

CIGNA Korea Foundation Annual Report 2016

CIGNA Korea Foundation Annual Report 2016

Period and scope

This report is on the activities and performances of the Foundation from January 1 to December 31, 2016. Key performance indices include data from recent years to show the trend, and some include the plan for the year 2017.

Verification

All information in the report has been verified and reviewed by the internal manager and the management as well as an external audit to secure reliability.

Inquiry

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Chairman’s Message

Gone is the chill of midwinter, and the spring filled with the scent of ume blossoms is just around the corner. CIGNA Korea Foundation founded with the mission of bringing a warmer, healthier life to different parts of the society now awaits its fourth spring. Looking back, the Foundation has been walking down the path of social contribution to take care of the underprivileged and minorities and open up an exciting second chapter of life for the seniors through various projects on health, welfare, culture, and employment.

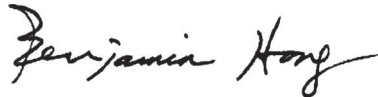
For us, the past four years have been a new start and a race towards hope. In the face of the big trend that the change of time brings, the Foundation chose “Creative Thinking” and “Innovative Challenge” as our keyword. As a result, the Foundation’s main projects ‘Heyday Campus’ and ‘Heart Hero’ have been receiving the attention from the society as LINA’s main brands.

‘Heyday Campus’ is a space for seniors and retired baby boomers to interact together and learn. It is now becoming a home and a community for the 50+ generation seeking after happiness and energy in the second chapter of their lives through learning and sharing. ‘Heart Hero’, the mobile phone application to be prepared for emergency associated with cardiac arrest, has been contributing to establishing a social safety network and spreading the culture of performing CPR to promote a healthier society.

The Foundation has also been successfully implementing multiple important projects including ‘Mobile Dental Care’ offering free dental treatment to the disadvantaged, ‘Care Call for Elderly Living Alone’ preventing lonely death of seniors living alone and befriending them by calling them, ‘Retired Journalist Volunteer’ assisting retired journalists with their social participation, ‘HEYDAY Magazine’ and ‘Heyday News’ providing various information and materials to read, ‘Heyday Healing Camp’ helping baby boomers to alleviate depression, and the talk concert ‘Heyday Forum’ encouraging people to share their wisdom and passion across generations.

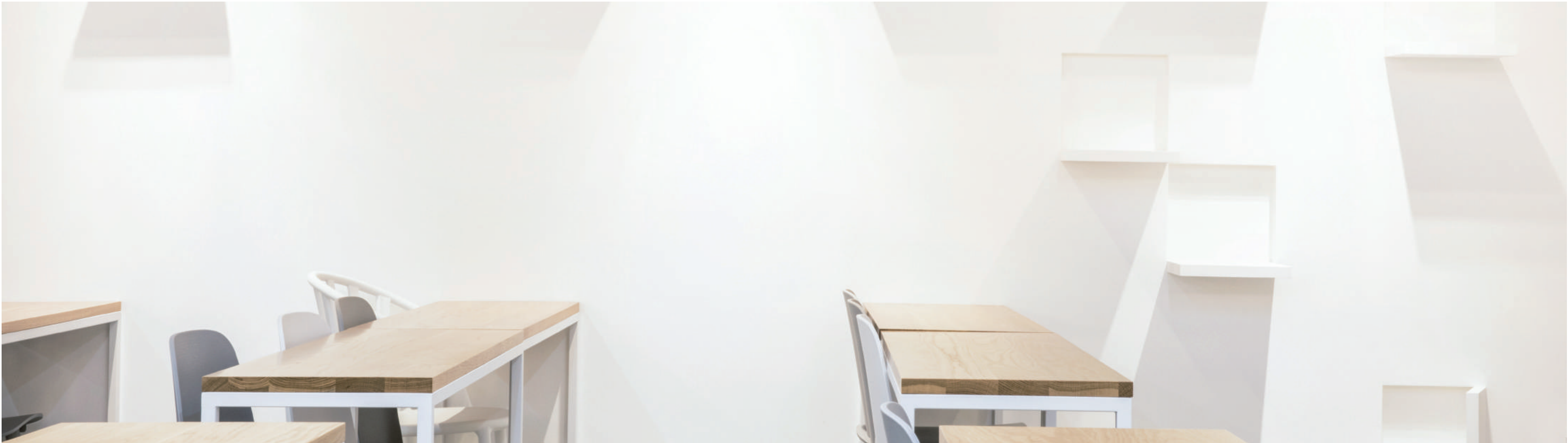
The Foundation will move forward with enthusiasm to create a happier world for the seniors and bloom flowers of hope in different parts of our society. Please continue to show your support and encouragement to the activities of CIGNA Korea Foundation as it creates global cultures and values that will lead Korea in the 21st century.

March 2017
Benjamin Hong,
Chairman of CIGNA Korea Foundation



CIGNA Korea Foundation





Healthy
Life,
Living
Together

CIGNA Korea Foundation is a private public welfare foundation established in May 2013 by LINA. The Foundation supports seniors – key members of the society in the aging times – in various areas including health, leisure and culture, social participation, and employment to help them lead healthier and more active second chapter of their lives.

CIGNA Korea foundation also implements projects for the disadvantaged experiencing difficulties to enhance their quality of life while promoting and supporting the importance of social responsibility and how to get involved in a bid to spread the social contribution culture.

