

Chubb's Regional Day of Service in Thailand concrete its 'English@Heart' initiative for Thai elementary students



Chubb Life Assurance Public Company Limited together with Chubb Samaggi Insurance Public Company Limited, held their 'Regional Day of Service', an annual corporate social responsibility initiative of Chubb group in Asia Pacific on November 10, 2017. Under the project name 'English @ Heart', a long-term initiative to teach students from Thailand's public elementary schools the importance of learning and using English. More than 160 volunteers from Chubb participated in this activity, they spent time with 150 elementary school students from Comunita' Incontro Foundation School, a boarding school for underprivileged students who are the hill tribe children from the Northern part of Thailand. The monetary donation of 100,000 THB was made to support the school with the renovation and maintainance works of its facilities as needed.

An annual Regional Day of Service began in 2012 when Chubb Employees across 12 markets in the Asia Pacific region devoted their time to various charitable projects during the month of November. It reflects Chubb's firm belief that positive contributions to communities return long-lasting benefits to society, as well as the company employees and business. Chubb's community outreach activities focused on two main causes - increasing educational opportunities for underprivileged students, and improving the livelihood for individuals and communities.

Sally O'Hara, Country President of Chubb Life Assurance Public Company Limited, said, 'The English @Heart project aims to highlight the importance of learning English as a means to thrive and compete in the broader South East Asian community. This is a good opportunity for the children to improve their English skills through the fun rally activities that are designed to motivate them to love learning English.'

'We believe that education plays a fundamental role and is a basis for progress of Thai youth.

Though, the 'English @Heart' project is not designed only for the school students, but also to inspire the teachers to create conducive learning environment, which benefits the children. Apart from rally activities, Chubb volunteers help planting vegetables and fruit for school's daily meals too.'

The Chubb English @Heart project will be held on a continuous basis for underprivileged schools, starting from those schools located in the area where English is widely used, such as tourist areas specifically, and then expand to other areas. Chubb firmly believe that education is the foundation upon which we can build a strong Thai society. This project will gradually support the development of a sustainable community, which aligns well with Chubb's philanthropic commitment to harmoniously working and growing with local communities to become a part of the fabric of society and a good corporate citizen.