



## FOR THE WOMEN OF FIJI

**mWOMEN - THE VODAFONE ATH FIJI FOUNDATION'S NEW MOBILE FOR GOOD INITIATIVE AIMS TO PROVIDE LIFE-ENHANCING, VALUE-ADDED SERVICES TO WOMEN & CHILDREN**



Vodafone's Elenoa Bivkoto, Fiji first Goodwill Ambassador for Women Nazhat Shameem, and Minister for Health Dr Neil Sharma launch mWomen at Tanoa Plaza in Suva

mWomen, a mobile technology service for the women and children of Fiji is now in force.

This initiative by the Foundation is part of its Mobile for Good programme that seeks to better the lives of people through mobile technology.

mWomen came about due to the increase in number of reported and unreported cases of rape, sexual assault, domestic violence and child abuse.

mWomen seeks to send tips on many matters pertaining to children and women, ranging from empowerment, capacity building, understanding the rights and responsibilities, and protecting our children and women.

Questions and issues will be handled by counselors, lawyers, professionals and experts in the form of tips and information.

Says Vodafone, "we are concerned about the rate of increase of violence against women and children and to this end the Vodafone ATH Fiji Foundation and the Ministry of Women, Social Welfare and Poverty Alleviation are coming together to address these issues."

"We are determined that we will be able to bring about the expected social change in knowing about and ending violence against women and children in Fiji."

**MORE ON PAGE 8**

## SMS COUNSELOR AT YOUR FINGERTIPS

SMS Counselor is a two-way interactive service where victims of domestic violence, child and sexual abuse can seek counselling and legal advice from lawyers and Empower Pacific Counsellors.

Those seeking legal and emotional counselling can dial \*727#, choose option 2 and then 1 and enter their enquiry.

SMS Counselor is part of the mWomen service but can be used by everyone, including our male population who may wish to get help.

SMS Counselor seeks to

- educate people on options available to address their problem

- provide the client support which may not otherwise be possible face-to-face
  - help address issues in a positive way
  - provide a medium to link up with Legal Aid and Empower Pacific
  - raise awareness that there are organisations and individuals ready to help
  - empower families and communities
- Feel free to discuss matters pertaining to your child, family and/or community.

The Foundation believes that together we can reduce abuse, assault and violence which is currently impeding the success of our community.

## TAKING YOUR PHILANTHROPY TO THE NEXT LEVEL

VODAFONE LAUNCHES mCORP TO DISSEMINATE KNOWLEDGE ON EFFECTIVE CORPORATE GIVING  
**READ FULL STORY ON PAGE 10**



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# DEAP SCHOOL PLANS FITNESS CENTRE

A \$2,500 donation by the Vodafone ATH Fiji Foundation will be used by Pt Vishnu Deo Memorial Duke of Edinburgh Awards Programme students to set up a mini gym at the school.

Confirming the move, the Principal, Mr Ravindra Deo Varman, said the fitness center will cater for the physical activity needs of the school students, staff and the community. The school had premises that could be fitted out and maintained by the Duke of Edinburgh Awards Programme (DEAP) students, Mr Varman said. He was grateful to the Foundation for its exceptional support of their school.

A nominal fee of a dollar will be charged for teachers and parents for use of the gym, the money going towards buying more equipment for

the gym.

The Vodafone ATH Fiji Foundation is a considerable supporter of DEAP in over 100 Fiji schools.

When handing over the donation, Foundation Executive, Ambalika Devi said students needed to be healthy and well-adjusted to do well academically.

"The inclusion of regular fitness activity helps students maintain fitness, develop muscular strength and improve cardiovascular health," Ms Devi said.

"All these were essential for students to function at the level required for doing well in high school"

Having easy access to a fitness centre would help students build self-confidence, provide a positive influence on a student's personality, character and self-esteem and help



Ambalika hands over DEAP grant to Principal, Mr Ravindra Deo Varman

pass on the right messages for healthy eating and healthy living to students.

"This was particularly important in combating the prevalence of anaemia, obesity and eating disorders that was showing up among high school students," Ms Devi said.

"In addition, the team-building process that emanates from taking part in physical fitness programmes enhanced communication skills,

as well as the skills required to get along and cooperate with students of varying ethnic backgrounds and personalities, she said.

High school is an age where students misinterpret the meaning of "overweight" and eating disorders prevail. Physical health and education informs students on sound eating practices and the essential guidelines for nutrition.



Vunimoli Secondary School Manager Mr Yasin receives cheque from the Foundation

# POULTRY, HONEY & STATIONERY SHOP

Vunimoli Secondary School, located in a rural farming settlement some 12 kilometres out of Labasa Town, is all geared up to leverage from its DEAP programme. The school started DEAP last year and plans to embark on new ventures this year with a \$2500 grant from the Foundation.

School Principal, Mr Subhash Chandra said his DEAP Team will build a new poultry shed to cater for more birds, set up at least three beehives for honey production, and set up a small stationery shop.

"All the projects will be income-generating and therefore the funds generated will be used to sustain the projects and the profits accumulated will be used to assist the poor, the needy and the disadvantaged students in meeting their school fees and other school needs," said Mr Chandra.

"The scope and potential is quite high since the products, that is, the meat birds, the honey and the stationery can and will be sold at very competitive prices. At the same time the students engaged in this DEAP programme will be able to carry on with some of these projects in their homes and villages with the knowledge and the expertise gained," said Mr Chandra.

School Manager Mr Mohammed Yasin said they were proud to be part of the DEAP programme.

"The grant from the Foundation has given a new breath of life and hope to our projects and plans," said Yasin.

Vunimoli Secondary School serves the educational needs of the community from the Vunimoli, Naduna, Korotari, Nagata, Saweni, Wakuru and the neighboring villages and settlements. Majority of the students schooling here are from families with poor backgrounds, some dependent on backyard gardening, some casual labourers, cane cutters and some dependent on social welfare handouts.

## DEAP BRINGS CHANGES

"We have seen vast changes in students through the DEAP programme. There is more bonding between students, parents, and teachers. There are also changes in attitude of the students, they have developed great leadership skills and come up with suggestion on doing things better. The students have spent some 300 plus volunteer hours of this project.

DEAP also motivates us and we derive lot of satisfaction that we are able to help students. So far we have paid school fees for 20 needy students out of the profit from the poultry farming. If we don't support these students some of them can be out of school as poverty is high.



We have plans to expand DEAP and have just started to cash crop farming with the school's available land. We intend to get into partnership with local NGOs like Northern Charity Alliance to leverage from their expertise and resources.

Personally, I have replicated the DEAP leadership model at my village level by forming a youth club. The Vunika Charity youth club helps the poor during times of need. Activities include helping religious groups, and assistance during funerals and weddings. We currently have 30 members."

Yogesh Chandra, Vice Principal and DEAP Coordinator, Valebasoga Secondary School



# mEDUCATION TARGETS MORE SCHOOLS

In its ongoing efforts to improve education and health in schools, Vodafone ATH Fiji Foundation, together with its charity partners, is now taking its Mobile for Good programme to primary and secondary schools.

In its latest efforts, the Foundation has come up a mLearning package for schools. The package includes 10 Getek netbooks, 1 Huawei B660 3G router and internet connection for one year. The package, with a cost of \$4,589.00, will enable schools access to mEducation, a project that the Foundation is rolling out together with the Ministry of Education.

The package is rolled out on a fifty-fifty cost-share between the Foundation and the school.

"Priority is given to schools which come up with their \$2294.50 contribution," says Foundation Executive Ambalika Devi.

The reason for this partial funding is to help more schools with our available funds for this project

"If we are to go with 100 per cent funding then we will be able to reach 10 schools this quarter, and if the schools raises 50 per cent, we will be



Arunesh Vishwa and Ambalika present webbox to PS Education Brij Lal during the Macuata-Bua Headteachers Conference

able to help 20 schools," says Devi. Currently 50 schools are benefitting from the Foundation's computer project, 55 schools from its web box roll-out, and 116 schools from the Foundation funded Duke of Edinburgh Awards Programme.

Presenting the Foundation's mEducation and mLearning projects at the Macuata-Bua Head Teachers conference, Devi said their aim was to make education and learning accessible to every corner of Fiji through the use of mobile

technology. "Access to learning materials that would otherwise be difficult in remote areas is possible through our mEducation and mLearning projects," said Devi.

