



EDEN LEISURE
FOUNDATION
IN MEMORY OF CETTINA AND MAURICE DE CESARE

CSR: Impact Report 2024





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EXECUTIVE SUMMARY

As in previous years, our CSR focus extended beyond financial and in-kind support as we dedicated efforts to integrate Corporate Social Responsibility (CSR) and a commitment to community service into the fabric of our daily operations.

Teambuilding activities, orchestrated in collaboration with Volunteer Organizations (VOs) and Non-Governmental Organizations (NGOs) with the support of our HR department, served a dual purpose—contributing to community welfare,

building stronger teams, instilling a sense of purpose, and promoting education.

To meet our organizational needs, we engaged the services of various VOs, leveraging their expertise for programs such as our staff mental health initiative and procurement processes. Embracing a circular approach, we actively championed sustainability by extending the lifespan of our unused items and repurpose them for the benefit of others, thus minimizing waste.

Our commitment to social responsibility extended to collaborating with almost 40 different voluntary organizations this year, highlighting our dedication to making a meaningful impact on the communities we serve.



As part of Eden Leisure Group’s commitment to sustainability, our team proudly planted 200 trees at Ghar Dalam Cave and Museum.

In August we launched our own philanthropic organisation, the Eden Leisure Foundation. Its purpose is to solidify our commitment of being a force for good in the community and the environment, for the long term. The foundation serves as an advisory entity for the Eden Leisure Group, giving direction on how and where to allocate its CSR funds and coordinating collaborations, fundraising initiatives, volunteering opportunities and much more. The pillars of the foundation are:

- *The advancement of culture, arts and national heritage.*
- *The advancement of environmental protection, sustainability and improvement, including the protection of animals.*
- *Social and community advancement and outreach.*

This report provides an overview of all the initiatives undertaken in 2024 including actions:

- *Taking place all year round*
- *Community Outreach*
- *Heritage projects*
- *Environmental actions*
- *Contributions to animal Welfare*
- *Awareness Campaigns*

The report also highlights A financial overview as well as feedback from stakeholders.

ACTIVITIES HAPPENING ALL YEAR ROUND



Special Olympics Bowling training at heavily subsidized rates, twice weekly.



Staff donations to Dar Tal Providenza with each pay cheque – ELG and ICM matched funds raised with a total donation of €6000 made in December 2024.



Richmond Foundation – paid participation in their programme for mental health facilities in the workplace & training.



Autism Friendly movie screenings; subtitled screenings throughout the year.

COMMUNITY OUTREACH

2024 saw us collaborating with 27 different community focused organisations, one some level or other. Clearly this has taken much of our focus for the year.

Here are the organisations we collaborated with:

Dar tal-Providenza

DONATIONS AND CONTRIBUTIONS

- Raffle ticket sales at the Christmas Ball raised €286 from staff members.
- Raffle ticket sales at our summer party raising €304.
- Table-tennis tournament was organized for staff members – funds raised € 80.00.
- A trivia Quiz was organized for members of staff – funds raised €205.
- Bingo was organized for members of staff – funds raised €120.
- Donation of various linen items.
- EUR 3,823 donations raised through monthly contributions by employees of ELG and ICM, topped up by both organizations to EUR 6,000.
- Purchase and donation of 2 defibrillators (at a cost of €2,596) using funds raised in the above staff events, and topped up by the company.



Bingo for Dar tal-Providenza



Dar tal-Providenza - Table-tennis tournamen



Donation to Dar tal-Providenza

Inspire

FUNDRAISING

- *The Stardust Gala, at the InterContinental Arena Conference Centre in October. Funds were raised through ticket sales, art auction, silent auction, a raffle and a 'heads or tails' game. All proceeds went directly to inspire with a total net contribution of €37,000 to Inspire's Pathfinder Project.*



The Stardust Gala Night, in aid of Inspire



VOLUNTEERING

- *A team of volunteers participated in various activities, including cleaning the deck of the outdoor pool, removing grass, tidying up near the stables, and assisting in the Charity Shop. ELG provided gloves and covered the cost of the skip used to dispose of all the waste.*
- *A clean-up of the Inspire offices was carried out by members of Eden's staff.*

DONATIONS AND CONTRIBUTIONS

- *Donated several rolls of unused fitted carpet.*



ELG team together to lend a helping hand in maintaining the facilities of Inspire Malta.



