

List of local Community Investment activities in 2023

- Conducted three bloodletting activities on 09 January, 11 January and 06 July in partnership with the Philippine Red Cross. A total of 113 bags of blood were successfully donated by Pru Life UK employees and agents.
- In support of Earth Hour movement in 2023, Pru Life UK offered free registration to 30 employees for the Earth Hour virtual run organized by the World Wide Fund For Nature Philippines (WWF-Philippines). The virtual run was held from 25 March to 30 April.
- Pru Life UK's community-based financial literacy program "Wais sa Pera si Juana" (Juana is money-wise), in partnership with its NGO partner, Asia Society for Social Improvement and Sustainable Transformation (ASSIST), reached 1,374 Filipino farmers and fisherfolks from Lian, Batangas on 29 March and 28 April. The program was developed through a Prudential-led grant from the PRUInclusion Award that the company received as a runner-up in 2021 for its Customer Propositions for the Made for Every Family brand campaign. During the Batangas event, Pru Life UK integrated for the first time into the financial literacy program a discussion on climate change impacts on health including mental health to also educate the farmers about climate health resiliency in addition to financial management. The session featured Dr. Renzo Guinto, planetary health expert and author of Pru Life UK's 2021 commissioned independent study entitled "How will climate change affect the health of Filipinos in the next decade?" and Dr. John Aruta, an Associate Professor at the De La Salle University Manila.
- In line with the Prudential's 175th anniversary and aligned with its commitment to health and wellness, Pru Life UK donated 175 bikes to unserved and underserved communities through the female-led NGO JCI Zugbuana in Cebu. The official turnover was held on 03 June at the Cebu leg of PRURide Philippines 2023.
- In celebration of Prudential's 175th anniversary and 100 years in Asia, Pru Life UK launched the PRUBabies program that provides free six months coverage to 175,000 newborn babies (aged 7 days to 11 months) with PRUMedCare – Select Infectious Diseases that offers protection against Dengue, Measles, Malaria and Typhoid. To ensure that the program could reach its intended marginalized beneficiaries, Pru Life UK organized a community-based distribution with partner local government units (LGUs), hospitals and NGOs in 11 Metro Manila and provincial sites in the Philippines. Basic financial management talks were also incorporated in the program and delivered by agency leaders. The campaign also engaged employees as volunteers for the onsite fulfilment of policy applications and tapped the agency force for additional manpower support.

The following partners were tapped for the face-to-face community distribution:

- ASSIST NGO for Bantayan, Cebu on 11 July;
- Office of Palawan Board Member Anton Alvarez and the Mayor's Office of Taytay, Palawan for Taytay, Palawan on 19 August;
- Barangay Council of Tandang Sora for Brgy. Tandang Sora in Quezon, City on 23 August;
- Rotary Club of Mandaluyong for the Grace to Be Born Shelter in Pasig City on 25 August;
- Microfinance Tulay sa Pag-unlad Inc. (TSPI) for its member SMEs on 31 August;

