



2024

Social Responsibility Report

Inside our report

3 Massy Foundation

3 Trinidad & Tobago

4 Selected initiatives mapped to primary SDGs

Highlight Projects

5 *Healing hearts through horses*

5 *Preserving cultural heritage*

6 *Amplifying youth voices*

6 *Fostering inclusion*

7 *Inspiring innovation*

7 *Championing climate awareness*

8 Barbados

9 Selected initiatives mapped to primary SDGs

Highlight Projects

9 *Empowering the future*

10 *Navigating the digital world safely*

10 *Nourishing communities*

11 Forces for Good

12 Selected initiatives mapped to primary SDGs

Highlight Projects

13 *Fighting childhood hunger*

13 *Caring in action*

14 *Unlocking potential*

14 *Delivering dignity*

15 Portfolios in the Community

16 Selected initiatives mapped to primary SDGs

Highlight Projects

16 *Levelling the playing field*

17 *A bag for a cause*

17 *Lighting up smiles*

18 *From childhood dream to UWI valedictorian*

Appendix

Trinidad & Tobago

19 Foundation Board of Directors

19 Supported entities

Barbados

20 Foundation Board of Directors

20 Supported entities

Financials

21 Massy Foundation Trinidad

21 Massy Foundation Barbados

Our Vision

A Global Force For Good An Investment Holding Company with a Caribbean Heart

Our Purpose

A Force for Good; Creating Value, Transforming Life.

Our Values

Honesty & Integrity Responsibility Collaboration Growth & Continuous Improvement Love & Care

Our Commitment to Social Responsibility

At Massy, we believe that doing the right thing for our communities is more than just a responsibility – it’s a reflection of who we are. Our commitment to being a “**Global Force for Good**” drives us to actively support a wide range of social, cultural, and economic initiatives across the territories where we operate. Whether through the impactful work of our Foundations, the collaborative spirit of our Forces for Good initiative, or the hands-on efforts of our teams, we strive to make a difference in the lives of those we touch every day.

Our communities are the heart of our business, and we take great care to nurture and strengthen them. Through the **Massy Foundations**, we invest in transformative projects that address critical needs, from education and health to environmental stewardship and economic empowerment. These efforts are not just about solving today’s challenges but about creating sustainable opportunities for future generations.

Our **Forces for Good** initiatives are a source of particular pride. By empowering our employees to nominate philanthropic organisations they believe in, we create a direct connection between our teams and the communities they care about. These grassroots efforts not only amplify the incredible work of local charities but also inspire a sense of ownership and purpose among our employees. It’s a true testament to the power of collective action and shared values.

But we know that creating meaningful change takes more than funding; it requires action. Across our Portfolios, **Massy employees** dedicate their time, expertise, and energy to hands-on activities that make a real difference. Whether it’s mentoring young people, supporting local schools, or participating in environmental clean-ups, our teams are on the ground, working hand-in-hand with communities to build a brighter, more resilient future.

At the core of everything we do is a simple but profound belief: we are stronger together. By fostering partnerships, empowering our employees, and staying deeply engaged in the communities we serve, we aim to create lasting change that uplifts everyone. **Together, we are building a legacy of care, collaboration, and shared prosperity—one initiative, one project, and one life at a time.**





\$4.4m+
in grants awarded

\$750k+
in scholarships
awarded



Trinidad & Tobago

The Massy Foundation (Trinidad & Tobago) was formed in 1979. From inception, the Foundation has been focused on poverty alleviation, and the relief of suffering and distress for disadvantaged persons across Trinidad and Tobago. The Foundation’s particular focus, when created, was to assist in the functionality of non-governmental organisations (NGOs), schools and religious bodies.

Its “members” are the Massy Group’s subsidiaries who recommend appointments to the Board. The Board is independent of Massy and makes appointments to fill casual vacancies. The Chairman is elected from among the Directors and is independent of the contributing members of the Massy Group.

Funding

Funding is derived from subsidiary companies, where each company/division is responsible for paying 1 percent of its pre-tax profits. With these pre-tax profits, the Foundation adds to its reserve fund for investment into pledges, scholarships, and donations. If successful in obtaining funding, recipients are required to provide progress reports indicating the actual outcomes and detailing any major successes or challenges.

Scope

Scope	Funding Consideration	How to Apply
Our Scope has expanded to include the focus areas listed below, with the common thread of nation-building and sustainability running through everything that we do. - Youth - Education - Arts & Culture - Sport - Health & Wellness - Community Development - Employee Engagement	Funding consideration is given to: - Non-Governmental Organisations (NGOs) - Community-Based Organisations (CBOs) - Schools - Churches - Sporting Bodies - Children’s & Senior Citizen Homes	To apply for funding, organisations are required to: - complete the Massy Foundation application form - provide detailed information including: - the objectives of their planned project - the anticipated outcomes - an itemised budget - the projected timeline.

Click here for our application form
(completed forms to be emailed to
foundation.tt@massygroup.com)

click here

Select initiatives mapped to primary SDGs

Community Activity	Relevant SDG	SDG Target	Details
Horses Helping Humans Equine Therapy		3.4: Reduce premature mortality from non-communicable diseases through prevention and treatment.	Equine therapy workshops for at-risk youth to address psychological and mental health conditions.
Playable Caribbean Inclusive Sports Workshops		3.4: Reduce premature mortality from non-communicable diseases through prevention and treatment.	Workshops to ensure persons with disabilities can participate in sports.
Caribbean Colour Splash Anti-Bullying Conferences		3.5: Strengthen prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.	Annual conferences to inspire and educate students and teachers on bullying prevention and resolution.
Breakfast at National Radiotherapy Centre		3.8: Achieve universal health coverage.	Provision of 39,000 free breakfasts to radiotherapy patients to ensure physical nourishment and emotional support.
Daren Ganga Foundation Cricket Coaching		4.1: Ensure all boys and girls complete free, equitable, and quality primary and secondary education.	Free cricket coaching clinic for children focusing on teamwork and personal growth.
Scholarship Program		4.3: Ensure equal access for all women & men to affordable and quality technical, vocational and tertiary education.	Provision of undergraduate scholarships to students with excellent academic performance.
National Secondary School Entrepreneurship Competition		4.4: Increase the number of youth and adults with relevant skills for employment.	Simulation-based programme teaching entrepreneurship to secondary school students.

