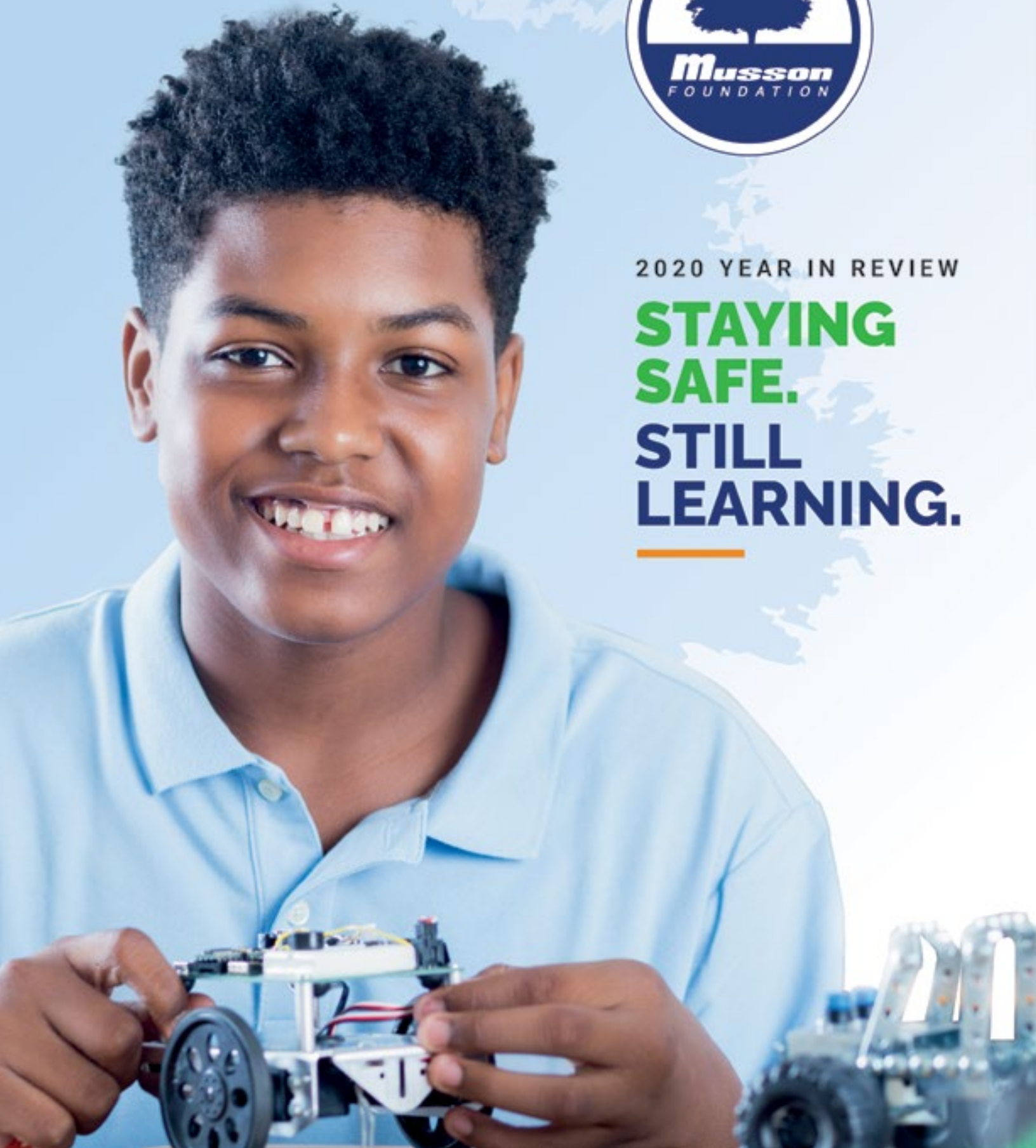




2020 YEAR IN REVIEW

**STAYING
SAFE.
STILL
LEARNING.**



ABOUT OUR MISSION & VISION

Musson Group is a diversified conglomerate with businesses across the globe in many sectors and countries. We take our responsibility in each of them seriously and offer our support to strengthen the countries and communities in which we work. This is of utmost importance to us. The Musson Foundation was founded in 2013 to promote and encourage the advancement of education, while supporting the relief of poverty among disenfranchised and inner-city children and young people. The Foundation also focuses on community strengthening through the implementation of various development programmes.



In addition, the Musson Foundation encourages capacity building and economic independence among young people by promoting skill acquisition and various entrepreneurship ventures. The Musson Foundation also supports equal rights and opportunities for all Jamaicans, with the aim of inspiring a safer and more equitable Jamaica for all.

