

Corporate social responsibility **activity report**



Staff in Osun State participate in the C2G activation with the host community



The FCMB community gathers at the First City Plaza for the Earth Hour switch-off



Children of SOSAID benefit from the Kids' Clinic at the COPA Beach Soccer

Strategy

It is somewhat paradoxical that as the world continually makes advancements in science, technology as well as in the ability to collaborate and share knowledge, an increasingly large number of people are unable to share in the benefits of such progress thus there is a clear and present challenge for us to improve the economic, environmental and social conditions of the world around us.

At FCMB, we understand that our business decisions and methods by which we engage with our key stakeholders does not only impact our organisation but in a profound way, the communities and environment which supports all our lives and businesses.

With this firm knowledge and a determination to ensure that our effort to meet the needs of the present does not deprive future generations of their effort to meet their own needs in a sustainable manner, our CSR strategy demands that we not only run our business in a responsible manner, but we develop strategic partnerships maximise the positive impact of our community investment initiatives while simultaneously ensuring long-term sustainability as we add value to all our key stakeholders in the spirit of **'My Bank and i'**.

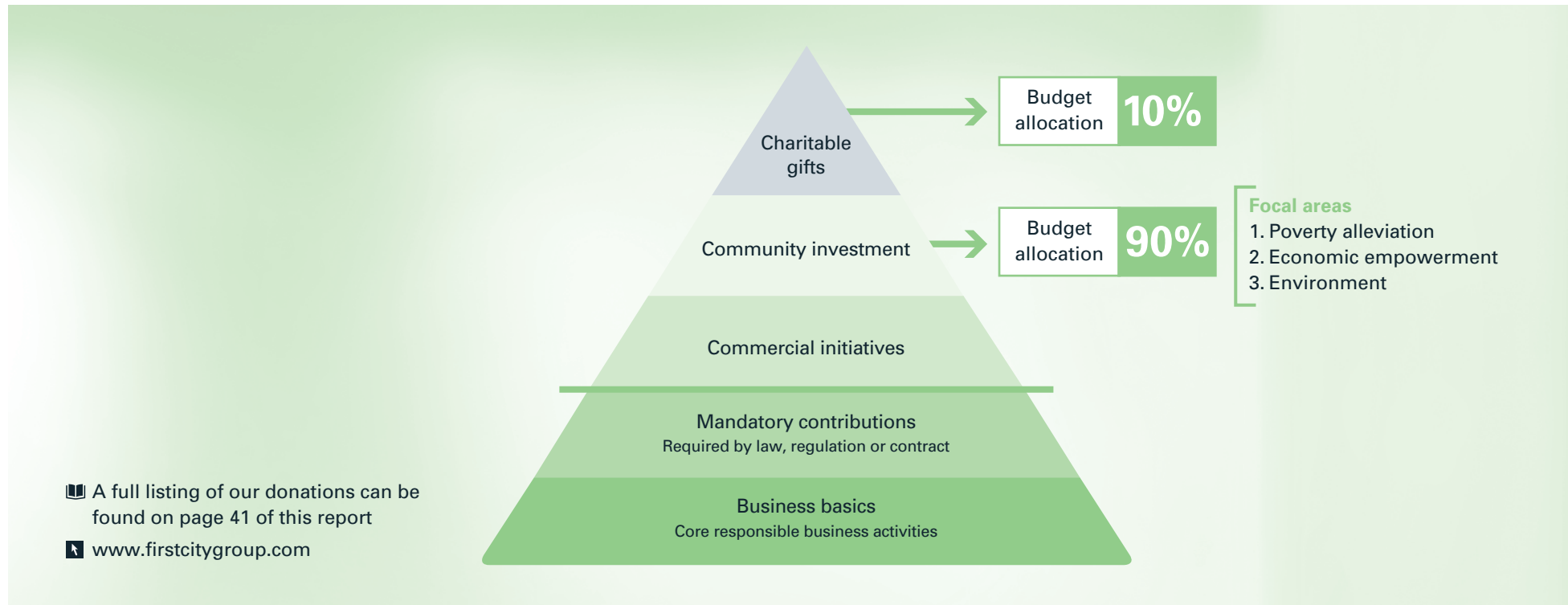
➔ CSR Philosophy – 'Teach a Man to Fish'

We believe all communities in which we operate should benefit from our presence. Our CSR activities are geared towards community investments that empower people, especially the vulnerable and the disadvantaged, to help themselves, but we prioritise areas where we can have the greatest impact. In practice, our philosophy is about our commitment to long-term relationships with our customers, partners, governments and communities, and our contribution to their sustainable development. This requires integrating CSR into all business decisions, stakeholder engagement, monitoring and evaluation, and reporting. Our CSR activities are focused on investing in the communities in which we operate and implemented through strategic initiatives designed to maximise impact and ensure positive, long-term sustainability. These activities are underpinned by three key drivers, as outlined on the following pages:

- support for the alleviation and eradication of extreme poverty and hunger;
- helping to create an enabling environment for economic empowerment through micro-entrepreneurship, microcredit and skills acquisition;
- support for environmental sustainability.

