

enriching people's life



OFFICIAL NEWSLETTER OF THE VODAFONE ATH FIJI FOUNDATION

Jeevan is the Hindi word for Life



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## Making real impact

World of Difference programme is changing lives

Any sustainable development is only successful when lasting change is achieved. And one model that is making change happen in Fiji is the World of Difference programme.

Since its commencement in September 2010, the programme has impacted many people and institutions. Thirty unique projects have been implemented by the 36 candidates in areas of microfinance, women and youth, agriculture and forestry, home enterprises, health, nutrition and lifestyle, land tenure and housing, disability outreach, early education, and care for seniors.

"Through our 36 candidates we have been able to impact elderly, youths, children and women in our society," says Foundation Executive Ambalika Kutty. This, she says, is changing hundreds of lives and many institutions in different ways.

"We are in the continuous process of achieving 144 project objectives we outlined initially, strengthening



WoD Western Candidates

relations with charity partners, and addressing community and social issues," she said.

"Before this year ends we plan to provide employment to the 36 candidates and help build their capacities on project management," she said.

The candidates have already undergone training on social media, managing media relations, business writing, fund-raising essentials, project

sustainability and self empowerment. "We received excellent feedback from the communities and the credit goes to our charity partners who have supported the candidates in their projects," said Kutty.

The Vodafone Group Foundation, UK, had provided \$360,000 for this programme. The programme is successfully achieving its objectives.

The next round of WoD expression of interest will be called in March.

## Foundation donates to Christchurch quake appeal

Assisting people in times of disaster is what the Vodafone Red Alert programme is all about. And this time the Vodafone ATH Fiji Foundation went a step further by assisting those affected by the Christchurch earthquake in New Zealand. The Foundation donated \$10,000 to Vodafone New Zealand Foundation. Accepting the cheque Vodafone NZ Foundation's Michael Stanley said the contribution would greatly help in the rehabilitation efforts at Christchurch. The Red Alert program was launched in Fiji in March 2010 to help victims of Cyclone Tomas. \$78,000.00 was given to about 100 farmers, 150 students and 60 destitute families and senior citizens. The contribution has allowed these recipients to rehabilitate their farms, buy essential school items and repair homes.



Michael Stanley receiving the cheque



Vodafone  
ATH Fiji  
Foundation

# Importance of ICT education

## Complementing 'computers for all students by 2015' policy

Information and Communication Technologies (ICT) have an important role in national development and especially so in a country that relies on tourism and related services as its core economic strength.

Keeping that foresight, the Foundation has been actively contributing towards enhancing ICT education by providing computers to schools which have been deprived of such resources due to financial constraints.

In 2010, 42 computers worth \$70,000 have been distributed to various schools throughout Fiji.

"This contribution will help build capacity of students and communities so that they can contribute effectively towards development," says Foundation Executive Ambalika Kutty.

She said that ICT education had



Foundation executive Ambalika Kutty at Vatukoula Primary school

become an essential requirement in today's society and no one should be deprived of it.

"Government has sprung a policy that all students must have one computer each by 2015 and the Vodafone ATH Fiji Foundation is complementing this."

"Our efforts to provide this important resource should be

well utilised by receiving schools, students, and communities which make use of the facility.

Many schools now provide computer education to the community by delivering courses in evenings and weekends, and this says Kutty, will realize our goal of a better educated society, in turn contributing towards economic growth.

## Giving second chance to dropouts

Vocational education in the province of Ra got a lift with three new computers donated by the Foundation.

Students and teachers of Ra Provincial High School were overwhelmed with the gesture saying it was a much needed resource for taking vocational education to another level.

"This is a breakthrough for vocational education in the school which caters for some 2000 households," said school principal Mesake Turuva.

"Vocational studies are taken up by youths that are early dropouts and these computers will assist the school in giving a second chance to them."

"Vocational classes give these youths an opportunity to be reabsorbed into the school system. The donated computers will go a long way in empowering the school deliver an extremely critical service to the local community by engaging and building the capacity of idle youth."

"The school will be offering vocational courses in Computer Science, Carpentry and Joinery and Tailoring," said Turuva.

School Manager Nemesio Vuanidilo said now youths from the province will get an opportunity for better jobs and a better lifestyle.

## First set of computers for Dshbandhu

Dshbandu Vitogo Primary School received its first set of three new computers from the Foundation.

"This is the first set of brand new computers in the school since it's establishment in 1923," said head teacher Ashwin Chandra.

"We are thankful to the Foundation for this donation as many of our requests to donors have not been successful. We had lost hope of having such equipment at the school."

The school is in the outskirts of Lautoka with 60 students and four teachers.

Giving the computers Foundation Executive Ambalika Kutty said institutions should not lose hope when it comes to seeking funds.



Dshbandhu students take a feel of the new equipment

However, she stressed that it became an equal responsibility of the school management, staff and parents to continue their efforts to improve the computer technology in schools as this would pave the career path for our future leaders.

**The Vatukoula Primary school** also received three

computers from the Foundation. The school plans to introduce basic computer classes to 100 students.

Kutty said there was a need for sustaining computer projects by being able to generate income through internet services and basic computer classes to pay for the bills and to purchase more computers.

## Festival for Young People with Disabilities

Young disabled people are often left out in the development framework in the communities. With this realization the Fiji Disabled Peoples Association Youth Group organized the second Youth Festival for People with Disability in Tavua.

The festival celebrated the International Year of the Youth and the International Day for Persons with Disabilities. Our Year, Our Voices – Making the MDGs inclusive 2015 and Beyond was the theme of the three day event. Sixty participant from across the country flocked to the Gold Town for the celebrations. The festival aimed to empower the young disabled people to be aware of the different support systems that exist in the community. Another aim was to build the capacity of young disabled so they could raise their voices on issues

affecting them.

NGO's, government and private organizations were present to show their support to the group. There were many activities organized for the participants, from sports to financial literacy training for the purpose of capacity building.

The Vodafone ATH Fiji Foundation had given \$50,000 last year to the FDPA to carry out various activities including the youth festival. Vodafone Territory Executive, William Navunicagi in his official closing address reminded everyone of the protection of equality of everyone under the Universal Declaration of Human Rights Article One of 1948 that "All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act



FDPA Youth

towards one another in a spirit of brotherhood."

Navunicagi added that, "today, change is imperative, it's interesting to note that the disabled youths have begun to ignite the passion of change and starting to build their capacities".

# Volunteering for social change

Divik applauds efforts towards community building and development

Vodafone Fiji Financial Controller Divik Deo applauded the model of volunteering in Fiji saying it was unique in releasing the creativity and potentials of our people.

Divik made the remarks at the opening of the inaugural National Volunteer conference organised by the Vodafone ATH Fiji Foundation funded FCOSS National Volunteer Centre (NVC).

"Volunteerism is making a difference at various levels in different parts of Fiji and the most touching aspect of this programme is that it is engaging numerous community based organisations, individuals, corporate sector organisations and state representatives," said Divik.

He said volunteering and social activism were important strategies for fostering people's participation in social change and human development.

"There is a dynamic relationship between the two. Together, both contribute to the involvement of people in the achievement of development commitments, such as the Millennium Development Goals."



Chief Guest Divik Deo speaks at the conference

He told the conference that volunteerism promoted social change by contributing to personal transformation, whereby individuals change their beliefs, perspectives and day-to-day behaviours once they have developed a new awareness or understanding about a particular situation.

"Volunteering and social activism support each other in fostering participation by people from varied backgrounds. Volunteering can help people take their first step to long-term involvement in development."

"These two strategies help promote social inclusion by providing

opportunities for marginalised groups, such as poor women, to engage in participatory development processes," he said.

Volunteers serve as important reservoirs of knowledge for development programmes and can help ensure that development-related advocacy campaigns are relevant and legitimate. Divik commended the efforts of NVC and said one of the ways to confront major development challenges of our time was through the participation of ordinary people.

"Volunteerism has the potential to foster such participation," he said.

► *Conference coverage on page 7.*

# Microfinance reaches out to more people

The FCOSS Microfinance Unit received funding from the Vodafone ATH Fiji Foundation. It has conducted a total of 22 trainings on Financial Literacy Education which has so far reached 608 communities, an increase of over 200 from the last issue of Jeevan.



Baro

These trainings target communities that are disadvantaged or otherwise have limited or no access at all to this kind of training.

"It is encouraging to note that almost 75% of those who attended the training have opened a savings account and have been consistently contributing towards their savings deposits on a weekly basis.

