

THE JAMAICA NATIONAL FOUNDATION

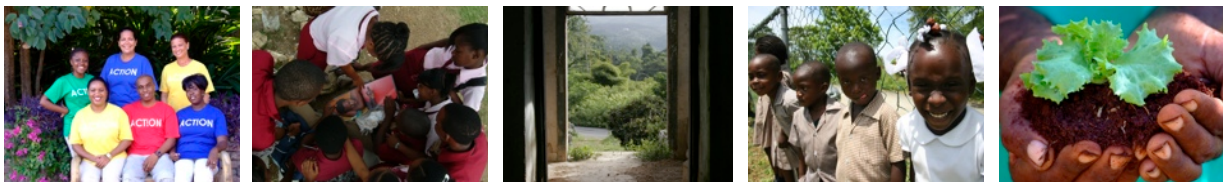
Leading with ACTION



2008-2009 IN REVIEW

Introduction

The JNBS Foundation, the philanthropic arm of Jamaica National Building Society (JNBS) has undergone significant re-organisation over the past year, and re-energizing its mandate to foster sustainable development throughout the country and in the Jamaican Diaspora. Guided by its Board of Directors and management, the Foundation took on new direction and created a fresh image, signaling its commitment to Innovating, Inspiring, Impacting....Leading with Act!on.



Its focus on rural regeneration was renewed through the support of projects geared toward sustaining growth in the areas of economic development, job creation, financial literacy, culture, history and the arts.

During the year, the JNBS Foundation implemented a new strategy to source projects around its central themes of sustainable development. It also strengthened mechanisms to audit and assess projects for effectiveness and sustainability. We have also improved the drive to build partnerships, network, and develop project concepts that bring about tangible and impactful change to persons, groups, organisations and communities in need.

The Foundation garnered much support through an ongoing and structured communications programme that places the work of the Foundation within the reach of key stakeholders and members of the wider public. This has enhanced its capacity to share successes, garner feedback, identify new project opportunities, and share ideas for the future.

FEATURED PROJECTS

JNBS AGM COMMUNITY PROJECTS

Members Lead with Action

At each Annual General Meeting (AGM), JNBS members vote to select community projects deserving of support from the Society. At the 2008 AGM, two projects: the Gayle Health Centre and the Fish Medical Centre, were selected to receive assistance in 2009.

The Gayle Health Centre: Funds were allocated to re-roof the records department, complete the perimeter fencing and repair a damaged wall at the front of the premises.

Fish Medical Clinic: The Foundation for International Self Help (FISH) Medical Clinic received approval for funding in the amount of \$400,000 to correct the vision of 120 local young students diagnosed earlier in the year. The students from Sandhurst, Chevannes, Miracle and Hope SDA Basic Schools in the communities of Tavern, Kintyre, and its environs were provided with glasses and medication where necessary, at no cost to their families.



JN MEMBER ADVISORY COUNCIL

The JNBS' Branch Advisory Councils were renamed Member Advisory Councils established in the 24 locations across the JNBS branch network to provide an avenue for the further involvement of staff in enhancing the communities where they live and work. Employees continued the work of the Councils and more than 68 projects were supported. Now in its third year, the JN Member Advisory Council (MAC) has allocated more than J\$8 million to fund projects that benefit communities. These projects were varied, reflecting the diversity of community needs.

Youth Development at the Forefront: As a result of violence against the nation's children during 2008, youth development was in the forefront of MACs projects. The Councils concentrated on equipping and refurbishing skills training and homework facilities, conflict resolution programmes, parenting centres, schools, children's homes, places of safety, libraries, and church outreach programmes.

Two notable projects were conducted at the Hope Valley Experimental School, Lister Mair Glibly School for the Deaf to impact young people positively.

Sustainable Projects: Port Antonio MAC invested in community poultry rearing, school gardening and cassava production. The

Foundation supported the manufacture of liquid curry in Hanover; chicken rearing in Santa Cruz and August Town; and pig rearing projects in May Pen, which received kudos for community entrepreneurship.

