



# The **POWER** of Positive **Energy...**

encourages **teamwork**  
and builds a stronger  
**community**



ANNUAL  
REPORT  
2008/2009



## Our **MISSION**

The DIGICEL FOUNDATION is a non-profit organization that distributes and utilises funds on a charitable basis for the sole purpose of building communities and the community spirit in Jamaica.

## Our **VISION**

The primary objective of the Digicel Foundation is to empower communities by assisting them to become more self-reliant through education, skills training, sports and other social programmes.



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## DIGICEL FOUNDATION: AN INNOVATIVE APPROACH TO CORPORATE GIVING AND VOLUNTEERISM



The Digicel Foundation was born out of a strong commitment to serve and improve the quality of life in the communities which have helped our business to grow. Our main focus is to empower people by assisting community-driven initiatives in the areas of education, culture and social development.

In just five years, our Foundation has become a catalyst for change, supporting more than 100 projects island-wide. Our significant impact in the voluntary sector is due mainly to the Foundation's innovative approach to corporate giving and volunteerism.

**"We believe that companies as well as individuals have a role to play in creating healthy and viable communities and we have sought to engage citizens at all levels of the society in this exciting process."**

*Robert Neish, Executive Director, Digicel Foundation*

The Board of Directors leads the way in this participatory model of community service. Comprising mainly of staff volunteers, our Directors do not only decide which projects should receive financial support, but they also work side by side with other employees in the Digicel family and our beneficiaries to help meet the community's goals. Our staff takes great pride in being a part of this journey of excellence and in delivering development programmes that are sustainable, and make a difference in people's life, as well as serve the best interests of our many stakeholders.



"It's our duty to do what we can to give something back and to try and make a difference. Digicel takes that responsibility very seriously."

Denis O'Brien  
Founder & Patron

# From the **PATRON**

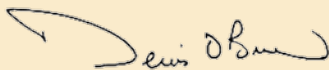
It's my firm belief that the role and responsibility of a corporate organization reaches far beyond commercial success and gain. Simply, it's our duty to do what we can to give something back and to try and make a difference. Digicel takes that responsibility very seriously.

As such, I am proud to say that for five years now, the Digicel Foundation has been committed to help build and regenerate the communities around us in Jamaica. Importantly, we do this in partnership with those communities in order to ensure that our combined work and efforts result in a real and sustainable positive contribution.

First of all, I would like to acknowledge and thank Lisa Lewis, who took over as Chairman of the Digicel Foundation in 2008, for her wonderful efforts to date which have succeeded in taking things to another impressive level. Lisa is ably and loyally supported by Executive Director, Major General Robert Neish, and the Digicel Foundation's administrative staff who work tirelessly day in, day out to ensure that the vision we all share for the Foundation results in the identification and realization of projects that benefit our communities.

The Digicel Foundation is an integral part of Digicel as a company. So much so that the Digicel Foundation is both run and staffed by Digicel employees. From the Board of Directors who willingly give their time to oversee the activities of the Foundation through to the volunteers from Digicel who work tirelessly in their spare time to bring the chosen projects to fruition, this truly is an impressive team effort. I would like to extend my gratitude to all those Digicel employees – as well as our external public and private sector partners and volunteers – who have supported the work of the Digicel Foundation over the past twelve months.

For the past five years, the Digicel Foundation has made a positive contribution and together our efforts have made a difference to communities across the country. I look forward to even more progress in the coming years.



Denis O'Brien  
Founder & Patron





## From the **CHAIRMAN**

The year 2008 offered many rewarding and memorable experiences for all of us at the Digicel Foundation. We continue to make tremendous strides in promoting the social, cultural and educational development of the communities from which we draw our own strength.

The Digicel Foundation continues to focus on education because it is the most effective vehicle for economic and social progress. International research has shown that nations with an educated populace are more likely to break the persistent cycle of poverty that cripples society.

During the past year, we have formed two very important partnerships with the Ministry of Education and the Barita Education Foundation aimed at improving education at the basic and primary levels. In addition, the Foundation continues to support cultural and social development programmes across Jamaica.

**"We remain committed to working with our partners to achieve positive and sustained results."**

During the year under review, we also restructured the operations of the Foundation to enhance efficiency and strengthen internal and external communication.

I would like to take this opportunity to extend a big Thank You to those Directors who recently retired from the Board, and to warmly welcome the new members.

As the Digicel Foundation celebrates this Fifth Anniversary, we must also acknowledge the efforts of our many project partners in communities, as well as public and private sector companies, across Jamaica. We remain committed to working with our partners to achieve positive and sustained results from our investments in cash, kind and human effort; to improve the lives of the people we serve and to move Jamaica forward in the year ahead.

Lisa Lewis  
Chairman





## From the **EXECUTIVE DIRECTOR**

**"...our projects are  
having a positive  
impact on Jamaicans."**

In the past five years, we have implemented and executed over one hundred projects across the island to help our children grow, provide areas to play, support for teachers and parents and opportunities for groups to develop and

maximize on their full potential. The Digicel Foundation has provided a solid background of genuine support and commitment to community development, which has had an essential, sustainable impact on the lives it touches.

On reviewing the past year, I note with joy, that we have concluded the consolidation and expansion of a number of strategic partnerships, particularly in the Education sector. We are delighted to have the opportunity to develop the Enrichment Centre programme in conjunction with the Ministry of Education. The Digicel Foundation has designed this programme, and is providing facilities in twelve primary schools across the island to improve their literacy and numeracy levels.

In addition to developing partnerships we have continued to roll out projects to improve the lives of citizens through sports facilities, social development programmes and help for the disabled.

