

Jeevan

Mobilising Communities, Mobilising Social Change

ISSUE 17 / APRIL - JULY 2012

OFFICIAL NEWSLETTER OF THE VODAFONE ATH FIJI FOUNDATION

Jeevan is the Hindi word for Life

POWERING SOCIAL GOOD

ENABLING TECHNOLOGY FOR DEVELOPMENT

"Mobilising Communities, Mobilising Social Change" is the new direction the Foundation is taking to make greater difference in Fiji.

Underpinning this new strategy is the use of information and communications technology to address key social challenges and enable people to participate fully in society.

"Mobile communications technology can address some of Fiji's most pressing humanitarian challenges and our responsibility is to utilise our people and technology in mobilising social change and in improving peoples' lives," says Lionel Yee, chairman of the Foundation.

"Our strategic direction prompts us to follow the global trends and our platform has the power to reach larger number of people with speed and increased efficiency," he said.

The Foundation is on a path to



Foundation executives launch Dr SMS

make sustainable community impact by helping its charity partners and communities grow and deliver programmes that impact both today and tomorrow's generation.

This, it believes, would be best done by using Vodafone's technology

to drive innovation that makes a lasting difference with multiplier effect. A core part of this strategy is to empower the individual to make a difference rather than simply funding a project. "Investment in people to make the change is key," said Yee.

Dr SMS is here

Dr SMS - a health, wellness, and advisory platform is now available on your mobile phones. The text-based service allows you to communicate with doctors regarding your health and wellbeing.

Foundation trustee, Divik Deo said "the launch of Dr SMS was a ground breaking programme for a leading corporate philanthropy like ours in Fiji."

"Social responsibility is everyone's responsibility, be it state, corporate or individuals, however, developing community solutions to address health and social issues can only be identified from our grass roots' and charity organizations. The reason to share our giving experience is to enable other corporate to give where it matters most and with maximum impact and replicator effects," said Mr. Deo.

"The aim of Dr SMS is also to reach out to the poor and the vulnerable that are not able to access doctors and medical personnel due to poverty and remoteness," said Foundation chair, Lionel Yee.

Dr SMS can be accessed by dialing *979#.

mHealth story on Page 4



SPEEDY DISASTER RESPONSE

FOUNDATION ACTIVATES RED ALERT, ENGAGES CHARITY PARTNERS

Living true to its values of simplicity, speed, and engagement, the Foundation activated its disaster response programme immediately after the floods that wrecked parts of the Western Division in January and March.

Relief assistance worth \$321,000 were declared under Vodafone Red Alert programme for the January and March disasters.

Added to this, 300,000 Vodafone subscribers in the west received free top-up worth \$1.25million to stay connected. The top up was valid for 30 days, ensuring that communication was not a problem during the aftermath of the floods.

In order to provide timely and effective help, the Foundation engaged various charity partners who provided various levels of logistical support to reach communities in need:

Lions Club

Charity partner Lions Club of Ba was on the fore distributing food rations and installing water tanks to communities in the greater Ba and Lautoka region.

The Foundation contributed \$20,000 to Lions Club of Ba for the initial relief work.

Thousands of families lined up the roadside to fill up water containers from water supplied by the Lions Club. Water supply was severed after the flash flooding. Families were not just faced with water shortage but food as well. Thus residents of Navatu, Bangladesh and Wavuvavu settlements received food rations to assist them during the critical period. Three drinking water tanks were installed at Votua village, Vatulaulau Police Post and Yalalevu. The Lions Club of Lautoka supplied food, warm clothes, beddings and water tanks. It assisted Naviago, Drasa, Matawalu Villagers, Luvu Seaside and Saweni communities.

Fiji Sevashram Sangha

A \$10,000 donation was also given to charity partner Fiji Sevashram Sangha.

The Sangha distributed food to 400 people at Drasa Muslim School, Drasa Primary School, Deshbandu Vitogo Primary, Luvu Sangam Primary and Yalalevu Sanatan Primary.

Foundation trustee, Divik Deo, while handing over the cheque said "It was a sad state of affairs of the



Vodafone's Divik Deo presenting the VRA Cheque to Virsukh Lal of PSS

"A 76 year old man walked up to our vehicle as we were leaving and cried openly saying he hasn't seen such immediate and quality assistance in 76 years."
- Rotary Club



Rama Krishna Mission receiving the cheque



TISI Sangam receiving cheque from Foundation Chairman Lionel Yee



Lions Club of Ba receiving cheque

families affected by the floods."

He said that they hoped that the Foundation's assistance would provide relief to the pain and suffering to people as they picked up the pieces to rebuild their lives.

Rotary Club

The Foundation gave \$8,000 to Rotary Club of Lautoka to buy groceries which was distributed to

St. Andrews Primary School, Nadi Muslim, PWD Depot, Mt. St. Maris and other evacuation centres.

Rotary Lautoka took to the road as soon as the access roads were clear to reach evacuation centers. The Rotarians with the assistance of DISMAC delivered the essential needs for evacuees, food parcels and emergency response kits for rescue

centres.

TISI Sangam

The Foundation handed \$40,000 to charity partner TISI Sangam to assist those who had been severely affected.

The Foundation recently forged a new partnership with the TISI Foundation and has boosted the charity partner with its contribution towards relief work. The TISI Foundation would utilize the funds for sustainability programmes.

TISI Foundation also provided dinner for 245 children and baby food at St. Andrews school in Nadi. It also cooked and delivered food for the 500 adults who were sheltering at the evacuation center.

Under the TISI Foundation, the Sustainable Food Programme would help affected farmers rehabilitate their farms. TISI Foundation recognized the hardship farmers are faced with from devastation of their lifeline after the floods. The programme would help farmers harvest produce not only for their daily consumption but help them to generate income. With the funding received from the Foundation, TISI would make available seedlings to farmers so that they could make a speedy recovery. The \$40,000 allocation would be used for seedling outreach programmes to 16 schools and communities. The expected outcome is to establish a big nursery at Nawai and mini nurseries in schools. The school canteens will use the nursery to do up gardens and supply vegetables to the canteen.

Save the Children

Foundation boosted the Save the Children Fiji's 'Education in Emergency' initiative by \$10,000 cash contribution.

Chief Executive of the Save the Children Fiji, Chandar Shekhar in appreciation said, "It is great to see Vodafone ATH Foundation continuing its assistance to the people of Fiji in times of need." 'Education in Emergency' project caters for educational needs of children affected by natural disaster.

Rama Krishna Mission

The Rama Krishna Mission was given \$10,000 to run health camps. They reached 750 households in the western division.

DREAM COMES TRUE

WHEELCHAIR FOUNDATION PRESENTS 110 CHAIRS

Eight-year-old Salamisa Vunilagi, Junior couldn't stop smiling. He's dreamed of one thing every day for as long as he can remember, and today, his dream finally came true.

When Junior was an infant, he was diagnosed with meningitis, and the disease soon crippled him. Junior's parents, Salamisa, Sr. and Vani Mainukulau, did everything they could, even trekking from their rural home to the nearest town of Labasa, in hopes of finding a cure for his paralyzed condition. They were broken-hearted to learn that nothing could be done. As each birthday passed, Junior remained completely dependent on his mother and father - while dreaming each day of independence.

No longer a dream, Junior received a gift that changed the lives of the entire family – a new

wheelchair.

This special delivery was made possible by the Wheelchair Foundation, along with the Rotary Club of Labasa, as part of the Vodafone "World of Difference" initiative undertaken by candidate Rosal Lal of the ACATA Trust Fiji to provide assistance to the physically challenged.

A total of 110 wheelchairs were presented to the Spinal Injury Association, Lions Club, Rotary Club, ACATA Trust and other distribution partners over the course of 10 days, and one man in particular played a significant role in the success of this effort - Chetan Singh Heyer.

Heyer is a former resident of Fiji, and his heart reaches out to the people living with disabilities in his homeland. During his visit to Fiji in 2010, Heyer was alarmed by the



Heyer (left) together with Himmat Ladhia present the wheel chair to Vunilagi

overwhelming number of citizens in need of wheelchairs. He returned to the United States determined to make a difference in the lives of these people, and became Founder and President of the fund raising project Fiji Wheelchairs. Heyer and his family aspired to bring the gift of mobility to their fellow Fijians, and with the help of the Wheelchair Foundation, they were able to achieve their kind-hearted goal.

