



Business community and civil society representatives launch mSEXedu during the Corporate Philanthropy Seminar in Savusavu

SEX EDUCATION VIA SMS

Vodafone Foundation's Corporate Philanthropy Seminar in Savusavu also saw the launch of mSEXedu, the newest addition to Vodafone "Mobile for Good" programme.

mSEXedu [Free Dial *538#] seeks to address sex related issues in the community to combat the prevalence of ignorance in an area many are embarrassed to discuss freely.

To this end, mSEXedu aims to provide sexual health basic tips for sexually transmitted disease prevention, women's and men's sexual health, sex and aging as well educating children about sex.

"You often hear about the importance of physical health, mental health and spiritual health, but feeling confident about your

sexual health also is very important," Mr Kohli told at the Seminar.

Sexuality is part of being human. Love, affection and intimacy all play a role in healthy relationships from childhood through old age, he said.

Achieving sexual health allows for healthy relationships, planned pregnancies and avoidance of disease.

And that was what mSEXedu sets out to do, with its tips to subscribers on sexual attitudes, the sexual challenges men and women face, sexual hygiene, abstinence, tips on sexual nutritional health, pre-natal nutrition, managing sexual health problems and contraception, all designed to help teens make informed decisions.

"It's essential to be well-informed about

all aspects of sexual health and what it takes to have a fulfilling sex life. Similarly, it's important to be aware of factors that can complicate your sexual health.

Don't let embarrassment keep you from bringing up concerns," Mr Kohli said. "mSEXedu will be very helpful for people who are shy about discussing their sexual issues face to face with doctors and counselors."

The mSEXedu channel *538# provides tips, access to doctors and counselors through mobile technology.

mSEXedu also aims to do sexual counseling for problem youths and concerned populace and educate everyone to make informed decision as far as sexual health is concerned.



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DRIVING SOCIAL CHANGE THROUGH TECHNOLOGY

"Driving social change through technology" 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.

"We realise, the ability for technology to support sustainable development through innovative concepts and applications, and communications technology is a key component in driving social change," said Foundation Executive Ambalika Devi.

For example, young people want to be involved, they really want to have their voice heard. Young people can use social media to transcend the digital divide. So the Foundation has created the mYouth SMS channel and a social media space for youths to communicate, collaborate and be part of the change process.

"Connectivity allows people to share information and ideas and thereby has the potential to drive social change. If you're connected, it's more likely for ideas to become reality," said Devi.

The Foundation's various SMS channels like mYouth, mHealth, mWomen, mSexEdu, and others are



Foundation donates tablets

tailored to foster social inclusion of the poor and provides opportunities for social entrepreneurship through greater engagement.

"Social change is about the changes people make to their behaviour that, when taken

collectively, benefit society. And the Foundation is at the forefront to make this change happen through Vodafone's platforms," said Devi

"Technology is a social changer, and not only a social tool," she said.

FOUNDATION LAUNCHES mCOUNSELING CHANNEL

Vodafone Fiji Foundation launched the mCounseling channel under mWomen Free Dial *727# yesterday at Holiday Inn in Suva. The inauguration was done by Fiji's Goodwill Ambassador for Women in Fiji, Madam Nazhat Shameem.

Permanent Secretary for Women, Social Welfare and Poverty Alleviation, Dr Josevata Korovueta lauded the initiative and stated that this would be a very essential service to the people of Fiji and this would help make counselling easily especially for those who are from remote areas and do not have easy access to very important aspect of life.

Fifty prominent members of the legal fraternity, institutions, United Nations representatives, Police department, PM's Office, NGO representatives, Doctors, corporate, NGO, government sector organisations were present to witness the historical launch of a very crucial service addressing issues pertaining



mCounseling launch

to children and women in Fiji.

mCounseling channel allows the member of the public to interact with professional counsellor and lawyers with regards to sexual assault, child abuse, rape and domestic

violence, said Foundation Executive, Ambalika Devi. The development of mCounseling channel came about due to increase number of reported and unreported cases which lead to launch of mWomen during

International Women's Day on 8 March, 2013. Total of 23,681 people are subscribed to mWomen channel whilst some 2000 are already sending enquiries for the professional counsellors to respond.

BREAKING THE CULTURE OF SILENCE

mCounseling allows women in Fiji to seek help in turn breaking the silence overcome barriers that is currently impeding the success of our society, said Foundation Executive Ambalika Devi.

This platform also aims to share educational and awareness information relating to child abuse decree, crimes decree, domestic violence decree etc with our general population and also the consequences of violence, abuse and sexual assault before more and more of family structures break down.

"mCounseling *727# aims to provide

counselling and legal advice to those going to domestic violence, sexual assault, abuse, rape etc, discuss unreported cases which needs attention, d reduce stress associated with VASA as according to WHO next killer disease after Heart is stress. mCounseling calls for professionals to donate knowledge, skills and passion and also Donors and NGO's to set aside technology budget to reach larger target population at minimal cost in turn targeting the digital native population, our Youths," she said.

mCounseling has been made possible with

the support and guidance from Fiji's Goodwill Ambassador for Women, Madam Nazhat, Ministry of Women, Social Welfare and Poverty Alleviation, Legal Aid and Empower Pacific. We are convening preliminary discussion around engaging police and community leaders.

Through partnerships we aiming to develop portals with images, videos, apps & connecting to community halls, resource and media centre's around the country

WoD TO CATALYZE REAL SOCIAL CHANGE

2013 WINNER PROFILES



WoD winners with Foundation Chairman Mr Lionel Yee at the WoD 2013 launch

Mr Lionel Yee, Chair of the Vodafone ATH Foundation, described the powerful impact of the World of Difference initiative when announcing the programme candidates for 2013.

"In previous years we have seen some candidates convert their allocated \$20,000 into \$3 million worth of services to the communities," Mr Lee told the 10 new candidates, media and invited guests.

"This is how powerful our World of Difference programme is."

The fourth World of Difference programme will be offering the 10 winners the opportunity of a lifetime - to work full-time for the charity of their choice short term and long term streams.

"The World of Difference programme is about empowering everyone to make a positive change and gives recipients an opportunity to make a difference and a real impact." Mr Yee said.

The Foundation had set aside \$240,000, or 40% of annual funding, to fund the World of Difference programme.