"These are communities who do not have access to any banking services at all. For almost all, it is the first time that they ever owned a savings passbook," said FCOSS Microfinance Manager Levenia Baro.

Many have realised that savings opened doors to business opportunities and access to small loans to start income generating activities.

"Apart from the Financial Literacy training, we have conducted a total of six Basic Business Skills training," said Baro.

The training teaches basics on how they can start and manage a micro-enterprise.

"We have managed to establish more than 20 micro-enterprises and this has led to increased income for these families."

"Apart from those who have taken small loans, many members are still continuing with their savings but this time it is savings towards achieving a 'goal'. During the trainings members learnt the importance of setting savings goals and are geared to achieve them," she said.

A youth member from Vugalei in Lami who participated in one of the trainings has successfully taken a loan of \$2000.00 to start his fish farm. His earning from this business has enabled him to do weekly loan repayments and has also given him the opportunity to increase his savings deposits.

"The women's group of Navuloa church has never missed a week since attending the training to ensure they continue to increase their savings balance weekly," said Baro.

# Capacity building training for WoD

Capacity building of the World of Difference candidates has been in force with trainings conducted in skill areas that will see sustainability of projects in progress. The candidates are on the verge of completing the four-month WoD term ending January 13, 2011.

The training has provided the candidates with skills on identifying community needs, collating the needs into projects, planning the projects, writing proposals to funding agencies, writing media releases, engaging in social media, and managing projects.

The Proposal Writing training saw candidates identifying community needs that ranged from: need for counsellors; skill development training; healthy living workshops; advocacy and awareness on social issues; education for the needy; facilities for disadvantaged communities, and many more.

They learnt how to align their proposals to community needs and how to put those needs into projects for taking action and making a difference.

The media management training taught the candidates basics of writing and relaying their stories to the media. Candidates learnt that it was essential



WoD candidates in training

to tell their stories to the people so that the community can engage in making change take place. They noted that media played an important part in society and making good use of the media can make positive impact on their projects.

During the initial stages of the programme candidates learnt the

importance of social media and how they can engage in such a medium to share knowledge and resources across varied cross-section of people.

They learnt the tools and tricks of effective social media engagement and have utilised this knowledge in the projects.

► *WoD coverage on page 8.*

# Villages, school get water

Over 1000 households in the provinces of Bua and Cakaudrove in the northern division now have access to potable water.

The Vodafone ATH Fiji Foundation backed Rotary Pacific Water for Life Foundation has put in six projects ranging from dam commissioning to tank installation and piping worth \$67,000.00.

People of Wailevu village in Tunuloa, Cakadrove have been facing difficulties with their daily routine because of inconsistent supply of water. The project has got the villagers out of this difficulty by commissioning a new dam, installing a 10,000-litre water tank and piping water to the homes and schools.

Namalata, Navatu, Kiobo, and Natokalau villages in Kubulau Bua also had similar facility installed.

Vodafone ATH Fiji Foundation is one of the three local donors which provide annual funding to the Rotary Water Foundation; the other three being the Fiji Water Foundation, Punjas, and the Westpac Banking Corporation.

Commissioning the projects in the villages, Foundation Executive Ambalika Kutty said the provision of funding for much needed clean and safe drinking water to disadvantaged and impoverished settlements



*Commissioning of the water facility at Tunuloa*

was a demonstration of Vodafone's corporate social responsibility policy.

She said the water projects will bring economic good and help alleviate poverty as lot of effort can be diverted towards uplifting the livelihood of people who otherwise would be spending time fetching water.

"We know that this project will ease the burden of our mothers and our children who can in turn divert their precious time of fetching water to other home activities and acquiring knowledge and also for the fathers who can now do more planting and focus on the well being of the family," said Kutty.

## Red Alert projects completed in North

The Lions Club of Labasa received \$15,000.00 from the Vodafone ATH Fiji Foundation under the Vodafone Red Alert Project.

These funds were utilised in providing sanitation and resurrection of water supply to those families affected by Cyclone Tomas. Social factors affecting widows with dependent children, elderly and destitute cases were also taken into consideration before disposition of any assistance. A large number of Civil Society Organisations were engaged to identify recipients. Organisations like the Rotary Club of Labasa, The Bayly Welfare Society, Savusavu Town Council, Monday Club, Labasa Jaycees Club and religious groups helped identify genuine cases.

These cases were assessed by the Lions Club of Labasa through personal visits. Assistance was given to those families that were in dire need.

Twenty water tanks were handed out, and sanitation facilities constructed for five families. Two schools, three



*Water tanks for the North*

large communities, 318 families and 2000 individuals directly benefitted from the grant.

One of the major spin-off of the assessments was that the Lions Club of Labasa was able to construct new double bedroom homes for two families in Waiqele, Labasa. Funding for the two houses was secured from local donors and sanitary facilities were constructed under the Vodafone Red Alert program.

"The Lions Club of Labasa is indebted to the Vodafone ATH Foundation for helping in eradicating extreme poverty in the North," said Lions Club President Rosan Lal.



### A letter from IAVE

To the delegates of the 1st National Conference on Volunteering in Fiji, IAVE acknowledges and congratulates you on your commitment to the Universal Declaration on Volunteering and strengthening and supporting volunteering worldwide.

To host this conference just one year following the launch of the National Volunteer Centre in Fiji is a great achievement. The timing is especially good as 2011 will mark the 10th anniversary of the International Year of Volunteers and your conference provides the opportunity to explore how volunteers, volunteer organisations and governments can acknowledge the year and further support volunteering.

As a worldwide membership organisation IAVE is pleased to have FCOSS as a member and Mr Mohammed Hassan Khan, the Executive Director to serve as Fiji's national representative to IAVE. We look forward to receiving his feedback from delegates to this conference about how volunteering can 'make a world of difference'.

On behalf of IAVE we would like to wish the conference and your national centre every success as you continue to promote, strengthen and advocate for volunteering worldwide.

We hope to see Fiji represented at our World Volunteer Conference in Singapore in January 2011.

## Improved facilities at Colonial War Memorial Hospital

The Acute Surgical Ward of the CWM Hospital will see a face-lift after a donation of \$12,689.95 from the Foundation.

The funds will be used to renovate the ward that is in need of maintenance. In October 2010, Foundation members got together to clean the ward.

Permanent secretary for Health Dr Salanieta Saketa said the ministry was grateful to the Foundation for the donation.

"CWM needs a lot of help, particularly the maintenance of facilities and we appreciate the assistance, she said.

The Acute Surgical Ward was built in 1995 and there has been no renovations ever since. Ward ceilings, changing rooms and other areas need immediate renovations. The ward has 24 beds, 16 nurses, three team of doctors and caters for emergency and immediate surgery patients. This programme was an initiative of the ATH sports committee which also complemented the Employee Engagement of the Foundation.

CEO of the ATH Group Tomasi Vakatora presented the cheque to Dr Saketa, saying this is the first time the foundation has got into in such a community initiative.



*ATH Group's Tomasi Vakatora presenting the cheque to Dr Salanieta Saketa*

# Fiji's first national volunteer conference

Fiji's inaugural National Volunteer Conference hosted by Vodafone ATH Fiji Foundation funded National Volunteer Centre (NVC) sent a strong signal that the voluntary sector was a key partner in national development.

The three-day event saw a broad range of speakers presenting on topical issues relating to volunteerism and social activism.

Fiji Council of Social Services executive director Hassan Khan said the contribution from the voluntary sector to national development was worth over a billion dollars.

"The volunteers of Fiji working with and through over 500 civil society organizations contribute over one billion dollars to the national economy by managing schools, promotion of citizens rights, and helping others who are less fortunate in the community," he said.

NVC project officer Neil Maharaj said the fundamentals and the driving force behind recent development in volunteering was the inner passion for individuals to make positive impact in the communities.

"The enforcement of new youth programmes in Fiji, the evolving of new youth groups, effective participation of young volunteers in forums and high number of individual engagement in volunteer activities proves the fact that a new generation of volunteers are now emerging," said Neil.

"The last decade has given a new face to volunteerism in Fiji as there has been a significant change, new development with new challenges. And it's forums like these that we hope to address such issues," he said.

In presenting a paper on the Impact of Volunteerism, Khan said most of the work done by civil society organisations (CSO) were voluntary.

"Of the 1400 plus primary and secondary schools in Fiji, only about 14 are owned and managed by government the rest are owned and managed by voluntary organizations," he said.

