



JN FOUNDATION  
**2015**  
FOUNDATION  
YEAR IN REVIEW





# HELLO!

We're the Jamaica National Building Society Foundation (JN Foundation), and we'd like to share with you some of the stories of transformation we've been able to seed, develop and support over the past year (2015). Our job is to support the work that you and thousands of other Jamaicans do, at home and away, to achieve the biggest possible impact.



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## A message from EARL, our Chairman



"We are tied together in the single garment of destiny, caught in an inescapable network of mutuality. And whatever affects one directly affects all indirectly. For some strange reason I can never be what I ought to be until you are what you ought to be. And you can never be what you ought to be until I am what I ought to be. This is the way God's universe is made; this is the way it is structured."

*Martin Luther King, Jr*

The Jamaica National Building Society (JNBS) is a mutual organisation which is owned by its members and constituted to serve our members. We are built on the concept of mutuality, which enables us to give back to the Jamaican people and communities across the island, by providing financial and technical support to projects and programmes both at the community and at the national level. We operate on the basis that there can be no successful Jamaica National without a successful Jamaica. In this regard Jamaica National has, out of our own resources, invested some \$120m into the work of the Jamaica National Building Society Foundation during 2015 to improve the outcomes of many Jamaicans and to help them to achieve the ideals of mutuality in our key areas of focus: Education, Health, Safety and Security, Social Empowerment, and Skills and Personal Development.

We recognise our mutual responsibility to Jamaica; and we, therefore, invest in supporting the development of our members and the community in which we serve. In 2015, we achieved this through key programme goals which were evident in some of our core project initiatives.

The Foundation, in partnership with the Ministry of Education, continues to implement the iLead Project which is designed to improve school leadership, management and academic output for 10 schools in Eastern Jamaica. Schools in the project have received specific interventions through targeted training, improved teaching methods, and greater levels of accountability for the outcome of students.

Our Member Advisory Council (MAC), which encourages members/customers to organise and implement civic enhancement projects, received funding from the JN Foundation during the year to support community-based projects in parishes and communities in which JN branches are located. The MACs implemented, among others, projects such as the renovation of the Water Fountain at Kingston Public Hospital (KPH); the refurbishing of the St. Ann's Bay Police

Station and Infirmary, the sprucing up of the community park of Ridgeview so that the children and elderly living in the community have access to a recreational facility and much more.

A significant area of success for the Foundation is the work done through the Social Enterprise Boost Initiative (SEBI). One of the major achievements last year was the staging of the SEBI Summit. The objective of the meeting was to bring together key stakeholders and persons engaged in community enterprises to collaborate, share experiences, identify challenges and put forward suggestions to ensure supportive legislation as well as encourage best practices by social enterprises. The SEBI project is funded by the United States Agency for International Development (USAID) and they have agreed to extend the project for another two years through the grant of additional funding.

The drive to improve conditions in Jamaica continued through the Resolution Project which encourages students to advocate for change and to reflect the society in which they live through photography. The work of the students was exhibited at the 2015 Jamaica Diaspora Conference, at our main international airports, and at a photographic exhibition at the European External Affairs Service building in Brussels, Belgium which was entitled: *"Out Of Many One Jamaica."*

Our efforts during the year were supported by our international partners, the European Union, the EU Delegation in Jamaica and the USAID.

The JN Foundation achieves its goals through a management team of committed and inspired persons, namely Saffrey Brown, Dr Renee Rattray, Rose Miller, Onyka Barrett and a strong supportive team. Together, they have impacted the lives of persons in every parish of Jamaica through the projects undertaken by direct advocacy or the general investment of their time and resources in community activities.

As we reflect on the achievements of the past year and look ahead to new areas of engagement, the JN Foundation holds fast to the tenet of mutuality, as it seeks to help others to identify their place in that "single garment of destiny", and be what they ought to be.

**Earl Jarrett, CD, Hon. LL.D, JP**

Chairman, Jamaica National Building Society Foundation



## A message from SAFFREY, our General Manager



Keeping people at the centre of what we do is what excites me every day. At the moment, the walls in my office are an exhibition space for some of the inspiring photos from the 2015 JN Resolution Project. They are set against a white backdrop, which is both a source of inspiration and a daily reminder that life has endless possibilities.

Just as the young people who create these works inspire me, my job allows me to pass that inspiration on to thousands of people who we engage with in our programmes – people in their offices, in the beautiful rural nooks of Jamaica, or in the diaspora and beyond; our work continues to impact lives.

Looking back at 2015 brings me joy. For us at the Foundation, this year was characterised by countless examples of people who are determined to be the activists of the change they want to see in Jamaica.

Among the highlights for 2015 are: our 120 new Act!on volunteers; the 68,000 new primary school children trained in road safety and our efforts to address post-crash survival through our newly launched Community First-Responders programme; the instrumental successes that have emerged from iLead among middle leaders in some of the nation's lowest performing schools; the bold and thought-provoking progress in advocacy-through-photography being documented by the youth in the Resolution Project; the exceptional work being done within social enterprises across the island, through SEBI, which is successfully transforming operations from donation-dependent entities to a profit-making ones.

Another special milestone for 2015 was the partnership with the Usain Bolt Foundation for the Heroes in ACT!ON 5K run/walk. We used the power of partnership to bring people together for a good cause. Though the involvement of Usain, an international track and field star, was a special complement to the effort, it was the focus on the Granville Place of Safety that made it all worth it for us.

And speaking of meaningful partnerships, we teamed with the UWI Department of History and Archaeology to launch an online portal, which will capture wide-ranging aspects of the history of each parish in Jamaica. The Parish Histories project, when it is complete, will include uploads from citizens who will be encouraged to share personal stories of life in their parish.

These are all stories of people taking ACT!ON and they are truly inspiring to us at the Foundation.

We live our guiding principles daily. We relentlessly seek innovative approaches to our work. Consequently, when we partner with communities, other entities or people to solve a problem, we hold true to the fact that we are part of the solution the country seeks. Most significantly, success for us is a model where we strengthen and empower community members so they can build and sustain their communities themselves.

What you will read in these pages of our 2015 Year in Review is a snapshot of the stories of transformation and change that have occurred across Jamaica because regular Jamaicans have inspired us to establish important collaborations at the personal, community and national levels.

The work is non-stop and 2016 seems poised to keep pace. Still, the JN Foundation team remains driven by the vision to help Jamaicans, wherever they may be, achieve their full potential. There are days when we don't seem to have enough to do all that we want. On those days, the photos on the wall in my office inspire me to continue.

**Saffrey Brown, General Manager**  
Jamaica National Building Society Foundation



WHO WE ARE

The JN Foundation is the natural extension of a company that was borne out of a desire to serve the people of Jamaica. The Jamaica National Building Society (JNBS) was created to help working and middle class people realise the dream of owning their own homes – one of the bedrocks of a thriving country.