Environmental Preservation and Cultural Restoration: In the past year, the Morant Bay MAC committed its entire fund to carry out a massive restoration of the Park which holds the remains of the martyrs of the Morant Bay Rebellion, including Paul Bogle. Residents and visitors alike are drawn to this historical place, which now boasts repainted cannons, newly installed stone tables and benches, brick steps, walls and the manicured landscaping of the Fort.

Straw is back and Trelawny Basket and Tings Association got a boost from the Falmouth MAC to pass on the skill of basket and straw making to a new generation and revive this dying art form.

Healthy Lifestyle: The Annotto Bay MAC donated two state-of-the-art machines to the hospital in that town; MAC members also assisted the Rollington Town and Ocho Rios Health Centres with supplies; the Junction MAC donated a foot care machine to the Diabetic Association; and Santa Cruz Red Cross received support for its operational needs.

In maintaining its commitment to foster safety and security in the communities in which JNBS operates, the MACs across the island have supported projects aimed at building the capacity of law enforcement. The JNBS Junction MAC donated a fax machine to their local police station; the Linstead MAC renovated a bathroom at the Linstead Police Station; and the Portmore Pines MAC purchased and renovated a container for the Portmore Community & Security Office of the St. Catherine South Police Division.



Granville Jonkannu: The first outing of the revived Granville Jonkunnu Band on Christmas Eve 2008 was sponsored by the Montego Bay MAC and initiated by the Granville Peace, Justice and Resource Development Foundation, a community based non-governmental organization. This activity is a component of the Youth at Risk Project, in response to the unacceptable level of violent crime that has impacted the volatile Montego Bay community in recent years. This traditional “go-round-street” was well received by a spontaneous outpouring of community support, which rekindled hopes for a peaceful, secure, stable and a prosperous Granville as the Jonkunnu meandered through the streets of Granville, climaxing in the wee hours of Christmas morning.

THE SOURCE - INNOVATION AT ITS BEST

From the densest inner-city to the most idyllic communities - providing the very best social resources to communities across Jamaica.



A Community Resource Centre developed by the Jamaica National Building Society in 2007 is currently being replicated throughout the island by the Foundation. The Source is a social enterprise franchise, aimed at opening up access to necessary and relevant facilities and services within underserved communities. Within each Source CRC is a cyber cafe, business development centre, resource library, as well as training and meeting facilities. Developed with a two-year grant, each centre is expected to achieve breakeven before the end year two, and gain sustainable economic independence.

The pilot in August Town, St. Andrew remains a beacon in the community, and

three new centres were opened during the 2008/2009 financial year: The Source by JAA in Mavely, Kingston; The Breds Source in association with the Treasure Beach Foundation in St. Elizabeth; and The Source St. Ann in Ocho Rios, which is a collaborative effort with the St. Ann Chamber of Commerce. The fifth centre will come on stream in 2010 in Savanna-la-Mar, Westmoreland where Jamaica National Building Society was founded.

Source Services

- Internet Café
- Chill out area
- Homework Centre
- Resource library
- Heart Training
- Literacy training
- Gaming zones
- Community training and meeting facilities

Business Support Services

- Jamaica Business Information Centres
 - Business plan development
 - Market research
 - Packaging and branding
 - Product development
- Small business loans
- Business incubation units
- Conference room facilities

Other Services: Phone card top up. JUTC smart card sales. Laminating. Binding. Faxing. Photo copying. Birth certificate registration. Business cards. Flyers. Posters and much, much more!

MOBILISING THE DIASPORA TO ACTION



Jamaica Partnership for Education (JPE) is a collaborative effort of the JNBS Foundation and the US Agency for International Development (USAID), established as a tool to advance national development aimed at increasing the pool of financial resources needed to support primary education in Jamaica.