"Without the CSO initiative and action in the field of education, Fiji would not have achieved its present state of development."

Speaking on Empowering Women through Volunteer Efforts, YWCA coordinator Kinisimere Waqa said women should be consulted when development is planned or takes place in their village or community.

She said it was the responsibility



Volunteers from all over Fiji attended the 3-day event

## Conference outcomes and resolutions

1. The proud record for over a century of volunteering in Fiji, time has now come to work towards a proper documentation of voluntary actions and achievements through participatory research.

2. The coordination mechanism set up by FCOSS to be strengthened through membership so that it could be refined, improved and overcome duplications of projects and activities at the national level and at the district level through DCOSS.

3. While the current acknowledgement and limited recognition by the government was appreciated, the participants strongly felt that the time has come for an official National Policy Framework on Volunteerism and CSOs be put in place with a special Unit within the Office of the Prime Minister. The current ad hoc arrangements under different ministries does reflect the national developmental roles of voluntary actions.

4. The participants further called for partnership approach with CSOs given

the role of advocacy on community issues and government to provide financial support to Volunteers of CSOs in the National Budget.

5. FCOSS to seriously consider the promotion of collaboration and networking of CSOs and voluntary actions on environmental, conservation and climate change issues.

6. To design and implement a training module on ICT and social media for Volunteers.

7. To promote the strengthening of CSO volunteers through the education system and design and implementation training programmes.

8. There was a need for the next generation of volunteers to engage nobler aims and foresight as the landscape is changing very fast.

9. The voluntary organizations too, must make volunteering a tool for intelligent change and action.

10. Enhance values to make a difference in the lives of people.



Speakers and guests at the conference

of all actors in society to encourage women to change and to empower them to make changes in their lives and in the lives of their families.

"Empowering women will make the world a better place," she said.

FCOSS board member Loraini Tevi spoke on Ethics and Spirituality of Volunteering. Giving her personal testimony Tevi said ethical concerns were central to religious faith because communities have moral problems. "So religious ethics is geared towards creating and maintaining right relationships – in the family, in the larger society, in business dealings, in government and other areas."

She said that to be an ethical and effective volunteer "one needs to know who you are, your gifts, strengths and weaknesses and where you stand in relation to the issue and challenges you are facing."

Nilesh Kumar of Training & Productivity Authority of Fiji spoke on Sustaining and Strengthening Human Values of Community, Caring and Serving. He told volunteers that human values were part of our life and helps a person in many ways.

"Society would be a very unsafe place to live in without human values," he said.

Talking on Evolution of

Volunteerism in Fiji, Samuel Reuben of District Council of Social Services (DCOSS) said many people who volunteer have a personal attachment to the area and want to make it a better place for themselves and for others as well. He said the voluntary sector had evolved in many ways in Fiji.

"From individual sacrifice to sponsorship, from being individual and community based we now have corporate partnerships, from only few and informal efforts we now have varied, diverse, formalized and bigger contributions," he said.

Another DCOSS representative Jai Narayan said "NGO's have an important role to play, in partnership with others in the public and private sectors and civil society, to help spread the benefits of development more widely."

TPAF's Satendra Prasad spoke on Time Management. He told participants how important it was in volunteerism as many are working individuals who give their time outside their normal work and personal commitments.

Lions Club of Labasa president Rosan Lal in his presentation on Thinking Big said that volunteerism could bring about more impact if we think outside the box.

Nunia Thomas of Nature Fiji spoke on Spirit of Conserving Nature. She emphasized on sustainable environmental management and the need for volunteer efforts in this direction.

Media Consultant Verleshwar Singh challenged volunteers to effectively utilize ICT in their volunteer efforts. He said the benefits of mobile technology had a lot to contribute to social development.

One of the key outcomes of the three day conference was that for the first time 120 plus volunteers were able to come together and share information of experiences with volunteering, learn about the origins of volunteering in Fiji, gain knowledge and wisdom of pioneers of volunteerism and contemplate on the future challenges in volunteer efforts. The conference enabled the celebration of the tremendous contribution of volunteers by marking the International Volunteer Day, the first anniversary of the establishment of the National Volunteer Centre, and its partnership with Vodafone ATH Fiji Foundation.

# Taking philanthropy to the next level

Corporate Philanthropy Seminar discusses ways to effectively contribute to resolve social issues

## Obligations beyond the Balance Sheet

Corporate Philanthropy is about big companies taking up the challenge standing up to their obligations beyond the balance sheet, says Vodafone ATH Fiji Foundation Chairperson Michael Stanley.

Speaking at the Corporate Philanthropy Seminar in Nadi, Stanley elaborated on Vodafone's corporate social responsibility strategies saying other corporates can learn from what they do and engage in similar community development initiatives.

Vodafone operates 28 companies globally and each has a Foundation as a registered charity. Some profits that are made from these companies are donated to the communities. Vodafone's parent global company based in the UK donates approximately \$65 million dollars to communities around the globe.

One of the initiatives that Stanley highlighted was funding the surgery of children with critical heart ailments. Over 40 children in Fiji have received specialist heart surgery in the last couple of years.

The Foundation spends between \$14,000-\$17,000 on each child to send them to India for the surgery.

Stanley said that the contributing factors for such problems were many, hence, candidates of Vodafone's World of Difference programme are working with charities in the community to help alleviate poverty through their different projects.

Thirty six candidates work with communities around the country building capacity and empowering people.

Projects include promoting healthy living, empowering rural women and youths through



Candidates with Michael Stanley

art and craft training, care for the senior and handicap children, financial literacy, environment sustainability, mental health care and land issue. At the end of the project the Foundation believes they would have impacted the lives of a lot of people.

## Corporate sector has a special role



Nandan

University of Fiji Academic Professor Satendra Nandan in his key address at the seminar threw the gauntlet at other corporate organisations towards the alleviation of poverty. He challenged them to do more to help alleviate poverty though it would be difficult to eradicate it completely.

The seminar heard contrasting commentaries about the failures and contributions of different corporate organisations towards the eradication of poverty. Professor Nandan gave an analogy of the CSR's capital labour system and how it failed to leave behind an enduring institution that would have helped alleviate poverty.

He then paid gratitude to Andrew Carnegie for his contribution in establishing the Suva City Library. "Can you think of a library or a bookshop endowed by a Fiji millionaire," asked the Professor. He is still optimistic that through education and communication people should be made aware of the injustice and inequality in our small society where no one should live below poverty line.

The author of many books believes that we should not have the level of poverty that we presently have given the remarkable natural resources and human capital Fiji has.

Nandan added that there were enormous challenges for philanthropy, both private and corporate. He pointed that the corporate sector has a special role - that is to identify itself as a sector, to develop a public profile, to create professionals to support its activities and to develop a shared and compassionate vision for Fiji.

## Put philanthropy in your business model



Roth

Fiji Water representative David Roth urged corporations to make 'giving' part of their business model. He said that it was not that corporations wanted to or have to, or it would be bad consciousness if they don't but rather a strategy that was part of their business.

During the global economical troubles, it had been rational for corporations to cut back on their giving. The correct approach according to Roth is to increase the giving by corporations.

"The ups and downs of the global economy should not affect the giving's of corporations towards charity," he said.

Roth reminded everyone that addressing global issues can be good for society at a time of increasing globalization on one hand and diminishing state influence on the other.

"It is our responsibility to help develop a community in which we work and live and corporates are better positioned to focus resources to meet the basics needs."

He said businesses should concentrate on providing basic needs of the community which includes infrastructure, health and education.

"Businesses must fully commit to sustainable development and fill the areas of greatest need," said Roth.

He said it was critical that corporates become accountable to their economic, social, and environmental performance.

## Towards a healthy population



Sinha

Dr. Animesh Sinha of FRIEND's PRISM health initiative spoke on Non Communicable diseases. Sinha is a volunteer doctor from the USA who volunteers nine months every year in Fiji to help people with NCDs.

Sinha raised concern over the alarming rate of deaths related to NCD.

"NCD is responsible for approximately 82% deaths in Fiji and this is staggering statistics for a small country," said Sinha.

"An average of 300 amputations is carried out at the Lautoka Hospital alone every year. High cholesterol level coupled with high blood pressure ends in stroke and heart attacks."

