

Pru Life UK Community Investment (CSR) Programs and Activities in 2024

- **Cha-Ching Financial Literacy for the Youth Program in the Philippines**

Cha-Ching is a financial literacy program designed to equip seven to 12 year olds with the knowledge, tools and practice they need to make informed financial decisions to reach their own personal goals and dreams. It is developed by Prudence Foundation, the community investment arm in Asia and Africa of Prudential plc, with Cartoon Network Asia and children's education expert, Dr. Alice Wilder, and educates the children about Earning, Saving, Spending and Donating.

In the Philippines, Prudence Foundation and Pru Life UK have tapped Junior Achievement (JA) Philippines to implement the program and becoming the first to integrate Cha-Ching into the curriculum of grade four students in partnership with the Department of Education beginning in 2016.

In 2024, the Philippine implementation of Cha-Ching achieved the milestone of reaching one million students nationwide who have been taught basic money management skills through Cha-Ching. A hybrid event to celebrate this milestone was held on 29 May, attended by Pru Life UK and Prudence Foundation officials and the Insurance Commission led by Commissioner Reynaldo Regalado and the Department of Education led by Education Assistant Secretary for Operations Dexter Galban.

The program is on track to reach the 1.52 million students taught target for the school year 2024-2025.

The Cha-Ching program in the Philippines won a Silver Award at the 2024 Asia-Pacific Stevie Awards.

- **#KayaNa Challenge**

#KayaNa ("Can Do") Challenge, a financial literacy initiative aimed at supporting underserved families, was launched by Pru Life UK in collaboration with JA Philippines. The program is designed to equip participants with essential financial knowledge and skills, promoting better financial management and decision-making.

In its three-part pilot run held in April and May, the program engaged 238 participants, including Grade 4 and 5 students from Cha-Ching partner school Putatan Elementary School in Muntinlupa City, along with their parents and guardians. Pru Life UK volunteers helped facilitate the learning sessions, which covered fundamental topics such as financial literacy, debt management, savings, investments, and insurance.

- **Blood Donation with the Philippine Red Cross**

Pru Life UK has actively supported the Philippine Red Cross's blood donation program to help meet the growing demand for blood supply, especially in support of its disaster recovery efforts.

From 2016 to 2024, Pru Life UK's employees and agents donated a total of 471 bags of life-saving blood. Pru Life UK was recognized for its contribution and received the Scroll of Honor at the Philippine Red Cross' 2024 Blood Donors Recognition Ceremony on 31 July.

- **Regional PRUVolunteer Programme and Typhoon Kristine Disaster Response Efforts**

Pru Life UK has a longstanding commitment to supporting communities in need through various initiatives and partnerships. One of the key programs it supported is Prudence Foundation's PRUVolunteers (PRUVols) Programme, which brought together employee-volunteers from Prudential including three representatives from Pru Life UK to rebuild homes and restore infrastructure for communities affected by severe flooding in Sukhothai Province, Thailand.

Pru Life UK also extended support to children and their families affected by Typhoon Kristine by contributing PHP300,000 to Save the Children Philippines' emergency response initiatives in Luzon.

To supplement this, the company organized an in-kind donation drive for affected families in the Bicol Region, distributing essentials through the Project Banyuhay relief operations of the Rotaract Clubs of Rotary International District 3820.

- **Brigada Eskwela Support**

For 10 years now, Pru Life UK has supported Brigada Eskwela by donating cleaning supplies in time for the opening of classes. The school beneficiary in 2024 was Gat Andres Bonifacio Elementary School in Taguig City, one of Pru Life UK's incoming partner schools for its continued Cha-Ching Program curriculum rollout.

Brigada Eskwela, also known as the National School Maintenance Week, is a program spearheaded by the Department of Education (DepEd) that encourages community members to come together and contribute their time and resources to ensure that schools are ready for the new academic year.

- **Adopt-a-Madrasah Program**

The Adopt-a-Madrasah Program was launched as part of Pru Life UK's community outreach efforts in Mindanao and in support of Pru Life UK's Takaful undertaking. Over 450 students and teachers from three community madaris or Islamic schools in Davao City (Dar Alkhair Madrasah, Maahad Talomo Al-Islamie, and Almadrasatul Arabia Wal Islamia) benefited from this program in 2024.

- **Sustainable IT Asset Disposal with Humble Sustainability and LiteHaus International**

Pru Life UK has partnered with Humble Sustainability, a circular economy start-up, to launch a new program on the sustainable disposal of its expired IT assets. These assets are sold by Humble Sustainability through its network of buyers, and Pru Life UK's portion of the sale is used to purchase refurbished laptops from another NGO partner, LiteHaus International, for donation to the company's adopted Islamic schools. Pru Life UK also initiated a donation drive which allowed employees to contribute their old or unused electronic gadgets.

- **Ulan Alang sa Bantayan Program**

Ulan Alang sa Bantayan (Rain for Bantayan), a comprehensive program designed to educate and build resilience among Bantayanons against the impacts of climate change, with a focus on water security, was launched. Two rainwater harvesting systems were constructed in Barangays Sulangan and Maricaban of Bantayan Island in Cebu province for residents' use. This was supplemented by the distribution of water containers such as pails and water jugs to each household, providing over 500 families with a 2,000-liter supply of clean water.

- **Climate and Health Comics**

Maging Handa: A Story of Adaptation and Resilience Amid Climate Change, Pru Life UK's comic book on climate change, health, and financial security was created. This features an engaging story to help readers understand more easily the effects of climate change on physical and mental health, as well as the role of financial security as a measure of climate adaptation.

It is based on the climate and health toolkit that was prepared for Pru Life UK by Dr. Renzo Guinto, a leading planetary health practitioner and Associate Professor of Global and Planetary Health at the SingHealth Duke-NUS Global Health Institute, and Dr. John Aruta, Associate Professor of Psychology at De La Salle University.

Pru Life UK also conducted the pilot distribution of the comics to 200 youth from Bantayan Island communities.

- **Recognition for CSR Programs in 2023**

In addition to Cha-Ching, other community investment programs of Pru Life UK in 2023 were recognized at the 2024 Asia-Pacific Stevie Awards.

A silver award was bagged by Pru Life UK for the community deployment of its PRUBabies campaign, its free insurance coverage against select infectious diseases for newborns. A face-to-face (F2F) distribution sessions in numerous sites nationwide were conducted for its intended marginalized beneficiaries with the help of community and government partners.

A bronze award was also received by Prudence Foundation and Pru Life UK for its Project PADAYON Bantayan Island with the Asia Society for Social Improvement and Sustainable Transformation (ASSIST) as its implementing partner. Project PADAYON is a holistic post-pandemic recovery program which offered a series of community-based training and development programs for Bantayan Island, Cebu residents in 2023.