



# CIB FOUNDATION

## ACTIVITIES REPORT 2014



مؤسسة البنك التجاري الدولي  
COMMERCIAL INTERNATIONAL BANK FOUNDATION  
المشيرة برقم ٥٨٨ لسنة ٢٠١٠



**\*Special thanks to the children\***

at the AL Sawy Culture Wheel, MOVE Foundation, Right to Life Association,  
and Egyptian Red Crescent  
for the original artwork included in this report.

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# Message from the Board of Trustees

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The Board of Trustees of the Commercial International Bank (CIB) Foundation is proud to present the CIB Foundation's 2014 Activities Report. This report highlights the Foundation's commitment to the Egyptian community through the programs and initiatives it has supported over the course of the year.

Established in March 2010 as a nonprofit organization, the CIB Foundation is dedicated to enhancing existing health services for underprivileged children with limited access to quality care.

Over the past year, the CIB Foundation has seen exponential geographical growth, supporting health initiatives in many new areas across Egypt. The 6/6 Eye Exam Caravan volunteer project targeted governorates previously unreached through the program, providing over 11,000 students with free eye exams and care. Furthermore, the Foundation established the first neonatal intensive care unit in the entire governorate of Sohag, and covered the costs associated with roughly 530 eye and open heart surgeries.

As a testament to CIB's dedication to volunteering, six blood drives in CIB head offices were conducted, resulting in the collection of roughly 250 bags of blood.

Our activities over the past year resulted in the CIB Foundation being awarded the EMEA Finance 2014 Pan-Africa Award for Corporate Social Responsibility. This award also recognized the CIB Foundation's commitment to the monitoring of its projects to ensure their sustainability.

The results achieved in 2014 would not have been possible without the support of CIB shareholders, stakeholders, and valuable employees. Hand in hand, we can all participate in building a healthier and more prosperous future for our children.

As always, we extend our sincere appreciation and gratitude to our supporters, partners, and advocates who continue to strengthen the CIB Foundation.

With the compliments of the CIB Foundation...

**Board of Trustees**

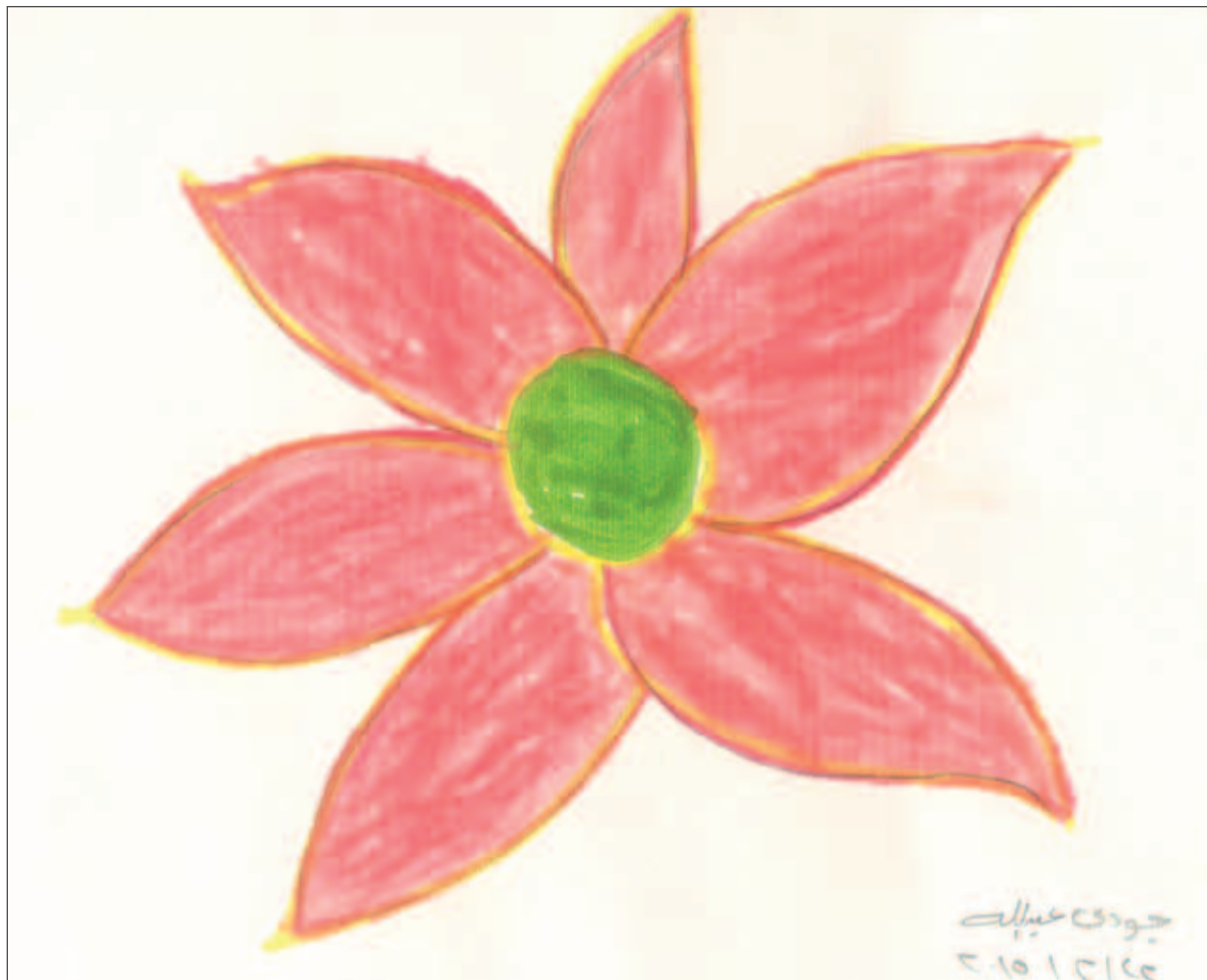
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## Mission and Vision of the Foundation