Community Activity	Relevant SDG	SDG Target	Details
Scarborough R.C. Literacy Initiative		4.6: Ensure that all youth and a substantial proportion of adults achieve literacy and numeracy.	Improvement of literacy levels through a revamped library and reading programs.
Baachacs Collective Carnival Exhibition		4.7: Education for sustainable development and global citizenship.	Celebration of Peter Minshall's costume legacy through an exhibition for cultural education.
Raise The Bar Poetry Festival		4.7: Education for sustainable development and global citizenship.	Poetry workshops and showcases encouraging creative expression among secondary school students.
Africa Film TT Festival		9.5: Enhance scientific research and innovation in developing countries.	Film festival showcasing African and diasporic stories with workshops on digital transformation.
Bethesda Respite Camp		10.2: Empower and promote social inclusion for all.	Annual camp for persons with disabilities and their families offering inclusive activities and support.
National Secondary Schools Climate Quiz		13.3: Improve education, awareness, and human and institutional capacity on climate change mitigation.	Climate awareness program educating students about climate change and sustainable practices.
Las Cuevas Turtle Monitoring Training		14.2: Sustainably manage and protect marine and coastal ecosystems.	Training for youth and parents in sea turtle data collection and protection.

Highlight projects



Healing hearts through horses:
the transformative impact
of Horses Helping Humans

There’s something magical about the bond between humans and animals, and Horses Helping Humans (HHH) harnesses that magic to create life-changing experiences for some of Trinidad and Tobago’s most vulnerable youth. Supported by the Massy Foundation, HHH’s equine therapy workshops offered a healing haven for children from homes like Rainbow Rescue, Sophia House, and St. Jude’s Home for Girls.

Imagine the joy on a child’s face as they interact with a horse for the first time. These workshops go far beyond surface-level enjoyment—they use the unique movement and responsiveness of horses to help participants develop self-awareness, regulate emotions, and build confidence. As one facilitator noted, “The boys were so happy and excited to be there, and their time with the horses had a significant positive impact on their mental and emotional health.”

For children dealing with trauma, anxiety, and other emotional challenges, these therapy sessions provide a safe space to heal, grow, and rediscover joy. Horses, as vigilant and empathetic creatures, mirror human emotions, teaching participants about self-regulation and resilience. These workshops also foster skills like teamwork, responsibility, and trust, which participants can carry forward into their daily lives.

The Massy Foundation’s support for this programme exemplifies its commitment to nurturing mental well-being and empowering young people to overcome life’s challenges. By investing in initiatives like HHH, the foundation is helping to create a brighter future for Trinidad and Tobago’s next generation.

Applicable SDGs and Targets:

3

GOOD HEALTH AND WELL-BEING

SDG 3: Good Health & Well-being

Target 3.4: Promote mental health & well-being.

4

QUALITY EDUCATION

SDG 4: Quality Education

Target 4.7: Ensure education for sustainable development, including skills for well-being.

Preserving cultural heritage:
celebrating 50 years of
Peter Minshall’s “From the Land
of the Hummingbird”

At Massy, we cherish the vibrant cultural history of our region and recognise the importance of preserving it for future generations. This is why we were deeply honoured to partner with Baachacs Collective, a curating and archiving company dedicated to preserving culturally significant artifacts, to celebrate the 50th anniversary of Peter Minshall’s groundbreaking carnival costume, From the Land of the Hummingbird.

Portrayed by Sherry Ann Guy, the costume debuted in 1974 on the stage of the Queen’s Park Savannah, marking a pivotal moment in Minshall’s illustrious career. The Collective describes the costume as “a pivotal moment, contributing to the trajectory of Minshall’s career, his return to Trinidad, and ultimately to working in carnival and the ‘mas’ for the next half a century.”



To commemorate this golden anniversary, Baachacs Collective hosted a captivating legacy exhibition at Castle Killarney from January to March 2024. Visitors were treated to 65 pages of Minshall’s original sketches and drawings, providing an intimate look into his creative process and the evolution of his iconic hummingbird design. The exhibition also featured newspaper clippings, photographs, and audiovisual documentation, along with a meticulously crafted brown cotton replica of the costume itself.

The exhibition drew more than 5,500 visitors, including over 2,000 schoolchildren, who had the rare opportunity to connect with the rich artistic and cultural heritage of Trinidad and Tobago. The Collective further enriched the experience by capturing firsthand recollections from visitors who had witnessed the costume’s original performance in 1974, ensuring that these personal stories became part of the enduring legacy of Minshall’s work.

Applicable SDGs and Targets:

4

QUALITY EDUCATION

SDG 4: Quality Education

Target 4.7: Ensure all learners acquire knowledge & appreciation of cultural diversity & the contribution of culture to sustainable development.

11

SUSTAINABLE CITIES AND COMMUNITIES

SDG 11: Sustainable Cities & Communities

Target 11.4: Strengthen efforts to protect & safeguard the world’s cultural & natural heritage.

Highlight projects



Amplifying youth voices: The 2 Cents Movement and raise the bar

The 2 Cents Movement describes itself as “a youth-led non-profit organisation that uses performance art in youth outreach aimed at creating respectful young citizens, exchanging ideas, and facilitating responsible change in Trinidad and Tobago, the Caribbean, and by extension, the world”. Thanks to the caliber of their work, the brand has become synonymous with high quality spoken-word offerings in Trinidad and Tobago, and indeed, across the region. Having partnered with them on several initiatives in the past, the Massy Foundation was understandably thrilled to once again work with them, this time under the banner of their Raise The Bar (RTB) programme.

The Raise The Bar festival was born from students’ heartfelt requests to learn the art of storytelling, a testament to the impact that poetry and self-expression can have on young minds. The 2024 festival embraced a more intimate format due

to logistical and financial challenges, but the 2 Cents Movement’s creativity and innovation ensured the event achieved its goals. Virtual writing and performance training sessions, led by Artistic Director Javaughn Forde and 2023 RTB winner Gabrielle Murray, were offered to students from ten secondary schools. These young participants gained not only technical skills but also the confidence to express themselves on stage.

The program culminated in a vibrant one-day showcase where students performed original poems, pouring their passion and perspectives into powerful performances. The results were remarkable – many participants carried their advocacy into their schools and even went on to compete in the prestigious First Citizens National Poetry Slam, where they held their own against seasoned poets.

Raise The Bar continues to leave an indelible mark on the young people it touches, fostering creativity, respect for diverse perspectives, and the courage to advocate for meaningful change.

Applicable SDGs and Targets:



SDG 4: Quality Education
Target 4.7: Ensure all learners acquire knowledge & appreciation of cultural diversity & the contribution of culture to sustainable development.



