



Community

Practical Community Support

Eagle Star endeavours to respond positively to charitable requests, which have a strong community ethos, making financial contributions to both local and national causes on an annual basis. Some recent examples are the Irish Youth Foundation, the Simon Community and Our Lady's Children's Hospital in Crumlin.

We also support charitable events through a number of employee 'casual' days each year on which we requested staff to come to work in casual dress and pay for the privilege. All monies generously donated by staff are donated to various charities. The company also tops up these contributions with a special donation.

The Irish Youth Foundation's Denim Day is a recent example of a charity event which fits well with our commitment to corporate responsibility and was supported by an Eagle Star staff casual day.

What is the Irish Youth Foundation?

The Irish Youth Foundation was founded in 1985 as an independent charitable trust, dedicated exclusively to meeting the needs of disadvantaged children and young people. Each year, approximately 10,000 children from around the country benefit from work carried out by groups funded by the Irish Youth Foundation in areas such as homelessness, substance abuse, poverty and social education. Add quote and date.

The Irish Youth Foundation provides financial support through the following strategies:

- Raising funds and making grants to children's groups and youth organisations throughout Ireland.
- Developing facilities and amenities for children and supplying vital equipment to youth projects.
- Assessing projects through our programme of action research to

ensure that lessons learned in one situation can be applied elsewhere.

Dublin Simon Community

In both 2004 and 2005 Eagle Star Life continued its support of the Simon House of Cards Appeal. Eagle Star donates money to the Simon Community's House of Cards Appeal instead of sending corporate Christmas cards to customers.

Dublin Simon Community is involved in delivering both emergency responses and longer-term solutions to homelessness.

“*Eradicating homelessness in Ireland is about much more than providing accommodation. It is about addressing the underlying causes of homelessness and supporting clients as they develop the skills and confidence to re-integrate into society.*”

Dublin Simon Community

“*The money donated by Eagle Star since 1999 to the House of Cards Appeal has been of enormous benefit to Ireland's homeless. It has helped Simon Communities across Ireland provide a practical response to homelessness. Simon has moved countless people from a chaotic lifestyle to independent living. That this vital work can continue is thanks to the support of companies like Eagle Star.*”

Katherine Ayres, Corporate Fundraiser,
Dublin Simon Community

DEBRA Ireland

DEBRA Ireland is a charity researching cures and providing support for people with Epidermolysis Bullosa (EB), a rare genetic disorder that means skin and other internal linings are so fragile they blister or tear at the slightest touch. EB afflicts 200 to 300 families in Ireland. On Saturday 24th June The “tour de force” charity cycle in aid of DEBRA Ireland was launched. The event sponsored by Eagle Star involved 50

Gardai cycling from Letterkenny to Kenmare over 4 days on the 22nd August to 26th August.

All money raised for DEBRA Ireland will fund effective treatments and vital research into a cure for EB and support programmes such as Nursing and Respite Care, Medical and Recreational Equipment.

Asia Tsunami Disaster Appeal

The Eagle Star Employee Consultative Committee considered carefully how best to donate the fantastic contribution from staff in response to the Asia Tsunami Disaster Appeal. Over €7,000 which was matched by the company .

The Committee considered a number of deserving charities involved in the relief work and have decided to contribute all the money collected to one specific project, being run by The Leprosy Mission; to assist 140 families with the provision of housing, boats, nets and counselling services in the village of Villupuram in the Tamil Nadu and Pondicherry region of India. A staff member whose son had just returned from voluntary work in the area, brought this project to their attention. The Project included the housing of 40 families who lived on three islands, which disappeared completely as a result of the Tsunami. The Leprosy Mission has committed to continue to work with the 140 families until they are again self sufficient, providing not only housing and medical care but boats nets and sewing machines too.

<http://www.leprosymission.org/>.

The Company matched the monies raised by staff and Zurich, Eagle Star's parent group donated more than US\$2 million to assist the Tsunami Disaster Relief and Rebuilding efforts in affected countries. US\$1 million was in the form of an immediate donation, and Zurich also contributed up to a further US\$1 million to support employees who made personal donations.