Through the JN Foundation, JNBS deepens and expands its commitment to Jamaica by embodying the core values of good corporate citizenship and giving back to the place from which we sprung. Corporate social responsibility is not something we do, being socially responsible is what we are.

We take great pride in creating high-impact projects that inspire you to be creative and innovative in the way you live your life, so that you can reach your fullest potential, and help uplift your family and community, and ultimately, create positive and sustainable growth in Jamaica. JN Foundation began its mission to contribute to Jamaica in a significant way over 25 years ago, in 1990. Since then, in partnership with you, our members, we have had a positive impact on the lives of tens of thousands of Jamaicans in hundreds of communities across the island.

WHAT WE BELIEVE

At JN Foundation, our vision is for Jamaicans, wherever they may be, to achieve their fullest potential. Our mission is to strengthen the capacity of communities through strategic alliances and efficient programming which can equip Jamaicans to empower themselves and achieve their highest potential. Here are our guiding principles:

- 1. We are part of the solution and so is every Jamaican.
- 2. Innovation is a must.
- 3. Community and stakeholder empowerment is central to the sustained transformation of Jamaica.
- 4. Working with integrity and fostering trust are how we develop and maintain relationships with each other.

WHAT WE DO

At the Foundation, our call to ACT!ON is Innovate, Inspire, Impact! And we make that call to Jamaicans here at home, in the Diaspora and beyond, so that one day we will all be able to experience the stability and prosperity we commonly associate with first world countries.

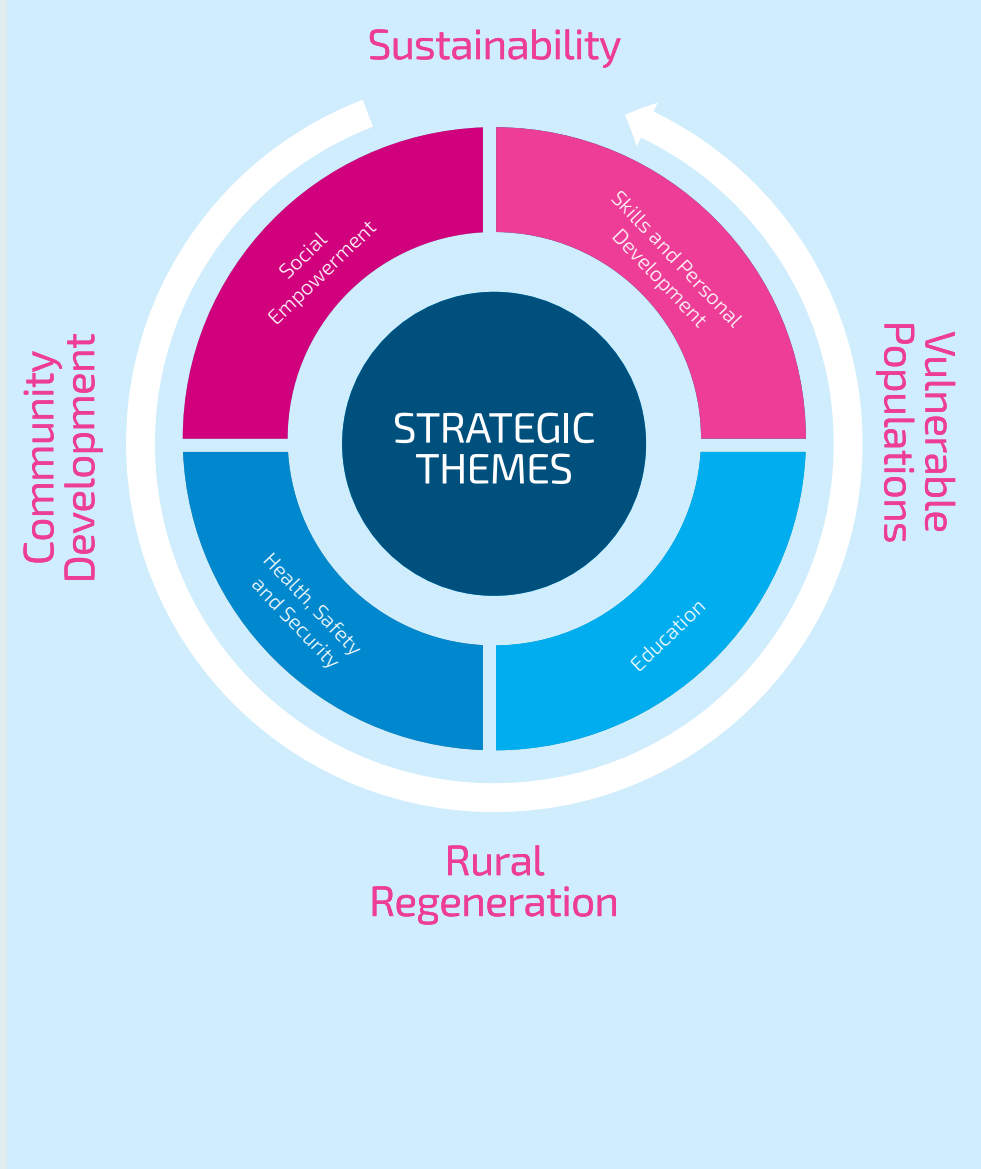
Over the past few years, JN Foundation has continued to work with some of the most significant partners in the non-profit, government and private sectors. Through these impactful collaborations, we are keeping people at the centre of our efforts and creating programmes that encourage volunteerism, economic growth within communities, and personal advancement. We continue to contribute substantively to the government's VISION 2030, that Jamaica should become, "the place of choice to live, work, raise families and do business." With this in mind, our long terms objectives are:

- To increase employment readiness and self-sufficiency through skills and personal development.
- To improve the educational achievement of students.
- To enhance the health and safety of all Jamaicans.
- To strengthen social connectedness in order to support social empowerment.

Presently, the JN Foundation provides grant funding for several programmes and leads internal projects in four key areas: Skills and Personal Development; Education; Health, Safety and Security; Social Empowerment.

JN Foundation is funded by the Jamaica National Building Society and the companies that make up the JN family:

- Jamaica Automobile Association
- JN Cayman
- JN Fund Managers
- JN General Insurance Limited
- JN Life Insurance
- JN Money Transfer
- JN Small Business Loans
- Management Control Systems
- MCIS (Manufacturer's Credit and Information Services)
- Total Credit Services







**“IF YOU CAN’T  
DO ONE THING,  
YOU TRY  
SOMETHING  
ELSE.”**

Dyntie Davis,  
Superior Craft & More

### Social Enterprise Boost Initiative (SEBI)

The Social Enterprise Boost Initiative (SEBI) is one of Jamaica's most innovative and exciting business development programmes. Launched in 2013, its primary goal is to create an enabling business environment which facilitates the growth of social enterprises in Jamaica and assists them in making the transition from grant-funded operations to viable, profit-making businesses which can support their social missions.

