



Foundation launches mHealth

Opening a world of opportunity for better health and wellbeing

The Foundation has taken another step into the wonderful work that it is already doing in the community.

mHealth or mobile health, a Mobiles for Good programme, was recently launched, creating a world of opportunity for improving health and wellbeing of people across Fiji.

Mobiles for Good is a Global programme that utilises the Vodafone technology and its network for social good.

The mhealth initiative allows people to subscribe to get health information, access BMI (Body Mass Index) calculator, and make donation.

Launching the programme, Foundation chairman Michael Stanley said that one of the things that had happened in the last 20 years was the incredible reach of



ACATA's Dr BP Ram with Vodafone's Manorama Singh and Michael Stanley

mobile phones across communities all over the world.

"In the developing world the mobile phone has been more successful at reaching deep into communities in isolated areas than any other form of technology ever," said Stanley.

"There is a realisation that mobile phones can go places that traditional

health services and providers of those services never ever go."

"The mobile device opens up a world of opportunity in terms of health care and improving the health and well being of people right across Fiji and the world regardless of where people live and their social and economic circumstances," he said.

Stanley said mobile

communications created the possibility that you can have information more effectively and cheaper than traditional models of providing primary health care across developing nations. He urged everyone to take active interest in the potential of this initiative.

"These are not particularly expensive interventions but they can have profound impact on populations who have historically found that it is almost impossible to fully engage in primary and secondary health care."

"We are right at the beginning of this process. we are taking baby steps to realise our dream of achieving great breakthrough in the health and well being of people in Fiji," he said.

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Two streams, 23 candidates lead WoD2011

Vodafone ATH Foundation continues to empower the people of Fiji through its World of Difference Program. After the successful completion of the first phase that ended earlier this year, another 23 applicants have been selected from various charity partners to continue the WoD programme.

Candidates on the second round of the project have been divided into two streams; short and long term.

Seventeen short-term (16 weeks) and six long-term (52 weeks) candidates are leading the World of Difference 2011 programme. The candidates were selected from a total of 198 applications. They will work with charities of their choice on projects that will bring about positive changes in the community. The charities and communities will benefit from the exchange of skills, knowledge and goodwill between WoD participants and the project partners.

Projects range from Medical Outreach, Healing Food, Building the Communities, Basic Skill Development, Community Care, Youth Engagement, Empowering Women, Instilling Hope, Subsistence Farming, Environment Conservation, the Entrepreneurial Poor Project, Youth Peace



WoD western candidates

and Development, Giving Back with a Difference, Innovative Health Care, Capacity building for Individuals and Families, Motivating Mothers and Women's Institute, Disabled Care, and Sports and Arts.

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Lal doubles up to save Waqa

Etuate Waqa's father, Epenisa Waqa called Foundation executive Ambalika Kutty to convey his heartfelt gratitude from India. Waqa successfully received a life saving surgery to cure his brain tumour at the Sahyadri Hospital.

Sometimes help comes from where one least expects. When Vodafone's chief operating officer Pradeep Lal heard the story from his son he stepped forward to help. Lal's son is school mate with Waqa's elder brother and they play soccer together. After learning of Waqa's plight the youngster was compelled to tell his father who upon hearing the story decided to utilize the Vodafone's Double Your \$ programme to help raise funds for Waqa's evacuation.

Waqa's parents were given the approval from the Ministry of Health for medical assistance yet there was still more money needed to make the trip to India.

Foundation charity partners the Savusavu Tourism Association (STA) came on board to help and made a significant contribution which was boosted by Foundation's Double your \$ programme.

With \$7000 collected, Waqa was airlifted to India together with his father to undergo the crucial surgery.

"We at the Vodafone ATH Fiji Foundation felt that it was our duty to see that Etuate was treated as soon as possible," said Lal.

He thanked STA together with Jeff Larsen - Nawi Island; Gerg Taylor - Cousteau Resort; Namale Resort, Keefe family - Namale Resort; Fiji Beach Shacks; Sisiga Sands;



Waqa getting ready to depart for India. Insert: Pradeep Lal

Justin Hunter and members of the community for their generosity.

"These corporate partners and individuals made it all possible for Waqa's trip and surgery," said Lal.

STA president Justin Hunter said that the organization promoted tourism abroad and also strives to improve Savusavu to help uplift the lifestyle of community members. He said STA found much pleasure in assisting community efforts.

When this edition went to press, Waqa was on a speedy recovery and his family was overjoyed by the success. An emotional Epenisa Waqa thanked STA and Vodafone for the significant contribution that helped save his son.

Sahyadri surgeon talks of timely surgery

Jeevan caught up with Sahyadri surgeon Dr Charu Dutt Apte who operated on Etuate to remove his brain tumour.



Dr Apte

Dr Apte said any delay in surgery could have proved fatal as Etuate had highly cancerous tumour called Medulloblastoma.

He said this was the most common type of brain tumor in children and hardly one percent could be cured even after very aggressive treatment which included total removal of the tumour followed by chemotherapy and radiation therapy.

"Removing such tumours carries 5-10 percent risk to life but without that the patient never survives for more than a year or two," said Dr Apte.

Dr Apte was in Suva on official business.

Vodafone's north manager raises funds to help heart patient

Once again another Vodafone employee charged in to help someone who was in desperate need.

Arunesh Vishwa, Product Manager of Vodafone Labasa organized a fundraising drive through the Lions Club of Labasa to help Ram Somaiya of Siberia, Labasa fly to Batra Hospital in India for a heart surgery.

