



CSR Pack 2017 - 2018

Thank you for downloading the NEF's CSR pack! We hope that you find lots of useful information in this pack that will help you to understand why we so desperately need funding, the impact we are striving to make and how your sponsorship of our projects will help.

I set up the Nathan E-Banks Foundation in 2009 after my son Nathan was diagnosed with a cerebral palsy in 2005. At that time in Jamaica there was virtually no support available to me and my family. My journey took me to America, where I was supported to realise what the condition would mean for my son and discovered for the first time that there was a lot of interdisciplinary support that could be provided to him that will make a huge difference in his quality of life. We were offered physical, speech and occupational therapy, medical advice and guidance on mobility options. I and my family were empowered and educated to see my son as a child first. We were told that Nathan could in fact lead a full life educationally, socially and personally and that he would not die as cerebral palsy was not a disease. This kind of perspective had never been offered to us in Jamaica. Having struggled for almost three years to even receive any form of meaningful information in my country, I was confronted with the sad truth that children with disabilities and their families were invisible across

our systems. This presents significant barriers for children and their families to access support, attend and participate in school, and access the opportunity to realize their full potential. The reasons for this date back centuries.

Jamaica has an unfortunate history of segregating or totally excluding children with disabilities or special needs. The Ministry of Education (MOE) estimates that more than 200,000 children are believed to live with disability in Jamaica. 76% of Jamaican people with disabilities have never taken a single exam. This is because almost 90 % of children with disabilities do not attend school nor do they have access to rehabilitation or essential basic services. Those that do are placed in special institutions that deny them the everyday contact with the rest of the society.

Some progress is being made with the passing of the National Disability Policy (2000) and the Disability Act (2014). For the first time social equality for those with disabilities has secured a place on the national agenda but in practice the lives of many children and their families have not changed and there's a desperate need for more initiatives to align the social reality to fresh policy. But we can't do this alone. We really need your help.

With critical funding, we can start to change the destiny of hundreds

Introduction

Message from Christine Staple E-Banks, President and Founder

of thousands of children living with disabilities in Jamaica. The NEF has made it our mission to support the holistic development, health, education and overall quality of life for children and youths, with disabilities and other special needs in Jamaica. In this pack you can read about what we do, our 10 year plan, the case for investment in Jamaica and how corporate philanthropy is our only chance. Please, please help us to make a difference.



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What does the NEF do?

The NEF supports anyone whose lives are touched by disability. In particular we focus on children with disabilities or special educational needs, their families or caregivers, teachers, and policy-makers. We are also heavily active in social advocacy work.



The NEF is mandated by its Executive Board, to meet a number of objectives in 5 specific areas:

TRAIN

policy-makers, parents, teachers, professionals/non-professionals and administrators

ADVOCATE

at all levels of society - government, media and private sector so as to broaden the base of support for children living with

disabilities.

PARTNER

with individuals, organisations and key local institutions to deliver developmental services to children and families.

CONDUCT RESEARCH

on key sector issues to inform policy makers and local practitioners.



THE SOCIAL CASE: WHY SUPPORT AN NGO IN JAMAICA?

Since 1981 Jamaica has received heavy foreign aid to help the government alleviate huge economic and social problems such as high unemployment, rising debt, the backlash of slavery, poor education and extreme poverty. Our debts continue to mount, and the ministries responsible for social and educational improvement have broad national targets that don't include the resources necessary for small groups in society desperately needing active promotion. The estimated 200,000 children living with disabilities in our country are slipping through the net as the government concentrates more on achieving its targets at a higher level in society.

The Nathan Ebanks Foundations is one of the only NGOs here in Jamaica that is actively engaged in advocacy work that might convince the government to commit to the obligations laid down in the signed Human Rights (date) and Diversity Acts (date).

International charities have gradually started to concentrate their funding more on African

and Asian countries, pulling their support to Jamaica and leaving the country's weaker social groups increasingly exposed and alone.

