

## **Salvation Army Red Kettle Drive Launches With \$10,000 CIBC FirstCaribbean Donation**

**Nassau, Bahamas, 16<sup>th</sup> November 2023** – Salvation Army volunteers are gearing up to ring the non-profit organization’s iconic bells across New Providence, Grand Bahama and Eleuthera. The hallmark Red Kettle Drive recently launched under the theme ‘Giving Hope Today’ and featured Christmas carols, storytelling and musical performances, along with the campaign’s first donation made by CIBC FirstCaribbean.

The bank donated a total of \$10,000, with \$7,000 for the red kettle initiative and, in its commitment to education, \$3,000 to the Gilmour School for Blind and Visually Impaired Children.

CIBC FirstCaribbean’s Managing Director, Dr. Jacqui Bend, highlighted that the Salvation Army’s Red Kettle Drive is a tradition steeped in history, compassion and community spirit, and encouraged individuals to support the 92-year-old initiative.

“For years, the Salvation Army’s iconic red kettles have stood as beacons of hope, symbols of generosity, and testaments to the power of community. They remind us that even in our moments of hustle and bustle, we have the capacity to pause, reflect, and extend a helping hand to those in need. We are grateful for the Salvation Army’s unwavering dedication to serving those in need.

“At CIBC FirstCaribbean, we believe in the strength of community and the power of giving back. We understand that our success is intertwined with the well-being of the communities we serve. That is why we are proud to partner with the Salvation Army in this noble initiative, as we work together to make a difference in the lives of individuals across The Bahamas,” Dr. Bend said.

The Salvation Army’s fundraising efforts play a crucial role in funding numerous community activities and programs including gifting children with toys, providing personal care items, and feeding the hungry.

Chairman of the Salvation Army’s Advisory Board, Felix Stubbs, thanked organizations like CIBC FirstCaribbean for supporting the Salvation Army’s efforts during Christmas and throughout the calendar year.

“We are admonished by biblical sayings to be our brother’s keeper and we need to do as much as we can to make sure those of us who are less fortunate have an opportunity to live comfortable lives.

“I am grateful to corporate organizations like CIBC FirstCaribbean who see it fit to make valuable contributions to the Salvation Army so we can continue to carry out our work,” Mr. Stubbs said.

The Salvation Army aims to raise \$200,000 during this year’s drive to assist over 1,000 families this Christmas. Interested individuals are encouraged to donate via red kettles across the country with physical cash or by using their digital wallet and the Salvation Army’s QR code to donate with the country’s digital cash, Sand Dollar. Sand Dollar contributions will be matched

by the Central Bank of The Bahamas. Each contribution will help ensure that the Salvation Army can continue its vital work throughout the holiday season and beyond.

**-Ends-**



*CIBC FirstCaribbean donated \$10,000 during the Salvation Army's recent Red Kettle Drive launch.*



*Dr. Jacqui Bend (L), CIBC FirstCaribbean's Managing Director and Mrs. Ann Marie Davis (R) of the Office of the Spouse of the Prime Minister were the first to ring the Salvation Army's iconic bells during this year's Red Kettle Drive launch.*

## **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 twelve (12) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 48 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 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](http://www.cibcfib.com), [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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