During the Macuata-Bua Headteachers conference 70 schools signed the School Health and Wellness Policy, a spin-off from the Foundation's WoD programme. Foundation charity partner ACATA Trust plans to roll-out this policy in other schools around Fiji.

## WESTERN CHARITY ALLIANCE

A charity alliance made up of corporates has been established to pool resources to address the needs of Western community.

The Western Charity Alliance (WCA) follows the model practised by Northern Charity Alliance whereby charities, corporates, and the wider community pool their resources in terms of money and human capital to provide assistance to the needy.

WCA, a spin-off from the Foundation's World of Difference programmes, is a new charity formed through efforts of the business community, existing NGOs, and social contributors to better the lives of people living in extreme poverty in the Western Division.

"WCA's aim is to curtail the handout mentality and get the underprivileged families out of poverty permanently," said Dr Ram Raju.

The alliance aims to put equal responsibilities on the socially and economically disadvantaged families in getting them out of poverty by engaging them in poverty reduction projects.

This includes instilling proper monitoring and evaluation, which will enable families sustain livelihood, send their children to school, taking care of their health and also ensuring that they do not become victims of disasters continuously.



National Health Advisor Dr Tukana (in blue) with media representatives at the workshop

## COMMUNICATING NCDs

Mobile technology, particularly SMS, is an effective way to reach the greater population on critical issues such as health, says Foundation Executive Ambalika Devi. Addressing a 'Communicating NCDs' media workshop, Devi told participants how the Foundation was making a difference through its mHealth initiatives like mDiabetes, mLiver, mKidney, and other channels. Apart from the health tips, Dr SMS helps people to take appropriate actions in times of emergency.

## mEducation donates web box



Mjilomulo Secondary School



Ulubiqu District School



Wavuwavu Primary





## WORLD OF DIFFERENCE HIGH ACHIEVERS

# SIA ADDRESSES MULTIPLE DISABILITY NEEDS

The Spinal Injury Association Fiji continued to address the multiple needs of persons living with spinal injury and physical impairment in Fiji.

In January this year SIA received a shipment of mobility and assisting devices from Ms. Masilina Cox of Australia. The mobility and assisting devices together with clothing and beddings went towards assisting special schools - Hilton Hostel, Sisters of Clooney, and 15 individuals.

To make SIA services accessible to all, SIA moved into training and building capacity of SIA network partners in the North.

A first of its kind for the Northern division, the basic assessment and wheelchair maintenances training programme in partnership with the FNU School of Science resulted in 11 new certified clinicians and 1 certified wheelchair technician for the Northern division.

The training programme also benefited 5 children and 5 adults living with spinal injury and physical impairment in Labasa and the same figure for Savusavu as they were assessed and issued appropriate equipment relevant to their disability.

The program ensures a vast improvement in future service delivery as persons needing mobility equipment maybe assessed and the service provider issuing appropriate equipment in relation to size and type of equipment needed.



SIA also engaged in discussions on Article 39 and the Bill of Rights of Fiji's draft constitution. This quarter also saw SIA establishing new partnerships. Its recent alliance with Latter Day saints (LDS) is focusing on securing around 250 wheelchairs and other assisting devices for Fiji's physically impaired persons.

SIA's continuous plea for more equipment has seen its largest in-kind donor since 2010, PhysioNet UK donating another consignment of multiple mobility and physio equipment together with assistive and special needs device. The consignment is worth \$1.2million.

*"Thank Spinal Injury Association for such a beautiful donation. In 2010, my dad suffered a stroke on his left side. He is not able to move his left arm or leg. This wheelchair will be a great help in him moving around the house as well as in the compound. It will also be beneficial when he visits the hospital for clinics and to other friends and relatives." - Randhir Prasad*

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>choose option 1  
>choose from  
the channels:**

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- 3. mHeart**
- 4. mLiver**
- 5. mDiabetes**
- 6. mCancer**
- 7. mGyno**
- 8. mFitness**
- 9. mChild**
- 10. mEyeCare**
- 11. mReproductive**
- 12. mDisability**
- 13. mStress**

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\*915#  
TO ACCESS  
mKIDNEY**

## COMMUNITY HEALTH OUTREACH CREATES SPIN-OFF

Action for Children and the Aged (ACATA) is engaging professional medical personnel to provide advisory services to communities, facilitate better health care, monitor treatment plans and be active in bringing about a positive change in the health of the children and the aged.

In the last quarter ACATA has been engaging with communities through the following interventions:

- Grass roots: village visits, screening and health education
- Use of technology: Dr SMS, a text message service that promotes health and wellness
- Development relationships with Ministry of Health, Ministry of Education for wider access and better collaboration on wellness

In their quest to help young people stay or become well, the ACATA team made presentations on 'Child Health and Learning' and 'School Health and Wellness Policy' at the Fiji Principals Conference. This initiative led to a Memorandum of Understanding with Ministry of Education to develop School Health and Wellness Policy.

The effort saw the adoption of the policy by Pt Vishnu Deo Memorial College and Vunimoli Secondary School. Consultations on the same were held at the following schools in the North: Khalsa College, Holy



Family Secondary, Holy Family Primary, St Marys Primary, Qelemumu Primary, Korotolutolu Primary, Labasa College, Batanikama Secondary, Bulileka College.

A Village Health & Wellness Policy was also launched in collaboration with iTaukei Affairs Board, with Vunimoli Village in Labasa being the first to adopt.

So far 100 schools, 3 universities, 3 provinces, 15 villages, and 6 major corporate have benefited from ACATA's outreach. An estimated 120,000+ people have benefited from its programmes, including mHealth subscribers.

*I am so happy with the policy and fully support the events that were held today, a big vinaka to VATHFF and ACATA Trust. This programme has been outstanding and we are sure that a lot of changes will come about in the lives of the Villagers.  
- Turaga Ni Yavusa, Poasa Ligitaki*

# DIAL \*915# FOR MKIDNEY



Foundation Chairman Lionel Yee with representatives of the Kidney Foundation launch mKidney at Vodafone House

The latest addition to Vodafone's growing 'mobile for good' services is mKidney – the SMS-based service provides tips and essential advice to combat chronic kidney disease.

Chronic kidney disease is one in the list of non-communicable disease (NCD) that is the largest killer on Earth.

NCDs (such as heart disease, cancer, diabetes, stroke, cancer, asthma, diabetes, chronic kidney disease, Alzheimers and osteoporosis) are responsible for more deaths worldwide than any other single cause. In 2008, NCDs made up 63% of the 57 million global deaths; in 2030 it is projected 52 million will die that year from NCDs – a figure pretty close to the global death figure of 2008.

Vodafone intends to make a difference by offering the free mKidney service. The service will complement mHealth, which was launched in August 2011, to support arresting the growing health problems in Fiji's communities. Since then other complementary channels – including mCancer - have taken up the fight to combat the growth of NCDs and other health and social issues in Fiji.

Currently over 42,000 are subscribed to

receive wellness tips on mHealth, 16,000 on mWomen, and 4,000 on mCancer.

Working in tandem with the Kidney Foundation of Fiji, mKidney's main aim will be to raise awareness of the risks of developing kidney diseases. All tips will be compiled by Kidney Advisory Doctors.

Tips will include advice on:

- causes of renal failure
- care for the disease
- risks
- symptoms
- exposures to the disease
- types of kidney diseases
- types of treatment
- transplants

mKidney will use the Vodafone technology and network to empower people with necessary tools to make a difference in the society.

It will offer services such as Subscription on Kidney health and care tips, Dr SMS Kidney Health and donations through Short Code and MPAiSA towards saving lives.

mKidney can be accessed through dialing \*915# and choosing from the following options; 1. Subscription, 2. Dr SMS 3. Donation and 4. About.

## SOME MKIDNEY TIPS YOU WILL RECEIVE

**Limit the work load on the kidney:** You can action this by making certain changes in the diet to lower harmful toxins. This ensures that the kidney eliminates the harmful, waste ingredients from the blood as well as expels it out from the body through urination. In the course of your day, the entire blood in the body gets strained more than 20-25 times. For this reason, it's crucial that you decrease the amount of work on the kidney.