Somaiya, 52, had suffered a severe heart attack in 2009 and was advised that he urgently needed corrective heart surgery which could only be done abroad. Somaiya knocked on many doors for help until his desperate battle for life fell on the ears of Vishwa who utilized Vodafone's Double Your \$ Programme to raise the funds.

Somaiya's health condition had brought his whole life to a standstill. Being a dedicated community worker he wasn't able to do much to support his family with two daughters attending school.

"I am deeply indebted to the staff of Vodafone Labasa and the Vodafone ATH Fiji Foundation for giving me a second chance to life," said Somaiya.

"My family's future is secure as I can work now. Life is much better than it looked a year ago. I know that I will be there, standing next to my daughters when they get married and will be able continue to contribute to my community in effective and productive manner."



Somaiya (middle) with Vodafone's Ambalika and Arunesh

Volunteers establish papaya farm

Volunteers in the Tavua district embarked on establishing a papaya farm with the theme 'food sustainability'.

The project was mooted after the 'Sustaining Volunteer Projects for Greater Impact' workshop held in Lautoka by the Vodafone ATH Fiji Foundation funded National Volunteer Centre.

The project will supply papaya to the Tavua District Hospital to supplement patient's nutritional diet and to be a source of income generation in future for the hospital. Further plans had been mapped out as to ensure the sustainability plan for the project for its continuation. The papaya farm will be properly fenced to protect it from stray animals and other elements.

According to Samuel Reuben, President of Tavua District Council of Social Services (DCOSS), the volunteers have pledged to plant 251 papaya seedlings.

Foundation executive Ambalika Kutty told the workshop that "sustainability for voluntary organisations can be achieved by making social profit which can be reinvested in the community and it's measurable by rate of return on the investment." She emphasised that engaging of other stakeholders from the private sector, social profit organisations and corporate foundations also enhanced sustainability of such projects.

The project targets to supply fruits to at least 100 inpatients at the Tavua District Hospital in a few months time. This will definitely ease the burden on the hospital budget on fruit supply and would also help generate income.



Sustaining Volunteer Projects for Greater Impact workshop in Lautoka

Foundation, ACATA form content partnership

The Foundation has got into a partnership with ACATA Trust Fiji (Action for Children And The Aged) to provide mHealth service to the people of Fiji.

ACATA is a medical and socio-economic non-profit organisation comprising of professionals in health and medical fields who volunteer their services for greater health outreach in communities.

The organisation will provide the essential health tips and other information for mHealth.

According to ACATA founder Dr Bijen Prasad Ram, everyone's key role is to help people by educating them about the potential causes of declining health.

"ACATA Trust recommends a daily routine health maintenance program that is very important to maintain good health as it is certainly better to avoid a health crisis than to treat one," said Dr Ram.

"This focus should be based on increased awareness and a commitment for helping others live a healthier lifestyle."



ACATA officials with Foundation chairman Michael Stanley

"And through raising awareness it is our expectation that in becoming part of an individual's fitness programme one has the obligation to assist all others in their promotion of increased wellness and vitality."

"It is also possible to adhere to good rules of prevention of disease and infections in childhood and enter old age as healthy individuals free of sicknesses," he said

Dr Ram said that no possible media platform would be able to do justice to this objective than mHealth that was launched through Vodafone ATH

Foundation for nation-wide audience.

"It is a programme that could vigorously address basic health problems in Fiji such as non communicable diseases (NCDs), liver, kidney, heart, and mental health, and other medical problems."

"mHealth aims to improve access to health information and this is the most significant component for health delivery. It is geared to work towards a shared vision that would transform the citizens to be champions for a better and healthier Fiji," he said.

Complementing the MDGs in this part of the world

The Foundation's mHealth initiative is complementing the United Nation's Millenium Development Goal to halt disease in the developing world by 2015.

Globally, Vodafone has been actively supporting the health sector with the development and application of powerful mobility tools and solutions for over a decade.

Innovative mHealth solutions are supporting collaboration and patient-centric healthcare in four key areas: Remote Care Services, Mobile Flexible Working, Access to Medicine, Clinical Research, and Marketing and Engagement.

In 2009 Vodafone Foundation joined the Rockefeller Foundation and the United Nations Foundation to form Mobile Health Alliance - a partnership that works to maximize the impact of mobile health, especially in the developing world.

Terry Kramer, Vodafone Foundation Trustee said: "I believe it is critical for us to harness the benefits that mobile technology can bring to global healthcare, in both sociological and economic terms."

He continued: "When you consider that there are 2.2 billion mobile phones in the developing world, 305 million computers but only 11 million hospital beds you can instantly see how mobiles can create effective solutions to address healthcare challenges.

Helping in national healthcare efforts since 2007

Vodafone Fiji, as part of its Corporate Social Responsibility, has been helping improve the delivery of healthcare in Fiji since 2007.

In 2007 the Rheumatic Heart Disease (RHD) Task Force was looking for an effective way to remind the RHD patients of when their next penicilin B shot was due.

Vodafone Fiji utilised its SMS service to send text messages to registered RHD patients or their relatives to remind them of this.

In 2008 the company signed a memorandum of understanding with the Ministry of Health and



Lenora Qereqeretabua

started the SMS Blood programme. Under SMS Blood, text messages are sent to registered blood donors to

inform them of the next blood drive, or request them to donate if there is a shortage of blood in cases of emergency.

Vodafone's Lenora Qereqeretabua said the wider Pacific RHD Control Programme was also funded by the Vodafone Group Foundation of UK together with the Geneva International Solidarity Fund through the Geneva-based World Heart Federation.