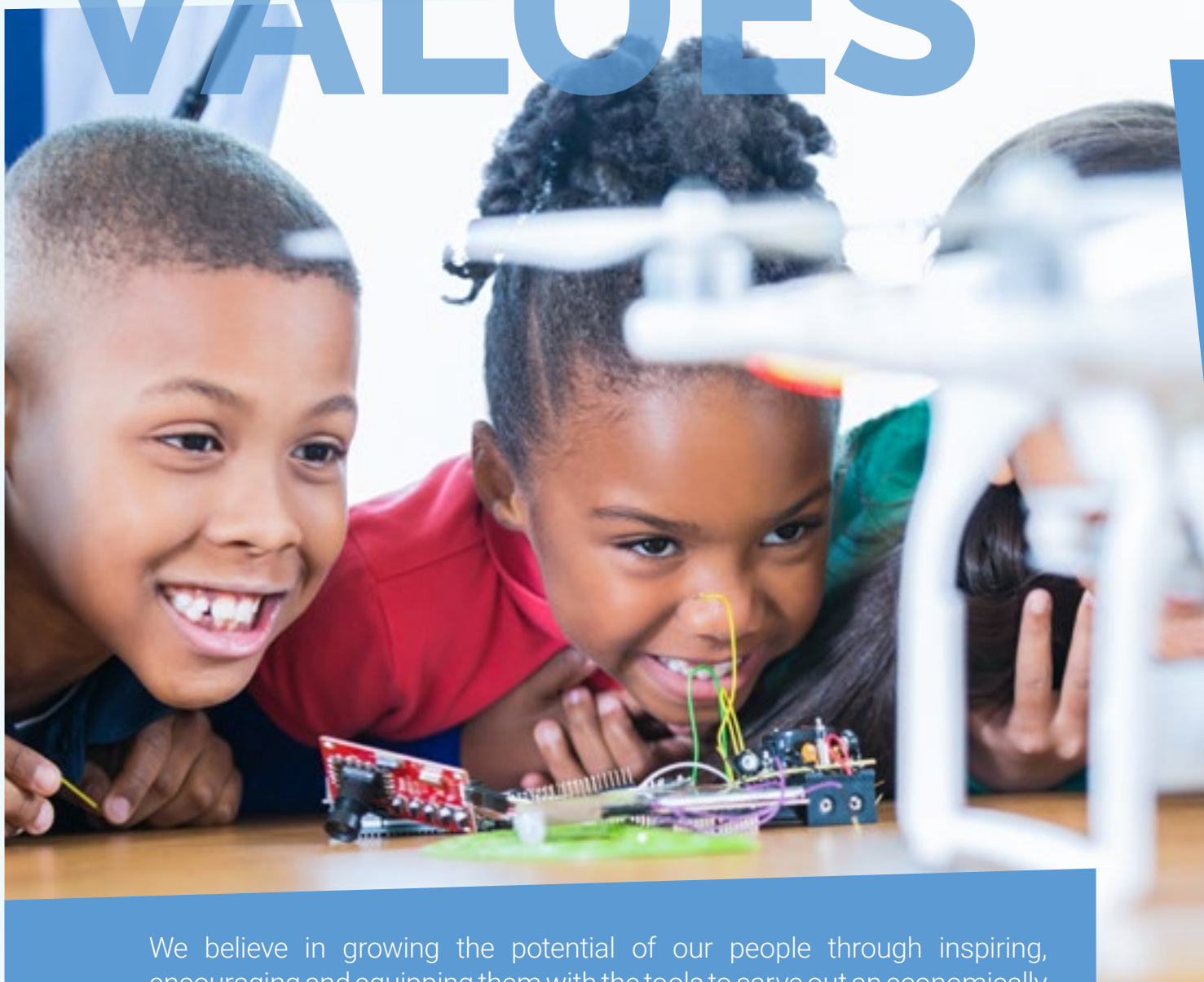
The Musson Foundation carries out activities on behalf of the subsidiaries of the Musson Group of Companies including Facey Group, Interline, Productive Business Solutions, General Accident, T. Geddes Grant, and Musson Trading.

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OUR CORE VALUES



We believe in growing the potential of our people through inspiring, encouraging and equipping them with the tools to carve out an economically sustainable future for themselves and their families. Ultimately, this should contribute to Jamaica's economic growth and national development.



Community Support



Environment & Crisis Alleviation



Sports, Culture & the Creative Industry



We believe in sports and the cultural and the creative industries as major drivers of economic growth. We encourage a focus in science, technology, engineering, the arts and mathematics. We provide innovative learning experiences to children from an early age, ensuring that they have the exposure and the foundation upon which to build, as they progress through the education system, with a view towards choosing their careers and starting their own businesses. We support the communities in which we operate and assist when there is a need or crisis. We believe that we need to take care of our environment and have made a commitment to do our part to protect it. We believe in a sustainable future for all.

Our core values support the United Nations Sustainable Development Goals (SDGs). We are committed to playing our part to accelerate the achievement of the SDGs.

Youth Entrepreneurship and Skill Development



Education & Technology



Health & Nutrition



Human Rights



VISION 2030

「NATIONAL VISION STATEMENT」 JAMAICA, THE PLACE OF CHOICE TO LIVE, WORK, RAISE FAMILIES, AND DO BUSINESS

As a Jamaican-born group of companies, Musson Foundation is committed to the development of Jamaica. While the Musson Group of Companies also has regional and international reach, Jamaica is where it all started and where a significant portion of our human and financial capital investments are made.

Vision 2030 is a long-term national development plan developed by the Planning Institute of Jamaica (PIOJ) to enable Jamaica to achieve developed country status by 2030. Vision 2030 outlines a vision for Jamaica that includes ensuring Jamaica achieves the following:

- There is equitable access to modern education and training

- We seek out and support the entrepreneurial talents and creativity of the Jamaican people
- Our youth are empowered to contribute meaningfully in building and strengthening their communities
- We create national prosperity and security by vigorously seeking, learning, generating and applying scientific and technological knowledge
- We treat each other with respect and dignity
- We know our rights and responsibilities and stand equal before the law

Through the Musson Foundation, the Musson Group of Companies is playing its part to advance Jamaica's achievement of Vision 2030.

WHAT DOES THIS MEAN? (The National Goals)

1 Additional hours of training resources made available to each coach

2 The Jamaican society is secure, cohesive and just

3 Jamaica's economy is prosperous

4 Jamaica has a healthy natural environment

WHERE DO WE WANT TO BE BY 2030 (The National Outcomes)

1. A Healthy and Stable Population
2. World-Class Education and Training
3. Effective Social Protection
4. Authentic and Transformational Culture

5. Security and Safety
6. Effective Governance

7. A Stable Macroeconomy
8. An Enabling Business Environment
9. Strong Economic Infrastructure
10. Energy Security and Efficiency
11. A Technology-Enabled Society
12. Internationally Competitive

13. Sustainable Management and Use of Environmental and Natural Resources
14. Hazard Risk Reduction and Adaptation to Climate Change
15. Sustainable Urban and Rural Development

MUSSON FOUNDATION (Participation in achieving The National Outcomes)

Education and Technology; Youth Entrepreneurship and Skill Development; Sports, Culture and the Creative Industry; Health and Nutrition; Community Support

Human Rights; Community Support

Education and Technology; Youth Entrepreneurship and Skill Development

Environment and Crisis Alleviation



2020 at a GLANCE

What a year! 2020 was undoubtedly a year like no other. With the onset of the pandemic in March, plans were changed - either postponed indefinitely or cancelled. We had to pivot, revisit our plans and adjust our priorities while remaining focused on our core values. The pandemic exacerbated already existing inequalities in education, access to food and economic opportunities. We had to find ways to continue our work to meet the needs of our communities, safely.