Please see the following pages for further details.

FCMB Strategic Framework for CSR



Our **goal** is to be the number one socially responsible brand in our industry. This ambition is eloquently expressed through our carefully **selected focal areas** for community investment initiatives:

Poverty alleviation
Economic empowerment
Environmental sustainability

Corporate social responsibility **activity report** *continued...*



Successful participants in the Evergreen Skills Acquisition exercise in Katsina State



The First Lady of Katsina State plants the first tree at the Evergreen flag off



Students In Free Enterprise (SIFE) showcase the Save80 Stove as a mitigant to Climate Change and Environmental Degradation

Environmental Sustainability and Economic Empowerment

Katsina EverGreen Project

Our Committed-to-Green Initiative (C2G) which was launched in 2009 across our branches all over the country; evolved to the next level in Katsina State in 2011. In partnership with the Service to Humanity Foundation and SIFE Nigeria, the Katsina Evergreen Project was implemented to achieve the following objectives:

- Sensitise the public on the effects of deforestation and tree felling;
- Engineer a behavioural change in the community towards environmental consciousness;
- Provide an economic empowerment platform for the unemployed;
- Provide an alternative cooking system to reduce tree felling and carbon emission.

The project which aligns with FCMB's CSR focus on Environmental Sustainability was officially flagged off in July 2011 across two local government areas (Mai'Adua and Kaita) of Katsina State, with a massive village-to-village campaign on the causes, adaptive and preventive actions on desertification.

A total of **250** unemployed youths and women were trained by the SIFE Team to acquire skills in making of briquettes (an alternative to firewood made from Agro-waste). They were further empowered by the distribution of **250** units of the Save80 cleancook stoves and **50** units of the medium scale briquette making machines.

A total of **100,000** tree seedlings were equally distributed to 10 communities within the local governments in addition to the establishment of a central plantation of 500 trees aimed at the restoration of previously degraded land.

The EverGreen Project in Katsina State is ongoing; plans are being made to further support and empower the people of the State by continuing the environmental sustainability campaign, developing convenient platforms for non-civil servants to obtain the clean-cook stoves and expanding the briquette making industry.

Earth Hour 2011

At FCMB, we are committed to protecting our environment – The Earth; the only planet we have and call home is facing great changes and we must do our share to preserve it for our unborn children. This is why for the second year running (since 2010) we remained a part of this global campaign – **Earth Hour**. The Earth Hour was inspired by a demonstration anchored by the WWF (World Wide Fund) in Sydney, Australia on March 31, 2007, when more than 2.2 million Sydney residents and more than 2,100 businesses switched off lights and non-essential electrical appliances for one hour to make a powerful statement about the leading contributor to global warming: coal-fired electricity, that single hour accounted for a 10.2% reduction in energy consumption across the city.

The FCMB community gathered at the First City Plaza (Marina, Lagos) on the March 26, 2011, to renew their commitment to the environment and observe the Earth hour just as hundreds of millions did across the globe by switching off all non-essential lights and appliances. The First City Plaza became the first Iconic building in Nigeria to switch off for the Earth Hour. The reflective

hour was a very interesting and enlightening one as the FCMB community learned about innovative and cost effective ways of protecting our environment.

We intend to perpetuate this campaign with the hope of expanding the scope of awareness and winning more environment ambassadors and champions.

Committed to Green at Osun State

At FCMB we appreciate the fact that our lives and businesses are sustained by the environment in which we exist, hence our Committed to Green initiative which has continued to gather momentum and progress from sensitisation into the advocacy stage.

In the month of August 2011, our FCMB team in Osun State (Ilesha and Osogbo Branch) stormed the Akindeko Market in Osogbo to clean the environment and also sensitise people on the need to ensure cleanliness and protection of the environment. The State Director, Chief Mrs Oluremi, Commissioner for Environment, Prof Oyawoye, Commissioner for Information, Hon Sunday Atere, State Coordinator NESREA, Mr Olanrewaju Anjorin, Officers of WAI along with their trucks joined and participated in this laudable exercise.

COPA Beach Cleaning and Kids' Clinic

FCMB Plc was the official banker for the first ever COPA beach soccer in West Africa. As our CSR goal is to be the number one socially responsible bank in the industry, even our sponsorship events reflect our moral compass. The FCMB community and the Soccer Foundation which organised the games carried out a Beach Cleaning and Kids' Clinic exercises.

