



# Baha Mar Resort Foundation 2022 Annual Report



# Table of Contents

Mission of the Foundation	04
Message from the Chairman	06-09
Board of Directors	10-12
Our Brands	14-15
Our Team	16
Impact	18-19
Community Initiatives	20-31
Culture Initiatives	32-37
Conservation Initiatives	38-47
Special Projects	48-51

The Baha Mar Resort Foundation has supported numerous philanthropic efforts focusing on initiatives and organizations that make a difference in the local community.

## Our mission

### The Baha Mar Resort Foundation

Built on the three pillars of Community, Culture and Conservation, the Baha Mar Resort Foundation reflects the property's deep commitment to building a strong future for The Bahamas. Through volunteerism and monetary donations, it is our goal to champion sustainable conservation efforts, celebrate the diverse cultural traditions and artistic expressions of The Bahamas and strengthen the community through improvements in education.





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# CHAIRMAN'S MESSAGE



GRAEME DAVIS

President, Baha Mar

Dear Partners, Associates, and Cherished Community,

Since its inception, the significance of Baha Mar Resort Foundation's mission has been rooted in the belief that a community is stronger when it benefits broadly among its people. We understand the world is in the midst of rapid change, and we have a deep commitment to building a stronger future for The Bahamas. As we prepare to celebrate the 50<sup>th</sup> Anniversary of Independence we are proud to be part of this significant milestone, aligning our foundation's efforts in celebrating the rich history of the nation. It is our responsibility to champion sustainable conservation efforts, honor the diverse cultural traditions and artistic expressions of The Bahamas, and strengthen the community for generations to come.

Fostering our commitment to conservation efforts, the Baha Mar Resort Foundation recognizes the importance of partnering with leading environmental organizations and implementing innovative sustainability practices. These include supporting The Bahamas National Trust through monetary funding, contributing to Flamingo protection and conservation efforts in the Bahamas, coastal cleanups on Saunders Beach and supporting the new Lend a Hand Bahamas Hydroponics Farm. The organization was able to raise awareness for key conservation holidays such as Earth Week and World Water Day by utilizing the newsletter's network. The Foundation launched the Queen Conch Education Program, in which resort representatives visited 14 schools in Nassau and shared the educational documentary "For the Love of Conch," which shows how overharvesting has caused the Queen Conch to become an endangered species in the Caribbean.

Additionally, throughout its long-standing partnership with The Bahamas National Trust to support conservation initiatives, an over sixty-year conservation effort in The Bahamas, the Foundation has supported robust educational Initiatives, impactful scientific research, and award-winning national park management. Since 2019, we continue to hold the coveted award by Preferred by Nature for Sustainable Tourism, which encourages the responsible use of natural resources and promotes a healthy market system that values sustainable production, sourcing, and equitable trade within our industry.

We are committed to making a meaningful impact in the community and have strengthened our ties with more than 30 local organizations including The Bahamas Cancer Society, The Nazareth Centre for Children, Twilight Home for the Elderly, The Humane Society, and BAARK.

The Foundation also supported a National Vaccine Program that resulted in over 20,000 Bahamians vaccinated, blood drives to support the Princess Margaret Hospital, donations to several children and elderly homes on the island, and partnerships with local charities and government agencies, such as The Ministry of Health and The Ministry of Education.

The Foundation has collaborated with The Bahamas Red Cross to pack over 1,000 parcels to date for those in need, Hands for Hunger with over 5,000 lbs. of prepared food donated, and partnered with Shock Treatment, an intervention program intended for “at risk” youth encouraging positive decisions.

Through the proceeds of our Baha Mar Tennis Cup, we were able to collect over \$170,000 in donations and facilitate community improvements, most recently the resurfacing of The Tom ‘The Bird’ Grand Sport complex Tennis Courts, the first of many more to come.

In previous years the Baha Mar Resort Foundation supported aid for Hurricane Dorian relief and recovery, with a \$2.5million donation commitment and over 800 pieces of furniture.