Explaining the need to catalyze real social change, Mr Yee said: "WoD is designed to take corporate giving beyond the traditional "cheque book charity" space and to tap into the energy, skills and difference which people can make and utilise mobile to make it happen," Mr Yee said.

Mr Yee said not many donors invested in capacity building, administration, management and human resources expenses, which is core to

sustaining any projects.

"Here's a fantastic opportunity for our passionate candidates to showcase their talents and passion and bring about change in the lives of our people," he said.

In 2013 - to make a World of Difference - the selected candidates will work directly with young people and those who influence them. Candidates will identify groups of young people and motivate them to take responsibility for their future. They will work with a diverse range of partners and play the role of facilitator, enabling multiplier effects of potential impacts.

Sustainability of our World of Difference innovative projects is now linked to Vodafone's 'Mobile for Good' programme. 2013 candidates will be involved in developing further "Mobile for Good" channels. WoD candidates can take part in projects ranging from mWomen, empowering women projects, empowering special abilities project, innovative empowering youth project, mHealth + Dr SMS, Leqa NI Bula Project (addressing Vanua Health crisis), mAgriculture (live stock farming, Holistic village income generation project), Hybrid Learning Centre, girl guides and scouts project, Women entrepreneurs Project and Medicinal Spice and Herbs project.

"As you can see from the above range of social benefit we provide, the Vodafone Fiji Foundation continues to address Fiji's most pressing humanitarian challenges in Fiji," Mr Yee said.

JOSHKO WAKANYASI - SPINAL INJURY ASSOCIATION

Joshko was a high achiever in his previous WoD engagement. His "empowering special abilities project" utilises mobile technology to benefit persons with disabilities.



ROSAN LAL - ACATA TRUST FIJI.

Lal is a long-term candidate and a high achiever in his previous WoD engagement. In the immediate term Lal is working on School, corporate, and village health and Wellness.



NANCY LOALOA - WOMEN EMPOWERMENT NETWORK.

Nancy is working on "mWomen, empowering women" project. Her aim is to increase range of information for dissemination on women and related issues in Fiji.



EMINONI LIMALEVU - NORTHERN CHARITY ALLIANCE

Eminoni aims to reduce poverty and social issues in rural iTaukei Villages through planned agriculture over a 5 year period to foster more productive youths.



NEIL MAHARAJ - NATIONAL VOLUNTEER CENTRE AND PHILANTHROPY FIJI/FCOSS

Neil's "Innovative empowering youth project" seeks to engage youths, through mYouth with the aim of helping them create a better future for themselves.



JONE SINAVI - FIJI SCOUTS ASSOCIATION

Jone's project is "hybrid village learning centres" whereby he strives to engage villagers, particularly youth, in activities that enhance their knowledge and skills and gives empowerment.



DITAINAVANUAVOU BOLABASAGA - FIJI GIRL GUIDES

Ditainavanuavou leads the "girl guides and scouts project" engaging schools and community in scaling up leadership skills of youth. She leverages on the DEAP.



MILIKA BAUKITOGA - FCOSS MICROFINANCE

Milika's "Women's Entrepreneurial Project", aims to empower, motivate and engage people in poverty into income generating projects. She is promoting self-investment and sustainability.



JITENDRA NAIDU - SANGAM FIJI FOUNDATION

Jiten's "Medicinal Spice and Herbs project" aims to empower and educate students and farmers on importance of local produce. He promotes backyard gardening using holistic methods.



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MORE WHEELCHAIRS FOR FIJI FIVE FOR YASAWAS

Vodafone Fiji Foundation continues its work in supporting the disabled and needy people of the community.

Along with the Ministry of Health, the Foundation was instrumental in the distribution of 110 all-terrain wheelchairs donated to the people of Fiji from Wheelchair Foundation USA.

The wheelchairs, worth close to \$ 330,000, were handed over by Chetan Singh Heyer, a member of the Wheelchair Foundation and founder of Fiji Wheelchairs organisation. Mr Singh, formerly of Ba, now residing in USA, is deeply involved with the fundraising arm of Wheelchair Foundation.

"Fiji has given so much to me and my family and has contributed to our success and I feel gratified to be able to give back. I invite all former citizens of Fiji to help us bring in more assistive devices through our organisation by donating to us through the Fiji Wheelchair's website," Mr Singh said.

The Wheelchair Foundation is a non-profit organization leading an international effort to create awareness of the needs and abilities of people with physical disabilities, to promote the joy of giving, create global friendship, and to deliver a wheelchair to every child, teen and adult in the world who needs one, but cannot afford one. For these people, the Wheelchair Foundation delivers Hope, Mobility and Independence.



SIA's Joshko being congratulated by Jai Narayan from Ministry of Education

This 110 consignment was brought into Fiji with the assistance of the Ministry of Health and the Vodafone ATH Fiji Foundation. Local distribution logistics are managed by Wheelchair Fiji and ACATA Trust. William and Goslings have kindly contributed to the project by providing free transportation to various districts within Viti Levu.

This unique NGO, state and donor collaborative effort has been replicated this year after a successful delivery of the same amount of wheelchairs in 2012 through the Vodafone World of Difference Program.

"Hundreds of people in Fiji get their legs amputated or suffer from stroke every year due to poor lifestyle choices and very few are

lucky enough to get a wheelchair to carry on an active life in and outside the home. The chairs serve as a tool for the disabled to enjoy the life of a normal person. It also provides an opportunity for a person to be more productive, and even make a living," said Lal. Receiving 18 of the wheelchairs, the president of the Rotary Club of Fiji, Adrain Hughes, said wheelchairs were one of the most resourceful elements in the lives of the disabled in our communities. "One thing that is very evident is that people are working in a collaborative effort to assist one another and

Wheelchair Yasawa's Meli Bogileka reports that the five wheelchairs distributed on Nacula Island were a ray of hope and light for their recipients.

The recipients - Maika Nariro, Elena Vodo, Salome Droka, Arata Taqiri and Ana Nauwe – are very happy with the all-terrain wheelchairs, Mr Bogileka reports.

"May I take this opportunity to thank all of you gentlemen, Mr Chetan Singh - California USA, Mr Santa Maharaj Auckland NZ and lastly but not the least the Vodafone Fiji team, as well as other organizations that were all part and parcel of this massive gift, for all your commitments and dedications in utilizing your personal time, efforts, and finance in finally getting the items to the disadvantaged and disabled in Fiji," Mr Bogileka said

"On behalf of the Tui Drola Ratu Epeli Vuetibau Bogileka and the people of Nacula Island, I say again: Vinaka vakalevu."