- Rotary Club of Mandaluyong and Mandaluyong City government for the Mandaluyong City Medical Center on 08 September;
 - CSR arm of FirstGen Corp. for its host communities in Batangas City on 12 September;
 - St. Scholastica’s Formation House for its community in Tagaytay City on 21 September;
 - ASSIST NGO for Paranaque City on 21 September;
 - Manila City government for Tondo, Manila on 26 September; and
 - Philippine Medical Association-Calamba for Dr. Jose P. Rizal District Hospital in Calamba, Laguna on 03 October.
- For its second community-based climate and health session, Pru Life UK also collaborated with Dr. Guinto and Dr. Aruta as resource speakers during the PRUBabies community distribution in Taytay, Palawan on 19 August.
 - Launched “Project PADAYON Bantayan Island: Empowering Communities for a Sustainable Future” on 11 July in Bantayan Island, Cebu. The program, through Prudence Foundation and in partnership with ASSIST, is a holistic post-COVID recovery program that recognizes that a stronger and equitable recovery is vital to overcoming the aftermath of the pandemic. Mainly, it seeks to equip communities in Santa Fe, Madrideojos, and Bantayan to adapt to the “new normal” by focusing on socioeconomic areas such as: MSME empowerment, family nutrition, women’s health, disaster risk reduction and management, and climate resiliency. Since its launch, it has directly supported 100 microentrepreneurs from 3 municipalities, 60 graduating students from Santa Fe and Bantayan City, 600+ students from Madrideojos Community College, Bantayan Southern Institute and Cebu Technological University-Bantayan, and 750 participants of the Disaster Risk Reduction and Management (DRRM). Some 1,500 MSMEs, 1,000 graduating students and 1,000 community members have also indirectly benefitted from the program after cascade.
 - Under the PADAYON rollout, employee-volunteers also have supported one of the Master of Disaster training for school leaders, teachers, and students in Bantayan on 12 November. The program also integrated Pru Life UK’s climate health resiliency workshop attended by 75 participants from the community featuring Dr. John Aruta as resource speaker.
 - At its in-person Sustainability employee townhall session on 17 July 2023, Pru Life partnered with two sustainability and food security advocates, Urban Farmers PH and Mayani Farmers’ Association, to drive further awareness on sustainability and food security among employees.
 - A company-wide initiative called the PRUBayanihan fundraising drive was held to aid the victims of Typhoon Egay from heavily-affected communities in the Philippines. As of 31 August 2023, a total of Php 73,000 in cash donations was raised by Pru Life UK employees. The proceeds were turned over to Save the Children Philippines to support its emergency response efforts.
 - Pru Life UK, together with Prudence Foundation, officially relaunched on 26 September its Cha-Ching financial literacy education program that aims to reshape the future of young kids. The renewed Cha-Ching program set an ambitious goal: to reach 1,000,000 students and 28,000 teachers nationwide in school year 2023-2024. This goal reinforces Prudence Foundation, Pru Life

UK, JA Asia Pacific and JA Philippines's commitment to becoming trailblazers in financial literacy education for the youth.

- As part of its SAFE STEPS Program, Pru Life UK forged a partnership with Unilab that will allow the use of the life insurer's SAFE STEPS Kids audio-visual materials that teach children survival and lifesaving tips in Unilab's Safe Schools Safe Kids project, more popularly known as 3SK.
- In support of the Department of Education's Brigada Eskwela program, Pru Life UK held a clean-up and repair drive with employee-volunteers in one of its Cha-Ching partner schools, Pedro P. Cruz Elementary School in Mandaluyong City. The activity was conducted from 12 to 14 September in preparation for the opening of classes.
- Expanded the rollout of the PRU e-FinLit Certification Training Program which seeks to systematically address the competency development of the Filipino public in terms of financial literacy, by incorporating financial literacy in formal education through a professional certification program accessible online nationwide. 124 passers have been certified from January to October 2023, bringing the cumulative count of passers to 3,514 from pilot. The program also partnered with a university, De La Salle-College of Saint Benilde, with 900 of its academic staff as targeted beneficiaries and a government partner, the Metro Manila Development Agency, with 43 additional employees certified from 96 pilot beneficiaries.
- Launched SAVED - Safety, Adaptability & Versatility in the Event of Disasters and Master of Disaster (MOD) Programmes which complements the SAFE STEPS programme in building more resilient communities. Targeted direct beneficiaries include 875 community members certified MOD trainers, 175 farmers and fisherfolk, 175 single mothers, 175 youth leaders, 175 school teachers, and 100 public schools piloted in the SAFE Schools programme and DRRM coordinators and non-teaching staff reached. 8,000+ individuals have also been reached as indirect beneficiaries (after cascade) through MOD trainings.
- Organized a community education session on financial management, livelihood and well-being for 130 solo parents and women of Mandaluyong City in partnership with the Rotary Club of Mandaluyong-Biyaya and Mandaluyong East and the Mandaluyong LGU. The session featured psychologist Marika Melgar and Pru Life UK's Titanium 2 General Agency President & CEO Jovelyn Tungcul-Torres as resource speakers.
- As part of its annual holiday gift-giving program for its adopted communities in Bantayan, Island Cebu, 100 fruit-bearing trees were sown by employee-volunteers in the vicinity of the two Habitat villages in Maricaban and Sulangan on 12 December. The activity is aligned with the ongoing paperless initiative of Pru Life UK. The residents also received Christmas baskets and other festive goods in time for the holidays.
- Held a disaster resilience and preparedness session and gift-giving with employee-volunteers for the students of Salapan Elementary School in San Juan City on 13 December in partnership with the Rotary Club of Mandaluyong-Biyaya and the Mandaluyong LGU.