We are also accelerating our efforts in diverse cultural traditions and artistic expressions. The Current Art Center and Gallery serves as our hub for local and international Bahamian artists to collaborate, create, and share their work with the rest of the world. Last year, the Foundation collaborated with The Current to host an event highlighting the studio’s first mural in its mural series “Got Culture: Sustainability for the Future.” In addition, the Foundation partnered with the Nassau Music Society to present “C-Force: A Musical Journey of the Caribbean,” the musical organization’s special season finale concert. Most recently, Baha Mar launched ECCHO (Expressive Collaborations & Creative House of Opportunities), a brand new 13,000 sq. ft. multifunctional creative platform for local and international artists. The new space is an addition to Baha Mar’s existing art program, which aims to forge relevant and meaningful connections with creative communities both near and far.



We recognize the collective work of the Council Members for their deep commitment to equitable, economically vibrant, and promotion for a more sustainable environment. In addition to supporting the Foundation, each council member serves as key volunteers and advocates for the Baha Mar Resort Foundation. The Council Members are:

Graeme Davis, President, Baha Mar

Robert Sands, SVP Government & Community Relations, Baha Mar

Kirsty Cowper, SVP of Human Resources & Organization Development, Baha Mar

Geoff Andrews, Bahamas National Trust

Axel Gasser, VP & General Manager, SLS Baha Mar

Ulrich Samietz, General Manager, Grand Hyatt, Baha Mar

Monica Ortiz, Managing Director, Rosewood, Baha Mar

Across Baha Mar, each brand has contributed to the Foundation through Humanitarian Services with over 900 volunteers and over 130 community hours. We are extremely proud of the Baha Mar Resort Foundation's work and contributions over the last five years. Our integration into the island is an essential part of its success, both ethically and professionally. We remain grateful to be supporting the efforts of such impactful organizations in their endeavors to positively contribute to the future of The Bahamas.

Sincerely,

Graeme Davis

Chairman

The Baha Mar Resort Foundation



Baha Mar Resort Foundation

## BOARD OF DIRECTORS



ROBERT SANDS

SVP of Government  
& Community Relations

Robert Sands was appointed  
to the Board of Directors on  
June 21st, 2017



KIRSTY COWPER

SVP OF Human Resources &  
Organization Development

Kirsty Cowper was  
appointed to the Board of  
Directors on June 21st, 2017



ULRICH SAMIETZ

General Manager  
Grand Hyatt Baha Mar

Ulrich Samietz was appointed  
to the Board of Directors on  
October 7th, 2021



MONICA ORTIZ

Managing Director  
Rosewood Baha Mar

Monica Ortiz was  
appointed to the Board of  
Directors on  
September 14th, 2022



Baha Mar Resort Foundation

## BOARD OF DIRECTORS



**AXEL GASSER**

VP & General Manager  
SLS Baha Mar

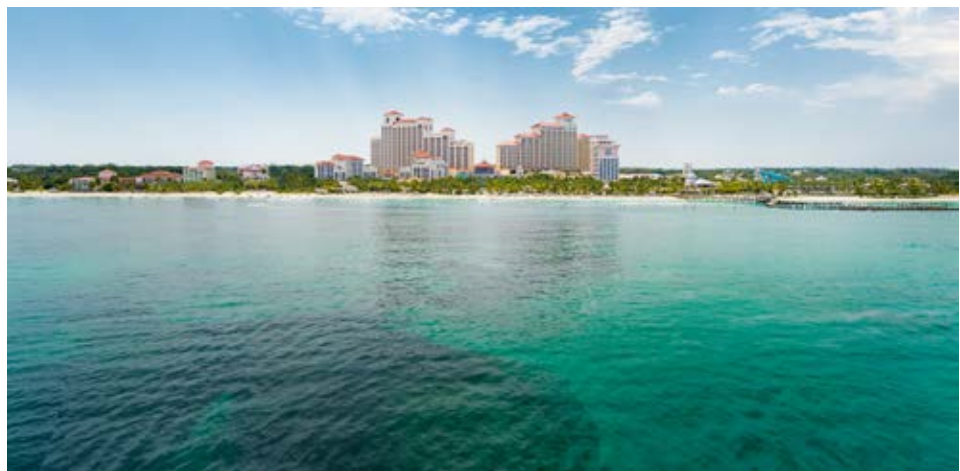
Axel Gasser was appointed  
to the Board of Directors on  
October 7th, 2021



**GEOFF ANDREWS**

Bahamas National Trust  
Independent Council Member

Geoff Andrews was appointed  
to the Board of Directors on  
October 7th, 2021



# *Baha Mar*

## NASSAU, THE BAHAMAS

Baha Mar resort, Nassau, The Bahamas is the newest family vacation destination in the Caribbean. Perched on the pristine white sands of Nassau's Cable Beach, Baha Mar's selection of three world-class beachfront hotels—Rosewood, SLS, or Grand Hyatt—with sunning ocean and an epic selection of experiences to choose from, is truly a luxury of choice.