Some Recipient Highlights

- 4 amputees in Votua Village, Ba, out of the 12 households
- 85-year-old William Sutherland of Vuniyalayala, Labasa, is a stroke patient for last five years
- Shiri Dhara originally of Sigatoka was 36 when both his legs were amputated due to diabetes which he was unaware of before.
- Sangeeta from Howell Road was two years old when she got burnt and has been disabled for the past 34 years

STAFF, CHARITY IDENTIFY MOBILITY NEEDS

Vodafone staff and charity partners pitched in to help identify people needing wheel chairs and handle the logistics to distribute the 110 chairs donated by the Wheelchair Foundation.

The wheelchair drive was part of the Vodafone World of Difference initiative undertaken by the ACATA Trust Fiji to meet the needs of the local needy.

ACATA Executive Director and WoD candidate Rosal Lal, was desperately looking for someone to sponsor wheel chairs for people with disabilities that were identified by his charity.

He was put in touch with Chetan Singh Heyer of USA who had already started a fundraising campaign "Mobility Relief for Fiji" to collect funds to produce chairs for the needy in Fiji.

In February 2011, the Wines for Wheels, another charity organisation, through its "9th Annual Wheelchair Foundation Charity Ball - Wheelchairs for Fiji" raised funds for Heyer's cause.

The money was sent to China for making of the chairs. What Heyer needed now was a distribution partner to handle the logistics in Fiji.

Lal then engaged the Vodafone ATH Fiji Foundation and its charity partners to draw up a list of people in immediate need of wheel chairs.

Vodafone staff also helped to identify people with disabilities in



Handover to Rotary Club of Savusavu



Spinal Injury Association



Votua Village



Lions Club Labasa

their communities.

Thomas Bruce identified amputee Taitusi Naivalu, age 68, of Nakasi, through ACATA Trust Fiji under the employee engagement program.

Mohammed Rahiman acted on a request by Tailevu Sub-divisional Health Centre to obtain two wheel chairs for community outreach programmes.

Saiyad Dean was struggling uphill at Brown Street in Suva on a broken wheelchair when Ambalika Devi

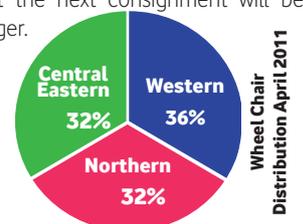
saw him. She immediately sought a new wheelchair so that Saiyad was comfortable in commuting.

Couple Romit and Romina Prakash (of UNFPA and Housing Authority) who stopped on their way to see the above gesture said that the Foundation truly had magnificent ways of helping people in need.

"You are indeed making a difference in the lives of the needy," said Prakash.

A wheelchair is sold for much as

US\$1700 in developing countries, hence, the total donation is worth over F\$330,000. More chairs are expected from the Wheelchair Foundation and Heyer has assured that the next consignment will be bigger.



Wheel Chair Distribution April 2011

mHEALTH GAINS MOMENTUM

APPLICATION DEVELOPMENT VALUED AT \$250K

The use of mobile phones in solving well being difficulties is here with us now. mHealth which is comparable to eHealth refers to the use of mobile phone technologies along with other communication devices to solve wellness concerns.

The Foundation's mHealth project, started in August last year, is gaining momentum with two core services rolled out.

The free daily health tip service has over 23000 subscribers now.

Dr SMS, a health wellness and advisory platform, was launched last month.

The mHealth Subscription Service and Dr SMS projects are spin-off of the World of Difference Programme.

Vodafone's main objectives for implementing mHealth projects are to enhance the delivery of healthcare to the poor and vulnerable, and provide population level access to health information that will enhance personal healthcare.

How does mHealth work?

mHealth requires mobile and network technology, content and professional health and medical expertise. A team of Vodafone programmers have developed the mhealth applications valued at \$250,000, that allows access to mHealth on your mobile phones.

A mHealth advisory committee,



Vodafone staff attend a health and wellness symposium

comprising of professionals, oversees the operation of the mHealth service.

The daily health tips are provided by ACATA Trust Fiji. The Foundation has formed content partnership with ACATA. ACATA Trust Fiji is an NGO made up of health professionals and health advocates who work towards unmet medical and wellness care, research and health protection needs in Fiji.

The Dr SMS service is facilitated through the Vodafone platform by volunteer doctors who respond to customer requests. The volunteer doctors comprise of General practitioners, Cancer Specialists, Diabetologist, Food Biologist, Kidney Specialist, Gynecologist, Liver Health, and Nutritionist. These doctors are part of the ACATA Trust.

When a customer registers for Dr SMS and sends in a request, the query is routed to the available/ appropriate doctor who advises the customer through SMS.

Who benefits from mHealth?

- general customer base
- poor, vulnerable, and rural dwellers who do not have immediate access to health information and basic care needs
- those who are not aware of the benefits of healthy foods
- those seeking proactive care or advise on symptoms
- those who are reluctant and cannot face doctor consultations
- organisations and communities benefit through corporate and community health symposiums

VODAFONE STAFF GO THROUGH PERSONAL HEALTH MAPPING

Over 100 Vodafone Fiji Staff attended a two-day symposium to take stock of their personal health and wellbeing.

Conducted by ACATA Trust Fiji, the workshop also included personal health mapping sessions whereby staff went through health checks and were given advise on how to bring about positive changes to their lives.

ACATA doctors emphasized on the importance of eating right and caring for the main organs like liver, heart, kidney, brain, etc. The symposium also incorporated the health check; blood pressure, hip to waist ratio, Body Mass Index, and sugar testing to identify the high and moderate risk indicators.

"The number of request for medical treatment has increased and we do not have budgets such as \$200-400k on daily basis to treat our citizens hence the emphasis and awareness of taking proactive approach to health," said Foundation Executive Ambalika Devi.

She said staff could now share the knowledge gained from the symposium with families and communities.

This was the first time Vodafone staff benefitted from the charity partner engagement which aims to bring about behavioral changes in the employees lives as well as the communities that they live in.

Vodafone CEO Aslam Khan said "it is extremely important for us to care for our employees."

"Such awareness will definitely make difference to the lives of our employees who work extremely hard to serve our customers," he said.

"The proactive approach is important so that people can avoid spending a fortune on correctional procedures and invest more toward child education and family welfare," said Khan.

mHEALTH TIPS

Subscribe Now!
Dial *979#

Some mHealth tips that you can receive daily on your mobile fone. Free Dial *979#. Answer 1.

To tk cr of liver, heart, kidney health n to prevent cancer n NCDs, eat lots of vegetables free of pesticides, organic fruits n superfoods. Saijjan hv 7 X the Vit C of Oranges, 4 X the Vit A of Carrots, 4 X Calcium of Milk, 3 X Potassium of Bananas n 2 X Protein of Yogurt.

Growing Saijjan is like growing multivitamins. It has Vitamins A, B1, B2, B3, C, Calcium, Chromium, Copper, Iron, Magnesium, Manganese, Phosphorus, Potassium, n Protein n Zinc. Saijjan can be added to soups, chicken, pumpkin, yogurt, dhal, fried rice, palau, fish lolo n curries

Symptoms of liver imbalance include headaches, bruising easily, anxiety, depression, confusion, fatigue, jaundice, impaired libido (sex drive) and mental function, food allergies, multiple chemical sensitivities and FMS, as well as conditions like Alzheimer's and Parkinson's Disease. When your liver is damaged it cannot remove toxins, which then build up in your blood and eventually, your brain.

We just have to adopt a good daily lifestyle and eating

habits. Maintaining good eating habits and time condition are very important for our body to absorb and get rid of unnecessary chemicals according to 'schedule.'

Because: Evening at 9 – 11pm : is the time for eliminating unnecessary/ toxic chemicals (de-toxification) from the antibody system (lymph nodes). This time duration should be spent by relaxing or listening to music. If during this time a housewife is still in an unrelaxed state such as washing the dishes or monitoring children doing their homework, this will have a negative impact on her health.

Evening at 11pm – 1am : The de-toxification process in the liver, and ideally should be done in a deep sleep state. Early morning 1 – 3am : de-toxification process in the gall, also ideally done in a deep sleep state.