SDG 16: Peace, Justice, and Strong Institutions
Target 16.7: Ensure responsive, inclusive, & participatory decision-making.

Fostering inclusion: Bethesda’s Respite Camp for Persons with Disabilities

Massy is deeply committed to creating inclusive opportunities for everyone, especially those who are often marginalised. Our ongoing partnership with Bethesda – For Persons with Disabilities exemplifies this mission, as we proudly support their annual respite camp. This initiative provides a safe and welcoming space where persons with disabilities (PwDs) and their caregivers can connect, rejuvenate, and grow in an environment designed to meet their unique needs.

The 2024 camp welcomed 64 PwDs in addition to almost 40 parents and primary caregivers. Camp attendees were supervised by 14 Special Education teachers and 15 ancillary staff, who were supported in turn by 46 volunteer students from five secondary schools. Activities were designed not only to build confidence and skills but also to promote understanding and empathy among participants. Caregivers, who often devote themselves tirelessly to others, received much-needed pampering through spa treatments and professional counselling, ensuring their well-being remained a priority.

Teachers and youth volunteers also gained invaluable experience. Special education teachers had the rare opportunity to interact with students with a wide range of disabilities, broadening their professional skills. Meanwhile, youth volunteers, many of whom come to the camp without previous experience, learned teamwork, empathy, and leadership, essential life skills that will serve them well in the future.

Bethesda’s Respite Camp goes beyond providing immediate relief; it is a catalyst for long-term change, breaking down barriers and building bridges of understanding within our communities. One of the camp’s major lessons for all involved is that PwDs are people first, and their disabilities do not define their individuality.



Applicable SDGs and Targets:



SDG 3: Good Health & Well-being
Target 3.4: Promote mental health & well-being.



SDG 10: Reduced Inequalities
Target 10.2: Empower & promote social inclusion for all.

Highlight projects



Inspiring innovation: CSF STEM Olympiads pave the way toward regional and global excellence

The Caribbean Science Foundation’s (CSF) inaugural STEM Olympiads in 2024 marked a pivotal moment in the region’s pursuit of scientific excellence and innovation. This initiative pushes the boundaries of conventional education and equips participants with the skills needed to thrive in a rapidly evolving world.

Designed to test creativity, critical thinking, and problem-solving abilities, the Olympiads challenged students to apply their knowledge in math, coding, robotics, and electronics in novel ways. By intentionally presenting problems that do not always align with the CSEC or CAPE syllabus, CSF aims to bridge the gap between regional and international standards, preparing Caribbean students to compete and succeed on the global stage.

Having provided CSF with consistent funding since 2012 for their Student Programme for Innovation in Science and Engineering

(SPISE), the Foundation was gratified to help offset the costs for professors and lecturers to provide expert guidance and act as judges for the competition, ensuring a rigorous and rewarding experience for all participants. These efforts not only elevated the event but also underscored the importance of investing in the next generation of scientists, engineers, and innovators.

The Caribbean STEM Olympiads represent a vital step forward in the region’s journey toward economic diversification and technological advancement. By fostering creativity and collaboration, this initiative lays the foundation for a brighter future.

Applicable SDGs and Targets:



SDG 4: Quality Education
Target 4.4: Increase the number of youth with skills for employment and entrepreneurship.



SDG 9: Industry, Innovation, and Infrastructure
Target 9.5: Enhance scientific research & technological capabilities.

Championing climate awareness: CZITT’s National Secondary Schools Climate Quiz

The Carbon Zero Institute of Trinidad and Tobago, CZITT (pronounced ‘Seize it’) is a non-profit organisation that seeks to deliver sustainable, climate-friendly options to Trinidad & Tobago, paying particular attention to the younger generations who they know will inherit the challenges of surviving climate change. Massy has partnered with CZITT on its National Secondary Schools Climate Quiz since inception, helping to equip the next generation with the tools and knowledge to make a difference.

Season III of the Climate Quiz, which ran from October 2023 to July 2024, engaged 3,000 students, 150 teachers, and 100 principals across 120 secondary schools. This rigorous competition culminated in an exciting knockout-style final at COSTAATT’s South Campus, where 16 schools competed for top honors. Beyond the quiz, CZITT’s e-learning platform reached 10,000 users, providing valuable resources on sustainable practices like climate-smart agriculture.

A young user, Ahaliah, gave representative feedback on her experience: “I must express that the experience has proven to be immensely beneficial...I am delighted to share that CZITT has provided me with comprehensive explanations and useful references, all of which have greatly aided my progress. I wish to convey my heartfelt appreciation for this critical support.”

The Climate Quiz is more than just a competition – it is a call to action. Through engaging formats and accessible education, CZITT empowers students to understand the challenges of climate change and take meaningful steps toward mitigation and adaptation. Participants leave with a sense of purpose, knowing they have a key role to play in creating a sustainable future.



Applicable SDGs and Targets:



SDG 4: Quality Education
Target 4.7: Ensure all learners acquire knowledge & appreciation of cultural diversity & the contribution of culture to sustainable development.



SDG 13: Climate Action
Target 13.3: Improve education & awareness on climate change mitigation & adaptation.



\$2m+
in grants awarded



Barbados

The Massy Foundation in Barbados was established in 2015, with a Board of Directors as well as an operating framework. This Foundation’s effective management represents an important step in fulfilling Massy’s purpose as A Force for Good – Creating Value and Transforming Life. The work of the Foundation positively demonstrates the Massy Group’s commitment to Barbados beyond its business engagement activities via developmental initiatives and social causes.

The Foundation is managed by a Board of Directors made up of independent members and Massy executives. Independent members are retired Massy Group executives and/or community leaders who are chosen for their expertise in one or all the focus areas and their interest in community service.

Funding

The Foundation is funded by annual endowments from the allocation of one (1) percent of the pre-tax profits of Massy’s operating companies in Barbados. If successful in obtaining funding, recipients are required to provide progress, indicating the actual outcomes and detailing any major successes or challenges.

Scope

The primary focus of this Foundation is on the areas listed below. In addition to the focus areas below, the Massy Foundation will provide tangible support to any authorized initiative under the Massy C.A.R.E.S. signature, including, but not limited to Massy signature programmes, which fit within the focus areas for its internal or external stakeholders, and Group Employee Volunteer Programmes.

Scope	How to Apply
▼ The primary focus areas of this Foundation are: • Education • Youth & Skills Development • Health & the Environment • Humanitarian Causes • Arts & Culture	▼ To apply for funding, organisations are required to: • complete the Massy Foundation application form • provide detailed information including: - the objectives of their planned project - the anticipated outcomes - an itemised budget - the projected timeline.