**Drink plenty of fluids:** Do you wonder why is it essential to have 8-10 glasses of water per day? Imagine a reservoir with low water levels. It may look dry, dusty, or shallow, with many objects bobbing on the surface that otherwise might be carried off downstream. This grim image is a picture of your bloodstream and kidneys when you don't drink enough fluids. Although the kidneys act as more of a filter than a reservoir, toxins can build up if there isn't enough water pressure to push them through to the urinary tract for excretion.

**Magnesium Intake:** Due to high blood pressure and toxic overload when magnesium is deficient, kidney function can be largely affected. To ensure that your body is getting enough magnesium, which keeps the kidneys functioning well, make sure you eat as many dark green vegetables, seeds, nuts and whole grains.

**Cut the Sodium, salt and protein:** The body spends a lot of energy eliminating unnecessary things like excess protein, salt and even water. The kidneys being the body's filter in removing waste will have to work harder if any of these are consumed in excess. Sodium is essential in maintaining fluid balance, but if it is consumed in excess and then not properly filtered out in someone with a kidney disease, it can cause high blood pressure and may lead to heart attack and stroke.

## CHANGING LIVES FOR GOOD

### mKidney Launch Speech – Mr Lionel Yee, Chairman Vodafone ATH Fiji Foundation

The Media Partners, Kidney Foundation Team, Dr Malani, Mr Dewan Maharaj, invited guests, ladies and gentlemen

I quote ... "The mobile network now covers nine out of ten people on the planet – more than those covered by the electrical grid. Thirty years ago, it didn't exist". UNESCO estimates that one in five of the world's adult population is unable to read or write. Mobile internet gives schools with no books the ability to access global libraries online. Around the world, 270 million children are growing up without access to basic medical facilities ... unquote

Mobile allows communities to connect with healthcare providers who offer emergency advice, remote patient monitoring and a host of other services. Mobile payment and information services can transform the prospects for farmers and smallholders in emerging markets.

At the heart of the Vodafone



Foundation is the belief that mobile communications technologies can address some of the world's most pressing humanitarian challenges. Our Mobile for Good programme focuses on using our innovative mobile technology in mobilising social change and improving people's lives.

The Vodafone Foundation is constantly looking to use mobile technology in a way that has the biggest impact for positive change. The challenge is finding transformational projects rather than adding to the ever increasing

number of pilots.

Philanthropic funds can catalyse these projects but in order to reach sustainable scale, we believe in collaboration around the mobile technology. Partners bring different strengths and most importantly, different perspectives on the same problem.

The technology and services that Vodafone delivers are designed to give businesses and individual's access to opportunities. By working collaboratively with governments, industry bodies, NGOs, aid agencies and regulators we can increase their availability, and so truly democratise the mobile internet, enabling millions more people to connect. This research focuses on the potential of mobile and how to overcome the barriers to sustainable scale and we hope you are inspired to do this with us.

### A force for good

The impact of mobile telephony has been far reaching. It touches how we communicate, how we work, how we receive information and how we manage our lives on a daily basis – as a result indirectly improving the day-to-day productivity of both individuals and organisations, and propelling Economic growth.

Aside from this productivity impact, mobile applications have had direct social impact through social services such as healthcare and education. While the indirect impact of mobiles is significant, we will focus for the most part on the direct social impact of mobiles.

The mobile phone is not a magic bullet to eradicate poverty or the issues that exist in impoverished households, but, the mobile phone in emerging markets is unequivocally the most valuable tool for the economic advancement of the poor. The mobile phone is an infrastructure which has given the poor access to the services they need to create a more promising tomorrow.

In Fiji, we have successfully launched Vodafone mHealth, which now has close to 42,000 subscribers. We consequently launched mDisability, mCancer and most recently mWomen. mWomen has more than 16,000 subscribers and seeks to address pressing issues regarding women and child in Fiji.

And I stand, here, very proud today in forging this partnership with the Kidney Foundation of Fiji and I hereby launch mKidney - A Vodafone ATH Fiji Foundation program that aims to change lives for good. Thanks and Vinaka Vakalevu



# FIGHTING BAD HEALTH HABITS AT VILLAGE LEVEL

A request from the iTaukei Affairs prompted the Foundation to address some alarming health trends in a village in Macuata.

The Foundation engaged its World of Difference charity partner Action for Children and the Aged (ACATA) Trust Fiji to do a survey and evaluate the situation. Following this the Foundation sanctioned a Health and Wellness Policy to be implemented at village level.

The Foundation's WoD programme provided all administration and overhead cost to execute this project at village level.

The Policy, which seeks to get a buy-in from the whole village towards a better understanding and implementation of healthier eating and living, is a pilot project that the Foundation and its charity partners hope to take to all villages in Fiji in the near future.

In March this year the Policy was implemented in Vunimoli village, outside Labasa, amidst a lot of appreciation and fervour.

Vunimoli villagers have ascribed to following a regime of healthy eating to lower the incidences of avoidable chronic disease and injury by facilitating improvements in health behaviours and environments.

Under this joint program, the villages and charity partners are committed to establishing an environment that positively influences general well-being, eating behaviours, physical capacity and learning ability to succeed at the national level.

"This commitment will provide ability to participate fully in the national growth process and to also develop lifelong health habits that positively contribute to disease prevention for all Fijians," says ACATA medical head Dr BP Ram.

As such, the villagers have committed to self regulating the sale and



preparation of unhealthy food items, junk food, and fizzy drinks through village and school canteens. They will place greater emphasis on making use of local fruits, vegetables and nuts in both their diets as well as commercial ventures. This will also include greater use of seasonal fruits in their cooking. Another factor is the declaration of designated grog and sugar free days to lend greater emphasis on the need to change lifestyle habits. Additionally, the Policy calls for the introduction and implement of health and wellness programmes at all levels within the village, school, home, community and social sector.

Villager and traditional leader Poasa Ligoraki said the policy had broadened their knowledge of diseases and the importance of eating balanced meals.

"I am so happy that you chose our village for the launching of the programme because we need to know more about our health conditions," he said.

"Villagers also know now the importance of daily exercise and other things we can do to live a healthy life.

"The advantage of this policy is that our women were here to hear information about the type of meals to prepare for families."

# DECENT EMPLOYMENT FOR PERSONS WITH DISABILITIES

Non-government organisations, employers and Disability Persons Organisations celebrated the launch of the Include Disability – Employ this Ability (IDEA) Program in early June at Australia Pacific Technical College in Suva. The IDEA Program is focussed on securing decent employment for persons with disabilities by engaging with both the public and private sectors. The IDEA Program was launched by Acting Australian High Commissioner Mr Glenn Miles.

Chair of the IDEA Program and Vodafone World of Difference candidate, Mr Joshko Wakaniyasi said, "One aim of the program is to highlight article 27 of the UN Convention on the Rights for Persons with Disabilities, which states that persons with disabilities have a right to work on an equal basis to others. We estimate that in Fiji 87% of persons with disabilities are unemployed. To make this right a reality, we will work collaboratively with government, education providers and the disability community."

The IDEA Program has recently received funding for two years

through AusAID's Human Rights Grants Scheme. This funding will assist the representatives of Spinal Injury Association, Fiji Disabled Persons Federation, Fiji Alliance for the Deaf, Psychiatric Survivors Association and United Blind Persons Association to continue and expand this work; representatives from these 5 DPOs have been volunteering their time since September 2012.

The IDEA Program will now be focusing on completing a survey of persons with disabilities in Fiji. The Survey Project is being managed by Mr Kolinio (Koli) Laisenia, who is aiming to get survey responses from 1,000 persons with disabilities in the next three months.

Koli is hopeful that the IDEA Program's Survey Project will be a powerful tool for persons with disabilities in Fiji. He says, "The survey is important because it will help persons with disabilities to get jobs. We will bringing all the information from the surveys to match people and their skills and qualifications with jobs, and to identify how the IDEA Program can support persons with



Joshko and Koli discuss the IDEA Strategic Plan

disabilities."

Koli acquired a disability when he was young. He spent extended time in hospital which impacted on his school attendance. Koli was encouraged to persist with his education by doctors, who saw that he was very capable. Koli went on to attend Ratu Sukuna Secondary School for Form 3 and Form 4 until he began to feel down on himself. Koli says that this was common for students with disabilities who are attending mainstream schools to feel discouraged in this way.