Employee Volunteering

Eagle Star actively supports and encourages employee volunteering although we have more work to do in this area in terms of supporting staff volunteering initiatives. We also allow staff a credit of up to two hours leave per person to participate in the Workplace Blood Donor Ferry Programme organised by the Blood Transfusion Service.

Involvement with the Business Community

As a member of the Chambers Ireland (formerly the Chambers of Commerce of Ireland), Eagle Star supports their aims to be a voice in business, to provide inspiring leadership, influence, and partnership in the community, in which we live and work. The Chambers provide a cohesive and focused voice to influence the Government of the day on the issues that are important for our business and for the general economic environment. Eagle Star's representatives participate in the Chambers' extensive networking activities.

Eagle Star Life is a member of the following Chambers: Ireland, Dublin, Cork, Dun Laoghaire/Rathdown and Blackrock.

“*The Chambers are dedicated to making their communities a better place in which to live, work and do business. As such they have always had a real empathy with Corporate Social Responsibility. Experience has also shown that when the business community engages as part of a solution rather than simply complaining about the problem it elicits a much more effective response from the public sector and the community*”

Conor Brennan, Deputy Chief Executive, Chambers Ireland.

In 2006, Eagle Star, in association with Chambers Ireland launched two new 'Smarter Business Initiatives' in a series of 'Smarter Business Guides'.

A 'Smarter Business Guide to Pensions and Life' is an initiative designed to help promote quality pension and life schemes throughout organisations. This guide aims to inform owner-managers on how pensions can benefit them and their businesses. For example, companies with a good pension scheme can expect lower staff turnover, thereby reducing staff recruitment and training costs.

The 'Smarter Business Guide to Health and Safety' is designed to promote health and safety within the workplace. The objective is to reduce accidents and losses and to help businesses thrive. The initiative 'Chambersafe' is aimed at small businesses in the retail, professional services, commercial and light industrial sectors. Businesses that successfully complete the 'Chambersafe' course can reduce their insurance premiums by up to 20% when insuring with Eagle Star.

Through this type of sponsorship, Eagle Star demonstrated the ongoing commitment to work alongside Chambers Ireland to educate Chamber members and support their businesses.

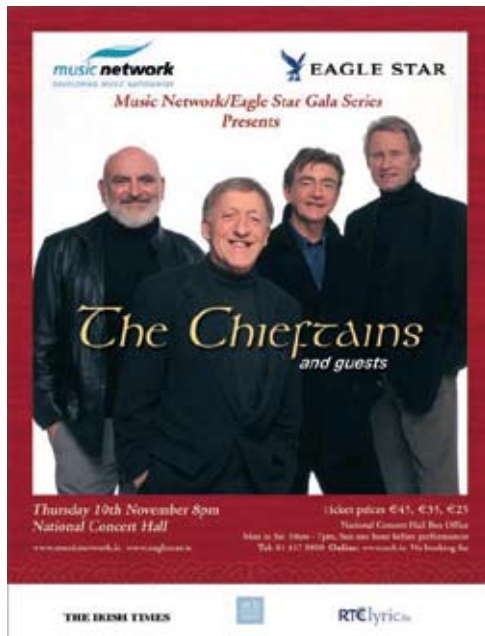
Enriching the Community through the Arts

Case Study 1

Music Network / Eagle Star Gala Series

Following on from the overwhelming success of bringing 'The San Francisco Symphony Orchestra' to the National Concert Hall in 2003, Eagle Star was delighted to announce its support of a new sponsorship venture with Music Network – 'Music Network / Eagle Star Gala series presents The Chieftains and guests'.

Eagle Star's collaboration with Music Network brought six time Grammy winners, the Chieftains to Dublin in 2005 to perform at the National Concert Hall. Proceeds from this exceptional music event have gone towards enabling Music Network to sustain and further develop its valuable work in bringing affordable, quality music to communities all over Ireland.



Through Eagle Star's sponsorship of this event, the highlight of Music Networks calendar for 2005, fans of Celtic music were treated to a rare opportunity to see for themselves, the musical wonder of this phenomenal group.