Click here for our application form
(completed forms to be emailed to
massyfoundation.bb@massygroup.com)

Select initiatives mapped to primary SDGs

Community Activity	Relevant SDG	SDG Target	Details
Slow Food Barbados Soup Drive		2.1: End hunger and ensure access to nutritious food for all.	Delivery of nutritious soup to vulnerable communities, facilitated by a new delivery van.
PASS Programme by HNI Foundation		3.4: Reduce premature mortality from non-communicable diseases through prevention.	Healthy meal bundles and fitness programmes to address chronic health conditions.
Shop Talk Cancer Awareness		3.4: Reduce premature mortality from non-communicable diseases.	Panel discussions with medical professionals to encourage early cancer screening.
Drug Education & Counselling Services (DECS)		3.5: Strengthen prevention and treatment of substance abuse.	Provision of rehabilitative counselling, behavioral training, and education for at-risk youth.
Families in Therapy (FIT)		3.4: Reduce premature mortality from non-communicable diseases.	Counselling and conflict resolution for single-parent families facing behavioral challenges.
EKCO Wise Programme		4.7: Education for sustainable development and global citizenship.	Digital safety curriculum for secondary school students to address mental health in the digital age.
Mathfanatix Programme by JCI Barbados		4.1: Ensure quality education and promote lifelong learning.	Mathematics tutoring for students preparing for secondary school entrance exams.
Learnit Technology Solution		4.4: Increase relevant skills for employment and entrepreneurship.	Provision of tablet-based interactive learning tools for primary school students.
Barbados Junior Robotics Camp		4.5: Eliminate gender disparities in education and ensure equal access.	Summer camp teaching technology and engineering concepts to students aged 10-18.
Barbados is Blooming Programme		4.6: Ensure youth achieve literacy and numeracy.	Little Libraries and mentorship programs to foster literacy and personal development.

Highlight project

Empowering the future:
PGDFF Youth advocacy seminar series

Imagine a room filled with young minds eager to learn, share, and grow. This was the atmosphere of the PGDFF Caribbean Youth Advocacy Seminar Series, supported by the Massy Foundation Barbados. Over a series of engaging workshops held at the University of the West Indies, Barbados Community College, and the Barbados Youth Advance Corps, the programme brought essential life skills to Barbadian youth, addressing critical topics such as mental health, financial literacy, and self-confidence.



Designed to do more than inform, these sessions empowered participants to take actionable steps toward a better future. From learning how to manage money effectively to understanding the importance of mental well-being, the workshops made a lasting impact. One student, Jaden Downer, shared, “The sessions were inspiring and gave me insights I didn’t even know I needed. My favorite was about making money work for you. It showed me that learning is truly a lifelong journey.”

The series also sparked meaningful mentorship connections and celebrated community collaboration. A highlight was a discussion on climate change, encouraging students to embrace their role in creating a sustainable future—a reminder of how every small step can lead to big change.

This initiative reflects the heart of the Massy Foundation’s mission: to uplift communities, nurture young leaders, and create opportunities for growth. By equipping young people with the tools to thrive, this programme has planted seeds of positive change that will undoubtedly bear fruit for years to come.

Applicable SDGs and Targets:



SDG 3: Good Health & Well-being
Target 3.4: Promote mental health & well-being.



SDG 4: Quality Education
Target 4.4: Increase the number of youth with relevant skills for employment & entrepreneurship.
Target 4.7: Ensure education for sustainable development & global citizenship.



SDG 13: Climate Action
Target 13.3: Improve education & awareness on climate change mitigation & adaptation.

Highlight projects



Navigating the digital world safely: the EKCO Wise programme

In a world dominated by screens and social media, the EKCO Wise digital awareness programme performs a vital service in promoting digital safety and mental well-being among young people in Barbados. Delivered by EKCO Nation from January to July 2024, this programme was designed to introduce a digital safety and social media curriculum in at-risk secondary schools, addressing the challenges of poor media balance, digital addiction, and unsafe online habits.

EKCO Wise provides students with critical tools and strategies to navigate the online world safely and positively while fostering an understanding of the impact of digital habits on their mental health. The programme's reach was significant: over 400 students participated in

the full curriculum, more than 800 students from 13 schools attended intervention sessions, and 46 teens took part in an intensive week-long digital awareness camp. These sessions were complemented by workshops for over 80 parents and families, equipping them to support their children in managing the challenges of digital life.

A key strength of EKCO Wise lies in its holistic approach, blending digital literacy with mental health awareness. Through interactive sessions and practical guidance, students learned how to balance their online and offline lives while addressing the risks of excessive screen time. The programme also provided a safe space for participants to discuss their experiences, fostering a supportive community among peers.

The impact of EKCO Wise extends beyond the classroom, leaving participants with life skills that will benefit them for years to come. By equipping students and families with the knowledge to make informed choices about their digital habits, EKCO Wise is creating a positive ripple effect across Barbadian communities, ensuring a safer, healthier online environment for all.

Applicable SDGs and Targets:



SDG 3: Good Health & Well-being
Target 3.4: Promote mental health & well-being.



SDG 4: Quality Education
Target 4.7: Ensure education for sustainable development, including skills for well-being.



SDG 16: Peace, Justice, & Strong Institutions
Target 16.1: Reduce violence and related deaths.

Nourishing communities: the PASS Programme bridges the gap in chronic care support

Chronic health conditions continue to affect vulnerable populations in Barbados, particularly the elderly and those from low-income households. The HNI Foundation Inc., through its Practical Accessible Sustainable Solutions (PASS) programme, is addressing these challenges head-on. By combining exercise, access to medical care, healthy food, and expert guidance, the PASS programme is creating sustainable solutions for better health outcomes. In support of this year-long programme, the Massy Foundation committed BBD \$82,500.00 in healthy food bundles to qualifying high-risk participants.

The initiative offers comprehensive health support through outreach sessions that include medical checks, fitness programmes, and healthy meal plans. During each of the 22 outreaches conducted over six months, medical professionals assess approximately 30 high-risk participants, providing them with free healthy food bundles tailored to their medical needs and income levels. These sessions are followed by 22 additional visits to the same communities, allowing for comparisons of before-and-after health data, ensuring tangible progress is tracked.

The fitness component of the programme extends to entire communities, with attendance ranging from 20 to 100 individuals per outreach. This inclusive approach ensures that everyone, regardless of socio-economic status, has access to resources that can improve their quality of life.