At this time Koli quit school, but later through his involvement with the Salvation Army, was able to get some IT training. Koli began working with the IDEA Program a few months ago and has found it to be a positive experience. He says, "Working as part of the IDEA Program has shown me that I have the ability to do more. I have come out from my comfort zone and it is helping me reach my dreams and goals." Koli adds that the IDEA Program is "building capacity for me as a person but it will also help others, it will help my peers find jobs."

# \$1.5M SHIPMENTS HEAD FOR FIJI

The Foundation funded the freight cost of a \$1.2million shipment headed for Fiji from UK.

The PhysioNet shipment, containing disability equipment, will arrive into the country around mid June 2013.

PhysioNet UK has been the Spinal Injury Association's (SIA) largest in-kind donor since 2010 with multiple mobility and physio equipment together with assisting and special needs device.

PhysioNet is a charity based in Yorkshire, England set up in 2005 to provide physiotherapy equipment to disabled children in Europe and in developing countries around the world. All equipment is donated and it is refurbished prior to shipment.

Also, a \$330k shipment is headed for Fiji from USA, containing wheelchairs donated by the Wheelchair Foundation.



Mobility and physio equipment being loaded into container in UK. Insert: SIA's Joshko

# WHEELCHAIRS FOR VILLAGERS

The Vodafone ATH Fiji Foundation World of Difference programme has donated wheelchairs to two villagers of Naduri who have been living with disability.

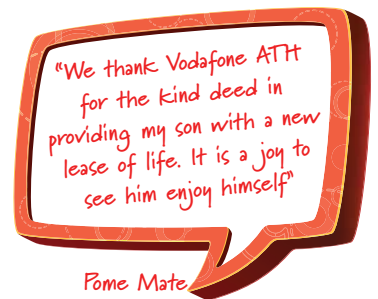
Foundation Executive Ambalika Devi said the wheelchairs would help with mobility of the recipients. One of the recipients is nine-year old Ulaiasi Matia, lame from birth, who is ecstatic on being mobile. The wheelchair means being able to take part in rugby, even if it is as a spectator.

He now even has rain baths as his wheelchair allows him that freedom. "Before I used to just lie around the house but now I can visit friends," said Ulaiasi.

His parents Laite and Pome Mate say their son has always been cheerful, despite being lame since birth. They now say he is full of laughter and fun. What a world of difference.

"We thank Vodafone ATH for the kind deed in providing my son with a new lease of life. It is a joy to see him enjoy himself," Mrs Mate said.

Ms Devi said the donations were made possible through the charity partners.



Pome Mate

# mCORP SHARES BEST PRACTICES

mCorporate Philanthropy [mCorp] was launched on International Corporate Philanthropy Day 2013... a day which celebrates charitable giving to uplift the livelihood of people.

The SMS subscription-based channel will use mobile technology to share information which has the potential to reach larger population, energise younger generation to make positive use of technology and transform the mindsets about the world around us.

It will offer opportunities to share best practices, develop partners and engage with organization employees and other stakeholders for more strategic and effective social investment through Vodafone's SMS specific channel broadcast.

With mCorp Vodafone Fiji was definitely changing the way in which consumers communicate, says Divik Deo, Director and Trustee, Vodafone ATH Fiji Foundation.

The mCorp tips will also share the benefits it brings to business like promoting brand recognition and reputation, encouraging employees to give for the cause that they are passionate about, tying employees to community through community volunteerism and donating skills



Vodafone's Divik Deo

that employees have to NGOs and charitable organisations.

Mr Deo said research showed that Fiji had weak relationships between Private Sector Organizations and NGOs.

*"We are committed to keeping you ahead by providing you with the latest technologies along with reliable and superior network quality. We will continue to mobilise communities and mobilise social change"*

mCorp was an upscaling of the Corporate Philanthropy Seminar – in existence since 2009 - to address the discrepancy, he said.

The thrust of mCorp was to strengthen relations between Public Private Sectors, Private NGO sectors

and between Private Sector and the community by increasing the flow of donations (both money and labour) towards the production of social good, he said.

"The private sector can be a crucial driver of development and wealth creation by providing employment, income, products and services whilst corporate philanthropy and donors can help improve the business environment by creating enabling conditions and incentive for private sector to achieve sustained growth."

Mr Deo also said Vodafone would continue to work hard to bring innovations to ensure that the people of Fiji got only the best.

"We are committed to keeping you ahead by providing you with the latest technologies along with reliable and superior network quality. We will continue to mobilise communities and mobilise social change," he said.

- mCorp can be accessed through free dialing \*636# to subscribe.

- mCorp will have a fee of 25 cents, allowing corporate subscribers to give through SMS Giving (subs-based) to help communities.

- The tips will be uploaded twice a week on Tuesday and Thursday.

**Want to know how social investment can enhance your business?**

**DIAL \*636# & SUBSCRIBE TO mCORP**



# GIVING WOMEN A VOICE



"I was at the launch event of mWomen. I have to say that I was very impressed by this promising and outstanding initiative which could set an example in the Pacific region and may be extended to other countries soon if successful."

*Chloé Chambraud, UNWOMEN*

mWomen is a platform that will make the most use of mobile technology to respond to questions, issues and challenges faced by women and children in Fiji and which can be accessed at the touch of a few buttons on a mobile phone, was how the Minister for Social Welfare, Women and Poverty Alleviation Dr Jiko Luveni described Vodafone's latest Mobile for Good initiative.

Enabled by the Vodafone ATH Fiji Foundation in partnership with the Ministry of Women, Social Welfare and Poverty, the mWomen channel joins Vodafone's other m-services provided under its corporate empowerment policy of raising awareness, educating Fiji's population and sharing information that matters.

The m-services are based on the technology's potential for 95% penetration, is simple and easy to use, sends sms broadcasts and is a cost-effective, solutions-based medium for instilling behavioural change.

The alarming statistics on gender violence in Fiji is the main thrust behind the new programme – mWomen hopes to address the issues of rape, sexual assault, violence against women and child abuse with this service.

Fiji's first Goodwill Ambassador for Women (GAW), Madam Nazhat Shameen launched the Free Dial (\*727#) programme which seeks to benefit the hard-to-reach, under-privileged and vulnerable in our communities, as well as the general populace.

Ms Shameem said the mWomen service will help to encourage the reporting of violence against women and children.

Ms Shameem spent some time delineating the progress of women's rights over the past century and its present status. But, she said, her presentation was not about the development of feminism. "It is about how feminism has

become influenced by the cyber age, and how the freedom to speak, especially about rape and domestic violence can be promoted by the use of technology. It is about the launch of a mobile phone service which can give to thousands of women in Fiji, a voice at last."

She said that since 2010, statistics in Fiji on reported sexual offences against women and children have shown a shocking increase but whether the increase reflected more offending or more reporting was not known.

If it was more reporting then it reflected a positive change in our society, showing a greater willingness on the part of the victims of gender-based violence to speak out, she said.

"Yet a question we must all ask ourselves is: are those figures still only the tip of the iceberg? Are there still many women and children in society who do not speak out?"

The mWomen service, Ms Shameem said, would be available to every woman and child in Fiji who has a mobile phone, and who wishes to obtain legal and structural advice from experts on subjects such as domestic violence, rape, family law and child abuse.

The mWomen service will help to encourage the reporting of violence against women and children. It will be done in a way that is anonymous, accessible and accurate. A panel of lawyers and paralegals will provide their services entirely free of charge.

"It (mWomen) is intended to help victims of rape and domestic violence to use the institutions in the judicial system in order that justice will be done. It is intended to achieve a greater access to justice and the law, and to be an important step towards equality before the law. It is a marriage between justice for women and children and technology," she said.

## SMS COUNSELORS RECEIVE TRAINING



*Training mWomen counsellors*

SMS Counselor - a service that is part of the mWomen channel will enable people to get advice and information on various issues relating to women and rights and procedures.

Some 65 counsellors, also comprising of lawyers, attended a training on how to address questions through this service.

The training addressed the following: Child Welfare Decree, Domestic Violence Decree, Crimes Decree, Rape, Assault, Incest, Pornography, cyber bullying and internet crime against women; Family Law Act - Spousal, Child & Parental Maintenance, Dissolution of Marriage, Nullity, Custody, Child Recovery, Property Settlement

Rape and police; Court procedures - What will you be asked in rape cases? Can you reconcile domestic violence? What is free reconciliation, and what are barriers to justice for women?