Southsea Cruises provided two free passages and free cartage worth \$250 for the wheel chairs.

JOSHKO CONTINUES HIS PASSION TO ENABLE THOSE WHO ARE NOT ABLE

Joshko Wakaniyasi, a World of Difference High Achiever from the Spinal Injury Association (SIA), continues his passion to enable persons living with spinal injury and physical impairment in Fiji.

Joshko was instrumental in getting \$1.2 million worth of multiple mobility and physio equipment PhysioNet UK.

In January this year SIA also 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.

Joshko, using Vodafone technology, has also developed a mAbility channel which is currently reaching 3280 people on a daily basis.

Now Joshko can also register people through the mobile fone and track who has received support from SIA.

mAbility *912# channel seeks to send disability wellness tips to people with different abilities. The mAbility registration channel is now allowing people to register their disability needs and mobile devices and equipment required through free dialing *912# and choosing option 2 Vodafone mAbility Registration.

The other area of importance that Joshko is presently involved in is engaging in discussions on Article 39 and the Bill of Rights of Fiji's draft constitution.

Says Joshko: "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



Vodafone's Elenoa with representatives from the UK Embassy and Joshko

to others. We estimate that in Fiji 87% of persons with disabilities are unemployed.

"We at Vodafone Foundation are very proud of Joshko and will continue to assist him in his endeavours to enable those living with spinal injury and physical impairment in Fiji," said Vodafone Corporate Affairs Manager Shalendra Prasad.

"We heartily applaud the efforts of all stakeholders, especially PhysioNet who have been continuously supporting Fiji by providing mobility, assistive and Physio equipment for persons with disabilities through the SIA."

"Our efforts are to continuously

support organizations which initiate projects and put in every effort to multiply and replicate effects. Such models help us shift from handout mentality to catalyzing real social change that is collaborative, sustainable and has larger rate of return."

- The Vodafone Foundation's association with the Spinal Injury Association goes back to 2008 when the first Foundation funding took place. It

- The partnership was strengthened further when Joshko won the 2012 World of Difference programme.

PLANS TO EXPAND mWOMEN

MWOMEN LOOKING AT A SKILLS AND EMPLOYMENT UPGRADE TO THE PLATFORM.

mWomen, a Vodafone 'Mobile for good' platform dedicated to assist victims of domestic violence and sexual abuse, is looking to upscale its services.

A resounding success since its inception in March, this year, mWoman – a partnership between Vodafone Fiji Foundation and the Ministry of Social Welfare - already has 25,941 strong subscription base.

Now the Vodafone Fiji Foundation and the Ministry of Women are looking at a new project plan to upscale the mWomen platform through the Women's Resource Centres in Fiji.

Discussions are in progress with the Ministry to use the Women's Resource Centres to promote information sharing and skills development opportunities by expanding the mWomen services, says Vodafone Fiji Foundation executive Ambalika Devi.

"Apart from being a platform for assisting the victims and communities on addressing violence, the idea is to further expand mWomen service to promote the women in income generating skills and livelihood projects. This is particularly to complement the Ministry's vision on economically empowering the



Counselors in training

marginalised groups of women like single mothers and widows to earn an independent livelihood," says Ms Devi.

Providing an update on mWomen, Devi said: "The mWomen service has proven to be an ideal platform to raise awareness on addressing the issues on domestic violence, child abuse, sexual assault and rape. Service seeks to send tips on many matters pertaining to children and women and is a platform makes use of the mobile technology to respond to questions, issues and challenges faced by women and children. It will bring about the expected social

change in knowing about and ending violence against women and children in Fiji.

"As part of the mWomen drive Counsellors and lawyers who volunteered to offer their services on the mWomen platform underwent training conducted by Goodwill Ambassador for Women in Fiji, Nazhat Shameem, in June this year," Ms Kutty said.

- Victims of domestic violence and rape can access information and counselling via a text message to *727#.

empowering people with special abilities

DIAL *912# TO SUBSCRIBE TO mABILITY

YOUTH SOLUTIONS

DIAL *929# TO SUBSCRIBE TO mYOUTH

PARTNERSHIP BENEFITS SAVUSAVU SCHOOLS

The Cousteau Resort, through the Savusavu Community Foundation (SCF) partnered with the Vodafone Fiji Foundation to donate 40 mEducation kits to four schools in Savusavu.

"We are very happy to partner with Vodafone Fiji Foundation to provide 40 laptops through Vodafone mEducation to four different schools and we hoping that this models works, said Cousteau Resort's Mark Slimmer.

"And if it does work we would like to do the same thing again. I think this is a fantastic model, and it was a pure joy in actually handing over these laptops to these kids who wouldn't necessarily have this opportunity of having laptops at their homes," he said.

Cousteau Resort has a very strong philosophy of community support.

"We support communities



Mark Slimmer hands over laptops to Principal Education Officer Suren Prasad

in variety of ways directly and through the Savusavu Community Foundation."

The SCF is in existence since 2003. It predominantly focuses on medical health and education.

Slimmer said that "Vodafone's

50/50 mEducation initiative really falls into our charter of assisting for education and it was perfect in this case to the SCF."

"We look forward to more partnerships in future," he said.

>>More on mEducation on page 8



OBJECTIVES OF MYOUTH

1. Create a database for employment opportunities and connecting job seekers to potential employers via mYouth job SMS Advertisement (mClassified) and links to mCorp.
2. Build a sense of belonging and purpose for youths before graduating - internship integration with corporate, public enterprises etc
3. Increase positive social media engagement for prospective and holistic development
4. Bridge education disparity by locking in skills development and vocational training institutes
5. Engage youths to develop solutions around problems at various levels using various mode of communication,
6. Strengthen youth in understanding materialism, with a better understanding of prioritizing
7. Provide education resources around unemployment, interviews and preparing for employment
8. Raise awareness on sexual assault, teenage pregnancy, violence, abuse, bullying and accessibility to services
9. Educate youths on stress, reproductive health and sustained mental health
10. Develop project model for income generation to reduce poverty, such as farming projects.
11. Foster leadership environment with indicators of transformational direction ,
12. Reduce drug & substance abuse amongst youth
13. Create database for employment avenues, youth entrepreneurship, skills,
14. Develop YouthNET [uploading skills on line, life skills competition etc]-income generation, self sustainability
15. Create social inclusion, youth counseling platforms and help line via counselors
16. Moot total solutions-based platform

mYOUTH *929# IS HERE!