Jamaica has along history of slavery and ignoring weaker social groups. What is more, the underlying feeling in the country is that disability is a social stigma. Thus, within the country itself, there are few homegrown charities that are championing the interests of children - let alone those with mental and physical disabilities. Jamaica also lacks a philanthropic mindset - national aid giving is at an all time low as people struggle to build themselves up. In times such as these, incredible suffering is occurring. This leaves few people, corporations or organisations left to champion the needs of a deserving and neglected social group.

The UN recognises that there is a very real 'social case' for aligning the social reality of life in Jamaica to the standards outlined in the international humanitarian treaties that have been signed. But bringing about change at a supra-national level is hard with corruption and

conflicting budgetary objectives. The Nathan E-Banks Foundation is probably the only NGO in Jamaica that is seeking to bring about change at a governmental level and at a grassroots level.

Thus, we provide families and children with disabilities with the training they need to lead empowered lives, we are behind cutting-edge research that provides the real statistics on how many people live with disability, whether they are in fact being integrated as the government claims, and projections on the kinds of disabilities that are on the rise in Jamaica.

We work closely with the government advocating for educational change and have one hand supporting the administrations and another one holding tightly to the children who would lose their voices without us. The social case for funding is a strong one: without your help - there is no one else we can count on to change a generation's destiny for ever and break the permanency of suffering.

Our 10 year plan

There is so much that we want to achieve, so many fundamental changes to advocate and so many children and families to support. For us, the next 10 years is about being focused on where we can add the most value and touch the most lives. For the first 5 years the NEF will focus on four key strategic directions backed by strong stakeholder collaboration and cooperation. They include organizational development, advocacy support/ raising public awareness, training/capacity development, provision of intervention supports to children and families. These strategic priorities are aligned to those identified during the 2011 Jamaica Council for Persons with Disabilities Stakeholder Consultation and Planning Session, Vision 2030 Jamaica National Development Plan, and the (Jamaica) Disability Act 2014.

We plan to generate the much needed funding to do this by focusing on donations, fundraising, grants, corporate sponsorship, membership fees and earned income. Of course, we also want to be strategic in the

way in which we approach fund raising. Thus, over the next one to five years we will not only concentrate on raising money to support the direct services we provide but also looking to establish an infrastructure around us that makes this process more efficient. This includes the right staff, technology, systems, monitoring, collaboration, evaluation and training.

Moving into the second half of the next decade, we plan to leave a lasting imprint on the Jamaican social and educational infrastructure. It's our aim to set up a Model Research and Developmental Centre & Inclusive Early Childhood Institution. These will provide a benchmark upon which management and care for children with disabilities throughout Jamaica can be based, conduct essential research and provide therapy services to children and adolescents with neurodevelopmental and mental disabilities.

Ambitious? Yes. But we believe that all kids count!

HOW YOUR SUPPORT CAN HELP

The Nathan Ebanks Foundations needs to raise over £300,000 in the academic year 2017 – 2022 to help us ensure our important support services continue, essential advocacy work is carried out, our team are adequately prepared to carry out the essential work, the All Villages Matter campaign can be implemented and money can be set aside to achieve our 2027 goal - to build a Model Research and Development Centre. We rely on generous donations from trusts, individuals, companies and communities to help us with our running costs and ensuring that we have adequate resources to bring about essential social and educational change. Here is how your money could help...

£10 would help us buy one new puppet for our play therapy kits

£75 would give a child with disabilities outing to a waterpark or recreation activity for a day

£50 could buy a 3 month supply of paints, arts and craft materials for to set up a therapy room

£100 could buy a trained therapist for a day to use on our Rehabilitation Aide Training course

£400 could buy a second hand wheel chairs or walking frame so desperately needed to give a child the gift of movement

£600 could pay for one child to have 12 weeks of play or art therapy or to buy an assistive and adaptive aid such as switches, tablets or specialized toys

£2,850 could run an entire training course for parents helping 20 parents and approx. 20 children

£3,850 could buy us a part-time member of staff dedicated to coordinating training events and building the research and evaluation arm of our organisation

£5,000 could get the All Villages Matter campaign off the ground

£10,000 could be the foot up that we need to initiate the setting up a model Research and Development Centre

**WHAT IS
CORPORATE SOCIAL
RESPONSIBILITY?**

Corporate Social Responsibility (CSR) intends to ensure any size business is accountable for their corporate activities and encourages positive influences on the environment, community and stakeholders.