Through these activities, CIGNA Korea Foundation tries its best to bring a healthier life in different places of our society.

Mission

Create a healthier life in our society.

Core
Strategy

Alignment

With an open mind and a heartfelt view, develop activities that fulfill the foundation’s mission and social demands

Partnership

Cooperate with various organizations including the government, corporations and civil associations and achieve positive synergy

Value-Driven

Realize social values that anyone can identify with and participate in through innovative and original solutions

Vision

- ▮ Support for a healthier life of seniors
- ▮ Support for enhancing health of the underprivileged
- ▮ Support for spreading of the social contribution culture

Major Issue

Finding possibilities through never-ending challenges

01.

Learning and sharing community for 50+ generations
Heyday Campus Opens

- A 1,780 square feet campus space prepared in B1F of LINA headquarters
 - A place for 50+ generations to learn, share, and enjoy fields of their interest
 - Free education programs under various titles – “discovery”, “sharing”, “together”, “challenge”
 - Free space rental, support on different programs for community promotion
02.

Mobile Application preparing for emergency (cardiac arrest)
Heart Hero App Development

- Informing the nearest CPR certified in the event of a cardiac arrest with just a click
 - Increasing the survival rate of the person with the cardiac arrest by getting quick first aid in Golden Time (4 minutes)
 - Giving heart points, donating AEDs, or offering coupons of partner companies for practicing CPR
 - Establishment of a social safety net for preparation for cardiac arrest, continued promotion of spreading the CPR culture



CIGNA Korea Foundation

03.

A festival cheering on the middle-aged generations of Korea
Heyday Forum

- A talk concert with the theme “Heyday is live” at Jangchung Gymnasium with 2,053 attendees
 - A place for the middle-aged generations to acclaim for their past and the future and share the wisdom of life
 - Lectures of different themes and exciting performances for parents and children to enjoy together
04.

Contribution to the establishment of a social safety net for elderly living alone
Minister of Health & Welfare’s Award

- Selected as an organization for protection of elderly living alone at the '2016 Sharing Love with Alone Seniors event'
 - Recognized for its effort in implementing projects supporting elderly living alone – Care for Elderly Living Alone; The only non-profit organization to receive the award
 - LINA Telemarketers setting an example of protecting elderly living alone by donating talents in Care for Elderly Living Alone for the past 6 years
05.

Sharing the experience and know-hows of retired journalists
1 Year Anniversary of Retired Journalist Volunteer

- Distribution of a press release on 1 year anniversary of Retired Journalist Volunteer explaining project outcomes since 2015
 - Continuity of activity of 50 members (engagement rate: 72%)
06.

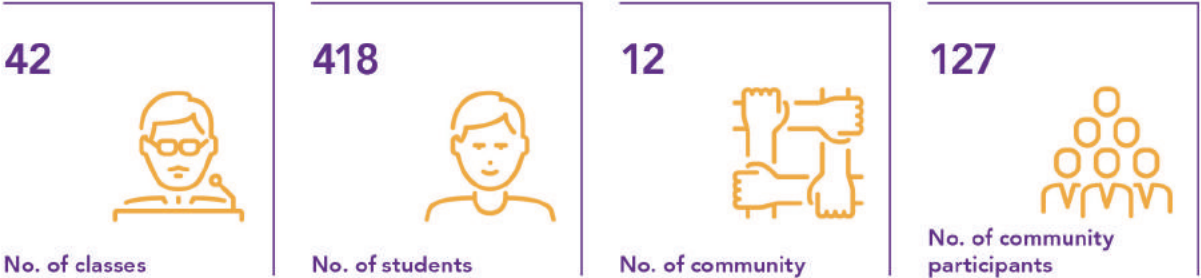
For enhancement of quality of life for the underprivileged
Build-up the foundation of social welfare project support

- Promote transparent, systematic support through establishment of the regulations and processes of project support
 - Discovered and supported 3 local and 2 overseas projects are supported by CIGNA Korea Foundation

Business Performance

The year in numbers

Heyday Campus



Heart Hero



Heyday Forum

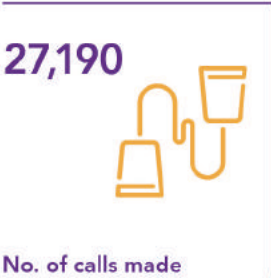


Heyday Healing Camp



CIGNA Korea Foundation

Care for Elderly Living Alone



Dental Care Bus



Retired Journalist Volunteer



Heyday News



HEYDAY Magazine



LINA Healthy Volunteer Troop





Part 1

Heyday Campus
Heyday Forum
Heyday Healing Camp
HEYDAY Magazine
Retired Journalist Volunteer

50+
Generations
Support

Heyday Campus

Sentimental School for Adults

The foundation opened a community of learning and sharing for 50+generations on October 10, 2016 at the headquarters of LINA. Heyday campus offers a variety of personalized educational programs on topics that the 50+ generations would be interested in including work, economy, leisure, health, personal relations, and social participation while supporting them to teach as well. The foundation strives to achieve 50+ community creation and promotion through renting out the space for free to be used for senior gatherings for the book club, the history study club, and the movie club.