*The Stardust Gala Night,
in aid of Inspire*



Sedqa

DONATIONS AND CONTRIBUTIONS

- *The Substance Abuse Prevention Initiative in Post-Secondary Schools was held nationwide and consisted of:*
 - *Cinema: Free Popcorn vouchers x 200 vouchers.*
 - *Cynergi gym: Free day pass worth €20 x 200 vouchers.*
 - *Bowling: buy one get one free ticket Monday.*

Fondazzjoni Sebh

VOLUNTEERING

- *In February a group of fifteen volunteers dedicated a morning to assisting at Dar Sagra Familja, where they cleaned and cleared the indoor and outdoor play areas to create a safe and enjoyable environment for the children.*
- *Following the initial clean-up activity, a staff member volunteered to enhance the garden.*
- *Four employees volunteered to dispose of all waste generated by the two activities. ELG provided a skip for waste removal.*
- *In March, team Cynergi and volunteers from other departments conducted a thorough deep clean of Dar San Nikola in Hamrun, a newly refurbished apartment that provides housing six children.*

DONATIONS AND CONTRIBUTIONS

- *Donated rolls of new & unused fitted carpets.*
- *Contributed essential home appliances worth EUR 8,000 to furnish three new apartments for youths transitioning from care to independent living.*
- *Donated several garden terracotta pots.*
- *72 bowling tickets were donated.*
- *Sponsored a cinema outing for 41 children, allowing them to attend for free, while their carers benefitted from discounted ticket prices.*
- *Hosted a Christmas lunch at InterContinental Malta for residents of Fra Diegu Home – 11 children and 5 carers.*
- *Employees bought gifts for all the residents of Fra Diegu Home according to a wish list the children created.*



Donating appliances to Fondazzjoni Sebh.

Millennium Chapel & Love Kitchen

VOLUNTEERING

- *InterContinental senior staff served guests at the Love Kitchen, prepared by the InterContinental kitchens. Also supplied several frozen, pre-cooked meals to be used by the organization at a later date.*

DONATIONS AND CONTRIBUTIONS:

- *A new fundraising initiative was introduced across the hotel's various catering establishments, allowing patrons to contribute EUR 1 to their bill in support of the Love Kitchen fundraising campaign.*
- *The first donation of EUR 10,000 was made to the Love Kitchen, marking a significant milestone for the initiative.*
- *Donated two vouchers, each valid for four games, to the raffle held during the fundraising BBQ.*
- *Contributed four bowling vouchers for a raffle.*
- *Organised a collection of men's shoes by staff members, which were then donated.*



Raising funds for the Love Kitchen.

Jeanne Antide Foundation



Left: Donation of gifts to the Jeanne Antide Foundation.

Center: Donation of stationery to the Jeanne Antide Foundation.

Right: Purchasing soaps for our employees, from the Jeanne Antide Foundation.

DONATIONS AND CONTRIBUTIONS:

- *March: Purchased soaps from the Foundation in celebration of Women's Day.*
- *Organised a Food Collection drive.*
- *Launched yoga classes for the SOAR unit, supporting survivors of domestic abuse with specialized sessions held at Cynergi.*
- *Back to School stationery collection by staff and topped up by Eden Leisure.*
- *Donated bowling vouchers for 20 volunteers and staff members.*
- *Conducted a Reverse Advent Calendar initiative, collecting food donations.*

ADVERTISING

- *Provided free cinema advertising throughout the month of September.*

Other organisations we've helped in 2024

FOUNDATION FOR SOCIAL WELFARE SERVICES (FSWS).

- Free bowling games for 6 teenage resident girls and their carer.

PRISMS/AWAS

- Free bowling games for 18 underprivileged children and 4 carers from the Agency for the Welfare of Asylum Seekers.

FONDAZZJONI WENS

- Donated 80 bed sheets and 200 towels.

HOSPICE

- Battery collection initiative started in aid of Hospice Movement - prize draw of bowling tickets for disposal of used batteries in aid of Hospice Movement.
- Poinsettia sale with Eden employees, with funds in aid of Hospice Movement - raised €358.80.

SOUP KITCHEN

- Donated 110 towels.

MOUNT CARMEL HOSPITAL

- Donation of 6 boxes of books.

ST NICHOLAS COLLEGE

- A group of 12 children with special needs were invited for a bowling session.

KARL VELLA FOUNDATION

- Donation of 4 bowling games and 4 karaoke sessions for a fund-raising raffle.