Early morning 3 – 5am : de-toxification in the lungs. Therefore there will sometimes be a severe cough for cough sufferers during this time. Since the de-toxification process had reached the respiratory tract, there is no need to take cough medicine so as not to interfere with toxin removal process.

HEALTH CARE AT YOUR FINGERTIPS

People facing limitations in accessing doctors and medical personnel have an alternative now with Vodafone's Dr SMS project.

This national programme is aimed at helping the poor and vulnerable who are unable to get timely medical advice due to remoteness or resource constraints.

The programme is also part of Vodafone's effort to help better national healthcare delivery by using its technology and other resources.

Currently, for every 1600 patients in the country, there is one doctor. This makes it impossible for everyone to see a doctor on time when the need arises.

Dr SMS platform, which is a text based service, enables customers to register and communicate with the medical practitioners regarding health and wellbeing issues. A team of licensed doctors offer health and medical advice through this platform.

How does Dr SMS work?

To access, Free Dial *979#, choose option 4 from the menu on your screen, you will get another pop-up menu with 1.Dr SMS 2>About.

We advise that you choose option 2 to read "About Dr SMS"



Discussing matters of health at Vodafone

before accessing the service.

Choose option 1 to access Dr SMS. You will be required to enter your/family basic medical history through options given.

Please note that Dr SMS uses your Vodafone mobile phone number as the primary identifier. As such, one mobile number cannot be used to seek Dr SMS service for two or more people. By entering your personal information you agree that the information provided is true and accurate and belongs to you only.

Once you complete the above you will get this on your screen:

"Your number has been successfully registered in Dr SMS

Platform. Now you can start using the services using *979#" -- Press OK.

The above is a mandatory registration process for you to gain access to Dr SMS service. After this dial *979#, choose option 4, and then option 1 or text to 811.

Now you will be required to enter your symptoms, example pain in the shoulders. Please be specific when relaying your symptoms.

Once you enter your symptoms you will get this on the screen: "Your request has been sent, you will be advised by text message." -- Press OK. You will receive a default text message: "in case of Emergencies

like sudden onset of any illness, accident, injury, chest pain, bleeding, breathing problems n burns visit nearest health facility or doctor."

Doctors will respond via text message. You can communicate with the doctor by replying to the text message to seek additional help.

How do you benefit?

- Dr SMS allows you to communicate with doctors ranging from general practitioner, diabetologist, food biologist, kidney, cancer, liver, mental

health, physio, gynecologist, and agriculture experts.

- The fact that you can communicate to doctors via mobile phones allows speedy access to critical advise and information that would otherwise cost at least a medical consultation fee.
- You can avoid diseases and early deaths by texting early symptoms to doctors and seek advise.
- You can discuss health and wellness conditions to prevent onset of major illness.

DIAL *979#

A NOTE FROM ACATA TRUST FIJI

MOBILE TECHNOLOGY MULTIPLYING IMPACTS

ACATA Trust Fiji notes with gratitude the Dr SMS trial phase coming out with a bigger impact than anticipated. Based on the initial and early outcome it is seen as an important need of the community for such a service. In building capacity to empower people to make choices by assisting their decisions, Dr SMS has satisfied aspirations for self care and development. Those reluctant or hiding from important surgeries have come out of their closet to get their ailment removed by shedding the fears they harboured from cultural influences and ignorance. Over internet and self diagnosis or wrong interpretation cases have shared their plight and received a direction of guidance to stop self-treatment.

The team's expectations and outcome indicate a path to recovery from an unconcerned and indifferent attitude to personal health to an awakening of the conscience for self protection, relief from disease burden carried by almost everyone. Therefore, Dr SMS is beginning to partner positive social change by providing the

interactive model for the people to share their health query freely.

Not getting face to face from any intimidating doctor – hospital clinic, the health enquiry and wellness tips requested by individuals is now reaching a larger number of people to start with. This openness is due to the increased efficiency and value for resources possible through the information technology platform by Vodafone.

To release the creativity and the potential of our people Dr SMS has initiated activities that now engages our young generation/communities and corporate groups at a deeper level to channel their energies into exchange activities that build lasting relationship and understandings. And to be able to make timely decisions that directly impact personal health and self care and that of



the community health is ensured by the timely and effective communications.

We wish to thank Vodafone ATH Fiji Foundation, being the power behind this impressive work achievement as is evident through coordination, presentations, planning and execution.

Local capacity and self-sufficiency under the given mandate will bring out developments for the increasing needs of critical, initial and ongoing care programmes to positively impact health management in Fiji's future. Among these are the very focused and highly marginalized care and needs for medical and social support structures for children, mothers, the aged in the communities and the working population's welfare elsewhere.

The future programmes such as mHealth, Dr SMS and introducing other mHealth devices and mapping health can become the most effective outreach.

Dr B. P. Ram
Medical Team Head, ACATA Trust Fiji

INCULCATING HEALTH CULTURE

One of the most effective means of achieving sustained improvement in health and lifestyle is to inculcate health and healthy lifestyle values and attitudes in people, particularly youth and young professionals.

And this is what Foundation charity partner ACATA Trust is trying to do through its outreach programmes which include: Community health screenings and symposiums, corporate health and wellness programmes, child and adult personal health mapping and surveys, Connecting to Gardens Programme, and sustainable feeding and seedling outreach programmes.

The Trust has been holding health symposiums around the country, including corporate, statutory bodies, schools and the public, raising awareness on issues relating to liver, kidney and mental health, non communicable diseases and how they are all linked to an individual's overall health.

So far over 40,000 individuals have benefitted from these projects. ACATA in partnership with the Foundation has conducted 45 school health symposiums. The medical and socio-economic programme of ACATA is linked to the Vodafone WoD Innovative Health Care project through the mHealth platform.

Thousands of early deaths and the onset of diseases can be avoided by incorporating small



Koronivira farmers incorporating organic farming

changes in lifestyles that would make a huge difference in an individual's health," said WoD Candidate, Rosan Lal.

Health screenings prior to the symposiums have shown that a shocking 30 percent of the young professionals have high blood pressure. Almost 90 percent of the screened individuals have unhealthy eating habits, 85 percent are unaware of healthy food practises, and 70 percent have high hip to waist ratio putting them at risk of developing NCDs like diabetes, high Blood pressure, heart disease, etc. Eighty five percent of the surveyed population do not exercise at all and 99 percent have never had a health and wellness check in their lives.

Many who had high sugar levels, high blood pressure and high cholesterol levels did not even



ACATA's Dr BP Ram speaks at a symposium

know that they were living with a potential killer.

The corporate and community "Health and Wellness" Programme and the community outreach health screenings are an initiative of the Vodafone World of Difference programme, initiated by Rosan Lal to address basic health and wellness issues that could save thousands of early deaths in years to come.

Symposium participants are informed on how to take proactive measures to health and how to incorporate healthy habits in their daily lives. This is also complimented by the daily health tips sent from the Vodafone mHealth platform.

The Foundation in partnership with ACATA aims to reduce treatment and medical cost as well as prolong lifespan to foster a healthy and productive community.

MOBILE HEALTH CHECKS



Free health checks at Tailevu

Fifty Eight year retired schoolteacher, Laisani Nabobo, of Tailevu, had a cheerful smile on her face when she saw that her blood sugar level, blood pressure and cholesterol level was within the normal range.

Laisani was one of the 200 individuals who went through the Health and Wellness booth of the ACATA Trust Fiji at the RBF Micro-finance expo held at the Gatward Park in Korovou.

"I didn't expect the health checks at the Expo and I am glad that the organisers had brought this important service to the people of Tailevu. This is the first time in my life that I have been tested for cholesterol and sugar and I am so relieved," said an elated Nabobo.

ACATA Trust, Vodafone ATH Fiji Foundation and the Ministry of Health partnered to deliver free health checks for the people of Tailevu. ACATA Trust Fiji is an NGO made up of health professionals and health advocates who work towards unmet medical and wellness care, research and health protection needs in Fiji.

ACATA Executive Director Rosan Lal said their goal was to prevent thousands of early deaths and onset of diseases, especially NCDs like diabetes, high blood pressure and heart disease by screening and encouraging individuals to incorporate small changes in their lifestyle that would make a huge difference in their health.