We immediately answered the call of the Private Sector Organization of Jamaica and donated JMD\$2.5 million to the ventilator initiative to increase the capacity of the healthcare system to save lives. We checked in with our schools and worked with them on distribution plans for the food donations that would be ongoing despite the school closures. Where needed, we also donated technology to assist in the transition to remote learning. We worked with our partner, RISE Life Management Services, in getting protection and hygiene packages with masks, soap and information into the most vulnerable communities. We also supported RISE's Mental Health Hotline with the knowledge that so many people would need extra support during this very challenging time.

Despite the cancelation of the in-person World Robot Olympiad competition, robotics materials were still donated to the schools, teacher training continued virtually, and training and informational resources were made available to both teachers and students. We focused on capacity building so the schools would have the resources to build their programmes internally.



We continued our support of sports and the cultural and creative industries. In February, we sponsored national swimmer Christanya Shirley to travel to the UANA Swimming Cup in Peru and sponsored founder and artistic director of L'Acadco: A United Caribbean Dance Force, Dr. Lenora Stines to travel to Duke University in North Carolina to present on L'Antech. We were proud to sponsor the printing of 100 copies of the children's book, *'That's a Good Idea'* by Dr. Amina Blackwood Meeks, and the inspirational video, *'This too Shall Pass'* by independent filmmaker Jameison Daley, giving Jamaicans hope in the heights of the COVID-19 crisis.

Musson Foundation remains committed to growing the potential of our people and our communities.



COVID-19 RESPONSE AND CRISIS ALLEVIATION

Are you feeling overwhelmed by COVID-19?
Let's talk about it.

Our trained volunteers are standing by to listen and help you make sense of these difficult times.

Call us toll free
888-991-4146

We'll get through this together.

Depression
PANIC ATTACKS
ANXIETY

Rise Musson Foundation COVID-19

RISE Mental Health Hotline

There was a pressing need to support Jamaicans and their mental health as a result of the COVID-19 pandemic. Musson Foundation assisted RISE Life Management Services by funding the mental health hotline for four months. The hotline was formally endorsed by the Private Sector Organization of Jamaica (PSOJ). RISE was best placed to provide this hotline for the general public because they have many years of experience in operating an addiction line, and in providing employee assistance programmes for the workplace.



Protection and Hygiene Packages

Musson Foundation supported RISE in procuring the main protections against COVID-19: masks and hand soap. RISE distributed the protection and hygiene packages including masks, soaps and an informational flyer to households in the densely populated inner city communities in which they work. The flyer included information on how to properly wash your hands and wear a mask, and emphasized the importance of social distancing. The mental health hotline number was also included.

Masks & soap were delivered to the following communities:

- | | | |
|-------------------|---|----------------------------|
| • Waterhouse | • Civil Society Organizations (CSOs) in Linstead – St. Catherine; | • Lionel Town – Clarendon |
| • Parade Gardens | • Barrett Town – St. James | • Lilliput – St. James |
| • Tower Hill | • Norwood – St. James | • August Town – St. Andrew |
| • Fletcher's Land | | |
| • Majesty Gardens | | |
| • Drews Land | | |



1000

**PROTECTION &
HYGIENE PACKAGES
DISTRIBUTED**



PSOJ's Ventilator Initiative

The Musson Foundation strongly believes in the power of partnerships and immediately responded to the co-ordinated Private Sector Organization of Jamaica (PSOJ) ventilator initiative by raising funds to purchase ventilators to strengthen Jamaica's public health response to COVID-19. We were happy to have donated JMD\$5 million towards the purchase of 40 ventilators for hospitals designated by the Ministry of Health. This donation was made possible by Seprod Limited, General Accident and T. Geddes Grant.





COMMUNITY SUPPORT



RISE Life Management Services

For over 30 years, the little NGO that could have made its imprint on thousands of lives in communities across Jamaica by providing life changing skills, education, mentoring and counselling for at-risk populations. For the clients it serves, RISE has been the difference between hopelessness and hope, and in some cases, life and death. The tools RISE provides through its many interventions EMPOWER the individual to **CHANGE** their circumstances for the **BETTER**. Musson Foundation supports RISE with an annual donation of JMD\$400,000.



RISE SERVICES

Community-based crime & violence prevention • Youth leadership training • Parenting skills education • Child labour withdrawal and prevention • Child trafficking withdrawal and prevention • Sexual abuse prevention • Human rights education • Prevention of gender-based violence • Capacity building services for other NGOs • HIV prevention & testing for most at-risk populations • Substance abuse disorder prevention & treatment • Prevention and treatment of gambling problem • Employee assistance programmes (EAP).



Crime Stop - PSOJ's Violence Against Children Reward Fund

The Violence Against Children Reward Fund is a PSOJ initiative geared towards offering rewards for information leading to the arrest and charge of persons responsible for violent acts against children aged 18 years and under. The fund is administered through Crime Stop Jamaica. The Musson Foundation donated JMD\$250,000 that was paid out in rewards for information leading to three individuals being arrested and charged.



\$250,000
Donated for rewards
for information





SPORTS, CULTURE AND THE CREATIVE INDUSTRY



Dr. Lenora Stines & L'Antech

The Musson Foundation was proud to support the travel costs for Dr. Lenora Stines and her team, consisting of one dancer and one drummer, to represent Jamaica at the Collegium of African Diaspora Dance (CADD) at Duke University in Durham, North Carolina, from February 21 to 23, 2020. They presented to approximately 2,000 academics and performers in the field of dance. Her presentation focused on L'Antech, which is the only Anglo-Caribbean dance technique created in the 21st Century, which is now offered as one of the techniques to be researched at both CSEC and CAPE levels. Dr. Stines, as the only Jamaican presenting, brought the artistry of Jamaica to the

forefront.