At the CIB Foundation, we seek to ease the burden on families in need of affordable health care services. To do so, the CIB Foundation is committed to enhancing the quality of services in our partner institutions to provide the best possible care for our youngest citizens.

A productive community requires a healthy citizenry, and the CIB Foundation strives to ensure that Egyptian children are receiving the care they deserve to lead the healthiest lives possible.

Through extensive processes, we work with public health partners that have the widest community reach, targeting those most in need. We work hand-in-hand with these providers to ensure that the maximum value of our support is reached, and that our donations provide positive, sustainable results.



# CIB Foundation Board of Trustees

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## **Mr. Hisham Ezz Al-Arab (Chairman)**

Hisham Ezz Al-Arab is the Chairman and Managing Director of Commercial International Bank (Egypt) (CIB).

Mr. Ezz Al-Arab has an extensive career in global banking that spans over 38 years. He has held senior positions at JP Morgan, Merrill Lynch and Deutsche Bank in the United Kingdom and the United States.

Upon its establishment, Mr. Ezz Al-Arab assumed the position of Chairman of the CIB Foundation. Mr. Ezz Al-Arab is also a Director on the MasterCard Middle East & Africa Regional Advisory Board, and a principal member of the American Chamber of Commerce. He was elected as a member of the Board of Trustees of the American University in Cairo (AUC) in November 2012, and in March 2013, was elected as Chairman of the Federation of Egyptian Banks.

## **Dr. Nadia Makram Ebeid (Member)**

Dr. Nadia Makram Ebeid is presently the Executive Director of the Centre for Environment and Development for the Arab Region and Europe (CEDARE), an international diplomatic position she assumed in January 2004.

Dr. Ebeid was Egypt's first Minister of the Environment and the first female minister to hold this position in the Arab World. One of her most notable achievements was declaring the River Nile free from polluted industrial waste water discharge.

In addition to being a board member on CIB's Board of Directors, Dr. Ebeid is also the chairperson and board member of various prestigious institutions, and the holder of more than fifty international and national awards.

## **Mr. Rafik Madkour (Treasurer)**

Rafik Madkour is currently Deputy CEO Institutional Banking and Group Treasurer at CIB.

After graduating from the Faculty of Commerce at Cairo University, Mr. Madkour joined CIB in 1978, and has served in different departments of the Bank, including Book Keeping, Money Transfer, Treasury and the Dealing Room.

In addition to being the Treasurer of the CIB Foundation's Board of Trustees, Mr. Madkour is Chairman of the Social Insurance Fund for CIB Staff.



