funding and skills-based employee volunteering. Our business units are guided by the Group's strategy and framework for investing in the community, as laid out in our [Group-wide Community Investment Policy](#), but within that framework they have the autonomy to manage their own community investment programmes. Our Group-wide Community Investment Policy sets minimum standards, as well as prohibiting political funding and contributions to religious organisations that have a clear aim to propagate a set faith.

Understanding the issues faced by local communities is part of being a responsible business, and those best placed to manage community investment are our local businesses. In Asia and Africa this is done through the Prudence Foundation, a unified charitable organisation governed by a statutory Board of Directors, which maximises the impact of our community investment across these regions. In the US, a governance committee of Jackson and the Jackson Charitable Foundation Board of Directors regularly review our community investment activity, strategy and spend.

The plc Board reviews the Group's community investment performance and approves our strategy annually, while our Material Subsidiary Boards oversee corporate responsibility initiatives undertaken by our business units. Paul Manduca, Chairman of Prudential plc, is the Board sponsor for corporate responsibility.

Monitoring and measuring our programmes

We take a strategic, long-term approach to community investment, and we ensure that all our community investment activities meet our objectives. We use performance metrics aligned to the London Benchmarking Group (LBG) guidelines, which are used to monitor progress and guide the valuation of both cash and in-kind contributions, employee volunteering and management costs.

In 2019, the Group spent US\$29.1 million supporting community activities. Direct cash donations to charitable organisations amounted to US\$20.6 million. The balance includes in-kind donations as set out on the [Group website](#) that are calculated in accordance with LBG guidelines. This included 10,834 employees who contributed 103,775 hours of volunteer service in their communities. Our 2019 community investment reporting is assured by Deloitte LLP. Further information and Deloitte's assurance statement can be found on the [Prudential plc website](#).

2019 highlights

Cha-Ching – the first global financial education programme

Developed by Prudential to address the gap in financial literacy, Cha-Ching is a global financial education and responsibility programme for children aged from seven to 12. Now in its ninth year, the programme has expanded from its origins in Asia to the US and Africa. It has been very positively received in all markets, with strong feedback from parents, teachers, children and government stakeholders. For more information on Cha-Ching in the US, please see the case study on page 31.

In Asia, the programme reaches over 34 million households a day through a multi-distribution platform including Cartoon Network Asia, and through its own standardised curriculum and school contact programme, which has reached more than 700,000 children since launch, with more than 8,000 teachers trained. The curriculum, developed in partnership with Junior Achievement (JA), was rolled out to over 200,000 students in 2019 across Indonesia, the Philippines, Malaysia, Thailand, Vietnam, Taiwan and Cambodia.

Since launching in Africa in 2017, the Cha-Ching curriculum has been implemented by JA Africa in Ghana, Kenya, Zambia and Uganda, and is supported by Prudential volunteers. In 2019, Prudential Zambia partnered with the Securities and Exchange Commission and Junior Achievement Zambia to roll out the Cha-Ching curriculum programme to schools, reaching 5,000 students.

Safe Steps

Safe Steps is a ground-breaking Asia and Africa public service programme aimed at enhancing awareness about natural disasters, road safety and first aid through the dissemination of survival tips. The programme was created and developed by the Prudence Foundation. Principal partners involved in the programme's development and continuing to support its roll-out are National Geographic, the International Federation of Red Cross and Red Crescent Societies (IFRC) and the Federation Internationale de l'Automobile (FIA).

Safe Steps is a long-term education programme that uses multiple platforms, including on-air video messages, an informative website and educational collateral that can be shared among communities. At its core are one-minute videos providing simple messages on how to be prepared and stay safe in natural disasters (launched in 2014), road safety (2016) and first aid (2017). The programme continues to reach an estimated 250 million people every day across Asia through partnerships with government, humanitarian and private sector organisations.

Building on the success of Safe Steps, in 2019 the Prudence Foundation launched Safe Steps Kids, leveraging well known cartoon characters from the Cartoon Network to equip millions of children with actionable information to protect themselves and others in the event of emergencies or disaster situations. Safe Steps Kids comprises 12 public service announcement videos addressing the same topics as Safe Steps, accompanied by education materials and an online platform to reach as many children as possible. The information reaches over 34 million households across Asia every day.

Safe Steps Kids materials have also been used in partnership with national Red Cross organisations in Indonesia, Malaysia and Singapore, where first aid training for schoolchildren has been implemented by Red Cross and Prudential staff volunteers.