This Too Shall Pass - Jamieson Daley

The Musson Foundation supported independent creator, and filmmaker Jamieson Daley in his project to create a film with a message of hope for Jamaicans as we were actively adjusting to the challenges of living in a global pandemic. The film entitled ***This Too Shall Pass*** according to Daley "*not only inspires hope for all and praises those on the front line, but also shifts the internal narrative of those feeling the struggle to become their own form of hero to themselves and others*". The Musson Foundation fully endorses his message to all Jamaicans.

"We have to have faith in the leadership of this country to steer us through this storm, however all of us need to play our part in the ways we can, so that we make it to the other side." -

Filmmaker, Jamieson Daley



That's a Good Idea - A Children's Book by Dr. Amina Blackwood Meeks

The Musson Foundation is proud to have supported the publishing of 100 copies of ***'That's a Good Idea'*** by Dr. Amina Blackwood Meeks - a children's book stimulating children's curiosity about the world around them through catchy rhymes and Jamaican folklore. ***'That's a Good Idea'*** provides us with a new and innovative way to engage our children with our culture through creative tales and adventures they can relate to, while simultaneously encouraging intergenerational conversations. A Spanish version of the book will be released, and there are plans for



the book to be published in other languages. Dr. Blackwood-Meeks is a pioneer in promoting the cultural and creative industries in Jamaica through storytelling and the performing arts. Our children will continue to benefit greatly from her work. Dr. Blackwood-Meeks, thank you for sharing your passion and dedication around creating and promoting a cultural legacy for our children!



National Swimming: Christanya Shirley

We continue to support our national swimmer, Christanya Shirley. In 2020, she attended the UANA Swimming Cup in Peru. She won a gold medal in her first swim in a meet record of 28:45 which was also her personal best time. She had a great showing in her other races. We are proud of you, Christanya!





EDUCATION & TECHNOLOGY



World Robot Olympiad

World Robot Olympiad and Capacity Building.

Musson Foundation sponsored the Under 20 Robotics League in the 2020 World Robot Olympiad. Despite not having the physical competition, we were able to reach the schools, the teachers and students through the digital learning space. Teachers were trained as coaches and the schools received the robotics kit, which can be used in regular classroom activities and for an after school robotics club. The presence of these materials in schools goes a long way in stimulating interest among students in coding and robotics, strengthening the STEAM education space one school at a time.



90
STUDENTS

750
STUDENTS IMPACTED

15
SCHOOLS

15
ROBOTICS KITS

**20+
HOURS**
ONLINE CURRICULUM
PROVIDED FOR EACH TEAM



**4x3
HOURS**
SESSIONS PROVIDED
FOR TEACHERS

**20+
HOURS**
ONLINE TRAINING
CURRICULUM

30
TEACHERS TRAINED
AS COACHES

750
STUDENTS IMPACTED



Halls of Learning Summer Pods

The Musson Foundation was excited to host the Halls of Learning Summer Pods for a group of four 11-12-year-old students who would have otherwise been at home with limited academic engagement. Students learned to build and programme robots to overcome various obstacles and challenges.

The Halls of Learning Summer Pod was specifically designed to ensure that there was fun and learning in an environment where all COVID-19 safety protocols and government guidelines were being followed.

Morningside Primary Donation

The Musson Foundation donated a laptop and projector to Morningside Primary School to assist in facilitating online learning. We were happy to make the presentation to Mr. Lloyd Miller, a retired board member of Musson Jamaica, who continues to serve his community. We are happy we could contribute to his efforts!



The Musson Foundation Back-to-School Programme

In the midst of a year like no other, which saw the abrupt closure of physical schools and a transition to remote learning, Musson Foundation implemented a back-to-school programme to assist staff members with the demands of starting a new kind of school year. The back-to-school programme provided staff with a generous credit to fund either books and school supplies or a tablet. Musson Foundation procured the books, school supplies and the tablets and distributed them to the staff members accordingly. Discounts were also offered on e-books from BookFusion and on uniforms from Ammar's. We are grateful to our partners on this initiative.





HEALTH & NUTRITION



Maxfield Park Primary School

Food donations made monthly to Maxfield Park Primary School continued throughout the year despite schools being closed due to the pandemic. Instead of the items being used to prepare breakfast for the students each morning, they were packaged and collected by the parents of the students to prepare meals at home.



Alpha Institute

We worked with the administration at Alpha Institute to ensure that the monthly food donations were being collected by the students. Students were coming in on a phased basis so that every student was at school at least once a week. The Guidance department used the opportunity to check in on each student's well being and provided targeted assistance accordingly. Each student was given a food package to take home. In the case of surplus, packages were given to Alpha's brother school, St. John Bosco Institute for Career Advancement in Mandeville. St John Bosco is a place of safety for that area and provides housing and meals to 20 boys aged eight to 16-years-old.

SEPROD FOUNDATION

Seprod Foundation continues to be committed to bringing innovative learning experiences to primary school children through engaging initiatives such as the World Robot Olympiad, the XPRIZE Code Games Challenge and the Hour of Code. We are also committed to promoting food security in Jamaica by encouraging and fostering interest in agriculture at the secondary and tertiary school levels and providing opportunities for these young people through scholarships and internships, while also providing nutritional support where needed. We work alongside the communities in which we operate through supporting community-led initiatives, including infrastructural development. We believe that these investments in the human capital of Jamaica will inspire more careers in science, technology, engineering, arts, mathematics and agriculture, and will equip our country for a more rewarding future.



2020 was a challenging year with the onset of the COVID-19 pandemic, and like many of us, we had to pivot and ensure that we were supporting our communities and our country during a very difficult time. Seprod Foundation spent approximately JMD\$28 million over the year in responding to COVID-19 and executing our projects.