The Digicel Foundation cannot fully list its achievements, without expressing a hearty thank you to our compassionate Patron, Denis O'Brien, the untiring Chairman, Lisa Lewis, the hardworking Foundation staff and our loyal and helpful Digicel staff, Board of Directors and volunteers for their unyielding support and encouragement.

Robert Neish  
Executive Director



L-R: Malene Carr, Johanna Jacobs, Robert Neish, Rushen Buchanan, Jabari Longshaw, Heather Asphall  
Director not photographed: Lawrence Hickey

The Fountain Garden and Bandstand at Hope Gardens have been restored to their former glory with \$10.3 million in funding from the Digicel Foundation. In addition, Hope Gardens benefits from the on-going funding provided by the "HOPE-LINE" which invites Jamaicans to send the text message HOPE to 444-2422 to donate funds towards the upgrading and maintenance of Hope Gardens as a national treasure.

In 2006, the Digicel Foundation financed the transformation of an ordinary classroom into a state-of-the-art Reading Resource Centre. Fully equipped with computers, books, toys, posters, furnishings and other materials, the facility enables the delivery of comprehensive remedial education for students at Jessie Ripoll Primary School. This Resource Centre is now the model for the 12 Enrichment Centres to be established across the island in partnership with the Ministry of Education.

*The Fountain Garden, Hope Gardens*



L-R: Cheryl Hylton, Olive Grant Williams, Lisa Lewis, Stacey Mitchell-Fraser, Pamela Bunting

L-R: Maria Mulcahy, Cynthia Reid, Marlon Davis

*Resource Room, Jessie Ripoll Primary School*



# ADMINISTRATIVE TEAM

The day to day coordination of the Foundation's work is carried out by the capable Administrative Team.



L-R: Benton McTaggart, Eleen Rankine, Andrew Robinson

Working with the Digicel Foundation is an exciting, challenging, yet rewarding task. We manage a wide variety of projects, running concurrently on a daily basis across the island, and we ensure that these projects are completed on time, within budget and that they meet the needs of the communities. Although it can be hectic and demanding, we love our job, and would have it no other way!

## PAST DIRECTORS REFLECT



### Joy Clark

Director, Digicel Foundation 2005 – 2007

"It has been the most fulfilling experience in my time at Digicel to be intimately involved in empowering persons and communities and giving back in a meaningful way through the Digicel Foundation. Although I no longer serve on the Foundation's Board, its "blood" still courses through my veins, and I maintain a very strong relationship with teachers at the Flower Hill and One Way Tabernacle Basic Schools which were built by the Foundation in Montego Bay, and which I visit periodically to see how the children are doing."

### Tracey Ann Thelwell

Director, Digicel Foundation 2005 – 2007

"Working closely with all the communities that we assist was an enlightening and uplifting experience for me as a Director of the Digicel Foundation. We all have the ability to love even a perfect stranger; and coming into direct contact with the beneficiaries of our projects has, certainly, opened my eyes to how appreciative these people are of what the Foundation does for them."



# DIGICEL STAFF VOLUNTEERS -THE LIFEBLOOD OF THE FOUNDATION-



## **Bobbee Ann Blair-Bailey**

"Volunteerism has formed the core of my existence since I was a student in high school. I have been volunteering with the Digicel Foundation for more than two years and the experience is absolutely wonderful! You get to touch so many lives with only one project. It is always a pleasure to put a smile on all the faces."

## **Gracia Whyte**

"I am heartened by the fact that my efforts, however small, are actually helping to make the lives of the children of Jamaica better – the long hours of travel, the hard work painting walls and ploughing the fields and the sore limbs pale in significance to the long-term benefits to communities."



## **Marlene Wilson**

"I am very proud to be involved with the Digicel Foundation in redefining and reshaping the lives of people across Jamaica. Through the Digicel Foundation, I have seen my childhood dream fulfilled for others – I have always wanted an area to play netball and the Digicel Foundation has built several multi-purpose courts across the island, so that young persons can interact in a free space and create a greater bond with each other."

## **Rose-Marie Blake**

"I have found it very inspiring and fulfilling to visit and be a part of the projects sponsored by the Digicel Foundation. Wherever I go, I am always overwhelmed by the gratitude expressed by citizens. We are truly loved and I look forward to participating in several other projects with the Foundation."



# PARTNERSHIPS FOR SUSTAINABLE, POSITIVE CHANGE

"No one government or organization can afford to work in isolation. We need to recognize the different strengths and capabilities different organizations have and build partnerships and networks which make the most of these different strengths."

*Claire Short, Former British Secretary of State for International Development*

Partnerships are necessary, especially in developing countries which have limited resources; and they are an effective means of addressing our urgent development needs. More and more, government, the private sector and non-governmental organizations are working together to identify major social and infrastructural challenges and to develop appropriate solutions. Through these alliances, our communities and citizens are taking charge of their own development needs.

The achievements of the Digicel Foundation these past five years are a tribute to the excellent partnerships that we have established with citizens, communities and organizations across Jamaica, each bringing different ideas, skills and resources to the projects.

We acknowledge the valuable contributions of our many partners, and share with you some of their expressions of appreciation that we have received as we celebrate our special anniversary milestone.



## **MUSTARD SEED COMMUNITIES**

"Over the years, the Digicel Foundation has established itself as an agent of social change, facilitating and enabling the development of social capital in many communities across the Caribbean. At Mustard Seed Communities, we continue to note that our journey together has been along a path of excellence as, through your generosity and visioning, we have been able to remain true to our mandate of "providing for the least of our brothers." We now take this opportunity to salute you on this significant milestone – five years of service to the people of the region."