She said Vodafone was always at the forefront of breakthroughs whether it be mobile technology or social work.

Group announces Grahame Maher Award

The Vodafone Foundation is proud to unveil the World of Difference Grahame Maher Award, in memory of Grahame — an inspirational leader and champion of our World of Difference programme. On 2 November 2010, Grahame Maher, CEO of Vodafone Qatar and the man who spearheaded the launch of the Vodafone World of Difference programme nine years ago, passed away. This award is a tribute to a truly inspirational man who was committed to making the world a better place. He changed the lives of everyone he met and this award offers you the chance to do the same.

The award offers one previous World of Difference winner the chance to win £100,000 (F\$288,000) for their charity which they can utilise to develop and implement a project that engenders change. Change that is sustainable and has a lasting impact on their charity and the community around it. We already know you're passionate about making a difference, but now you'll have the potential to make a huge change.

Have you got the vision and determination required? Our award winner will spend a year with their chosen charity and will be granted £100,000 to spend on a previously agreed project. This includes up to £25,000 (F\$72,000) in salary and up to £20,000 (F\$57,000) in additional associated expenses for the winner.



West Focus to engage more corporates

The Foundation is embarking on a West Focus project, through WoD candidate Vilimaina Wati, to engage corporates in the western division in philanthropic activities.

Under this project the Foundation will combine its flagship programmes together with Beyond Funder and Sustainable Funding activities to create more awareness on social issues and how the for-profit sector can make significant contributions to counter these issues.

"The aim is to better the environment in we all live, work or do business in," says Foundation executive Ambalika Kutty.

"Communities are much in need of immediate interventions so that their socio-economic status is improved, and corporates are in best position to make this intervention and make a difference," she said.

The Foundation strategy is to foster corporate giving



West Focus meeting with corporates

and corporate volunteering. It also engages business and people to invest some of its profit and passion back into communities through providing grants, offering innovative charitable volunteerism programmes, inspiring employees, colleagues, families and friends.

Expert shares views on non-profit

Capacity building is now one of the most frequently invoked of current development concepts and yet it continues to defy a shared definition of what it means in practice.

Garth Nowland-Foreman, an expert in Community & NGO affairs from New Zealand shared his views on capacity building at a symposium organised by the Foundation.

Foreman said that there were two frequently-used definitions that are quite different from each other.

The first one defines capacity building as an organisation's ability to effectively deliver programmes in a timely and cost-effective way. Here the work we do in capacity building mostly focuses on skills, managing the organisation, systems, accountability, recruitment, competency and so on.

The second one defines it as an organisation's ability to sustainably function as a strong, independent entity. Here the focus is: who are we, what is the difference we trying to make in society, what impact are we trying to make in society, what's sustainable strategy, how do we attract committed resources, how do we generate the determination, passion and commitment that we need and how do we support the next generation of leaders.

Arguing that conventional capacity-building initiatives have tended to focus on the material and tangible aspects of the capacity of an organisation and its people to be



Community solutions expert Garth Nowland-Foreman

critically self-aware, Foreman outlined some fundamental shifts which would be both entailed and generated by concentrating on the practice of the development practitioner in relation to organisational development, rather than focusing on external appearances or rushing to the training manuals.

He summed up that the important thing was belief in our own ability to make a difference.

"This is the essential prerequisite for any organisation," he said.

North schools take DEAP to another level

Two northern schools have taken the Duke of Edinburgh Awards programme to the next level by getting into sustainable enterprising projects.

Labasa Muslim College is moving into poultry farming to help needy students.

The college already has a bee farm which has been helping needy students for the last two years.

The Foundation had recently donated \$1000 to the school under its Double Your \$ programme.

College principal Anil Prasad said the money donated would bring their plans into fruition.

"We have many students from needy family backgrounds and some residing in rural and isolated areas," Mr Prasad said.

He said they had looked for ways to assist needy students.

"Now with this kind of gifts, the school will invest in poultry farming," Mr Prasad said.

Another school, the Labasa Sangam College has started selling stationary from the school and profits made from this will go towards helping needy students and investments in other income generating projects.

NVC slates 24 projects for northern division

Vodafone ATH Foundation funded FCOSS NVC is now extending its programme to the Northern Division. This is to ignite the passion of volunteerism in the friendly North after the success in the Western and Central Divisions. The programme will engage unemployed youths into income generation projects, build capacity for sustainable developments and engage communities to address social issues, creating a window of opportunity for all.

A wide cross section of the communities from youth groups, schools, voluntary groups, unemployed youths and the general public are targeted in the programme. Targeted groups would be provided with training on sustaining volunteer projects before its execution. 24 volunteer projects have been planned for Labasa, Savusavu, Taveuni and Rabi. These projects will create income generation opportunities to help employ youths, eliminate family problems and increase environment sustainability and food security. Volunteers in the project will receive funds from the Centre through its funding partner Vodafone ATH Fiji Foundation.

The NVC has engaged 1200 unemployed youths in the last 18 months and successfully empowered them, mobilized and helped them in capacity building. The programme was initially started from the Central and Western Division. These youths have been accorded the opportunity to volunteer in 49 communities in 7 districts.



Volunteers ... ignite the passion

Taking corporate philanthropy in a new direction

The aim of the World of Difference programme is to take corporate philanthropy in a new direction. By providing funding to skilled people with a passion to work for charity, it provides new talent into the third sector and taps into their energy and ambition to deliver more to the charity than money alone can give.

This programme, managed by Vodafone Foundations across the globe, gives people the unique opportunity to be paid to work for their dream charity.