COVID-19 RESPONSE

Donation to the Ministry of Labour and Social Security

The Seprod Group and Seprod Foundation presented the Ministry of Labour and Social Security (MLSS) with a donation of over JMD\$5 million worth of food supplies to be used for the COVID-19 relief response. The products, including cow's and condensed milk, flour, sugar, oil, crackers, porridge, cheese, pasta, sardines and snacks, were presented by the CEO of Seprod, and Director of the Seprod Foundation,

Richard Pandohie, to the MLSS Permanent Secretary, Colette Roberts Ridsen. The products were prepared in nutritionally balanced packages and distributed to those most vulnerable in our communities.

"It is truly an honour for the Seprod Foundation to be a part of the national thrust to help Jamaicans in need during this difficult time. We want to thank the Government and the Ministry of Labour and Social Security for assisting us in getting essential food items to communities most in need at this time. We are all in this together and we will give a helping hand in whatever way we can." - **Melanie Subratie, Chairperson, Seprod Foundation**

The PSOJ Ventilator Initiative and COVID-19 Response Fund



CASH
JMD \$3.6 million



PEOPLE
Over 12,500
People reached



PARTNERSHIPS
Over 10 reached



PACKAGES
,750 packages packed
Contributed partially
or fully toward 2,442
packages for families
in need

Seprod Foundation joined many other private sector organizations and answered the call from the PSOJ to donate funds toward the procurement of 40 ventilators to bolster the island's COVID-19 response. Seprod Foundation contributed JMD\$2.5 million to this very important initiative that will go a long way in increasing the capacity of our healthcare system.

Seprod Foundation also responded to the general PSOJ COVID-19 Response Fund formed in partnership with umbrella organization for the voluntary sector, the Council of Voluntary Social Services (CVSS), with a donation of JMD\$ 1.1 million to support food security through the distribution of care packages to the most vulnerable in our communities.

Not only did we respond through the donation of funds and products, we also gave our time, joining volunteers from other organizations in providing food packages for communities in St. Catherine at the PSOJ COVID-19 response warehouse. We helped pack 1,750 packages, contributing to a total of 2,939 packages put together – the most ever done in a day! We are proud to be a part of these nationally coordinated efforts and powerful partnerships that have contributed to strengthening our health system and the security of our healthcare workers, and ensured the equitable distribution of food to those who need it most.



FOOD SECURITY

Agriculture & Nutrition

NO POVERTY



ZERO HUNGER



GOOD HEALTH
& WELL-BEING



QUALITY
EDUCATION



REDUCED
INEQUALITIES



INDUSTRY, INNOVATION
& INFRASTRUCTURE



Tivoli Gardens High School Agriculture Programme

To foster and encourage interest in the agricultural sector, Seprod Foundation has been working with Tivoli Gardens High School to strengthen its agricultural programme. We donated tools and equipment so that each student has their own to work with. We will continue to work with the Tivoli Gardens High School to provide the exposure and opportunities needed so that students are inspired to choose agricultural sciences as a career path.



CASE Scholarship Awards



Seprod Foundation is pleased to have provided this scholarship for one year of tuition to five deserving CASE students - Rayon Gayle, Monalisa Seaton, Ashley Parke, Javon Francis and Calvin Wright. Our scholars were selected for this scholarship not only based on their academic accomplishments, which were all outstanding, but also on their commitment to their school and their communities.

This year, our CASE awards ceremony went virtual and brought together leaders in the industry to inspire, motivate and challenge our scholars in the way they think about the agriculture industry and the opportunities available to them. The theme was ***The Current State of Agriculture in Jamaica: Where do we go from here?*** It was an insightful and engaging event that definitely got our scholars thinking!

Our partnership with CASE and our commitment to these young people embody Seprod Foundation's commitment to the future of Jamaica.

S.T.E.A.M. EDUCATION

QUALITY
EDUCATION



DECENT WORK
ECONOMIC GROWTH



GENDER EQUALITY



INDUSTRY, INNOVATION
& INFRASTRUCTURE



REDUCED
INEQUALITIES



SUSTAINABLE
DEVELOPMENT GOALS



Seprod Foundation launched the ConnectedJA Fund, in partnership with the American Friends of Jamaica (AFJ), to raise funds to procure tablets

and ensure connectivity for students in need islandwide. Our campaign gathered additional partners and was in support of the Ministry of Education's 'A Device for Every Child' initiative, which was launched in response to the closure of schools due to the COVID-19 pandemic. Five hundred and twenty tablets were procured and distributed across 15 primary schools islandwide. We are grateful to all our partners, the schools and the Ministry of Education, Youth and Information (MOEYI) for helping to make this possible.



JMD \$10
million
raised



520 tablets
procured for
students



15 primary
schools
islandwide



4 Partner organizations
and countless individual
donors and supporters



Halls of Learning Summer Pod with Seprod Foundation

In the absence of traditional summer camps, Seprod Foundation hosted the Halls of Learning Summer Pods for a group of 11-12-year-olds from North Street Primary School.

In addition to building on their coding skills with the added exciting element of robotics, the Summer Pods provided the students with well needed social and educational interaction. The students were challenged to build and programme robots to tackle various tasks, all using code. The North Street Primary Robotics Squad had an unforgettable summer experience with the Seprod Foundation!

The Halls of Learning Summer Pod was specifically designed to ensure that there was fun and learning in an environment where all safety protocols and government guidelines were being followed.



World Robot Olympiad (WRO): Robotics & Capacity Building



"WRO Jamaica is so much more than the competition. We are helping schools build their internal capacity for coding and robotics, while strengthening the STEAM educational space, which is key to ensuring that all Jamaican children are prepared for modern careers. We are pleased that much of that work has been ongoing, despite the pandemic."