## OUR BRANDS

### GRAND HYATT BAHAMAR



Hyatt's World of Care platform outlines the company's commitments and initiatives to care for the planet, people, and responsible business. This includes advancing environmental action, elevating Diversity, Equity, and Inclusion (DE&I) efforts, and taking bold steps toward combatting human trafficking.

### ROSEWOOD BAHAMAR



The company's philosophy of A Sense of Place reflects each hotel's distinctive history, culture and sensibilities. Rosewood strives to offer unique, authentic experiences while incorporating a proactive approach to environmental Sustainability, Relationship Hospitality and social responsibility.

## SLS BAHA MAR



With SLS it's always wise to prepare for the impossible. Alchemically combining the classic ingredients of luxury: bespoke service, elegant styling and refined detail with a spirit that's entirely unexpected: playfully mischievous, wittily surprising and just a little sexy, SLS has created a new kind of luxury that's quite simply unrivalled.

## BAHA BAY BAHA MAR



Baha Bay is designed to embrace and live by the pillars of the Baha Mar Foundation. It is one of the world's most technologically advanced, culturally driven and sustainable waterparks. Utilizing industry leading filtration systems that reduce water consumption and variable frequency drives that optimize electricity. Embracing art culture and community, Baha Bay has been adorned with illustrious murals painted by local artists and continue to deliver ongoing charitable programming to members of the local community. At Baha Bay, we elevate experiences and create irreplaceable memories for our guests.



Baha Mar Resort Foundation

## OUR TEAM



**MELVERN WILLIAMSON**

Baha Mar Foundation Manager



**JOHN COX**

Executive Director of  
Arts & Culture



**Tarran Simms**

Assistant Director of  
Conservation  
& Sustainability Programs



**O'Neal Leadon**

Conservation Manager





# ACTIVATIONS IMP MAKING

**\$2.5 Million**

Hurricane Dorian  
Relief & Recover

When disaster strikes, The Baha Mar Resort Foundation was there to help. Supporting communities impacted by Hurricane Irma (2017), and Dorian (2019) with meals, supplies and clothing as well as developing the Pack with Love initiative.

**\$174,000**

Community  
Support

The third Annual Baha Mar Cup in collaboration with Mark Knowles Tennis Initiative has raised over \$174,000 for the Foundation. Proceeds support the local community and the redevelopment of Tom "The Bird" Grant Tennis Courts.

**\$75,000**

Bahamian  
Culture

Helps to preserve the craft of Junkanoo through art, music and dance, and help keep the tradition to pass on from generation