"These figures are very alarming and most of these deaths and amputations happens at the age of 40's. Hence a breadwinner is either lost or disabled permanently through NCD," said Sinha

Non communicable disease is the single most cause of fatalities in the country. High blood pressure, diabetes and heart attacks are non communicable diseases that are preventable and manageable through healthy living. PRISM is the basic approach adopted by volunteer doctors and nurses in combating NCD with the most under served communities.

Dr Sinha and the other group of medical volunteers implement PRISM to effectively combat and control NCD. PRISM is prevention, restoration, integration, sustainability and the minimal use of state-of-the-art resources.

## Putting virtues into corporate context



Lucas

Veronica Lucas of the Virtues Project said we should honour the corporate sector for their 'givings' as it showed their corporate virtues.

She said any business that gives will prosper to greater heights as such virtues have positive energy and results of such action will always come back in good form.

"When we talk about corporate philanthropy, we talk about use of generosity which is a virtue in human beings," she said.

Lucas urged corporate leaders to practise virtues themselves so that it can filter down to staff and stakeholders.

She told the seminar that everyone should awaken the gifts in themselves by practicing the five virtues that they promote.

The virtues project had received \$96,000 funding from the Foundation to carry out various activities.

## Alleviating poverty through partnership



Kiran

Shashi Kiran of the Foundation for Rural Integrated Enterprise and Development (FRIEND) spoke on poverty alleviation and how their partnership with the corporate sector was making an impact.

She said there was lot of creativity and skills in the communities and in people but what was missing was the belief that they were able to do something.

"We encourage the under served to believe in themselves. We encourage communities to dream their dreams, what is the ideal society they would like to live in and then take action to realise the dream," she said

"In a country of plentiful resources there is need to equip people with skills, resources and market so that they can live a life of dignity."

"FRIEND serves anyone who needs assistance to get a livelihood," she said, highlighting the various work the NGO has done in this regard. However, she emphasized that the success of income

generation and sustainable development was only through partnership with existing organisations in this country and corporate formed a large part of it.

"FRIEND's work would not have come to this level without the partnership of the corporate sector," she said. Shashi thanked Vodafone ATH Fiji Foundation for helping them with \$15,000 in 2006. She said FRIEND's products were only available in high end markets now because the corporate sector believed in long term sustainable development here.

"This shows commitment from the corporate for our own products rather than imports."

She said NGOs and corporates can effectively join hands to alleviate poverty in the country.

## Giving back to the community



Laxmaiya

Reddy Group Human Resource Manager Navin Laxmaiya relayed to the seminar the company's commitment to social causes saying giving back to the community is an important component of their social engagement.

"The philosophy that guides the Group is to continue to be responsible and to be aware of the entire communities and environment they operate in," he said.

He told participants that corporate citizen's virtues should evolve around money, attitude, and giving back to the communities in which they operate in. He further stated that strategies such as carbon emission blue print, minimization of waste, minimal usage of water and electricity and volunteering within various communities should be undertaken.

The Reddy Group has a Reddy Foundation Trust that makes charitable donations to communities.

Projects the Reddy Foundation Trust has undertaken are: building the blood bank at CWM Hospital in Suva; Reddy Earnest Vision Trust at Lautoka Hospital for cataract patients; management and administration of the Fiji Girit Centre; and upgrading of the physiotherapy section at Lautoka Hospital.

The Groups' strategic approach is to continue partnership to help build a better community.

## NVC continues training workshops for volunteers

In its continued efforts to help the large number of unemployed youths who form the core of FCOSS volunteer group, two workshops were held to assist them. Securing Employment and Positive Mental Attitude Workshop's were held in July and November respectively.

Sixty unemployed volunteers registered under the Vodafone ATH Fiji Foundation funded National Volunteer Centre [NVC] participated in the two workshops. The workshops were to assist them to be productive, self employed and to learn from successful young people of their age. The first workshop held in July was to assist participants develop a structured CV and covering letter that would be in line with their qualifications and experiences. Various speakers informed participants of the avenues to job searching, basic knowledge of recruitment processes, work values and organisation cultures. After the workshop participants were confident to secure for themselves employment in the labour market.

Live Your Dreams – A Peer Mentoring Session was the theme of the second workshop held at TPAF in November. In this session volunteers were told of the important roles a mentor has on someone as they:

- Act as an impartial sounding board creating a valuable space and time for one to 'stand back' and review where one is, where one wants to get to, and how best to get there.
- Mentors contribute viewpoints, advice, and information from their own knowledge, experiences and expertise.
- They assist in achieving changes and goals to enhance professional and personal life.

NVC Project officer Neil Maharaj said that, "they had found that graduates today cannot find employment because they lack basic skills in applying for and securing a job."

"These workshops did not only train them but was to assist them in aligning their passion with the right skills, knowledge and qualification," said Maharaj.

## A day for the Seniors

The Vodafone ATH Fiji Foundation funded, Dilkusha Excelsior Kickers Club hosted a free health check up drive for the elderly of Nausori Community to mark the UN declared International Senior Citizens Day.

"The club values the contribution made by our senior citizens in the country and we have dedicated this event for well being their health," said club secretary Arnold Ram.

"Elderly in our community possess a great deal of knowledge, wisdom and tradition and the young generation today need to understand this."

"It's a privilege for the club to be one of the first soccer clubs to come up with such an idea in the Rewa District," he said.

"We acknowledge the opportunity provided by Vodafone ATH Fiji Foundation and thank them for their trust in the difference a soccer club can make - apart from just playing soccer."

"Our vision is to set a platform for communities to work together to enhance their profile, credibility and effectiveness. We are doing this by using sports as a tool for development," said club patron Sat Narayan.



Vodafone's Ligavatu & Lenora address guests at the seminar in Nadi



## Micro-savings

### Amelia Koroiadi

Candidate Koroiadi works on the Suva western zone and is implementing the Pacific Community Network (PCN) scheme that is promoting savings for many on a very micro scale. She has managed to form groups in the squatter settlements on the outskirts of Suva. Koroiadi has formed PCN scheme groups in Nacovu, Wailea, Narere River Road, Caubati, Nabulivatu and Muanivatu communities. Most of the community members are interested in the scheme and had responded by registering and even saving instantly. These members are happy that they have been recognized and something worthwhile has been done to help them. Koroiadi formed youth groups and encouraged them to learn to save by providing them with some basic materials and training to manage their savings. She even helped a lone widower in fixing her leaking roof and develop vegetable gardens.



## Women's prosperity

### Amelia Latu

Amelia Cagimaivei works on developing members of the community to have income sustainability. She targets destitute, those who lack support and the unemployed women in her district. These women had been identified and groups had been formed. Cagimaivei has registered these groups with the Ministry of Women, Social Welfare and Poverty Alleviation. These women have come to realize the empowerment they can get through the income sustainable activity that is being mooted by Cagimaivei. She has engaged women from HART homes, villages and other settlements in the district. Women are engaged in different activities from puri and palau selling micro enterprises to sewing, handicrafts production, baking and small plant sales. Cagimaivei had not only brought awareness on income generating ventures, she has also distributed Cancer awareness pamphlets to members and participants.



## Towards green future

### Ana Sahai

Candidate Sahai is currently working towards a global achievement through her actions with the local community. The world is out to plant a billion trees thus Sahai is involved in educating and bringing awareness involving the land-owning units, schools and communities of Bua and Macuata provinces. She is holding workshops on aspects of good use of natural resources and sustainable forest management. The response from the stakeholders in villages has overwhelmed her for they now realize the importance of their natural resources and how best they could manage it. Sahai is involved in the campaign to bring awareness to the land owners about the Fiji Forest Policy (FFP) 2007. Fiji Forest Policy 2007 promotes the establishment of permanent forest estates where most native trees grow. Global warming is a concern and Sahai's input into the 'World of Difference' certainly will have a wider impact not only for the communities she is engaged with but perhaps the Pacific region at large.



## Helping our Seniors

### Betty Mataraki

Mataraki is working with youth and elderly of the Rotuman community to build capacity of these individuals so that they can better their lives. Her mission is to train youths to better look after the elderly and provide assistance to the seniors by engaging them in various resource-building activities. Since the start of her project Mataraki has extended her scope to other communities apart from Rotumans alone. She has gone to other areas in Ba such as Clopcott, Bangladesh, Rotary settlements and as far as Vatukoula to name a few. She has sought assistance from skilled elderly individuals to train youths with skills such as tile laying and painting. She also organized handicraft and jewelry training programs for youth and mothers. She has conducted workshops on how the youths and the elderly could look after their social capital which are wisdom, culture and experience.