VOLUNTEERS OF THE ORDER (VOTO)

- Donated canapes for their Christmas fundraising event.

ACADEMY OF GIVERS

- Event Sponsors for the Impact Fair organized by the Academy of Givers. Support was offered in kind with €1,500 worth of advertising on Bay Easy 100.2fm. In return for our support, our logo appeared on digital and printed material and the Programme for the event).

SOVEREIGN ART FOUNDATION

- Donated 2 Cinema tickets and 2 bowling tickets were donated for their raffle.

FRANCISCAN WELFARE ASSOCIATION

- Offered free cinema advertising during the month.

OSANNA PIA HOME

- Donated 20 bowling vouchers donated to Salesians for the residents of Osanna Pia Home.

GUATAMALTA FOUNDATION

- Donated 4 Bowling tickets for the fund-raising raffle in aid of the Garbage Village Project in Izabal, Guatemala.

EQUAL PARTNERS FOUNDATION

- Donated 2 family pack vouchers offered for the Christmas fund-raising event.

JCA

- Offered free cinema advertising during the month.

MALTA DEMENTIA SOCIETY

- Offered Free cinema advertising during the month.

MISSIO

- Representatives from 89.7 Bay answered calls during their fund-raising marathon.

VOGUE X VINTAGE CLOTHING

- Donated several rolls of leather hide for upcycling.

PUTTINU CARES

- Organised a Ftira Day with Eden employees with €120 raised in aid of Puttinu Cares.
- Sponsorship of free advertising on 89.7 Bay for Puttinu Cares event valued at € 1,000.

VICTIM SUPPORT MALTA

- A fund-raising event took place at Eden Cinemas, followed by a discussion. The film "It Ends with Us" was screened with all proceeds with to Victim Support Malta. In all, a total of € 756.78 was donated.

ACT

- Purchased 200 indigenous trees for a tree-planting project.

SUPPORTING HERITAGE

Although we only collaborated with 3 different heritage-focused organizations in 2024, it is in this area where most of our financial aid goes, (excluding funds we raise throughout the year).



Heritage Malta – Sponsorship of the restoration of the Grandmaster's Carriage

Fondazzjoni Wirt Artna

DONATIONS AND CONTRIBUTIONS:

- Funding the ongoing restoration of the Guthrie Bridge at Fort Rinella in the final stages of completion. The remaining payment of €20,000 was made.
- Donated various items of linen.

Din l-Art Helwa

- Donated raffle prizes in aid of Msida bastion Historic Garden. Donation consisted of a one-month membership to Cynergi and vouchers for four bowling games.

Heritage Malta

VOLUNTEERING

- Purchased 200 indigenous trees from ACT organization at a cost of €2,100, and organized a team of volunteers from Eden Leisure to plant them in Wied Dalam Birzebbuga.

DONATIONS AND CONTRIBUTIONS

- Launched the sponsorship of the restoration of the Grandmaster's Carriage, a major project which will be completed by mid 2025. The project will cost €118,000 in total, with €25,000 of this was paid for in 2024 and the remainder to be settled in 2025.



*Heritage Malta – Sponsorship
of the restoration of the
Grandmaster’s Carriage*

ENVIRONMENTAL PROTECTION

We only collaborated with 3 environmental NGOs in 2024, mainly because there weren't many that reached out. As one of the foundations pillars, more focus will be given to this area in 2025.

Nature Trust

- *Donated various linen items.*

Friends of the Earth

- *Donated various linen items.*

Coast is Clear Foundation

- *Donated various items of linen.*
- *A collaboration whereby offered 3 written articles, 3 Instagram feed posts, 10 Instagram In-Post Swipe Ads, and 10 live mentions on 89.7 Bay to promote their organisation. In return, the foundation offered Bay an online presence that included display of our logo alongside all sponsors, our logo featured at events alongside other sponsors, and an activation space for 89.7 Bay at the events.*



ANIMAL WELFARE



MSPCA

DONATIONS AND CONTRIBUTIONS:

- *Launched the annual MSPCA social media campaign, with 89.7 Bay, featuring 12 dedicated feed posts, 2 educational reels, and 3 educational swipe posts, live mentions on the radio. The campaign's total value was EUR 11,050.*
- *Contributed a voucher for an InterContinental weekend break, for a fundraising initiative and provided marketing support to enhance its success.*
- *Filmed a dog adoption video at the InterContinental Malta.*
- *Donated two boxes of books.*

Association of Abandoned Animals

- *Organised a collection of blankets and towels from staff and donated.*

AWARENESS CAMPAIGNS

Eden Leisure Group has the advantage of owning and operating some of Malta's widest reaching media, including 89.7 Bay, Bay Easy, our digital platforms and our cinemas. We use these media to help create awareness on certain topics that benefit society. We also create awareness by highlighting issues and topics to our own staff community.



