

For Immediate Release



Salvation Army Rings In Campaign With \$16,000 CIBC Caribbean Donation

Nassau, Bahamas, December 5, 2024 – The Salvation Army and its long-standing patron, CIBC Caribbean, rang in the sound of hope and generosity during the launch of this year’s Red Kettle Campaign.

The annual tradition, aimed at bringing vital support to those in need, is aiming to raise \$150,000 this holiday season to provide assistance to individuals and families across the country.

CIBC Caribbean recently made a \$16,000 donation which will in part support the Salvation Army’s Erin H. Gilmour School for the Blind and Visually Impaired.

The bank’s Managing Director, Dr. Jacqui Bend, said, “What makes this campaign special is its genuine impact on communities. As we enter the holiday season—a time filled with joy, gratitude, and togetherness for many—it is essential to remember that this season can bring different challenges for many in our community. Every dollar that goes into a kettle is a gift of hope, helping someone find a meal, a safe place to rest, or simply the support they need to face a new day.”

Dr. Bend also recognized and thanked volunteers for their “labor of love”.

“Volunteers who give their time, warmth, and energy to this campaign, standing by these kettles day in and day out, greeting people with smiles and spreading cheer are the heart and soul of this mission. CIBC Caribbean is proud to also inspire kindness, not just today but every day, in support of The Salvation Army’s life-changing work.”

Chairman of The Salvation Army’s Advisory Board, Felix Stubbs, underscored the campaign’s significance.

“Together, we can ensure that no one is left behind and that everyone has the opportunity to experience the joy of the Christmas season. By inspiring hope today, we are building a foundation for a better tomorrow.”

The funds raised are especially used to offer hot food safe shelter. It also helps to provide new Christmas toys, toiletries, and personal care items to those in need across the country.

Ends



CIBC Caribbean

CIBC Caribbean is a relationship bank offering a full range of market leading financial services through our Corporate and Investment Banking, Personal and Business Banking and Wealth Management segments. We are located in eleven (11) countries around the Caribbean, providing the banking services through approximately 2,700 employees in 45 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 Caribbean intends to lead these changes with the expertise, integrity and knowledge gained from banking in the Caribbean since 1836.

CIBC Caribbean 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 Caribbean, visit www.cibcfib.com, [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) or [YouTube](#).

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