## Agriculture & Agroforestry

### Edmond Maxwell

Maxwell arrived back in his village after an absence of two years eager to impart his knowledge and experience to the youths of his home island of Taveuni. His area of work - youth agriculture and agro-forestry. Maxwell has conducted awareness workshops for youths on farming, budgeting, savings and improving standard of living. Maxwell was invited by their village headman to speak at the boso vakoro on the project he has undertaken. The response has been overwhelming with 20 youths joining his group and many more seeking advises. The difficulties that Maxwell has faced are the shortage in dalo tops and cassava stems for seedlings. This shortage faced on the island resulted from the hurricane that ravaged Taveuni earlier this year. Undeterred he contacted his sister in Suva who arranged for the dalo toppings. Three thousand toppings have been duly delivered through the Agricultural Ministry in Suva.



## Mental Health

### Elenoa Lavetiviti

Social volunteer Lavetiviti is working for the Youth Champs for Mental Health in Fiji to educate youths on mental health issues and engage communities to reduce the stigma surrounding this health status. Her disability to walk did not mean any less commitment from her in this project as Lavetiviti successfully sought sponsorship from Post Fiji Ltd for the World Mental Health Day and organised events to create awareness. She liaised with the Education Ministry to get schools to send students to the event. She also tried to find ways of incorporating mental health education into their youth activities and how youth champs could be educated on the Convention on the Rights of People with Disabilities. Further on, she worked with the St. Giles Psychiatric Hospital to engage patients in various arts workshops. She organised the first painting workshop at St. Giles Hospital where artists from the Fiji Arts Council participated.





## Sanitation

### Esika Bale

Esika Bale a former sheet metal and plumbing student of Fiji Institute of Technology intends to improve the basic standard of living in his community. Rural areas in parts of Fiji lack proper sanitation facilities so Esika aims to provide his services to the community. His area of activity is around the rural settlements of the friendly north town of Labasa. He is engaged in localities such as Nacula village outside Labasa and Saraba near Waiqele Airport. Bale has been constructing proper bathroom and flush toilets for rural residents who have been lacking the same due to various constraints. He is assisted by youths and occupants of households he works on. Bale also helps a fellow candidate Hemant Kumar in construction work, building homes for destitute in the north.



## Home Enterprise

### Filomena Masirewa

Masirewa is working in remote villages in the north developing skills for women in the Macuata and Cakaudrove provinces. Villagers in this region rely on yaqona, copra and fishing for their source of income. Masirewa's vision is to equip women with skills that will enable them generate alternative source of income. She has been encouraging women in her training and empowerment workshops to further develop their weaving and handicraft skills to supplement other source of income. She has also identified key community contact people and trainers. Her workshops highlighted that it was important to see sustainable planting of pandanus (voivoi) to source their mat weaving materials. Participants noted that selling of their craft in the tourist and commercial markets could help them earn extra dollars for their families. Village women are very supportive of the idea of alternative livelihood projects. Masirewa has also identified the unique skills the villagers have as they can weave round edge mats. So she has sought to locate the market for these products in Nadi, the tourist mecca of Fiji.



## Food Security

### Girwar Khatri

Khatri, with the charity of Naleba College, spearheads Seed and Seedling Outreach on Food Culture and Nutrition project. Khatri has set up a nursery at Naleba College as the seedling outsourcing base to supply participating households. Four mini nurseries have also been established in outlying area to cater for those who live away from the base. He has supplied dry seedlings and long term nutritional crops. About hundred households have volunteered to participate in the household food production program. Through this outreach households were able enhance their plantations with short term crops such as vegetables, and long term crops like bananas, oranges, mandarins, lemons, parrot mangoes, papaya, saijan and coconuts to name a few. More than 40 varieties of seeds have been germinated and distributed to over 120 households and schools. Khatri has also established a model garden in a large plot in Vunivau Labasa and invites anyone to see and learn principles of effective gardening.



## Building Homes

### Hemant Kumar

Hygiene and sanitation in most rural areas around the country is poor. Hemant Kumar, a carpenter by profession, works on this project for healthy lifestyle. Kumar with the charity of the Lions Club of Labasa constructs facilities for hygiene and sanitation in Communities Project. Kumar had completed the construction of two homes and five sanitation facilities. The first was for Rabun Nisha a destitute, her house was kindly funded by Lions Club of Labasa. The sanitation facility was generously funded by the Vodafone Red Alert program. Kumar constructed Manorama Devi's home with the help of fellow WoD candidate Esika Bale. Kumar into his second phase of the project had put down finer touches of the construction such as painting and other finishing works. His work is not merely confined to the construction aspect of buildings but the digging of sanitation pits as well. The builder continues to assess newer projects.



## Giving Back

### Hemen Narayan

Hemen Narayan, a former resident of St. Christopher's Home is engaged in the 'Give Back' project. Narayan is out to upgrade the Home with a computer room, arts corner for the kids, a new catering business, and develop a backyard garden of fruits and vegetables. Computer literacy is an essential tool in the labour market today so providing computers for the children at St Christopher would greatly benefit these children. The arts corner will be used by children to hone their creativity skills. Another development targeted was the setting up of a catering business to generate the much needed revenue for the Home. To minimize operational cost Narayan set up a vegetable and fruit garden to supply the catering venture with veggies and fruits. This garden would also supplement the children's diet for well balanced meals. Understanding the financial challenges one faces when moving out of the Home, Narayan has helped the children open bank accounts. Income generated from catering and vegetable sales would be shared among the children after cost and other expenses.



## Traditional Art

### Jessie O'Connor

In order to revive the art of mat weaving in her community, O'Connor started a group called the Veisari Viking Group. This group comprise of 12 young ladies from 17-35 years of age who have the skills to weave various types of mats. Their focus is on doing the traditional mats known as volikorokoro. O'Connor believes that by refining this talent, the women will be able to deliver better quality mats that can be marketed well for a good price. She has encouraged women of the group to look no further than their existing resources and skills to generate income. The core resource for weaving, Pandanus, is widely available in her project district and says O'Connor, women just need to put their skills to use. The group has successfully designed different types of mats, some of which are unique in design. The only challenge for O'Connor now is finding market for the products which she believes will be achieved soon.





## Youth Empowerment

### John Peckham

Peckham believes that youths can make positive contribution to society if they put their time to good use. And his youth empowerment project in the sugar capital of Lautoka is already making impact in the community. Together with the Foundation for Rural Integrated Enterprise Developments (FRIEND), he has engaged youths in beautifying a sports park, repairing a bus shelter, and participating in the Clean Up Fiji campaign. There are significant numbers of youth in Lautoka who are unemployed and Peckham's project has given them new hope in their struggle to make meaningful contributions to society. Apart from the scheduled activities, Peckham runs motivational sessions for the youths to empower them to get self-sufficient by identifying their core skills and finding ways to excel in that area. He hopes more youth will join his project soon.



## Care for Disadvantaged

### Kalesi Donu Waqa

Waqa is all about caring for the disadvantaged. She works with the Treasure Home, an orphanage in Nadi, and intends to lift the lifestyle of Home occupants by improving facilities and services. Waqa successfully engaged volunteers from the Fiji National University to help on her project. Her plans to upgrade the library and play ground for the kids, construction of a bure in front of the home and planting of trees has been realized. Waqa started by door knocking for small plants to be planted on the Treasure Homes property located in Sabeto. She also appealed with the Agriculture Ministry for the supply of plants. A week later she led a team of seven volunteers to clean up the property. Her book drive to upgrade the library saw support from the Nadi Town Council, Motibhai Group and the public. She was invited by the Nadi Town Council Librarian to cohost the Fiji Day/ World Teachers Day Celebration.



## Health Outreach

### Kamla Wati

Kamla promotes health, social and moral support in Labasa. She runs clinics whereby she screens the public on lifestyle diseases and categorises their health status. She places them in three groups mainly: healthy, the moderately affected, and those who are severely affected, and those who are severely affected. Kamla puts the severely sick through holistic cleansing and detoxification process and educates the normal and the moderately affected. She then trains the less affected to go out in the communities and practise the same holistic cleansing and detoxification process. She is ably supported by trainee nurses from the Sangam Nursing School in Labasa. She visits rural communities outside Labasa and has attended to hundreds of families. She uses this project to give a hundred nurses from the Nursing school firsthand experience on the field. The retired nurse also emphasized the importance of healthy diet and personal hygiene.