In 2019, the Prudence Foundation also launched Safe Steps Road Safety Africa, with international footballer Didier Drogba as Ambassador, and in partnership with the Didier Drogba Foundation, the FIA and the IFRC. The programme was launched in Côte d'Ivoire in October and will be expanded into other African markets in 2020.

Safe Schools

During 2019, the Prudence Foundation continued to support the Safe Schools programme in partnership with Plan International and Save the Children in Cambodia, the Philippines and Thailand. This programme primarily focuses on disaster preparedness for students, teachers and local community members. Since 2013, almost 90,000 students and 43,000 adults have participated in the Safe Schools programme.

In 2018, the Foundation formed a new partnership with Save the Children and the Philippines' Department of Education to implement an innovative nationwide-focused programme. In 2019, the three-year programme was on track to develop a disaster risk reduction management information system, together with training and capacity-building of teachers and local government officials. During the year, the Foundation also renewed its partnership with Plan International to continue to scale up its efforts in Cambodia, the Philippines and Thailand.

Early childhood development

The Prudence Foundation has supported the First Read programme since 2013, partnering with Save the Children to invest in early childhood care and development in Cambodia and the Philippines.

First Read helps parents to develop their children's numeracy and literacy skills by providing books in the local language or dialect, and encouraging them to read, sing and count together. It also helps parents understand the importance of healthy and nutritious food for their children's development.

Since 2013, more than 330,000 children and their parents have benefited through this home-based early childhood development programme, while over 1 million people have benefited indirectly through shared knowledge and resources developed from First Read.

Since 2018, Prudence Foundation has also partnered with China Development Research Foundation on two early childhood development programmes, one focusing on rural education and children's health and the other on nutrition improvement. The programmes were aligned with the strategic development focus of the Chinese government and were rolled out in rural China.

Supporting our communities continued

Jackson Career Exploration Centre

In partnership with Junior Achievement of Middle Tennessee, Jackson has underwritten the Jackson Career Exploration Centre in JA Finance Park. This state-of-the-art programme serves seventh to 12th-grade students across Middle Tennessee. JA Finance Park combines hands-on classroom activities with a real-world simulation, which allows students to put their money-management skills to the test, giving students a solid foundation for making intelligent personal finance decisions throughout their lives. The career exploration centre boasts an interactive module where students can explore different career paths, the education required and the earning potential for their career aspirations. The new programme will host 10,000 students each school year, serving 22 counties in the region. Jackson and more than 200 associates contributed more than US\$150,000 toward the project.

Prudential RideLondon

Prudential RideLondon is a major mass-participation and charity fundraising event in the UK which has raised more than £77.5 million for charity in the last seven years. In 2019 it raised more than £11.5 million for over 980 charities.

Prudential has sponsored the event since its inception in 2013, and in 2019 our community engagement partnership, PruGOals, supported 273 young people from 21 schools across the UK to improve their self-esteem, aspiration and educational outcomes. This programme, developed in partnership with Teach First, Greenhouse Sports, The Transformation Trust and Dame Kelly Holmes Trust, focused on providing opportunities for young people to develop new skills and build resilience and greater aspiration with a challenging but achievable goal.

The success of Prudential RideLondon, with its focus on encouraging a healthy lifestyle for all ages and abilities, has inspired similar events in many of our other markets in Asia and Africa. Our business in the Philippines continued with its PRURide event, which

has become the largest cycling festival in the country, with more than 2,000 riders participating. In March the inaugural PRURide Six Day Hong Kong festival included family, community and fundraising events. In September, PRURide Lusaka saw 585 cyclists set off for a 97.7-kilometre ride through the city on closed roads in aid of charity, the first event of its kind in Zambia. In Ghana, 200 riders took part in the first PRURide Accra in November to promote the benefits of cycling and a healthier lifestyle; and in December, PRURide Indonesia combined professional and amateur rides with a two-day family festival.

Volunteering across the globe

Many of our employees play an active role in their communities through volunteering, charitable donations and fundraising.

Chairman's Challenge is our flagship international volunteering programme, bringing people together across the Group to help their communities. Colleagues give their time and skills to support our global charity partners, including Junior Achievement, Plan International and Help Age International. The programme continues to appeal to colleagues, with over 5,400 signing up to participate across 21 projects. Each volunteering project focuses on one or more of our community priorities and enables us to support both large, well established charities and innovative, smaller-scale activities with volunteers and financial support. Prudential donates £150 to our charity partners for every employee who registers for the programme. Charity partners use this money to fund charitable projects for Prudential volunteers.