The Beach Cleaning exercise which is aimed at promoting preservation of beaches worldwide took place at the Eko Atlantic Beach-City; a land reclamation initiative supported by FCMB.

Kids' Clinic is designed to promote sports and physical fitness amongst young ones in our society. This year's beneficiary includes 20 children from the SOSAID Charity Home.

Poverty Alleviation

Priceless Gift of Sight

Since 2009, FCMB has continually touched lives across Nigeria by restoring sight to the visually impaired through our **'Priceless Gift of Sight'** initiative in partnership with Tulsai Chanrai Foundation.

With an open-to-all approach and completely free of charge, patients undergo eye-screening tests, full ophthalmological examination, surgery by qualified surgeons, post surgery and operative checkup within six weeks in selected communities.

In the year 2011, a total of 1,204 people participated in the eye screening with 843 people benefitting from eye restorative eye surgeries.

Since inception, close to 10,000 people have benefitted from the screening exercise; with over 2,300 undergoing surgeries with a 100% success rate.

The 'Priceless Gift of Sight' is essentially a charitable gift, however it strongly reflects the three focal areas of our CSR. For those who cannot see, going about their normal course of duty becomes an ordeal; they become dependent on others which invariably affects the economy and contributes to extreme poverty, many even



Winners of the 'Survival of Nigerian Child' painting competition with Nollywood Star, Kate Henshaw-Nutal



Naila Ahamdu (one of the beneficiaries in Yola State) "I thank all the staff and mostly FCMB who have given me light. Now nobody can take advantage on my blindness. Now I can see the world clearly, nobody can cheat me."
Translated from hausa

Corporate social responsibility **activity report** *continued...*

become beggars on streets. By giving the Priceless Gift of Sight lives are transformed and beneficiaries once again become productive members of the society.

Survival of the Africa Child – a Photography to Painting Competition

For the third year running, FCMB has continued to promote art competition/exhibition amongst school pupils (partnering with ACDI in 2009 and UNICEF since 2010) to raise funds for the benefit of underprivileged children in our community.

In 2011 the focus was on the ability of children to translate photographs to paintings; the competition was themed **Survival of the Nigerian Child** in commemoration of the **International day of The African Child**. The competition was open to about **100** pupils from **30** schools across Lagos State with the first, second and third best artists winning cash prices of **N250,000**, **N150,000** and **N100,000** respectively.

All paintings exhibited were presented for auctioning and the entire funds generated were remitted to the UNICEF for the benefit of underprivileged children in Nigeria.

World AIDS Day

December 1 every year, is a date set aside by the UNAIDS (Joint United Nations Programme on HIV/AIDS) to raise awareness on the AIDS pandemic caused by the spread of HIV infection.

Since **1981 and to date**, AIDS has **claimed** more than **30 million lives**, and an estimated 33.2 million people worldwide live with HIV **still**, making it one of the most destructive epidemics in recorded history. Despite recent, improved access to antiretroviral treatment and care in many regions of the world, **thousands of Nigerian children die from the disease each year**.

In **2011**, FCMB joined UNICEF and the rest of the world to commemorate the World AIDS Day with a novelty football match to create awareness and raise funds for the benefit of children infected and affected by HIV/AIDS. The theme was **'Getting to Zero'**.

The event also created an excellent opportunity for us to educate our staff on HIV/AIDS as a majority of our workforce falls within the most-at-risk age group.

SOSAID (Society For The Safety of the Insane and Destitute) *Monthly Donations From Staff

The culture of social responsibility remains at the heart of FCMB and goes beyond the institution, permeating the entire FCMB community. In demonstration of this social value, the FCMB staff community has continued to express their personal social responsibility through giving the SOSAID Charity Home.

In 2011, the staff community made financial contributions which were able to cover more than 50% of the salaries of the 29 staff who work in the Charity Home through the year.

In addition to the regular monthly contributions, a number of FCMB staff devoted their May Day holiday to the Charity Home by visiting with gifts of various sorts as well spending time with our friends at SOSAID.

SOSAID (Society for the Safety of the Insane and Destitute) a charity home which was established just over a decade ago is devoted to the care and safety of destitute who struggle with mental challenges. SOSAID helps to protect the destitute and mentally challenged persons from the abuse and misery of the streets, by taking them into the safety of a home where they are rehabilitated, empowered to become independent and ultimately reconciled with their families. There currently over 200 adults and children under care at SOSAID.

Bethesda Child Support Agency

FCMB continues to provide scholarship support to orphans and vulnerable children in Nigeria through Bethesda Child Support Agency thereby creating an enabling environment for a healthy development. Since inception, a total of 14 children have benefitted from this scheme.