– Fr. Gregory Ramkissoon, Executive Director



## **CHASE FUND**

"It is as a result of shared philosophies that in December 2008, the CHASE Fund and the Digicel Foundation signed a Memorandum of Understanding. Under this partnership agreement, two projects are already underway – construction of the Jeffrey Town Health Centre, in St. Mary, and the expansion of the Tiny Tots Basic School, in Lacovia, St. Elizabeth. Two hands make work lighter and the merging of the energies and strengths of public and private entities can only work for the good of the entire nation."

– W. Billy Heaven, Chief Executive Officer



## **SOCIAL DEVELOPMENT COMMISSION**

"For over 72 years, the Social Development Commission has been engaged in community development to facilitate the empowerment of citizens in Jamaica's 785 communities. The SDC congratulates the Board and Staff of the Digicel Foundation for their philanthropic efforts and commitment to nation building. The Foundation's ability to connect diverse people and community groups to foster development demonstrates a new way of doing things – an enlightened approach to governance."

– Dwayne Vernon, Acting Executive Director



# PROJECTS

2004 to 2008

# LIFELINE FOR EDUCATION

**"Education is not only an end in itself. It is a key instrument for bringing about the changes in the knowledge, values, behaviours and lifestyles required to achieve sustainability."**

*The United Nations Educational, Scientific and Cultural Organization, UNESCO*

In today's demanding social and economic environment, education provides the most effective means through which our country can achieve meaningful development and ensure the well-being of every citizen.

At its inception in 2004, the Digicel Foundation committed itself to the creation of supportive environments that would make a difference in people's lives, empower communities, and contribute to national growth. This mission is reflected through our work in the education sector in which we are assisting to address resource constraints, improve performance, and provide a lifeline for thousands of children.

The provision of adequate infrastructure is a major challenge in many of our schools. Over the past five years, the Digicel Foundation has focussed on bringing school facilities to first world standards and creating an appropriate learning environment for our children.

## **Lakes Pen Basic School Constructed – Positive Growth**

Enrolment is increasing steadily at the 30-year-old **Lakes Pen Basic School** – the first institution to benefit from the Foundation's investment in education. Moving from a record low of 47 students in 2004, the state-of-the-art school on the outskirts of Spanish Town, St. Catherine, which was constructed and equipped by the Digicel Foundation and members of the community in just six weeks, currently has 82 registered students.



"We've experienced a miracle," Principal, Rose White, said as she reflected on the difficulties children with asthma faced in the poorly-ventilated room that once accommodated up to 98 children in three classes.

"Lakes Pen Basic School now meets the established standards of the Early Childhood Commission, student performance is improving, the children are being readily accepted in major primary schools in St. Catherine and parents from nearby communities are now clamouring to send their children to what they call 'The Digicel School,'" Ms. White added.



## Construction of Flower Hill Basic School – Community Uplifted

The **Flower Hill Basic School**, in St. James was constructed just over one year ago. Already, the facility is providing new hope for members of this remote community, which is some seven miles away from the island's second city, Montego Bay. The first batch of 20 graduates has gained entry into primary schools nearby and Flower Hill has reported significant progress among these students.



"The School has uplifted our community and everyone can see the difference," Principal, Mrs. Vinette Robinson, noted. With the improved learning environment, the three-year-olds are recognizing letters and numbers at their grade level and the play equipment is also helping them to build their gross and fine motor skills, as well as learn basic social graces, such as saying "please" and "thank you" and waiting their turn at the swing.

The school will also be offering other residents of Flower Hill an opportunity for lifelong learning, with the proposed start of adult literacy classes.

## Breakthrough Literacy Programme at Jessie Ripoll Primary

The **Jessie Ripoll Primary School**, in Kingston, has achieved breakthrough results in the Literacy and Resource Room Programme which it piloted in 2006 with financial assistance from the Digicel Foundation, by placing first in Literacy in Region 1. Mrs. Sandra Maxwell-Williams, Special Education teacher is now guiding educators at other institutions island-wide which are implementing similar interventions by targeting students with learning difficulties in Grades 3-6.

Participating students are placed in a unit class with smaller numbers, to facilitate focussed work and one-to-one attention; and they are returned to regular streams, once they have attained the required standard.



Just over 100 students at Jessie Ripoll Primary have benefitted from the programme since its inception three years ago and, on average, student performance has also improved by two grade levels. The programme has since been extended to accommodate students from two other schools in the Region – Elletson Primary and Junior High and Clan Carthy High.

The Literacy intervention is being conducted in collaboration with the Mico Care Centre, which provides diagnostic testing, and the Ministry of Education.



## Computer Lab Refurbished at Jose Marti High School

For two years running, **Jose Marti High School** in St. Catherine has recorded a 100% pass rate among students pursuing the Caribbean Examinations Council (CXC) programme in Electronic Document Preparation Management. Principal, Mrs. Hazel Laing, also reported that graduates from this programme have been doing well in the job market.

She said the refurbishing of the computer laboratory in 2005, with financial assistance from the Digicel Foundation, has enabled the School to transform its typewriting room into an Information Technology lab to adjust to the sudden change in the Ministry of Education curriculum. This set the stage for the outstanding performances recorded and brought a new dimension to the institution's educational programme.

## New Library and Audio-Visual Block at Iris Gelly Primary

The far-reaching impact of modern technology is equally evident at the **Iris Gelly Primary School**, in Kingston where students are taking full advantage of new learning opportunities through online programmes such as "GO G-SAT."

Principal, Miss Veronica Gaynor, said the children were benefitting from the remedial classes and facilities in the new library and audio-visual block handed over by the Digicel

Foundation in 2007. Their competence on the computer has improved, and they are now able to access the Internet and study independently without constant supervision by their teachers.

"We have just over 1030 students on roll and 99% of them would never have had this opportunity at home," the grateful Principal observed.