Campus information

Period_ October 11 – December 31, 2016
Hours_ Regular 9 AM – 6 PM / Also available after 6 PM on weekdays and weekends
Description_ Operation of educational programs and communities

Education program

Classes_ 42 courses (54 sessions total) /
4 curriculums (Discovering, Sharing, Gathering, Challenging)
Participants_ 418 students (cumulative) / Average age 55.3 / Male 22%, Female 78%
Level of satisfaction_ Average 4.7 (out of 5)

Community

No. of community_ 12
No. of active members_ 127
Theme_ Studying 50%, Reading 42%, Instrument playing 8%

Heyday Campus www.junsungkicampus.com

Heyday Forum

Learn more, enjoy more, share more, dream more with Heyday!

On April 7, 2016, the foundation hosted Heyday Forum with the theme ‘Junsungki(Heyday) is Live’. The event hosted with the purpose of acclaiming the 50+ generations for their past and the future and having them share their wisdom of life was attended by a total of 2,053 participants. It was a meaningful event where the 50+ generations and their children enjoyed together the lectures of different themes and exciting performances.

The foundation will continue planning and hosting various events like Heyday Forum for the 50+ generations to help them remind themselves of the meaning of life as they enter the second chapter of their life, find courage and hope for the future, and realize ‘today is their heyday’ to add passion, depth, and affection to their life.

Event summary

Name_ Heyday Forum 2016 ‘Junsungki(Heyday) is Live’
Title_ Your Heyday is still ongoing
Date_ April 7, 2016 (Thu) 18:30-22:00
Location_ Jangchung Gymnasium

Program



| Schedule | Time | Speaker |
|-------------------------------------|-------------|---|
| Heyday Forum Opening | 18:30~19:00 | |
| Session 1. Learning in Heyday | 19:00~20:30 | Sang Geun Kim / Professor at Yonsei University |
| Session 2. Preparing in Heyday | | Jong Wan Koh Real Estate Analyst |
| Session 3. Enjoying in Heyday | 20:30~20:45 | Sa Yeon Noh / Singer |
| Intermission | | |
| Session 4. Dreaming in Heyday | 20:45~22:00 | Mi Kyung Kim / Lecturer |
| Session 5. Challenging in Heyday | | Insooni / Singer |

Heyday Healing Camp

Going away to find myself

Heyday Healing Camp is a two-day trip to live as yourself – not as a mom or a husband – to reduce melancholia a middle-aged person may experience to prevent depression and encourage creating values as a member of society.

Starting with the demo case in April 2015, the project began in full-scale in June of the same year and has been hosted 90 times as of November 2016. For smooth implementation of the project, an MOU was signed with Division of Healthcare Policy at Seoul Metropolitan and local community health centers (18 centers) and was offered to local residents aged between 50 and 65. Throughout the project period, a total of 2,713 people participated, and 96.9% answered in the survey they found the program satisfactory.

2016 Camp summary

Location_ Training Institute in Dogo (Chungnam Asan)

Partner_ Division of Healthcare Policy of Seoul Metropolitan,
local community health centers

Target_ Seoul residents aged between 50 and 65

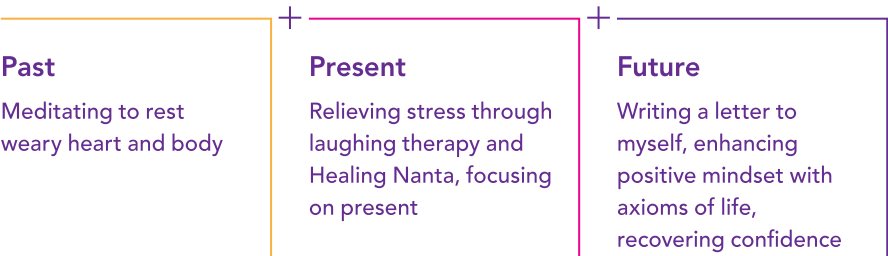
Period_ March – November 2016

No. of camps_ 50

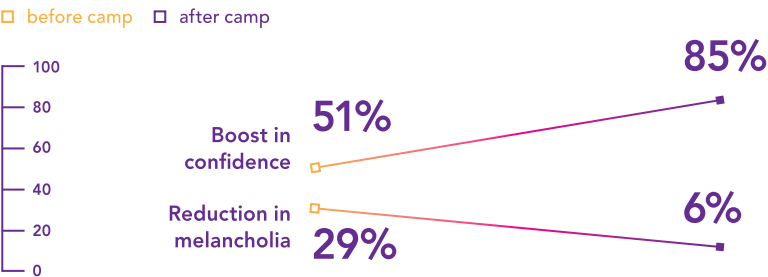
No. of participants_ 1,351 (yearly total)



Camp program



Survey result



HEYDAY Magazine

Never grow old! A magazine for fun middle life



HEYDAY Magazine is a monthly magazine rooting for healthy 5060 living “the youngest day of their life”. Established in June 2014, it seeks to be a lifestyle & health magazine for seniors providing useful information and interesting readings to the seniors in their 50s and 60s.

Covering various topics ranging from culture, society, economy, health to employment demanded by the senior, the magazine helps the senior readers make their life richer and more beautiful. By having the seniors form consensus over their social responsibility and contribution, it encourages their participation in the society while serving as a communication channel for them.