Through JN Money Services Limited and overseas affiliates, the project aims to develop a mechanism for remittance donations from Jamaicans in the Diaspora that are being directed toward improving education in Jamaica. And, it is an intervention that relies on the collective generosity and support of Jamaicans living overseas, as well as visitors to the country and other key stakeholders.

The project was launched under the theme *Donate for a Different Jamaica* at the JN Money Transfer locations in Miramar and Lauderdale Lakes, Florida, USA, during May 2009. This was an opportunity to solidify relationships with Jamaicans in the Diaspora who are significant stakeholders in the development of their country, and the project facilitates that aspiration. JPE will maintain a collaborative role with the Ministry of Education in coordinating and facilitating the acquisition and distribution of offshore and domestic resources to improve the physical plant and services in public schools. JNBS members and customers can now make contributions at any of the 18 overseas Money Transfer locations in the UK, USA, Canada and the Cayman Islands.

ADVOCATING FOR CHANGE THROUGH THE ARTS

Ready, Aim, Inspire



Resolution Project 09 was launched during the 2008/2009 financial year, replacing the Youth Zoom, the High School Photography Competition introduced by the JNBS Foundation in 2004. The programme was repositioned to place greater emphasis on promoting advocacy among adolescents, and has developed a mechanism for building the requisite skills to support young people, as they seek to have their voices heard.

The essence of the programme is to foster a long-term approach to youth advocacy, which can be passed on from one year to the next through the teacher-assisted photography clubs established at the schools. Approximately 80 students from 30 high schools across the island became catalysts for change in this year's programme, demonstrating photographic skill, a superior understanding of advocacy as well as awareness of the critical issues affecting their communities.

Resolution Project 09 included an element of human rights training with information provided by the human rights advocacy agency, Jamaicans for Justice and a one-week intensive summer camp for the top photographers in the programme. Students were empowered to be able to address their views in a non-violent, proactive way and discover that there are constructive outlets existing for this expression.

RESPONDING TO THE HUMAN IMPACT OF NATURAL DISASTERS

Tropical Storm Gustav Recovery Programme

On Thursday, August 28, 2008 Tropical Storm Gustav made a slow 24-hour trek across the island of Jamaica, leaving 12 persons dead and severe impact on the lives of Jamaicans. The tropical storm damaged the country's road network, other infrastructure and the agricultural sector took a severe battering.

In response to the disaster, a pool of \$11 Million was made available by the JNBS Foundation to assist relief and recovery efforts in areas of the agricultural sector that suffered devastation. The funds were distributed through partnerships with the Jamaica Red Cross and the Jamaica Producers Group, directing relief efforts to the Eastern parishes of St. Mary, Portland and St. Thomas.

Some \$5 Million was allocated to mobilise ongoing disaster relief efforts for citizens displaced or marooned due to the storm, and meeting the immediate living needs of farmers in the targeted parishes. \$2.5 Million was

handed over to the Red Cross during September, and the Foundation established a re-start grant for small farmers, distributing \$6 Million to farmers in the form of seedlings, fertilizers, water tanks and water irrigation hoses, within the three parishes.

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FINDING SOLUTIONS TO RURAL ISSUES THROUGH RESEARCH AND STUDY

The annual H. A. Tony Clarke Rural Regeneration Scholarship Award provides direct technical and financial support to fund solution-oriented post-graduate research specific to rural development in Jamaica.

Elecia Myers, a doctoral student at The University of the West Indies (UWI) Mona was the recipient of the 2008/2009 grant of \$1 Million, which will finance her 18-month study on community mechanisms for environmental management and sustainable development in rural Jamaica. Given the context of increased global concerns about environmental degradation and climate change, Ms. Myers is confident that her study is relevant, timely and vital to assessing the extent of vulnerability of rural communities in Jamaica.

Her work will seek to highlight the factors that engender different attitudes and behaviours toward the environment. The research will focus on the activities of stakeholder groups at the community level and will analyse the roles and benefits of existing community development structures, including government, non-government agencies and other entities.