Advice on imminent suicide, rape, incest, domestic violence and trauma were also given to participants

**SMS Counselor can be accessed by dialing \*727# and choosing option 2.**

## VIOLENCE, SEXUAL, ASSAULT, ABUSE - THE STATISTICS ARE ALARMING



*Director Women, Arieta Moceica*

Just two months into 2013, the number of cases of violence, sexual assault and abuse against women and children is alarming and extremely saddening, says the Director Women, Arieta Moceica. There were 21 reported cases of sexual abuse, 18 of child neglect and a further 12 that could not be categorized but were related to the type of violence perpetrated against women and children in this country, Director Moceica said. Additionally there were nine reported cases of teenage pregnancy

and several cases of indecent assault and physical abuse. "The figures are alarming and the social issues are enormous, hence we require corporate sector engagement to be able to address these issues at all levels," says the Director.

"mWomen is a positive programme which seeks to empower our women to an extent that they are able to support their men in the house, in turn supporting their community. mWomen also seeks to raise awareness on legal aspects and charges associated with

rape, violence, assault and abuse and any information that is shared by the Ministry to be shared with the women, men and children of our Nation."

In acknowledging the role Vodafone has played in bringing about the programme, the Director said: "We salute these men with a passion for the Vanua, Mr Aslam Khan and his team for being so visionary and being able to bring all of us together to address the social and community issues pertaining to Fiji."





**Vodafone  
ATH Fiji  
Foundation**  
**changing lives by  
mobilising the  
communities,  
mobilising social  
change**



**CONFERENCE  
FOR QUALITY AND  
HEALTHY SCHOOLS**





# CORPORATE PHILANTHROPY SEMINAR

CELEBRATING THE INTERNATIONAL CORPORATE PHILANTHROPY DAY ... FEB 25TH



## DOING WELL BY DOING GOOD

**Business cannot succeed in societies that fail. Social wellbeing and healthy communities are vital. A healthy society supports and enables economic growth. Vodafone CEO Aslam Khan talks about corporate social responsibility and the demands of the new-age customer.**

It is no longer enough that a corporation have a social conscience and be involved in charitable and philanthropic giving. Doing this was now almost a 'business-as-usual' part of the business world, far from being a unique aspect of corporate philanthropy.

Having a social conscience nowadays is a 'run-of-the mill, bare minimum requirement' to even be considered as a socially responsible company.

Today's smarter, more empowered customers were aware of the level of involvement and the impact of corporate philanthropy and want to deal with those corporations who were involved in the longer-term benefit of the community.

Aslam Khan, Managing Director, Vodafone Fiji Limited made these comments in his keynote address at the Corporate Philanthropy Seminar 2013 on 25 February at the Holiday Inn.

The Corporate Philanthropy Seminar is a programme of the Vodafone ATH Fiji Foundation, which seeks to establish relations

and partner solidarity and promote corporate giving in an effective and efficient manner.

This year's Seminar was also the launchpad for Vodafone Fiji's new Corporate Philanthropy SMS channel called mCorporate Philanthropy [mCorp]. mCorp offers businesses in Fiji the opportunity to subscribe to regular SMS tips and advice, the subscription then being directed to worthy charities.

[All funds raised through mCorp will be channeled to charity alliances made up of 'corporates for community work' such as charity for the disabled, desktops for children, and education and health for the needy.](#)

The concept is based on the cooperative efforts of business and charitable causes – by subscribing to the service corporations give regularly to earmarked charities and can ride on the back of their involvement in the community to promote their corporate philosophy.

A subscription to the mCorp would enable corporations to receive regular tips on strategic giving, smart giving, the types of giving, impact of



giving on the community, and how it can be made to complement the overall business objective.

Mr Khan urged attendees to jump on board the mCorp channel, not only to be seen to be doing something good with an aim to help other people but to be known as a corporation that did good things as an integral part of its operations.

"It's not about selling our product to someone. It's about someone getting excited about what we are doing and sharing it with others", Mr Khan said.

Cause based marketing, said Mr Khan, transformed the ways customers interacted with a business, improving customer loyalty. It was part of a long-term commitment to build a company's identity, and required careful planning. But the benefits are real.

"You may have folks that visit your website regularly, but have never told their friends about you. But as soon as they see you promoting your favorite charity and suddenly they are sending links to all of their friends."

On Corporate Philanthropy, Mr

Khan said it was a giving by a for-profit company directly to charitable organizations in need with the intention of improving the quality of life.

The benefits of philanthropy had moved beyond grant making to sound business practice contributing to the interest of shareholders. It's aim was to foster a healthy and economically viable community.

["Business cannot succeed in societies that fail. Social wellbeing and healthy communities are vital. A healthy society supports and enables economic growth," he said.](#)

"The new-age customers are prepared to move their purchases to a provider of services if its social and environmental performance is better."

Vodafone ATH Fiji Foundation has convened Corporate Philanthropy Seminar throughout Fiji, with the spin-off benefits of having established the Northern Charity Alliance, Western Charity Alliance and Fiji Volunteer and Philanthropy Network. These Charity Alliances and the Network are to be key beneficiaries of the newly-established mCorp channel.

The Corporate Philanthropy Seminar aims at strengthening corporate giving that benefits stakeholders namely management, employees, shareholders by building "employee morale & engagement", "sustainability" of company by planning future workforce, training and skills building like project and time management, leadership opportunities and team building, increasing "understanding of co-worker and appreciation for diversity", enlarging "sense of community and social obligations" in turn increasing "pride and responsibility".



# WE ALL HAVE A ROLE TO PLAY, SAYS HUGHES

We all have a role to play in resolving issues that matter to the communities of Fiji, says Westpac General Manager Adrian Hughes.

Speaking on the Corporate Philanthropy Day, Hughes said it was important that we understood our roles and responsibilities and contribute accordingly.

He said that as the Government is responsible for things that cannot be easily privatised like health and education, the corporate sector is responsible for making the place that it does business in a better place.

"Westpac's sustainability is driven by initiatives that provide positive impacts on the issues that matter to the communities in Fiji."

"Some of these initiatives are linked to the MDGs



Adrian Hughes ... Westpac

like health and wellbeing, gender balance, and poverty.

"We are interested in health because we know Non-communicable Diseases (NCDs) claim 82% of all deaths in Fiji."

He said that employee safety and wellbeing was part of Westpac's DNA. "It is part of our people strategy."

On gender balance, Mr. Hughes said that 33 per cent of Westpac's workforce were women. "In our bank manager ranks, over fifty per cent are women, 50 per cent of leadership team are women.

"We also provide women education grant and support the Women in Business initiative.

Talking on poverty Mr. Hughes said financial education and access to banking were some of the interventions in supporting poverty elimination.

"Financial literacy is very important part of our corporate sustainability agenda," he said

"Every year we do training workshops for those in remote rural areas, training them on financial first steps".

Free bank accounts and taking banking to the communities are other initiatives.

Mr. Hughes said that the issues at hand could not be addressed alone "but Westpac has an important role to play".

## PRIVATE ENTERPRISE CRUCIAL BUILDING ECONOMIC POWER THROUGH EDUCATION

Nothing feeds more people, educates more children, provides more jobs than private enterprise, says Dr. Norman Barth, Regional Environmental Officer for the Pacific at the U.S. Embassy in Suva.

Speaking at the Corporate Philanthropy Seminar, Dr Barth explained the philanthropy models practised in United States of America.

"USA has a long history of facilitating philanthropy. Some of the well known philanthropic foundations were founded by private business like Ford, Rockefeller, and Bill & Melinda Gate Foundation," he said.

"Part of the reason why Corporate Philanthropy is effective in the USA is because it is an intergral part of an organisation's strategy.

"What's interesting about this idea is that essentially it allows individuals to use some of earnings to support philanthropic causes," he said.



Dr Barth

Corporates can make a World of Difference through providing training and education to its social partners, says Saten Nair, Deputy Director of National Training and Productivity Centre.

Speaking on the topic "Building Economic Power Through Education", Nair said corporates could donate by training their social partners with: Project Proposal and Project Funding Report Writing, Financial accounting and Acquittal training, HR workforce planning, Information Technology and Software Trainings, Corporate Governance, Social Leadership Program, Project Management, and Monitoring and Evaluation.