By addressing chronic health conditions holistically, the PASS programme is not only improving individual lives but also fostering a culture of wellness within Barbadian communities. Through education, access, and sustained support, the initiative is empowering individuals to take control of their health and build a foundation for long-term well-being.



Applicable SDGs and Targets:



SDG 2: Zero Hunger
Target 2.1: End hunger & ensure access to safe, nutritious, & sufficient food for all.



SDG 3: Good Health & Well-being
Target 3.4: Reduce premature mortality from non-communicable diseases & promote mental health & well-being.
Target 3.8: Achieve universal health coverage, including essential medicines & quality health-care services.



46
projects awarded
grants

8
countries

\$2.4m+
in grants awarded

Forces for Good

For us at Massy, giving back isn't just something we do – it's who we are. Supporting the communities that support us is woven into the fabric of our identity. It's this unwavering commitment that led to the launch of our Forces for Good project in 2023, an initiative designed to amplify the voices of our employees and the incredible work being done by philanthropic organizations across our region.

Forces for Good empowers Massy employees to nominate organizations they believe are creating meaningful change in their communities. By involving those who know these communities best, the initiative fosters a deeper connection between our team and the causes they are passionate about.

The response in FY 2024 was nothing short of inspiring. From every corner of our operations, employees came forward with heartfelt nominations, showcasing a remarkable diversity of causes and charities that touched their hearts. Their enthusiasm and engagement demonstrated not only the depth of care they have for their communities but also the power of collective action.

Many employees expressed genuine excitement at being given a platform to advocate for the places and people that matter most to them. For them, it wasn't just about charity – it was about driving real change, strengthening community bonds, and being a force for good in the lives of others.

As we reflect on the success of Forces for Good this past year, we remain profoundly moved by the passion and dedication of our employees. Together, we are building stronger, more resilient communities and showing that when we work hand-in-hand, we can achieve extraordinary things.

Projects by SDG goals	Number of Projects
Food Security	7
Education	16
Healthy Living	21
Small Business	1
Sustainable Ways of Working	1

Select initiatives mapped to primary SDGs

Organisation	Region	Relevant SDG	SDG Target	Impact
Duxes Basic School	Jamaica		2.1: End hunger and ensure access to safe, nutritious, and sufficient food for all.	Produced meals for students, increasing attendance rates by 5%.
The Ruimveldt Childrens Home and Care Center	Guyana		2.1: End hunger and ensure access to safe, nutritious, and sufficient food for all.	Supported by Massy for operational improvements.
Loaves & Fishes Soup Kitchen	St. Vincent		2.1: End hunger and ensure access to safe, nutritious, and sufficient food for all.	Provided daily nutritious meals and upgraded kitchen facilities.
Feeding Northeast Florida	USA		2.1: End hunger and ensure access to safe, nutritious, and sufficient food for all.	Distributed 5,000 meals to food-insecure K-12 students.
First Coast Chapter	USA		2.1: End hunger and ensure access to safe, nutritious, and sufficient food for all.	Provided weekend nutrition packs for 67 children to ensure access to meals outside school hours.
Grande Riviere Primary School	Saint Lucia		2.3: Double the agricultural productivity and incomes of small-scale food producers.	Cultivated crops to teach sustainable agriculture and reduce school feeding program costs.
Kiwanis Club of North St. Andrew	Jamaica		3.4: Reduce premature mortality from non-communicable diseases and promote mental health.	Upgraded transition home facilities for children in need of housing.
St. Lucia Sickle Cell Association	Saint Lucia		3.4: Reduce premature mortality from non-communicable diseases and promote mental health.	Held workshops, established a medication registry, and began clinic refurbishments.

Organisation	Region	Relevant SDG	SDG Target	Impact
Our Lady Of Guadalupe Home For Girls	St. Vincent		3.4: Reduce premature mortality from non-communicable diseases and promote mental health.	Covered operational expenses for a home for abused and abandoned girls, providing meals and training.
Katrina Endometriosis & Women's Health Association	Barbados		3.7: Ensure universal access to sexual and reproductive health care services	Provided education, care packages, and awareness campaigns for women with gynecological conditions.
Helping Her Foundation	Trinidad & Tobago		3.7: Ensure universal access to sexual and reproductive health care services	Launched a mobile pad bank to support period poverty awareness and redistribution of sanitary products.
Fundacion Operacion Sonrisa Colombia	Colombia		3.8: Achieve universal health coverage.	Funded treatment and support for 40 patients.
Joshua House For Children	Guyana		4.1: Ensure that all children complete free, equitable, and quality primary education.	Undertaken by Massy to provide support for children's education.
The Shelter	Trinidad & Tobago		4.5: Eliminate gender disparities in education and ensure equal access.	Developed academic plans for children with learning challenges and initiated recruitment for a trauma-informed teacher.
Fundacion Sindrome De Down Del Caribe Fundown Caribe	Colombia		4.5: Eliminate gender disparities in education and ensure equal access.	Trained educators to integrate children with Down syndrome into educational programs.
The Caribbean Dyslexia Association	Barbados		4.6: Ensure that all youth achieve literacy and numeracy.	Conducted teacher training, screenings, and parent education to support dyslexic students.

Highlight projects



Fighting childhood hunger: feeding Northeast Florida’s SnackPack Programme

Through the support of the Massy Forces for Good award, we proudly partnered with Feeding Northeast Florida to help combat childhood hunger by providing essential nutrition to food-insecure students from kindergarten to 12th grade.

This partnership enables Feeding Northeast Florida to produce and distribute 2,500 SnackPacks—each weighing approximately 2.4 pounds and containing two nutritious meals. These packs are carefully designed to include milk, cereal, fruit, and protein items, ensuring children have access to balanced meals even when they are away from school.

The initiative addresses a critical need: over 66,000 children in Northeast Florida experience food insecurity, relying heavily on school meals during the week. For these children, weekends can often mean going without. By filling this gap, the SnackPack programme ensures that students not only have the energy to learn and grow but also feel cared for by their community.

From August 2022 to May 2023, an astounding 58,113 SnackPacks were distributed to 39 schools across Duval, Putnam, and St. Johns Counties. This remarkable effort reflects a deep commitment to nurturing the next generation, helping children thrive academically and personally by meeting one of their most basic needs: nutritious food.

At its heart, this initiative is about more than meals—it’s about providing hope, security, and the opportunity for children to focus on their potential, not their hunger.

Applicable SDGs and Targets:



SDG 2: Zero Hunger

Target 2.1: End hunger & ensure access to safe, nutritious, & sufficient food for all.

