



Digicel
FOUNDATION

10th
ANNIVERSARY
2004-2014

**Inspired by
Extraordinary
Jamaicans**

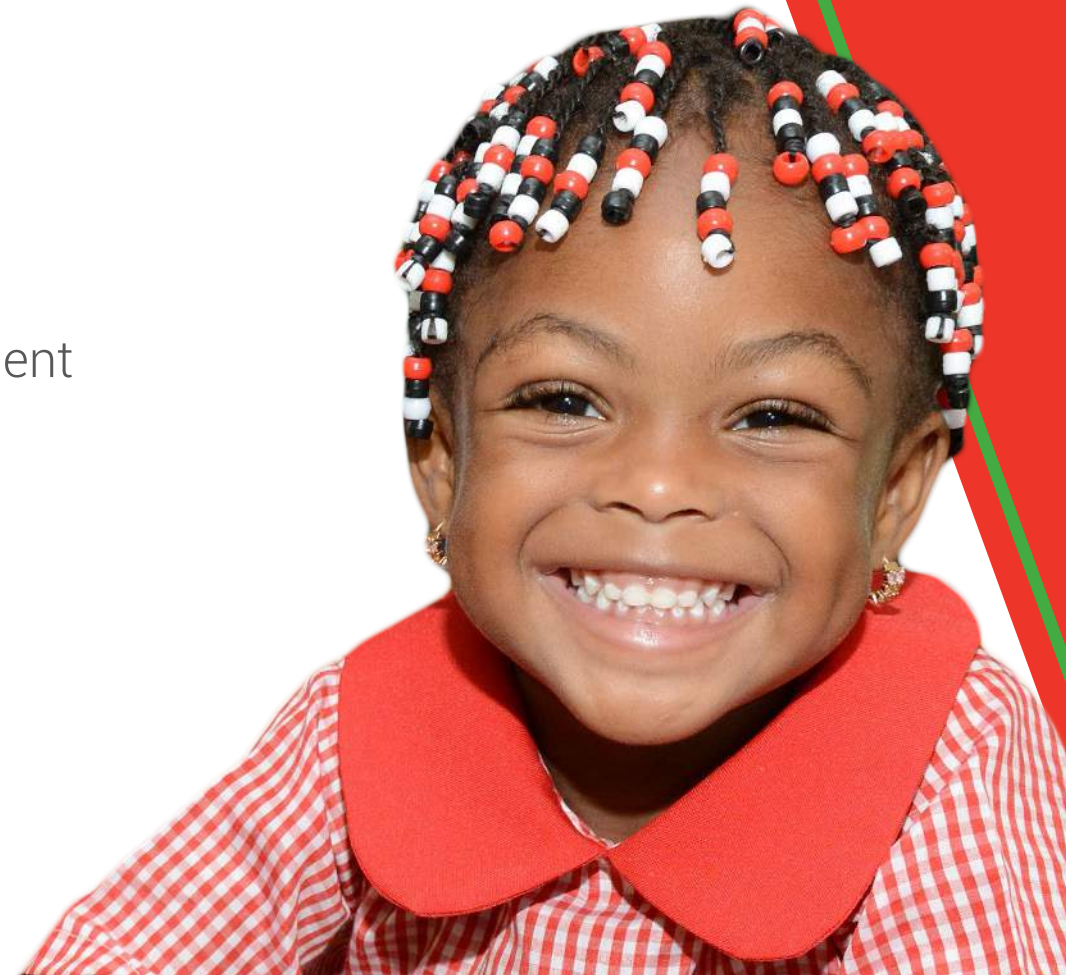


DEVELOPING OUR NATION

Inspired by Extraordinary Jamaicans

CONTENTS

- 04 Messages
- 09 Foundation Overview
- 12 Landmark Projects
- 14 Education
- 23 Special Needs
- 33 Community Development
- 43 Digicel Staff



“Our most important partners - the extraordinary Jamaican people.”

At Digicel, I believe that we, as individuals and as an organisation, have an obligation to give back to the communities where our customers live and raise their families. Indeed it is our mantra across all our markets. For this reason, the Digicel Foundation was established in Jamaica in 2004.

As I sit to write this message, it's hard to believe it's been ten years. While we have accomplished a great deal and have

positively impacted thousands of people in communities across Jamaica, the time has truly flown by.

With an investment of over US\$22.5 million to date, there have been so many special projects – too many to mention. That said, there are some that stand out for their significant impact. The refurbishment of the Coronation Market and the Enrichment Programme are two such examples. Coronation Market – the focal point of trade in the downtown Kingston area – now serves over 250,000 people annually and has stimulated street trading all around it. The Enrichment Programme – which supports the Ministry of Education's focus on improving literacy through the use of ICT in an effort

to meet the Millennium Development Goal of 100% Literacy by 2015 – has impacted approximately 180 schools, 450 teachers and over 182,620 students to date.

Of all our achievements, I am especially proud of the sustainable contribution the Foundation has made and of the hard work and tenacity displayed by the team in making a real difference to the lives of those less fortunate.

I would like to thank all of our partners – without whom we could not achieve our goals – most notably, the Jamaica Social Investment Fund (JSIF) who assisted us on our very first project at Lakes Pen Basic School, and who remain one of our most valuable partners. I would also like to say a special thanks to the Ministry of Education and United States Agency for International Development (USAID) – who have both played major roles with the Foundation. Finally, I must acknowledge our most important partners – the extraordinary Jamaican people who are at the centre of everything we do.