These trainings, he said, could be done through 'paid release days' and staff secondments.

"Companies can allow an employee to spend a day or two volunteering within the community during normal working hours and get paid – training can be part of this process," said Nair.

Nair encouraged corporates to engage in non-cash corporate giving programmes.

"Providing training and development will build capacity of the non-profit organisations with your resources," he said.



Saten Nair ... FNU

Other non-cash donations that Nair mentioned include manufacturing companies donating their products and donating computers/furniture on purchase of new ones.

He said companies could also have a 'company-wide day of service events' and volunteer initiatives.

Nair said that corporate social responsibility should be part of the corporate business model and strategic plan.

"Its the willingness to promote and support the community in addressing national and global issues," said Nair.

## ADDRESSING SOCIAL NEEDS THROUGH GIVING AND PARTNERSHIP



Minister for Health  
Dr Neil Sharma

He said that the private and public sector partnership was crucial in solving some of the pressing social challenges of our society, especially health and wellbeing.

"Nobody can do it alone. If private sector worked with government, I am sure we will be better placed to address some of the pressing health needs of this country," said Dr. Sharma.

"We are working towards outreaching in the communities and I am grateful that organisations like Vodafone have outreached through its programmes into rural and maritime communities so that everyone benefits," he said

the needs of our communities, says Minister of Health Dr. Neil Sharma.

Commending the work of the Foundation, Dr. Sharma said "we need to be able to think as to how we share our responsibilities and knowledge, how we are going to encourage people to move away from unhealthy behaviours".





# Stakeholder Views



**DR JOSEFA KOROIVUETA**  
**PERMANENT SECRETARY FOR SOCIAL WELFARE,**  
**WOMEN, AND POVERTY ALLEVIATION**

mWomen is a great initiative by Vodafone Foundation. Women in all works of life can now access counseling, legal services and general information on their legal rights as where to go and how to get help depending on their various needs. Such services are now available to women with the mere press of phone buttons..

mWomen initiative is assisting Government in achieving its long-term goal in "ensuring a safer community for women and children through improved responses and access to justice and legal services" depending on crimes committed against them.

The service is unique in the sense that women and children victims do not have to go through the bureaucratic procedures which in many ways and in the past have served as a deterrent to women and children coming forward to relevant authorities such as the Police to report their grievances and the crime committed against them. This has led to many cases of violence remaining unreported.

We find that the messages disseminated are very specific and relevant. Women are now empowered by the depth of information that is openly accessed once they subscribe to \*727#.

We thank Vodafone Foundation for this great initiative that is making a massive difference in the lives of women. Many women who are silent victims of gender-based violence from their husband and loved ones suffer in private and have no one to turn to because of lack of trust, can now access counseling without being victimized and without any fear that someone may find out what they are going through before they have the courage to share it with any of their friends or relatives.

mWomen will act as a catalyst towards the Ministry's own initiative on 'Zero Tolerance Violence Free Community'.



**STAFF OF**  
**PRICEWATERHOUSECOOPERS (PWC)**

Feedback from PWC Lautoka staff on the health checks conduct by Vodafone Foundation/ACATA:

"The session was awesome, where we got to know our weak points regarding our health and about how we can improve on that. And the people who came down for the session/ health checks were so friendly and open to us."

"Well, I liked their approach and their passion towards their work. My results however, were not so favourable. So, in terms of adding value, YES, a lot of good pointers were brought out of this check up."

"The team was just superb! I'm really happy to know my health status and to top it all I got to know that my diet is perfect. One of the advisor's named Sarah was very friendly and advised fairly well on what all we need to include in our meals and how important it is for me to have 3 meals and 2 snacks in between to actually gain weight. Her tips were actually too good and explicitly explained."

"Thank God they came, considering my astounding results! I am now aware more than ever regarding my health, rather than thinking I am wholly healthy and therefore in danger of falling upon a serious medical condition that might change my whole life!"

"It was really good and beneficial. I was tested and my cholesterol was high. I never had myself checked for cholesterol, thinking that I am not a big eater or meat eater and that I keep control of what I eat. But there I go. Its up. "

"The health test was invaluable and informative and the team made us realise we had certain defects and we appreciate that they also commented on the healing process and making positive comments such as being able to reverse the defects and how to do it."



**NEEL MAHARAJ**  
**FIJI COUNCIL OF SOCIAL SERVICES**

The Vodafone ATH Fiji Foundation is a perfect model of corporate philanthropy bringing about social change in its ambiance where the lives of underprivileged are rejuvenated. With its innovative philanthropic programmes the foundation is addressing existing social and humanitarian crisis through a multi-stakeholder approach whilst building capacities and partnership in the process. The Foundation's approach is an exemplary model of private, public and NGO partnership to bringing authentic social change in communities.

The foundation fostered a three-year partnership with FCSS National Volunteer Centre based on the proposal designed from the outcomes and learning undertaken at the 12th IAVE Asia Pacific Volunteer Conference and Youth Forum held in Taiwan in 2009. The foundation was different for the following reasons:

- It provided continued strategic, financial and technical support throughout the three-year partnership ensuring quality holistic delivery of services to the community.
- It built capacities and provided continuous training and development where needed to project staff strengthening both individual and programme.
- The quarterly reviews and stakeholder analysis meeting with the projects staff gave the foundation and the centre to openly discuss achievement and also address challenges faced whilst executing the activities.
- It provided various platforms for all foundation stakeholders and recipients of grants to collaborate with each other, learn from each other and work together to deliver where possible.

Partner Synergy

The Vodafone ATH Fiji Foundation is catalyzing real social change by investing in innovative projects that aspires to solve Fiji's most pressing problems. The aim of partner synergy is to establish collaborative partnership at all levels with relevant stakeholders envisaging positive social change.

This financial year, the Foundation, also forged relationships with business, and professional associations like Principals and Head Teacher Associations, Fiji College of General Practitioners, Fiji Legal Aid Commission, Empower Pacific, and the University of the South Pacific to engage in beneficial, supportive activities, that complement Vodafone Mobile for Good Programmes. 2012/2013 also saw engagement at Ministerial level with Ministry of Education for mEducation, Ministry of Health & WHO for mHealth, Ministry of Social Welfare, Women and Poverty for mWomen and Ministry of Labour for mCorp. We take responsibility of mooting campaign for change, we empower our stakeholders and create conditions for collaboration and innovation.

Our stakeholder engagement enables us to create value and do more than just giving.

Lessons for partner synergy is that together we are able to create actionable knowledge to improve our own effectiveness and also influence behaviour of others.



# Employee Engagement

Informed and engaged employees are essential for any business to operate effectively. And it's equally important that corporate values are effectively passed to the employees so that they can utilise the same to make a difference in the communities they live in. For Vodafone Fiji, employee engagement is not only a business practice but also part of its corporate societal engagement strategy. The Employee Engagement Programme which has been running for several years now, has been lifted to another level whereby employees are encouraged to take ownership of efforts to help communities. Vodafone communicates its CSE strategy and new developments to employees and motivates them to apply personal initiative to help people in need, thereby making our socio-economic environment much better.

Recent employee initiatives under the Employee Engagement Programme include the following:

## LIGA, OUR SILENT CHAMPION

"We all need to contribute some of our free time to assist those who need our help and be sincere about it without looking at rewards," says Vodafone's Ligavatu Gukisuva.

Liga, as he is commonly known as, believes we have to take active measures to institute any changes we want in society.

"I am part of the Viti community and if I want changes then it has to start from me, he says.

"I live, breath, and walk our (Vodafone's) values and passion.

"If I can use my expertise to make a difference in society then why not. Putting a smile on everyone's face is my purpose here on earth and I'm honoured Vodafone sees this in me," he says.

Liga has had a 'life changing' experience working with various Foundation partners and is proud that his family and friends back him up in his volunteer efforts.

"My friends and family are always ready to offer a lending when and where required, best scenario was during the flood and cyclone rehabilitation work".

Liga is excited about Vodafone's latest



Mobile for Good programmes, saying it's one of the few programmes and services that's making a real difference in our lives.

"Best part about the programme is the ability to touch a wide spectrum of our society," he says.

So what drives Liga?

"The huge difference the Foundation's work makes in society and the many benefits it gives to my fellow Fiji Islanders is what motivates me and keeps me engaged".