## Building Capacity in the Telecoms Sector

In the three years since the **Digicel Foundation Chair in Telecommunications Policy and Management (TPM)** was established at the University of the West Indies in 2005, it has become one of the leading centres for telecommunications and Information Communications Technology (ICT) policy research and training in the Caribbean region.

The TPM Programme, which is operated within the Mona School of Business, was introduced in the context of the rapidly expanding and highly competitive international telecoms sector.

"With an emphasis on applied research, industry internships and business mentorship, the Programme is building capacity at all levels of the industry. It is facilitating the development of service providers, regulators, and researchers with the necessary technical, management and policy-making skills to meet the



technology needs of the region in the 21st Century," explains Dr. Hopeton Dunn, Director and Chair of the Programme.

The TPM Programme offers Undergraduate and Masters degree programmes, as well as a range of short-term courses and it has participated in numerous public seminars and conferences, both locally and internationally. It has also undertaken major research projects in association with regional and international organizations and was engaged as

a Consultant to draft Jamaica's National ICT Strategic Plan for the period 2007-2012.

Its consistent delivery of cutting-edge graduate education has resulted in the TPM Programme being designated as one of the regional institutions in the global Centres of Excellence programme of the Geneva-based International Telecommunications Union.

# PROMOTING SOCIAL CHANGE THROUGH SPORTS

**Sports – “the agent of enlightened social transformation and nation-building. It can promote healthier, happier and wiser people, which can translate into societies that are more integrated and attuned to achievement.”**

*Kamlesh Sharma, Commonwealth Secretary General – 2008*

The value of sports in promoting healthy, physical development is widely recognized. Hence, the investment by the Digicel Foundation in sports development practically expresses our philosophy of engaging community action for positive change. The fact that sports touch so many aspects of people's lives has assured almost instant success for the projects we have identified.

The multi-purpose courts and other sports infrastructure are providing a constructive outlet for talented youth, who are also learning vital life skills. As a result of our investment in sports, inter-community relations are being improved and there is a new spirit of self-help and hope among citizens.

## **Lynch Park Refurbished – St. George's Sports Club Reclaims Spotlight**

The **St. George's Sports Club** reclaimed the spotlight and moved up several places in the 2008/09 National Premier League Football Competition having emerged from virtual obscurity at the start of the season.

Its resurgence is partly due to the improved morale among team members, resulting from growing community support after the Club's newly-refurbished home ground, Lynch Park, in Buff Bay, Portland, was approved as a venue for League games.



Digicel staff member, and one of the Club's leaders, Mr. Everton King, who spearheaded the initiative, says both the footballers and members of the community are benefitting from the upgrading project which was financed by the Digicel Foundation. “We are using the gate receipts from our home games, as well as the funds received for rental of the facility

to help maintain the complex. Activities at the Park also provide jobs for ticket sellers, food vendors, and community businesses.” The Club is now planning to expand seating to accommodate more enthusiastic fans.

## **Multi-purpose Court at Whithorn Serves Communities Far and Wide**

Although it was originally constructed for the **Whithorn Police Youth Club**, in Westmoreland, the multi-purpose games court is the pride and joy of the entire community and it is constantly booked for special events by schools and churches in neighbouring communities such as Dean's Valley, Petersfield and Logwood. It is also the venue for the Westmoreland Police Netball League.

“Best of all, there are fewer petty skirmishes among youngsters in the community since the facility was opened in November 2007, and the relationship between citizens and the police has improved significantly,” the Club's Vice President, Miss Meisha Cope, proudly reports.

Managed by the Police Youth Club, the court which is marked for netball, basketball and volleyball, is maintained in immaculate condition with the assistance of tradesmen in the area who volunteer their services. Funds raised from the sale of refreshments in the tuck shop are helping to cover maintenance costs.



## Refurbished Court at Bath – A Worthy Investment

Over in Bath, St. Thomas, the President of the **Bath Concerned Citizens Association**, Mr. Dudley Roberts, says the refurbishing of the community's dilapidated games court and replacement of the broken perimeter fence in 2007 "was a great investment for our young people and our community vendors for whom it provides a source of income."

The facility, in the foothills of the Blue Mountains, is used every day and serves schools and community groups in Bath, Airy Castle, Ginger Hill, Sunny Hill and even the parish capital, Morant Bay. Mr. Roberts notes that the overwhelming response by citizens who participated in a recent work day to clean and re-mark the multi-purpose court, demonstrates how much residents appreciate the help provided by the Digicel Foundation. He says efforts are now being made to secure funding to install lights and construct changing rooms at the complex.

## New Court at First Hill All Age – Building Self-Esteem among Children

"Our girls won a netball match recently and you should see the excitement and joy it brought to the entire school. The Digicel Foundation has done more than words can describe and the impact will last for generations to come," states Mr. Errol Dyer, Principal of the First Hill All Age School in Jackson Town, where a multi-purpose court was built in 2008.

Mr. Dyer has reported improved attendance by students, especially on Fridays when the break period is extended to allow additional playing time on the court. The elated Principal observes that prior to this development, residents of the farming community near to the Long Pond sugar estate in Trelawny "felt there was no future for them. Now they have new hope, and we are seeing a more positive outlook among the children, as their self-esteem improves."

Access to the courts is also provided to the wider community in the evenings and on weekends when residents from the neighbouring districts of Barnes-Staple, First Hill and Grove, use the facility. The school's administration is now planning to introduce a summer basketball programme at the institution.

## A World-Class Sports Centre at St. Elizabeth Technical

In the wake of an extensive expansion and renovation project financed by the Digicel Foundation in 2006, the St. Elizabeth Technical High School (STETHS) now boasts one of the island's most well-appointed and widely-used sports complexes. This facility is playing a critical role in the development of the institution's more than 1,700 students, as well as national athletes.