# ACTING THE BAHAMAS

## A DIFFERENCE

**\$16,000**

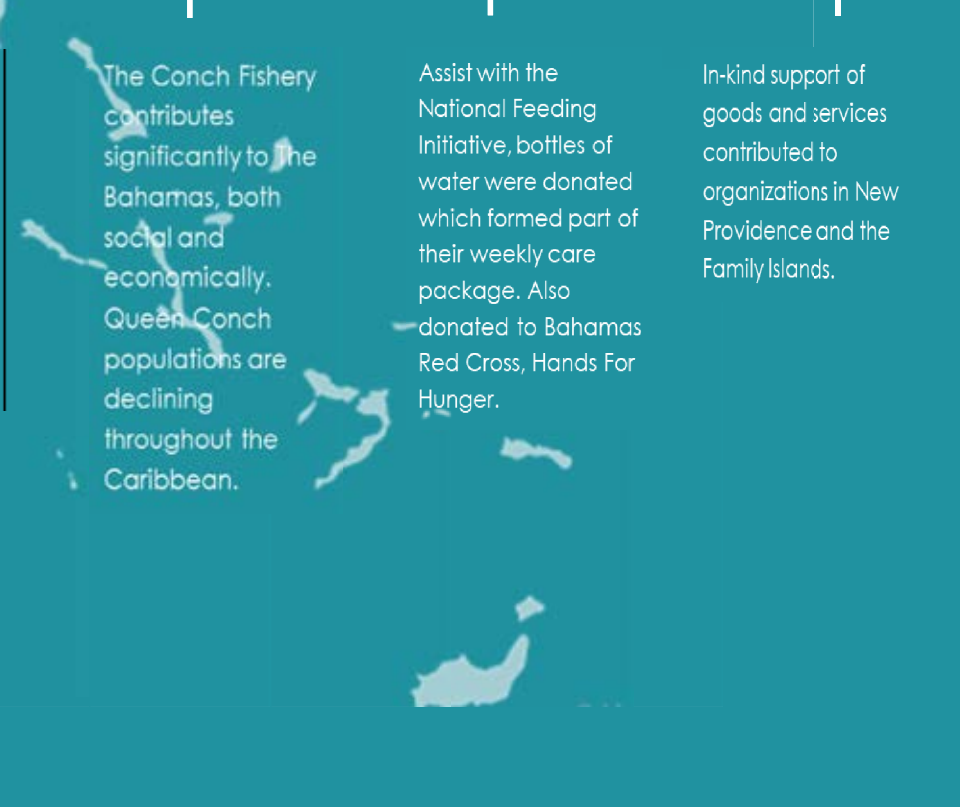
Conch  
Conservation

**40,000**

Bottles of  
Water

**\$250,000**

In-Kind

A faint map of the Bahamas archipelago is visible in the background of the lower half of the page.

The Conch Fishery contributes significantly to The Bahamas, both social and economically. Queen Conch populations are declining throughout the Caribbean.

Assist with the National Feeding Initiative, bottles of water were donated which formed part of their weekly care package. Also donated to Bahamas Red Cross, Hands For Hunger.

In-kind support of goods and services contributed to organizations in New Providence and the Family Islands.



## COMMUNITY

As one of The Bahamas largest employers, Baha Mar is dedicated to the island community. Since launching in 2017, we've continued to support a wide array of environmental, health-related and youth educational organizations throughout The Bahamas.



Baha Mar Resort Foundation

## FOOD INSECURITY

Reducing the prevalence of food insecurity in The Bahamas by supporting The Bahamas Red Cross, Hands for Hunger and The Bahamas Feeding Network.



## BAHAMAS RED CROSS

The Baha Mar Resort Foundation worked with The Bahamas Red Cross to pack over 900 parcels to benefit Families, Seniors and the disabled on the “Meals on Wheels” Program.

In support of their “Red Hot Summer Grill”, over. Proceeds will continue support of exiting programs and operational expenses.







## HANDS FOR HUNGER

Since 2021, over 6,000 pounds of surplus prepared food from outlets at Baha Mar have been donated to Hands for Hunger. This aligns with Baha Mar's Sustainability efforts to reduce food waste and help fulfil its Preferred by Nature obligations.

The Hands for Hunger Community Garden was developed in June 2022 creating a sustainable space to grow healthy food while promoting healthier lifestyles, building a stronger community and aligns with the Hands for Hunger mission to eliminate hunger. Volunteers assisted with weeding in the garden to prepare for planting crops.



## EASTER AT THE CHILDREN'S WARD

Volunteers visit the Princess Margaret Hospital to deliver 50 Easter Gift Packages easter gifts to the children's ward.



## REUSE PROGRAM



SAXON



VALLEY BOYS



ROOTS

The Reuse Program was created to upcycle Cardboard, Wooden Pallets and Styrofoam received at Baha Mar into Junkanoo costumes. Clean Cardboard boxes, Styrofoam packaging and used Wooden Pallets are donated to local Junkanoo (Bahamian National Festival) groups on the island to make costumes. Baha Mar is the sponsor of the Valley Boys Junkanoo Group.



## COVID-19 APPRECIATION & AWARD CEREMONY



The Baha Mar Resort Foundation support the Government of The Bahamas with The National Vaccination Program, over 20,000 Vaccinated.

The National Independence Secretariat held an Appreciation & Awards Ceremony In Honor & Recognition of Covid-19 Leaders and Workers for their compassion, dedication and exemplary service rendered during the Covid—19 crisis.