Magazine overview

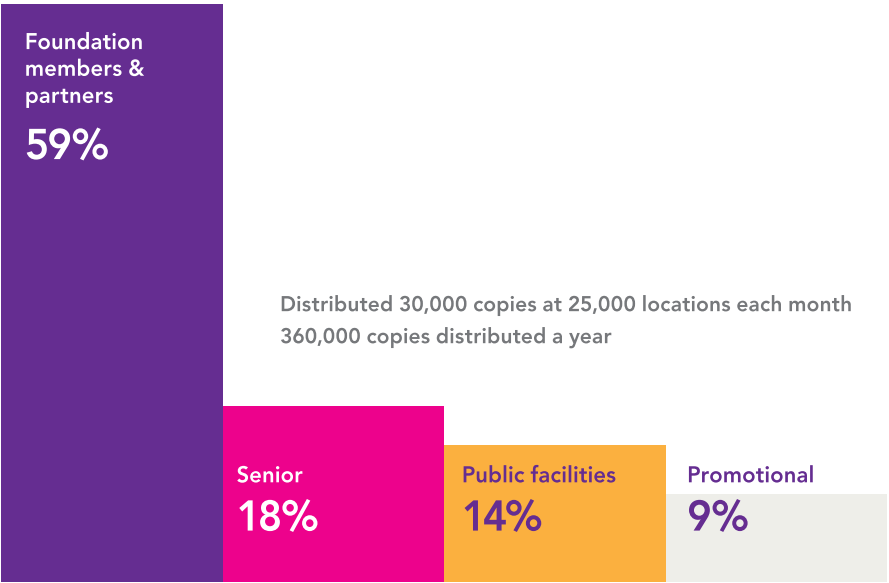
Size_ 280x286mm

No. of pages_ 148 (cover included)

No. of copies published_ 30,000 copies per month

Location of distribution_ Government offices, welfare centers, community health centers, senior organizations and communities have a large senior floating population

Result



Retired Journalist Volunteer

News written by retired journalists

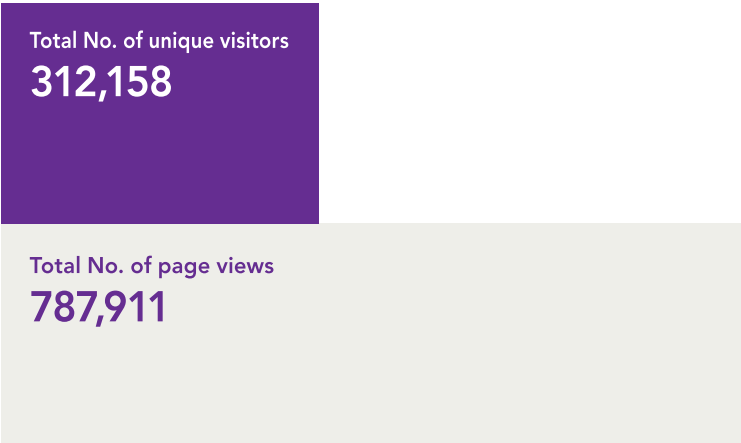
Retired Journalist Volunteer is a social participation program for seniors where retired journalists revive their extensive experience and know-hows to work as journalists again. The journalists write on topics that seniors are interested and post them on the news site Heyday News to represent the 50+.

In September 2015, Retired Journalist Volunteer began its activity with the launch of the Heyday News site. As of the end of December 2016, there were 50 reporters who wrote a total of 1,060 articles (over 80 per month) in 2016.

Reporter overview

- Qualification_** A retired journalist over the age 50 with at least 10 years of experience
- Benefit_** Up to KRW 500,000 a allowance month, business card, firstly invited to foundation's event
- Service period_** 1 year (extended for outstanding members)
- No. of members_** 50 (As of end of December 2016)

News site statistics



Heyday News www.junsungkinews.com

Part 2

Dental Care Bus
Care for Elderly Living Alone
Support Program

Disadvantaged
Support

Dental Care Bus

Smile tomorrow with health teeth

The foundation has been hosting the Dental Care Bus business since 2010 with Seoul National University Dental Hospital and the Ministry of Gender Equality and Family to promote oral health of the underprivileged and achieve social unification. The business involves the dental care bus LINA donated to Seoul National University Dental Hospital that offers free dental treatment to the underprivileged in different parts of the country. A dental volunteer troop with 30 members is composed of the medical team at SNU Dental Hospital and LINA employees.

From 2015, Heyday Dental Volunteer Troop was organized with medical personnel with discontinued career and senior volunteers to provide free dental treatment to residents of the dosshouse areas and residents of permanent rental apartments.

Activities in 2016



Period March – December 2016 (12 sessions)

Partner organization Multicultural family support centers (healthy family support centers) & Seongsan General Welfare Center

| Month | Area | Location | No. of volunteers | No. of beneficiaries |
|-------|---------------------|---|----------------------|-------------------------|
| 3 | Chungbuk Eumseong | Eumseong-gun Multicultural Family Support Center | 27 | 169 |
| 4 | Jeonbuk | Family Culture Education Center | 27 | 77 |
| 5 | Gapyeong | Gapyeong-gun Women's Center | 27 | 86 |
| 6 | Gyeongbuk Cheongdo | Cheongdo-gun Healthy Family, Multicultural Family Support Center | 27 | 108 |
| 7 | Gangwon Pyeongchang | Pyeongchang-gun Multicultural Family Support Center | 24 | 117 |
| 8 | Gyeonggi Gunpo | Gunpo-si Multicultural Family Support Center | 27 | 108 |
| | Seoul Mapo | Seongsan General Welfare Center | 20 | 53 |
| 9 | Jangheung | Community Center | 30 | 155 |
| 10 | Seoul Mapo | Seongsan General Welfare Center | 14 | 41 |
| | Chungnam Seocheon | Seocheon-gun Multicultural Family Support Center | 25 | 99 |
| 11 | Incheon Yeonsu | Incheon Yeonsu-gu Healthy Family, Multicultural Family Support Center | 21 | 83 |
| 12 | Seoul Mapo | Seongsan General Welfare Center | 15 | 37 |
| Total | | | 284 | 1133 |