"Several of our past students are representing Jamaica in international sports and this complex, which is the only facility of its type in a local school, is helping to ensure that we continue to prepare quality teams for competition and maintain our strong sporting tradition," Principal, Mr. Keith Wellington, explains.

With the upgraded stands at the STETHS complex seating up to 2,000 spectators, the facility has been operating as a Regional Sports Centre and hosts programmes mounted by a range of local, parish and national sports organizations, including the Jamaica Cricket Board and the Reno Football Club of Westmoreland.

"This being a Technical School, our students have also been involved with the development of the complex from the outset, and they have gained valuable experience, both at the construction stage, and in the ongoing maintenance," the Principal notes.



# SUSTAINED COMMUNITY DEVELOPMENT

**"Corporate behaviour must not only ensure returns to shareholders, wages to employees and products and services to consumers, but they must respond to societal and environmental concerns and values."**

*The Organization for Economic Cooperation and Development - OECD*

Over the last decade, more and more business corporations have been investing in community development as part of their corporate social responsibility strategy. The Digicel Foundation firmly believes in investing in the communities it serves and we work closely with local leaders to identify their pressing needs and provide viable solutions. Our vision is to make a meaningful difference in people's life by creating opportunities for education, skills training and micro financing; and providing the physical facilities which will help them to achieve their full potential as productive citizens.

"We have focused constantly on this objective over the past five years and it has guided our decisions with respect to the allocation of project funding," Board Chairman, Lisa Lewis asserts.

However, the real success of our Foundation has been the sustainability of the projects for which beneficiaries are required to put in place an effective management structure to ensure they offer long term value to the community.

## EMPOWERING THE VULNERABLE IN THE COMMUNITY

### The William Chamberlain Men's Hostel – Giving Hope to the Homeless

The William Chamberlain Men's Hostel located on 57 Peter's Lane, in Kingston, offers a temporary retreat for men in the downtown area, at a small cost. However, since the passage of Hurricane Dean, the number of persons seeking to use the facilities has increased dramatically. Currently, 300 homeless persons benefit from the hostels facilities.

The Digicel Foundation has refurbished and upgraded 25 rooms and five bathrooms at the facility to accommodate more stop-over visitors. In the wake of this intervention,

management is planning to help individuals who are living in difficult circumstances by providing employment for them.

"Our vision is to create jobs by opening thrift shops, a church furniture making business and by providing vocational training for both homeless people who come to us daily for meals and men who are beneficiaries of our rehabilitation programme," explained Envoy John Williamson, Executive Director.

### UWI Lions Resource Centre for Students with Disabilities

The UWI Mona Lions Centre for Students with Disabilities is the first and only facility of its type in the English-speaking Caribbean, providing access to critical resources that are enhancing the learning experience for students with special needs.

The Digicel Foundation gave meaning to its vision in 2005 with a J\$5 million donation which facilitated the start of construction at the Centre, which is a joint project of the Lions Club of Mona and the UWI Development and Endowment Fund.

Since the official opening of the Centre just under two years ago, its impact has been evident in the growing

number of students that it serves. Some 17 students, two of whom are pursuing doctoral studies, currently use the facility, which was previously housed in cramped quarters in the Office for Special Students Services.

"The improved facilities give us more work space and we have access to technological aids and assistive devices that help us to function more efficiently and keep pace with our able-bodied colleagues," Vivian Blake, a blind Administrative Assistant who works at the Centre, notes. The Centre is now also playing a leading role in advocacy for persons with disabilities across Jamaica.

## Bus for Jamaica Society for the Blind – Back on the Road

The critical services offered by the Jamaica Society for the Blind were severely curtailed when the organization's private bus fell into disrepair several years ago. However, normal operations have now been restored, following the donation of a brand-new, eight-seater bus by the Digicel Foundation in 2007. The Foundation also assisted by providing special tape recorders for the blind, talking calculators, braille and white canes.

"The assistive aids and the vehicle have helped to enhance the lives and mobility of the 1,000 blind and visually impaired persons served by the Jamaica Society for the Blind. With access to our own vehicle, we have been able to save on the high cost of public transportation and effectively schedule and conduct client visits as part of our ongoing Adjustment to Blindness Programme, through which we help the newly-blind to become functional in society," Executive Director, Miss Virginia Woods, states.

The bus also facilitates routine activities, including transporting the blind to meetings, and the delivery of care packages to shut-in members.

## Enhancing Facilities for Children with Disabilities at Widow's Mite

Daily exercise is an essential feature in the care of persons with disabilities. Miss Cordell Howell, Administrator of Widow's Mite, the home operated by the Mustard Seed Communities in Murray Mount, St. Ann, says thanks to the Digicel Foundation. The 20 children under her care have access to physiotherapy facilities which are enhancing their growth and development.

The physiotherapy room constructed by the Digicel Foundation three years ago, is equipped with special shoes, braces and balls which are helping to develop the motor skills of the children who come from all over the island and range in age from 0 to 18 years.

"The Foundation also constructed and furnished a computer room, and the programmes provided have been especially useful in the education of an autistic child who lives here. Schools in the community also use the facility, and we have employed a trained teacher to conduct a course in basic computer skills," Miss Howell reports. The income generated from these services is helping to supplement the Home's budget and improve the care of its young residents.





## Hurricane Restoration at Schools, Libraries and Met Service

In the wake of extensive devastation and millions of dollars worth of damage to infrastructure and personal property, resulting from the passage of Hurricanes Ivan and Dean in 2004 and 2007 respectively, and Tropical Storm Gustav in 2008, the Digicel Foundation offered new hope to thousands of people. Our prompt and substantial response to these disasters, benefited both national institutions and private citizens, and affirmed Digicel's commitment to the Jamaican society.

In keeping with its focus on education, the Foundation contributed just under J\$250 million to restore operations at schools and libraries across the island.