With ten fantastic years behind us, I feel very optimistic about the Foundation's future in helping to deliver on the vision of the Government, the Jamaican people and all corporate entities in building a positive future for our children and our communities. Thank you again to all of our wonderful Foundation staff and Board Directors, past and present, the dozens of generous volunteers, and all who support us in our efforts.



PRIME MINISTER

The Most Hon. Portia Simpson Miller O.N., M.P.

“Welfare to work, work to well-being and well-being to wealth creation.”

I am delighted to extend congratulations to the Digicel Foundation on this special occasion of your tenth anniversary. For the past decade, the Foundation has played a fundamental role in shaping the lives of those most in need. This is an indication of your commitment to the people of Jamaica and your unwavering support in assisting the steady progress of our nation.

As Digicel's business has grown, its corporate social responsibility has been enlarged. The company deserves to be applauded for its philosophy that any business that makes profit within a market should give back to the communities from which it draws its strength through the building and regeneration of these communities.

With its commitment to giving back, Digicel has, through the work of the Digicel Foundation, positively impacted the lives of hundreds of thousands of Jamaicans. In fact, focusing on the areas of education, community development and special needs, the Digicel Foundation has invested over US\$22.5 million, directly impacting over 570,000 beneficiaries through 575 projects across Jamaica since 2004.

This is no small achievement and is worthy of commendation and support. We appreciate this vital partnership in

the areas of education, special needs and community development. This remarkable achievement is a demonstration that you share the commitment of the government to securing the welfare of the people as the most significant investment that can be made. The undertaking of these many projects sends a strong and clear message that you remain faithful to the mission of partnering and collaborating with Jamaicans to drive the development of this blessed country.

Your interventions in the areas of education and culture, assisting persons in income-generating activities and those with special needs is commendable. The impressive work carried out in the various communities has touched many lives by inspiring them to move from welfare to work, work to well-being and well-being to wealth creation. Thank you for believing in our people. There is no lack of talent in our country and, if persons are given the chance to hone their skill or craft, they can and will shine.

I look forward to the Foundation's renewed vigour under the current dynamic and visionary chairmanship of Mrs. Jean Lowrie-Chin, as it embarks on another decade of transforming lives and communities. With your focused commitment to building an organisation that can really make a difference, there is no doubt in my mind that the Digicel Foundation will continue to grow and extend its reach across the length and breadth of Jamaica, land we love. Once again, my heartiest congratulations on reaching this significant milestone and I wish Digicel and the Digicel Foundation every success in your pursuit to create a better future for Jamaicans.



Andrew Holness, M.P.

“Corporate social responsibility is of utmost importance.”

I am delighted to share with you and extend heartiest congratulations as you commemorate ten years of exemplary service. Very few organisations have managed to achieve the tremendous success and create the kind of impact the Digicel family has had in Jamaica. What is most notable and profound

about this impact and enviable achievement is that it has all occurred over a relatively short period of time. So immense is the Digicel imprint that the entity has become a household name in Jamaica and indeed the wider Caribbean.

There is little doubt in my mind that the trail being blazed by Digicel is due in large part to the meaningful partnership you have forged with various stakeholder groups as well as ordinary Jamaicans over the years. The Digicel Foundation is by all indications the principal vehicle through which the entity has embedded itself into the fabric of our

society and brought value both to the communication sector and also to community development initiatives across Jamaica. Suffice it to say, no facet of national life has gone untouched by your extraordinary capacity to reach out, transform lives, resonate with the Jamaican people and add value to the various programmes you have identified for collaboration over the years. I know first-hand and remain fully appreciative of the exemplary contribution the Digicel Foundation has been making in such areas as: education, health, community development, economic enablement and the arts. The stock of social capital Jamaica now boasts has been augmented significantly by your sterling efforts these past ten years. You have been going beyond the call of duty in many ways; too many to count.

Through the Foundation, Digicel has been demonstrating that corporate social responsibility is of the utmost importance. As a matter of fact, you have been demonstrating that this admirable branding should not be defined by those initiatives an organisation associates itself with when it finds the resources to spare. Rather, it should be an integral part of a corporate's operations; a way of life if you will.

I have every confidence that the commendable work you have undertaken will go on and wish for you and everyone associated with the Foundation every success as you move beyond this milestone toward those to come.



CHAIRMAN

Jean Lowrie-Chin

We celebrate this tenth anniversary year of the Digicel Foundation with deep gratitude, as we reflect on the extraordinary Jamaicans that we serve and the excellent partnerships we have forged.

Our local and international partners have enriched our initiatives with their refreshing ideas, invaluable skills and generous resources. Our Digicel Foundation team members are impressed by the courage of our wonderful partners in education, special needs and community development.

The Foundation has benefited tremendously from the guidance of Group CEO, Colm Delves, and Maria Mulcahy, the leadership of past Chairmen, Harry Smith and Lisa Lewis, and a strong and expert Board

of Directors. We commend our high-achieving team headed initially by the incomparable Major General Robert Neish, first CEO of the Digicel Foundation, and now by the dynamic Samantha Chantrelle. These past ten years of life-changing projects, touching the lives of over 500,000 Jamaicans, would not have been possible without the generous support of our Patron, Denis O'Brien, who has demonstrated an unremitting faith in the vast potential of our people. Inspired by our extraordinary partners – grassroots stalwarts, local leaders and like-minded organisations – we recommit ourselves to sustainable community-building projects as we affirm the greatness of the Jamaican people.