Care for Elderly Living Alone

Voice of angels sharing love and care

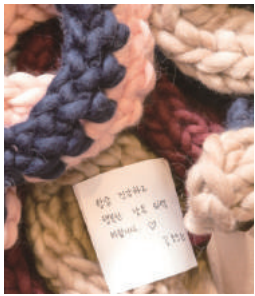
The foundation has signed an agreement with Comprehensive Support Center for Elderly Living Alone in 2011 and has been executing the Care for Elderly Living Alone program for prevention of lonely death and enhancement of emotional stability.

LINA telemarketers (TMR) who are named 'Sharing Angels' participate as volunteers to call the elderlies living alone twice a week to check up on their health and daily life. The program has been receiving positive feedbacks as it is a talent donation program that makes use of TMRs' expertise.

The foundation takes a step further from just making a call, hosting programs that support elderlies living alone in the year-end or by season to create a virtuous cycle of sharing.



Main activities



Expansion of Care for Elderly Living Alone telemarketer education

Previously once a month > Now 3 times a month
(regional education programs added)

Awarded by the Minister of Health & Welfare for the service

2016 Parents' Day Festival <Heyday Photo Studio>

Portrait photo shoot for 140 elderlies living alone and gift of frames

Sharing 'Loving Gift' through a Heyday Campus program

Scarf, air freshener, framed calligraphy (156 gifts total) / 34 employee volunteers

Support Program

A steps taken for a happier world together

Every year, the foundation discovers and invites big or small projects for domestic and foreign underprivileged people. By supporting projects that realistically help people in financial difficulties or emotional isolation, the foundation contributes to creating a healthier, brighter society.

Local projects



Financial fraud prevention education for elderly

Host_ Korea Financial Consumer Federation

Description_ Teach the types of financial fraud to the elderly and provide education to prevent financial damage

Result_ 30 participating educational institutions / 2,254 beneficiaries

Senior chef program for dependent youth and children from disadvantaged family

Host_ Happy Silver World

Description_ Seniors mentoring dependent youth and children from disadvantaged family to encourage self-support

Result_ 50 attendees

Camera education for low-income youth

Host_ Volunteering Culture Korea Eoggaedongmu

Description_ Boost confidence of children from low-income families through camera education and eliminate the cultural gap

Participants_ 22 youth from Ggumnamu Maeul, a foster care facility in Eunpyeong-gu

Dentures for dosshouse residents project

Description_ A project providing dentures for dosshouse residents willing to support oneself yet fail to be employed due to teeth issue, and helping with finding a job

Period_ June to December 2016

Target_ Residents of dosshouse in Doneui-dong, Jongno-gu (selected from applicants who submitted the self-support assessment)

Result_ Dentures given to 3 persons / Found a job for 1 person

Overseas projects

Establishment of North Korea Tuberculosis Lab & vaccine supply

Host_ CFK(Christian Friends of Korea)

Pakistan literacy rate improvement and educational environment enhancement

Host_ HDF(The Human Development Foundation)

Part 3

Heart Hero
LINA Healthy Volunteer Troop
Cigna Day
CSR Trip

Spread of
Social
Contribution
Culture

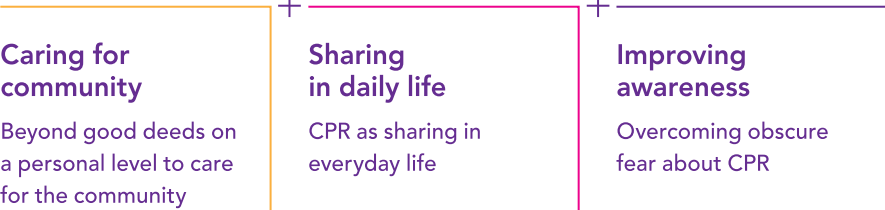
Heart Hero

Heart beating again: You are someone's hero

Heart Hero is Korea's first GPS-based real-time emergency alarm application that notifies the location of a cardiac arrest patient to nearby CPR certified and 911 to get first aid within the Golden Time (4 minutes). The foundation develops active promotional activities with various internal, external institutions to develop, distribute the application and encourage participation.

Core values of Heart Hero

Sharing through Learning



Main activities



Heart Hero application development and distribution(2016. 10.)

- Emergency alarm, 911 calling, CPR practice
- Heart point accumulation for AED donation or conversion in to coupons at partner companies

Spreading of participation in CPR in connection with public institutions

- Partner institutions_ National Medical Center, KCN, Korea Human Resource Development Institute for Health & Welfare, Korea Volunteer Center, Korea Firefighting Welfare Foundation, etc.