Target 2.2: End all forms of malnutrition, addressing the needs of children in vulnerable situations.

Caring in action: supporting health and hope for sickle cell patients

Our belief in creating healthier, more resilient communities is reflected in our partnership with the St. Lucia Sickle Cell Association through the Forces for Good program, supporting an initiative that combines compassion with impactful action to improve lives.

This project focuses on enhancing the association’s clinic to better serve its clients. The refurbishment aims to create a welcoming, functional space where individuals living with sickle cell anaemia can access vital care and support. Beyond physical upgrades, the project ensures that clients have access to essential medications, helping to ease the burdens often associated with managing this condition.

Education and empowerment are at the heart of this initiative. A series of workshops and training sessions provide clients and caregivers with valuable tools and knowledge, such as foot care education and personalised counselling services. Additionally, a capacity-building workshop has been implemented to help the association develop a robust strategic plan, ensuring its long-term sustainability and effectiveness.

Through these efforts, the project not only improves the quality of care for those living with sickle cell anaemia but also strengthens the St. Lucia Sickle Cell Association as a vital community resource. It’s about more than healthcare – it’s about fostering well-being, building resilience, and ensuring that every individual feels supported in their journey.



Applicable SDGs and Targets:



SDG 3: Good Health & Well-being

Target 3.4: Reduce premature mortality from non-communicable diseases & promote mental health & well-being.

Target 3.8: Achieve universal health coverage, including essential medicines & quality health-care services.



SDG 17: Partnerships for the Goals

Target 17.16: Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilise & share knowledge, expertise, & resources.

Highlight projects



Unlocking potential: supporting students with dyslexia in Barbados

The Caribbean Dyslexia Association is breaking barriers in education by supporting children with dyslexia and their families through a structured, impactful initiative in Barbados. Beginning in November 2023, the project launched with a Teaching Dyslexia Pupils Course designed to equip teachers with the skills needed to better identify and support students who may struggle with dyslexia. This effort, endorsed by the Ministry of Education, reflects the growing recognition of the importance of addressing learning differences in schools.

In February 2024, the initiative continued with a Dyslexia Screening Test for a class of 30 students aged 7 to 11. This vital tool helps educators pinpoint students who may need further testing, enabling a more focused approach to addressing potential challenges. Screening tests are not definitive but serve as a first step in identifying those who may benefit from additional assessments, helping teachers provide the right support where it’s needed most.

Following the screening process, the next phase involved comprehensive assessments for the identified students. These

assessments delve into why certain students may be falling behind and provide practical solutions for addressing their difficulties. As a result, eight students from three primary schools received individualised tutoring through specially designed Individual Education Plans. These plans were tailored to each child’s unique needs, setting the stage for academic progress and improved self-confidence.

The programme’s impact extends beyond the classroom. Parents of assessed students received financial assistance to support necessary interventions, while a portion of fees covered by the Caribbean Dyslexia Association contributes to paying tutors and sustaining the operations of the centre. Additionally, parent engagement was fostered through informative PTA sessions, creating a community of understanding and advocacy for children with dyslexia.

Applicable SDGs and Targets:



SDG 4: Quality Education

Target 4.5: Eliminate gender disparities and ensure equal access to education for vulnerable groups.

Target 4.6: Ensure all youth achieve literacy and numeracy.

Delivering dignity: a mobile solution to period poverty

In underserved communities across Trinidad and Tobago, the Helping Her Foundation is addressing the critical issue of period poverty through its innovative mobile pad bank initiative. This project combines practicality and advocacy by distributing feminine hygiene products such as sanitary napkins, liners, and tampons while raising awareness about the challenges of period poverty.

The mobile pad bank, launched in 2024 with the acquisition of a Hyundai H1 panel van, has already made a significant impact. By February, it had supported 151 individuals, including 11 households, two secondary schools, and a shelter for disabled children—a substantial increase from the 24 individuals reached in the previous year. This initiative is removing barriers for those who struggle to access basic sanitary products, ensuring dignity and comfort for women and girls.

In addition to providing these essential items, the team behind the Helping Her Foundation has been active in raising awareness. They have participated in two of their three targeted public events for the year, using these platforms to spark meaningful conversations about period poverty and advocate for systemic change.

The mobile pad bank is more than just a delivery service; it’s a movement to ensure that no one in Trinidad and Tobago is held back by a lack of access to basic hygiene. This initiative represents a significant step toward addressing period poverty, improving the lives of women and girls, and fostering greater awareness and understanding within the community.



Applicable SDGs and Targets:



SDG 3: Good Health & Well-being

Target 3.7: Ensure universal access to sexual & reproductive health care services.



SDG 5: Gender Equality

Target 5.6: Ensure universal access to reproductive health & rights.



Portfolios in the Communities

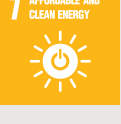
In every community where we operate, we believe in the power of connection and the responsibility to make a meaningful difference. Our approach extends beyond the work of our Foundations, to direct, heartfelt engagement with local initiatives. Across our Portfolios, our teams dedicate their time, energy, and resources to uplift and enrich the lives of our neighbours.

Whether it's through education, health, environmental stewardship, or economic empowerment, we work hand-in-hand with communities, embracing their unique strengths and addressing their most pressing challenges. Together, we're laying the foundation for brighter, more resilient futures, one project and one partnership at a time.

This commitment is more than a corporate value – it's a reflection of our deep care for the places we proudly call home. From bustling city centres to serene rural villages, our employees are embedded in the fabric of the communities they serve. They understand the hopes, challenges, and aspirations of the people they work with and are empowered to make a positive, lasting impact.

At the heart of everything we do is a simple but powerful belief: we are stronger together. By supporting local growth and development, we're not just investing in progress – we're nurturing the bonds that unite us as a regional family. Together, we're building a legacy of care, collaboration, and community.