HOTEL STAFF LEARN HEALTHY LIVING



Fijian Resort staff

More than 270 employees of Shangri-La Fijian Resort in Sigatoka benefitted from the Corporate Health and Wellness Programme conducted by World of Difference Charity partner ACATA Trust Fiji.

The programme include free health screenings, health talks on heart, liver, kidneys, NCDs, mental health and forging healthy lifestyles.

Jocelyn Sahai of the Shangri-La's Human Resource team hotel said that the programme was extremely beneficial to the employees.

"Many employees have actually started to exercise the following day. Staff have started to eat in moderation and have shared with me that they were unaware of the status of their personal health until after the symposium and the screening," she said.

"These sort of programmes enable us to help our employees beyond the demands of the workfare and we are extremely thankful to the ACATA Trust Fiji and the Foundation for coming up with innovative projects that help change lives," said Sahai

MOBILE EDUCATION TAKES ITS FIRST STEP



The newly formed mEducation Committee

It's another breakthrough for the Foundation's Mobile for Good Programme - the first step towards mEducation has been taken.

The Foundation has formed a mEducation committee that will provide the direction for this innovative project which is set to hit the mobile waves in coming months.

The committee comprises of personnel from Vodafone's business development and technical team.

A budget has already been allocated for this, and says Foundation Executive Ambalika Devi, "Vodafone's web box will be an important part of this". mEducation aims to provide access to appropriate, scalable, and

low-cost mobile technologies to help improve learning outcomes in formal and non-formal education across all levels, especially in low-resource contexts.

Vodafone Chief Operating Officer Pradeep Lal said mEducation would enhance online engagement, enabling communities to learn.

"We have a shared vision to take connectivity to every home," said Lal.

The project will see 100 Web Boxes initially distributed to schools and remote communities.

"Mobile connectivity opens new ways of empowering education in Fiji that would improve performance and results," said Ambalika.



Vodafone's Arunesh Vishwa commissioning the water facility in Naweni

END TO STRUGGLE FOR CLEAN WATER

"For the past 60 years and more we had lots of issues with safe drinking water. Water is a basic need but we didn't have safe water for drinking. We had to get water from the creek or rely on rain water for drinking," says Naweni villager and retired 61-year-old civil servant Manoa Raika.

"But today our major problem, clean and safe water, is solved," he said.

The Rotary Pacific Water for Life, together with its partners Vodafone ATH Fiji Foundation, Fiji Water Foundation, and Westpac commissioned a \$20,000 water facility in Naweni Village, Savusavu.

"This assistance has really solved our major water issue in the village now. This is the biggest ever project undertaken by any organisation and we are so grateful to Vodafone ATH Fiji Foundation to commission this," said Raika.

Villager Talatala Filimone Bobo praised the effort taken by Rotary Pacific Water for Life team for a timely completion of this project.

"We have new lease of life now. For the past years we could not hold any village functions because of water issues. We had to shift our functions and ceremonies to other villages as we hardly had water. But today its a new chapter in our life," he said

VOLUNTEERISM TO THE NEXT LEVEL

Starting 2011 with the theme "Volunteering and Sustainable Development" the Foundation funded FCOSS National Volunteer Centre has taken volunteerism in Fiji to another level.

The first activity, 'Sustainable Volunteer Project for Greater Impact', trained volunteers on skills needed to make their individual community projects sustainable. One aim of this training was to equip volunteers with knowledge that would manifest creativity, innovation and development of new ideas, increase efficient use of limited resources, and lead to increased involvement by volunteers into enterprising community projects.

Following this training, volunteers were mobilised to complete 12 community projects. The idea of mobilising volunteers in such community projects was for them to promote volunteering as a tool for self development. The volunteers were able to gain experience, knowledge and skill through volunteering, understand work culture, ethics and values of different organizations, develop communities through passion and donating skills and promote volunteer spirit.

The North sustainable project became the third activity for the centre. Approximately \$18,000 was invested in establishing 24 income generation projects in Labasa, Seqqaq, Savusavu and Rabi. The projects were implemented by youth groups, women's groups, men's fellowship and community members. A community training was held for them to identify strategies to sustain their project before the grant of \$500 each was handed over.

Final activity was Entrepreneurship Symposium held in



Volunteers after a training workshop

central and western divisions. The aim of the symposium was to provide unemployed knowledge on innovation and basic skills of entrepreneurship for them to be able to create self employment and sustain their businesses. The participants learnt basic tenets of entrepreneurship. Over 80 unemployed were trained. Following the training, a call for expression was advertised with the same group of participants. Eight successful individuals were provided with \$500 seed fund to start their own business. These individuals were aligned with FCOSS Microfinance Unit to ensure their businesses were sustainable.

Twenty Five volunteers from the centre were mobilized to assist Vodafone in packing of 700 boxes of food item to distribute to the victims of recent floods. Six unemployed found employment in two of the Government tele-centres in Suva and Rakiraki.

In two years 5780 people have directly benefitted from NVC activities.

SCHOOLS GET \$80K FOR DEAP AND COMPUTER PROJECTS

Twelve Central-Eastern schools received \$30,000 for Duke of Edinburgh programme. And another 12 schools received \$50,000 for computer projects.

Since 2009, the Duke of Edinburgh Programme is benefitting 48 schools in North, West and Central Eastern Division. The successes of DEAP project has created a ripple effect, benefitting a number of schools and its nearby communities.

The DEAP projects are tied to social services, leadership development, team building and income generation. Now all DEAP school are connecting children to garden to improve the health and wellbeing of the students with an aim to improve school performance and results. Small DEAP projects range from nursery projects, to hair dressing skills to broiler, stationery shops, healthy canteens, etc.

DURING THE HEIGHT OF THE RECENT FLOODS, VODAFONE CUSTOMER CARE RECEIVED NUMEROUS DISTRESS CALLS FROM PEOPLE CAUGHT UP IN THE DISASTER AND SEEKING IMMEDIATE HELP.

JEEVAN EXPLORES HOW THIS EXPERIENCE CONVERTS INTO A MAJOR CHARITABLE EXERCISE.

THE WEST FLOODS

A SURGE OF



When flood waters surged in the West in March, the Vodafone Customer Care centre was on hand to pass on emergency and distress calls to relevant authorities.

However, it was sheer outpouring of human emotions, the fear and the suffering that stood out most on that night: it was a traumatizing time for the country and Vodafone, in its way, was the conduit of this emotional outpouring as people reached out to ask to help and succor.

The floods caught most people unawares with many still in bed when rising water levels swamped a large chunk of the West in what is possibly Fiji's biggest natural disaster in recent times.

Calls to Vodafone's Customer Care centre that night were harried, hurting, and sometimes horrendous. Calls told of water surging into homes; of people fleeing to safety; of people being stranded and needing help; of livestock swept away by strong current; of life-threatening situations that needed immediate response.

"It was like the whole scene was being played out for us by those who called us that night, and we went into overdrive to ensure we passed on our callers as efficiently as we could to those more able to help them physically," says one customer care staff.

"It is not with a little pride that we can say that our Call Centre staff remained calm and helpful despite the frenzy, despite the emotional impact, despite the feeling of occasional helplessness, in the immediate aftermath of the disaster," said Vodafone's Shailendra Prasad.

The calls received painted a destructive picture. Many were hanging on to a thin line of hope and good luck, and their desperation was evident.

"And later we would get a more complete picture – sadly, there were losses of lives, the damage to homes and infrastructure mind boggling, residents surviving by climbing rooftops and trees.

The sudden impact of managing the flood calls left Vodafone employees with only one course of action – initiated by a staff email, all employees started digging deeper into their own pockets, tapping into their networks and calling in favours to raise funds for the West floods. The sense of urgency was high, and the response was immediate and gratifying.

Vodafone chief Aslam Khan says his employees were working out of their deep sense of duty and their alignment to Vodafone's corporate values.

As the floods hit national and international news at dawn that day, Customer Care Centre was already finalizing its report to their executive, and the employee fundraising was already well underway.

Keeping in mind that the flood had broken all previous record and would go down as the most severe in Fiji's weather annals, Vodafone executives met at the Princes Road HQ to swiftly deal with finding relief for the people affected by flood.