AED supply linked with corporate network and establishment of a social safety network

- Participants_ LINA, GS Retail, KT Linkus, Korean Folk Village, etc.
- AED supply_ 15 units supplied in 2016

LINA Healthy Volunteer Troop

Good-hearted movement with sharing-lovers

LINA Healthy Volunteer Troop is a volunteer group made of LINA employees and families informing the importance of individuals' social responsibility and actively engaging in social contribution activities. The foundation works to plan and execute various unconventional volunteer programs to have LINA Healthy Volunteer Troop participate in voluntary activities in a fun, easy way in their everyday life. Aside from programs planned by the foundation, LINA Healthy Volunteer Troop autonomously organize volunteer programs to lead the way in the good movement of making us, our family, and our society healthy.

Volunteer activity overview

1,402 volunteers / 5,282 hours



| Category | No. of participants (unit: person) | Hours of volunteer activity (unit: hour) |
|--------------------------------------|------------------------------------|--|
| Dental Care Bus | 68 | 576 |
| Heyday Campus | 84 | 193 |
| Heyday Healing Camp | 142 | 1,136 |
| Heart Hero (CPR training completion) | 630 | 1,890 |
| Heart Hero (Seoul Race volunteer) | 5 | 25 |
| Parents' Day Festival | 2 | 8 |
| CSR Trip | 8 | 64 |
| Heyday Forum (CIGNA Day) | 106 | 674 |
| Other activities | 357 | 716 |
| Total | 1,402 | 5,282 |

CIGNA Day



CIGNA Group members all over the globe get together

CIGNA Group, the HQ of LINA, serves various CSR activities under the mission of improving health, well-being and sense of security. Every year, the foundation participates in CIGNA Day, one day a year when all CIGNA offices and employees take part in donation events and volunteer activities. In 2016, LINA employees joined as volunteers at Heyday Forum, a large-scale event cheering the second chapter of middle-aged class’ lives. They guided visitors at different areas of the venue, taking care of the site management to contribute to successful hosting of the event. For each employee participating in the donation on CIGNA Day, the company matched 50,000 KRW for each participant to use the entire amount on the project supporting elderly living alone.

CSR Trip

Beautiful Global CIGNA changing the world

Each year, CIGNA selects 20 to 50 CIGNA employees to participate in Habitat for Humanity’s home building projects demonstrated in 10 countries to increase awareness on importance of safe shelter and help those without a home. The foundation has been selecting LINA employees to take part in this program since 2010. Participants are selected based on the foundation project and personal volunteer activity history throughout the year, and selected employees get to spend time together with CIGNA members from across the globe in changing the world together.

Regions for volunteer activity by year

| 2010 | 2011 | 2013 | 2014 | 2015 | 2016 |
|----------------------|-------------------|------------------|-----------------|------|------------------|
| Chiang Mai, Thailand | Sentul, Indonesia | Rayong, Thailand | Bali, Indonesia | - | Phuket, Thailand |



Foundation in the Media

The foundation has been distributing press releases consistently to inform of its vision and projects and receiving the media's attention. Planning and promoting projects that suit the social values at the right time, the foundation's identity has been established, and exposure in various media led to increase in recognition.

Press coverage in 2016

| | |
|-----|---|
| Mar | <ul style="list-style-type: none">LINA's CSR donation increases by 4.6 times on yearLINA starts the volunteer activities with 2016 Habitat for Humanity2016 Heyday Healing Camp's first step for Baby BoomersHeyday Forum cheering for the life of seniorsThe first Dental Care Bus in 2016 |
| Apr | <ul style="list-style-type: none">CIGNA Korea Foundation successfully finished Heyday ForumCIGNA Korea Foundation to host Dental Care Bus in April |
| May | <ul style="list-style-type: none">CIGNA Korea Foundation to host Dental Care Bus in May |
| Jun | <ul style="list-style-type: none">CIGNA Korea Foundation to host Dental Care Bus in JuneCIGNA Korea Foundation signs an MOU with 2016 Jongno Happiness Boomerang ProjectCIGNA Korea Foundation signs an MOU with Seoul Metropolitan for expansion of Heyday Healing Camp |
| Jul | <ul style="list-style-type: none">CIGNA Korea Foundation to host Dental Care Bus in July |
| Aug | <ul style="list-style-type: none">Dental Care Bus in Gunpo, GyeonggiCIGNA Korea Foundation offers free dental treatment for underprivileged with doctors with discontinued career |
| Sep | <ul style="list-style-type: none">CIGNA Korea Foundation to open Heyday Campus for seniors in OctoberDental Care Bus in Jangheung, Jeonnam1 year anniversary of Retired Journalist Volunteer helping social activities of retired journalists |
| Oct | <ul style="list-style-type: none">Opening ceremony of Heyday Campus for 50+ generationsHeyday Dental Volunteer Troop with doctors with discontinued career and senior volunteers launchesDental Care Bus in Seochon, Chungnam |
| Nov | <ul style="list-style-type: none">"Heart Hero in Our Town" campaign with GS25CIGNA Korea Foundation launches Korea's first GPS-based CPR support applicationDental Care Bus in Yeonsu, Incheon2016 Heyday Healing Camp comes to an end with 1,300 participants |
| Dec | <ul style="list-style-type: none">CIGNA Korea Foundation awarded Minister of Health & Welfare's award for protecting elderly living alone in 2016 |

Financial Reporting

Foundation knows the value of the small gesture of kindness.
Making better difference gathering this gesture, this is our pride and our mission.