Operating in 20 countries around the world, with more launching in 2011, World of Difference has so far allowed over 1500 individuals to make a World of Difference.

The World of Difference programme in Fiji adds to the work Vodafone ATH Fiji Foundation has already done in the community.

It complements the long list of charities, youth

work and community projects in education, health, environment and disaster recovery that the Foundation has carried out in the past eight years in Fiji, spending over \$8 million in that period.

By targeting capacity building in civil society organizations, the Foundation is seeking maximum effectiveness for charity works in the country, including its own very extensive funding programme. It works on the adage: Give a man a fish, you feed him once. Teach him to fish and you feed him for a lifetime.

If a charity organisation is operating at maximum efficiency, the flow of funding to those who need it is superior, timely and more effective.

Research has shown that not many donors invest in capacity building, administration, management and human resources expenses in their bid to be a good corporate citizen.

Groups receive funds to implement their project

activities but normally don't get funds for capacity building, organisational effectiveness and that most crucial of performance indicators – quality staff.

Says Russel Hewett, Director Vodafone Fiji: "When one looks at most successful organisations you will find committed talented and passionate people at every level. The same applies to charitable organisations, and we - as a successful company over a long period - want to give that very basis of successful, fantastic people the opportunity to build this capacity wherever it can make a difference."

"If you project the impact of people in a programme like this – getting paid to operate at a high level of commitment, and multiply that effect to the great work already being done, it has a far reaching and positive effect for Fiji." It makes a difference "for ever" – to the volunteer, the charitable organisation and those they touch, he says.

We are thankful to our charity partners ...

ACATA Trust Fiji is an action group working towards providing Medical and Socio-Economic Programme Services for Children and the Aged. It conducts outreach programmes and disseminates information to combat lifestyle diseases and advocates healthy living.

Adi Cakobau School Old Girls Association works together with the ACS staff and management to give back to the institution. It facilitates functions to provide networking opportunities for its members.

Ecumenical Centre for Research, Education & Advocacy aims to address the social, religious, economic and political issues that confront Fiji. It works with youth to develop and build on their ability to confront discrimination and systematic injustices that divide people.

FCOSS Micro Finance Unit targets informal settlements and rural communities to educate them on financial literacy. It provides them with a platform to save money and invest in micro business projects.

Fiji Council of Social Services

National Volunteer Center provides unemployed people who share a passion for volunteerism with opportunities to make a difference in their community.

Foundation for the Education of Needy Children in Fiji (FENC Fiji) is a non-profit, cause-oriented organisation with a mission to provide education and related support to the under privileged children.

Home of Hope helps young mothers rebuild and empower their lives to reintegrate into society and be economically independent. The home runs training programmes and micro business to support these women

Immanuel AOG Church collaborates with government and community agencies to enhance the well-being of today's and tomorrow's generation. They are involved in advocacy, lobbying, consultation, referral, program planning, and community development.

Lions Club aims to empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote understanding.

Mission Natuvu Creek with the objective of bringing affordable and accessible medical care for many curable health problems which would otherwise be permanently debilitating.

Nature Fiji-Mareqeti Viti works to enhance biodiversity and habitat conservation, endangered species protection and sustainable use of natural resources of the Fiji Islands through the promotion of collaborative conservation action, awareness, education, research and biodiversity information exchange..

Northern Charity Alliance is a business and social sector partnership provides a platform where businesses can merge their resources with charities and provide for holistic development of the community by tackling social issues.

Rabi Women Organisation/ Youth Organization contribute to empower the women and youths on Rabi. Women and youths are also taught sustainable farming and micro enterprise skills to generate income.

Rotary Club brings together business and professional leaders

to provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the communities.

Save the Children Fiji helps save children's lives, protect them from exploitation and assist them in accessing education and health care.

St. Christopher's Home is a orphanage housing children of all races, ethnicity and culture in Fiji.

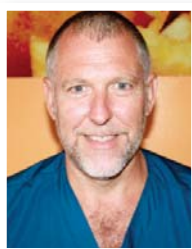
The Pacific Foundation for the Advancement of Women/ National Council of Women works in different aspects of gender advocacy. The National Council of Women is the focal point for the women of Fiji.

Transparency International is led by the vision to free Fiji from corruption. It promotes awareness on the nature of corruption and options towards its eradication.

Young Women Christian Organisation works with the grassroots women. It acts as a pressure group that epitomizes the interest of women on local, regional and international issues.

Dr. Arnibal

Charity Partner: Natuvu Creek
Project: Medical Outreach
District: Savusavu & Labasa



Dr Arnibal is a practicing physician trained in orthopedic and trauma surgery. He received his medical degree in Argentina at Northeast National University in 1989 and has practiced in several hospitals in Argentina, Paraguay, Madagascar and Fiji. Currently he is the Medical Director of the Mission Clinic. In his project in the 2010 WoD programme he undertook the Advanced Medical Care Project. He and his team provided free medical services to approximately 1204 patients. These are members of some of the most underserved communities. Cases that Dr Arnibal diagnosed were cardiovascular, dental, hematologic, scabies, ear-nose-throat, endocrine, gastrointestinal, genitourinary, hernia, musculoskeletal, neurology, ophthalmology, and other medical conditions. Patients that sought his services came from around Vanua Levu and as far as Taveuni, Rabi, Suva, Lautoka, Kia and some other parts of Fiji. He will continue this work this year to make a difference in the lives of those who need such medical care.