"I'm one of the few silent Foundation champions and am very proud of the many initiatives undertaken by the Foundation so much so that I give up my free time to be part of its many initiatives especially in rural areas," he says.

## 'THANK YOU FOR THE QUICK RESPONSE'

Vodafone Staff Naushad Ali raised \$9800 together with Shaukat Ali to help Sharoon Mohammed get eye treatment overseas. Here's a note of thanks from the family:



"On behalf of Sharoon Mohammed's family I wish to express sincere gratitude to Vodafone Foundation for the quick response that had been provided to Sharoon Mohammed for his medical treatment at Sayadri Hospital in Pune, India.

"While constructing the house a metal piece from the nail broke and penetrated the lens of his right eye and rested in the retina. This was a very serious injury and there was no treatment available locally.

"While raising fund for the treatment, we approached Vodafone and upon doing their appraisal, a decision was quickly made to support Sharoon for his medical treatment abroad.

"Sharoon, aged 30, is a subsistence farmer and the only son in the family. The doctors at the Pacific Eye Care center confirmed that Sharoon was certain to go blind if proper treatment was not done.

"The metal piece was removed from Sharoon's eye and he has fully recovered now - he is able to see with the eye that sustained injury.

"We wish to deeply thank Vodafone Foundation for the support and financial assistance of one thousand dollars towards the treatment. We are also grateful to Ministry of Health for their support."

- Shaukat Ali

## LEARNINGS FROM PHILANTHROPY NZ CONFERENCE

The Foundation will implement learnings from the Philanthropy New Zealand conference attended by Foundation Executive Ambalika Devi.

The NZ conference discussed current trends in corporate giving and how organisations were adopting new strategies to create bigger impact.

Of great relevance was the concept of Catalytic Philanthropy. Catalytic Philanthropy model is based on the premise that donors who are serious about solving social problems must take a catalytic role, mounting a campaign and knitting together the pieces of a solution in ways that the fragmented nonprofit sector cannot do for itself.

In this model philanthropists have the ambition to change the world and the courage to accept responsibility for achieving the results they seek; they engage others in a compelling campaign, empowering stakeholders and creating the conditions for collaboration and innovation; they use all of the tools that are available to create change, including unconventional ones from outside the nonprofit sector; and they create actionable knowledge to improve their own effectiveness and to influence the behavior of others.

The Foundation noted that it was ahead of the



Philanthropy NZ conference participants

game in its strategy and approach - moving from conventional to catalytic philanthropy.

"We are using the impact driven model that addresses bigger problem. The theory of change and the notion of shared measurement enables us to provide resources, network with relevant partners, and strengthen relationships, through multi-sectoral collaboration, that aspires to bring about positive social change," says Devi.

"We see ourselves as an evolving Foundation and any learning that will enable us to work better will be implemented immediately," said Devi.

## THE BACK-OFFICE GENIUS



Back-office genius Nilesh Chand says the best way to help others is to donate your skills so that people can benefit. Chand is the man behind planning, coding, and creating SMS technology that enable the Foundation's Mobile for Good services.

"When the services such as mHealth and mWomen are rolled out, it gives us a good feeling, that yes, we have done something that can reach people and change their lives."

## RAHIMAN PUSHES THE LIMITS



Rahimaan pushes the limits to work with as many charity partners as he can to build the capacity of their finance and admin personnel. In his recent engagements, Rahiman worked with a graduate trainee at Fiji Council of Social Services. Through his mentoring, the trainee is now employed

full-time by FCOSS as its Finance Manager. In other efforts Rahiman designs reporting systems and trains volunteers or attachés to build their capacity so that they are able to look after accounts of any charity organization.

"It feels good to see that whatever I taught is transferable and there is a multiplier effect," says Rahiman.



## Employee Engagement



### CONGENITAL DEFORMITY

**Ravikash Chandra** raised funds for Ankit Prasad's medical treatment overseas. Prasad is diagnosed with congenital deformity. Instead of doing collection only at Vodafone Headquarters Chandra reached out to his friends who work in other corporate organisations. "They just needed a little bit of convincing to do some collections at their respective work places," says Chandra.

Amount raised: \$1363.80  
Foundation contribution: \$1000  
Total: \$2363.80



### GYATRI'S MEDICAL TREATMENT

**Arunesh Vishwa** raised funds through public donations for Gyatri Devi medical treatment in India. Devi suffered injuries in a family dispute.

Amount raised: \$1860  
Foundation contribution: \$1000  
Total: \$2860

### SHIU'S BOOK DRIVE



Shiu Nadan was involved in organizing an inhouse book drive for the rural schools in Fiji. The need came about after the Foundation executed mEducation programmes in the schools and saw a lot of libraries virtually empty. Close to 10 cartons were collected and a lot of Vodafone employees donated used or new library books. The handovers are to be made in June and is set to benefit 3 schools in Nausori.



**Roselyn Deo** raised funds for Bram Deo whose house was damaged in a landslide.

Amount raised: \$1033.60  
Foundation contribution: \$1000  
Total: \$2033.00



**Mosheen Khan** did door to door and business house collections for Sheik Feroz who lost all his belongings in a fire.

Amount raised: \$2200  
Foundation contribution: \$1000  
Total: \$3300



**Anish Chand** raised funds, by selling raffle tickets, for upgrading sanitary and computer room at Vunimoli Secondary School

Amount raised: \$1584  
Foundation contribution: \$1000  
Total: 2584.00

**Artika Kumari** did door to door collection in Vusiya community and Raralevu Mandali to raise funds for Mr. Surya Bhan suffering from gangarene, requiring amputation of toes due to infection. Amount raised: \$635; Foundation contribution: \$635; Total: \$1270.

Jeevan caught up with Artika on what she thinks of her social engagement.

#### What was your motivation behind helping with the development of mobile for good programmes

To reach out to the community with the use of technology and bring good changes to peoples life. I have seen people's questions being answered, issues solved through the interventions we do, either its through mobile applications like mHealth or our programmes like Double Your \$.

#### What does social problem mean to you. Are you aware of the impact of what you have done voluntarily?

Social problems are factors that affect or damage society. My volunteer hours through Vodafone

Employee engagement programme has seen me helping many individuals in the community. The impact is not always the same for every individual. However, generally we have addressed some immediate needs and this has brought positive changes in their lives. There is lot of appreciation from people receiving our assistance.

#### How you feel about this?

Seeing people benefitting from our work is always a good feeling. I feel proud to be part of Vodafone. Seeing smiles on people's faces through our assistance drives me to do more.



## GRANT DISBURSEMENTS 2012 FINANCIAL PERIOD [ UNAUDITED ]

CHARITY	AMOUNT
Rotary Club of Taveuni	20,000.00
Rotary Pacific Water for Life	50,000.00
Lions Club of Labasa	28,000.00
Northern Charity Alliance	6,500.00
Lions Club of Ba	15,000.00
Vision Fiji	3687.50
Mobile for Good	30,500.00
9 Charities & Sustainable Projects	288,320.27
55 Schools (20 school in progress)	50,000.00
Dr SMS Advisory	34,383.00
Employee Engagement / Double Your \$	20,561.20
Saraswati College	2,500.00
Bhawani Dayal Arya College	2,500.00
Nausori High School	2,500.00
Sila Central	2,500.00
Queen Victoria School	2,500.00
Adi Cakobau School	2,500.00
Muaniwani College	2,500.00
Rewa Secondary School	2,500.00
Baulevu High School	2,500.00
Lalean Memorial School	2,500.00
Lomawai Secondary	2,500.00
Labasa Muslim College	2,500.00
Lami High	2,500.00
Naitasiri Secondary	2,500.00
Mulomulo Secondary	1985.20
PT Shreedhar Maharaj College	2,500.00
Naiyala High School	2,500.00
Nakasi High School	2,500.00
Solevu JNR Secondary School	2,500.00
Lekutu High School	2,500.00
Naikavaki Secondary	2,500.00
Bua Central College	2,500.00
Suva Sangam School	2,500.00
Wainimakutu Secondary	2,500.00
Napuka Secondary	2,500.00
Beqa Secondary School	2,500.00
Kavanagasau Secondary	2,500.00
Pt Vishnu Deo Memorial	2,500.00
Levuka Public High School	2,500.00
St John College	2,500.00
Delana Methodist	2,500.00
Sai Veiseise Health Centre	13,000.00
Rotary Club of Lautoka	10,000.00
Rotary Water Pacific for Life	50,000.00
Lions Club of Ba	11,000.00
Lions Club of Labasa	10,000.00
Fiji Sevashram Sangha	13,000.00
Rama Krishna Mission	13,000.00
Sangam Fiji Foundation	13,000.00
Rotary Club of Nadi	13,000.00
Friends Fiji	30,000.00
Vodafone Red Alert	138,698.74
Loloma Home	1,000.00
Valelevu Hart Home	1,000.00
Psychiatric Survivors Ass	1,000.00
Labasa Hart	1,000.00
Senior Citizens Home	1,000.00
Women's Correction Services	140.00
<b>Total Social Investment</b>	<b>\$943,775.91</b>





# passion for the vanua

BY ASLAM KHAN, CEO - VODAFONE FIJI

## Reassuring our commitment

This is the 20th issue of Jeevan and 10th edition of 'Passion for the Vanua'. Vodafone Fiji has come a long way in executing its corporate social responsibility and in doing so we have kept up with the changing needs of our communities, redefining our strategy and approach to create maximum impact through our giving.