Revenue

| Category | Amount (unit: KRW) |
|-----------|--------------------|
| Endowment | 1,000,000,000 |

| As of settled accounts on December 31, 2016 | | |
|---|--------------------|-----------------|
| Category | Amount (unit: KRW) | Ratio (unit: %) |
| Corporate donation | 134,428,908 | 1.4 |
| Personal donation | 62,192,272 | 0.6 |
| Gain on interest | 105,674,127 | 1.1 |
| Non-operation profit | 4,349,297 | 0.1 |
| Carry-over from previous period | 9,419,526,309 | 96.8 |
| Total revenue | 9,726,170,913 | 100.0 |

Expenditure

| As of settled accounts on December 31, 2016 | | |
|---|--------------------|-----------------|
| Budget item | Amount (unit: KRW) | Ratio (unit: %) |
| Senior culture support | 2,000,566,529 | 20.6 |
| Senior health support | 380,030,710 | 3.9 |
| Underprivileged support | 270,147,765 | 2.8 |
| Social responsibility culture spread | 407,641,260 | 4.2 |
| Other CSR activities | 3,304,937 | 0.0 |
| Operation expenditure | 845,322,746 | 8.7 |
| Non-operating expenditure | 2,058,000 | 0.0 |
| Carry-over for following period | 5,817,098,966 | 59.8 |
| Total expenditure | 9,726,170,913 | 100.0 |

Foundation History

The first participation in CIGNA Day in 2009 to 2013 when the foundation official launched, and to another four years of active engagement in CSR activities. Looking back to the steps taken in the past years to create a healthier society.

| | | | |
|-------|----|--|---|
| 2009. | 07 | ✎ The 1st CIGNA Day: Donation activity for Namsan Walkathon | support projects in Daegu, Gyeongbuk area (Daegu, Gyeongbuk Community Chest) |
| | | ✎ LINA Scholarship for low-income children in Junggu | ✎ Colorful Dream Academy for women from multicultural families in Daegu |
| | | ✎ LINA Volunteer Day program for delivering lunch boxes to elderly living alone in Junggu | ✎ Dental treatment support project for multicultural families in Gyeongbuk |
| | 08 | ✎ MOU for promoting multicultural family | 12 ✎ The 1st LINA Year-end Charity Night |
| 2010. | 02 | ✎ CSR Trip for Habitat for Humanity in Chiang Mai, Thailand | in Seoul |
| | 06 | ✎ Launch of Dental Care Bus providing free dental treatment to underprivileged in Korea | 11 ✎ Forbes Foundation for Social Contribution Award in multicultural family support sector |
| | 07 | ✎ The 2nd CIGNA Day: Employment training event with 180 children from Ggumnamu Maeul | 12 ✎ 2010 Korea Communication Award Top CSR prize in the CSR activity sector |
| | | | ✎ The 2nd LINA Year-end Charity Night |
| 2011. | 02 | ✎ CSR Trip for Habitat for Humanity in Sentul, Indonesia | 11 ✎ MOU with the Ministry of Health & Welfare for Care for Elderly Living Alone(Comprehensive Support Center for the Elderly Living Alone) |
| | 07 | ✎ The 3rd CIGNA Day: Art & craft with 200 children from Ggumnamu Maeul in Seoul, basketball court repair construction | ✎ The 1st Kimchi Making with Love with Shindang Welfare Center for the underprivileged in Junggu |
| | | ✎ Donation of Dental Care Bus to SNU Dental Hospital for oral health of the underprivileged | 12 ✎ The 3rd LINA Year-end Charity Night |
| | | | |
| 2012. | 02 | ✎ Launch of Senior Trip program to send elderly living alone abroad on a trip | 10 ✎ The 4th CIGNA Day: FUNdraising Festival donation event |
| | 03 | ✎ LINA 2012 Hands-on Volunteer Conference support and volunteering | 11 ✎ Launch of Starlight School with KFHI to protect children at night |
| | | ✎ MOU signed with the Ministry of Health & Welfare for senior internship Senior Instructor Training Program for Financial Fraud Prevention | ✎ The 2nd Kimchi Making with Love with Shindang Welfare Center for the underprivileged in Junggu |
| | | | 12 ✎ The 4th LINA Year-end Charity Night |
| 2013. | 01 | ✎ CSR Trip for 'Habitat for Humanity' in Rayong, Thailand | ✎ Development/Introduction of Individual Social Responsibility (ISR) index for enlargement of base for social responsibility activities |
| | 02 | ✎ Food Kit delivered to elderly living alone with Comprehensive Support Center for Elderly Living Alone | 10 ✎ MOU signed with Seoul Metropolitan Government for door-to-door education for Alzheimer's prevention |
| | 05 | ✎ Launch of CIGNA Korea Foundation by LINA | ✎ 2013 Seoul Senior Festival support & free In-body, stress measurement for seniors |
| | 08 | ✎ Additional Training Program for Senior Instructor on Financial Fraud Prevention | ✎ The 1st Art & Talk with Senior Speaker at preschools |
| | 09 | ✎ CIGNA Korea Foundation founding ceremony & free meal for 1,000 seniors in Mapo | |
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CIGNA Korea Foundation

