



ROYAL RESORTS FOUNDATION, CARING FOR THE COMMUNITY

From support for the sick or impoverished members of society to conservation, pioneer Cancun resort group Royal Resorts® has been helping those in need for 40 years. Through the Royal Resorts Foundation (Fundación Royal Resorts A.C.), it is seeking more ways to give back to society by promoting health and education, contributing to sustainable development in the state of Quintana Roo, and by protecting wildlife.

Throughout its history, Royal Resorts has supported social causes such as cancer relief, orphanages, shelters for the victims of domestic violence, charities for physically and mentally challenged children, and conservation. And since its inception in 2006, the Royal Resorts Foundation has given continuity to this philanthropic work with regular donations to the Red Cross, the Cancun-based conservation NGO Amigos de Sian Ka'an A.C., Grupo Desafío A.C. Cancer Relief and the Ciudad de la Alegría A.C. (City of Joy), a community center on the outskirts of Cancun comprising a hospice, old folks home, school, orphanage, a women's refuge and food distribution center.

Royal Resorts Foundation has chosen five key issues to be the beneficiaries of its fundraising initiatives: children's education, the fight against cancer, physiotherapy for children with physical and neurological challenges, conservation of the Mayan Jungle and a relief fund for employees to turn to in times of serious illness.

Scholarships for Children

Despite universal access to public primary and secondary education in Mexico, due to poverty many children still miss out on school altogether or are forced to abandon their studies to help support their families. In an attempt to address this problem in Cancun and surrounding areas, the Ciudad de la Alegria opened the Mano Amiga School in 2009 to give marginalized children the opportunity to study and for a better life. It now has over 1,000 eager students on its roll.

The Royal Resorts Foundation provides scholarships for 35 children as they progress each year so that they can continue their studies at the school, fulfill their academic





potential and pursue their dreams. This is a way to transform their lives and give them a better future.

In 2019, the Royal Resorts Foundation also helped three low-income students study for a degree at La Salle University in Cancun.

Campaigning against Cancer

The Royal Resorts Foundation has made the fight against cancer one of its key causes and provides cancer screening and treatment for patients from the poorest sectors of society, giving them the help they need to combat the disease and a second chance for life. In 2020, Royal Resorts Foundation donations funded vital breast cancer screening and mammograms for 100 women on a low income.

Employee Relief in Times of Need

The Royal Resorts Foundation also gives a helping hand to employees in times of need. It supports the Royal Resorts Employee Relief Fund, which helps staff cope with grave illnesses such as cancer, major surgery or accidents and to provide care for the terminally ill. Aid is given on a case-by-case basis and alleviates the burden on the household at a time when problems seem insurmountable. It has helped employees with health problems, including treatment for scoliosis, spina bifida, eye surgery, epilepsy medication, speech therapy for a child with Down's syndrome and providing hearing aids.

In 2020, it launched an emergency appeal to help staff most affected by the COVID-19 pandemic, and through member and employee donations, was able to raise US\$127,000 for the cause.

When the effects of the COVID-19 pandemic were felt around the world, the Mexican government ordered the suspension of all non-essential activities, including hotels, and Royal Resorts was forced to close. The economic impact on the area was immediate and drastic.





Royal Resorts staffers including housekeepers, waiters, bartenders, kitchen personnel, bellboys, porters and spa therapists who all receive part of their salary from guest tips were facing economic hardship as their livelihood was severely affected almost overnight.

Thanks to the appeal, the Royal Resorts Foundation was able to help 1,222 staffers for three months by providing food cards that they could use to shop at local supermarkets.

Protecting the Mayan Jungle

Covering vast areas of the Yucatán Peninsula, Chiapas, northern Guatemala and Belize, the Great Maya Jungle is an ecological treasure house, widely regarded as one of the world's biodiversity hotspots and an important green lung. Yet its riches are under threat from urban sprawl, deforestation, forest fires and pollution. Rare species such as the jaguar, tapir, spider and howler monkey, parrots and toucans face habitat loss and poaching.

The Royal Resorts Foundation is participating in a regional initiative launched by Amigos de Sian Ka'an and the Mexican National Forestry Commission (CONAFOR) to safeguard four million hectares of tropical forest in the state of Quintana Roo not currently protected by reserves. And the goal of this campaign goes far beyond safeguarding the jungle and its inhabitants.

Beneath the forest floor and hidden deep in the rock is a network of underground rivers – the longest and most complex discovered to date anywhere in the world. This vast aquifer is the only source of fresh water in the limestone landscape of the Yucatán Peninsula and is also Mexico's most important water resource for future generations. The jungle must be protected, and urban pollution prevented to keep the water pure.

The Royal Resorts Foundation is raising money in support of Amigos de Sian Ka'an's work with rural communities and *ejidatarios* or small farmers and landholders to protect the forest instead of clearing it for development. They receive environmental services payments for leaving the land untouched. In addition to conserving the forest and the





creatures that inhabit it, such actions increase carbon capture and help to offset the devastating effects of climate change.