The **Meteorological Service** also benefited from a total overhaul of its Climatological Station at the Norman Manley International Airport and the re-equipping of several other stations which lost vital instruments. The Head of the Weather Branch at the Meteorological Centre, Mr. Evan Thompson, explained that "The assistance by the Digicel Foundation has not only put us in a heightened state of readiness for hurricanes, it has also ensured that we can effectively collect climate data to support planning and development across a range of national industries, including tourism, agriculture, construction and mining."



# SPREADING CHRISTMAS JOY

## Treat for Children's Homes & Places of Safety

It was a child's paradise and an unforgettable day of fun, caring and sharing in a festive setting, as Digicel employees, assisted by officers of the Child Development Agency and several private sector partners, rolled out the red carpet at the 2008 Christmas treat for over 500 youngsters and their caregivers from the 62 Children's Homes and Places of Safety across Jamaica.

Miss Audrey Budhi, Director of Policy, Planning and Evaluation at the CDA, the organization which is responsible for children in state-operated homes, described the event as "an explosion with a company that just wanted to share with children. It was the experience of a lifetime, as most of these children have little contact with the wider community."

She explained that, initially, the CDA had proposed a treat for less than 100 children and had also requested that they be given an opportunity to meet one of Jamaica's outstanding sports personalities. The idea mushroomed into a virtual Coney Island, with a variety of rides, an Art and Craft Arcade, an Information Technology Centre featuring hi-tech games; face-painting; clowns; storyteller, Amina Blackwood-Meeks; a Santa wagon laden with gifts contributed by members of staff and a food court that also catered for children whose handicaps require special diets. The presence of dancehall artistes, Shaggy, Bounti Killa, and Elephant Man; teenage star QQ, as well as Jamaican Olympic sensation and the "world's fastest man," Usain Bolt, who presented the prizes to winners of the athletics competition, was the ultimate thrill in this action-packed day.

"Digicel made the children feel like special people and the love that they experienced will go a far way in bolstering their self-esteem and building their confidence," Miss Budhi asserted.







# PROJECTS

2009

# NEW VISION FOR EDUCATION



## FROM THE MINISTER OF EDUCATION

"Education is a partnership in which each partner must play its role to ensure that all our children are provided with equal opportunity for success. The partnership with the Digicel Foundation is an example of a successful alliance that will help improve the quality of education throughout the system. The Foundation continues to provide critical support to the Ministry's strategy to achieve 100% literacy at the Primary Level in the next five years, through its programme to establish 12 Enrichment Centres to house literacy interventions in schools across the island. We laud Digicel for demonstrating corporate social responsibility at its best and we look forward to strengthening our relationship with the Foundation in the future."

– Hon. Andrew Holness, MP

## Enrichment Centres to Achieve 100% Literacy

"Education is the greatest gift one can ever give to a child," Major General Robert Neish, Executive Director of the Digicel Foundation asserted, as he provided details of the Enrichment Centre programme – a major initiative being spearheaded by the Foundation to reduce illiteracy among students in Primary and Junior High Schools across the island.

The programme, which is being undertaken in collaboration with the Ministry of Education, will involve the establishment of Enrichment Centres in 12 schools with the lowest performing rates, spread across the Ministry's six administrative regions. The aim of the programme is to achieve 100% literacy by 2015. Major General Neish explained at the launch ceremony in February 2009, that this venture reflected the Foundation's vision to take education to a new level. "We are making an investment that is aimed at improving the well-being of Jamaicans and making our educational standard measure up to that of any first world state."

Development of the Enrichment Centres was inspired by the success of Resource Rooms established by the Digicel Foundation in 10 Primary, High and Technical High Schools. One of the previous beneficiaries – the Rhodes Hall High School, in Hanover – has reported significant improvement in the reading level of grade eight students, which moved from a grade four level to grade nine. The Jessie Ripoll Primary School, in Kingston, which has consistently recorded outstanding results in the Grade Four Literacy Test and which achieved the top place in literacy in its region, is being used as the model for schools that are now being admitted to the programme.





The Enrichment Centres which will serve students from the Grade two level and upwards, will be furnished by the Foundation and equipped with computers, projectors, interactive white boards and specific software such as Hooked on Phonics, Master Reader and Early Success. A qualified Reading Teacher is being assigned in each Centre, and these teachers are being trained in the use of the equipment and related educational aids. Strategies for monitoring the programme are being designed by the Ministry of Education, to ensure sustainability.

Mrs. Sandra Maxwell-Williams, special education teacher at the Jessie Ripoll Primary School, who is sharing her expertise with her colleagues across the island, welcomes the opportunity to "train and help older teachers get comfortable with modern technology." She reports that teachers are gaining new insights and are excited about the new direction in education for students at risk. "We are all committed to making an impact so that our students can maximize their potential," she says.

### Enrichment Centres – Beneficiary Schools

- Spanish Town Primary School
- Balaclava Primary School
- Drapers All Age School
- Lyssons Primary School
- Victoria Town All Age School
- Melrose Primary & Junior High School
- Franklyn Town Primary School
- Cave Valley Primary School
- New Hope Primary & Junior High School
- Waterford Primary School
- St. Ann's Bay Primary School
- Moneague Primary & Junior High School



## Cockburn Gardens Primary and Junior High School

"The teachers and children are excited about the new resource room. It is impacting everyone, even the parents are excited," noted Principal, Ms. Bethel Davis. The school which is nestled in the busy Three Miles community in Kingston, has had a very high illiteracy rate with 70% of students reading below their grade levels. In addition, the computer equipment to aid in the development of the students and staff, was outdated.