Disaster Tech Innovation Programme

In 2019, the Prudence Foundation developed and launched a new programme called the Disaster Tech Innovation Programme in partnership with the Asia Venture Philanthropy Network (AVPN). The programme raises awareness of innovative and viable technology solutions that protect and save lives before, during and after natural disasters.

Participating organisations competed for grants from a pool of US\$150,000 to support the implementation and scaling up of their solutions. The finalists were also given the opportunity to showcase their solutions at the annual AVPN

Conference in Singapore in June 2019, the largest gathering of social impact funders and resource providers in Asia.

FieldSight took home the first prize for its mobile platform, which supports disaster reconstruction activities. The runners-up were SeismicAI, with an AI-powered early warning system that detects seismic activity within two seconds, and PetaBencana.id, whose web-based platform produces megacity-scale visualisations of disasters, leveraging social media to crowd-source data for real-time reporting to assist the government.



Jackson Charitable Foundation

In the US, the Jackson Foundation's expansion of Cha-Ching hit a significant milestone, reaching more than 4.8 million students since launch. In partnership with Discovery Education and Junior Achievement USA, students can engage with Cha-Ching characters and their financial lessons in the classroom, after school or with their parents. Discovery Education has created classroom activities, educator guides and family activities to go with each Cha-Ching episode. Through their vast network of Discovery Educators and the annual Money-Smart Kids Pledge Challenge, the resources are distributed to educators across the country.

In the 2018-2019 school year, Cha-Ching was fully integrated into JA's third grade curriculum, JA Our City.

The curriculum is composed of five sessions, developing students' understanding of the choices people make with money. JA Our City featuring Cha-Ching has now reached more than 1 million students, and an assessment found a positive impact on student understanding of key learning objectives.

The Jackson Foundation also sponsored Ramsey Education's Foundations in Personal Finance curriculum for 500 high schools (2018: 250 schools) for the 2019-2020 school year, at no cost to the schools. Since this partnership began in 2018, the Foundation has committed US\$1.6 million toward financial education for high school students across the country, reaching 60,000 students in total.

As well as volunteering on behalf of the Chairman's Challenge, employees around the Group volunteered on a huge range of other charitable projects, from providing disaster relief to mentoring schoolchildren, supporting the elderly and skills-sharing. We recognise that employee volunteering brings benefits not only to the charities but also to the development of our people, and we actively encourage colleagues to participate.

Since 2009, Prudence Foundation has been implementing Asia-wide volunteering programmes that support communities in need and also those involved in disaster recovery. In March 2019, over 50 volunteers from across the region spent one week in Lombok, Indonesia to assist with disaster recovery efforts after a series of earthquakes devastated the region in 2018. The disasters left more than 400 people dead and hundreds of thousands homeless, and destroyed public facilities and infrastructure. Prudential volunteers worked alongside the Posko Jenggala Humanitarian Movement Foundation in Gumantar Village to help build over 100 houses and public facilities, including two early childhood education centres.

In the US, Jackson continues to support charities through volunteering programmes in its local communities in Lansing, Michigan; Nashville, Tennessee; and Chicago, Illinois. As part of Jackson's ongoing efforts to support the Boys & Girls Club of Lansing, associates volunteered throughout the school year to help strengthen students' education in maths and financial literacy. Jackson associates in Lansing also raised nearly US\$87,000 on behalf of five charities in the greater Lansing area through their sixth annual IT charity golf outing. In May, over 300 associates participated to benefit Big Brothers Big Sisters of the Capital Area, Ele's Place, Boys and Girls Club of Lansing, Mother Teresa House and the Alzheimer's Association of Greater Michigan.

In Nashville, associates participated in the Bowl for Kids' Sake fundraiser supporting Big Brothers Big Sisters of Middle Tennessee, raising more than US\$44,500. In Chicago, more than 300 associates participated in an eight-week ongoing summer volunteer service project with Sweet Water Foundation to create safe and inspiring spaces that foster healthy, intergenerational communities. Our Chicago associates also supported the Special Olympics of Chicago, raising more than US\$133,000 through a variety of fundraising activities, including 72 associates taking part in the 'Annual Polar Plunge' at North Avenue Beach on Lake Michigan.

In total in 2019, more than 1,750 Jackson associates volunteered in their local communities, donating nearly 49,000 hours.