Through the environmental services payment program coordinated by Amigos de Sian Ka'an, 22 landowners in Ejido Juarez and four in El Eden reserve in northern Quintana Roo are receiving grants in return for preserving the forest on their land for posterity instead of clearing it for agriculture or cattle ranching. To date, 400 hectares of forest have been saved using this system. Not only is the forest protected for the rare animals and birds that inhabit it, but it also represents the capture and storage of 30 percent of the carbon dioxide emissions generated by water production, water treatment plants and pumping in the Benito Juarez municipal district where Cancun is located.

El Eden reserve is of vital ecological importance in the area. Straddling a natural fault line, it is a zone of jungle and marshland peppered with cenotes, underground rivers and lagoons where water is plentiful year-round, attracting wildlife. It is home to forest and wetland birds, whitetail deer, peccary, spider monkey, jaguar, puma, ocelot and anteater, among others. Biologists have detected that it is a breeding area for jaguars and a refuge for female jaguars to rear their cubs in.

The goal is to expand the environmental services program in the north and center of the state, linking larger areas of forest to the Sian Ka'an biosphere reserve and creating natural wildlife corridors for threatened species like the jaguar.

Royal Resorts is a pioneer in sea turtle conservation in Cancun and the Mexican Caribbean and has been participating in the annual summer turtle nesting season protection campaign since 1985. Employees regularly volunteer for beach cleaning and reforestation campaigns.

Royal Resorts is also supporting the creation of Parque Cancun, a new green space for the city by sending one of its gardeners to participate in the first phase of the project.

Therapy for Physically Challenged Children at the Cancun CRIT Clinic





In May 2021, Royal Resorts Foundation donated to the CRIT Rehabilitation Center in Cancun (Centro de Rehabilitación e Inclusión Infantil Teleton) to cover the costs of physiotherapy for seven children with motor, bone and neuromuscular diseases.

The CRIT Center is run by a Mexican charity called Fundacion Teleton, which has 22 CRIT Centers all over the country and a Children's Cancer Hospital. Nationwide, in the period 1999 to 2020, it has helped 486,195 children.

Spreading Happiness

The Royal Resorts Foundation also has a Spreading Happiness campaign with the local community. Its goal is to help those in need and bring a smile to their faces. To date, Spreading Happiness initiatives have included annual Toy Drives at the resorts to collect toys to give to children in low-income city neighborhoods or rural communities on Three Kings Day (January 6) and Children's Day; events for the elderly and visits to poor communities to distribute food and groceries.

Royal Resorts Foundation Race

The Royal Resorts Foundation organizes an annual charity race to raise money for a cause. Due to the COVID-19 pandemic, the race was cancelled in 2020 and 2021. However, in previous years it has supported a variety of causes. In 2016, the first race raised money to build a home for a child with brittle bone syndrome and in 2017 to rebuild the house of a 74-year-old man with a wife and son with serious physical challenges. In 2018, 700 runners took part in the race over 10 or five kilometers or the three-kilometer walk to support the construction of a kitchen at a community center for vulnerable young people in one of Cancun's poorest neighborhoods. In 2019, the race cause was education: supporting a scholarship program for low-income students to enable them to get a university education.

Royal Resorts Foundation Fundraising & Activities

Through the Dollar a Stay campaign at the resorts an optional US\$1 donation is charged to guests' bills (they can donate more if they decide to); additional donations by members





and employees and fundraising events organized by staff. The proceeds from the sale of recyclable trash such as plastic, aluminum, glass and cardboard from the Royal Resorts recycling program are also donated to the Royal Resorts Foundation.

In addition to cash donations, staff members and guests also donate toys, school supplies, and clothing during the year and some also give their time to help in the community. In 2018 and 2019, a Canadian doctor and his wife who are Royal Resorts members, volunteered their time to carry out hearing tests for staff at the resorts and relatives with hearing problems and donated 55 hearing aids.

About Royal Resorts

Founded in 1975, Royal Resorts® is a pioneer company in the Mexican Caribbean tourism industry. It has three family-friendly beachfront resorts in Cancun: The Royal Cancun®, The Royal Islander® and The Royal Sands® and is set to unveil its latest property Royal Uno® All Inclusive Resort & Spa, in December 2021. At the heart of the Riviera Maya, in Playa del Carmen, The Royal Haciendas® pays tribute to the heritage of the Yucatan with its architectural design and tropical gardens. With magnificent hacienda-inspired architecture in a secluded beach location to the south of Puerto Morelos, Grand Residences Riviera Cancun offers luxury in a tranquil natural setting, only 20 minutes from Cancun and Playa del Carmen for shopping and nightlife.

All the Royal Resorts have spacious rooms and suites equipped with everything guests need for their stay and a wealth of resort amenities for an unforgettable vacation, including daily activities for all ages, kids clubs, non-motorized water sports, pools, gyms and spas and a varied dining scene. www.royalresorts.com

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