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| 2013. | 11 | ✎ The 5th CIGNA Day: Sharing Happiness Walkathon with Seniors fundraising event | Elderly Living Alone |
| | | ✎ The 1st Befriending Birds in the City volunteer activity for a healthier life, happier family | ✎ LINA receives the Minister of Health & Welfare's Award for CSR activities |
| | 12 | ✎ Underwear gifting for Christmas to elderly living alone with Comprehensive Support Center for | ✎ MOU signing and PC donation with Korea Internet and Security Agency to remove information disparity |
| 2014. | 03 | ✎ CSR Trip for Habitat for Humanity in Bali, Indonesia | 08 ✎ Hosting of Dream Career Fair 2014 providing career guidance to high school students |
| | 04 | ✎ Launch of Mentor for Youth Finding Dreams program for career counseling for high school students | ✎ LINA Healthy Bazaar event |
| | | ✎ Sharing Love on Parents' Day event to deliver carnations and gifts to Elderly Living Alone | 11 ✎ Dreaming Camera exhibition – photography education program for children at Ggumnamu Maeul |
| | 05 | ✎ Organization of LINA Healthy Volunteer Troop with 300 LINA employees | 12 ✎ The 9th Kyunghyang Financial Education Awards – Kyunghyang Daily Newspaper President Awards |
| | 06 | ✎ Launch of Heyday Small Concert program during lunch for working people in Jongno-gu | ✎ The 6th CIGNA Day: Movie Day with Seniors fundraising event |
| | | | |
| 2015. | 01 | ✎ Full-scale launch of 2090 Wisdom Academy: Alzheimer's prevention for underprivileged seniors through door-to-door education | consisting of former journalists |
| | 05 | ✎ ISR Happy Relay Campaign for proliferation of ISR index | 08 ✎ Founding of Senior Dental Volunteer Troop consisting of retired doctors and doctors with discontinued career |
| | | ✎ Sharing Love on Month of Family event to deliver gifts to elderly living alone | 09 ✎ Support for establishment of Hospice and Palliative Center by National Medical Center |
| | | ✎ Outing to Changgyeonggung Palace with seniors from the day care center | 10 ✎ Participation in Senior Day Walkathon (hosted by The Korean Senior Citizens Association) |
| | 06 | ✎ Start of Heyday Camp for middle-aged class (50 to 65) | ✎ Red Comma Campaign Walkathon and the 7th CIGNA Day |
| | 07 | ✎ Outing to Yeouido 63 Square with seniors from the day care center | 12 ✎ Christmas Winter Underwear Sharing event for elderly living alone |
| | | ✎ Launch of Retired Journalist Volunteer | ✎ The 12th Web Award Korea Top Prize in corporate sector |
| | | | |
| 2016. | 03 | ✎ CSR Trip for Habitat for Humanity in Phuket, Thailand | ✎ Opening of Heyday Campus, the sentimental school for adults |
| | 04 | ✎ 2016 Heyday Forum "Junsungki is Live" and the 8th CIGNA Day | 11 ✎ MOU signing with GS25 for spread of the CPR culture |
| | 05 | ✎ Participation in Parents' Day Festival (hosted by Comprehensive Support Center for Elderly Living Alone) | ✎ MOU signing with National Medical Center for establishment of social safety network for cardiac arrest prevention and spread of the CPR culture |
| | 06 | ✎ MOU signing for promotion of 2016 Jongno Happiness Boomerang project | ✎ Introduction of Korea's first GPS-based CPR support application Heart Hero |
| | | ✎ MOU signing with Seoul Metropolitan Government for promotion of Heyday Healing Camp | 12 ✎ 2016 Minister of Health & Welfare's Award for contribution in protection of elderly living alone |
| | 08 | ✎ MOU signing with KT Group Hope Sharing Foundation for smartphone education for seniors | ✎ 2016 Elderly Living Alone Protection Support Business Essay Contest Participation Award |
| | 10 | ✎ Safe Heart Marathon Campaign at 2016 Seoul Walkathon (hosted by Donga Ilbo) | |

Stakeholder

The foundation resolves key issues with the board of directors and tries to make decisions carefully with consultation and assessment of experts from all levels of society. Through partnership with various fields, the foundation is able to develop projects smoothly.

Board of directors

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| Chairman Directors | Benjamin Hong, CEO and president of LINA Korea |
| | Jin Won Kang, CEO of Global Taxfree/ Lawyer |
| | Myeong Ok Ahn, Director of National Medical Center/ MD |
| | Hye Gyeong Lee, Chairwoman of Korea Foundation for Women |
| | Dong Soo Jeong, Standing Advisor at Yulchon LLC |
| | Dong Joon Choi, Chief Marketing Officer CIGNA International Markets |
| Auditors | Moon Cheol Han, Executive Director of CIGNA Korea Foundation |
| | Yong Ho Cho, CPA of Kim & Chang LLC |

Partner

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| Government/local government | |
| Ministry of Health & Welfare / Ministry of Gender Equality and Family / Seoul Metropolitan Government / Jongno-gu | |
| Corporation/foundation | |
| Korea Foundation for Women / Korea Firefighting Welfare Foundation / GS Retail / KT Group Hope Sharing Foundation / KT Linkus | |
| University/research center/hospital | |
| National Medical Center / Seoul National University Dental Hospital | |
| Non-profit/civilian department | |
| Meerae Forum/ Life Insurance Social Contribution Committee / Seoul Social Economy Center / KCN / Happy Silver World / Comprehensive Support Center for the Elderly Living Alone / Korea Human Resource Development Institute for Health & Welfare / Volunteering Culture Korea / Korea Volunteer Center | |

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