## HURRICANE DORIAN VICTIMS

The Baha Mar Resort Foundation made an initial visit to Abaco after the devastation of Hurricane Dorian in 2019. A second visit was made in February 2022. To support the victims in North and South Abaco, Grand Bahama, Andros and Exuma, over 1,000 pieces of used furniture were donated.



## GRAND BAHAMA CHILDREN'S HOME VISIT TO BAHAM BAY

As a result of Hurricane Dorian, the children at the Grand Baha Children's Home have been faced with much loss, devastation and trauma, which severely damaged the home in Grand Bahama causing the children to be temporarily relocated to Nassau. As they are now back in their home and beginning to return to a sense of normalcy, on Thursday, August 11th, The Baha Mar Resort Foundation assisted by treating the children to a fun day at Baha Bay Water Park with lunch.

The group consisted of 26 children and 10 chaperons.





## SHOCK TREATMENT

14 teens between the age of 10-17 years visit Baha Mar to expose them to positive options.

Shock Treatment is an intervention Program that is intended for specific categories of “At Risk” young people who are predisposed to or are already engaged in deviant behaviors that can result in their violation of the laws of The Bahamas. The program is part of the government’s strategy to reduce and control crime throughout the country. Shock Treatment supports both projects “Safe Bahamas” and “Operation Cease Fire” which are the key crime-fighting initiatives of the Ministry of National Security.





## SUPPORTING OUR YOUTH



Baha Mar Cup in collaboration with Mark Knowles Tennis Initiative held at Baha Mar donated over \$16,500 this year to The Baha Mar Resort Foundation .

Derek Jeter Celebrity Invitational at Baha Mar donated to The Baha Mar Resort Foundation in the amount of \$ 25,000.



We were happy to host the Elizabeth Children's Home with a tour of Baha Mar and Baha Bay. The tour ended with a lunch with the Flamingoes.

Children's Voices Art Empowerment Workshop help "At Risk" youth find their voice. Art Supplies and outdoor umbrellas were donated to assist with projects.



## SUPPORTING ANIMAL SHELTERS

In a collaborative effort between the Baha Mar Resort Foundation, The Bahamas Humane Society and BAARK— dry and wet food, toys, newspapers, soiled linen and towels were donated. These items were collected from volunteers during a Pet Drive held in July.

The brands also donated soiled linen and towels that could not be used in guest rooms. These actions make a difference, and we will continue our efforts in assisting animal shelters.



## PUTTING SMILES ON THE FACE OF CHILDREN

Toys were donated by staff of Baha Mar during a Toy Drive held in December. Toys were donated to children at Orphanages throughout New Providence. Over 350 gifts were wrapped and delivered to Royal Eagle Lodge for 2nd Annual Christmas Tree Lighting, The Nazareth Centre for Children, The Ranfurly Home for Children, MORE 94 and The National AIDs/HIV Center.



## CULTURE

Baha Mar's art studio and gallery, The Current is a hub for local and internally-based Bahamian artists to collaborate, create and share their art with the world.









## NASSAU MUSIC SOCIETY CONCERT SERIES

A vibrant collection of works by  
Bahamian and Caribbean  
composers.



Baha Mar Resort Foundation

ECCHO



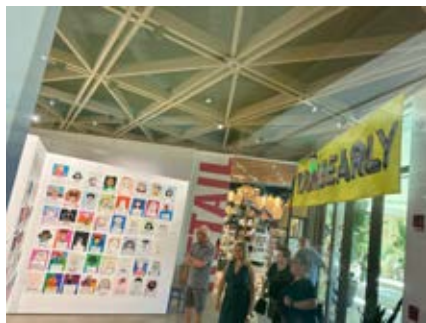
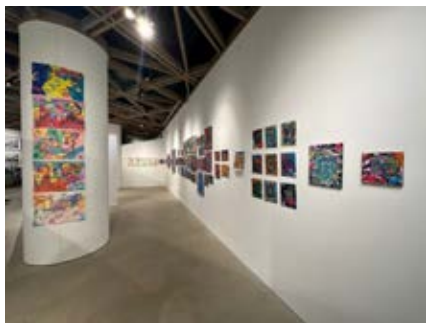
The Current: Baha Mar Gallery & Art Center's new museum space, ECCHO, is an acronym for Expressive Collaborations and Creative House of Opportunities. It is a multifunctional and dynamic platform that supports a wide array of cultural programming. Our mission is to position Bahamian art to a higher professional global standard by forging unique and meaningful partnerships with other arts institutions in the local community.