Select initiatives mapped to primary SDGs

Community Activity	Relevant SDG	SDG Target	Portfolio & Details
Small farmer loan program for food security		2.3: Agricultural productivity	Integrated Retail: Provided interest-free loans and farming resources to support sustainable agriculture and local food security in St. Lucia, benefiting small-scale farmers.
Health testing equipment donation for diabetes care		3.8: Access to healthcare	Integrated Retail: Donated diabetes testing machines to healthcare facilities in Guyana, ensuring comprehensive care for non-communicable diseases.
Breast cancer awareness and screenings		3.4: Non-communicable diseases	Integrated Retail: Awareness campaigns and free health screenings in Trinidad, Barbados, and Saint Lucia, promoting preventative health care for community well-being.
Road Safety Awareness Programme		3.6: Road safety	Motors & Machines: Partnered with local agencies in Guyana to launch educational campaigns on road safety, aiming to reduce traffic-related injuries and deaths.
“Joy of Reading” literacy programme in schools		4.6: Literacy & numeracy	Gas Products: Continued reading sessions to strengthen literacy skills among students in Trinidad, promoting quality education through community school partnerships.
School Beautification and Agricultural Support		4.7: Knowledge & skills	Gas Products: Partnered with schools in Trinidad for campus beautification and agricultural projects, promoting a healthier and more engaging learning environment.
Women’s Caribbean Premier League sponsorship		5.5: Women’s leadership	Integrated Retail: Sponsorship of the regional cricket league to foster gender equality in sports and encourage female leadership in athletics across the Caribbean.
EV charging stations and hybrid vehicle promotion		7.2: Renewable energy	Motors & Machines: Installed EV charging stations in Trinidad, supporting the adoption of electric vehicles and cleaner transportation solutions.
Eco-Friendly Dealerships		9.4: Sustainable practices	Motors & Machines: Installed energy-efficient systems in dealerships to reduce carbon footprint.
Tree planting for ecosystem restoration		13.3: Education & awareness	Gas Products: Partnered with local organisations in Trinidad to plant fruit trees, enhancing biodiversity and reinforcing environmental responsibility

Highlight projects



Levelling the playing field: Massy’s support for Women’s CPL Cricket

For the third consecutive year, Massy proudly supported the Women’s Caribbean Premier League (WCPL) tournament in 2024, continuing its commitment to championing gender equality and advancing opportunities for women in sports. This partnership goes beyond sponsorship—it’s a statement about the power of inclusion, equity, and the transformative potential of sports to inspire and empower.

At Massy, we believe that female athletes deserve the same opportunities, platforms, and recognition as their male counterparts. The WCPL provides a stage for the Caribbean’s talented sportswomen to shine, compete at the highest levels, and showcase their skills to audiences across the region and the world. By supporting this initiative, Massy is helping to dismantle barriers, celebrate achievements, and encourage the next generation of female athletes to dream big.

The tournament is not only a sporting event but a cultural milestone. It uplifts communities, inspires young girls to pursue their aspirations fearlessly, and highlights the importance of equality in all areas of life. Whether through thrilling matches or the camaraderie it fosters among players and fans alike, the WCPL embodies the spirit of resilience and excellence that Massy values deeply.

Through our support for the WCPL, we are reinforcing our commitment to building a more inclusive Caribbean where everyone, regardless of gender, can access opportunities to thrive. This initiative aligns with our broader mission of uplifting communities, celebrating diversity, and driving positive social change across the territories we serve.

Applicable SDGs and Targets:



SDG 5: Gender Equality

Target 5.5: Ensure women’s full & effective participation & equal opportunities for leadership.



SDG 10: Reduced Inequalities

Target 10.2: Empower & promote social inclusion for all.



SDG 3: Good Health & Well-being

Target 3.4: Promote mental health & well-being through sports & recreation.

Highlight projects



A bag for a cause: fighting breast cancer across the region

October is a month of solidarity and hope as Breast Cancer Awareness takes centre stage. For the fourth consecutive year, Massy Stores has reaffirmed its commitment to this cause with its Reusable Pink Bag initiative. Each October, these now-iconic pink bags are sold across the region, with proceeds benefiting organisations like the Trinidad and Tobago Cancer Society (TTCS), the Barbados Cancer Society, and Faces of Cancer in Saint Lucia.

This initiative goes beyond charity; it's a heartfelt expression of support for the predominantly female workforce at Massy Stores and the countless women and families affected by breast cancer. By turning a simple act – purchasing a reusable bag – into a meaningful contribution, the programme not only raises funds but also fosters awareness and education about breast cancer's impact on lives.

Breast cancer doesn't only affect individuals – it ripples through families, friends, and communities. The funds raised through the

Reusable Pink Bag initiative play a crucial role in providing care, resources, and hope to those fighting this disease. Whether it's through early detection programmes or emotional support for patients and their loved ones, these donations make a tangible difference.

At its core, this initiative reflects Massy Stores' unwavering dedication to the well-being of its employees, customers, and communities. By standing together during Breast Cancer Awareness Month, we're sending a powerful message of solidarity, resilience, and the importance of collective action.

Applicable SDGs and Targets:



SDG 3: Good Health & Well-being

Target 3.4: Reduce premature mortality from non-communicable diseases & promote mental health & well-being.

Target 3.8: Achieve universal health coverage, including essential medicines & quality health-care services.

Lighting up smiles: celebrating Christmas with Guyana's children

In December 2023, the holiday spirit came alive for over 700 children across Guyana as the Massy Group hosted its annual Christmas parties and gift-giving events. These celebrations brought joy, laughter, and lasting memories to children from communities such as Ruimveldt, Agricola, Plaisance, La Bonne Intention, and Rupununi, among many others.

From toys donated by Massy Stores to the Demerara Lioness Lions Club's Christmas party to Massy Motors and Massy Services partnering with Eripan to bring gifts to children in Rupununi, the collaborative efforts spanned the country. Massy Gas and Massy Distribution also distributed gifts to children from the East Bank and East Coast communities. The festivities featured exciting activities, including Christmas tree lightings, visits from Santa Claus, and special appearances by Disney characters, creating a magical atmosphere for all.

These celebrations were not just about the joy of receiving gifts but also about fostering a sense of community and belonging. For many of the children, meeting Santa Claus or watching their favourite characters come to life was a dream come true. The events created shared moments of happiness, bringing families and neighbours together during the festive season.

Massy Group's Senior Vice President of Guyana, Navin Thakur, highlighted the company's year-round dedication to community growth and support: "At Massy Group, our commitment to the communities we serve never ends. Being a responsible corporate citizen is not just a seasonal endeavour – it's a professional duty." This ethos shines at its brightest during the holidays, reminding everyone that small acts of kindness can light up even the darkest nights.



Applicable SDGs and Targets:



SDG 1: No Poverty

Target 1.3: Implement social protection systems for all, including children.



SDG 10: Reduced Inequalities

Target 10.2: Empower & promote social inclusion for all.

Highlight project



From childhood dream to UWI valedictorian: Britney Hay’s inspirational journey

Britney Hay’s journey is a story of dreams realised and challenges overcome, fueled by passion, determination, and the power of support. Growing up in Kingston, Jamaica, Britney was inspired by her grandmother, a dedicated nurse awarded the Order of Distinction for her service. Following in her grandmother’s footsteps, Britney embraced her calling to care for others, pursuing a Bachelor of Science in Nursing at University of the West Indies (UWI), Mona Campus.