The Chieftains' career spans forty-one years and forty-one albums. Not only Ireland's premier musical ambassadors, they are also the most enduring and powerful creative force in establishing the international appeal of Celtic Irish music. Their loyal support and appeal in the home market was shown strongly with tickets selling out well before the performance date on 10th November 2005. They performed to a full house of 1,275 people, including President Mary McAleese.

Eagle Star strives to support projects that benefit the community, and through its sponsorship of the arts, has been able to help encourage an appreciation of the arts in the community as a whole. Therefore supporting Music Network provided an excellent fit to this important commitment.

Music Network was established by the Arts Council in 1986 to bring affordable high-quality live music to communities nation-wide. For many, access to live music is limited due to a number of factors including geographical location,

economic or educational disadvantage, disability, age, or lack of any previous musical experience. Music Network aims to make live music of the highest quality accessible to all. It specialises in classical, jazz and Irish traditional music, employing emerging and established Irish and international musicians.

“Eagle Star, a National Concert Hall platinum friend, is very proud of our recent collaboration with Music Network in bringing six time Grammy winners, the Chieftains to Dublin in 2005 to perform at the National Concert Hall.....Eagle Star is a founder member of Business in the Community, Ireland, and was the first Ireland member to issue a Corporate Responsibility Report, so this initiative also made a good fit with Eagle Star's strong commitment to good corporate citizenship in all its aspects.”

Michael Brennan, CEO Eagle Star Life,
Nov 2005

The timeframe from the announcement of the sponsorship in June 2005, to the night of the Chieftains performance in the National Concert Hall in November, allowed Eagle Star to develop a strong relationship with Music Network.

This sponsorship also enabled Eagle Star, a 'Platinum Friend' of the National Concert Hall, to build on this relationship, which commenced in 1991 when the company became a 'Corporate Friend'.

The success of the sponsorship of the 'Eagle Star Music Network Gala Series' is due to many factors – the huge appeal of The Chieftains, the setting of the impressive National Concert Hall, the creative media and PR campaign, the financial backing and the dedication, teamwork and enthusiasm of both Music Network and Eagle Star.

The success of this sponsorship has served to further encourage and strengthen Eagle Star's commitment to support the arts in the community.

Case Study 2

The Story of the Great Masters

Eagle Star Life proudly supported the National Gallery of Ireland's 150th anniversary celebrations in October 2004 by sponsoring an anniversary lecture series on The Story of the Great Masters.

The series of lectures explained the story behind the creation of a masterpiece selected from the Gallery's collection by the speakers.

For Example the first lecture was very popular with Irish audiences; Sergio Benedetti, the Gallery's Head Curator and acknowledged expert on 17th century Italian art discussed the famous The Taking of Christ by Caravaggio. The attribution that this painting, placed on loan with the Gallery by the Jesuit Fathers, was an authentic work by Caravaggio has been accepted unanimously by experts since Mr Benedetti discovered this important work in 1990.

As part of our continuing association with the National Gallery we were delighted to work in partnership on a special series of five talks by prominent art historians from throughout Europe, which took place in October & November 2004.



Community Summary

Eagle Star Life brings significant benefits to the community by giving financial support to local and national charities and through support of the arts. Our 464 staff working at our Head Office location in the centre of Blackrock need the many services available from the local community, e.g. retail goods, catering, professional services, etc., which has a positive impact on local businesses.

Within 2004 & 2005, Eagle Star:

- Engaged with and provided support to the Irish Youth Foundation, The Dublin Simon and DEBRA Ireland.
- Increased the number of Charity Casual Days for staff.
- Sponsored the Music Network/ Eagle Star Gala Series presents the Chieftains and Guests to benefit Music Network to sustain and further develop its valuable work in bringing affordable, quality to music to communities all over Ireland.

Community Objectives

Eagle Star aims to:

- Introduce a company policy in relation to staff volunteering.
- Introduce a strategic charity policy.
- Continue to communicate to employees the financial contributions we make as a company to local and national causes via the staff Intranet.