Autism Awareness

- Every Sunday during the month of April, Eden Cinemas screened Autism-friendly films.

Health Awareness

- As part of the drive to create awareness about healthy eating, healthy food options were introduced and promoted at the cinema.
- The Cynergi Obesity Campaign was launched, promoting healthy living to the general public.
- As part of the Employee Wellness Week in September, wellness quotes were shared on our Eden Leisure Group social media pages to create awareness of the importance of mental and physical well-being.

Mental Health Awareness

- As part of the drive to create awareness about mental health issues, 2 fitness party classes were delivered by Cynergi in May.

Breast & Testicular Cancer Awareness

- In October, a talk was organized for members of staff highlighting the different cancers that target females and males and how we can help ourselves detect these at an early stage followed by a sale of doughnuts to raise funds for Marigold Foundation. - €177 was raised.

Earth Day Awareness

- A talk by Marie Briguglio was organized for staff members, focusing mainly on the state of the environment.
- Meatless Monday in collaboration with Dr Juice was organized for staff members.
- Sunflower seeds were planted in troughs above the hotel gardens as part of a drive to promote nature.

FINANCIAL OVERVIEW



This overview summarises the cash donations made as well as in-kind contributions. To note, the in-kind contributions below ONLY include items bought for the charity by Eden Leisure, and the equivalent value of radio advertising on 89.7 Bay and

Bay Easy 100.2fm (airtime which would otherwise have been sold). Other in-kind contributions, such as bowling games, cinema tickets, dinners, weekend breaks, food, cinema advertising etc... have not been quantified and included.

	CASH	IN KIND
Raffle ticket sales at Christmas Ball (€286)		
Raffle ticket sales at Summer Party (€304)		
Table-tennis tournament (€80)		
Trivia Quiz (€205)		
Bingo event (€120)		
Defibrillator purchase (company topped up staff funds)		€2,956
Donation to Dar Tal Providenza (staff + company match)	€6,000	
Stardust Gala contribution to Inspire Pathfinder Project	€37,000	
Skip rental for Inspire volunteering	€160	
Donation of essential home appliances		€8,000
Love Kitchen donation	€10,000	
Cinema screening fundraising for Victim Support Malta	€756.78	
Sponsorship for Puttinu Cares advertising		€1,000
Grandmaster's Carriage restoration sponsorship	€25,000	
Tree planting sponsorship	€2,100	
MSPCA social media campaign value		€11,050
Guthrie Bridge	€20,000	
Marigold Foundation	€177	
Ftira sale for Puttinu	€120	
Ponsietta Sale for Hospice	€358.80	
	€101,672.58	€23,006.00

FEEDBACK EXCERPTS FROM SOME OF OUR STAKEHOLDERS

Inspire



On behalf of the entire team at Inspire Foundation, I would like to extend our gratitude to Eden Leisure Group and Bay Radio and to the employees who participated in last week's CSR activity for their exceptional dedication and enthusiasm during the activity. Last week's event and your team's enthusiasm was truly inspiring. Your commitment to making a positive difference in our community truly shone through, and it was evident in every moment of the activity. From lending a helping hand in our projects to engaging with the individuals we serve with genuine kindness and compassion, your team's contributions made a meaningful impact that will be remembered. The energy and enthusiasm they brought to the table were infectious, creating an atmosphere of camaraderie and goodwill that uplifted everyone involved.

Moreover, your company's dedication to corporate social responsibility serves as a shining example of how businesses can leverage their resources and influence to

create positive change in society. By prioritizing initiatives that benefit the community and promote social welfare, you are not only making a difference in the lives of those in need but also setting a standard for others to follow. We are incredibly grateful for the opportunity to collaborate with Eden Leisure Group on this important endeavour, and are looking forward to our planned collaborations in the coming weeks and months as these partnerships that will further our shared mission of making the world a better place for all.