## Neighbourhood Watch

### Laisenia Bale

How do you foster peace and prosperity in a neighbourhood that at one time was tagged as Suva's most notorious zones? The answer is with Laisenia Bale of Christian Youth Fellowship who took the challenge to work with Raiwaqa youths and change their mind sets. Bale started enlisting the youths during the Crime Free Week in Raiwaqa. He then motivated this group to work on his project by engaging them in various activities. The first activity was a walkathon where the youths successfully raised enough money to expand the project. Bale sought the assistance of another WoD candidate Sharishma Lata to help him open savings account for the youths. He mobilised his recruits to do community service in the area such as cleaning of properties and backyards. The group travelled to the Lomaiviti Group to plant trees, contributing to the global target of a billion plants. Bale has also sought assistance from relevant government officers to train the youths so as they could acquire some skills.



## Special Needs

### Litia Aliti

Litia Aliti is spearheading Children with Special Needs Project in Suva. She plans to design and build a activity-based learning facility with the help of specialists and stakeholders. Aliti has invited qualified draughtsman and contractors to plan and estimate the material for the construction. Plannings for the fundraising had also been formulated such as the muffin days, lovo and the sale of pot plants. Donors of materials and services were also identified. Staff and parents together with the contractor have been actively involved in the project thus bringing some new ideas into the project plan. Aliti also organised a workshop that was conducted by the Save the Children Fiji to bring awareness to staff and parents. The plans put in place had been implemented with success. The setbacks to Aliti's plans had been the unfavourable weather condition that hindered the construction of the play ground. One real challenge was the funds to buy material and pay to for some services.



## Early Education

### Mohinesh Singh

Singh is involved in the Early Childhood Project around the Nadi and Lautoka area. He works with the Save the Children Fiji to provide support to early education centres in building relevant activities that enhance child learning. Initially Singh had to meet the requirements of the education ministry and go through an orientation programme before he could deliver his services. Once into the project, Singh together with teachers and parents made collaborative planning on cognitive development and activities. They also developed monitoring and assessment method to keep track of every child's progress. Singh implemented language development through rhymes and cross culture learning. They identified children with development problems and tutored them on a singular basis. He emphasized on the social development focus, moral values and cultural understanding. Singh also promoted children's rights to parents and teachers. Many schools do not have adequate resources and this is a challenge Singh is facing.





## Disabled Care

### Monica Walter

Walter a parent of two disabled children works on the Disabled Caregiving project with the charity Hilton Special School. The purpose of her project is to encourage parents to support their disabled children. Walter has been busy in trying to uplift the facility at Hilton Special School. She organised a cleaning of the facilities in the school and engaged in fund-raising. Now the school has a new billboard, repainted stones and shoe racks for children. A Gunusede and curry nights were organised to kick start the fund raising drive needed to bear material cost. Walter has been working with parents sharing her wisdom on caring for disabled children. She continues to contribute to this course via various efforts. Hilton Special School bazaar which Walter helped organise was a fundraising drive. After unsuccessful attempts to find sponsorship to purchase materials, Walter mooted the bazaar to help her in her cause. The bazaar was a success with funds raised to be used to purchase the much needed materials.



## Cultural Development

### Nalini Ratika Narayan

Narayan is working on the project of Cultural Development for Children. She has approached orphanage, schools, HART homes, villages, kindergartens schools and youth groups to teach children cultural dancing. She then organised the first dancing program at the Vunimono Community hall with schools from the Nausori area attending together with many youth groups. Narayan selected two schools and trained them to choreograph their dancing moves. Many parents from different cultural background whose children were not initially selected approached Narayan to train their children as well. A youth group she has been training was hired by the ANZ Bank to perform during their Diwali celebration. A total of seven kindergartens and youth groups are under the tutelage of Narayan learning the fine art of dancing. These groups are now varied from classic Indian dancers to the modern hip-hop groups and the Fijian cultural dancers. They are all now finding a new sense of excitement with their skills after being honed by choreographically refined moves.



## Healthy Living

### Pritika Ram

Pritika Ram is attached at the Three Angels Missionary Hospital in Rakiraki promoting and teaching healthy living as part of her project. She empowers communities on how to live positive lifestyle by training them on developing healthy gardens, healthy cooking and juice making skills. While in the hospital she teaches patients on various aspects of nursing and care giving. She visits communities selected by the hospital and provides massage therapy and other nursing practises performed at the hospital. These include check up for blood pressure, sugar levels, etc. She also provides health tips, how to perform hydro therapy, making of herbal juices and information on natural remedies, health rehabilitation and detoxification. She also helps in the cleaning of the hospital and the preparations of diets for the inpatients at the hospital. Similar programmes are run by two other western candidates **Sereana Tinairadiniwailevu** and **Isikeli Uluidreketi**. The three candidates have been advocating healthy living in the western division.



## Environment

### Pua Karikaritu Bulou

Bulou is engaged in Environmental Sustainability and Community Theatre. She has been offered a piece of land by a relative to engage youths from Cuvu village for vegetable farming. The clearing of the land had begun and arrangements made with the Agriculture Ministry at Nacocolevu to provide seedling. The village youths are engaged in other governmental projects and many are employed in nearby resorts. The identified land has been tilled and fencing erected around the plot to keep out stray animals. Seeds had been collected and ready for propagation but the dry spell remained a major setback for the group. The group had identified long term crops that would need low maintenance. This would give them to attend to other commitments in the community. Bulou's community theatre project has not taken off successfully, however, she is working towards achieving this goal before the programme ends.



## Art & Craft

### Rovil Singh

Rovil Singh is working on the Environment and Art Work Project in the Sigatoka district. He is focusing on imparting his knowledge and experience with school children, hotel workers and all sections of the rural communities. Rovil visited most of the schools in the district to hold meetings with the school heads on his project mission and objectives. He later visited communities and met village heads to brief them. Rovil started from iTaukei villages of Hanahana, Voua, Rukuruku and Vunavutu. He held workshops in these villages and showed the participants, mainly young children, women and unemployed youth the basic skills of art and craft of painting, sign writing and screen printing. Rovil encouraged participants to utilise such skills to make a living out of it. World of Difference candidates in the West also underwent training on art work at the Treasure Home in Nadi. Rovil imparted basic skills to his colleagues' to help them in their respective projects.



## Sewing for Health

### Saleshni Lata

Sewing for Health Project was Saleshni's challenge into the World of Difference program. After planning and identifying the requirements Saleshni went out to deliver the task she had undertaken. Women's groups were identified to be involved in the sewing of materials. Saleshni then approached business houses for donation and the supply of these materials to the women's group for production. Then she started her visitation to the hospitals to inspect the state of bedding materials. She visited the Three Angels Hospital, Ba Mission, Sigatoka and the Tavua hospital. After her visits she discovered that essential bedding materials were in dire need. There was a urgent need of pillow cases and bed sheets. Saleshni then coordinated between the women's group involved, the hospitals and screen printers. Orders were taken and all the products were delivered to the hospitals. She also supplied materials to Nadi and Lautoka hospitals and some rural health centres.



## Income Generation

### Salote Marama

Marama is working on Income Generation for Women in the Ra province. She started her project meeting stakeholders from community clubs, especially women and single mothers in Tavua and Vatukoula district. She trained these women on the art of jewelry making and baking. Most noted part of this project is the traditional bread-making methodology which has been refined to achieve mass production. The women involved are now able to make and supply bread to neighbouring villages, generating income for them. These women are excited with what they have learnt so far and have grown in confidence with the knowledge they have gained through Salote's training sessions. Women from Rakiraki to Lautoka and in the mountains of Nadarivatu have been attending the training. The trainings have helped these women to involve themselves in income generating activities. Salote also assists other WoD candidates in the west.



## Land Tenure

### Samuela Viviatutura

Viviatutura is working with the People's Community Network project to secure land leases for many who do not have one. He has conducted workshops in various areas to help people understand the project. He later organised an informal forum in Lautoka where all squatter and informal settlers were present to air problems they were facing with land tenure. In this forum Fijian and Indo-Fijians were all present. One landowner in Ba was willing to give his land for development in support of the PCN initiative. Covering projects between Suva and the western division is no easy feat. Viviatutura transverses across Viti Levu covering projects on PCN, community policing and other developments such as constructions of seawall and land tenureship. Punjas and William & Gosling had supported the construction of the seawall project in Navutu in Lautoka.