# CIB Foundation Board of Trustees

## **Ms. Pakinam Essam El Din Mahmoud (Member)**

Pakinam Essam El Din Mahmoud serves as the Chief Risk Officer (CRO) of CIB, a position she has held since January 2011. Under her leadership, the Risk Group was transformed to a holistic organization covering key areas such as Institutional Banking, Consumer & Business Banking, Market, Operational, Liquidity and Interest Rate Risks. Furthermore, Ms. Mahmoud is championing the bank's Enterprise Risk Management (ERM) Framework, with emphasis on the following areas: Infrastructure, Processes and Environment.

Ms. Mahmoud is a key member of the High Lending & Investment, Asset and Liability Management, Operational Risk, Consumer Risk and Human Resources Committees. She is also an active member of the Bank's Sustainability Steering Committee.

Ms. Mahmoud joined CIB in 1988, post her graduation from the Faculty of Economics and Political Science – Cairo University, and has over twenty seven years of experience in Risk Management and Banking.

## **Mr. Hossam Abou Moussa (Member)**

Hossam Abou Moussa is a Director at Actis. He joined Actis in 2006, taking on responsibility for originating, executing and managing transactions in the Financial Services and Industrials sectors in Egypt and North Africa. Prior to Actis, he worked at EFG-Hermes Private Equity. He also sits on the Board of Emerging Markets Payments Holdings (EMP), a leading Payments Company in Africa and the Middle East.

Mr. Abou Moussa has over 15 years of experience in private equity. He is also a CFA Charter holder, and has an MBA from Oxford and a BA in Business Administration and Finance from the American University in Cairo.

## **Ms. Maha El-Shahed (Secretary General)**

Maha El-Shahed is currently Office Manager to the Chairman and Managing Director of CIB, a position she has held since 2003.

Ms. El-Shahed has been assisting the Bank's senior management since 1984. Additionally, she has held the position of Secretary to the Board of Directors of CIB since mid-2007.

Mrs. El-Shahed holds a degree in Business Administration from the American University in Cairo (AUC).

## **Ms. Nadia Moustafa Hosny (Member)**

Nadia Moustafa Hosny is the Division Head of the Centralized Banking Services, Custody and Capital Markets at CIB.

Ms. Hosny graduated from the Faculty of Commerce at Cairo University, before joining CIB in 1981. She has worked in different departments of the Bank, including the Money Transfer Department, Central Processing Unit (CPU), as well as the Custody Operations and Bookkeeping Department. In addition, Ms. Hosny has been a CIB Sustainability Ambassador since 2013. She has been selected as a member of Social Development Committee in the Federation of Egyptian Banks, representing CIB since May 2014.

# Budget and Financing

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Through the generous support of CIB shareholders, 1.5% of CIB's annual net profit was allocated to the CIB Foundation in 2014. It is with this funding that the CIB Foundation supported initiatives that allow Egypt's children to embark on healthy new beginnings.

One hundred percent of the donations made to the CIB Foundation's dedicated account go towards the implementation of child development projects. Through the coordinated efforts of the Foundation's Board of Trustees, staff, and CIB volunteers, the Foundation ensures its resources are spent efficiently to reach the greatest number of beneficiaries.

The following table outlines the CIB Foundation's donations in 2014.

| Recipient  | Purpose   | Donation in EGP                      | Date                            |
|--|---|--------------------------------------|---------------------------------|
| 57357 Children's Cancer Hospital                       | Annual operating costs and 60-bed expansion                                       | 3,500,000                            | January 2014                    |
| Friends of Abu El Rish Children's Hospital Association | Renovating the Emergency Ward and Reception Area in the Mounira Hospital          | 10,000,000<br>paid over installments | March and September 2014        |
| Gozour Foundation for Development                      | Implementing 24 6/6 eye exam caravans in public elementary schools                | 1,855,810                            | February - July - November 2014 |
| Cairo University Faculty of Oral & Dental Medicine     | Establishing the Maxillo-Facial Center in the Pediatric Prosthodontics Department | 281,572<br>paid over installments    | February - April 2014           |
| Children's Right to Sight Program                      | Sponsoring 750-1,000 eye surgeries  | 1,500,000<br>paid over installments  | Throughout 2014:<br>638,321     |
| Aswan University Hospital                              | *Construction work in the Pediatric Department                                    | 1,549,687                            | May - August - November 2014    |
|  | *Providing medical equipment for the Pediatric Department                         | 4,300,000                            | July 2014<br>(50% down payment) |
| Bolak El Dakroor Hospital                              | Providing equipment for the Obstetrics and Gynecology Department                  | 71,600                               | May and June 2014               |