Avneel Nair

Charity Partner: Save the Children Fiji
Project: Instilling Hope
District: Eastern Central Division



Avneel is attached to the Save the Children Fiji. Previously he worked as an electrician and switched jobs after realising the plight of underprivileged children in his community. Kumar is working on a project to create a database of underprivileged children in the Central Eastern Division. His strategy is to work with schools to identify these children and then verify this via physical visits to families and recording the relevant data. The information generated from this data will help charity partner 'Save the Children Fiji' execute targeted interventions to uplift the lives of these children. These would include raising funds for school fees, books and stationery; help establish backyard gardens to sustain the families, educating families about good hygiene practices and healthy living and the importance of having bank account for future education and other family matters. This Project would help underprivileged children receive the much needed help to empower them to better their lives together with raising the standard of living for families.

Benjamin Narayan

Charity Partner: Emmanuel AOG Church
Project: Empowering Youths
District: Navua



Benjamin holds a Canadian diploma in Caregiving, and is a professional Adult/Child Caregiver. He also has a certificate in Bartending and Hospitality from Australia. Benjamin has experience in tourism industry and has a lot of customer service skills as he has worked with some of the major hotels around the country. He is attached with charity partner 'Emmanuel AOG Church' in Navua. Through the WoD Program Narayan aims to respond to the social and basic needs of the people in his community. His project involves youth engagement in faith-based activities as a foundation to bring about changes. Benjamin is empowering youths to realise their hidden talents and use the same to make positive changes. He believes that they can make greater impact through collective efforts and creating network of common goals and interest.

Brian Vunibola

Charity Partner: Northern Charity Alliance
Project: Naqai Community Empowerment
District: Labasa



Brian Vunibola is heading a project that will generate income for families and also ensure food security. Naqai villagers in Labasa will benefit from the WoD project through the initiative to be implemented by Vunibola. The WoD candidate after studying and conducting his survey of the common livelihood of the villagers, embarked on this project. He noted that most of the villagers were unskilled workers in Labasa Town. Farming is normally done manually taking up most of their time. So Vunibola has set his sight on changing this by implementing machinery to prepare the land for farming. Vegetables such as bean, tomatoes, cabbage, watermelon and other root crops will be planted on the farm. Seed and seedlings will be sourced from stakeholders such as the Ministry of Agriculture. Once the farming project is rolling then a market would be sought to ensure a steady flow of income for the youths and the women in the project. Vunibola targets to raise the standard of living of these villagers.

Edwin Nand Sharma

Charity Partner: Foundation for Education of Needy Children
Project: Career Path Alignment
District: Fiji wide



Sharma is a management graduate from University of the South Pacific. He has nine years of experience in the private sector working as accounts officer, sales executive, and business manager. Sharma is now attached with the Foundation for Education of Needy Children (FENC) on a project to mentor and provide guidance to needy children and help build capacity at FENC. The project will improve the status of the poorest children, thereby enabling them to become contributing members of our society. Sharma will help to develop children to their fullest potential to enable them to create opportunities, contribute towards a healthier workforce and reduce poverty levels. This will empower and enable families to become self-supporting and emerge out of poverty situations. The project will focus on developing structures that will provide necessary support to the poorest children.

Girwar Khattry

Charity Partner: Lions Club of Labasa
Project: Healing Foods
District: Labasa



Girwar Khattry is a retired educator. Having served at several secondary schools initially as a teacher and subsequently as a principal, Girwar retired with 34 years teaching and administrative experience. Since the last two years he has spent his retirement doing community service. The services include sitting as assessor in court, judge in inter-secondary and primary schools competitions and education counselling. Last year he successfully promoted seedling outreach and nutrition to over 100 households and schools in Labasa as a WoD candidate. This year his project is "Healing Foods" with the intent of reversing overdependence on pharmaceutical products. Girwar believes it's much healthier and cheaper for people to correct their routine dietary consumption and adopt this renowned idiom: "let food be thy medicine and thy medicine be thy food." In the last few months he researched food nutrients of food available in Fiji and he is preparing fliers as resource material for seminars and group presentations.

Jessie O'Connor

Charity Partner: Young Womens Chritian Assn.
Project: Economic Empowerment of Young Women
District: Central Eastern



Jessy O'Connor is a social worker who was a WoD2010 candidate. In her last project she successfully trained the young ladies of the Vesari Viking Group in Lami outside Suva on the diminishing skills of weaving traditional mats such as 'volikorokoro' and 'vakabati'. After weeks of training these women had successfully woven mats ready for the market. Jessy designed and produced a brochure that detailed the work and products of the Viking Group in an attempt to market the products. In her WoD 2011 project O'Connor will continue to work in the same area to help young unemployed women to hone these diminishing mat weaving skills. This will help these young women from the three identified groups to weave mats and sell them at the local handicrafts markets to earn the much needed income.

John Kamea

Charity Partner: Transparency International
Project: Leadership, Advocacy and Civic Education
District: Fiji wide



John Kamea works as Communications Officer for Transparency International Fiji. John is working on a pilot TI Fiji youth empowerment project called Youth Leadership, Advocacy and Civic Education (LACE) which will involve training workshops, civic education outreach, media intervention and youth talks and mentoring. The LACE project will strengthen the youth arm of TI Fiji and act as a basis for the organisation's future youth programme and activities. The aim of LACE is to empower young people through the enhancement of knowledge, skills and values in an effort to build their confidence, passion and interest for active and voluntary participation in development and nation building, both at local and national level. A journalist by profession, John has worked in the mainstream media, public relations and communications fields for over 16 years. Among others, his work at TI Fiji, is to implement the organisation's international and external communications strategy. Prior to joining TIF, John worked as Advocacy Associate with the UNDP governance programme, the National Initiative on Civic Education.