CHIEF EXECUTIVE OFFICER

Samantha Chantrelle

Ten years ago, the Digicel Foundation set out on a journey with a simple, humble intention - to make a difference in our country and the lives of its people. Along that journey, our Jamaican people have impacted our work and our mission and inspired us with their extraordinary commitment. It was therefore fitting that our theme for this anniversary was 'Inspired by Extraordinary Jamaicans.'

National growth and sustainable development remain at the core of everything we do, whether it is literacy improvement and science enrichment through technology, increasing the quality of facilities, care and access to our special needs communities or

assisting communities in becoming self-reliant through entrepreneurship and innovation.

Staying true to this common vision has been in no small part due to the hard work and extraordinary commitment of our Board of Directors (past and present), Digicel Jamaica and its many dedicated staff volunteers, and not least of all to the Foundation team members, who go above and beyond the call of duty every day. It remains our distinct honour to work alongside each of you as we look forward to the next ten years of Extraordinary Jamaicans.



Foundation Board



Left to Right: Heather Asphall, Pat Jennings, Karlene Dawson, Fabian Williams, Jean Lowrie-Chin, Joy Clark, Samantha Chantrelle, Lisa Lewis, Cheryl Hylton, Richard Fraser, Donna M. Henry and Jason Corrigan. **Missing:** Trisha K. Williams-Singh and Maria Mulcahy

Foundation Team



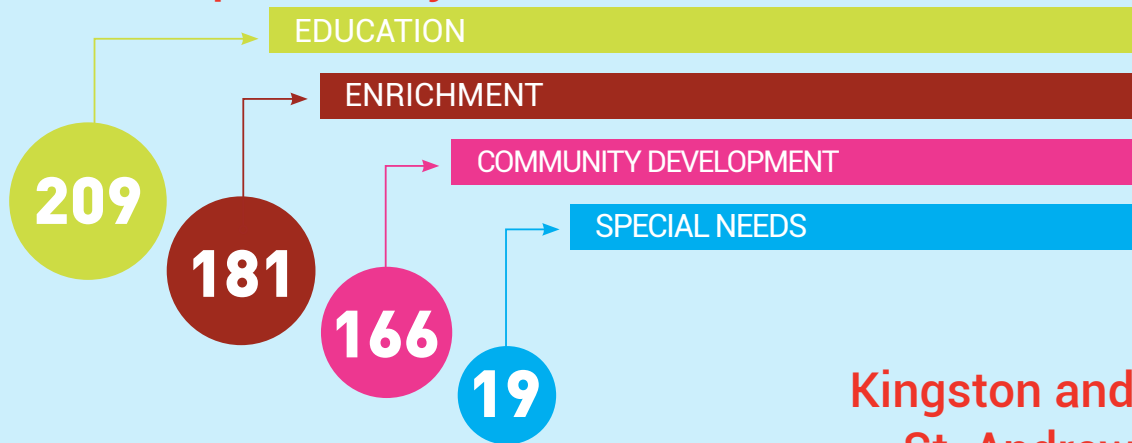
Standing from Left to Right: Cush Sewell Lewis, Jo Anderson-Figueroa, Evadne Cowell, Judine Hunter, Dane Richardson and Chantol Dormer. **Seated from Left to Right:** Krista Henry, Kerry-Jo Lyn, Samantha Chantrelle, K-Dean Smith and Patrice Smith-Sterling



FOUNDATION OVERVIEW

Mapping Progress across Jamaica

Completed Projects:



Kingston and St. Andrew

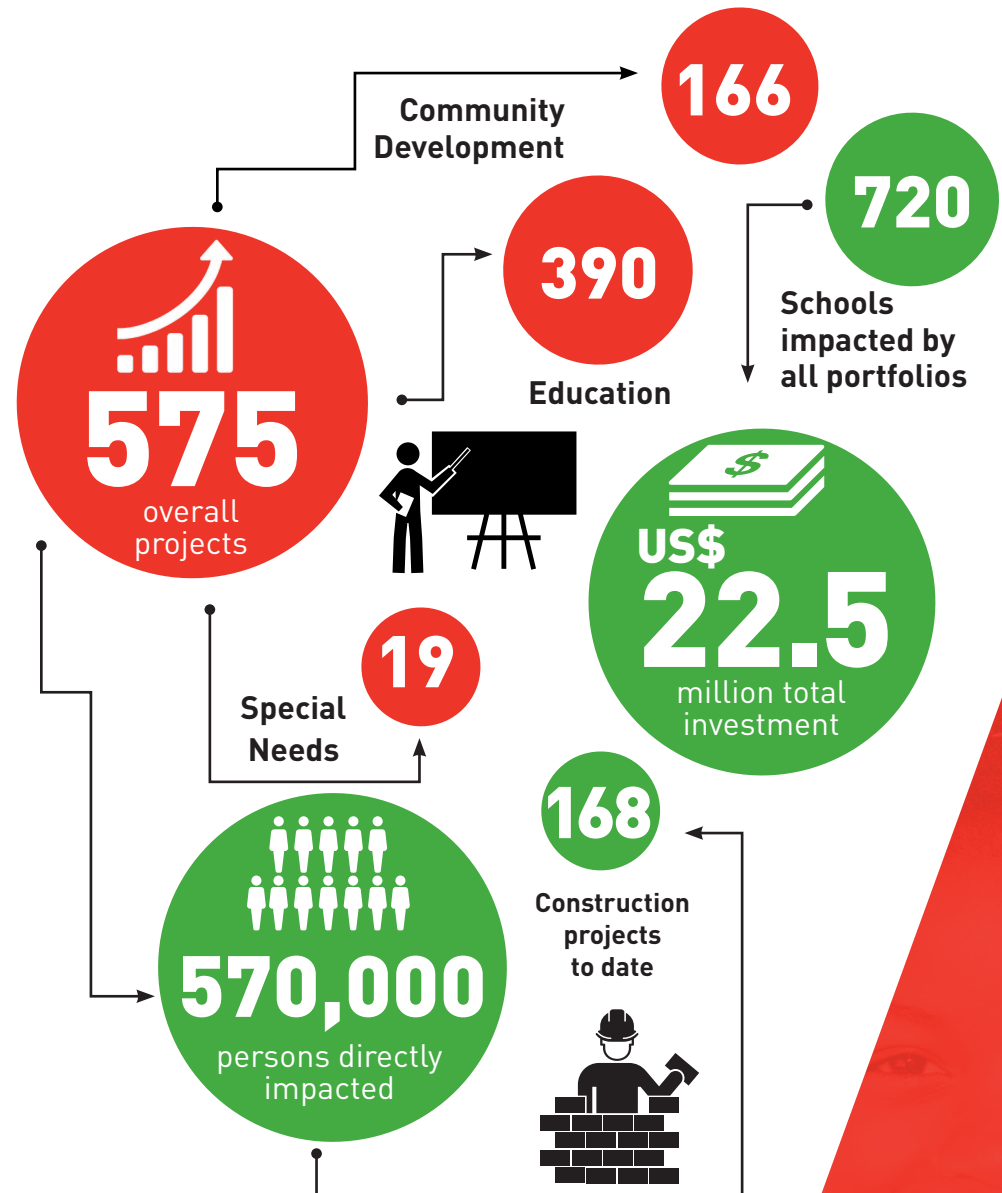


Ten Years of Partnership

Celebrating Extraordinary Jamaicans

In September 2004, before Digicel Jamaica could make its official announcement that it would be starting its own Foundation, Hurricane Ivan wreaked havoc across Jamaica. The devastation that followed in its wake and our US\$2.5 million contribution to national reconstruction, reaffirmed our commitment to partner in community-building island-wide. And so began the Digicel Foundation. Ten years later, the Foundation has evolved but has succeeded in remaining true to its vision of positively impacting development and growth in the areas of education, special needs and community development.

These programmes focus on the areas critical to the needs of the nation. This includes the achievement of Jamaica's Millennium Development Goal of increased literacy; the use of information and communication technology (ICT) tools and equipment for primary schools and increased training for teachers; enhancing the capacity for special needs children across the island in a variety of ways, including training for teachers and the pursuit of sustainable projects and partnerships.



LANDMARK PROJECTS

2006

Stella Maris Foundation: matched funds raised to purchase building



2009 - 2014

Enrichment Programme: established literacy programme at primary level



2010 & 2014

BREDS Treasure Beach Foundation:

invested in cricket pitch in 2010 and Donald Buchanan Sports Tourism Centre in 2014



2004 & 2014

Lakes Pen Basic School: constructed, then renovated school, our first project



2004 - 2014

Labour Day Projects: painting at Hunts Bay Police Station in 2006



2006 & 2009

Jessie Ripoll Primary School: used as model school to establish Enrichment Programme



2011

Randolph Lopez School of Hope: constructed classroom block for special needs children

2004 - 2014

2011 - 2014

Autism Awareness Month:
increased awareness through island-wide initiatives in April each year



2012

Back to Roots:
designed and implemented social enterprise model



2013

Project 1000:
aimed at equipping 1,000 early childhood and primary schools with technology over three years



2014

Mobile Science Labs:
addressing lack of science classrooms and resources in high schools



2011

Coronation Market:
completed renovation of market



2011 - 2013

Young Entrepreneur Programme:
I Am the Change:
trained high school students in 32-month entrepreneurship programme



2012 - 2014

5K Night Run/Walk:
aimed at increasing awareness and support for special needs



EDUCATION

Education

The Road to Empowering the Nation's Children

Education is one of the greatest gifts you can provide for a child, a means of empowering them to become agents of change in society. From our very first project at the Lakes Pen Basic School, done in partnership with the JSIF, to our most recent initiative of bringing innovative Mobile Science Labs to high schools – education remains an integral part of how the Digicel Foundation has chosen to invest in Jamaica.

Responding to the changing needs of the sector over the years, our investment in education of more than US\$10 million has evolved from school construction to using technology and innovation to improve literacy and numeracy at the primary school level and science enrichment at all levels. With a solid foundation of a quality education, we can eradicate poverty, grow possibilities and change our world.



“We at Lakes Pen see the Digicel Foundation as being dedicated, innovative, generous, inspirational, considerate, eclectic and limitless. We can only express our sincere appreciation and gratitude for all the work done.”