The Nathan Ebanks Foundation wants to build long-term relationships with individuals, trusts and foundations, and companies who provide significant funding to help us end discrimination of children with disabilities in Jamaica. Our team can provide you with reports; press releases, regular email communications, and collateral to make your staff, customers/clients are aware of the significant contribution that your company is making to social change.

Benefits of CSR for businesses

- Win new business and help to retain current business
- Become more appealing to prospective and current employees
- Improve your company's reputation and profile
- Provide positive media and publicity opportunities for ethical causes
- Stand out from your competitors

Research Shows...

"88% of consumers said they were more likely to buy from a company that supports and engages in activities to improve society."

- Better Business Journey, UK Small Business Consortium

The NEF welcomes advances from any size organisation, so if you think your business would be interested in a partnership with us or would like to discuss any of these opportunities further, please do not hesitate to contact us via email: info@nefjamaica.org

CORPORATE FUNDRAISING IDEAS

How you can support the NEF in the workplace

Fundraising events - Donating funds raised from sponsored runs, raffles, and dress down days. Or go all out and organise a charity Christmas or summer ball for your employees with the proceeds going towards the NEF

Gifts in kind - Donating equipment and resources such as wheelchairs, walking apparatus, supported seating, books and educational resources.

Campaigns - Getting involved in our All Villages Matter campaign or our Christmas fundraising initiatives through donations.

Matched giving - The matched giving scheme involves the company matching any funds raised by an employee to a specified limit. So, if an employee raises £250, the company will donate a further £250 to the NEF.

Payroll giving - Companies can set up a Payroll Giving Scheme by signing up with a Payroll Giving agency. The scheme allows employees to donate regularly to the NEF, which comes off their gross pay and is taken before their tax is paid. Employees have free choice over the amount they'd like to donate, which can be changed or discontinued at any time.

One off CSR donation - Making a lump-sum donation to the NEF as part of your company's commitment to philanthropic involvement.

What you can expect from the NEF in return

Logo - You would be able to use the NEF's logo on your own marketing materials to promote your CSR work and support of the charity. We can design a joint logo that can be used for publicity.

Publicity - The opportunity to have your logo featured on our website.

Materials - The NEF will happily provide any materials which may be required for fundraising, such as photographs, case studies, posters etc.

Communication - The NEF stays in contact with all of its corporate philanthropists. We keep you regularly updated by email, give you access to our press section for internal use and send you press releases and updates relating to where your donation is being invested and the progress we're making.

Ongoing support - There will be continual support from the NEF with someone always available to answer questions, keep you updated on our work and activities and help with developing fundraising ideas.

WAYS TO DONATE

From outside Jamaica

International organisations and donors are able to donate any amount directly to the NEF via our website and clicking on 'Donate now' BUTTON Here you can also set up a monthly donation to the NEF.

You can also contact us via email on **donate@nefjamaica.org**.

Tax-exempt donations can also be sent by cheque payable to the **Nathan Ebanks Children Advocacy Group Inc** and sent to:

Nathan Ebanks Children Advocacy Group Inc.

Business Address: 170-24 130th Avenue, Apt. # 2G,
Jamaica NY 11434, USA

Mailing Address : P.O. Box 341033, Jamaica New
York, 11434 , USA

Wire Transfers can be received to the following bank account:

Account Name: Nathan Ebanks Children Advocacy Group Inc.

TD Bank, New York

Account Number: 4332593329

Routing Number: # 026013673

www.nefjamaica.org/donatenow

Donate

From within Jamaica

Jamaican organisations and donors are able to donate any amount directly to the NEF via our website and clicking on 'Donate now' BUTTON Here you can also set up a monthly donation to the NEF.

You can also contact us via email on **donate@nefjamaica.org**.

Tax-exempt donations can also be sent by cheque payable to the **Nathan Ebanks Foundation** and sent to:

Nathan Ebanks Foundation

Address: Suite # 1, 94J Old Hope Road, Kingston 6,
Jamaica

Wire Transfers can be received to the following bank account:

Account Name: Nathan Ebanks Foundation.