AND IT IS A LITTLE BIT DIFFERENT FROM VODAFONE'S OTHER "MOBILE FOR GOOD" CHANNELS

This is a channel developed by youths for youths and will be manned by a group of professional youths. mYouth is a platform for youth engagement and development, tapping into the discussion on the Fiji Volunteer and Philanthropy Network. It will discuss solutions, as opposed to discussing problems, for the youths of today. mYouth can be accessed through dialing *929# and following the options; 1. Subscription, 2. Youth employment registration, 3. SMS Mentor, 4. Donate, 5. Youth Directory, 6. Professional Volunteer and 7. About. The Vodafone mYouth will be executed in partnership with Philanthropy Fiji/ Fiji Philanthropy Network. One important pillar of mYouth will be to convene research, share research outcome with the youths and develop solutions on *929#.

It seeks to develop solutions for basic youth problems in Fiji such as unemployment, materialism, sexual assault, teen pregnancy, violence, abuse, bullying, suicide, education disparity, stress, reproductive health, poverty, leadership, drug & substance abuse, etc. Total of 18,264 youths now receive tips on a daily basis. Currently DEAP projects are aligned to mYouth for social services skills development, income generation and leadership development principles.

WHAT IS mYOUTH?

mYouth is a "Mobile for Good" programme that seeks to engage youths with the aim of helping them create a better future for themselves.

With more and more young people are accepting technology as one their 'basic needs', this adoption offers up a new landscape of interacting with this segment of the population.

mYouth capitalizes on this landscape and, along with partner agencies, is taking the opportunity to tackle the diverse issues facing Fiji youths

There are several effective elements to engage with youths on the mYouth platform. It will offer tips through subscription, registration to an employment database, a mentoring programme, a youth forum and a youth directory. It will also accept donations and will include a professional volunteers programme.

Using Vodafone technology and the Fiji Volunteer and Philanthropy Network, mYouth is a collaborative approach to catalyze real social change for the youths of Fiji.

mYouth will work towards a shared vision of stemming the youth crisis in the nation by developing the full

potential of young people and inspiring and motivating them to embrace information & communication technology as a means to equip themselves and society.

The service will also include capacity building of youths in areas that matter the most to them and offer a knowledge base to tap into for financial management and resource utilization towards self-employment and improved livelihood. All the while the programme will seek to instill behaviours that promote self-esteem.

Overall mYouth is cost effective, simple and easy-to-use, has the potential for SMS broadcast service, works on instilling behavioural change and is solution- and knowledge-based.



YOUTH TAKE RESPONSIBILITY OF THEIR O

NORTH HEALTH CHECKS BOOSTED WITH \$20,000



mYOUTH CONTENT

Subscription Tips

mYouth will send SMS tips through mobile technology which will be a platform to empower, educate and share information relevant to youth. Since youth today connect daily through the use of technologies like mobile and internet services, it will be most innovative way of instantly reaching out to young people.

Youth employment registration

Youth employment registration will create a data base for unemployed and linking them to corporate sectors. Youth employment registration collate information such as name, date of birth, education, experience, location/address and basic information linking them to possible employment in the job market. It could act as hub to send information to unemployed on job openings.

SMS Mentor

SMS mentor and counsellor channel will provide counselling and guidance to youth needing help during time of crisis and as and when youths call for help. Whilst may face and suffer in isolation and alone during times crisis, mobile is the only asset they may have.

Donate

Organisations and individuals will be able to donate for development of mYouth programs and delivering of youth programs in communities in the thematic areas mentioned above.

Youth Directory

Youth directory will have important youth contact list which they could access and utilise during time of need. This could contain emergency contact, short codes and important youth stakeholder contacts.

Professional Volunteer

Professional Volunteer aims to recruit professionals who wish to donate their knowledge, skills and passion to the youths.



Above: VoD candidate Neil Maharaj explaining mYouth

Left: Guests at the launch of mYouth channel at Vodafone House



Vodafone's Pradeep Lal hands over the cheque for SightFirst project

Vodafone Foundation has followed up its obligations for the Sight First, Labasa project with another \$20,000, this time aimed at rural areas.

Recently the Sight First diabetes and blood pressure checking processed a 100 people daily during the Festival of the Friendly North, with almost 60% of the screened showing have elevated sugar and high blood pressure, said Foundation Executive, Ambalika Kutty.

Now, Chief Operating Officer, Pradeep Lal has handed over another \$20,000 to Lions Club of Labasa for taking the screening process to those who cannot afford treatment in the interior, coastal and rural areas of the North.

Vodafone Fiji Foundation has donated over \$100,000 towards Sight First Labasa since the Partnership between the Foundation and Lions Club of Labasa started in 2007.

The partnership ensures that the

people of Labasa continue to benefit from the free health screening that is done by the Sight First project, Ms Kutty said. She said the Foundation had allocated \$28,000 for health screening at the Festival of the Friendly North. "Now, with this further funding, we are focusing in areas where poverty prevents many people from seeking medical attentions."

Sight First Director, Lions Club of Labasa, Hazeem Hussein said over 20,000 people in 120 communities in the North have been screened for preventative blindness in the past seven years, and 10,000 eye glasses had been distributed. Seven hundred patients have gone through correctional procedure surgery to prevent blindness.

"If it wasn't for Vodafone Foundation's \$100,000, each patient would have to pay \$3,000 - which would have ended up costing Lions Club Labasa some \$2.1 million, Mr Hussein said.

"Always inspired with the reminders on practical things sent daily on my phone. Nice way to empower young people. Stay awesome #mYouth"

Kaushik Loloma posted to www.facebook.com/vodafonemyouthfiji

OWN DEVELOPMENT



ACCESS TO SUCCESS THROUGH TECHNOLOGY

VODAFONE FIJI FOUNDATION NEARING ITS GOAL TO BRIDGE THE DIGITAL DIVIDE

The Vodafone Fiji Foundation's goal to aid a hundred schools under its mEducation programme is coming to realization with its 50/50 funding initiative.

Since June this year Vodafone Fiji Foundation has funded 50 schools throughout Fiji, with over 500 laptops with internet access.

"We have seen a marked increase in other schools registering for funding under the mEducation programme. We hope that the Mobile for Good programme will narrow the digital divide in our schools and communities," said Foundation executive Ambalika Devi.

