

CORPORATE SOCIAL RESPONSIBILITY



ECFH...ENRICHING LIVES

In keeping with the Group's Corporate Social Responsibility (CSR) Policy established in 2006, the focus continued to intensify in the area of Educational Development which accounted for 98% of the total contribution in 2007.

EDUCATION

Bank of Saint Lucia Limited continued to guard its market share as the leader in student loan financing and granted loans totaling approximately \$23 million through its Student Loans Centre in 2007. A total of 310 students received funding to pursue graduate and undergraduate studies within and outside the Region. Students also benefited from the annual contribution of \$150,000 to East Caribbean Student Loan Guarantee Fund, a joint collaboration between the Bank and the Government of Saint Lucia. To date, 86 loans valued at \$10 million are secured by the Fund.

In 2007 an agreement was signed between the Agence Francaise de Developpement (AFD) and the Bank of Saint Lucia limited. For a US\$4 million line of credit to assist Saint Lucian

students in obtaining university education and professional training in the French territories at affordable terms.

The Group continued to honour its three-year covenant with the Centre of Adolescents Renewal and Education (CARE) for the second year and donated another \$40,000 during the period under review.

ECFH Group, continues its sponsorship to Sir Arthur Lewis Community College (SALCC) and contributed \$10,000 to the college for a seminar that covered the transformation of the college into a full fledged university. The Bank of Saint Lucia Limited also participated in the SALCC Annual Job Fair which also gives students an opportunity to be selected for the ECFH Internship Program. Five (5) students were selected and assigned to various departments for exposure in respective disciplines.

ECFH collaborated with organizations aimed at improving adult literacy and contributed \$10,000 to the National Enrichment and Learning Unit (NELU). This was the first installment of a \$30,000 donation to be disbursed over a three (3) year period. The donation will assist the organizers to advance NELU's program of providing literacy and numeracy skills to disadvantaged and marginalized individuals in rural communities.

Other notable contributions during the year included:

- two scholarships for two secondary school students
- a \$5,000 donation to NRDF to assist the organization with its educational programs



- \$10,000 contributed to The Peoples Workshop. A voluntary organization assisting disadvantaged communities.

CULTURAL DEVELOPMENT

During the year the Group recorded its twelfth consecutive year as a sponsor of the St. Lucia Jazz Festival and contributed \$90,000 as the Gold Sponsor of Jazz in the South. The Group understands the vital role the event plays in the tourism industry and to date contributions totaled about \$500,000. Bank of Saint Lucia Limited remained the Gold sponsor of the second annual Food and Rum Festival contributing \$68,000 to the culinary event which attracts some of the best chefs, rum connoisseurs, food critiques and gourmards internationally.

In October the ECFH Group made a donation of \$4,000 to the Folk Research Centre (FRC) for hosting the "La Wen ek Le Wa Kweyol" Competition which was a major part of the annual Jounen Kweyol celebrations. Carnival continued to remain at the heart of our cultural activities in 2007 and as such the Group contributed \$8,000.

The Group sponsored \$8,000 to the St. Lucia School of Music to defray costs associated with

the staging of a summer workshop and concert for secondary school students.

SPORTS

In the area of sports the Bank of Saint Lucia Limited donated \$10,000 to the St. Lucia Football Association for its "Road to Beijing" campaign. The campaign included the "Adopt-A-Player" program to assist the Association's Under-23 football team to prepare for the 2008 Summer Olympic Games in Beijing, China. The Bank continued to play its role in the annual BMW Golf International Cup as a major sponsor and contributed \$25,000 to the event. The Bank also extended its support to the St. Lucia Amateur Boxing Association gym at Marchand and contributed \$1,600 toward painting a sign and sponsored \$8,500 for the renovation of the gym.



The Inter-Secondary Schools Athletic Championships held annually in March remained the biggest sporting event on the schools sporting calendar. The Group's sponsorship went towards purchasing trophies and medals for athletes and the purchasing of a travel ticket for a national athlete to attend the Hampton Games in Trinidad.

In 2007, through its \$5,000 donation, the Bank of Saint Lucia was the largest sponsor of the Sir Arthur Lewis Community College Summer Camp. This was the second consecutive year the Bank has supported the event. A total of 73 participants ranging in ages from 4 to 17 took part in a variety of sports including cricket, football, basketball and netball.

Other donations were made to sporting committees around the island including the Choiseul Youth and Sports Club, The St. Lucia Domino Association, Choiseul Under-23 Cricket team, St. Lucia Netball Association and the West Indies Women's Cricket Team.



COMMUNITY OUTREACH & SOCIAL SERVICES

A total of \$17,000 was contributed to churches and civic groups including Kiwanis, Lions and Leos, Rotary, The St. Lucy's Home, Adelaide and Francis Homes, Home for the Elderly among others. The National Community Foundation (NCF) was the recipient of \$25,000 under its five-year covenant with Bank of Saint Lucia Limited. These funds were supplemented by the annual NCF Telethon fund raising activity geared towards providing assistance in education, arts and culture, health, social services, community development, environment and civic affairs.

ECFH contributed \$20,000 to the Rotary Club of Saint Lucia for the hosting of the second Rotary Benefit Concert dubbed "Movies and Musicals". The main objective of this fundraising activity is to assist the club in obtaining a Rotary Mobile Youth Clinic to support the Ministry of Health in targeting disadvantaged youth. Other worthy donations were made towards programs for the youth and the elderly. The St. Lucia Cancer Society also received support for activities related to Breast Cancer Awareness.



FINANCIAL LITERACY & AWARENESS

In May 2007 the Group launched its weekly "Money Matters" television phone-in program. The television series aims to educate the Saint Lucian public on financial issues whilst providing advice, clarification and best practices. The panelists comprise professionals and prominent experts in their respective fields from Saint Lucia and around the region.

As part of the observance of ECCB Financial Literacy Month, the Group joined in and published a series of articles on financial literacy in local newspapers under the theme "Save For Your Future" and also hosted two radio programs on financial literacy. The Group also facilitated financial management workshops and made presentations on financial literacy at schools and business houses.