The immediate activation of Vodafone Red Alert disaster response facility saw \$48,000 disbursed without delay to our charity partners for instant relief supplies to be delivered to the worst hit.

Food rations, water and essential clothes, bedding, baby food and many other items were delivered to evacuation centres as the charity partners of Vodafone Foundation coordinated with emergency authorities.



EMOTIONS

SWAMPS VODAFONE CALL CENTRE

The emergency fundraising initiative by the employees, raised \$75,000 which was doubled to \$150,000 by Vodafone Fiji. The Vodafone Global Foundation then matched this amount to raise the fund's total to an amazing \$300,000.

Armed with this substantial amount, Vodafone - together with the Foundation - could ready other supplies that were delivered during Easter Holiday to various communities in the flood-stricken region.

The money that was raised made it possible to deliver 700 relief packs to those severely affected.

Vodafone staff played a significant part in getting the packs delivered.

It was a classic case of corporate social responsibility, aptly put into words by Khan: "We are integral part of people's everyday life. If we can share their laughter in good times, then we must share their pain in times of need."

Vodafone staff and volunteers worked tirelessly inside the humid basement of Albert Park grandstand on Easter Friday to pack the 700 relief packs (each worth \$430) with the essentials for those affected to kick-off life again. One team packs, one carts to the container, and another stacks them up ready to be delivered.

Saturday morning the staff was on the job once again ... everyone got onto a bus, and they were headed for the flood-stricken west to distribute the relief packs.

Battling the heat, the rain, and the mess created by the flood, relief packs were delivered to individual households that were affected.

The team visited places where vehicles never went due to bad road conditions.

"We were the first group to offer any sort of assistance," says Vodafone's Ligavatu Gukisuva.

He said those affected did not expect any assistance of this sort this fast.

"Are you serious, is this for real. I only see you on TV and this is something we never expected," were the reactions, tells Gukisuva.

"The effort was a life-changing experience. Despite their grief, they were able to crack a smile and say thank you. Those were priceless moments that we cannot describe in words," he says.

Gukisuva said "this was one way for us (Vodafone) to walk the talk and bring to life the term 'Passion for our People'"

"An abiding aspect of Vodafone's work ethic is to 'work consistently with speed, simplicity and trust'. This is a deep emotional maxim that those who enter the Vodafone world are attached to. And it shows up clearly when we kick into high gear whenever Fiji needs us," says Khan.

\$1.25 MILLION TO ASSIST WITH EMERGENCY COMMUNICATIONS FOR FLOOD VICTIMS

Vodafone Fiji credited \$1.25m dollars worth of free talktime to its customers' mobiles based in the west from Nadi to Rakiraki affected by flood to assist in emergency communications.

"In times like these communications become a vital element in search and rescue efforts. Families are often cut off from communications with their loved who may have been stranded in other part as they desperately seek information about their whereabouts. Just hearing from them and being assured of their safety and security means a lot in such times of emergency," said Mr Aslam Khan the Managing Director of Vodafone.

"Furthermore, communication is also essential to gather information on the needs of people and organize associated logistics to provide relief assistance as soon as possible. For this to happen, those affected need to be able to contact DISMAC and relief centres or be contactable to receive assistance", Khan said.

"Understanding this very real need, Vodafone Fiji has made a decision to top up all its prepaid customers' mobile numbers from Nadi to Rakiraki with \$5 worth of free talk-time today (Wednesday 25th Jan) to provide immediate assistance." Khan said.



WoD ONE YEAR CANDIDATES' UPDATES



Candidate : Rosan Lal
Charity : ACATA Trust

WoD candidate Rosan Lal is aligned to Action for the Children and the Aged Trust (ACATA), as an Executive Director providing directions to Medical Socio-Economic and Innovative Health Care Programme. ACATA is a non-profit organization which is working towards addressing humanitarian crisis, unmet medical and wellness care, research and health protection needs in Fiji.

ACATA, together with its donor, the Vodafone ATH Fiji Foundation and stakeholders aim to prevent thousands of early deaths and onset of diseases, especially NCDs like diabetes, high blood pressure and heart disease by screening and encouraging individuals to incorporate small changes in their lifestyle that would make a huge difference in their health.

Rosan said that he became passionate about the course when he found out that NCD was declared as a humanitarian crisis in the Pacific including Fiji. When interviewed he said that according to Ministry stats, 82% of people in Fiji die of NCD between 40-49 years.

Rosan initiated Youth Health at Risk, Connecting Children to Garden, Microfinance & Health, Corporate Health and Wellness programs, Community Health Screenings & Symposium and Child & Adult Health Surveys to enforce the goals of ACATA under its Medical & Socio-Economic programme.

Under innovative health care project, he was instrumental in the development of mHealth and Dr SMS, and professional volunteerism platform. Some of his projects plans include Maternal Health, Post natal & parenting, Curriculum develop for Preschools, Primary Schools and Secondary schools, Delaying Non Communicable Diseases and Core Organ Care, Nutrition guides and Exercise for Wellness.



Candidate : Ana Sahai
Charity : Nature Fiji

Our world of Difference candidate at the Permanent Forests Estates Project, Anna Sahai reports that the project has ended and a final report is being sent out to stakeholders and donors.

The Permanent Forests Estates Project is joint approach to conserving the environment, particularly the forests which are critical for the conservation of Fiji's endemic biodiversity.

As half of Fiji's forests have already been lost through clearance for agriculture, unsustainable logging, and fires, and many of Fiji's endemic species are threatened, the importance of a project such as this cannot be shrugged off.

Anna was involved in the project through her connection to the NGO NatureFiji-MareqetiViti and her WoD candidacy was approved for being a facilitator and data entry personnel on the Estate's project.

For her part, Anna says this project was the biggest ever taken on by NatureFiji-MareqetiViti and that for a small NGO it was a challenge.

"With the help of other volunteers we were able to meet our project objectives and complete all the required work in the given time. Being a part of the WOD gave me the opportunity to be a part of this; I got to travel all over Fiji and got to meet so many different people.

On a professional and personal development level, Anna also achieved a lot. She learnt how to facilitate workshops, set up a small library for research purposes, learnt administration work including financial reporting, understands the importance of project sustainability, completed her Trainer of Trainers course, and got her drivers licence.



Candidate : Hemen Narayan
Charity : St. Christophers

St Christopher's is an Orphanage in Fiji run by an Anglican Order of Sisters, the Community of the Sacred Name. The majority of the children at the Home are orphans and the other children are there because they have been abused, neglected, abandoned by their families, or for a time may need time away from their families. The Sisters are amazing women who dedicate their lives to caring for these children.

And our World of Difference candidate based at St Christopher's Home, Hemen Narayan has been working towards helping the sisters cope with the ever-increasing number of children who are finding their way into the care of these sisters.

The home at Nakasi has benefitted much from Hemen's input in the past year. He has, with many willing helpers, put together a library at the home after holding a book drive. He has also initiated and executed the upgrade on the children's rooms (some new beds, sheets, pillows, etc) and computer rooms. Most of the children at the Home have computer skills.

Other successes include:

- Setting up a counselling room.
- Upgrading the children's kitchen utensils with new ward-drawers, dishes, plastic cover for the tables.
- Upgrading the children wash room with new bath-tub, mirrors, sinks, tiles.

Presently he is doing financial literacy training with the single mothers in the HART village in Newtown so they can generate income for themselves either through backyard gardening or catering services.

WoD ONE YEAR CANDIDATES' UPDATES



Candidate : Terikano Takesau
Charity : Rabi Island Council

Despite the challenges of isolation, our most far-flung World of Difference candidate has made a World of Difference in both the Banaban and Tukavesi communities in the North.

Terikano Takesau build her success of empowerment, motivation and capacity building on Rabi Island and at Tikina Tunuloa based on her training in project management given by Vodafone Foundation and on the humble coconut tree. Her project involves getting women and the community to utilise the natural resources around them to generate income.

"The introduction of Virgin Coconut Oil (VCO) production was the highlight of my project, which attracted the whole communities in Rabi and the Tikina Tunuloa," she says. The empowerment and motivation programme Terikano conducts has allowed women to become more active in both economic decision-making and in working together as a viable team, enabling them share their talents and skills among themselves and with the community. To date, the two communities have produced about 7,000 litres of virgin coconut oil and sold at the cost of \$20.00 per litre.