Despite the rigors of clinical rotations, demanding hospital shifts, and academic challenges, Britney shone brightly. Her hard work and commitment were recognised when she received the Ignite IGL Foundation’s Legacy Scholarship for Nursing in 2021. This scholarship not only eased her financial burdens but also became a beacon of encouragement, enabling her to focus on excelling in her studies. Britney’s dedication paid off when she was named valedictorian of the Faculty of Medical Sciences, an honor rarely bestowed upon nursing students.

Reflecting on her journey, Britney shared how the scholarship strengthened her resolve. “It showed me that my hard work was being noticed and gave me the motivation to keep going,” she said with a smile. Now, as she looks to further her career with advanced studies in nursing anaesthesia, Britney’s story inspires others to pursue their dreams with confidence.

The partnership between Ignite IGL and UWI is a shining example of how corporate support can transform lives and empower future healthcare leaders who are passionate about making a difference.

Applicable SDGs and Targets:

3

GOOD HEALTH AND WELL-BEING

SDG 3: Good Health & Well-being

Target 3.4: Reduce premature mortality through prevention, treatment, & mental health promotion.

4

QUALITY EDUCATION

SDG 4: Quality Education

Target 4.3: Ensure equal access for all to affordable & quality technical, vocational, & tertiary education.

“

And finally, a parting thought...

When last did you take, or more importantly make, the opportunity to show kindness?

- Today, have you shown kindness to a family member?
- ... to a friend?
- ... to a stranger?
- ... to the environment?
- ... to yourself?

In an ever more complex and oftentimes fragmented world, we tend to think that the solutions to big problems lie in someone else’s hands. But if each one of us decided to do and be a little better, right now, the impact would be far larger and more sustainable than that of any one person, no matter how important.

So as the saying goes...
in a world where you can be anything, please be kind.”

Appendix

Massy Foundation (Trinidad)

Board of Directors
Earl Boodasingh, <i>Chairman</i>
Angela Hamel-Smith
Philip Hamel-Smith
Amanda McMillan
David O’Brien
James Potter
Gregory Sloane-Seale
Elizabeth Solomon
Sandra Welch-Farrell

Groups & Initiatives Supported 2023-2024
Africa Film TT Festival
Associates of the Radiotherapy Centre
Baachacs Collective Carnival Exhibition
Bethesda Respite Camp
Boys To Men: Rites of Passage
Caribbean Colour Splash Anti-Bullying Conferences
Caribbean Kids and Families Therapy Organisation (CKFTO)
Dai Ailian Foundation
Daren Ganga Foundation
Diabetes Association of Trinidad and Tobago and Trinidad Eye Hospital
Diego Martin North Secondary School
Eastern Performing Art Fraternity
Horses Helping Humans
Las Cuevas Eco-Friendly Association
The Lydians Chorale
National Centre for Persons with Disabilities
National Primary Schools Swim Meet
National Secondary School Entrepreneurship Competition
Promise House TT
ROOTS Foundation
Scarborough R.C. Primary School
The 2 Cents Movement
Trinidad Eye Hospital
UWI-ROYTEC
West Indies Blind and Visually Impaired Cricket Association
Yes She Can
Youth Business Trinidad & Tobago

Annual Subvention Recipients 2023-2024
Autistic Society of Trinidad and Tobago
Caribbean Kids & Families Therapy Organisation (CKFTO)
Christ Child Convalescent Home
Foundation for Human Development
Habitat for Humanity
Kids In Need of Direction (KIND)
Lady Hochoy Home
L’Hospice
Marian House
National Centre for Persons with Disabilities
Rainbow Rescue
Rape Crisis Society of Trinidad and Tobago
St. Dominic’s Children’s Home
The Cotton Tree Foundation
The Dyslexia Association
The Salvation Army
The Young Men’s Christian Association
Trinidad and Tobago Association for the Hearing Impaired
Trinidad and Tobago Association for the Blind and Visually Impaired
Trinidad and Tobago Coalition Against Domestic Violence
Centre for Addiction Prevention and Healthy Living (formerly the Trinidad and Tobago National Council on Alcoholism & Other Addictions)
Trinidad and Tobago Society for the Prevention of Cruelty to Animals

Appendix

Massy Foundation (Barbados)

Board of Directors
Frere Delmas, <i>Chairman</i>
Everton Browne
Christina Johnson
Dawn Layne
David Neilands
Jeremy Nurse
Lennox Prescod
Jared Wright

Supported Entities 2023-2024
Cancer Support Services
Caribbean Science Foundation
Drug Education & Counselling Services (DECS)
EKCO Nation
HNI Foundation Inc.
JCI Barbados
Kingdom Life Ministries
PGDFF Caribbean Inc.
Rotary Club of Barbados South
Slow Food Barbados Soup Drive
Supreme Counselling for Personal Development
Wheelchair Foundation of Barbados
Youth Business Trinidad & Tobago

Appendix

Massy Foundation (Trinidad)

2024 Financial Highlights

	Audited 2022 \$	Audited 2023 \$	Unaudited 2024 \$
Contributions Received:	4,101,135	4,801,407	6,497,581
Contribution - Other	-	-	-
Interest Income	987,821	935,371	943,178
Interest Income-Other	7,335	111,476	158,944
Total Income	5,096,291	5,848,253	7,599,703
Donations	3,472,186	4,047,972	4,402,281
Scholarships	751,000	360,000	714,000
Other Expenses	68,864	30,382	131,781
Administrative Charges	540,000	536,491	746,987
Total Outflow	4,832,050	4,974,845	5,995,049
Surplus/ (Deficit)	264,241	873,408	1,604,654
Accumulated Fund at Year End	25,548,490	26,421,899	28,026,553

Massy Foundation (Barbados)

2024 Financial Highlights

	Audited 2022 \$	Audited 2023 \$	Unaudited 2024 \$
Contributions Received	1,650,119	1,754,122	1,680,458
Interest Income	150,630	147,784	83,952
Total Income	1,800,749	1,901,906	1,764,410
Donations	2,087,353	3,652,056	3,187,888
Other Expenses	162,240	167,469	264,147
Total Outflow	2,249,593	3,819,525	3,452,035
Surplus/(Deficit)	(448,844)	(1,917,619)	(1,687,625)
Accumulated Fund at Year End	5,851,098	3,933,479	2,245,855



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