

NEWS RELEASE



FirstCaribbean
International Bank

For Immediate Release

RED CROSS MEALS ON WHEELS BOOSTED

Bridgetown, Barbados, September 21, 2022: - The Barbados Red Cross Meals on Wheels programme has gotten something extra to 'sweeten the pot' and to help continue to feed some 57 households daily.

Suediann Conliffe, Head, International Corporate Banking at CIBC FirstCaribbean, and a past Red Cross Volunteer when she was a teenager, was more than happy to present a cheque on behalf of the bank to help fund the feeding programme and supply the 57 persons with a hot meal every day.

Danielle Toppin, the Director General of the Barbados Red Cross explained that the organisation had a staff of four who worked in the kitchen daily supplying hearty, nutritious meals, working from 6.30 in the morning. The meals are delivered either by the Red Cross driver or volunteers who have committed their time and vehicles to driving Red Cross personnel to various homes to make the deliveries, supplying a heavy meal for those households which included cou-cou and soup from time to time. Menus, she added, were based on what was available and they are in the process of changing the menus to accommodate the special dietary needs of some of the recipients.

The former Red Cross Project Manager explained that many of the recipients are selected by the National Assistance Board, or people who called to ask or recommend persons who are in need of the meals. However, she clarified that it is difficult to expand the programme at present without further support as it is not an income earner since there is no charge for the service and they were operating out of contributions from donors and corporate entities.

The other drawback is that the Red Cross currently purchases its groceries at the full retail price except for a few supermarkets and other entities who have offered partnership support over the years in the form of in-kind contributions. They also receive an annual subvention from the government.

Looking to the future, the Director General stated that she would like to build relationships with more entities to help offset the cost of the meals production, improve the kitchen and get more help which could redound to more people being assisted.

In presenting the cheque, Ms Conliffe reminisced on her days as a volunteer, explaining her love for the uniform and being a part of the Independence Parade. She recalled the days when they gathered and presented hampers and toys to families at Christmas and explained how the Red Cross shaped her life, helping to build character and gratitude at that age.

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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.

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At right Suediann Conliffe presents the cheque to Danielle Toppin as she was taken on a tour of the kitchen.



At left Danielle Toppin shows the serving containers to Suediann Conliffe as they toured the kitchen



At Right Suediann Conliffe shared some of her Red Cross Volunteer experiences as they toured the kitchen