Other achievements include conducting VCO workshop at Nawi community in Cakaudrove, and securing funds of \$6581.00 to enable 103 disadvantaged children have access to education. Terikano very clear in what the basis of her success is: "The workshops I have attended and my work experience has enabled me to empower and motivate the women of Rabi and Tikina Tunuloa to utilise the natural resources available to generate income to raise their standard of living and be able to support their children to school."



Candidate : Sunil Lal
Charity : Homes of Hope

Sunil Kumar, volunteering at the Homes of Hope Women's Institute as a Business Development team leader, is funded by our World of Difference programme.

Sunil is helping the Institute - which focuses on women's education, women's health, and women's rights - in developing its procedure manual, which he is excited to report has just completed its first draft stage.

Almost a year into the project, Sunil says he is proud to be associated with the organisation which helps vulnerable mothers in Suva, including those drifting into Suva due to economic hardship.

The 'moms' are given a helping hand in training, accommodation and caring: some are set up in jobs after adequate job and life skills training, others nurtured within the organisation - depending on their vulnerability.

Sunil says the programmes have many benefits:

- moms who graduate are re-employed on campus or can successfully make their living off campus

- children of the moms benefit as they are better cared for and are assured of a brighter future as opposed to the cycle of poverty/abuse they would mostly likely fall into without the preventative or mitigative measures being provided

- families benefit - as the moms are now better mothers and can look after their own welfare without the intervention of their parents/families

- Communities benefit - as the moms now have the skills to be more productive and can contribute better to society.



Candidate : Vilimaina Wati
Charity : NVC

In the past 10 months, Vodafone World of Difference candidate Vilimaina has personally visited 2369 women in her bid to brighten the lives of those living in poverty and stress in our rural areas.

Her area of operations is the hinterlands of the West including the schools, settlements and villages in Lautoka, Ba, Tavua, Nadi, Rakiraki and Sigatoka.

And her good fight is the fight against the emotional impact and suffering poverty brings to women in rural areas.

She has tapped into many sources in her bid to help eradicate poverty and help people out in these stressed out times. She is forever looking at different avenues to benefit women and their families, in however small a way.

From women working on handicrafts and earning up to \$500, to \$110 for flower arrangement to teenagers earning \$25-50 a week on selling various sweets like chocolate oats, coconut toffee, tamarind lollies - Vilimaina is humbled to have been successful in setting up many such operations so our women can help themselves out of their situation.

Vilimaina's goal is to help eradicate poverty and she says she very thankful to Vodafone ATH Fiji Foundation WoD program for enabling her to reach out and help with the country's socio economic standard in various ways.

"I look forward to reaching out to many more and create more changes in people's lives to promote good citizenship and a better Fiji," she says.

CELEBRATING THE JOY OF MOBILITY

Empowering the disabled certainly made a 'world of difference' for the disadvantaged children that made the trip to Hawaii.

Fifteen children from across Fiji received restructure surgeries at the Shriners Hospital for Children in Hawaii. These children suffered deformity before birth or after birth. These children were faced with the dilemma to live for the rest of their lives with disability, but all now smile at the life-changing surgeries. Today most of these kids can join their peers and at least enjoy their live without much restraint, if any.

Luke Rokocakau

Imagine that as a child you are not able to play and run like the other kids. How disillusioned and unlucky would you feel? Well, that would no longer be how Luke Rokocakau would feel. The five-year-old was full of joyful smile when he arrived back home from Hawaii. Luke received corrective surgery to realign his lower limb to stop a growth disorder. Luke's father Saula Kotocakau thanked the Foundation and the Wings of the Morning Ministry for giving Luke a chance to be equal with his peers.

Anish Ashron

Anish arrived back in the country with a lot of optimism for the future. The 14-year-old has fully recovered from the surgery to his back and feet. Anish's mother Kiran Lata who accompanied him to Hawaii was lost of words when Jeevan spoke to her.

"There are a lot of changes now with Anish. He can walk upright and does not sway from side to side as he used to. He surely has a brighter future now after the changes," said Kiran. Filled with emotion she thanked everyone who made the trip a reality to fix Anish's situation.



Karishma Prapat (right) at home with her family after her surgery

Gloria Sereana Valuwaqa

For seven-year-old Gloria Sereana Valuwaqa it's now a world of possibility. With a deformed and shorter right leg Gloria could not enjoy life like her peers did. She needed crutches to walk around and rarely ventured out with kids to play. All this has changed after Gloria returned from treatment in Hawaii.

"When her prosthetic limb was fitted she could not stop smiling, Gloria is excited with her freedom to walk without crutches. She now joins other children outdoors to play and walk to the shop. Gloria is even climbing the guava trees to pick guava, something she did not do before," said Iliseva Senitirau, Gloria's mother.

Sefanaia Turava

Sefanaia was born with deformity and the opportunity to get corrective surgery was all but a blessing. "Definitely it is a huge thing for us as a family and we are all looking forward to see him walk without his limp that has been with him since birth," said his excited grandfather Leone Natadramu. Natadramu acknowledged everyone who helped

to make Sefanaia's trip successful. "Everyone's contribution has made this trip successful," he said. "He thanked the Foundation and Hilton School for making a world of difference in Sefanaia's life.

Fiji Crippled Society's secretary Maryanne Wright said, "All I can say is that there are people out there who are good in heart and we thank them for giving to Fiji's disadvantaged children. She also thanked the Foundation and Columban Fathers for their contribution towards disabled children.

Sitiveni Utona

After being on the waiting list for two years Sitiveni and his family were delighted that he had received the opportunity to get specialized surgery. After a falling injury at the age of five while playing with his cousin, Sitiveni's leg got infected and thus deformed. But this had not deterred the youngster of dreaming to become a soldier where physical ability is a prerequisite. Siti's mother said they did not lose hope for two years and patiently waited for this moment. She was full of praises for Wings of Morning Ministry and the

Foundation for helping Sitiveni to realize his dreams one day.

Davenadra Waqa

Waqa not only received surgery for a hip disorder, he was also given an eye glass to help his poor eye sight. Honolulu based company, Len Crafters under their program 'Gift of Sight' donated Waqa the eye glasses.

Luke Rokocakau

Luke who suffered deformed legs was full of joy when he saw what had happened to his first leg that was restructured. The four year old had been a delight for the surgeons as he was full of spirit realizing that he would be able to be like his peers. Before his first surgery he reassured his worried father not to worry. He told his father in Fijian, "don't worry I will not cry when they cut my leg." This brought the surgeons and his father beaming with smile. The young lad was all too eager to see the improvements that were to be done to his severely bowed legs.

Sanaila Drikalu

This 19-year-old from Ba received surgery to fix his unequal feet. He is still in Hawaii and will undergo further surgery and be kept under observation until August this year. In an email to his mother he wrote, "I am extremely excited that I will be able to play rugby without any difficulty."

Sitiveni Konataci

This nine-year-old lad needed crutches to walk. Siti needed a "vascularized bone graft" to restructure his leg to equal size. A young boy's chance of fulfilling his dream is now a reality that his feet are of the same size. Konaci is able to enjoy life like everyone his age after the restructure.

FOUR CHILDREN GO FOR HEART TREATMENT

Foundation spends more than \$1 million since 2007 to facilitate offshore surgery

Four more children were provided assistance by the Foundation to go for heart treatment in India.

The Foundation, with its charity partners, has continued to take actions to help prevent the development of debility and premature death in underprivileged children. These children suffer from correctable heart diseases and other medical problems.

Since 2007 a total of 59 children have been sent to get specialized lifesaving medical treatment abroad. These stricken children are provided important pathways for a timely and effective referral for life saving heart surgeries.

Since 2007 more than \$1million was disbursed by the Foundation to the Fiji College of General Practitioners Children's Heart Foundation for this purpose.



The four children before leaving for surgery

NORTH SCHOOL GOES ONLINE

St. Augustine Primary School, at Wailevu, a few kilometres out of Labasa – and smack bang in the middle of the Northern cane belt, was in need of a major help.