| Recipient   | Purpose   | Donation in EGP                     | Date   |
|---|---|-------------------------------------|--|
| Magdi Yacoub Heart Foundation   | Sponsoring 50 children's open heart surgeries   | 3,500,000                           | June 2014                                    |
| Egyptian ADVANCE Society for Persons with Autism & Other Disabilities | Supporting various finishing work in the Society's new premises                           | 1,500,000                           | July 2014<br>(70% down payment)              |
| Sohag University Hospital   | Providing medical equipment for three pediatric intensive care units                      | 5,900,000                           | July 2014<br>(50% down payment)              |
|   | Providing vital equipment for the Hospital's Craniofacial Center                          | 1,000,000<br>paid over installments | November 2014<br>(first payment: 169,500)    |
| Mansoura University Children's Hospital                               | Providing vital equipment to the Gastroenterology and Liver Unit                          | 1,050,000                           | August 2014<br>(50% down payment)            |
| Egyptian Liver Care Society   | Treating 600 children with the Hepatitis C virus  | 6,552,000<br>paid over installments | September 2014<br>(first payment: 1,241,000) |
| Association of the Friends of the National Cancer Institute           | Sponsoring the Institute's Pediatric Outpatient Clinic                                    | 3,000,000                           | September 2014                               |
| Zewail University of Science and Technology                           | CIB Foundation Fellowship for Science and Technology                                      | 5,000,000                           | October 2014                                 |
| Egyptian Clothing Bank  | "Warm Egypt" national campaign  | 1,000,000                           | December 2014                                |
| Blood Donation Campaigns  | Six blood donation campaigns  |                                     | 2014   |
| Annual Operating Costs for Ongoing Sustainability                     |   |                                     |  |
| Friends of Abu El Rish Children's Hospital Association                | Operating costs for the CIB Foundation-funded Intensive Care Unit in the Mounira Hospital | 2,000,000                           | November 2014                                |
| Yahiya Arafa Children's Charity Foundation                            | Operating costs for four pediatric units at Ain Shams University Hospitals                | 2,000,000                           | December 2014                                |
| Projects Approved and in Process of Being Funded                      |   |                                     |  |
| Egyptian Red Crescent   | Renovating the Al Nahda community health center   | 900,000                             | Approved in December 2014                    |
| Right to Life Association   | Renovating the Association's premises   | 312,600                             | Approved in December 2014                    |
| Children's Cancer Hospital 57357                                      | Purchasing the Intraoperative MRI machine   | 10,960,495                          | Approved in February 2015                    |



# 10 CIB Foundation Projects

## Annual Operating Costs for Ongoing Sustainability

The CIB Foundation strongly believes in ensuring the sustainability of its projects, and believes that supporting the operations of its partner hospitals ensures their smooth running.

### Intensive Care Unit - Abu El Rish El Mounira Children's Hospital

The CIB Foundation renewed its ongoing partnership with the Association to support the operating costs of the El Mounira Hospital's Intensive Care Unit (ICU).

and in November 2014, donated EGP 2 million to support the CIB Foundation-funded unit. This project falls in line with the CIB Foundation's commitment to sustainability and ongoing quality service provision.

### Yahiya Arafa Children's Charity Foundation

The Yahiya Arafa Children's Charity Foundation is a long-standing partner of the CIB Foundation. In December 2014, the CIB Foundation allocated its annual donation of EGP 2 million to the Yahiya Arafa Foundation for the upkeep of three previously-supported Pediatric Units at the Ain Shams University Hospital, as well as the partial operation of a second neonatal unit and a newly opened cardiology unit.

## Children's Cancer Hospital 57357

### Patient Care and Hospital Expansion

Recognizing growing inflation rates, the rising cost of cancer medication, and the 57357 Hospital's expansion plans, the CIB Foundation raised its annual donation from EGP 2 million to EGP 3.5 million in January 2014. In the first year of the renewed long-term partnership, the donation was used to fund patient care, as well as construction costs of the hospital's 60-bed expansion.

### Intraoperative MRI Machine

The CIB Foundation Board of Trustees recently approved the allocation of EGP 10,960,495 to purchase an intraoperative MRI machine. This machine will allow doctors to perform on-the-spot MRI procedures inside the operating room, precisely identifying cancer cells and minimizing the number of invasive surgical procedures patients are subjected to.