SUPPORTING COMMUNITY DEVELOPMENT THROUGH ECO-TOURISM

Junitavan: Restoring the Maroon Lagoon



The Junitavan Lagoon has served as an area for recreational swimming, baptismal ceremonies, and other water-related activities in the Maroon community of Accompong, St. Elizabeth for more than 300 years.

This ecological treasure and unique feature of the community, like many natural resources had, over time, become damaged by a combination of severe weather, changing culture, and poor farming practices.

In recognition of its integral role in environmental sustainability and preserving the cul-

ture of the Accompong Maroons, the JNBS Foundation got involved in the project to restore the lagoon to its former glory. The first phase of the restoration project, a \$871,000 excavation exercise is aimed at bringing eco-tourism and aqua-culture to Accompong. It is being implemented by The Original Trails of the Maroons.

PROVIDING RESOURCES FOR THE VISUALLY IMPAIRED

[The Lions Club of Kingston's Registration of Blind Persons Project](#)

Launched in October 2008 and spearheaded by the Lions Clubs of Jamaica with funding from The Chase Fund and the JNBS Foundation, the project has been successful in the registering of blind and visually impaired persons across the island. Previously, there was no nationwide database of blind persons, so providing facilities and services to meet their needs was ad hoc and un-coordinated.

It is providing tangible access to the practical support, special education, skills training, employment opportunities and other services that exist to improve their self-sufficiency and overall standard of living. The Foundation donated \$750,000 to the registration drive, which took place between October and November 2008.

FINDING SUSTAINABLE WAYS TO SOLVE THE LITERACY CRISIS IN JAMAICA

[Violence Prevention Alliance's Auto Skills Literacy Programme](#)

The JNBS Foundation supported the work of the Violence Prevention Alliance in six violence-torn areas, to provide training that will enable the employment of at-risk youth. Targeting youngsters age 13 to 25, who are often isolated by warring gangs, the Learning for Life Programme assists this unattached group in achieving literacy and numeracy competencies.

This is being facilitated through the use of a computer-based auto skills learning programme. The four-pronged programme also provides training in conflict management, leadership and life skills, and facilitates linkages to entrepreneurial and job placement opportunities. And, it includes skills-training in association with the National Training Agency, HEART Trust/NTA; and other vocational institutions.

[Point Hill Diagnostic Reading Centre](#)

In 2007, as part of its continuing focus on rural regeneration and the empowerment of communities, the Foundation awarded the Point Hill Diagnostic Reading Centre (PHDRC) a challenge grant or matching funds agreement for \$3 Million over three years. The PHDRC located in Point Hill, a small farming community in rural St. Catherine, was formed in 1998 in direct response to the low reading levels of students in the local primary and junior high schools. It has since evolved into a testing, teaching facility and resource centre, expanding its offerings to community members.

The sustainability of the Centre is imperative because the school system does not have the resources to address the problem; and there is need to significantly increase the rate of literacy within the community.

SPECIAL THANKS TO OUR PARTNERS FOR THEIR SUPPORT OVER THE LAST YEAR.

2008-2009 PROJECT PARTNERS

FIA Foundation
United States Agency for International Development
Red Cross of Jamaica
Jamaica Business Development Corporation
Jamaica Business Information Centre
Social Development Commission
Citizens Security and Justice Programme
Peace Management Initiative
United Nations Population Fund
Heart Foundation of Jamaica
Jamaica Automobile Association
St. Ann Chamber of Commerce
The Chase Fund
Breds Foundation
Gleaner Youth Link
JN Money Services
Members of the Branch Advisory Councils
All Volunteers

For more information on the Foundation, please email us at foundation@jnbs.com or visit JN Foundation on **Facebook**. For regular updates, find us on **Twitter**.

Photographs taken by Michele Jorsling, Joseph Wellington and Jason Hagley.