The School, tending to a large but very widely scattered pupil population since 1937, was desperately in need of computers to bring it up to date with the Ministry of Education's new initiative that the all primary schools must include computer studies in their curriculum. The initiative includes the school providing teachers with the best facilities to teach the children.

St. Augustine has almost always skirted the line to collapse since it started: the Ministry ran the school after the Anglican Church was unable to sustain its operations and then handed it over to the community (with a trust in place) after 1997. The community feeding the school roll of around 400 is primarily of cane farming background and, with prices



New computer Lab, under construction, will house the ICT equipment

falling in recent times and disposable income plunging, has not been able to fund developments to the school as much as they would like to.

While the PTA moved to start raising funds towards housing the computers, the head teacher Mr. Setefano Duruki, decided to approach Vodafone.

A team Vodafone staff, who are passionate about education, then set in motion a move to modernise educational facilities at the school that will see St. Augustine become top-notch in computer literacy for its pupils. The team pitched in with computers from their side as part of Vodafone's Employee Engagement

programme – and has harnessed help from within Vodafone to supply the school with a Web Box and an ultra slim TV.

Apart from the Web Box and TV, Vodafone ATH Fiji Foundation also added to the amount raised by the parents towards a projector and white screen by \$2,684. And Apco Coatings sponsored a fresh coat of paint for the new computer room.

The parents association started work on partitioning off the computer room and installing the air-conditioning on 6th May so that the room would be ready when the computers arrive.

Mr. Duruki says he is looking forward to other organisations to following Vodafone's example so all the needs of the community are addressed.

This includes a major investment towards the children's health – a project that emanated out of the Child Health Survey and which requires high implementation levels to improve health of children and families in the Wailevu vicinity.

STAFF CHARGE IN TO HELP COMMUNITIES

RATIONS: The Vodafone Procurement team, lead by Shiu Nadan, braved the hot sunny day and rugged terrains of Rakiraki to distribute food rations to those affected by the January flood. The effort was part of the "Rise to Help" campaign launched the Foundation in response to the disaster. The team was guided by personnel from the DO's office and Penang Sangam High School.

Penang Sangam High School Principal Ravi Chand said the assistance would make a lot of difference to the students.

"I applaud Shiu Nadan and his team for taking their time out and visiting Ra. They were very friendly, humble and had patience during the distribution," said Chand.

THAT PEANUT SELLER: A desperate peanut sales trip to Vodafone MHCC store by a Nausori school boy caught the eye of two staff. Monit Mani and Artika Achal were emotional after learning the plight of this boy who lost all his school items during the recent flood. Seeing his dedication and genuine attempts to get back to school, the duo bought him a bag, lecture pads, a pencil case and some other stationery.

FOR THE SENIORS: Rasheel, Santosh, Andrew, Sanjeev, Ravikash and Sailesh from the support team visited Senior Citizen home in Samabula and presented the home with groceries and vegetables.

DOUBLE YOUR \$:

Mohammed Faiyaz Rahiman sold 100 serves of food at Vodafone Headquarters as part of his Northpole Soccer Club's effort to raise funds for Maruf Ali's medical treatment in India. He raised \$2000.

Atish Lal raised \$2460 as part of fundraising for a patient's kidney transplant.

Arunesh Vishwa Prasad raised \$1020 for Monesh Sami, a FNU student, to pay for his airfare to go for replacement of one of his limbs in NZ.



Shiv Nadan and his team distributing ration



Monit and Artika with the stationery



Santosh and Sanjeev visit seniors



Rahiman (right) at Tailevu Health Centre



Bruce helping with wheelchair

RIISING TO HELP

In the aftermath of the January floods that wrecked the western and northern divisions, Vodafone staff once again went into overdrive. The staff activated a RISE TO HELP! campaign, initiated by Divik Deo, that demanded that everyone of them contributed to help those affected by the flood.

The Rise to Help campaign became a huge success.

Staff and volunteers took to the streets in the greater Suva-Lami area and were able to collect kind donations of clothes, beddings, and other non-perishable items.

In other efforts, staff were keen to assist children get back to school with proper gear as soon as possible. They could see the remorse and helplessness on the faces of many children who were battling wrath on nature with their parents. Most families had lost everything in the flood and sending children back to school in this situation was out of question.

"Sending the children to school is basically out of the question since their first priority here is feeding the family and providing for other basic needs," said staff Rajneal Rakesh.

"We knew we had to step in and make a difference, we had to do some thing so that the



students could go back to school and that is exactly what we did," he said.

Staff Romika Sewak said "the motivation came as we saw people suffering and they had nothing left but cloths on their back. The idea of donating came as we know how important studies are to the children in the village especially those who come from poor backgrounds surviving on home produce with very less income".

"It made us realise that we are part of the people

suffering and we would have suffered the same if our homes were destroyed by flood waters," she said.

"We couldn't help to a great extent but our small contributions have helped the students get back to school with needed gear," she said.

"We feel very compassionate when giving to the people in need. Even though we knew that we were doing a great deed and were happy about it, we still felt that there was a lot more that can be done for all the people and especially students who got affected by the flood," said Sewak.

Partner Synergy

If there is any positive that we can pick from the January and March floods, it is our partner synergy that worked in favour of those that were affected.

The Foundation, through this column, applauds the efforts of all its charity partners for your prompt response and dedication in helping people get back to life.

Disasters are testing times for civil society organisations. It is when we all are required to put our hands together and work towards a shared goal of helping people.

Our organisations differ in form, in particular goals we are trying to achieve, and in whom we bring together. Yet we all share a common impetus: an appreciation that, in today's environment, most objectives related to social development cannot be achieved by a single person, organisation, or sector working alone.

There is need for greater collaboration.

We must acknowledge that the Foundation was invited by the United Nations, International Planned Parenthood Federation, and Leadership Fiji to make presentations. This has opened up the doors for greater collaboration with these agencies.

Synergy will not take place if there is no collaboration. Hence, our efforts now should be geared in this direction.

The synergy that we can achieve through collaboration is more than a mere exchange of resources. By combining our individual perspectives, resources, and skills, we will create something new and valuable together - a whole that is greater than the sum of its individual parts.

There is great potential in partnerships that enable different people and organisations to support each other by leveraging, combining, and capitalising on their complementary strengths and capabilities.

Grant Disbursement for period ending March 30th 2012 (UNAUDITED)

Charitable Organization	Amount
Sabeto Kindergarten School	7,359.00
Fiji Muslim League	1,000.00
World Of Difference	343,095.14
Savusavu Tourism Association	600.00
Vuci District School	1,000.00
Cunningham Catholic Church	1,000.00
Vision Fiji	3,818.38
Draladamu Primary School	1,000.00
Labasa Sangam School	1,000.00
Church of God	1,000.00
Lions Club of Labasa	1,000.00
Wings of Morning Ministry	50,000.00
Rotary Club of Taveuni	20,000.00
Lions Club of Labasa	28,000.00
A D Patel College	2,500.00
Nilsen College	1,000.00
Votualevu College	3,500.00
Ba Sangam College	2,500.00
DAV College Ba	2,000.00
Ba Sanatan College	3,000.00
Sangam College SKM Nadi	4,521.37
Quota Club Ba	700.00
Rishikul Primary School	1,000.00
Vuci Methodist School	350.00
Rotary Pacific Water for Life	100,000.00
Fiji Taekondo Association	1,000.00
Lions Club of Suva	1,000.00
Rama Krishna Mission	10,000.00
Fiji Sevashram Sangha	10,000.00
Save The Children Fiji	10,000.00
Lions Club of Ba	20,000
Sangam Fiji Foundation	40,000
North Pole Soccer Team	1,000.00
FCGP Children's Heart Foundation	200,000.00
FCOSS National Volunteer Centre	70,000.00
Lions Club of Ba	15,000.00
Saint Vincent College	237.50
Rotary Club of Lautoka	8,000.00
Maharishi Sanatan College	3,000.00
Penang Sangam College	3,000.00
Rishikul Sanatan College	3,000.00
Tavua District Secondary School	3,000.00
Labasa Sangam College	3,000.00
Drasa Primary School	1,000.00
Varavu Primary School	1,150.00
Sigatoka Valley High School	4,350.00
Natutale Primary School	4,350.00
Seqaqa Muslim School	4,350.00
Ahmadhiya Muslim Secondary School	4,350.00
Tavua Andhra Sangam School	4,350.00
Vatukoula Convent School	4,350.00
Nanuku Sangam School	4,350.00
Vatulaulau Sanatan Dharm	4,350.00
Ratu Rusiate Nabuta Memorial School	4,350.00
Rabulu Indian School	4,350.00
Tavua District School	4,350.00
Moyo Challenge Fund	9,387.30
mEducation	30,000.00
mHealth	30,000.00
Vodafone Red Alert	157,000.00
Sursaaz Music Group	1,000.00

TOTAL - SOCIAL INVESTMENT \$1,259,568.69

Passion for the Vanua by Aslam Khan



BEING AT THE HEART OF THE SOLUTIONS

We at Vodafone firmly believe that most of our social issues can be addressed in its entirety through intervention from corporate citizens.