Social enterprises are businesses with social objectives, “whose surpluses are principally reinvested for that purpose in the business or community, rather than being driven by the need to maximize profits for shareholders and owners.”

#### **Social Enterprise: A Strategy for Success**

Created by the foundation, in collaboration with the United States Agency for International Development (USAID), SEBI is leading the field locally, introducing practices and ideas that are bringing about transformation and moving the social sector in the right direction.

Through hard work, determination, and good product development, the pilot social enterprises collectively generated more than \$37.7 million from SEBI's inception in 2013.

Pilot projects benefitted not only directly through the programme, but also through the exposure that they received as a result of their

involvement in SEBI. They were able to access over 2,000 days in volunteer support with an estimated value of J\$7.4m. In addition, an estimated J\$60m was received in cash and in kind over the life of the programme; several groups collectively received more than J\$28m in funding and donations from local entities such as Digicel Jamaica and Food for the Poor.

One of our great successes in 2015, was the hosting of a two-day summit that featured numerous social enterprises island-wide, as well as guest speakers from the United Kingdom and the United States of America. This summit featured sixteen Jamaican social enterprises (nine of which were part of the SEBI programme at that time). The summit exposed hundreds of participants to the relatively new concept of the social enterprise and gave them the opportunity to support the work of organisations which had displays of goods and services in the summit marketplace. Through exhibitions of art, commercial products and or services, stakeholders in attendance were made aware of the social empowerment initiatives in their communities and country.

**Since its inception, SEBI has garnered remarkable results for its participant pilot social enterprises:**

- Dress for Success
- Grotto Community Development Committee
- MultiCare Foundation
- Mustard Seed Communities
- Superior Crafts & More
- The Source, Savanna-la-Mar
- Ulster Spring Women's Group

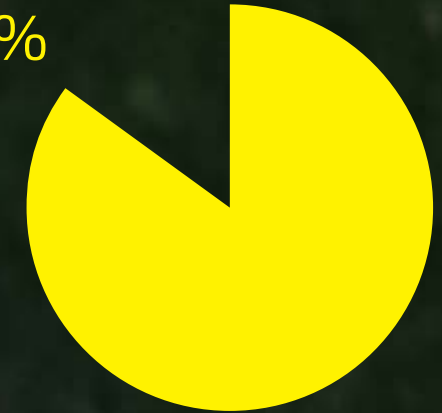




## SEBI AT A GLANCE

We're also very proud of the fact that 87.5% of the SEBI pilot social enterprises have seen an increase in their revenues. In addition, 62 people who had been unemployed, were able to get jobs in one or more of the SEBI pilot projects – 21% were employed as full time workers, 38.7% as contract workers, and 40.3% as part-time workers. This is exactly the kind of impact we were hoping for!

87.5%



SEBI PILOT SOCIAL ENTERPRISES INCREASE IN REVENUES

40.3%



21%

SEBI PILOT PROJECTS EMPLOYMENT





**“MY HAND  
IS ALWAYS  
AVAILABLE.”**

Neville Charlton, volunteer

## THE PROGRAMMES WE SPEARHEAD Skills and Personal Development



### ACT!ON Jamaica

ACT!ON Jamaica harnesses the collective spirit of volunteerism, energy and goodwill in Jamaica to build a volunteer corps which supports the initiatives of the JN Foundation, as well as other non-governmental organisations (NGOs) and local community-based organisations. Formed in 2011, ACT!ON Jamaica provides a mechanism through which civic-minded Jamaicans can become volunteers. Participants in the programme get a range of opportunities to volunteer and make meaningful contributions to the beneficiaries of our projects islandwide. Volunteers use their time, talents, and skills to support humanitarian efforts and community development.

In 2015 Act!on Jamaica continued to support existing partners, as well as working with new organisations. One hundred and twenty new volunteers were initiated into the programme and over 10,000 Jamaicans benefitted from time donated by Act!on volunteers to schemes that support the development of communities, schools, the youth, the environment and health and safety.

#### Other Act!on Jamaica 2015 successes include:

##### • Jarrett Foundation Donation

With the assistance of 45 Act!on Jamaica volunteers committing 425 manpower hours, over 4000 students and 370 teachers from 7 schools in Clarendon, Portland, St. Mary and St. Thomas benefitted from an initiative of the Jarrett Foundation (a charitable organisation based in the United Kingdom) which led to donations of educational books, stationery, resource materials and furniture made to the schools.

##### • Labour Day celebrations in St Ann

Labour Day was duly supported by both JNBS staff, through the Members' Advisory Council (MAC) project, and Act!on Jamaica volunteers. Thirty volunteers alongside staff from the St. Ann JNBS locations painted and refurbished sections of the St. Ann's Bay hospital under the organisation of the Jamaica Hotel and Tourist Association (JHTA). Seven other organisations also joined the effort and were able to repaint wards and staff stations, give the exterior a facelift and clean areas of the grounds. Countless St. Ann residents, local and international visitors have benefitted from the improved look of the hospital. Act!on Jamaica volunteers also supported JNBS staff with other community Labour Day projects in Spanish Town, May Pen, Half-Way-Tree and Waltham Park.

##### • World International Literacy Day

According to the World Fact Book, Jamaica's literacy rate is now at 88.7%. To improve on this and to inspire our children to read, Act!on Jamaica volunteers and the staff of the Morant Bay branch of JNBS, donated books to the Grant's Pen Primary School (St Thomas) and read to the children on World International Literacy Day. This session highlighted the importance of adopting reading as a hobby and emphasised the myriad ways in which literacy affects people's lives: getting strong grades in school and finding a good job allows people to become independent citizens who can contribute substantially to the economic and educational growth of Jamaica. In 2016, we'll be stepping up our efforts to spread the word of Act!on Jamaica and continuing to build a strong cadre of volunteers. We plan to launch an online campaign to promote Act!on Jamaica to more non-profits and to advance the cause of volunteerism towards nation-building. We will also continue to collaborate with organisations that can provide volunteers with unique training opportunities.

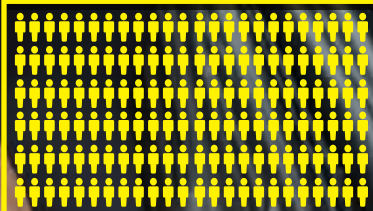






ACTION AT A GLANCE

To date, the Action! Jamaica corps of volunteers is 590 strong, including the 120 of whom were initiated into the corps this year, helping JN Foundation to realise its vision through community service initiatives. A total of 144 Action! Jamaica volunteers were able to donate 2,593 manpower hours to 17 initiatives, that collectively catered to 22,643 beneficiaries of which 77.6% are considered vulnerable: children, the elderly and the disabled.