Jone Sinavi

Charity Partner: ECREA
Project: Thinking Big and Thinking Book
District: Tailevu



Jone Sinavi a volunteer from the charity partner ECREA and is working as Youth Peace facilitator on the Youth Peace and Development Program. ECREA's primary charity objective is to conduct research on important social, economic, religious and political issues and sharing the results of the research through written materials and education programs with stake holders. Sinavi targets to empower the youths and members of the communities in his project district. The project Thinking Big and Thinking Books will make a difference in the lives of those who will be touched by the project. Sinavi will disseminate Thinking Big to members of the communities. He will make members of the community to think outside the box to help them move forward. With Thinking Book is another part of the project whereby Sinavi plans to construct a library for the members of the community. This will help school children and adults access to books to help them in enlightening of the minds.

Litiana Tavaga

Charity Partner: Pacific Foundation for the Advancement of Women & National Council of Women Fiji
Project: Empowering Young Women
District: Suva Nausori corridor



Litiana Tavaga has worked for many professional organizations and will now be in a league of her own when she will be out to establish the Young Women Council through charity partner the National Council of Women Fiji (NCWF). She will be out to empower young women to become good leaders and be better citizens of tomorrow. Fiji and other Pacific island nations have had problems in this area where women feel powerless in a male dominated society for decades because of our culture and tradition. It has been difficult to make women realize their rights as empowered in Committee on the Elimination of Discrimination Against Women (CEDAW). Women are faced with many types of discrimination, violence and exploitation and Tavaga aims to go out and help women realise their rightful place in society. By the end of the programme Tavaga aims to achieve her primary goal of empowering young women in our society who are disadvantaged because of unwanted pregnancies, unemployment and sexual harassment and those who have been abused sexually and physically.

Meena Lata Latchmi

Charity Partner: Lautoka Special School
Project: Special Care
District: Lautoka



Meena is a vocational teacher at the Lautoka Special School and also mother of a 14-year-old special child. While taking her young daughter to the special school everyday Latchmi started to help children at the school after realising the difficulties they face. Through her personal experience of raising a special child Meena started helping guide parents of these children on how to bring them up. Later she applied for a voluntary position at her now charity Lautoka Special School. Latchmi later got registered to be a teacher at the school. She has a lot of skills in cooking, sewing, gardening, art and craft. A certificate holder in care giving, Latchmi hopes to better the services rendered to the disadvantaged children of Lautoka Special School. With her involvement she will help empower the disadvantaged students. Her daughter Prasheettha is her source of inspiration and believes that there are others like her who need our care and support.

Mika Vosota

Charity Partner: Adi Cakobau Old Girls Assn.
Project: Nourishing Children
District: Nausori / Sawani



Mika Vosota is an unemployed farmer who currently resides in the teachers' quarters of Adi Cakobau School with his wife who teaches at the school. Under the World of Difference Programme, Vosota is heading a 'Nourishing Children' project that will see the school having its own vegetable garden to supplement food needs of hostel students and resident staff. A piece of farm land has been allocated by ACS for this purpose. The vegetable from the farm will help the hundreds of students boarding at the school maintain a balanced diet and receive the much needed healthy nourishment. With his farming knowledge and experience Vosota will be able to carry out this project efficiently and plans to transfer the skills to students and teachers at ACS. The aim of the project is two-fold - to reduce the amount of money the school spends on food from the market and to ensure that children have healthy food.

Pritika Ram

Charity Partner: Lions Club of Ba
Project: Community Care
District: Rakiraki

Pritika Ram has been working for the Three Angels Missionary Hospital for the past two years. She was a WoD2010 candidate and made difference to the lives of approximately 200 patients through various treatments and community outreach. Ram has been a volunteer since she left school in 2005. Her project is in community care, sharing knowledge, skills and passion on natural/herbal remedies. She does this through screening patients, house to house visits, teaching community positive lifestyle by training them on caring for diseases like kidney, heart, cancer, tumour, stress/mental health, liver and other life style diseases. She believes that personal healthcare is most important and can be realised through applying natural therapy and positive mental attitude.



Rovil Singh

Charity Partner: Nadroga DCOSS/ NVC
Project: Sports and Arts
District: Nadroga

A successful candidate of the WoD 2010 program Rovil is a former visual arts teacher. In his last project he taught villagers and students between Sigatoka and Nadi creative skills such as handicraft making, designing and painting. He educated youths on the values of art and craft and how such skills can generate income for them. Singh taught primary school children basic crayon drawing skills that delighted them after realising how they could best use their imaginations and skills. In his WoD2011 project Singh will continue to educate students and members of the public on art and craft and also help in the area of Sports. A Diploma holder in Physical Education, Rovil will help students and members of the communities better prepare themselves for their respective sports engagement. The sports mad district is fortunate that a community worker is also a qualified Physical Education instructor and is at their service for free.



Salote Marama

Charity Partner: Nielsen High School
Project: Basic Skill Development
District: Tavua

Salote was a WoD2010 candidate and engaged in the Income Generation for Women project. She successfully trained and mobilised women from Tavua and Rakiraki in bakery and making of traditional jewelry from natural resources. These skills have helped women generate income to supplement their family income. Many unemployed single mothers have greatly benefited from these trainings and are able to fend for themselves and their offspring's. Marama was a recipient of the 'Pride of Fiji' medal in 2009 and has been a community volunteer for a number of years and has attended various training programmes on skills development and management. She is driven by the belief that the abundance of resources within our communities could be best utilized to make a better living for every one. Many other candidates in the Western Division had sought the services of Marama to help them train members of their project communities to learn the skills of baking and jewelry making. Marama always willingly traveled out of her district and helped her fellow candidates in their project. In her WoD 2011 project she will help many unemployed youths and parents learn skills that would help them generate income for their families. This would help fight poverty in our communities across the country.



