

# SAGICOR'S LARGEST DONATION TO HAITI

**Earlier this week, Richard Kellman, Sagicor's Group Chief Operating Officer, made the single largest donation, on behalf of the Sagicor Group of Companies to the Haiti Relief effort.**

The cheque, in the amount of US\$155,212.00, was presented to Tom Olsen, UNICEF Representative in Barbados, in the presence of the media at the Sagicor Corporate Centre, Wildey Offices in Barbados.

Mr Kellman said, "Following the devastating earthquake in Haiti at the beginning of the year, the Sagicor Group publicly pledged a contribution of US\$250,000.00 to assist the Haitian people. In addition, Sagicor also agreed to match any funds raised by staff members throughout the Sagicor Group. When Sagicor matched the donations of staff members, the contribution totalled US\$290,956.00."

"When we made this announcement, Sagicor's Group President and CEO, Dodridge Miller, said that we at Sagicor, like the rest of the world, were profoundly moved by the tragic events. But in making the decision to contribute to the relief effort, we wanted to ensure that our contribution would go directly to the Haitian people, and we therefore took the time to assess the appropriate mechanism through which this assistance would be delivered."

"We are particularly pleased to make this presentation because, as we discovered in our assessment of UNICEF, all the money from our donation will go to the children of Haiti. In addition, UNICEF concentrates on helping children, and this focus is a fitting match for us, since, as you all know, our images of children portray the very essence of what Sagicor represents. More importantly, immediately after the earthquake, UNICEF was one of the first responders, addressing the urgent nutritional and health needs of the Haitian children, and almost simultaneously began a programme of re-registering and ensuring that they returned to school as soon as possible."

In accepting the US\$155,212.00 on behalf of UNICEF, Mr Olsen expressed his organisation's sincere thanks and particularly wanted to commend Sagicor for making the presentation at this time, because it indicated that we were concerned about what happens in Haiti for the long haul, and at a time when the event had receded from the minds of people.

He said, "I do not see this as a donation, but as an investment by Sagicor in giving the children of Haiti a chance of education, health services and therefore a better way of life. This investment will help to make a safe, secure and better Haiti; and having a better and secure Haiti, we will have a better and secure region." Mr. Olsen pointed out that UNICEF places a great emphasis on education because, "We believe that, by educating children, starting at early childhood, they will have a better start and better opportunities in life. All of us gathered here for this presentation have been afforded good quality education, and I think that, through education, these children can fulfil their dreams. UNICEF works with the private sector throughout the world, and having Sagicor on board with other distinguished groups, I think, will add value to the region."

In addition to the donation to UNICEF, Sagicor has already donated US\$50,744.00 to the Red Cross and the Salvation Army relief efforts in Haiti through our operations in Jamaica, and US\$ 75,000.00 to Partners in Health and Project 81, through our United States Operations.

Sagicor will be making a final donation next month of US\$10,000.00 to another organisation involved in the Haiti Relief Efforts.