144 ACTION  
Jamaica  
Volunteers

2,593  
Manpower Hours



17  
Initiatives

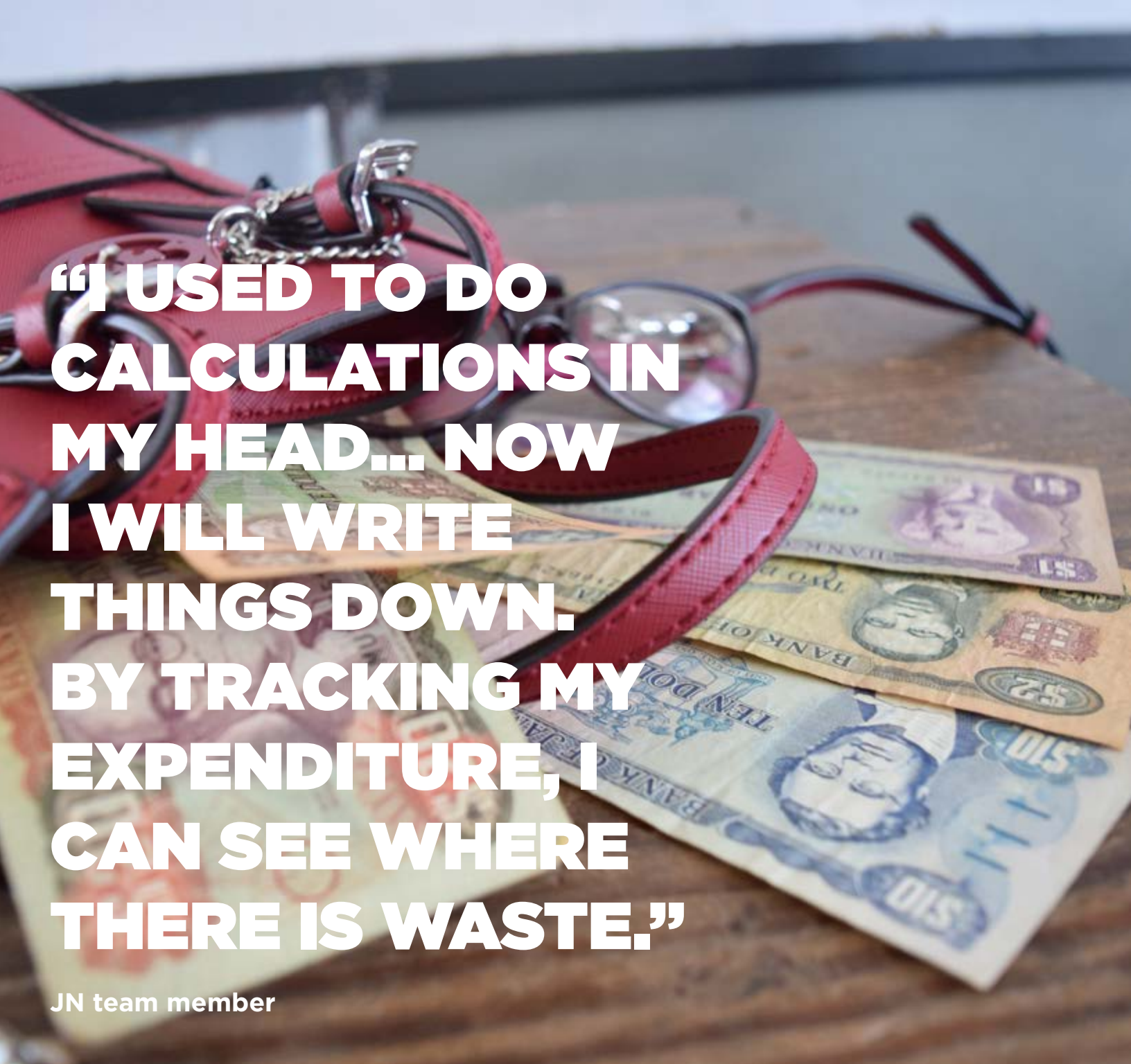
22,643  
Beneficiaries

77.6%



vulnerable  
beneficiaries





**“I USED TO DO  
CALCULATIONS IN  
MY HEAD... NOW  
I WILL WRITE  
THINGS DOWN.  
BY TRACKING MY  
EXPENDITURE, I  
CAN SEE WHERE  
THERE IS WASTE.”**

JN team member

#### Be Wise Financial Empowerment

Financial independence is something we all want to achieve both for ourselves and for our families. In recognition of this, we at the Foundation created the Be Wise Financial Empowerment programme to deliver financial education to Jamaicans of all ages. This ensures that anyone willing to learn about making wise financial decisions gets the basic tools necessary to achieve financial freedom.

The programme had its genesis in 2013 when we collaborated with the Inter-American Dialogue to provide financial literacy to remittance clients who were waiting to collect money in many of our branches. The idea was further developed, rebranded as Be Wise, and the scope broadened to include not only remittance customers but all Jamaicans.

The Be Wise Financial Empowerment programme is delivered primarily through 2-hour workshops and mini talks in schools, corporate offices, services clubs, among church groups and families, all geared to achieving one of JN Foundation's mandates: to help create financial empowerment for all Jamaicans.

During 2015, the Be Wise Financial Empowerment programme trained 3460 people, including 747 JN Group members of staff, many of whom have said how informative and life-changing the programme has been. They have also indicated the action they have taken to improve their financial wellbeing in various areas, including:

- Initiating saving for pensions
- Improving their contribution to pensions
- Putting in place insurance coverage for themselves and their families

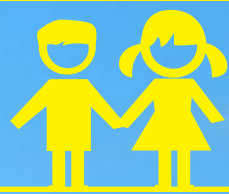




BE WISE AT A GLANCE

Overall, the Be Wise Financial Empowerment programme aims to help Jamaicans acquire the tools necessary to achieve financial independence through budgeting, saving, using credit and securing insurance. The programme also seeks to motivate participants to find additional streams of income.

The programme sessions have been delivered to children as young as three years old.



Most participants are aged 18 to 50.





**“IT’S A GOOD  
THING FOR THE  
YOUTH DEM IN A  
DI COMMUNITY.”**

Damion Samms, caretaker, The Source

## THE PROGRAMMES WE SPEARHEAD **Skills and Personal Development**



### The Source, Savanna-la-Mar

The Source, Savanna-la-Mar is a community resource centre – the latest addition to the line of Sources started by the JN Foundation for communities in need of the services they can offer. Housed at the Y Mennette's Club House in Savanna-la-Mar, the Source connects with communities such as Russia, Barracks, Seaton Crescent and Grotto. Some of the services offered by the Source Savanna-la-Mar are: homework programmes, summer GSAT boot camps, entrepreneurship training sessions, venue rental for weddings, retreats, workshops, meetings etc; internet café, docucentre services and summer camps for children aged 5 to 18, just to name a few.

