

News Release

BARBADOS LEGION GETS A HELPING HAND FROM CIBC FIRSTCARIBBEAN

Bridgetown, Barbados, 11 October 2022. What started out as a courtesy call and a request for direction on the setting up of their website to make it e-commerce enabled, turned out to be pleasant surprise for two members of the Barbados Legion.

Retired Major Charles Brathwaite and Major John Sealy recently visited CIBC FirstCaribbean to see the CEO Designate Mark St. Hill to discuss some of the needs of the Legion. They explained that the organisation looks after between 400 and 450 persons who have served in past wars including a few who are World War II veterans, many of whom are now destitute and in need of medical treatment of some form or other. Some of them require repairs to their homes.

The two past officers further clarified that the annual poppy appeal, which is run by a separate committee, has seen a decrease in donations for the red flower, and so the team headed by Major Brathwaite has had to find new ways of raising money to meet the needs of the organisation.

One idea was to get visitors to the legion's web page, which is found as a part of the Barbados Defence Force's (BDF) website, to donate to the cause to help the island's legionnaires. The other idea is to sell memorabilia and souvenirs that people can purchase from the website. For both of these initiatives, they sought the input and direction of Mark St. Hill and his team.

The big surprise came when he offered two members of the CIBC FirstCaribbean team to work with the committee to get the e-commerce side of their site mobilised in a secure digital environment. Then he presented them with a cheque for \$2,000 BDS to boost the fund for the Legionnaires. He further added icing to the cake, when he offered a donation banner on the log on page of the CIBC FirstCaribbean online banking, which is used by over 70,000 clients of the bank. This will appear for a period of two months - November when the island celebrates Remembrance Day, honouring those who served and those who gave their lives in the wars, and December.

In making the presentation, the incoming CEO, said that the bank recognised the need to help the Poppy League and the Barbados Legion. On a personal level he added "My step grandfather was in the war, so I fully understand what the Legion is doing and how necessary it is, especially in the present environment." "I am also discovering that we have a number of employees who volunteer to help both as reserves for the BDF and to sit on the Poppy League Committee so I am doubly glad that we can assist the members of the Legion, who are now in their twilight years, but who have served this country so well."

Accepting the contribution, Major Brathwaite expressed his thanks for the generous donation and explained "it will go a long way to help our veterans and hopefully will encourage other agencies and corporate organisations to help."

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About CIBC FirstCaribbean

CIBC FirstCaribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Retail and Business Banking and Wealth Management segments. We are located in fifteen (15) countries around the Caribbean, providing the banking services through approximately 2,800 employees in 64 branches and offices. We are one of the largest regionally listed financial services institutions in the English and Dutch speaking Caribbean, with US\$13 billion in assets and market capitalization of US\$1.3 billion. We also have a representative office in Hong Kong that provides business development and relationship management for our fund administration. The face of banking is changing throughout the world and CIBC FirstCaribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC FirstCaribbean is a member of the CIBC Group. CIBC is a leading Canadian-based global financial institution with 11 million personal banking and business clients. Through our three major business units - Retail and Business Banking, Wealth Management and Capital Markets - CIBC offers a full range of products and services through its comprehensive electronic banking network, branches and offices across Canada with offices in the United States and around the world.

For more information about CIBC FirstCaribbean, visit www.cibcfib.com , [Facebook](#), [Twitter](#) , [LinkedIn](#), [Instagram](#) or [YouTube](#).

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Major John Sealy (centre) explains the plans for the Barbados Legion's website to Major Charles Brathwaite (left) and Mark St. Hill.



Mark St. Hill (right) makes the presentation to Major Brathwaite while Major John Sealy looks on.



Mark St. Hill chats (right) with Major Brathwaite and Major John Sealy.