The Foundation had set its eyes in delivering mEducation under its 50/50 initiative, called mLearning, to 100 schools by the end of 2013.

In 2013, the Foundation came up with the mLearning package for schools. The package includes 10 Getek net books, one Huawei B660 3G router and internet connection for one year. The package, with a cost of \$4,589 will enable schools access the mEducation service, a project that the foundation is rolling out together with the Ministry of Education.

The package is rolled out on a 50/50 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 able to help 20 schools," said Ms 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 Program.

"Our aim was to make education and learning accessible to every corner of Fiji through the use of mobile technology," Ms Devi said.

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

The Foundation started its digital aid to schools in 2012 with Saint Augustine Public School in Labasa the first to access Vodafone's ATH Fiji Foundation Mobile Education (mEducation) Programme. The school received one web box, computer screen and multimedia projector, allowing teachers the versatility of moving and projecting the downloaded data from classroom to classroom.

The package can be used to surf through the internet, broadcast You Tube learning videos, and Google tutorial searches for students to learn.

This year in July the Foundation kick-started its 50/50 funding initiative for internet accessibility in Fiji school with Nausori High School the first to receive



10 laptops from the Vodafone ATH Fiji Foundation's mEducation program.

"This sustainable model was developed with an aim to catalyze real social change by involving partners in the education sector including the Ministry of Education. The model will contribute to a new dimension in learning by assisting schools with mini laptops and internet connectivity for research on the World Wide Web", said Ms. Devi.

Ms Devi says the 50/50 funding model is to foster collective responsibility and ownership for the development of Digital Literacy in Fiji by all stakeholders.

"The idea is to bridge the gap and this mEducation idea is to further the education of our children and promote critical thinking," she said.

"Technology is now bringing a profound transformation in education in ways that we can see before our eyes and in others that we have not even dreamt of yet.

"We can't deny our current generation the latest technological learning tools and it is clear that technology is going to bring changes to how and what we teach.

"First, technology has the potential to disseminate learning much more widely than ever before. Subjects, classes and concepts that were previously limited to a few people are now available to any child or adult with an internet connection all over Fiji."

The Foundation's 50/50 policy programme was especially well-received in the Cakaudrove province when the Vodafone ATH Fiji Foundation team visited schools in the Northern Division.

"I am grateful for the way Vodafone is approaching the schools and they



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TECHNOLOGY

DIGITAL DIVIDE IN FIJI SCHOOLS



a good strategy with their 50-50 packages. We appreciate them for giving these technological resources to the schools," Principal Education Mr Sumiran Pratap said.

Pratap said the rural, remote and island schools faced difficulties associated with their locations but through the introduction of new technology schools in Cakaudrove would benefit.

Foundation executive Ambalika Kutty said \$38,392 had been used on 16 laptops in the North.

The mEducation initiative has definitely generated immense interest and the digital divide can be shelved but brought out in a big way to as many schools as possible," she said.

The goal is to optimise students' learning in an enjoyable manner and something that they can look forward to.

This initiative will definitely bridge the gap between the rural and urban schools in enhancing education at all levels."

Kutty said the programme was aimed at mobilising the community and bringing about social change.

Our students born in this era are digital natives while those born before are digital immigrants.

When we understand this, we will definitely embrace technology that brings about positive social change."

IN THEIR OWN WORDS

Rishikul Sanatan College – Principal Mr. Gyan Chand Sumar said mEducation was truly a wonderful initiative to empower the students.

"We are thankful to the Foundation for partnering with us to support student learning with the best aids for these digital natives," Mr Sumar said.

Nakasi High School – School principal Premila Kumar: "The school embarked on this project because our vision is to allow every student to access technological learning tool at Nakasi High School."

"We are thankful to Vodafone ATH Foundation in assisting our school in becoming part of the technological era."

Vuci Methodist School – School manager Sarojini Prasad said children would benefit from advanced mobile technology gift.

"We are extremely indebted to the Vodafone ATH Foundation for bringing the internet connectivity for our school."

"This is the era of new technologies and today's children are very smart and well versed with the technology advancements hence children's learning will be faster if they learn on something that is fun and interests them."

Nausori High School (first school in Fiji to receive 10 laptops under mEducation programme) – Principal Praveen Chand said the rural setting of the school was a major obstacle for students to access modern learning facilities and get access to internet for education and research.

"Inability to access latest information of various topics taught at schools had also been a challenge to the teachers as well."

"Now, all of this will change as destiny smiled on the school through the mEducation kit grant by the foundation."

PHILANTHROPY SEMINAR ROLLS INTO SAVUSAVU

COMMUNITY-POLICE PARTNERSHIP WORKS

Savusavu was introduced to strategic giving and meaningful impact when the Vodafone Corporate Philanthropy Seminar (CPS) rolled into town in September 2013.

Vodafone's Director Corporate Ronald Prasad welcomed Savusavu business people and NGO representatives to the Seminar with an assurance of offering a new approach to providing community solutions.

In his address to the Seminar, Ronald presented the diverse and wide-ranging undertakings by Vodafone towards its goal of making a positive impact on society – Red Alert, mEducation, mWomen, SMS Counselor, mHealth, Dr SMS, mCancer, mDisability, mKidney, mCorp, World of Difference, Sustainable Funding, Employee Engagement and Beyond Funder programmes.



Ronald Prasad

"We believe that mobile communications technology can address some of our most pressing challenges and thereby we utilise our people and technology to improve people's lives," he said.

Citing the Mobile for Good channels, Ronald said the channels were established with an aim to help NGO's/charities reach communities with minimal cost, with efficiency, effectiveness and on a regular basis on larger scale using our technology and network.

'TECHNOLOGY MUST PROMOTE CRITICAL THINKING'

Technology must enhance the learning environment and promote critical thinking, Principal Education Officer Sumiran Pratap told the Corporate Philanthropy Seminar in Savusavu.

Speaking on Bridging Technology Gap - empowering education in Fiji, Prasad said that the Ministry of Education's vision of quality education for change peace and progress was well aligned to the changing needs of today's learners and learning environment.

"Anything that is constant today is change. Education is also changing. We will go along with change. However, we must be very practical in adopting such change - there must be some value derived from this technological change," he said



Sumiran Pratap

"We all cannot be equipped with the resources we desire due to the geography and the scattered nature of our islands. The playing field may not be level. Technology can bridge this gap," he said.