The Source franchise is a social enterprise; the profits earned are reinvested into the surrounding communities. The other five franchise locations are: August Town and Marverly (St Andrew), Ocho Rios (St Ann), and Treasure Beach (St Elizabeth). The Source Savanna-la-Mar (Westmoreland) is one of the eight pioneer social enterprises participating in JN Foundation's Social Enterprise Boost Initiative (SEBI) programme.

#### Here are some of the recent successes at the Source, Savanna-la-Mar:

- Through a partnership with Jamaica Social Investment Fund and the Westmoreland Parish Development Benevolent Society, the Source Savanna-la-Mar hosted training sessions for the residents of Russia, teaching them the practicalities of ornamental fish farm management.
- Fifty eight children aged 5 to 12 participated in the annual Junior Summer Camp while 42 children aged 13 to 18 participated in the Senior Summer Camp. During the summer camps, children did art and craft, participated in drama classes and went on field trips to Rose Hall Great House in Montego Bay and The Jamaica Zoo in St. Elizabeth.
- A total of 48 students from the communities surrounding the Source Savanna-la-Mar participated in the after-school homework programme.







THE SOURCE AT A GLANCE



**58** children aged 5 to 12 participated in the annual Junior Summer Camp.


**42**

children aged 13 to 18 participated in the annual Senior Summer Camp.



**48** students from the communities surrounding the Source Savanna-la-mar participated in the after-school homework programme.





# “EVERY SCHOOL SHOULD HAVE A TEACHING AND LEARNING POLICY.”

Dr Renee Rattray

## iLead

The iLead project is a ground-breaking school improvement initiative that is helping to create a lasting impact in the education sector in Jamaica through sustainable solutions. At the Foundation, we are driven to improving low-performing schools so that they can be on par with schools that continually produce well-rounded graduates who obtain good passes in both their internal and external examinations. To this end, we embarked on a public/ private sector partnership with the Ministry of Education, which was launched in September 2014. The project supports and empowers school leaders in 10 low-performing schools in St. Thomas, Portland and St. Mary to make significant changes in their schools that will produce improved academic and social outcomes for students, their families and communities. Prior to the start of iLead, the Ministry of Education flagged some of the lowest performing primary and secondary schools for enrollment in the programme. Currently, there are five primary and five secondary schools enrolled in the programme as follows:

### Primary

- Buff Bay Primary
- Martin Primary
- Port Maria Primary
- Retreat Primary
- Windsor Primary

### Secondary

- Brimmer Vale High
- Happy Grove High
- Islington High
- Robert Lightbourne High
- St Thomas Technical

### Some of the successes of the iLead programme include:

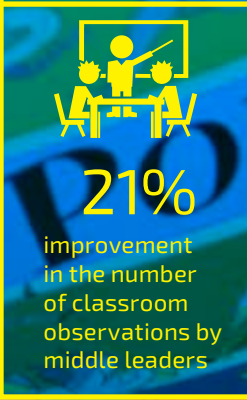
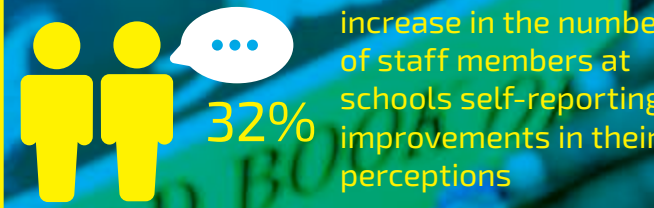
- Robert Lightbourne High School crediting iLead for the improvement seen in the reading level of the students, which was at 10% prior to intervention, and is currently at 70%.
- 32% increase in the number of staff members at schools self-reporting improvements in their perceptions and expectations of the schools as a result of their involvement in iLead.
- 13% improvement in the number of lesson observations by school leaders (one of the ways in which school leaders can better manage teacher performance).
- 21% improvement in the number of classroom observations by middle leaders.
- 9% improvement in the number of staff members using data to inform and assess instructional effectiveness.
- 5% improvement in student punctuality.





ILED AT A GLANCE

There is a general shift in culture in all project schools. They have higher expectations of themselves and an increased desire to succeed!