Sharishma Lata

Charity Partner: FCOSS – Micro Finance Unit
Project: Entrepreneurial Poor
District: Viti Levu & Outer Islands

Sharishma Lata was a WoD2010 candidate and worked on the Financial Literacy Outreach Project under charity partner FCOSS Micro Finance. She successfully spread the gospel of the importance of saving to rural communities and informal settlements on the outskirts of urban areas. She was also involved in updating the database for the 10,000 micro finance clients that had to be transferred from the books into the computer. She identified areas and preached the gospel of financial literacy to these communities. She was successful in enlisting many families and individual to save under the micro finance scheme. Economic development of the underprivileged and the poor of our societies is one important aspect of the global development. In her WoD2011 project she continues this very important social work of Financial Literacy Outreach.



Umesh Chand

Charity Partner: Rabi Youths
Project: Income Generation through Fishing and Farming
District: Rabi Island

Umesh Chand a entrepreneur on Rabi Island will spearhead the Income Generation Through Fishing and Farming project so unemployed youths on the island will have a source of income. Rabi Island has a large number of school dropouts and hence Umesh will give them an opportunity through this project to make a difference in their lives and those around them. To kick start the project Umesh will conduct meetings with stakeholders such as the Rabi Council of Leaders and Youth Groups to introduce the project. Youths will be trained on sea safety and other aspects of fishing. The farming project has begun with the delivery of 1000 dalo tops that was delivered from Taveuni and was distributed to four villages. Umesh aims to make a good use of the natural resources in setting up the farming project. Arrangements are being made with the Agriculture Department to provide some basic farming tools to assist the youths in the farming project.



WoD volunteer grabs award

Everyone and anyone can make a difference.

This is what 23-year-old World of Difference Candidate Sunil Kumar said after being declared winner at Volunteer of the Year Award 2011 in Youth Category organised by the National Volunteer Steering Committee [NVSC] and UNDP. Special committee set up by the NVSC for the awards found that Kumar's volunteer work contributed to the Millennium Development Goals after being nominated by FCOSS National Volunteer Centre.

"It is a proud moment for me as I have donated myself to the service of others without expecting anything in return and today I am honoured with this award," said Kumar.

Sunil began his volunteer service with FCOSS National Volunteer Centre, before becoming the Vodafone ATH Fiji Foundation World of Difference candidate. He has been volunteering for the last two years in the areas of income generating activities, increasing food sustainability, achieving universal primary education, empowering women and promoting gender equality and ensuring environmental sustainability.



Ana Sahai

Charity Partner: Nature Fiji (Mareqeti Viti)
Project: Environment Conservation
District: Central Eastern and Outer Islands

Anna Sahai is a continuing candidate having completed a four-month stint in WoD 2010 program. Her project last year included Permanent Forest Estates awareness around Vanua Levu, creating more awareness on the Critically Endangered Fiji Sago Palm, building up the library for NatureFiji-MareqetiViti, and helping NatureFiji grow as an organization in terms of capacity building. Sahai has a degree in Applied Science (Environment) and previously did volunteer work with WWF and the Department of Environment. Sahai intends to take her project to the next level this year with a renewed vision of "Conserving the Environment". For the next one year she will be working at NatureFiji-MareqetiViti completing the work that she had started last year. This involves continuing the Permanent Forest Estates Forums around Viti Levu, that is visiting selected mataqali's with large amounts of native forest and taking to them the translated Fijian version of the Fiji Forest Policy 2007 and informing them about their rights and obligations under this new policy.



Sunil Kumar

Charity Partner: Home of Hopes
Project: Women Institute & Empowerment
District: Central Eastern

Sunil Kumar returns after having completed a four-month stint in WoD2010. A BCom graduate from USP, Kumar was last year engaged with Home of Hope where he initiated small business projects for mothers. He came out as one of the shining candidates having taken his entrepreneurial projects to benefit the greater community. Sunil will be continuing his work at the Home this year as the Business Development Team Leader. His core project is establishing a women's institute that will train Home residents and others on various aspects of sustainable living. He also plans to create six small businesses within the Home. His work will involve developing a curriculum for teaching, developing training manuals, looking for new markets, searching for new business opportunities, identifying new marketing strategies. Sunil's projects will benefit the 30 single mothers and 40 children on campus, 40 mothers and children that live off-campus, and the community.



Hemen Narayan

Charity Partner: St. Christophers Home
Project: Giving Back with a Difference
District: Nausori

Hemen Narayan is another winner having completed a four-month stint in WoD 2010. A former resident of the St.Christopher's Home, Hemen's project this year is about caring for disadvantage children and communities around Suva and Nausori and upgrading facilities at the Home. He intends to develop formal plans that will engage current and former residents of the Home to uplift the facilities and bring about difference in the lives of people. Efforts include reunion, fundraising, training, building library, and financial literacy. Hemen's work is not only restricted to St.Christopher's Home, he will be visiting Dilkusha Girls Home, Old Peoples Home, Home of Compassion, Treasure Home, and Boys Centre to identify the problems that the homes are facing and provide assistance in needy area.



Terikano Takesau

Charity Partner: Banaban Womens Organization
Project: Rabi Women Development
District: Rabi Island.

