



News Release

CIBC FIRSTCARIBBEAN JOINS THE REACH ONE SAVE ONE MOVEMENT

Bridgetown, Barbados. 21 February 2023. About 50 children are on a path of learning to manage anger and properly resolve conflict as part of the Reach One, Save One initiative being mounted by Supreme Counselling for Personal Development, and the numbers are growing.

At present, on Saturday mornings, there are 26 young people attending the Golden Rock Resource Centre, 12 at St. Mary's Primary School and 10 at the Princess Margaret School, all enrolled in the 12-week Anger Management programme which should help them to better handle many of the stressful situations in which they may find themselves.

This was revealed to officials from CIBC FirstCaribbean who visited the Golden Rock location to see how the programme was progressing. The bank has donated \$10,000 to the programme because "this initiative ties in well with the bank's own social outreach programme" stated Michelle Whitelaw, Director, Retail Banking Channels CIBC FirstCaribbean.

"It really does take a village to raise a child" said the coordinator of the programme there, Adriana Waithe, as she addressed the group.

CEO of Supreme Counselling for Personal Development, Shawn Clarke, in thanking the bank for supporting the programme, explained that each centre has facilitators who are trained Psychologists as well as Admin Assistants who work alongside them. He said that, even though the programme has started, they are still getting calls from people in St. Andrew, St. John, St. Peter and St James. However, they wanted to get on a solid footing first in the three centres, before expanding too far and spreading the programme too thin.

He gave some insight to those gathered about the one-year programme which initially takes the children through 'Anger Management' exercises for the first 12 weeks helping them to understand what anger is and teaching them how to manage and control it.

The next module which will be a 10-week one which will cover 'Thinking with Sense' or what others call Critical Thinking. After this, the next 10-week module will cover 'Conflict Resolution,' while the final one, which is also a 10-week module will deal with 'Conversation and Manners'.

There are two sessions per day when the younger ones from ages 7 to 12 meet from 9.30 to 10.30 am and then the older 13- to 18-year-old children meet from 11 to 12 noon.

In applauding the Reach One Save One programme, Mrs. Whitelaw said that "the development of our youth is critical to the development of the society because they are the ones to take the country forward".

Therefore, she said "the bank is pleased to participate in this initiative and Kelly and I offer our services to volunteer to help in the programme, in whatever way we can."

“Like the Reach One Save one project, we aim to make a difference in the lives of the youth and vulnerable people in the communities in which we operate.” Mrs. Whitelaw added.

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In our photo from left Adrianna Waithe, Michelle Whitelaw, Shawn Clarke, Kelly Walkes - Head of HR Barbados OpCo CIBC FirstCaribbean and Marjorie Trotman - Counselling Psychologist Intern with Supreme Counselling for Personal Development.

About CIBC FirstCaribbean

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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.

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Media contact:

Debra King, Director of Corporate Communications, CIBC FirstCaribbean, Barbados Head Office
Telephone: 246 367 2248; Fax: 246 421 7148 and Email: debra.king@cibcfib.com