**“I AM EXCITED  
ABOUT THIS NEW  
EXPERIENCE AND  
I AM READY TO  
SOAK IT ALL IN.”**

Lavois Cruickshank,  
2015 Legacy Scholarship recipient

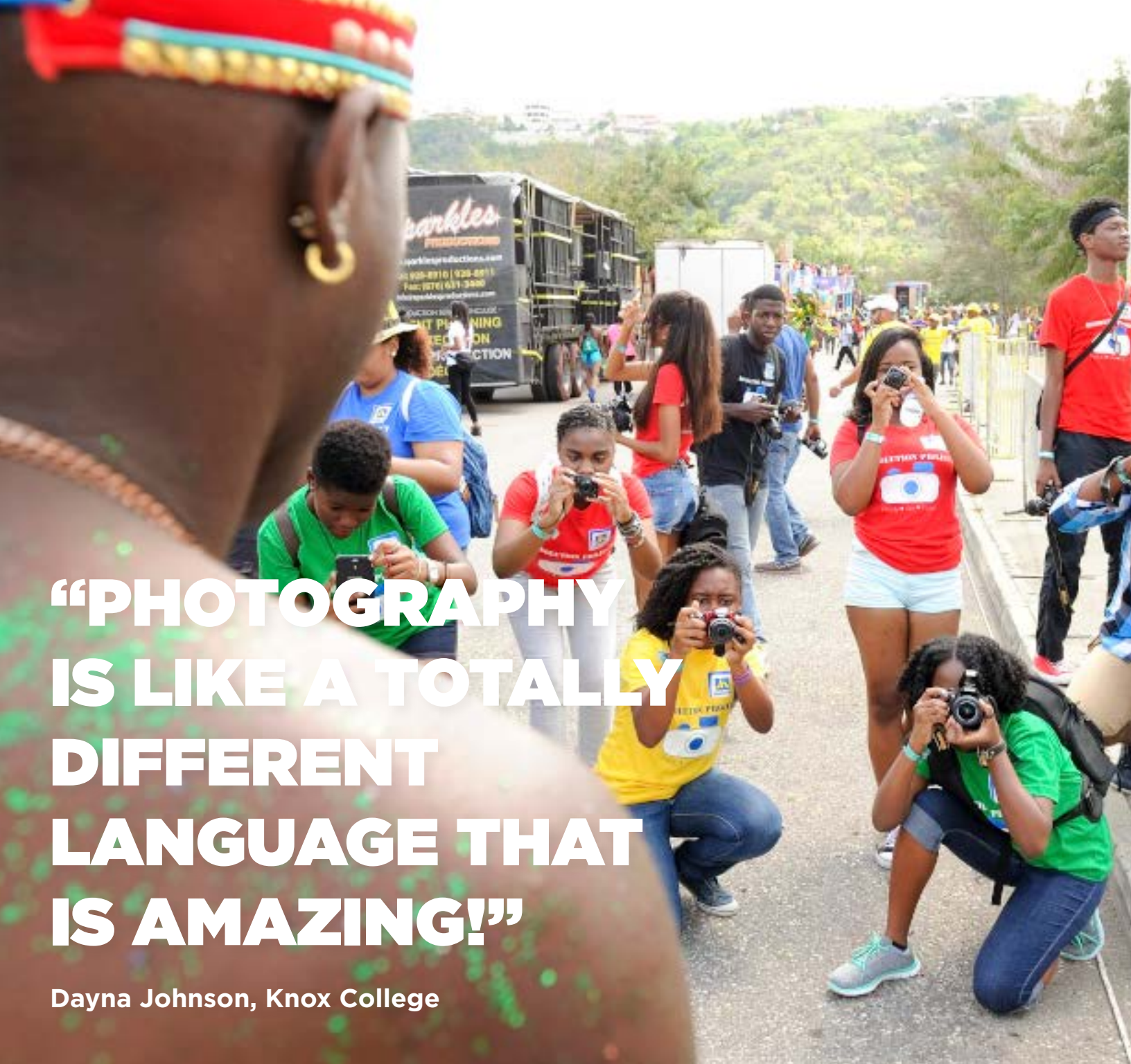
### The JN Scholarship Programme

The JN Scholarship Programme remains one of the Society's largest corporate social responsibility initiatives. Begun in 1983, every year more than 100 secondary and 16 tertiary students benefit from the scholarship awards, which are for five years and one year respectively. At any one time, the Society is funding the education of 138 young people – a contribution which we know will have lasting effects on the students, their families and communities.

Jamaica National Building Society (JNBS) has also partnered with the University of Birmingham to create the JN Foundation Legacy scholarship: one fully paid, one-year Master's programme, which includes flights, living expenses and tuition. Adding prestige to the Legacy Scholarship, is the title of "I Believe Ambassador", which is bestowed on scholarship winners by the Governor General of Jamaica. In 2016, tertiary scholarships will include a community service requirement which is in the recipients' area of study – a way of encouraging young people to 'pay it forward'.

Overall, the Scholarship Programme is having the anticipated impact: students benefit from the awards; parents are appreciative of the financial assistance and universities welcome the contribution being made by the Society.





“PHOTOGRAPHY  
IS LIKE A TOTALLY  
DIFFERENT  
LANGUAGE THAT  
IS AMAZING!”

Dayna Johnson, Knox College

### Resolution Project

Ever since its inception under the Youth Zoom banner in 2004, the Resolution Project has taken students on a journey through their camera lenses; one which they have been able to share with the world, through the photographs they have taken.

Standout images taken by students have been exhibited, not only in Jamaica, where the photographs can be seen at the Norman Manley and Donald Sangster International Airports, as well as the Planning Institute of Jamaica, but also internationally, with exhibitions being hung in London (UK), Birmingham (UK) and Brussels (Belgium).

The 2014-15 staging of the Resolution Project was titled – **“Rites and Rituals”**. The Resolution Project continues to be popular with both schools and students with participation from schools such as Glenmuir High, Anchovy High, Grange Hill High, and Cornwall College, which continue to perform at excellent standards, showing the relevance of a project which allows children to unearth the world in which they live and become advocates of change. The 2015-16 cycle has the theme **“Family”**.

One of the lasting impacts of the Resolution Project, is the possibility for relevant work place-placements for former student participants. Students have gained journalism skills and practice through internships with The Gleaner Company, whilst others have become peer counsellors to current participants in the project.

In December 2014, to mark the tenth year of the project, a coffee table book, **Take a Look at My World**, was published. The book features photographs from the inception of the project to the end of the 2013-14 cycle. To date, approximately 800 copies have been sold and distributed island-wide.





**“WE CAN SAVE MORE LIVES IF MORE PERSONS RECEIVE TRAINING AND QUALIFICATION.”**

**June Boucher, nurse and First Responder volunteer**

## THE PROGRAMMES WE SPEARHEAD **HEALTH, SAFETY AND SECURITY**



### Road Safety Programme

Through a partnership with the Jamaica Automobile Association (JAA) we are addressing the high number of road fatalities in Jamaica through youth and community-based interventions. We do this through three programmes:

1. Community First-Responder
2. JAA Junior Club
3. Police in Schools

**The Community First-Responder** is an initiative which equips community-based volunteers in rural crash-prone areas with Emergency Medical Response (EMR) training from St John Ambulance to provide post-vehicle-crash care. The project is funded by the FIA Road Safety Grant Programme (Federation Internationale de L'Automobile), and is a joint effort involving JN Foundation, Jamaica Automobile Association (JAA), St John Ambulance, Jamaica Constabulary Force, Jamaica Fire Brigade and the Ministry of Health.

First Responders are being trained to:

1. Assess and stabilize crash victims
2. Provide first-aid treatment
3. Provide ambulance service in partnership with St John Ambulance

The pilot programme, which focused on the St Ann's Bay to Runaway Bay corridor (considered one of the most crash-prone driving routes in Jamaica) was held in St Ann's Bay in November 2015. The programme involved the training of 15 volunteers over four days of intensive sessions following which, the volunteers received their EMR first responders certificates.

Here are some more outcomes of the pilot:

- One ambulance was allocated to the project in St Ann's Bay by St John Ambulance. The ambulance will be able to reach the St Ann's Bay Hospital within 10-15 minutes of its arrival at the scene of a crash.

- Two instructional/informative videos were produced for sharing on social media and YouTube, to help spread the word to the general public about the dos and don'ts of dealing with vehicular accidents. (The volunteers themselves were the actors in the videos.)

- All 15 volunteers have been equipped with First-Responder kits, branded uniforms and vests.

- Community First-Responders are covering the area from St Ann's Bay to the border of Trelawny, exactly 71km.

**The JAA Junior Club** has been established in over 50 secondary schools to empower young people to become better road users and to expose them to practical and technical aspects of road safety. These activities are in keeping with the United Nations' 'Decade of ACT!ON for Road Safety'. One of the outcomes of the work of the JAA Junior Club so far, is 45% of all JAA Jr. Clubs polled are now able to inspire changes in driving habits and improved road safety practices amongst family, friends and colleagues. The club has also engendered an increased interest in the inner workings of motor vehicles, with 30% of all JAA Jr. Club members expressing a desire to pursue further education in a

mechanics-related career.