- Keisha Malvo-Brooks, Principal, Lakes Pen Basic School

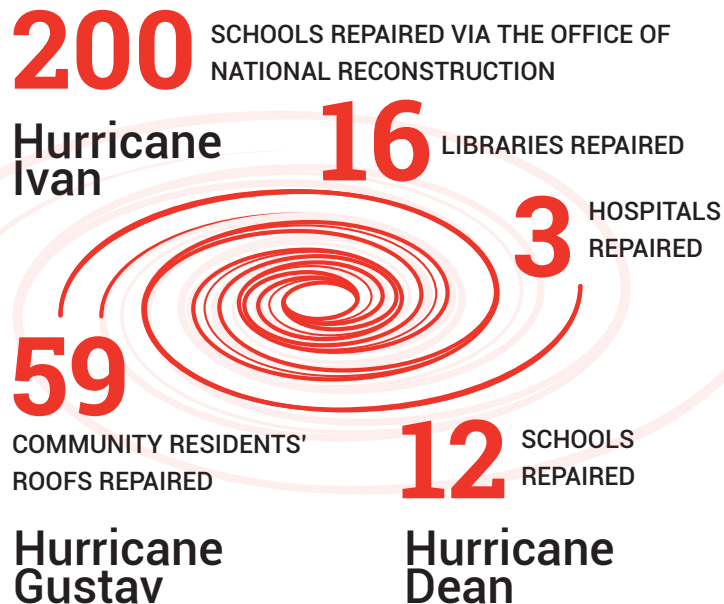
Hurricane Relief



Seamus Lynch, then Digicel Jamaica CEO, handing over a contribution of US\$2.5 million to then Prime Minister, The Most Honourable P.J. Patterson in September 2004 after Hurricane Ivan. From left are David Hall, then Digicel Jamaica COO, and Harry Smith, then Chairman of the Foundation.



The first Executive Director of the Digicel Foundation, Major General Robert Neish (retired), discusses hurricane relief efforts following the devastation of Hurricane Sandy in 2012.



Rebuilding a Nation

In 2004 and 2007, the island was devastated in the wake of Hurricanes Ivan and Dean respectively, and Tropical Storm Gustav in 2008. In 2004, as the country reeled from the destruction, the then newly-formed Digicel Foundation joined in the hurricane relief efforts as its first national project. A large part of the recovery effort focused on the education sector and, following Hurricane Ivan, we were able to contribute just under US\$2.5 million to restore operations at schools and libraries across the island.

Two years later and following Hurricane Dean, another 12 schools were repaired. As part of the recovery effort, support was extended to the Office of National Reconstruction to assist with infrastructure repair and upgrading of equipment at the island's Meteorological Centres. This included the expansion of the weather station at the Norman Manley International Airport in Kingston which serves to forecast weather conditions on the island.

What Our Partners Have to Say

Above Average Success at Melrose Primary

Making a change is what Roxanne Malcolm-Brown does every day. Through her role as a teacher, Roxanne helps to develop and shape the minds of the young, preparing them for the future. “Teaching has allowed me to have an impact beyond the persons that I meet along the street and at home. The students who I provide insight to, when they go out, touch the lives of many other persons.”

Teaching for the last thirteen years, she is a literacy specialist and the Enrichment and Resource Room Manager at Melrose where she teaches literacy and numeracy to students often functioning below their grade level. Melrose Primary has been involved with the Digicel Foundation’s Enrichment Programme from its inception in 2009 and has been pioneering in its approach to maximising the tools and methodology to benefit not just students, but also parents and other teachers.

The Enrichment Programme has had a 90 percent success rate of moving the reading level of a child up by an average of two grade levels in an academic year. According to the teacher, a large part of that success can be attributed to the change in teaching methods that the Enrichment Room allows. She said, “It is a room where they find that learning is fun, they consider this an interactive classroom that allows them to explore.”

“The Enrichment Programme has really been monumental in causing our students to do well in their exams and in their class work. We have found they have improved when compared to their counterparts who aren’t in the programme. Their attitude to work has also improved.”

- Roxanne Malcolm-Brown, Enrichment Centre Manager



Enrichment Programme



Enriching the Lives of Children through Education

A recent study done by the Ministry of Education found that approximately 25% of students leaving primary school were unable to read.

The Enrichment Programme was introduced in 2009 to help address this significant challenge by creating an environment for learning through technology and individualised teacher instruction - the aim being to increase literacy rates to 85% by 2015 in partnership with the

Ministry of Education, bringing Jamaica closer to the United Nations Millennium Development Goal of 100% literacy. As such the Enrichment Programme equips teachers with cutting-edge software and innovative ICT that engages students in both audio and visual learning.

Each school is provided with either an Enrichment Centre – a room dedicated to improving literacy and numeracy among students – or an Enrichment Cart – a mobile

cart fully equipped with learning tools which can move from classroom to classroom.

Since the start of the programme, we have seen students – showing significant improvement – moving by an average of two grade levels in reading competency each year. This is in no small part due to the commitment of the Enrichment teachers to their students and to using the tools that make learning fun.



50,000

students per year benefiting under the Enrichment Programme

Enrichment Centres to date **32**

149 Enrichment Carts to date

“The Enrichment Programme is something extraordinary. It caters to the needs of children in a new and interesting way, moving with the times and using technology in the teaching process. It helps to make learning interesting and fun and I am grateful for that.”

- Jodiann Campbell, Enrichment Centre Manager, Lucea Primary



“While visiting Enrichment Centres and Centres of Excellence, one only needs to look at the delightful expressions on the faces of the children to see that there is great impact from the work effected. Where students have received Mobile Science Laboratories, the plans they have made for exciting innovations will assuredly lead to some schools becoming more innovative and energy efficient.”