## SUPPORTING LOCAL SCHOOLS

Tambearly International High School STEAM Project for students in grades 7-10. The project involve creating a mural on the wall of their auditorium, The Bassett Hall, celebrating aspects of the school's history. Tambearly Exhibition in The Current Gallery & Art Center.





## CONSERVATION

The natural ecosystem of  
The Bahamas is our greatest,  
and most fragile resource. Baha  
Mar is committed to the  
conservation through innovative  
sustainability practices and  
partnerships with leading  
environmental organizations.



## PREFERRED BY NATURE SUSTAINABLE TOURISM CERTIFICATION



2022 was the third year Baha Mar received The Preferred by Nature Sustainable Certification with an increase score of over 8%.

	2020	2021	2022
Business Field	88.89%	91.50%	99.50%
Socio-Cultural Field	93.75%	93.75%	100%
Environmental Field	56.15%	61.36%	75.00%
Overall Score	79.60%	82.20%	91.50%



## SAVE WATER, SAVE ENERGY

As part of our efforts to educate associates, guests, and the community on the importance of save water and energy, our team created "Save Water, Save Energy" signs to be placed in all back of house restrooms.





## BNT MANGROVE DONATION PROGRAM

In May 2022, the Mangrove Donation Program was officially launched. This program facilitates the collection of donations for the Bahamas National Trust (BNT) Mangrove restoration and conservation programs.

Donations are being collected through the Conservation Center and through the Baha Mar website. 100% of all donations from the mangrove restoration and conservation program is transferred to the BNT for mangrove protection, conservation, and restoration across The Bahamas.

In honor of World Ocean's Day, BNT invited the Foundation team and other corporate sponsors to join them in a special cleanup and mangrove planting with NFL team members. The cleanup and mangrove planting took place at Bonefish Pond National Park in Nassau.





## QUEEN CONCH SCHOOL EDUCATION PROGRAM

In March 2022, we set to kick off the first phase of the Queen Conch School Education Program. The aim of this outreach project was to educate on Queen Conch Conservation using materials that Baha Mar and The Baha Mar Resort Foundation has collaborated on in the past years.

The importance of this project cannot be underestimated. Going into schools throughout Nassau brought the realization on how little people actually know about this important species. If we have a positive impact on one student from each school, the program will be beneficial.

The outreach project was designed in a way that was the most accessible for schools. Students watched the first 15 minutes of the “For the Love of Conch” DVD, afterwards, an educational presentation on Queen Conch Biology, conservation and aquaculture was given. Each school was also given a copy of the DVD and a Queen Conch life history poster.

In spring 2022 sessions focused on reaching government schools. With the assistance of The Ministry of Education, we visited 10 middle and high schools.



## IMPACT BY NUMBERS



10 Government schools were visited over the course of two weeks. This was coordinated with the help of the Ministry of Education – Science Subject Coordinator

C.V. Bethel | A.F. Adderley | H.O. Nash Junior | C.C. Sweeting Senior |  
C.R. Walker | C.H. Reeves | Anatol Rodgers | L.W. Young | D.W. Davis |  
C.I. Gibson



### 500 Students

During our 2 week period, close to 500 students were spoken to. These students ranged from being in grades 7 - 10.



### 12 DVD's

Each school was gifted a copy of the "For the Love of Conch" DVD. This would allow them to finish the film with their students, and use this in future lessons to come. As such, this would help in expanding our reach into the future.



### 47 Posters

Each school was gifted one poster initially. However, we had multiple requests for additional posters for their science and other classrooms. This brought us to a total of 47 posters being gifted to 10 schools.



### Countless Minds

Although we can quantify how many students we spoke to directly, our goal was for these students to take this information to their family and friends. This allows our message to reach and impact so many more people.



Baha Mar Resort Foundation

## COASTAL CLEANUP

Coastal cleanups. Are vital to mitigate the problem caused by ocean debris and the danger that plastic pollution poses to marine life.