# CIB Foundation Projects

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## Gozour Foundation for Development

### Eye Exam Caravans

In February 2014, reaffirmed its partnership with the Gozour Foundation for Development to fund eye exam caravans in public elementary schools across Egypt. The caravans are designed to provide school students with eye exams, eyeglass frames and lenses, eye medication and in-depth eye-exams and referrals at private hospitals. Each caravan has between 15-20 doctors and technicians, as well as a glasses shop and pharmacy.

In mid-2014, the partnership with the Gozour Foundation was renewed, with EGP 1.5 million allocated for the fourth phase of the project. From September to December 2014, the CIB Foundation conducted 18 one-day caravans in seven new governorates, including Port Said, Suez, Al Gharbia, Al Dakahlia, Assiut, Aswan and the Red Sea. The program was expanded to examine 500 children per caravan, reaching over 9,000 students by the end of the phase.

These caravans also presented valuable opportunities for over 150 volunteers from the CIB family to engage with their local communities and spend quality time with the less privileged in their respective governorates.

In December 2014, the CIB Foundation approved the fifth phase of the project, which will see the implementation of another 18 caravans in various governorates around Egypt, targeting another 9,000 elementary school students. To date, the CIB Foundation has funded 47 caravans in 29 schools in 14 governorates around Egypt, examining 21,500 students through the program.

## Magdi Yacoub Heart Foundation

### 50 Open-Heart Surgeries

The Magdi Yacoub Heart Foundation has been a long-standing partner of both CIB and the CIB Foundation. In June 2014, the CIB Foundation allocated EGP 3.5 million to the Magdi Yacoub Heart Foundation to cover the costs associated with 50 pediatric open-heart surgeries. Through its ongoing donations, the CIB Foundation supports the Magdi Yacoub Foundation's efforts to drastically minimize the number of children on the open-heart surgery waiting list. To date, the CIB Foundation has funded 250 surgeries at the Aswan Heart Centre.

# 12 CIB Foundation Projects

## **Friends of Abu El Rish Children's Hospitals Association**

### **Emergency Ward and Reception Area**

The CIB Foundation allocated EGP 10 million to renovate and upgrade the Abu El Rish El Mounira Children's Hospital's Emergency Ward and Reception Area.

The renovation and upgrade of the Emergency Ward is critical to allow the hospital to provide top quality services and care to incoming patients. The renovation period included restructuring the areas to streamline movement and operations, providing services such as lab work, x-rays, and blood transfusions at high speed and efficiency, establishing reporting mechanisms to facilitate accurate diagnoses, fully equipping the unit to handle high-risk cases, and providing previously unavailable intensive care areas in the Ward. The Emergency Ward will be inaugurated in March 2015.

## **Mansoura University Children's Hospital**

### **Endoscopy Equipment for the Gastroenterology and Liver Unit**

In early 2014, the CIB Foundation supported three pieces of endoscopy equipment for the Gastroenterology and Liver Unit at the Mansoura University Children's Hospital. Mansoura University Hospital is a 25-year-old teaching hospital, and a major referral center for pediatric patients in Egypt and the surrounding region. Through the unit, patients are treated for various diseases including Gaucher's Disease and Hepatitis. Additionally, the unit currently performs roughly 100 endoscopy procedures a month.

Through the Foundation's EGP 1,050,000 donation, the unit was able to purchase a high-tech light source to make endoscopy procedures less invasive for pediatric patients, as well as two additional pediatric endoscopes. This equipment has allowed the unit to double the number of endoscopy procedures it is able to perform.



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## Maxillo-Facial Center

### Cairo University Faculty of Oral & Dental Medicine

In April 2014, the CIB Foundation-funded Maxillo-Facial Center was inaugurated, and now provides treatment for children from across the country as one of the sole providers of specialized procedures.

Previously, children were treated in the general prosthodontics area, with adults of all ages. The set up in the area was neither suitable for the children or the doctors in the Faculty.

The highly specialized center at the Pediatric Prosthodontics Department in the Cairo University Faculty of Oral & Dental Medicine offers treatment for oral and nasal cavity deformities in the facial palette, congenital deformities in newborn babies, and facial deformities caused by cancer.