- Honourable Rev. Ronald G. Thwaites, Minister of Education

Mobile Science Labs



Enlivening Science Education

Over the last ten years, the Digicel Foundation has supported science education through the renovation of science labs in four high schools. The challenge to meet the growing need for science lab refurbishment led the Foundation to design a low-cost solution that would increase the number of students who would be able to access learning of science subjects.

Thus in 2014, the Foundation announced our most recent innovation in education – the Mobile Science Lab (MSL). The MSL consists of state-of-the-art scientific equipment housed in portable cabinets that can be moved from

classroom to classroom – thus reducing the need for the traditional science lab space. The MSLs integrate ICT in the teaching methodology, an important pillar to the development of the 21st century student. The programme also encourages our students to create climate change solutions to develop in their own schools, showing the practical application of science in today’s world.

It is our hope that of the 20,000 students who will benefit from this programme annually, the future scientists and engineers of Jamaica will be born.

“It was amazing to see how the mobile labs have energised the students to do things I never thought they would be able to do, how much fun they have with it and to see how aware they have become of solar and wind energy.”

- Sandra Lord, Head of Science Department, Hampton High School

17
schools

3,574
students

Message from the Minister

“The Foundation has exercised laudable efforts in the provision of resources, thus making its commitment to education a clear priority.”



Honourable Rev. Ronald G. Thwaites, Minister of Education

The Ministry of Education celebrates with the Digicel Foundation as it officially marks ten years of sterling contribution to Jamaica. A significant part of this work has been carried out in partnership with schools in the education system.

More than one hundred and sixty public institutions and seven private institutions have been targeted for support over the years through three main programmes: the Enrichment Programme, a collaborative effort with USAID, Centres of Excellence, and a joint

effort with the Clinton Global Initiative. The Foundation has exercised laudable efforts in the provision of resources thus making its commitment to education a clear priority.

The commitment of the Foundation is publicly known as it works towards improving the lives of children who are sometimes marginalised through lack of access to the kind of materials that are needed to make their learning journey fruitful. This undertaking has mobilised the rest of the populace to become more involved, challenging all Jamaicans to rise to the call

and support those who are most in need of assistance.

The Ministry of Education strategically envisions the strengthening and expansion of partnerships, and so, as you enter another phase of operations, I hope that the friendship will continue to flourish exponentially. May God continue to be your source of blessing, strength and commitment as you continue to serve Jamaica, land we love.



SPECIAL NEEDS

Special Needs

Creating Equal Opportunities

The Digicel Foundation has been working extensively in the special needs sector to enhance the welfare of children with disabilities across Jamaica. The continued sponsorship of the Special Olympics teams in countries served by Digicel worldwide since 2004 is evidence not only of the Foundation's commitment, but also that of our Patron, Denis O'Brien.

Over the years, as we have deepened our relationship with the special needs communities, we recognised that more was required to raise the awareness and understanding of the issues they face each day. This includes reducing stigma and paving the way for greater inclusion and participation of people living with different abilities. The Digicel Foundation works to deliver the much-needed resources of infrastructure, training to teachers and caregivers and awareness building.



Centres of Excellence

Raising the Bar for Special Needs

In Jamaica, there is a lack of resources and facilities that cater to the needs of children of varying abilities. In an effort to address this challenge, in 2013, the Digicel Foundation created the Centres of Excellence, a three-year programme focused on increasing the capacity of special needs schools by constructing state-of-the-art facilities and providing equipment upgrades that will cater to the needs of the special needs population island-wide.

The use of technology and increased training of caregivers, teachers and parents are also key components in ensuring the success and sustainability of each centre. Six centres have been established to date with the aim of establishing an additional four by 2016.



Centres of Excellence



“The Digicel Foundation is going to be a game changer in how people see special needs children. So few Foundations would be doing what you are doing now, thanks for leading the way.”

- Peta-Rose Hall, Chairperson of STEP

“The Digicel Foundation embodies quality and, by being associated with this Foundation, people will view the school as one that offers quality education - a responsibility that we take very seriously.”

- Alixann Narcisse-Campbell, NAZ Founder and Principal




Teacher Training

“The Foundation has been doing fabulous work with us, we have benefited from improved facilities and training. Training has really reinforced what we’ve learnt over the years.”

**-Murlin McCalla, Vice-Principal and Teacher,
Early Stimulation Plus**

When engaging children with special needs, teachers are always exploring new methods of facilitating growth in the children under their care. In partnership with Therapy Plus, the Digicel Foundation teacher training programme is designed to focus on key areas for special needs intervention: occupational therapy, academic enrichment, speech therapy, physical therapy and behaviour therapy.

The Training Hub, constructed by the Foundation and equipped with technology solutions for learning, will be a base from which to conduct distance learning with each of the Centres of Excellence across the country. Training also extends to family members of special needs children, with training workshops for parents and siblings providing a needed place of support, love and care.

54 
parents trained

168 
teachers and
caregivers trained



What Our Partners Have to Say



Bringing Out the Potential of Children with Special Needs

At the Early Stimulation Programme (ESP), working with children with special needs is both a blessing and a challenge. A blessing in being able to transform the lives of children who many believed would not be able to learn the simplest of tasks and a challenge in terms of the many disadvantages faced by special needs children such as lack of training, resources, infrastructure and the facing of discrimination in society.