## Financial Literacy

### Sarishma Seshni Lata

Involved in the MIS and Financial Literacy Outreach project with Microfinance Unit of the Fiji Council of Social Services, Lata has been able to meet her goals of digitalizing 10,000 client records from manual recording to a computer database. She was supported by two more volunteers and staff at FCOSS. They were able to streamline the record so that it could be easily accessible from a computer database. Apart from this, Lata identified other areas for possible outreach programmes. She successfully conducted microfinance workshops for market vendors in Nausori. Lata had visited many communities to spread the gospel of PCN and the response had been encouraging. Members of the communities whose threshold have been below \$10,000 have come to realise the importance of saving. Lata continued her duties between office work and field visits fulfilling her project commitments.



## Helping Mothers

### Sunil Kumar

This university graduate undertook a charitable project called Giving Mothers Hope. He identifies small business projects for mothers and helps them with the start-ups and business plans. Kumar went on a mission to expand the bread making venture at the Home of Hope. He arranged meetings with caterers at the USP campus so that mothers from the Home could supply bread to the university. Another enterprise that the mothers undertook was the making of bead jewelry. A trip was made into the city to see how the mothers could enhance their production and marketability. They met cafe and bakery owners and held discussions with them in regards to all aspects of running a successful business. The group also attended the Regional Conference on Small Business Development and Entrepreneurship in the South Pacific held at USP. When they had produced their first lot of breads they were surprised to receive calls from people and organisations who wanted to become regular customers.



## Rabi on the roll

### Terikano Takesau

The women of Rabi have new hope in the WoD project led by Terikano. Terikano is on a mission to better the lives of Banaban women by engaging them in enterprising home activities that would help generate income for these women. She started by conducting training on making virgin coconut oil with the abundant supply of coconut on the island. They were trained on making lotion, packaging, and labelling as well. These women are now able to mass produce the oil and lotions and package them properly for sale. A farming project had been started to supplement the activities they are already involved in. Terikano is motivating the women to utilise their existing natural resources to the maximum. The women on the island are learning a great deal of how they could make good use of the resources on the island. To market their products Terikano organised a showcase, in conjunction with the Rabi Festival where over 3000 people had the opportunity to buy the products.



## World of Fashion

### Vandana Vikashni Deo

Vandana is making waves among fashion fanatics in the town of Labasa. She started her dream project World of Design by registering students. These students from different schools were trained in hand sewing and construction techniques, teaching them about symbol, patterns, and related design principles. The aspiring fashion designer embarked on fund raising to equip the schools with proper sewing facilities such as sewing machine, tapes, etc. Vandana then reached out to the communities in the surrounding area to impart her knowledge to women who were interested in learning fashion designing. Then she selected a group of students and trained them to become models. The group had an extensive training for a few weeks and paraded in the first ever fashion show in the Northern division organised by Vandana. The WoD candidate had left a lasting impression on the minds of everyone present at the fashion show.





## Research & Action

### Varsha Naidu

Varsha a law and psychology student at USP is conducting research that would help in policy making and developing strategic plans to help the needy children of Fiji. Working with the Foundation for Education of Needy Children, Varsha's research will diagnose a realistic picture of the situation of needy children, identifying barriers to education. Vandana started her project by analysing an existing research paper on the subject and was startled by the figures and trends in this area. After this analysis she got on to implement her own research methodology to give her a realistic picture of the present situation. She drafted questionnaires for poor children, parents, heads of school, community leaders, NGOs and school dropouts and carried out a pilot testing on 25 participants. She sought help of volunteers in the central, northern and western divisions to process the questionnaires and also interview key targets. Varsha hopes to successfully conclude the research within the project timeline and draft a report that can form the basis of further action.



## Counselling

### Vilimaina Wati

Counselling is not common in our society though it plays an important role. Wati in her project of Counselling and Social Services Provider in the Ba district provided this essential service to the people. Wati had sent a correspondence to the Ba Police Station asking them to refer all rape victims for counselling. Her outreach started at the Nari Sabha an Indo-Fijian women's group. When two lovers made a suicide attempt and were admitted at the Ba Mission Hospital, Wati paid them a visit to counsel them. The severity of their attempt had gotten the better of them and they both lost their lives. Wati realised that if the pair had been counselled two young lives would not have been lost. Wati counselled those admitted in the maternity ward for post natal syndrome. The counselling officer reached communities and even campaigned during the Cancer Awareness Week.



## Medical Care

### Dr Anibal Oscar Kalbermatter's

Dr Anibal Oscar Kalbermatter's Advanced Medical Care project has provided new hope to many people needing specialised medical attention. Eleven weeks into the project Dr Anibal and his team have attended to 1204 patients, proving diagnosis in cardiovascular, dental, dermatologic, scabies, ear-nose-throat, endocrine, gastrointestinal, genitourinary, hernia, musculoskeletal, neurologic, ophthalmology, and other medical conditions. People from Buca Bay, Taveuni, Rabi, Savusavu, Suva, Lautoka, Labasa, Kio and some other parts of Fiji have been seeking medical services at the Mission at Natuvu Creek.



Dr Anibal has also purchased additional equipment to add to the existing facilities at the Mission. Other doctors on the team are Dr H. Farley, Dr R. Burns, Dr E. Linebarger.



Medical facility at Natuvu Creek



BSP officers insure WoD candidates

## Foundation launches social media initiative for WoD programme

A social media initiative to engage the wider community in the activities of the World of Difference Fiji programme was launched by the Foundation.

Launching the roll-out Foundation Chairperson Michael Stanley said social media will allow the 36 candidates to tap on the skills and resources of other WoD candidates around the world.

"This is an imperative tool in today's networked society and I am proud that the Foundation has taken steps in this direction," said Stanley.

Media Consultant Verleshwar Singh who developed the social media strategy for the programme said the platform allows the creation and exchange of user-generated content which is a phenomenal asset for any organisation.

"We have had a lot on discussion generated

on the social media channels that we adopted. Candidates are making timely updates through their 3G mobile phones and we keep on motivating and advising them on issues through the same tools," said Singh.

Foundation Executive Ambalika Kutty said social media engagement is one of the evaluation criteria for the programme.

Early into the programme a social media training was conducted for all candidates. They learnt how organizations were using the social web to achieve business goals. The training got them actively involved in using popular social media tools through practicing some key tactical activities: listening, connecting, contributing, communicating and community-building.

Candidates were asked to explore the social



Foundation Chair Michael Stanley launches the social media initiative with Media Consultant Verleshwar Singh

web and make practical application of the tools. The training has built capacity of the candidates, equipping them with a basic understanding of social media concepts and the culture of the social web.

# Sharing the spirit of Christmas with the needy

Once again in the spirit of Christmas Vodafone Fiji shared cash and gifts among special homes and orphanages, continuing a tradition that began in 2006.

"The Christmas tradition begun by the Vodafone ATH Fiji Foundation in 2006 is to share \$5000 amongst a few orphanages and homes that look after the less fortunate in society at a time when many people are receiving gifts and enjoying time with family and friends with good food," says Vodafone's Lenora Qereqeretabua.

Suva Special School and the St.



Vodafone's Manorama Singh giving the Christmas donation

Christopher's home received \$1000 each, Vodafone staff also provided lunch for 35 people at the Home. \$1000 was also given to Labasa

Old People's Home, the Golden Age Home in Lautoka and Veilomani Boys Home in Ba together with gifts contributed by Vodafone's western team. Qereqeretabua said that while people were enjoying the Christmas parties and cocktails, they should spare a thought for the less fortunate in society and contribute.

"This Christmas donation is separate from the grants that the Vodafone ATH Fiji Foundation gives to local NGO's and not for profits each year, which have run into the millions of dollars since its inception in 2004."

## North women soar

World of Difference candidates take their projects to new heights

Four women candidates in the northern division are surpassing their World of Difference project objectives by engaging the greater community, reaching points of sustainability.

Terikano Takesau, of Rabi Island has mobilised more than 100 community groups within 7000 population and has convened a number of activities to support the Banaban Community. The project activity ranges from vegetable farming for women supporting more 400 households; identification of 50 unfortunate children out of which two are disabled and four are mentally challenged; utilisation of natural resources to generate income, including production of virgin coconut oil, soaps and lotion, baskets, flower vases and other handicrafts; utilising resources from the sea; and educating of parents of disabled children. Recently Terikano organised



Left: Fashion show in Labasa. Right: Rabi Festival and showcase

the World of Difference Market event, in conjunction with the Rabi Festival, to allow to show case their products. More than 3000 people including those from Labasa, Savusavu and Taveuni witnessed the event.