National Commercial Bank Jamaica Ltd.

Account Number: 331213749

Branch: 124-126 Constant Spring Road, Kingston 8

Phone: **(+876) 622 7600 or (+876) 631 0595**

Charity Registration No: CA100-520C

Introducing the Nathan Ebanks Children Advocacy Group



The Nathan Ebanks Children Advocacy Group (NECAG) is a 501 c 3 organisation registered in the United States. The NECAG works with and through the Nathan Ebanks Foundation and its stakeholders to bring about change in the lives of children and their families, particularly those who are marginalized. One of its roles is to act as the fundraising engine for international donors wishing to benefit from tax exemption.

GUIDELINES FOR MAKING DONATIONS

The federal tax code allows individuals and businesses to make noncash contributions to qualifying charities and to claim deductions for these contributions on their tax returns. Gifts of donated property, clothing, and other noncash items have long been an important source of revenue for many charitable organizations and a popular deduction for taxpayers.

To be deductible, charitable contributions must be made to qualified organizations which both the Nathan Ebanks Foundation in Jamaica and the Nathan Ebanks Children Advocacy Group Inc. in America are.

If your contribution entitles you to merchandise, goods, or services, including admission to a charity ball, banquet, theatrical performance, or sporting event, you can deduct only the amount that exceeds the fair market value of the benefit received.

For a contribution of \$250 or more, you can claim a deduction only if you obtain a written acknowledgment from the qualified organization. The NEF will provide you with a written acknowledgment required to substantiate a charitable contribution of \$250 or more containing the following information:

- o Name of the organization;
- o Amount of cash contribution;
- o Description (but not value) of non-cash contribu-

tion;

- o Statement that no goods or services were provided by the organization, if that is the case;
- o Description and good faith estimate of the value of goods or services, if any, that organization provided in return for the contribution; and
- o Statement that goods or services, if any, that the organization provided in return for the contribution consisted entirely of intangible religious benefits, if that was the case.

Organisations and individuals can deduct cash contributions as well as the fair market value of any property you donate to qualified organizations. The fair market value of most household or personal items is generally much less than the price paid when new. More information about this is available at:

<https://www.irs.gov/charities-non-profits/contributors>
(US)

<https://www.jamaicatax.gov.jm/charitable-donations>
(Jamaica)

You cannot deduct contributions that you give to qualified organizations if, as a result, you receive or expect to receive a financial or economic benefit equal to the contribution.

**GUIDELINES
EQUIPMENT
DONATIONS**

The Nathan Ebanks Foundation urgently needs educational materials that can serve to capture the interest and imagination of children with disabilities, help with their physical development and enhance the teaching/learning environment. These include books, toys, radios, televisions, and Information and Communication technologies, such as computers, tablet, and educational DVDs and CDs. We also seek donations of wheelchairs, physical aids such as walking and standing frames and other devices associated with physical development and of therapeutic use.

If you are sending any such materials from abroad, please ensure that you are familiar with the Jamaica Customs procedures for donating educational materials.

1. Make sure that equipment are not old and obsolete
2. Computers must meet the specification requirements established by the Ministry of Education
3. Make sure appliances and equipment meet the electrical voltage and cycle suited for Jamaica (110-120 voltage and 50 or 50-60 cycle)

4. Videos must meet the National Television Standard Committee (NTSC), PALS standards and those established by the Broadcast Commission of Jamaica
5. Make sure that the materials have no obscene/offensive image or text.
6. Materials should be in good condition and show no signs of wear and tear. All the leaves should be in tact.
7. Multicultural readers (picture books, anthologies, story books) that reflect the racial, religious and ethnic backgrounds of our students are highly welcomed and preferred.

More information is available at: <http://www.congenjamaica-ny.org/donations/>

The NEF will do everything it can to make your kind gesture of equipment donation as easy as possible for you to make. Please contact one of our team who will get in touch to see how they can help smooth the path to receiving your much needed donation. Contact us now: donate@nefjamaica.org.

P.O. Box 2334, Kingston 8

Tel: (876) 632 7835

Email: info@nefjamaica.org

Website: www.nefjamaica.org