Once again, thank you for your outstanding support and generosity. Please convey our heartfelt appreciation to all the employees who participated in the CSR activity.

Fondazzjoni Sebh



May I take this opportunity to thank you and your team, once again, for the phenomenal work you all did yesterday!! It was a pleasure having you here – you are an awesome team!

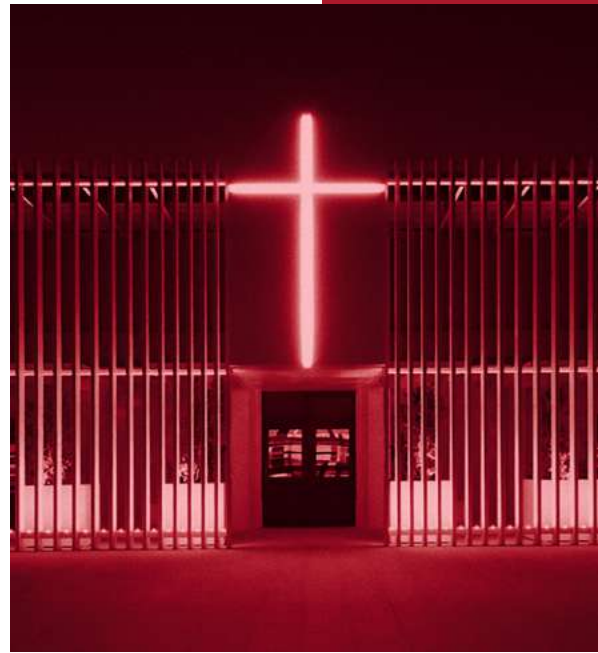
I would also like to extend my deep gratitude towards your support with getting a skip to dispose of all of the items – you have no idea how much this means to us because even simple things as such can be at times challenging for us to accomplish.

Dar tal-Providenza

On behalf of the residents of Id-Dar tal-Providenza I wish to thank you for your very generous donation of made to our Home on behalf of Eden Leisure Group.

Id-Dar tal-Providenza relies on the generosity of the public. We are indeed grateful for your monetary contribution and your continuous support.

On behalf of the residents of id-Dar tal-Providenza I wish to thank you for your very generous donation on behalf of the Eden Leisure Foundation of 2 defibrillators for use at our homes. Might I also add the supply of carpets, bathrobes, quilt covers, bedding etc. which I assure will come in handy.



Sovereign Art Foundation



On behalf of the Sovereign Art Foundation and our ultimate charity Camp Willingness, to which all the proceeds go, I would just like to thank you for your extreme generosity shown through your gift of cinema and bowling vouchers for our charity auction .

You will be happy to hear that our auction raised over €1,000. This money will make a huge difference to so many children for whom the chance to attend this camp is transformative, allowing them to forge life-long memories and acquire valuable skills for personal growth.

Behind our work raising money for this important initiative, is our art foundation. As a token of our appreciation, we would like to invite you to our award evening at the Hilton Hotel on 18th April, official invite to follow, where you will enjoy a few hours with some

wine and canapés in the presence of some amazing art created by the students of Malta. Each year we are amazed by the ever increasing talent that Malta and Gozo's students produce, this year is no different and so it would be wonderful to see you there and to thank you in person.

After many of the volunteering events, a survey was sent out to all participants to understand the impact the activity was on them. The feedback received from the participating members of staff was very positive overall. They found that the activities were highly engaging and relevant to the pillars of CSR of Eden Leisure Group.

For future, volunteers will be surveyed for each event and feedback attained from the NGOs assisted, which will make for a more holistic impact report.

IN CONCLUSION...

Throughout 2024, Eden Leisure Group strengthened its role as a positive force in the community by supporting numerous charitable initiatives and developing a culture of giving among our team. From hands-on volunteer efforts to substantial fundraising achievements, our dedication to making a meaningful impact has become a part of our identity.

A total of €101,602.58 was donated in cash in 2024 with an additional €23,006 donated in kind.

The launch of the Eden Leisure Foundation was a defining moment, formalizing our long-term commitment to cultural enrichment, environmental protection, and social outreach. The enthusiastic involvement of our employees and the gratitude expressed by the organizations we've partnered with speak volumes about the value of these efforts.



Looking ahead, we remain focused on building deeper connections with our community, encouraging active participation from our team, and expanding the reach of our initiatives. Together, we are determined to continue creating positive change and shaping a more vibrant and supportive environment for all.



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