Fiji is a small country with 14 provinces and 800,000 people. The task at hand is to help communities realise their full potential, make basic infrastructure available, and better the lives of everyone who is deprived of it. And YES, TOGETHER WE CAN do this.

For Vodafone, caring for the communities where our employees and neighbors live and work is a long-term commitment, and one that we take seriously. We believe in healthy and stable communities for our employees, friends and neighbours, so we work each day to help through innovative programmes and partnerships.

We feel responsible as a corporate citizen to serve others and so we value the role we play in communities where there is need.

We believe we have a responsibility to be a solid corporate citizen and a good steward of the environment in which we operate. Healthy, strong, and vibrant communities are essential, and key to our ability to attract, retain and develop talented employees, and to operate a successful and growing enterprise.

We help people and businesses realize their full potential. This drives our business and guides our Corporate Citizenship work.

We are committed to serving communities and working responsibly. Through our partnerships, our technology innovations, our people and our resources we are proud to help solve societal challenges and create economic opportunities.

We would like to call on other organisations to share our values and work towards achieving this dream of an equitable society.

We are geared to create more partnerships and engage with more organisations in this effort for common good.

It's corporations that can create the wealth, innovate with new technologies and organise the large scale actions we need if we are to tackle our social problems.

We have to be at the heart of the solutions!

*'Social Investment'
At the heart of
our business'*



Vodafone
ATH Fiji
Foundation

\$9million social investment in Fiji

Since inception, the Foundation has disbursed direct grant of \$9m and indirect grant of \$1.8 million to 330 community based projects whilst partnering with more than 250 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 \$1.3 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 in 2008. 2009 saw a significant increase in grant disbursements with total of \$1.31m given to over 70 charity organizations. In 2010 \$1.35m was given to 88 organisations and 2011, \$1.26m had been disbursed, engaging 185 partners.

YEAR	SOCIAL INVESTMENT	CHARITY PARTNERS
2003	\$184,000	2
2004	\$472,000	24
2005	\$638,000	30
2006	\$793,000	29
2007	\$1,300,000	36
2008	\$931,000	48
2009	\$1,310,000	70
2010	\$1,350,000	88
2011	\$1,260,000	185

FOUNDATION PROGRAMMES

World of Difference

Enhance capacities of youth through innovative charitable paid volunteer initiative.

Mobiles for Good

Use our technology and network to empower people with the necessary tools to make a difference in the world. Programmes: Vodafone Red Alert, mHealth, Dr SMS, mEducation

Sustainable Funding

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

Employee Engagement Programme

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.

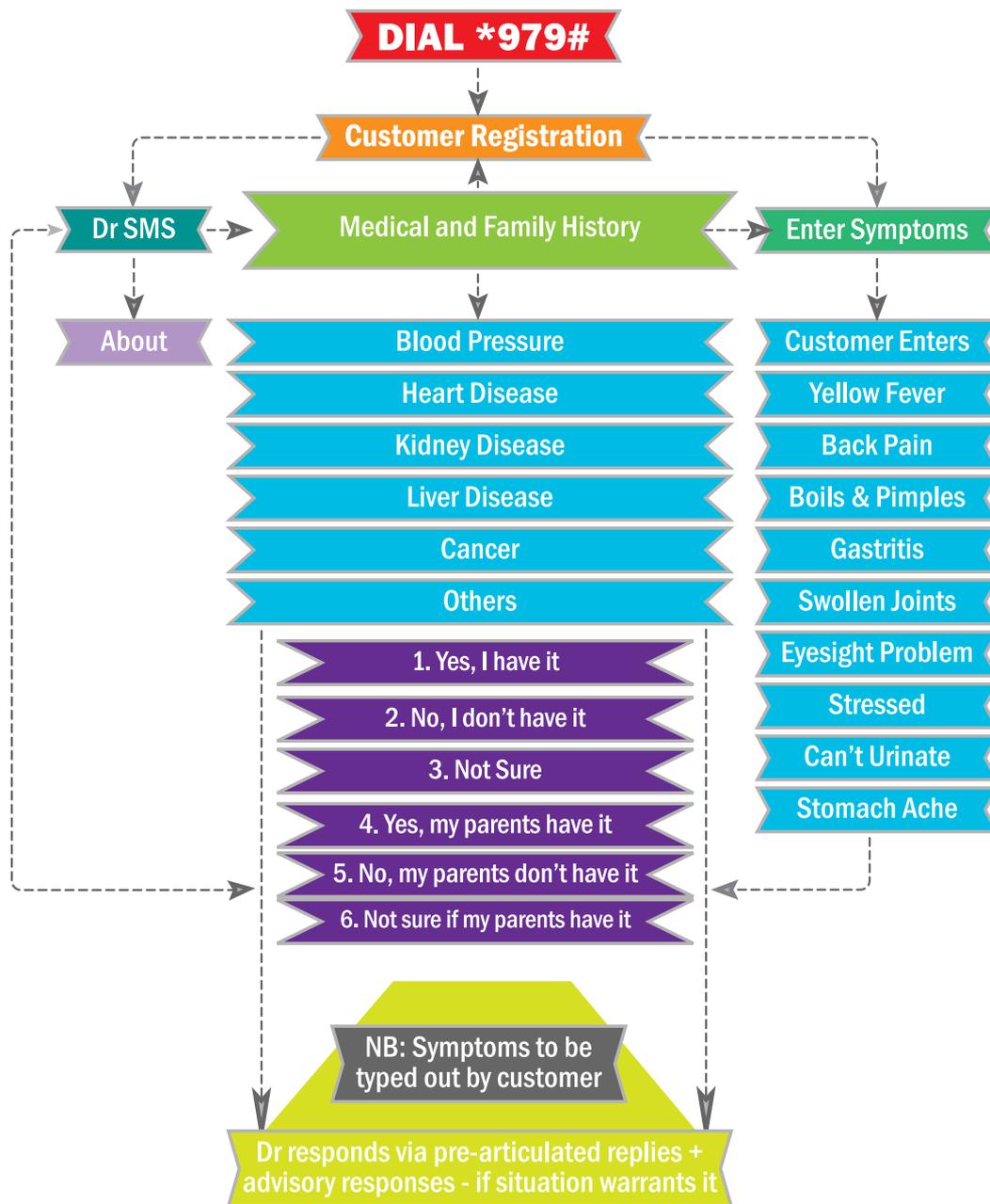
Corporate Leadership & Beyond Funder

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

You can now seek health and medical advise by free dialing *979#

Dr SMS is a health, wellness, and advisory platform.

Dr SMS Flow Chart



You can also text symptoms to 811

Know your Foundation



**Vodafone
ATH Fiji
Foundation**

Vodafone ATH Fiji Foundation is a registered charity. The foundation was formed with an aim to bestow and foster philanthropy giving through ground breaking programmes. At the heart of our foundation is the belief that mobile communication technology can address some of the Fiji's most pressing humanitarian challenges and our responsibility is to utilize our people and technology to multiply impact and in turn mobilize social change and improves people's lives. The programme focus areas include; Vodafone World of Difference, Vodafone Red Alert, Vodafone mHealth, Vodafone mEducation and Vodafone Sustainable programmes. If you applying for grants please align your projects to our key focus areas.

For information contact:
Vodafone ATH Fiji Foundation
168 Princes Road, Suva
Ph: 321 4270
email: ambalika.kutty@vodafone.com