The Foundation was formed in 2004 to take care of some of the immediate social needs at that time. Today, the Foundation's thematic areas have expanded and our programmes include: Vodafone Red Alert, Vodafone mEducation, Vodafone mWomen, Vodafone SMS Counsellor, Vodafone mHealth, Vodafone Dr SMS, Vodafone mCancer, Vodafone mDisability, Vodafone World of Difference, Vodafone Sustainable Funding Vodafone Employee Engagement and Vodafone Beyond Funder programmes.

Just recently, we engaged ourselves with community involvement through contribution in areas of Vodafone Fiji Limited's core competencies. Examples of our community involvement include contributions from our staff donating their skills and raising funds for which they are passionate about. This has seen partnering and complementing charities, individuals, schools and school boards to communities, improving education at various levels; partnering with health care providers to improve health in the remote, vulnerable local communities by providing education and World of Difference volunteer services to address public health issues; and partnering to influence trade, through promotions of entrepreneurial activities, business, and professional associations with Principals and Head Teacher Associations, Fiji College of General Practitioners, Fiji Legal Aid Commission and other stakeholders, to engage in beneficial, supportive activities, such as voluntary standards activities that complement Vodafone Mobile for Good Programmes like mHealth, mEducation, mWomen, mPAISA, mCorp.

It's important to note our theory of change whereby Foundation programmes have moved gradually from conventional philanthropy to venture philanthropy (how we upscale each programme we run for the sustainability) to catalytic philanthropy (running campaigns to achieve measurable impact, we as donors are responsible for the sustainability of the programme, multi-sectoral engagement and responsibility of programme success - tools and resources are provided for by us as donors) in turn supporting campaign and motivating change.

Our programmes are bringing holistic developments and the benefits to society are vast.

As we enter into another year of giving, we are reassuring our commitment to the Vanua: social investment is at the heart of our business!

### mEducation

55 schools have benefited from the programme.

### mWomen

Launched in March 2013, this channel is impacting lives of 13,500 customers

### mCancer, mKidney, mDisability and mCorp

There are over 10,000 subscribers receiving information on daily basis. Vodafone mCorp is sharing best practices and raising awareness on ways to sustainably engage with communities that we do business with a notion that "business cannot be successful in failed communities".

### mHealth

Impacting over 47,000 customers on daily basis. From April 2012 - March 2013, there were 16million hits on this channel and hits between December 2012 and March 2013 were 192,083 on specific channels. 1500 customers are using Dr SMS facility.

### Vodafone Red Alert

We partnered with 11 charity organizations during 2 disasters and disbursed some \$200k.

### Vodafone World of Difference

Total of 9 passionate volunteers working for 9 charity organizations provided over \$6m worth of services.

## Chairman's vision for 2013



Lionel Yee

▶ To execute speedy responses during climatic emergency situations leveraging off our Mobile Technology platforms and reaches.  
▶ To develop, enhance and promote our pioneering efforts in mHealth initiatives to the old and the young, to the urban and the rural, to the sick and the healthy

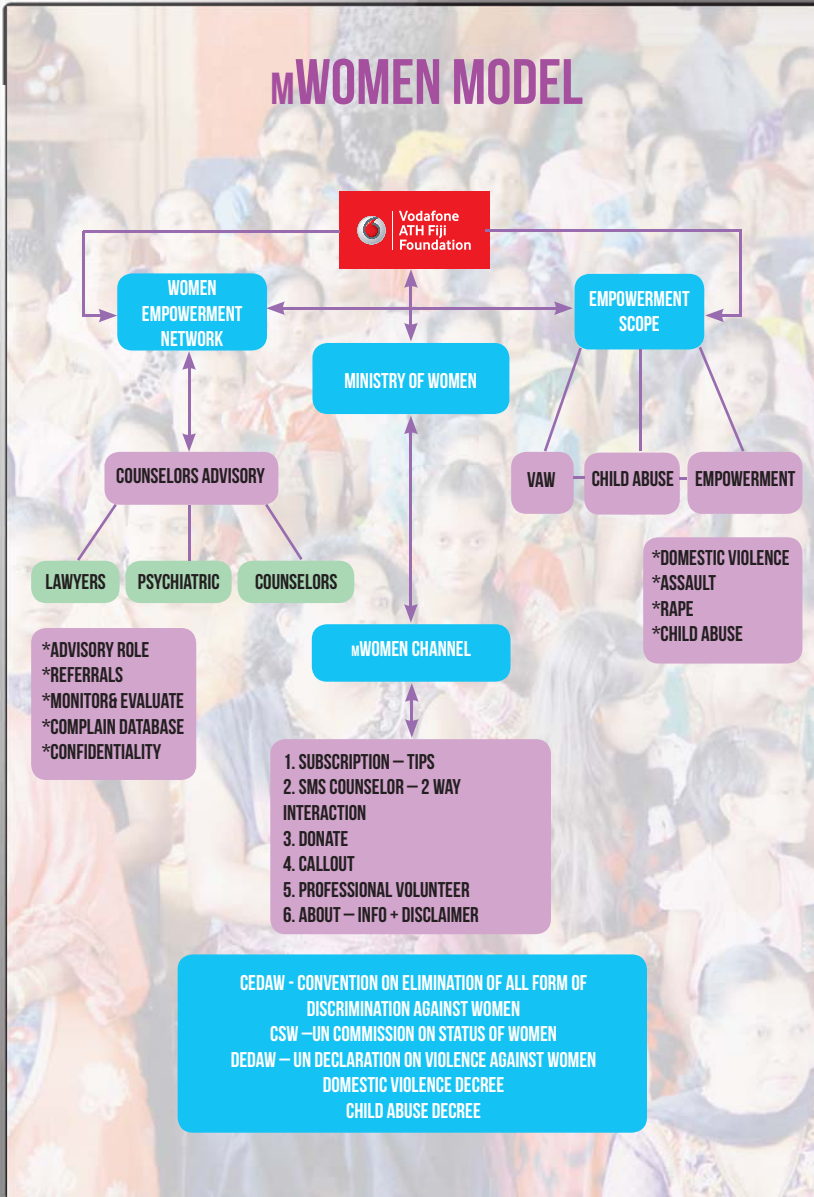
▶ To explore and propagate positively with our youth award programmes, disseminating preventive primary health knowledge in collaboration with the Education ministry to the future citizens of the country.  
▶ To provide hope and relief to the less fortunate in society through our

Mobile for Good initiatives and World of Difference programme.

▶ To be a laudable and responsible corporate citizen in the contemporary world of entrepreneurship and harnessing our desire to make our contribution and make a difference.



## EMPOWERING WOMEN THROUGH MOBILE



DIAL \*727# TO SUBSCRIBE & ACCESS SMS COUNSELOR

empowering  
people  
with  
special  
abilities  
through  
mobile



DIAL  
\*912#  
TO SUBSCRIBE TO  
mABILITY

### Know your Foundation

Vodafone ATH Fiji Foundation is a registered charity. The foundation was formed with an aim to bestow and foster philanthropy giving through innovative 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 and replicate impact, in turn driving social change and improving 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 are applying for grants please align your projects to our key focus areas.



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"driving social change through catalytic philanthropy"