Now decorated in a cheery yellow and fully air-conditioned, the new Resource Room can accommodate 13 students at a time. The Digicel Foundation spent J\$2 million on the construction of the new facility and to equip it with five new desktop computers, printers, hard drives, interactive white boards, a projector, brand new desks and chairs, as well as several literacy programmes. The Digicel Foundation has also refurbished the computer room with new desktop computers and interactive white boards.



## Hatfield Primary School

November 20, 2008 was a memorable day in the life of Hatfield Primary School, as a brand new multi-purpose complex and auditorium were handed over to the institution by Major General Robert Neish, Executive Director of Digicel Foundation and Mr. Dean Peart, Member of Parliament.

Located in the cool hills of Manchester, the school had been in dire need of an auditorium and had started constructing one with funds obtained from the Ministry of Education. However, the budget fell short by \$5 million forcing suspension of the project. The school sought assistance from the Digicel Foundation, which donated \$5 million for the installation of tiles, windows, panel doors and partitions for the classrooms.

The new multi-purpose centre benefits over 1100 students and citizens in the community. In addition, it is used as an extra classroom. The auditorium is expected to generate additional income for the school as it will be rented as a venue for weddings, concerts, awards ceremonies and other social events.



## Ramble Primary School

Smiles lit the faces of students at the Ramble Primary School, in St. Mary, on Friday March 20, 2009, when a well furnished library, Enrichment Centre and a new principal's office were opened. Already the facilities are benefitting students of the school, as well as other institutions in the community.

Before receiving help from the Digicel Foundation, Ramble Primary School had no library and books had to be stored in an old cottage nearby. However, the cottage had no accommodation for persons who wished to sit and read.

"Getting this refurbished Resource Room and new Library is ideal, especially at this time, when we have limited resources. We will make full use of the technology that this Resource Centre offers so that we can more effectively meet the needs of our students," noted Mr. Erwin Rose, Principal of the School.

The upgraded library and Enrichment Centre, as well as construction of the Principal's office were completed with \$6 million from the Digicel Foundation, while the school's past students furnished the Principal's office.

## Duckenfield Primary School

The newly-refurbished Enrichment Centre at the Duckenfield Primary School serves approximately 1,000 students, staff and members of this community in St. Thomas.

The school, which had a complement of 10 computers, applied for an additional 25 to assist with staff training, and the development of literacy skills among students.

The Digicel Foundation converted the existing computer room into an Enrichment Centre that contains modern literacy and numeracy software, new desks and chairs, a television set, projectors, and an interactive white board among other technical equipment that is used as a support in educational delivery.



## Content Gap Primary School

Located in a farming community in the lush Blue Mountain Valley in upper St. Andrew, the hardworking Content Gap Primary School team tried relentlessly to obtain funding to establish a resource room with the latest numeracy and literacy software. Unfortunately, the facility had been severely damaged during the passage of Hurricane Ivan and tropical storm Gustav, and lost its roof and its computers.

The school secured the help of the Ministry of Education to repair the damaged roof, and the United States Agency for International Development (USAID) restored the library, resource room and the Principal's office. Despite this support, the school remained without technical equipment.

Digicel Foundation approved a budget of J\$1.5 million to furnish and equip the existing resource room with 24 chairs, 3 work activity tables, software, 4 Dell Desktop computers, Printer and other equipment.

# JOINT VENTURE FOR EARLY CHILDHOOD EDUCATION

In an effort to expand the scope and impact of the educational programmes mounted by their organizations, the Digicel Foundation and the Barita Education Foundation are collaborating on an initiative to effectively prepare children in early childhood educational institutions to move on to the primary school level.

The partnership, which was launched in August 2008, took effect at the start of the 2008/09 school year, and is benefiting eight schools, in Kingston and St. Andrew, with a combined enrolment of just under 600 children.

It involves a one-year, school-based mentoring and coaching intervention in which teachers employed by the Barita Foundation are working daily with their colleagues in the beneficiary schools. During the training period, special emphasis is placed on the testing and assessment of children, as well as, delivery of the Barita Education Foundation's specialized literacy and numeracy programmes which have achieved positive results since they were introduced 10 years ago.

The integrated language arts programme – Reading for Educational Achievement and Development (R.E.A.D.) helps to build reading, writing and comprehension skills, while the Mathematical Approaches and Techniques for a Head Start (M.A.T.H.S.) programme engages children in mathematical, problem-solving

activities, using the play and learn method.

This is supported by the establishment of state-of-the-art Resource Centres in each school, based on the model successfully adopted by the Digicel Foundation at the Jessie Ripoll Primary School and several other institutions to facilitate small group instruction.



Mrs. Veronica Sewell-Morgan, Principal of the Charles Chin-Loy Early Childhood Development Centre, which is currently benefiting from the intervention, says "The hands-on, table-top teaching aids and interactive software are reinforcing what I have always known... that learning through play and fun is effective."

The Acting Principal at the Christ Church Early Childhood Education Centre, Mrs. Tashania Higgins-Chambers, endorses this sentiment: "Our teachers are learning new techniques in phonics and the children are doing well. I have 19 children in Class 3 and 14 are now reading at Grade 1 level and identifying numerals. This programme was a wonderful idea."

Another element of the integrated intervention is a parenting initiative, conducted by a trained social worker who is coordinating a series of workshops in "at-risk" inner-city communities in which school attendance is poor and there is, often, limited supervision of children and their homework.

**"Given the fact that both the Digicel Foundation and the Barita Education Foundation are deeply committed to improving early childhood education, this partnership is allowing us to make a difference at this most critical and formative period in the lives of our children."**

*Lisa Lewis, Chairman, Digicel Foundation*

# Digicel Foundation by the Numbers

Working with citizens to create innovative opportunities for their personal development and also to improve their community has been an exciting and rewarding experience for our beneficiaries and members of our Foundation. Through our joint efforts, we have brought positive and lasting change to the lives of thousands of persons across Jamaica. Together, we have also renewed the spirit of self-help, caring and sharing, manifested in the time, skills and financial resources invested by our many volunteers and partners. We remain firmly committed to investing in our people, our communities and our nation.