Melanie Subratie

Chairperson, Seprod Foundation

Despite the absence of the physical competition, significant progress has been made reaching students and teachers through the digital learning space. Through Seprod Foundation's sponsorship of the Under 13 league, 24 primary school teams comprising 144 students were given access to online training while also receiving a robotics kit, a set of competition bricks and a competition mat. The physical materials distributed to schools is slated to impact an additional 20 to 50 students per school, stimulating interest in other students through spectating, the development of after-school coding and robotics clubs and use for various activities in regular classroom lessons and other projects. Furthermore, 48 teachers were trained as coaches benefitting from 4 x 3 hour of training and information sessions.



24 SCHOOLS

**1,324 STUDENTS
IMPACTED**

24 ROBOTICS KITS,
Set of competition bricks and
competition mat valued at USD
\$1,200 given to each school

20+ HOURS
Online training cur-
riculum provided for
each team



48 TEACHERS
trained as coaches

20+ HOURS
Online training cur-
riculum **PLUS 100+**
hours additional
training resources
made available to
each coach

4 X 3 HOUR
Sessions provided for
teachers (valued at
USD \$7,000)

XPRIZE Code Games Challenge

During the summer, recognizing that school was out and children were at home without their usual summer camps and activities to occupy them, Seprod Foundation became an outreach partner with the Code Games Challenge, launched by X-Prize, a global video game design competition. Being an outreach partner means that we were able to promote the competition and encourage the participation of Jamaican students in our own virtual classroom. Students, aged 10 to 18, could submit a playable game or a written game design to win cool prizes. We were happy to enroll participation across a wide cross section of more than 170 interested and eager Jamaican students.

Our students made us proud! *'Duro Double Life'* by Shafene Daye emerged third place among the finalists in the Written Game Design Document, Senior Division track. *'The Coney's Legend'* by Deomar Wisdom was a finalist in both the Open Platform (Senior Division track) and the Playable Game. In the Open Platform track, the game took second place behind the global winner. In the Environment Theme track, it took third place. Dominic Darby won Best in Class in Scratch for his game *'How to Fall'*! He was one of 16 winners who topped over 800 students from over 70 countries across the globe! Congratulations Dominic, Shafene and Deomar!



COMMUNITY

NO POVERTY



PEACE, JUSTICE &
STRONG INSTITUTIONS



GOOD HEALTH
& WELL-BEING



SUSTAINABLE CITIES
& COMMUNITIES



REDUCED
INEQUALITIES



SUSTAINABLE
DEVELOPMENT GOALS

Freedom Skatepark

After years of preparation and planning, setbacks and successes, 2020 saw the completion of the Freedom Skatepark in the community of Bull Bay. Seprod Foundation was proud to be the largest local sponsor of this project, not only providing funding, but also expertise guiding the approval process, and the administration related to the procurement of the concrete and other key materials. This project was made possible through tremendous collaboration. We are so grateful for all partners that came together to get the construction completed in the middle of the pandemic. It was a true testament to what can be done through partnership and perseverance.

Edu-Skate Programme by Concrete Jungle Foundation

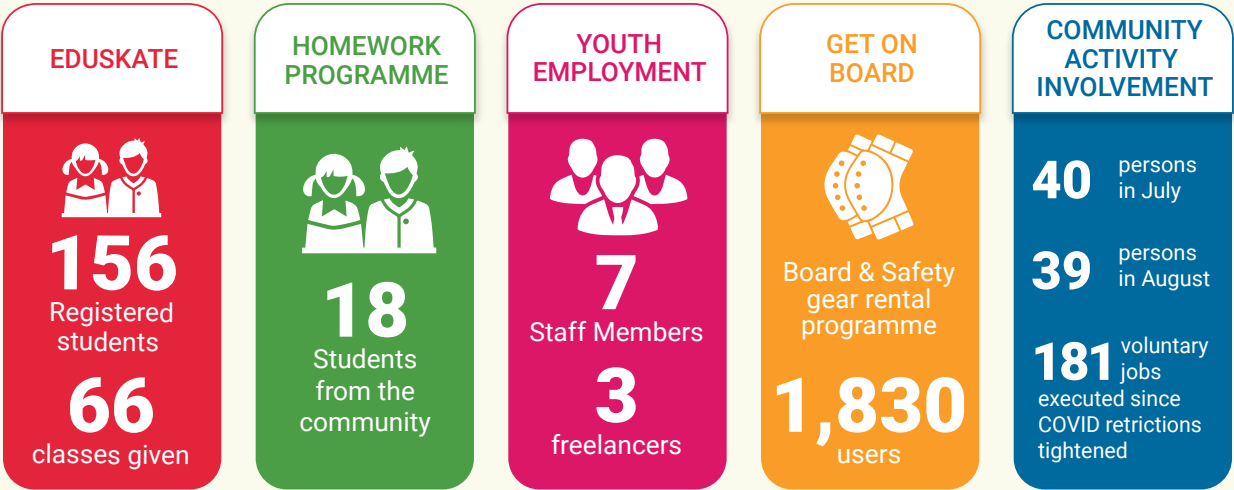


The Edu-Skate programme at Freedom Skatepark has started and is ongoing. Informed by the self-determination theory, the Edu-Skate programme uses skateboarding as a tool to promote personal development through life-skills related to autonomy, competence and relatedness in the social world. This year, 156 students registered for the programme across 66 classes.

In addition to the Edu-Skate programme, the Freedom Skatepark also launched its homework programme where a tutor is on site to assist children with their homework each day at no charge. Children who participate have free access to skateboard and safety equipment rentals.

Typically, through the Get on Board programme, boards and safety equipment are rented for a small fee. There were 1,830 users of the Get on Board programme.

In addition to supporting children, the Freedom Skatepark directly supports young adults by providing steady employment opportunities. Seven staff members and three freelancers are employed by the skatepark helping out with the management of the youth centre and rentals, and the provision of Edu-Skate classes. Furthermore, each week, the team organizes a community activity, open to everyone, to further develop the park. Activities range from gardening to woodwork, and cleaning up. Participation in the community activity also provides free access to rentals. Over 200 participants have helped out with various community activities over the year.