The JN Foundation's Road Safety programme has partnered with the Road Education Unit of the Jamaica Constabulary Force on the **Police in Schools** programme. The objective is to add another layer to the efforts to reduce the number of road fatalities in Jamaica. A designated police team visits primary and preparatory schools to demonstrate how students should use the road responsibly. Children in the programme are exposed to real life scenarios, practical- and theory-based demonstrations from the JCF team, all geared toward creating a culture of road safety and developing lifelong road safety practices.

#### Some of the Police in Schools accomplishments are:

- In 2015, 68,000 primary and preparatory school students were taught about road safety.
- Child road crash fatalities have decreased 14% compared to 2014.
- Two hundred and fifteen primary and preparatory schools were visited by the JCF in 2015.





A full-page photograph of Usain Bolt participating in the Heroes in ACTION 5K Run/Walk. He is in the foreground, wearing a blue t-shirt with the event logo and dark shorts, standing on a black mat. In the background, a large yellow building with white columns is visible under a clear blue sky. Other participants and spectators are also present.

**“IT’S GREAT  
TO BE A PART  
OF HEROES IN  
ACTION, AND  
I GIVE THANKS  
TO JN FOR  
INVOLVING  
ME AND MY  
FOUNDATION.”**

Usain Bolt

### Heroes in ACTION 5K

In October 2015, JN Foundation partnered with the Usain Bolt Foundation to host the first of what is to become an annual event, the Heroes in ACTION 5K Run/Walk. The event is to serve several concerns: to raise the public profile of an institution or organisation (the 2015 run highlighted the work of the Granville Place of Safety), to raise money for that institution, and to bring Jamaicans together in a communal fundraising effort.

Monies raised from the run are going towards the construction and outfitting of a skills training school along with a facelift for the dorms, including:

- Media Library
- Sewing room
- English and Mathematics classroom

We believe that the funding will ensure that the most vulnerable young people will have access to the kind of environment that promotes physical and emotional well being, while ensuring that their education is not compromised during their time at the home.

With the endorsement of Usain Bolt, the parish's most famous son, 800 people turned out to participate in the run in Falmouth, Trelawny.





**“YOUR HISTORY IS  
YOUR GREATEST  
CULTURAL ROAD MAP.”**

Unknown

### Parish Histories of Jamaica

The Parish Histories of Jamaica will be a website which shines a light on the historical and socio-economic development, and built landscapes of each of the fourteen parishes. Ultimately, these parish histories will contribute to the material already available on Jamaica's history by providing readers with a fascinating snapshot of how life unfolded in each parish and how events at the parish level proved significant to our national story. The project is being done in partnership between the JN Foundation and the University of West Indies department of History and Archeology.

In 2016 the Foundation will launch HistoryJamaica.org, the website that will house all Jamaica's parish histories.





“WE ARE TRULY GRATEFUL AND LOOK FORWARD TO PARTNERING WITH YOU ONCE MORE AS WE CHART A PATH FOR OUR NATION’S CHILDREN.”

Principal Scarlett,  
Frankfield Primary  
& Infant School, Clarendon

Member Advisory Councils  
#InspiringJNMembers

The Member Advisory Councils (MAC) were set up across the JNBS branch network to empower the Society's membership to effect positive change and transformation in their communities. We rely heavily on our members' knowledge of their own neighbourhoods and towns to develop projects that address observed needs and have the potential to foster meaningful transformation. MAC project leaders, who are ordinary people, become Changemakers in their communities.

Each year, dozens of projects are initiated by the Society's members. Here is a selection of 2015 MAC projects, listed by parish:

| Kingston and St Andrew   |  |  |
|--|--|--|
| Renovation of Water Fountain at Kingston Public Hospital (KPH) | To further help with the beautification of KPH by renovating the hospital's water fountain and installing a water pump.  | The renovation helped create an atmosphere of serenity and wellness for hospital patients, staff and visitors.   |
| St Catherine   |  |  |
| 4H Club of Linstead, Industrial Stove hand-over                | With the donation of an industrial stove, the club is able to provide training for members as well as produce baked goods and other items to generate income for the club. | The addition of an industrial stove at the 4H Club of Linstead has the potential to create ongoing opportunities for skills training, which should lead to greater employment opportunities for members. |
| Clarendon  |  |  |
| Frankfield Primary and Infant School                           | Renovation of the bathroom facilities for the infant department of the school.   | The bathroom renovation improved the overall education experience for the 280 students who attend the school.  |
| Edwin Allen High School  | Remodeling of the Cosmetology Unit of the high school so that students have a safer and up-to-date facility in which they can be trained.                                  | Over 100 students have benefited from the remodeling of the Cosmetology Unit through improved facilities and a better environment for learning.  |
| Painting of Bushy Park Early Childhood Institution             | Four classrooms at the Bushy Park Early Childhood Institution were painted.  | Approximately 120 students have benefited from this initiative which has helped create a clean and beautiful environment in which they can stay focused on learning.                                     |



| St Elizabeth   |  |  |
|--|--|--|
| Mannings Boys Home                                     | Provided the Boys' Home – which houses over 100 boys – with electronic games (Xbox), footballs, basketballs and other sports equipment.  | With this equipment, the boys have fun playing sports while working with each other to accomplish a common goal.   |
| Junction Kindergarten Preparatory Special Needs School | Upgrades to the school building and its facilities. Children have easier access to their classrooms; a regulated water supply helps to maintain a sanitary kitchen; and garbage bins keep the school grounds clean and hygienic. | 60 students attending the school – which specializes in teaching children with special needs – have benefited from physical alterations made to the school, leading to an overall improvement in their education experience. |
| Ridgeview Neighbourhood Watch                          | The community park of Ridgeview was spruced up so that the children and elderly living in the community have access to a recreational facility.  | Over 100 people are able to access the communal recreational facility, creating a greater sense of community among residents of Ridgeview.   |



| Hanover                                      |  |  |
|--|--|--|
| Sandy Bay Early Childhood Education          | Donation of a refrigerator to the early childhood institution.                           | 60 students have benefited from the addition of refrigerated items to the menu for the school's feeding programme, which will enhance their overall school experience. |
| St Ann                                       |  |  |
| Refurbishing of St. Ann's Bay Police Station | The St. Ann's Bay CIB office was refurbished with desks, chairs, and resource materials. | The refurbished office lifts the spirits of the officers working in the force and helps improve their performance.   |
| Refurbishing of St. Ann's Bay Infirmary      | Mosquito nets were donated and installed at the infirmary.                               | The nets keep over 60 patients at a time safe from vector-borne illnesses such as Chikungunya, the Zika virus and Dengue.  |
| Ocho Rios Police Station                     | A photocopying machine was donated to the police station.                                | 60 police officers can now print and photocopy documents, resulting in improved efficiency.  |
| St Mary                                      |  |  |
| Methodist Church of Port Maria               | A photocopier was donated to the church.   | A congregation of 200 people has benefited from the photocopier, leading to improved efficiency and communication.   |