Island schools can access

"We involve ourselves in research/symposiums/community policies/national policies/training of trainers, implementation and monitoring of projects ensuring that whatever social investment we make is sustainable. And our societal engagement is complementing the Vodafone Mobile for Good Program, thus making it a very unique model."

"All the resources we amass from our researches and other information-gathering activities that our partners undertake we utilise also for the Mobile for Good platforms, and this is an ongoing exercise. The aim is to establish collaborative partnership at all levels with relevant stakeholders envisaging positive social change like we are now doing with the Savusavu Tourism Association, the Town Council, the Savusavu Community Foundation and our other partners," he said.

the same resources accessed by urban schools. This is one of the remarkable things. Today the world has shrunk through the methods of telecommunications and leveraging this advancement for education is the best thing," he said.

"In Fiji we have the rural/remote and island concept. We have constraints such as finance, accessibility, resources, and social and economic status that makes schools very different."

"It is very difficult to bridge the gap. New technology, especially ICT, has the potential to overcome these barriers and further the education of our children

"We will continue to embrace IT Technology as these are tools of the trade that we cannot do without," said Pratap.



Naulumatua Lutunacaucau

Police awareness programmes are in place to help strengthen relationships between communities and the police, says Divisional Police Commander North Senior Superintendent of Police (SSP) Naulumatua Lutunacaucau.

Speaking at the Corporate Philanthropy Seminar in Savusavu SSP Lutunacaucau said the "Duavata Model is the best concept because it is all about sharing information, sharing best practices and working hand in hand to control crime."

Highlighting cases of rape and gender-based violence, SSP Lutunacaucau said that the awareness programmes that had been advocated to the communities in the Northern Division were beginning to have some effect.

"People are now confident enough and aware of their rights to come forward and report the offences."

He told the seminar that Savusavu recorded the highest number of rapes in the Northern Division with four cases so far this year.

"Some of the contributing factors that we have, to some extent identified as the causes of these offences, include lack of respect, stories and hearsay and parental negligence."

SSP Lutunacaucau said hearing adults having sex at night in open houses separated by curtains could also trigger the chances of such offences.

"Also, ignorance of the law and peer pressure can lead to rape."

SSP Lutunacaucau encouraged people to report perpetrators so they could be dealt accordingly to the law.

"New technology, especially ICT, has the potential to overcome these barriers and further the education of our children"

USING TECHNOLOGY TO ENABLE SOCIAL CHANGE

Technology adoption is critical in changing organizational approaches and discovering innovation, says Justin Hunter of the Savusavu Tourism Association.

Speaking at the Corporate Philanthropy Seminar in Savusavu, Mr Hunter said technology could play a key role in helping NGOs bring more effectiveness and efficiency in their roles, even in reinventing themselves.

"Innovation is a key source of long-term growth, both in traditional and high-growth, high-value added sectors. It can provide crucial contributions to higher productivity and confront global and social challenges," he said.

One of the most significant advances in information technology (IT) today is the growing connectivity



Justin Hunter

among smart devices—computers, mobile phones and even televisions. With the widespread penetration of mobile phones and other handheld devices that connect to the Web, nearly 4 billion people worldwide now have some level of access to

computing. Increasingly powerful and feature-rich software applications are emerging to run these intelligent and interconnected mobile computing devices.

Fiji has 700,000 active mobiles in a population of 900,000 and the potential of tapping into that technology and its reach is clearly evident.

And while these phones are purchased primarily to keep up with family and friends, it is the ever expanding coverage and a near exponential adoption rate which held the best promise for social and economic impact.

Given the knowledge base associated with technology, especially smart device technology, we will all soon be using our phones, computers, televisions and other

devices to collaborate, share and work even more seamlessly, Mr Hunter said.

"However, bringing the benefits of this new experience to the NGO and nonprofit community will require support and resources from the private sector, governments, foundations and development agencies," he said.

While many NGO have already embraced technology to help improve their productivity and enable them to work much more efficiently with other groups on projects, sharing data and assessing the efficacy of their programs, they must also seek out further exciting opportunities and avenues to better achieve their missions and accelerate their impact in the community they operate in.

GENDER VIOLENCE HAS ECONOMIC COST CAKUDROVE YOUTH PROJECTS

Mr Inoke Cakunivoro of the Department of Social Welfare, Women and Poverty Alleviation spoke on the role of women in our society and their contribution to social and economic development

"I focus my presentation today on a group in society, women, whose work is slowly being realised in local economies but not realised fast enough," he said.

"Women make up almost 50 per cent of the population of Fiji, they make up almost 50 per cent the workforce in public and private sectors and they are over represented in the informal sector."

"The UNDP Pacific Centre market survey has revealed that more than 70 per cent of our market vendors all around the country are women. These are rural women. Their findings also reveal that their income to the town council is sizeable.



Inoke Cakunivoro

"A UNWOMEN survey of the Suva Market also found that about 80 per cent of the market vendors selling directly from the rural areas are women. Their income is making a huge difference in the lives of their families."

"However, women continue to face violence in their homes, at the hands of those who ought to protect them. We do not condone this at any level. Around the world at least one in 10 women who

have had a partner have been physically or sexually assaulted by their partner or someone they know during their lifetime."

"In Pacific countries the rate is 6 time higher ... this is terrible. In 2011 Dr Biman Prasad revealed that the cost of domestic violence to Fijian economy was is 6.6% of GDP. This is unaffordable."

Mr Cakunivoro said that reducing gender based violence was not only modern imperative but an economic necessity.

"Domestic violence has imposed a large economic cost on Pacific island countries. It is now a major development and policy challenge," he said

Mr Cakunivoro said concerted efforts from government, firms, non-government organisations, and society as a whole in addressing these challenges will bear major benefits for Fiji.

CAKUDROVE YOUTH PROJECTS

The Cakudrove Youth Council taking innovative steps to engage youth in the province in various activities.

Cakudrove Youth Coordinator Meli Namasi said that currently there were 208 registered youth clubs in the province.

"Youth activities include land utilization, income generating projects, community work, nation building in terms of participation in civil programmes, sugar cane harvesting, and networking."

However, we face ongoing challenges of lack of resources in terms finance and planting materials to implement income generating projects, equipment to support work of youth and office workers, and the reporting and monitoring of youth work.