PEP Scholarship Awards

The 2020 Seprod Foundation PEP scholarship awards saw 40 new scholarships presented to students. This continues the ongoing scholarship programme with 108 students being awarded overall. We continue to recognize the late Granville Marsh's contribution to the company through the special Granville Marsh Scholarship Award, which was presented to two top performing students from St. Thomas - Abigail Hunnigan and Kinordo Crawford. Danae Palmer copped the coveted Byron Thompson Award for Academic Achievement. Our Seprod Foundation 2020 conquerors were applauded virtually with the motivation to keep conquering from guest speaker, Shani McGraham Shirley.

"Do not fear the unknown, do not fear change, do not fear challenges. Know that you are enough. You are enough to rise and conquer everything that comes your way."
– Shani McGraham-Shirley



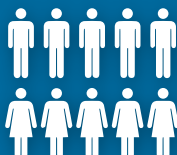
Foundation

RISE IMPACT BY THE NUMBERS



Seprod Foundation continues to support
RISE Life Management Services

**HIV
PREVENTION
PROGRAM FOR
MOST AT-RISK
POPULATIONS**



597
Reached &
impacted

**SUBSTANCE
USE DISORDER
TREATMENT
AND SUPPORT
SERVICES**



355
Telephone
calls received

**RESPONSIBLE
GAMING
TRAINING AND
PREVENTION AND
TREATMENT
SERVICES**



Total Number of persons Impacted: 10,300

30 training sessions for 950 persons conducted.
1,100 individuals reached through public education.
10 Face-to-Face counselling sessions conducted.
30 telephone counselling sessions held.
8,209 individuals benefited from the schools based
preventions held.

**LOCAL PARTNER
DEVELOPMENT**



Total Number of persons Impacted: 37

37 individuals from 28 organizations
28 organizations participated
4 proposals approved for funding.

**CIVIL
SOCIETY
BOOST
INITIATIVE:
PHASE 2**



Total Number of persons Impacted: 313

30 participants for 25 capacity building training workshops conducted
4 CSO's received Sub-grants totalling \$10.5 Million
A total of 155 women, including 15 living with disabilities, benefitted
from 4 projects
11 CSO's received support to complete capacity development Plan
7 CSO's receive grants of \$100,000 each to implement Capacity
development plans
1 CSO conference held in Montego Bay for 26 CSO's
5 capacity training sessions held for 13 RISE staff
100 youth trained in environmental awareness





CORPORATE SOCIAL RESPONSIBILITY

Due to the pandemic restrictions and the cancellation of social activities, many of our planned charitable initiatives were either cancelled or delayed. Despite this we were still able to execute a few impactful philanthropic initiatives.

Two more Liguanea Club tennis courts renovated by General Accident (GenAc) - January 4, 2021

Two newly renovated tennis courts were officially opened at the Liguanea Club on December 23, 2020.

Courts C and D were improved by General Accident Insurance (Jamaica) Limited (GenAc) at the cost of \$5 million. Avid



Gareth Walker, general manager of the Liguanea Club; Sharon Donaldson, managing director of General Accident Insurance (Jamaica) Limited (GenAc); PB Scott, chairman of GenAc and Llockett McGregor, certified coach officially open the renovated courts C and D at the Liguanea Club on December 23, 2020.

tennis player and managing director of GenAc, Sharon Donaldson, said the courts are a medium for players of all ages to continue enjoying the game "General Accident believes in a healthy lifestyle and this is our small contribution to that objective," she said before declaring,

"I believe that there are many Serenas and Federers in Jamaica. All we need is the infrastructure to get them to be the top players of the world. If we are world-class athletes, we can be world-class tennis players.

"It starts with the infrastructure and this is our contribution, she said. I hope other members of Corporate Jamaica will come out, because once they win a game at Wimbledon, we are going to be proud Jamaicans."

The courts, which had deteriorated significantly over 25 years, were repaired and resurfaced with Plexipave. The globally-accredited tennis court surface can withstand all-weather play and advanced resistance to ultraviolet rays. It is made from 100 per cent acrylic latex, the coloured surface has been formulated for use over asphalt. It is fast-drying, low maintenance, ultra-durable and gives true ball bounce. This is the second upgrade support the insurance company has given to the club, as two other courts were renovated seven years ago. This renovation is expected to last for 10 years.

General manager of Liguanea Club Gareth Walker said the GenAc lifted the spirits of the club and the sport of tennis. "General Accident's continued commitment to refurbishing courts C and D even in light of the existing challenges," said Walker. "Corporate partnerships like that of GenAc are a vital element to the club's sustainability. It will bring an improved experience to all the players."

Also attending the handing over ceremony was John Azar, president of Tennis Jamaica. "The courts are a world-class addition to the club," Azar said, "As with any other sporting discipline, the quality of the playing surface is of paramount importance, both for training and competition."

"[The courts] will be put to good use and will certainly benefit all those in preparation for local and international competitions," he added, commending the Liguanea Club for its ongoing enhancement of the facilities for its members as well the tennis community.

GenAc 'futureproofs' Maisie Green - October 29, 2020

Computer donation to ignite early childhood education facility online learning

General Accident continued its support of the Maisie Green Learning Centre with some crucial donations for the 2020 academic year. The early childhood development centre on Grants Pen Road was visited by General Accident Insurance Company's Colesha Mahoney and Kerry-Ann Spencer on October 1, 2020. The GenAc team toured the facilities and inspected previous renovations including the painted classrooms, the kitchen facilities, and the newly introduced isolation room as the school seeks to comply with Ministry of Education, Youth and Information COVID-19 Safety protocols.



Maisie Green Learning Centre Principal Charmaine Bennett gratefully holds the advanced desktop computer donated by General Accident Insurance Company on October 1, 2020.