## Children Rights to Sight Program

### 1,000 Eye Surgeries

The CIB Foundation is in a long-term partnership with the Rotary Club of Kasr El Nil to fund 1,000 eye surgeries for children through the Children's Right to Sight (CRTS) program. The program is dedicated to eradicating blindness by supporting children and infants requiring immediate eye surgery. Through partnerships with El Nour Eye Hospital in Mohandiseen and the Eye Care Hospital in Maadi, the CRTS team has overseen ophthalmological operations for underprivileged children, including correcting crossed eyes, cataracts, Glaucoma, and tear duct drainage.

The CIB Foundation distributed EGP 638,321 to cover the costs of 482 surgeries completed in 2014. Due to the success of the project, and recognizing the demand for ophthalmological interventions, the CIB Foundation renewed its partnership with the Rotary Club of Kasr El Nil in May 2014, allocating another EGP 1.5 million to the CRTS project. To date, the CIB Foundation has funded 1,159 surgeries through the project.

## Aswan University Hospital

### Renovation and Outfitting of Pediatric Units

In early 2014, the CIB Foundation allocated EGP 6 million to the Aswan University Hospital to renovate and outfit several units in the Pediatrics Department. Due to the lack of medical services and resources, the hospital had been transferring approximately 70% of its patients to other governorates, such as Assiut, the closest governorate which is 70 kilometers away, and Cairo. The Hospital's renovated and outfitted Pediatric Intensive Care Unit, Neonatal Unit, Inpatient Unit, Outpatient Clinic and One-Day Emergency Clinic are expected to open in March 2015.



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# 16 CIB Foundation Projects

## **Sohag University Hospital**

### **Outfitting of three Pediatric Intensive Care Units**

In early 2014, the CIB Foundation approved a donation of EGP 5,900,000 to equip Sohag University Hospital's Free Treatment Department with necessary equipment for three intensive care units (ICUs).

The importance of the project could not be overlooked, as there were no existing ICU facilities in the entire governorate of Sohag. The hospital had recently completed all construction work for the ICUs and were solely requesting equipment.

The Neonatal ICU, Pediatric ICU, and Medium Care ICU at the hospital are expected to open in March 2015.

### **Craniofacial Centre**

In early 2014, the CIB Foundation approved a donation to the Pediatric Craniofacial Unit at Sohag University's Faculty of to outfit the Hospital's new Craniofacial Centre with vital equipment.

A multidisciplinary team of surgeons specializing in hearing, speech therapy, and dentistry have recently established the Craniofacial Centre under the management of the Egyptian Smile NGO to serve patients from Sohag, Qena and Aswan, primarily with cleft lip and cleft palate deformities. In addition to prescribing courses of treatment, the Centre also conducts specialized surgeries over long-term time frames, and serves roughly 750 patients a year.

The CIB Foundation's donation of EGP 1 million will be used to purchase speech therapy, dentistry and surgical equipment.

## **Bolak El Dakroor Hospital**

### **Outfilling the Obstetrics & Gynecology Department**

The CIB Foundation donated EGP 71,600 to the Bolak El Dakroor Hospital's Obstetrics and Gynecology Department for the purchasing of two fetal monitors and two delivery beds. The hospital serves a huge number of residents in the area, and the Department performs roughly 3,000 check-ups per month.

This project allowed the CIB Foundation to reach an underserved segment of society with a great level of impact, due to the high foot traffic in the hospital.

The fetal monitors are used on approximately 30-40 women a day, and approximately 1,200 women deliver at the hospital monthly.



# 18 CIB Foundation Projects

## **Egyptian ADVANCE Society for Persons with Autism & Other Disabilities**

### **Finishing Works in the Society's New Premises**

In April 2014, the CIB Foundation allocated EGP 1.5 million to the Egyptian ADVANCE Society for Persons with Autism & Other Disabilities to complete finishing works in Building 2 of their new premises in New Cairo. The Egyptian ADVANCE Society is a non-profit organization founded in 1999 by a group of parents of persons with autism and other developmental disabilities to allow those with developmental disabilities to reach their utmost potential.

Building 2, where workshops, specialized therapies, trainings and administration work will be conducted, required certain finishings including water, sewage, fire and irrigation networks, concrete works, and landscaping. The finishing works were completed in February 2015.