There were 3 Coastal Cleanup this year, 2 at Goodman's Bay Beach and 1 at Sounder's Beach. As usual, we had a land team, water team, and data collection team. The data collection part of the beach cleanup is very important, this allows us to take away something that shows the significant impact that we had during our time there. We were able to have a positive impact on the environment, while having a great time.





## FORT FINCASTLE CLEAN-UP

We ended Earth Week with a cleanup different from our regular Coastal Cleanup. The Baha Mar Resort Foundation partnered with the Antiquities Monuments & Museums Team to host a cleanup at Fort Fincastle. Our team of 30+ volunteers cleaned the areas including around the Fort, the Water Tower, and the Queen's Staircase. Our team was able to clean hard to reach places that the normal groundskeeping crew are not able to get to.



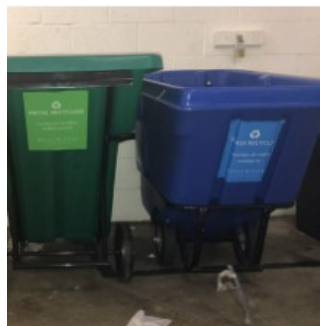


## RECYCLING PILOT PROGRAM



The recycling pilot project kicked off with Rosewood in November. Rosewood Baha Mar has taken an important step in their sustainability journey with the intention of reducing the impact their waste is having on The Bahamas.

The initial phase targets the recycling of glass and aluminum cans. Special color coded bins have been placed in all F&B areas in Rosewood, and all relevant Rosewood team members have gone through recycling training. Baha Mar has partnered with WasteNot Bahamas for the collection and recycling of these materials.



## DEPARTMENT RECYCLING INITIATIVE

Through some of our prior recycling initiatives, we learned that numerous associates and departments at Baha Mar were currently recycling on their own or would like to be able to recycle. However, the main hindrance to these person was being able to get the items to NPCC. New Providence Community Center (NPCC) is the local recycling depot, that collects recycling items, then transports them to NPEP for processing.





## SAVE A GROUPEr, EAT A LIONFISH

“Save a Grouper, Eat a Lionfish” was hosted by the Conservation and Sustainability team in collaboration with The Kitchen. The themed culinary experience aimed to raise awareness about an iconic Bahamian endangered species, Nassau Grouper. The event was aimed to encourage locals and guests to consider consuming invasive species like lionfish as an alternative to endangered species like the Nassau Grouper.

Locals and guests were educated about the stigma associated with eating lionfish.

100% of the proceeds went to The Baha Mar Resort Foundation.



# SPECIAL PROJECTS





## Lend A Hand Bahamas Hydroponics

Lend A Hand Bahamas continues to collaborate with the Foundation to give back to the community. The introduction of the Hydroponics Grow Pod will provide fresh food where needed.

The Grow pod is geared toward Sustainability and Resiliencies. Focusing on growing fresh, healthy food that is free from disease, pesticides and chemicals.

## Supporting the Community

The Baha Mar Resort Foundation is committed to supporting the local community with the redevelopment of the Tom "The Bird" Grant Tennis Courts located in Yellow Elder Gardens. This supports the provision to improve a community facility that encourages youth and residents' access to healthy lifestyle options, and increase community participation in tennis activities.

We look forward to future community projects.

## Carbon Footprint Program

In 2022 we signed with Preferred by Nature to be one of the first participants of their Carbon Footprint Management Program. The program consists of data collection and calculation of Baha Mar's Baseline Carbon Footprint (year 2022), and production of a Carbon Management Plan encompassing reductions, offsetting and performance monitoring and reporting.

We are currently in the data collection and baseline footprint calculation. In 2023, we aim to have our baseline calculated, management plan written, and reduction methods implemented.

# SPECIAL PROJECTS



## BNT Mangrove Donation Program

This year, we were proud to launch our mangrove restoration donation program in support of The Bahamas National Trust's efforts. Since its launch in May, 2022 over \$1,300 has been donated to BNT for this program. We look forward to continuing and growing this project in 2023 and seeing the positive impact that these donations are having on the conservation of these important ecosystems.

## Apiary Reestablished

In 2021 five colonies of bees were welcomed. The bees are happy and healthy in their new location, and we are excited to have our very own Baha Mar honey.

Harvesting of honey is expected in the months of June/July and September/October.



Baha Mar Ltd., P. O. Box CB-10977, Nassau, The Bahamas

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