Executive Director of the ESP and Principal of the Stimulation Plus Child Development Centre (STIM-PLUS), Mrs. Antonica Gunter-Gayle, has been working with the programme and special needs children for 26 years. An initiative of the Ministry of Labour and Social Security, the Early Stimulation Programme caters to children, from birth to six years, with multiple disabilities.



Stimulation Plus Child Development Centre



Before



After

“We sincerely applaud the Foundation’s formal adoption of the Ministry’s Early Stimulation Programme which caters to the developmental needs of children with disabilities from birth to six years of age. It has been able to do this while consistently promoting the value of education through the use of technology; the empowerment of communities for sustainable development; the encouragement of youth entrepreneurship; and the positive advancement of the cause of the special needs and disabled community in Jamaica. This centre remains the only government-operated basic school for children with disabilities island-wide.”

- Honourable Derrick Kellier, CD, MP, Minister of Labour and Social Security, Agriculture and Fisheries

5K Night Run/Walk

Shining a Light on Special Needs

Three years ago, the Foundation started the '5K Night Run/Walk for Special Needs' as a means of showcasing the many extraordinary members of the special needs community and widening the base of support being offered.

Held in the heart of downtown Kingston at Digicel's Regional Headquarters, the 2012 staging was the Caribbean's first night run and has become a calendar event for Digicel staff, corporate and media sponsors as well as thousands of individuals who run, walk and wheel for special needs. By shining the light on special needs, it remains our fervent hope that we can pave the way for greater inclusion and participation of persons living with special needs.


 Raised over **US\$ 2,000,000** in total




5K Over the Years

Night Run/Walk Participants

5,000  2012

7,282  2013

8,052  2014



Message from the Minister

“...to enhance the capacity of the government to deliver quality and strategic services to children with disabilities and their families...”



Honourable Derrick Kellier, CD, MP, Minister of Labour and Social Security, Agriculture and Fisheries

The Ministry of Labour and Social Security is extremely proud to be associated with the Digicel Foundation as it celebrates a decade of outstanding service and commitment to the development of Jamaica and its people.

Our demonstrative partnership with the Foundation throughout this period was primarily on the basis of enhancing the capacity of the government to deliver quality and strategic services to children with disabilities and their families in fulfilment

of their desire to participate wholesomely in the growth and development of their society as productive beings.

We cannot thank enough the bold and visionary leadership and enthusiastic staff and stakeholders of the Foundation for their unceasing dedication, generosity of spirit and application of time, skills and energies on behalf of the people of Jamaica. We perceive our long-standing affiliation with the Digicel Foundation as a reflection of

the tremendous possibilities for growth and development of our blessed isle when government and the private sector seriously combine their effort towards pushing for a shared vision.

It is our wish, therefore, that the Digicel Foundation will go from strength to strength in the years to come.



COMMUNITY DEVELOPMENT

Community Development



Investments in a Better Future

From the very beginning, a core value of Digicel and the Foundation has been giving back to the communities that have allowed the company to go from strength to strength over the years. In partnership with schools and communities, multi-purpose courts have been installed, musical instruments provided to students, heritage sites restored and community centres built. But in 2009, at our mid-point, we began an intentional shift, to focus on deepening our impact and making investments in sustainability. Since then, and through renewed partnerships with JSIF and the University of the West Indies (UWI), sustainability and enterprise have become central to the Foundation's strategy to help achieve Jamaica's Vision 2030 – to make our country the place of choice to live, work, do business and raise our children.

Coronation Market



3,000 vendors
directly impacted



As part of our commitment to our home in downtown Kingston, the Digicel Foundation has led the charge in the renovation of Jamaica's oldest and largest produce market: Coronation Market. Over 3,000 vendors have made Coronation Market their home as they invite thousands of shoppers to experience a real Jamaican market. The US\$1.9 million renovation project was undertaken in 2011 and kept the original structure in place while carrying out a much-needed overhaul of the facilities. The market today is the centre of local commerce in the historic downtown Kingston area with persons traveling from all across Jamaica to sell and buy locally grown produce.

Redemption Arcade

Uplifting Our Community

Building on the success of the Coronation Market, the Foundation also stepped in and assisted with the transformation of the Redemption Market into the 'Redemption Arcade', a partnership undertaken with USAID, the Kingston and St. Andrew Corporation (KSAC) and the Urban Development Corporation (UDC). The new and improved renovations to the Arcade include extensions to the roof, the creation of stalls for over 130 vendors and improved water, sanitation and waste management facilities. Most importantly, the facility provides a safe and secure source of income for the vendors, most of whom are female.

411 vendors
directly impacted

“I’ve been vending at Redemption Arcade for 20 years. Before the reconstruction, the place was dark and cluttered. Now the market is comfortable and everyone is able to move around better. It’s a new place.”

- Sonia Brown, Vendor, Redemption Arcade



Back to Roots



Stronger Roots, Stronger Communities, Stronger Nation

Strong community spirit and businesses result in a stronger nation. In 2012, the Digicel Foundation embarked on facilitating social entrepreneurship and community development through our social enterprise development initiative, 'Back to Roots – Stronger Roots, Stronger Communities, Stronger Nation.'

In partnership with the UWI Mona School of Business and Management - Office of Social Entrepreneurship (OSE), the project assisted eleven farming groups across the island through

training in entrepreneurial processes. The OSE worked with these groups to overcome challenges, generate employment and become more self-sufficient. Over time, the Foundation has built on the lessons learned and has supported 40 additional schools and communities in both rural and urban Jamaica in the areas of agriculture, livestock, apiculture, furniture making and mobile application development.



