

# SUPPORTING OUR COMMUNITIES

The Carnival Foundation, brand foundations and our brands support a variety of local and national organizations through monetary and in-kind donations, innovative philanthropic programs, employee fundraisers and hands-on volunteer initiatives. We collaborate with many organizations that focus on the areas of the arts, human rights, education, health and the environment.

## OUR 2016 PERFORMANCE HIGHLIGHTS:

On board luncheons<sup>1</sup>: **60+**

Shoreside employees who volunteered: **800+**

Shoreside volunteered hours: **4,500+**

Cruises donated / value: **780+ / \$2.8+ MILLION**

Donations for disaster relief: **\$700,000+**

Donated to the Smithsonian National Museum of African American History and Culture: **\$2 MILLION**



## DISASTER RELIEF

During times of crisis, we support our communities by providing emergency aid and relief through financial donations, as well as by using our ships to deliver emergency supplies. We work with national and international relief organizations to support a variety of programs providing aid, donations and services to an array of charitable organizations that touch many thousands of lives globally where our ships visit, our offices are located and from the many geographical locations our employees from ship to shore are from.



### FLOODS

In August 2016, catastrophic flooding in southern parts of Louisiana in the U.S. submerged thousands of houses and businesses. More than 40,000 homes were damaged and 13 deaths were reported.

The Carnival Foundation and Carnival Cruise Line donated a total of \$250,000 to help support relief efforts for families affected by the devastating floods through the American Red Cross, Louisiana Association of United Way and Save the Children. Our Chairman of the Boards, Micky Arison and his wife Madeleine, matched the company's gift through their personal foundation for a **total combined donation of \$500,000.**



### TROPICAL CYCLONE

In February 2016, severe tropical cyclone Winston was the strongest cyclone to make landfall in Fiji and the South Pacific Basin in recorded history. Winston inflicted extensive damage on many islands. A total of 40,000 homes were damaged or destroyed and 44 people were killed.

The Carnival Foundation, the Princess Cruises Community Foundation and our P&O Cruises Australia brand **donated a total of \$135,000** to help support disaster relief for children and families in Vanuatu through Save the Children organization.



### EARTHQUAKES

**Italy** - Costa Cruises and the Costa Crociere Foundation built a kindergarten for 125 children in Norcia, one of the villages most severely damaged by the earthquake.

**Ecuador** - The Princess Cruises Community Foundation **donated a \$2,500** grant to International Medical Corps for urgent humanitarian aid for the earthquake response.

**Japan** - Princess Cruises Community Foundation **provided a \$24,378 grant** to support Kumamoto earthquake victims.



### FIRE

The Princess Cruises Community Foundation donated **\$9,000** to the American Red Cross of Greater Los Angeles for relief to the California Wildfires located close to our Princess Cruises headquarters in Santa Clarita. Princess launched a microsite on the American Red Cross website for employee giving while the Foundation matched the funds raised through the site.



### EMERGENCY PREPAREDNESS

The Princess Cruises Community Foundation **donated \$47,290** to Red Cross Society of China for training of emergency first responders in the Tianjin area.

## UNESCO PARTNERSHIP – WORLD HERITAGE PROTECTION AND SUSTAINABLE TOURISM

Through our Seabourn brand we partnered with The United Nations Educational, Scientific and Cultural Organization (UNESCO) to foster wider support and understanding in the travel industry and among travelers for UNESCO's mission of identifying, safeguarding and promoting World Heritage sites. **The partnership consists of a \$1 million financial commitment over a five year period, which started in 2014.**

## OPERATION HOMEFRONT PARTNERSHIP

Through our Carnival Cruise Line brand we **partnered with GRAMMY-award winning superstar Carrie Underwood and Operation Homefront**, the national nonprofit that builds strong, stable, and secure military families. The year-long *Honor. Family. Fun.* program helped raise funds for Operation Homefront and culminated in a special private pier side concert for U.S. service men and women and their families starring Underwood aboard Carnival Cruise Line's newest and most family-friendly ship, the *Carnival Vista*. This program provides us with the privilege and opportunity to bring much needed awareness and aid to the troops and their loved ones.

## SPECIAL EVENTS & SENIOR MANAGEMENT COMMUNITY SUPPORT

### AMERICAN CANCER SOCIETY

**Holland America Group Chief Executive Officer Stein Kruse, Holland America Line President Orlando Ashford, and Seabourn President Rick Meadows** joined a distinguished group of Seattle community leaders for American Cancer Society's "**Real Men Wear Pink**" event during the month of October. All three executives were successful in raising funds and awareness for breast cancer. Kruse was the top fundraiser in Washington state and came in fifth nationally.

### PROFESSIONAL WOMEN'S GROUP LEADERSHIP AND CIVIC RESPONSIBILITY

The mission of Dress for Success Worldwide is to empower women to achieve economic independence by providing a network of support, professional attire and the development tools to help them thrive in work and in life. **In 2016, the Carnival Foundation awarded Dress for Success (DSF) a \$35,000 grant to fund a pilot program to provide virtual mentorship to members of their Professional Women's Group.** The Los Angeles based chapter of the organization partnered with Princess Cruises and their employee volunteers to provide mentorship advice for career advancement of the members of the DFS program. **17 female employees from Princess Cruises, including Jan Swartz (Group President of Princess Cruises and Carnival Australia),** participated in the nine month program which culminated in teams meeting at a graduation ceremony and sharing the impact of the program.

## SUPPORTING THE INDIGENOUS COMMUNITY OF VANATU

Through our P&O Cruises Australia brand we are strengthening our relationship with the Vanuatu community by becoming the first cruise line to sell locally made products on board.

Our guests on cruises calling to Vanuatu's capital, Vila, will now have the opportunity to buy handicrafts such as woven bags, a range of skincare products and soaps, specialty coffee, chocolate, spices and the nation's popular vanilla at a special onboard pop-up stall dedicated to locally made products. The stall will be progressively introduced onto P&O Cruises Australia's five ships early next year as part of a trial developed in conjunction with the International Finance Corporation, part of the World Bank group.

Many of these vendors either employ local people or source materials from local communities to make their products. **Giving our guests the opportunity to purchase locally made products raises the profile of Vanuatu as a destination and highlights the skill of its people.**

To learn more about our brands' engagement programs visit our website [www.CarnivalCorp.com](http://www.CarnivalCorp.com). For more information about the Carnival Foundation's efforts in the community, visit our website [www.CarnivalFoundation.com](http://www.CarnivalFoundation.com).

1) Our brands donate various ship venues for hosting luncheons on board to support many non-profit organizations.