"We are trying to work closely with the Ministry of Youth, linking with district offices, police, and Ministry of Health to include youth in their programmes," he said.



Meli Namasi





Vodafone
ATH Fiji
Foundation
**using
technology
to drive
social change**



FOUNDATION PRESENTS AT TOPEX CONFERENCE

Since 2004 the Vodafone Fiji ATH Foundation, under its Corporate Social Responsibility, has directly invested over \$12 million for the benefit of the community.

The actual benefit to the community, through a multiplier and replicator effect, was over \$36 million.

Ambalika Devi, Foundation Executive, Vodafone Fiji Foundation, revealed these figures to over 80 representatives at the Top Executive Conference held last month at the Intercontinental in Natadola.

"The journey from 2004 has also seen a transformation in the way this giving is made: from corporate philanthropy to corporate societal engagement to catalyzing real social change," Ms Devi said.

The Vodafone Corporate Social Responsibility ranges from Sustainable Funding, World of Difference, Mobile for Good, Double your \$, Handsup Vodafone and Corporate Engagement programme.

"Vodafone engages in community sustainable projects, alongside businesses and the community, to drive social change by developing technology-based community solutions to problems in Fiji," Ms Devi said.

The benefits of a multi-sectoral approach to corporate social responsibility were huge and ranged from customers taking responsibility of their own development, corporations coming on board to address Fiji's most pressing humanitarian challenges and the State developing policies for positive social change in schools, in businesses and in villages, she said.

SHEREEN HELPS KIDNEY PATIENT

27-year-old Shaneel Chandra had a normal life with a job at the Nadi Airport but all changed suddenly when he was diagnosed with Acute Renal Failure. He has to go for dialysis three times a week which will cost him more than \$600 weekly.

Concerned about the young man's plight, Vodafone Fiji's Senior Finance Officer, Ms. Shereen Chand came to the aid of Shaneel. She managed to collect \$1,770 through her colleagues and network of friends.

Vodafone Fiji Foundation, contributed towards Shereen's efforts by giving another \$1,000 to take the total to \$2770.

"Vodafone Fiji Foundation always supports the initiatives of staff in assisting the needy", said Foundation Executive Ambalika Devi.



Foundation Executive Ambalika Devi at TOPEX

She called on more corporations to bring about social change through strategic giving that provides meaningful results.

Corporations can contribute technology towards empowering communities in partnership with Vodafone Fiji Foundation by donating laptop and internet connections in rural schools, half way home for abuse children and aged care centres. Or by donating blood pressure and sugar testing machines to villagers, big screen and internet connections in hospitals and health centres and women resource centres.

By embarking on this corporate/community engagement, corporations could enhance their visibility, their brand presence & their customer loyalty and stakeholder engagement at all levels, Ms Devi said.

"We will continue to engage with corporations and, where possible, establish charity alliances of philanthropists to deliver strategic giving that provides meaningful measurable impacts to our communities," she said.



Vodafone Staff give cheque to Shaneel Chandra

"Shaneel is the only son and his parents are really worried given his medical situation said his uncle Pundit Brij Raj Maharaj.

"We are thankful for Shereen and Vodafone Foundation to assist Shaneel and the family in our hour of need," said Maharaj.

STAFF DONATE WALKING STICK TO TUBUNA

Vilive Tubuna's dreams were shattered after he lost his sight during an accident in 2007. Since then he has been facing difficulty in moving around the house and doing his routines.

However, he was all smiles after Vodafone Fiji Foundation and Vodafone staff showed up at his residence at Kuku in Nausori to deliver a walking stick.

"I am thankful and grateful to Vodafone Fiji Foundation for giving me the walking stick. One will never understand and appreciate being constrained and having restricted movement until you are in such a situation. That is why the walking stick given to today is such a precious gift. It will guide me find my way around the house and my neighbourhood as well," he said.

WHEELCHAIR FOR SAU

It was a great day for Sefanaia Sau of Kuku Nausori when Vodafone staff popped in with his new wheelchair. Mr. Sau had requested for a wheelchair through Vodafone Fiji Foundation and after meeting the criteria for assistance, the wheelchair was delivered to him.

Sefanaia suffers from polio and his legs have since been giving him problems. He was a happy man saying that he would now be able to attend church more with his new wheels



Moala and Mafi collected \$420 which was doubled by the Foundation toward Mrs Theresa Gopal's treatment in India.

The QVS Old Boys Association Nausori Branch needed to buy Gym set for its alma mater. With the help of Nelson they managed to raise enough money to qualify them for this DY\$. The Foundation contributed \$1000 towards this effort. The gym set will help the boys at QVS with their trainings in preparation for any rugby tournament.

Rajesh Prasad collected funds to assist Vanisha Goundar who is diagnosed with Cerebral Palsy with Spastic Triplegia get treated in Honolulu for three months.



Mrs Gopal

FOR KIDNEY TRANSPLANT

Ravendra Chand, Manager Financial Accounting & Reporting, collected \$1,445 towards a kidney transplant operation for Madhunesh Lal.

Madhunesh, a 25 year old FNU Labasa Campus student, was diagnosed with hypertension, normocytic anaemia and end stage kidney disease due to chronic glomeronephritis. Because of the nature of the treatment and medical attention required, he is scheduled for a kidney transplant operation in India.

Ravendra initiated a collection drive to help assist with the medical trip, and with the help of other passionate Vodafone staff and his outside network, was able to collect \$1,445. The Foundation added to the amount with a contribution of \$1,000.



Ravendra, along with staff members Atish Lal (Internal Auditor) presented the cheque to Madhunesh's mother. The \$2445 donation will be used for treatment-related expenses in India.

HELPING KOROVOU HOSPITAL

Vodafone employee Wati Duri raised \$550 to replace the worn out blankets, sheets and pillow cases at Korovou Hospital. Her DY\$ collection was part of the Soqosoqo Vakamarama's project to improve the wellbeing of patients admitted to Korovou Hospital. Soqosoqo Vakamarama has deeply involved itself to assist in the provision of effective hospital services to the people of Tailevu North.

A cheque of \$1100 was handed over to the Soqosoqo Vakamarama after the Foundation doubled Wati's collection.



CLUB FOOT ASSISTANCE FOR PAVISH

Anikeith Pavish Lal of Ba was suffering from Congenital Talipes Equino Varus, commonly known as clubfoot. This is a condition where a child presents with either one or both feet pointing downwards and turns inwards. Pavish needed to undergo operation at the Sahyadri Speciality Hospital in India. A quick effort by Vodafone Staff, led by Merewalesi

Qimaqima raised \$735 and the fund were handed to the patient's dad Pravin Lal.