Back to Roots

“I want to specially recognise the powerful emphasis that the Digicel Foundation has placed on community development through its Back to Roots programme. This critical initiative is based on sustainable community projects through the creation of essential tools and business assets. This is perfectly aligned with the programme of Local Economic Development that the Ministry is actively implementing...and which is already changing lives for the better through social collaboration and training in entrepreneurship.”

- Honourable Noel Arscott M.P.,
Minister of Local Government and Community Development



1,001

jobs created
from 2012-14

3,003

persons directly
impacted

“The apiary has been a blessing, as by doing the wax foundation here, you are able to provide it at a lower cost to the local farmers. It gives us a sense that we are contributing towards the development of our country through local produce.”

- Oronde McNish,
President of the St. Thomas Bee Farmers' Association



What Our Partners Have to Say

“The Digicel Foundation recognises and leads the process of transformation through social entrepreneurship in terms of supporting community growth in a very real way. The Foundation has been creating significant social value, not only on a local level but a global level.”

- Dr. Kadamawe K'nfe,
Head of the Office of Social Entrepreneurship, UWI



It is asserted that increased productivity will bolster growth and development of an economy and make a country less dependent on imports of goods and services. The Digicel Foundation and the UWI partnered to provide assistance in this arena.

Based at the Mona School of Business, the OSE addresses the deficit of available research and development needed in the field of social enterprise in Jamaica and focuses on scholarships for budding entrepreneurs, research and teaching, as well as enterprise development.

OSE has operated as a completely self-sustaining social enterprise since its inception at the University. In the last two

years, the OSE has partnered with the Digicel Foundation on a number of projects, using research to assist communities in aligning with the national strategy for development.

A prime example of this is a project called Building Resilience in Communities, which seeks to establish agro enterprises and climate change resilience programmes as sustainable social enterprises across twelve communities and schools. This project has established a ‘street-side university’ methodology of teaching and engaging young persons.



I Am the Change

Young Entrepreneur's Programme



The Young Entrepreneur 'I Am the Change' Programme captured the creativity of the minds of students to promote and encourage innovation and business development through entrepreneurial activities in six high schools across the country. Launched in 2011, the programme empowered students to pursue entrepreneurial ventures and coached them in adopting policies and strategies that grow wealth through the application of sound financial literacy principles.

The 32-month programme led to the establishment of businesses in each of the schools which were aimed at solving challenges within their schools and communities and ranged from locker rentals and school magazines to healthy snack alternatives for young persons. Students were also challenged to create mobile applications to address social challenges in the country.





5,845

students impacted

Implemented in partnership with the Business Lab under the Centres of Excellence programme established by the Mutual Building Societies Foundation, the Digicel Foundation invested US\$1.5 million in the next generation of business owners and creators, demonstrating a commitment to the empowerment of youth through innovation and the use of information technologies.

Message from the Minister

“We believe that the key to national development is, in fact, community development.”



Noel Arscott M.P., Minister of Local Government and Community Development

The Digicel Foundation has been making its mark on Jamaican society from the very first day that it was launched in 2004. At that time, the Foundation emerged as a response to the human suffering that was the outcome of Hurricane Ivan. The Foundation devoted its time, talent and other resources to structured interventions in fundamental areas of national development, including education and community development.

The work of the Digicel Foundation is compatible to the policies and programmes

of the Ministry of Local Government and Community Development. We share a similar vision where people, in all their circumstances, can achieve their potential by getting a helping hand up, rather than a hand-out.

It was not so long ago, on Teacher’s Day in May this year, that I had the pleasure of sharing in the Foundation’s unveiling of a new greenhouse at New Forest Primary, Junior High and Infant School in Manchester. At one stroke, the imperatives of teaching

about responsibility and entrepreneurship, and promoting advancement through self-sustenance are brought into focus.

You have made Jamaica your home and occupy a special place in the hearts of the Jamaican people. I look forward to the next ten years, and multiples of those years thereafter, as we work together to serve people and empower communities.



DIGICEL STAFF

Digicel Staff Volunteerism

Leading the Way for Positive Change

Digicel staff members have always taken pride in being a part of the journey of the Foundation, in serving the best interests of their country, delivering development programmes and lending a helping hand wherever possible. Here is what our staff had to say about why they volunteer:



“I have been volunteering with the Digicel Foundation since its start in 2004. Over the years, I’ve seen the change that the Foundation has made in communities through a variety of projects. This is done through sporting facilities that act as a bridge in bringing people back together; or in something simple like giving gifts at Christmas time, to see the joy on the faces of children. Volunteering gives me a sense of pride and fulfilment in being a part of something that helps those less fortunate. Digicel is a company that has really given back. In the future, whether I am here or not, I will always be a part of these activities and keep on volunteering.”

- Marlene Wilson



“I volunteer because helping persons is something I absolutely LOVE, honestly, it just makes me happy! That feeling you get when you can make even a slight positive difference or impact on someone’s life is just awesome! Nothing makes my day more than knowing that I could be of some help to someone who may be less fortunate at that given time. I believe if you have the power to help someone or make them happy, do it!”

- Jodie-Kay Kerr

“For me, being a volunteer is really about seeing how just my help, let alone the Foundation’s, makes such an impact on the lives of the less fortunate. A wise someone once said, ‘If you ever think you are too small to make a difference, try sleeping with a mosquito in the room’.”

- Michael Gordon





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