Another event hosted by candidate Vandana Naidu saw north fashion lovers descend into Labasa Town. The North's first fashion show organised in partnerships with corporate sponsors gave a chance to fashion fanatics in

Labasa to engage in an entertaining and enterprising activity. It also saw the emergence of a new breed of models who were otherwise unaware of their own talents. With tremendous success and greater support from Labasa businesses, Vandana staged another fashion show recently and this time models from as far as Suva and Nadi participated.

Kamla Wati, a retired nurse, leading the Health Outreach Project

has attended to over 200 households and built capacity of 100 nursing students, screening people on lifestyle diseases and advising on healthy living.

Filimone Masirewa, working in the Seqaqa District, is empowering women with skills that will enable them generate alternative source of income. The projects has seen emergence of several home enterprises.

## Giving the gift of sight

The Rotary Club of Taveuni Island's Eye Project was completed successfully in November 2010 on Taveuni island.

One hundred and eighty five patients received cataract, phlyerium, and eye-related surgeries.

The Eye Project, is an ambitious health initiative that provide eye care treatments to those who are unable to afford it.

The Vodafone ATH Fiji Foundation donated \$20,000 to this cause.

Started in 2005, the primary goal of the project is to help give sight to those who have neither the access to, nor the resources to obtain, prescription eyeglasses and the specialised surgical procedures

needed to repair cataracts and other advanced eye ailments.

"As of 2009, they screened more than 4,000 villagers for vision problems, provided eye glasses to more than 1,500 patients and performed life renewing surgery, free-of-charge, to more than 900 of Fiji's most in need," said project coordinator Geoffrey Amos.

"Our long term goal is to build a system of free eye care, using specialists and trained local volunteers, so that all those lacking proper vision, can have access to these life changing treatment," he said.

"To date we estimate the value of the surgery and services performed to be more than US\$3,000,000," he



Eye patients after their surgeries

said. Our major international supporters include many of the region's most recognized organizations in international vision aid, including the Hawaiian Eye

Institute, Surgical Eye Expeditions (SEE), Medical Aid Abroad (New Zealand) and Volunteer Ophthalmological Services Overseas (VOSO, New Zealand).

# Passion for the Vanua by Aslam Khan



## Corporate Volunteerism

I take this opportunity to make a grand salute to the volunteers of Fiji to mark the International Day for Volunteers. Learning that the voluntary sector makes so much contribution to national development is an eye-opener and will motivate us to support voluntary efforts.

At Vodafone Fiji we have corporate volunteering programmes, known as Employee Engagement, Handsup Vodafone and Double Your \$, whereby we encourage our staff to volunteer with charitable organisations and help raise funds for cause they are passionate about and also donate skills for charitable organisation effectiveness and capacity building. It ranges from individual volunteer effort through to team or whole-of-company involvement. For example, the employees are the ambassadors and mentors for World of Difference candidates who are working with 32 charity partners and executing over 144 small projects and have touched some more than 6000 individuals in the last three months. The programme has given us a way to demonstrate our commitment to help the local community in which we operate. It has also let us better understand the social issues that exists in our society today. We believe that volunteers play a key role in developing and maintaining healthy communities.

One of the values of Vodafone Fiji is the Passion for the Vanua. This value has been the driving force of our corporate social responsibility over the years. And in keeping up with the tradition of giving we would like to effect Resolution No. 10 of the National Volunteer Conference, by further enhancing our corporate volunteering programme to make a difference in the lives of people.



Vodafone  
ATH Fiji  
Foundation

## \$8million social investment in Fiji

Since inception, the Foundation has disbursed direct grant of \$5.5m and indirect grant of \$1.5 million to 219 community based projects whilst partnering with more than 150 organizations.

In 2003 through support from Vodafone Group Foundation \$184,000 was disbursed to two charity organizations to help people affected by cyclone Ami. In 2004, the foundation made grant of \$472,000 to 24 partner charity organizations. With contribution of \$638,000 it endorsed grants to 30 community projects in 2005. Majority of contributions were being received from Vodafone Group Foundation. In 2006, 29 organizations received close to \$793,000 to execute activities in communities that would enrich lives. 2007 showed an increased need in the area of health and total of \$F1.3 million was given to 36 civil society organizations, including UNICEF, contributing to millennium development and strengthening partnership with UNDP on global space. Dominated by the need in education sector, \$931,000 worth of grants was made to 48 community-based organizations including schools. 2009 saw a significant increase in grant disbursements with total of \$1.31m given to over 70 charity organizations. As of December 2010, \$853,225.53 had been disbursed.

## Community Champions

a column to acknowledge people championing various work in their communities

### Making waves through Khalsa College

The pleasure of realizing the impact capacity building has on the lives of students drives Ashwin Singh on. Born and raised on the cane fields of Ba, Singh has always had the people in his heart.



Being evicted from their cane farming land and having to resettle in another area had given him a sense of new responsibility. Experiences in life do have a lasting impact and it had so on Singh after his family's eviction. He realized that there were other people who could be more unfortunate than he had been.

The Khalsa College agricultural science teacher is coordinating the Duke of Edinburgh Programme. The capacity building that the programmes makes on the students and his input gives him satisfaction. Impression the students on the programme leave on the communities has been recognised. This gives the son of a sugar cane farmer great joy hearing the community members speak highly of the students.

He has led the students in numerous community projects. A cleanup campaign at the Ba Mission Hospital and the Sikh Temple drew a lot of admirations and commendations. He had started work with about 20 students and now has an average number of 100 students he leads together with other teachers who volunteer to do community

work. Volunteerism is a big part of his ideals. More students are planning to join this volunteer group in the New Year. Singh in his contribution to civic duties then led a group of 20 students to cleanup the Samabula Old People's Home. It is this kind of services to the community and the capacity building of his students that is satisfying for Singh. "I get a great pleasure seeing the work done by the student being recognized and appreciated". "Seeing the delight in the faces of the senior citizens at the home after the work done by the students and the presents presented by the students to them was heart rendering for me personally".

When Vodafone ATH Foundation donated a sum of four thousand dollars towards their programme they instantly put the money to good use. A poultry shed and bee hives was set up to train students on income generation activities. His experience on the farm as a young boy was of good use when he taught these children the knack of the farming techniques.

"Today these students are financially contributing to their families and the communities they live in. These are the achievements that give me joy. My childhood nurturing in the farming community has had a big impact on my life as I grew up in a communal environment. This has helped me look out for ways I could impact other peoples lives," said Singh.

## Know your programmes

### Sustainable Funding

Promote the health, well-being, & capabilities of young people in Fiji, with a focus on building social leadership capacities.

### World of Difference

Enhance capacities of youth through innovative charitable paid volunteer initiative.

### Vodafone Red Alert

Facilitate access to global disaster appeal facility.

### Handsup Vodafone

Engaging and Leveraging our employees and people to provide skills support to charitable partner organisations

### Double Your \$

Enable employees to volunteer and raise funds for the cause or charity they are passionate about.

### Beyond Funder

Establish beyond funder relations and partner solidarity with charitable partners and relevant stakeholders



## Know your Foundation

Vodafone ATH Fiji Foundation is a registered charity. The foundation was formed to bestow its philanthropic responsibility towards the community it does business with and where its stakeholders, shareholders, suppliers, customers and employees live in.

Through the 'passion for world around us' and 'commitment for making Fiji a better place' for all, the foundation ensures implementation of the social investment policy through annual contributions from Vodafone Group Foundation, Amalgamated Telecomm Holdings and Vodafone Fiji Limited.

### What we support?

Vodafone ATH Fiji Foundation will support programme within the 8 subject focus based on the annual strategy meeting outcome to address specific at heart/most priority need of Fiji Community. We invite applications for projects from Fiji based not for profit charitable civil society organizations which is innovative and encourages social leadership.

### Who can apply?

Registered charities may apply all year around; consequently decision will be made by the board of directors during its meetings. Organizations can download and fill out the Foundation application forms at [www.vodafone.com.fj/foundations](http://www.vodafone.com.fj/foundations) and email it to the Foundation Executive and Company Secretary at [foundation@vodafone.com.fj](mailto:foundation@vodafone.com.fj) or send through mail to Vodafone ATH Fiji Foundation, Private Mail Bag, Suva or drop at 168 Princes Road Suva.

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