"I am thankful to Vodafone and the Foundation for the timely assistance during this crucial time," said Lal.

"This operation will make him feel normal and play sports the way other kids do. It's also a pleasure to have put a smile on a kids face"



Antonio Kitone and team from Vodafone Nadi and Lautoka helped raise funds for Raveen Prasad who needed urgent medical treatment overseas.



Naushad Ali collected \$1700 for Mr Atik's Herna treatment in India. The Foundation contributed \$1000 taking the total to \$2700.

SUSTAINING SOCIAL INVESTMENT

Sixty nine volunteers from 69 charity organisation providing more than \$30million worth of services also complement Vodafone's Mobile for Good programme.

Services for Mobile for Good platforms, like mWoman, are beefed up by the extensive stores of knowledge generated by the candidates in the Vodafone's World of Difference (WoD) programme.

"We do research, symposiums, community and national policies, and training of trainers and implementation and monitoring of projects with our WoD candidates," Director corporate and business manager Ronald Prasad told guests at the Vodafone corporate philanthropy in Savusavu last month.

"This societal engagement goes a long way in complementing the Vodafone Mobile for Good Program, thus making it a very unique model,' Mr prasad said.

While there is a dedicated group of 70 counsellors and lawyers trained to provide these services to community under mWomen, tapping into the extensive knowledge stores generated by the WoD candidates allows more resources to be made available freely and quickly. The resources from WoD are generated by candidates undertaking innovative sustainable projects that create real strategic impact with minimal input

Executed in partnership with the Ministry of Social Welfare, Women and Poverty Alleviation, Women's Empowerment Network, Legal Aid Commission and Empower Pacific, the mWomen platform has helped 13,500 customers since March by providing information on sexual assault, child abuse and domestic violence.



Pranil and Shelvindra organised Bhajan at Aashirvaad Ramayan Temple and collected \$1000 through personal donations. This amount was topped up with a \$1,000 dollars from Foundation under the DY\$ programme.



passion for the vanua

BY ASLAM KHAN, CEO - VODAFONE FIJI

Vinaka, News Media

I thank the Fiji news media for highlighting our efforts in bringing about social good in this country for the past 10 years. However, your role in creating social awareness has become more important now than ever.

We have been continuously advocating for change that would make our society better and sustainable. And we believe that the news media can catalyze this effort.

The media has got a vital role in molding a good society to develop our lifestyle and move it on the right path.

The information received from the media is affecting the social and cultural life of a society both in the perception of their attitude and behavior.

The mass media can be a bridge between our current 'way of life' transition toward a modern, socially conscious society.

Without the media, it is unlikely that information can be delivered accurately and quickly. Mass media plays a role in delivering information as a discussion, to convey the message of community leaders and clarify the issues that it conveys. The media serve as educators too and can increase the level of public knowledge.

The media can show the public what standard of living is worthy of a human being, thus indirectly causing the community to assess whether their environment is feasible or whether it has met these standards. People's attitude is heavily influenced from what's seen, heard and read in the media. Message/information conveyed by the media can support our efforts to bring about the much needed change ... change that is imperative to creating a sustainable society that is healthier, economically capable, knowledgeable and has the ability to create better conditions for themselves.

I reiterate the function of the media as a supporter of social change. You are a key partner in our efforts towards social good. Lets make it happen, effectively!

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



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

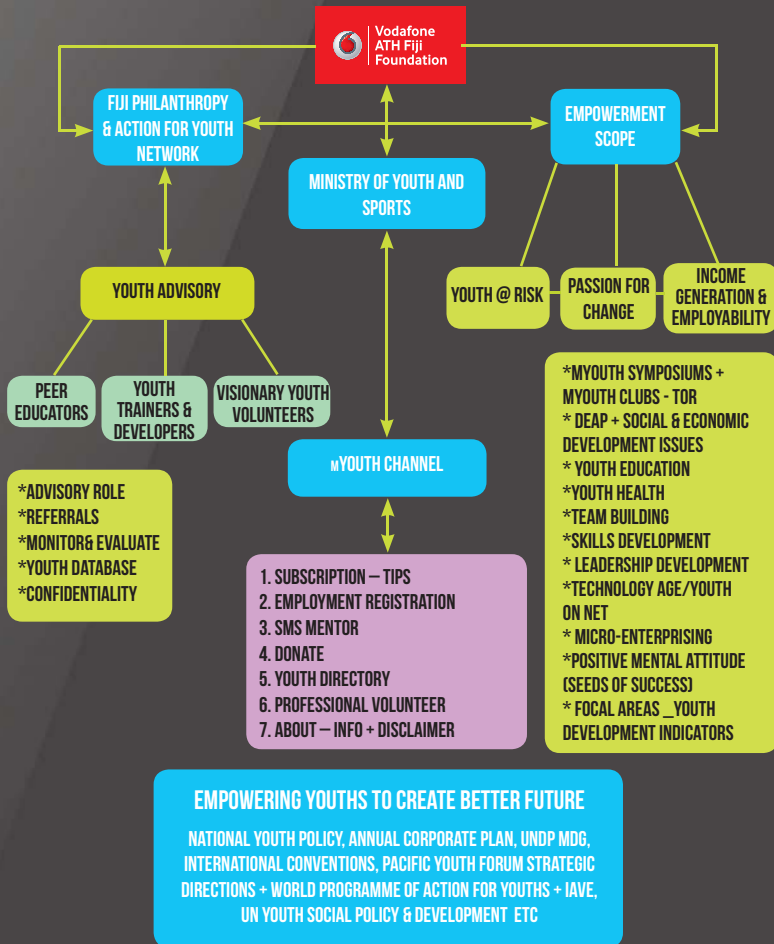
- ▶ To explore and propagate positively with our youth award programmes, disseminating preventive primary health knowledge in collaboration with the Education ministry to the future citizens of the country.
- ▶ To provide hope and relief to the less fortunate in society through our

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 YOUTH THROUGH MOBILE

mYOUTH MODEL



DIAL *929# TO SUBSCRIBE & ACCESS mYOUTH

SEX EDUCATION LET'S TALK

DIAL *538# TO SUBSCRIBE TO mSEXEDU

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"