## **Egyptian Liver Care Society**

### **Children Without Virus C Program**

In early 2014, the CIB Foundation dedicated over EGP 6.5 million to fund the Egyptian Liver Care Society's Children Without Virus C (C-Free Child) program. The Egyptian Liver Care Society was established with specific goals of caring for Hepatitis patients, raising doctor and nurse Hepatitis-care skills, providing financial support to Hepatitis patients (including liver transplants), and increasing the number and quality of Hepatitis centers in Egypt.

The C-Free Child program is the only program of its kind in Egypt screening and treating children with Hepatitis C for free.

Over the course of 24 months, beginning in September 2014, the Egyptian Liver Care Society, in partnership with the National Committee for Combatting Viral Hepatitis, will screen 2,000 children and treat 600 identified with Hepatitis C.

The project will also train a cadre of doctors and nurses, and raise general awareness on Hepatitis among families and caregivers of children with the virus.





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# 20 CIB Foundation Projects

## **Association of Friends of the National Cancer Institute**

### **Pediatric Outpatient Clinics**

The CIB Foundation partnered with the Association of Friends of the National Cancer Institute to sponsor the pediatric outpatient clinics at the National Cancer Institute.

This EGP 3 million project is intended to serve as the first stepping stone in the Association's goal to renovate and refurbish the entire National Cancer Institute.

The 450-square-meter clinics receive more than 300 patients daily, and include six examination rooms, a sampling room, a pharmacy, nutrition clinic, library, play room, and a 100-seat waiting room.

## **Zewail University of Science & Technology**

### **CIB Foundation Fellowship for Science and Technology**

In line with its commitment to quality education, the CIB Foundation disbursed its Year Two donation of EGP 5 million to the Zewail University of Science and Technology to cover the tuition expenses of its 50 CIB Foundation Fellows.

The Fellowship supports 50 public school graduates pursuing degrees in the advanced sciences or engineering.

## **Egyptian Clothing Bank**

### **Warm Egypt National Campaign**

In its third year of partnership with the Egyptian Clothing Bank (ECB), the CIB Foundation donated EGP 1 million to support the Warm Egypt National Campaign.

This campaign, a new element of the Clothing Bank's 'One Million Blankets National Campaign', saw the production of heavy cotton pullovers for both sexes in all sizes for the needy.

Not only does this allow ECB to provide support to families inside their homes through the blankets campaign, but also outside their homes with heavy clothing. Additionally, the program will help increase production levels in many small and middle sized factories, generating increased economic activity.

The CIB Foundation's donation was used to provide 50,000 children in Upper Egypt with pullovers for the winter.

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## Right to Life Association

### Premises Renovation

In December 2014, the CIB Foundation allocated just over EGP 300,000 to renovate and upgrade the Right to Life Association's premises. The Association is a center for schooling and rehabilitation for people of all ages with mental and physical disabilities, and caters to roughly 60 children under the age of 18. The Foundation's donation will be used towards renovating classrooms and the outdoor activity area. The project will also allow for CIB employees to actively participate in the renovation process by painting murals inside the classroom.

## Egyptian Red Crescent

### Community Health Center Renovation

In December 2014, the CIB Foundation allocated EGP 900,000 donation to the Egyptian Red Crescent to renovate the pediatric outpatient clinics and operating room in the Al Nahda area's community health center.

The Red Crescent-managed health center includes seven clinics, including pediatrics, a lab, dentistry, ear nose and throat (ENT), ophthalmology, internal medicine, and gynecology. The renovations will help to provide quality medical services to the roughly 24,000 children that visit the clinic yearly.

## Blood Donation Campaigns

In June 2014, the CIB Foundation hosted six blood donation campaigns in its corporate offices in Cairo and Alexandria. As part of the Triple Effect initiative, the campaigns were held in collaboration with the Takatof Foundation, a PricewaterhouseCoopers initiative. Through the initiative, the Foundation seeks to triple the number of voluntary blood donors in Egypt. Over the course of the campaign, a total of 250 bags of blood were collected.





# 24 CIB Foundation Projects

## **IMAX Theater**

In September 2014, the CIB Foundation organized a trip for roughly 550 children with special needs to the IMAX cinema in Americana Plaza, 6<sup>th</sup> of October City.