## THE PROJECTS WE GRANT-FUND



Every year, JN Foundation provides grant funding for projects which are created and administered by external partners. Here are some of the 2015 projects:

- Children First Achievement Centre
- Cost of Care study; Data mapping for hospitals
- Diaspora Youth Connect
- ELIXIR
- The Rural Cottage Inc.
- School sanitation upgrades
- Wolmer's Auditorium Project
- Y's Men's May Pen

### Children First Achievement Centre (Spanish Town, St. Catherine)

Children First Achievement Centre was created to improve the lives of children in child labour situations by providing remedial education, funded remedial education of young people previously in child labour situations, life skills training and parenting skills training in the Spanish Town area. The students enrolled in the Children First Achievement Centre continue to show their potential to master the lessons taught in Mathematics and English Language; 90% of them are performing at or above the expected level in Mathematics. Here are some of the great successes of the Centre as regards the 2015 GNAT assessment:

• **19 youngsters successfully matriculated for sitting the GNAT assessment.**

- 70% of these youngsters (between the ages of 12 and 13) entered the Children First remedial education programme, and on sitting their entrance assessments were operating at Grade 1 level. After 2 years in the Children First Achievement Centre, they were able to successfully matriculate for placement through GNAT – in large part due to the JN Foundation/Violence Prevention Alliance supported Auto Skills Learning software.

• **15 youngsters attended and completed the 2015 staging of the GNAT assessment, and soon the Centre received these amazing results:**

- 15 youngsters successfully secured placements in either high schools or school leavers institutions
- 8 passes for Eltham High School
- 2 passes for Spanish Town High School
- 1 pass for Innswood High School
- 1 pass for Jose Marti Technical High School
- 3 passes for Young Women's Christian Association School Leavers Institute

### Cost of Care study; Data mapping for hospitals (Islandwide)

In 2015, out of an acknowledgment that more needs be done to free up already stretched hospital resources, JN Foundation funded a data mapping study to increase the understanding of the economic cost and effect on hospital services, caused by violence and crash-related injuries, to better guide interventions that could mitigate Road Traffic Crashes (RTC) and Violence Related Injuries (VRI). The study focused

on seven hospitals over the period 2006 to 2014 and looked at the direct and indirect costs of injuries to participating hospitals, especially the impact on the Operating Theatres and Intensive Care Units (ICU), in terms of cancellations of operations (including cardiac and neurosurgery), the demand on the blood supply and the psychological impact on hospital staff. Additional questions the survey sought to answer include:

1. What are the ages and genders of the people getting injured?
2. What kinds of injuries are they sustaining?
3. Where did the accident or incident that caused the injury take place?
4. What was the cost of those injuries to the hospitals?

The participating hospitals were:  
**University Hospital of the West Indies (UHWI)**  
**Kingston Public Hospital (KPH)**  
**Bustamante Hospital for Children (BHC)**  
**Spanish Town Hospital (STH)**  
**May Pen Hospital (MPH)**  
**St. Ann's Bay Hospital (STABH)**  
**Cornwall Regional Hospital (CRH)**





## THE PROJECTS WE GRANT-FUND



### **Diaspora Youth Connect (Montego Bay, St. James; August Town, Kingston)**

Diaspora Youth Connect is a project which increases the capacity of individual youth entrepreneurs, as well as community-based and youth empowerment organisations, to achieve sustainable development by delivering training workshops. One of the successes of the project is, since completing the DYC Project Business Lab workshop and winning first place in the Business Plan Competition, Delano Campbell has started an Internet Café and Video Game Shop, "This is Anifield", in his community.

### **ELIXIR, Solutions for Developing Countries (SODECO)**

UWI SODECO (Solutions for Developing Countries) is a trans-disciplinary research institute located at the University of the West Indies, Mona, which is seeking solutions to the medical problems – and their related socio-economic effects – affecting small and developing countries. In an effort to improve the health and wellbeing of Jamaicans, UWI SODECO created ELIXIR – a social enterprise project – in partnership with JN Foundation to operate a medical services business which will provide medical and health services to Jamaicans with – or at risk of developing – cardiovascular disease, obesity, hypertension, diabetes, high cholesterol, stroke and heart attack. Due to open in 2016, ELIXIR will also directly target individuals seeking to sustain a healthy lifestyle as they age, creating lifestyle programmes for their health and wellbeing. Any profit generated by ELIXIR will be used to support the work of SODECO.

### **The Rural Cottage Inc. (Savanna-la-Mar, Westmoreland)**

This project was developed with funding from JN Foundation to increase the skills and employment readiness of young people in Savanna-la-Mar through training in stuffed toy making, leather craft making, and small appliance building. The Source Savanna-la-Mar hosted a six-week-long workshop to train community members in various craft-making skills, with 27 people receiving certification.

### **School sanitation upgrades**

Parents generally try to provide the best they can for their children. However, in some communities, the best is sometimes woefully inadequate. For example, in several schools, children have had no choice but to use outdated toilet facilities: pit latrines. So Food for the Poor embarked on a project to bring modern toilet facilities to schools in communities around the island, such as Penlyne Castle All Age School, Woburn Lawn All Age School and Camberwell Primary School. Since the project's inception, Food for the Poor with financial help from JN Foundation, has successfully provided sanitation upgrades in 65 schools.

### **Wolmer's Auditorium Project (Kingston & St. Andrew)**

Wolmer's is one of the oldest and most prestigious boys schools in Jamaica. They received a grant from us towards the cost of renovating the school's auditorium. The newly built auditorium can accommodate 2,300 students (standing) and 1,800 seated. To add to the self-sufficiency of the auditorium, a water-harvesting system was devised to capture rainfall from the building's roof and store it in tanks on the school compound; there is also a solar panel system on the roof, which is able to provide energy for the entire school, saving the school 30% on its energy bill.

### **Y's Men's Youth Leadership Development (May Pen, Clarendon)**

Y's Men's Youth Leadership Development programme was created to train and certify people in the community of May Pen in graphic arts, so that they may use these skills to find employment. On completion of the Graphic Design level 1 course, two graduates (Hail Reid and Jerome Walters) were deemed suitable to teach students up to the intermediate level and to become teacher's aides, ensuring the continuation of the Graphic Design course.





## THE JN FAMILY

## FRIENDS AND PARTNERS



Child Development Agency

Citizens, Security and Justice Programme

Council of Voluntary and Social Services

CUSO International

Federation Internationale de l'Automobile

Jamaica Cancer Society

Jamaica Constabulary Force

Junior Achievement Jamaica

Ministry of Education

Mona Social Services, UWI

National Road Safety Council

Office of Social Entrepreneurship, UWI

Road Safety Unit

Social Development Commission

The Gleaner Company Ltd.

United States Agency for International Development

Universal Service Fund

University of Birmingham

Usain Bolt Foundation













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