**Over 100**  
projects completed  
in 5 years



**1.5 million**  
people helped

**\$571 million**  
spent on projects  
across Jamaica



**30**  
Resource Rooms  
built in schools



**257**  
schools improved



**9**  
Sports Facilities  
constructed





**PricewaterhouseCoopers**  
Scotiabank Centre  
Duke Street  
Box 372  
Kingston Jamaica  
Telephone (876) 922 6230  
Facsimile (876) 922 7581

To the Members of  
Digicel Jamaica Foundation

### **Auditors' Report**

The accompanying summarised financial statements have been derived from the financial statements of Digicel Jamaica Foundation for the year ended 31 March 2009. These summarised financial statements are the responsibility of the company's management. Our responsibility is to express an opinion on whether these summarised financial statements are consistent, in all material respects, with the financial statements from which they were derived.

We have audited the financial statements of Digicel Jamaica Foundation for the year ended 31 March 2009, from which these summarised financial statements were derived, in accordance with International Standards on Auditing. In our report dated 2 June 2009, we expressed an unqualified opinion on the financial statements from which the summarised financial statements were derived.

In our opinion, the accompanying summarised financial statements are consistent, in all material respects, with the financial statements from which they were derived.

For a better understanding of the company's financial position and the results of its operations for the period and of the scope of our audit, the summarised financial statements should be read in conjunction with the financial statements from which the summarised financial statements were derived and our audit report thereon.

Chartered Accountants

2 June 2009  
Kingston, Jamaica

E.L. McDonald M.G. Rochester P.W. Pearson E.A. Crawford D.V. Brown J.W. Lee C.D.W. Maxwell  
P.E. Williams G.L. Lewars L.A. McKnight L.E. Augier A.K. Jain B.L. Scott B.J. Denning G.A. Reece



DIGICEL JAMAICA FOUNDATION

(A Company Limited by Guarantee)

## Statement of Income & Expenditure

Year ended 31 March 2009

(Expressed in United States dollars unless otherwise indicated)

	<b>2009</b>	<b>2008</b>
	<b>\$'000</b>	<b>\$'000</b>
<b>Income</b>		
Grants from Digicel (Jamaica) Limited	1,877	1,414
Donations received	3	23
Foreign exchange gain	26	7
Interest income	11	11
	<u>1,917</u>	<u>1,455</u>
<b>Expenditure</b>		
Projects and donations	(1,722)	(1,408)
Administrative expenses	(146)	(164)
	<u>(1,868)</u>	<u>(1,572)</u>
<b>Net Surplus/(Deficit) for the Year</b>	<u>49</u>	<u>(117)</u>

DIGICEL JAMAICA FOUNDATION

(A Company Limited by Guarantee)

# Company Balance Sheet

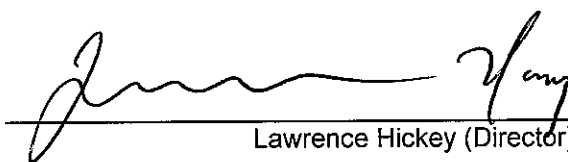
31 March 2009

(Expressed in United States dollars unless otherwise indicated)

	2009 \$'000	2008 \$'000
<b>ASSETS</b>		
<b>Current Assets</b>		
Receivables and prepayments	8	65
Due from Digicel (Jamaica) Limited	465	422
Cash and cash equivalents	685	659
	<u>1,158</u>	<u>1,146</u>
<b>Current Liabilities</b>		
Donations payable	790	968
Accounts payable and accrued charges	349	208
	<u>1,139</u>	<u>1,176</u>
	<u>19</u>	<u>(30)</u>
<b>FINANCED BY</b>		
Foreign exchange translation reserve	(29)	(29)
Accumulated surplus/(deficit)	48	(1)
	<u>19</u>	<u>(30)</u>



\_\_\_\_\_  
Lisa Lewis (Chairman)



\_\_\_\_\_  
Lawrence Hickey (Director)

# Acknowledgements

## Partnerships Building Sustainable Communities

The Digicel Foundation recognizes those individuals and organizations who have been tireless supporters and partners in our work over the past five years. Sincere gratitude is extended to all our partners from the private and public sectors, NGOs and community groups for their contributions. The invaluable support and assistance have enabled the Digicel Foundation to advance its mission of building sustainable communities in Jamaica.

- Amina Blackwood Meeks
- Artistes – Shaggy, Elephant Man, Bounty Killa, DJ QQ
- Barita Education Foundation
- Best Dressed Foods – Reggae Jammings
- Burrowes and Wallace Quantity Surveyors and Building Economists
- Child Development Agency
- CMR Plumbing
- Continental Foods
- Deron Brown
- Facey Commodity Company Limited
- Fimi Wireless
- Happy Ice
- Lasco
- Ministry of Education
- NCB Foundation
- Nestle Jamaica Limited
- Peak Bottling
- Pepsi-Cola Jamaica Bottling Company
- Red Stripe
- Social Development Commission
- Sandra Maxwell-Williams
- Sherwin Williams (WI) Limited
- SuperPlus Food Stores
- Team Solutions
- The CHASE Fund
- Usain Bolt
- WISYNCO

**A special "Thank You" to our loyal and dedicated Digicel Staff and Foundation volunteers and members.**



For more information please contact:

Digicel Foundation  
10-16 Grenada Way, Kingston 5  
+1 876 511 5279

[www.digicelfoundation.org](http://www.digicelfoundation.org)