Through CIB's corporate sponsorship of the IMAX, dedicated movie screenings have been allocated to the CIB Foundation as part of the Foundation's ongoing corporate social responsibility (CSR) program. Children with mental and physical disabilities, as well as children from underprivileged areas in Cairo, were shown a newly-released movie and an educational film about climate change.

## **KidZania Cairo**

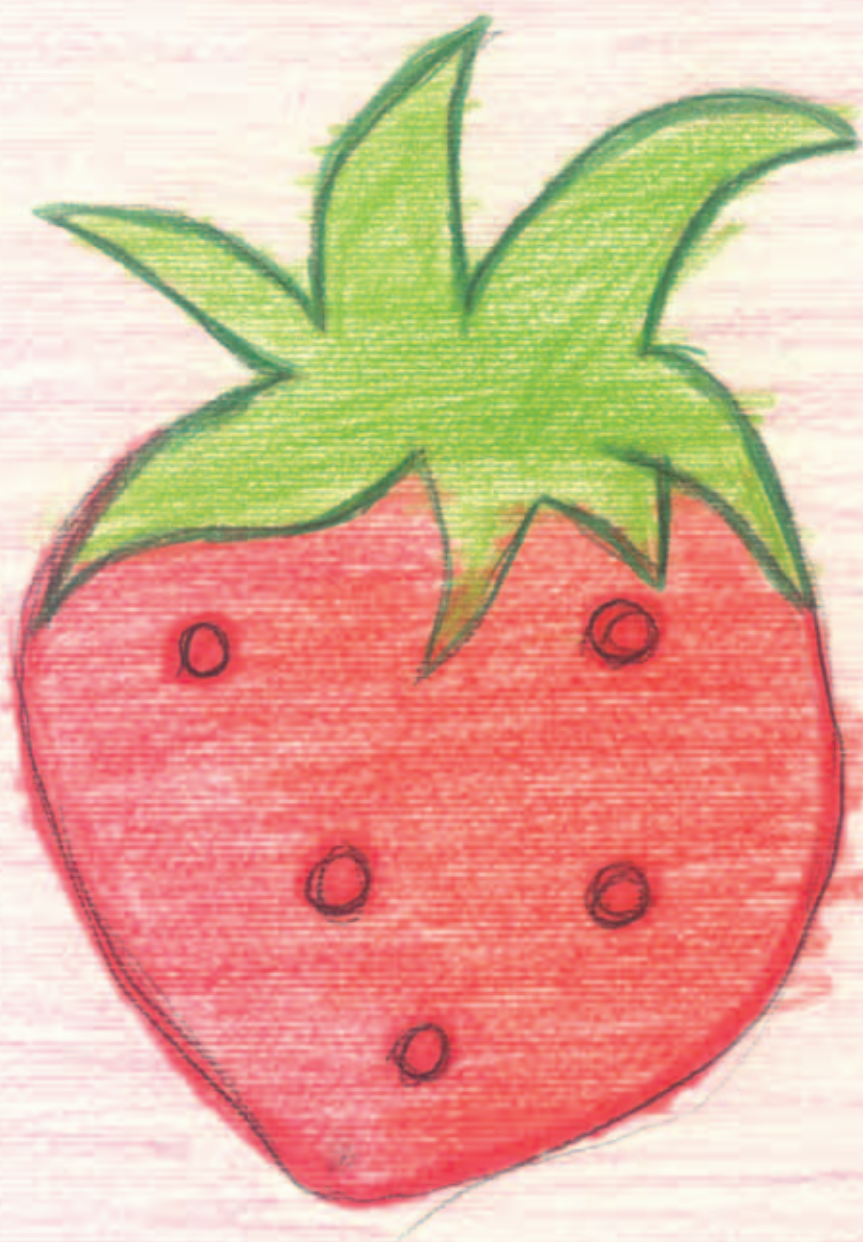
Through CIB's long-term corporate sponsorship of KidZania Cairo, the CIB Foundation has the opportunity to coordinate multiple trips for children to the edutainment city.

Over 2014, the CIB Foundation organized four visits to KidZania, where children were provided the opportunity to experience adult professions on a child-friendly scale.

By performing sector-specific jobs, children could spend the Kidzos, the official currency of KidZania, which they earned on games and other entertaining activities.

The CIB Foundation afforded this opportunity to underprivileged children as well as children with physical and mental disabilities.

Through these events children from marginalized groups of society were given the ability to experience activities that would have previously been unavailable to them.



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