"We are happy to see all the development and work that has taken place in preparation for the school year. General Accident is very pleased to make a donation of a few items that we know will be put to good use," said Spencer. Among the items donated were hand sanitiser and refillable dispensers, thermometers, masks and reusable cups, cutlery and flatware. "We know that you really needed a computer, so we are elated that we were able to provide it," said Mahoney. "This advanced desktop computer is an all-in-one unit with a built-in CPU and camera that will make it easier to conduct classes via Zoom." Principal Charmaine Bennett could hardly contain her excitement and said the donation of the computer would greatly assist the teaching and learning experience for the educators and students.

"I just want to say thanks to General Accident for this generous donation, especially during this COVID period, we are overwhelmed" said Bennett. "This computer was well needed, we were struggling to develop an action plan for online learning. Now, the kids can explore the world wide web as soon as they get back here. I am sure the teachers will appreciate this as well," Bennett added.

GenAc Hosts Read Across Jamaica Activities - May 7, 2020

In observance of the National Read Across Jamaica Day 2020, General Accident had a virtual session for the little ones. The insurance provider hosted a live Facebook/Instagram reading of Paula Anne Porter-Jones' children adventure story *Sandy, Tosh and the Moo Cow* by Colesha Mahoney on May 5. The reading was broadcast on the channels of General Accident and AutoSmart. During Education Week, held under the theme "Promoting Digital Transformation and Positive Values & Attitudes – Imperatives for Redefining 21st Century Education," there were other readings. On May 6, Kerryann Spencer read *Boonoonoous Hair* written by Olive Senior and illustrated by Laura James. Chris-Ann Nunes read *Bolo the Monkey* by Jonathan Burke and Nicholas Martin on May 7. The week closed out with the reading of *Irie Morning* – written by Alison Moss-Solomon and illustrated by Adom Burke – by Managing Director of General Accident Insurance Company (Jamaica) Limited Sharon Donaldson.



Partnership with the Early Childhood Commission for Read Across Jamaica Day



Participation in the Early Childhood Commission's Read Across Parishes program

Additional Activities



International Women's Day customer activation.



Participation in Sagcor Sigma Run 2020



Cash donations to the Jamaica Cancer Society for Prostate Cancer & Breast Cancer



Cash donations to the Jamaica Cancer Society for Prostate Cancer & Breast Cancer



Sponsorship of Jamaica Reggae Month activities



Annual donation to the Jamaica Environment Trust



Donation of masks & sanitizer dispensers to our customers & broker partners

GEDDES GRANT



Hug-A-Baby Lactation Room

An existing space at the Victoria Jubilee Hospital (VJH) was transformed into a Huggies sponsored Lactation Room. This room will be used by new moms as a quiet respite from the ward for breast-feeding their baby or expressing breast-milk. The room features an LED TV screen along with a sink and cupboard, as well as a space for presentations & baby care demonstrations. The Hug-A-Baby room was handed over to the VJH on December 23, 2020. The ribbon was cut by the State Minister from the Ministry of Health and Wellness, Juliet Cuthbert and T. Geddes Grant Managing Director Mr. Michael Subratie. The hospital staff and patients are elated to have this room and hope it is something that can be replicated at other hospitals across the island.







Productive Business Solutions NICARAGUA



Last November, Nicaragua was hit by hurricanes IOTA and ETA, mostly affecting the Caribbean coast. PBS Nicaragua carried out a collection of clothes, food, medicines, and toiletries for all those affected by the hurricanes

The donation of more than 80 pallets was made to Hogar San Antonio for the reconstruction of 20 beds, thus improving the rest conditions of the residents. San Antonio nursing home is located in Masaya and cares for more than 50 elderly people in vulnerable situations.



IT equipment has been donated to the Nicaraguan Red Cross in order to improve customer service.

Social Responsibility

Productive Business Solutions EL SALVADOR

PBS was awarded a national scale project from El Salvador Government. That offered college students an opportunity to develop their professional skills and experience while generating an income in pandemic times. The job consisted in preparing computers that El Salvador Government then donated to public students.



PBS Executives, Mauricio Duarte and Mirian Alas; Bernardo Lopez, Service Manager; Vicente Calleja, Project Supervisor - PBS El Salvador



Laser Engraving Technique.



Pedro París, PBS Group CEO.



Corporate Social Responsibility is important to us!

Let us be your CSR consultants!

Corporate Social Responsibility (CSR) is the responsibility of companies to give back and take care of the communities in which they work, and the environment within which they operate. Profits are no longer the only measure of success for a business. The **TRIPLE BOTTOM LINE** needs to be considered, which includes **PROFITS** (financial well being), **PEOPLE** (fair labour practices), and the **PLANET** (sustainable environmental practices). Each company's CSR strategy needs to be **ALIGNED** to the specific industry, community and environment within which the company operates



:We handle the following

- Strategic CSR Planning • Budget Management
- Project Implementation and Execution
- Communication and Collaboration
- Monitoring and Evaluation • Content Creation
- Public Relations • Reporting

BENEFITS TO COMMUNITIES

Development of human capital (training, mentorship, internship and employment opportunities) within the community resulting in increased levels of employability

Reliable support for community driven initiatives such as youth development programmes, enhanced early childhood experiences, infrastructural improvements for social services/communal spaces, and environmental initiatives

Support for organization and mobilization to give back to their own communities in a structured and measured way, so their goals for their own communities are more readily achieved

Assistance in emergencies and natural disasters

Forging of mutually beneficial relationships

BENEFITS TO COMPANIES

An intentional CSR strategy helps a company be socially accountable to itself, its various stakeholders and the public

Boosts its brand and goodwill in communities in which they work

Boosts employee morale when CSR initiatives incorporate their feedback and involve volunteerism around causes they care about

Forges and strengthens the bond between employees and the company

Helps employers and employees feel more connected to their communities and the world around them

Community support more likely in the event of an accident or natural disaster. Community members will look out for the company to ensure sustainability. The company is viewed as part of the community.

Adopting environmentally sustainable practices can help the business financially, i.e. reducing packaging and using less energy can reduce production costs



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