Terikano is a continuing candidate having completed a four-month stint in WoD2010. In her 2010 project Terikano was able to work with 200 plus women, 240 poor children and school dropouts on Rabi island. She helped improve their living standard and engaged the women in micro business activities. This year her project is to expand the Virgin Coconut Oil making scheme that Rabi women started last year. Terikano has received some help to establish a oil processing factory on the island. After completing this she will look for additional markets for their products which range from virgin coconut oil, body lotion, and cream. She will also continue work on encouraging and helping the islander's with setting up vegetable farms to supplement their meals and earn them some extra dollars. She will continue training them to raise their own seeds, preserve them and make seedbeds. The passionate social worker stressed to the communities on Rabi Island the importance of sustainable development thus encouraging them to use natural resources in abundance on the island.



Rosan Lal

Charity Partner: ACATA Trust Fiji
Project: Innovative Health Care
District: Fiji-wide

Rosan Lal is a continuing candidate having completed a four-month stint in WoD2010. For the next 12 months Lal will be employed as the Executive Director of ACATA Trust Fiji (Action for Children and the Aged). Previously, Lal has volunteered for community organizations in the North for the past 10 years. This include the Lions Club of Labasa, Vodafone Festival of the Friendly North, Northern Charity Alliance and Babasiga Ashram. His WoD2010 project titled "North Focus" brought about needed assistance to destitute families and saw the creation of the Northern Charity Alliance. Lal's engagement with ACATA is to lead the organization achieve the needed health and medical intervention in the community. ACATA is a real time action for children and the aged whereby intervention is made at the very basic level to educate and provide the know-how of critical health problems facing the community. These include non-communicable diseases, basic nutrition and lifestyle problems. ACATA aims to re-direct resources and immediate attention to the unmet medical and development needs to all at high risk and vulnerable children and the aged.



Vilimaina Wati

Charity Partner: BA DCOSS
Project: Counseling & Social Provider
District: Ba

Vilimaina was a WoD2010 candidate and had completed her project with much success. Having 13 years of clerical and 3 years of management experience, she is also trained as a counselor. The mother of two ran workshops and outreach program on various aspects of counseling during her last project. The financial constraints faced by many people have been the main problem that affects that people's mentality that turns out tragic in most cases. Therefore Wati is not just involved in counseling but identifies the contributing factors that affect their emotional and mental insecurity. Hence she engages them in income generating activities that would be helping them earn money to uplift their standard of living. Wati engages the National Volunteer Centre in Ba in many of this projects whereby these volunteers provide the much needed manpower.



WoD Talanoa Network (WTN)

New initiative to foster greater collaboration

Vodafone ATH Foundation has taken yet another step forward in trying to better its commitment in delivering its services through its candidates spread across the country.

Thus it has established the World of Difference Talanoa Network (WTN). This network will be based in the three major divisions mainly in the Central/Eastern, Northern and Western Divisions.

The purpose of the WTN is to engage past and present candidates to continue advocacy, collaborate and engage with charity partners and other stakeholders in an attempt to build their capacity so that they can graduate to another level from community volunteerism.

It will prepare candidates to bid for international programmes such as the Graham Maher Award and the UN Volunteer.

WTN will be driven by the important elements of any charity organization - that are the passion,



innovation, creativity, thinking big, community solutions and self development.

The network will help build and maintain relationships between WoD candidates and its Charity Partners.

Ongoing WoD volunteer programmes would be streamlined through the development of community profiles, group meetings compilation of data base of projects for a clearer picture and a focused approach to the program. During WTN candidates and stake holders will be able to share challenges,

success stories, many new lessons and the impacts of WoD.

It would also allow to capture WoD spinoffs, replications and the multi-plier effects.

The main focus of the WTN is to be an effective platform for greater community engagement, thus taking WoD to an unprecedented level.

WTN will operate under the Foundation and work closely with the National Volunteer Centre under the guidelines, principles and strategic direction of the World of Difference Programme.

MediaComm training upskills candidates

The WoD2011 candidates were trained on Communication, Media, and Report Writing to better equip them with skills to effectively carry out their projects.

The two-day training workshops were conducted by media consultant Verleshwar Singh in Suva, Nadi and Labasa.

The workshops aimed to help candidates improve their interactions with other people in and outside their work environment.

The workshops gave participants the opportunity to improve the critical communication skills of listening, asking questions and being aware of nonverbal messages.

It also helped participants who were struggling to find that middle ground between being too aggressive and too passive, and how to counter the manipulative tactics of difficult people.

Participants also learnt more about the elements of our communication with others that help us reveal appropriate information about ourselves, and how to get a handle on how to better manage ourselves for a professional image.

The session on media equipped the candidates with necessary skills to write press releases, handling interviews, and engaging with journalists.

The session on "Writing Reports and Proposals" taught them how to write, structure sentences, and use words effectively. Candidates underwent intensive practical exercises on writing and structuring various types of reports and proposals that they will be expected to do during their project or at work.

Winners learn marketing for non-profit

A small marketing budget doesn't mean you can't meet your goals and business objectives - you just have to be more creative in your marketing tactics. This was the gist of the marketing training received by WoD2011 candidates.

The marketing for non-profit training conducted by Foundation executive Ambalika Kutty showed participants how to get maximum exposure at minimum cost. They learnt the basic marketing theory, discovered how to use low-cost publicity to get their name known, how to develop a marketing plan and



Ambalika

a marketing campaign, how to use time rather than money to market

their organisation effectively, and understand how to perform a SWOT analysis.

Candidates also went through sessions on market research, mission statements, and strategies for success.

They were able to learn effective, low-cost, and non-cost strategies to increase networking, develop brand image, and build bottom line.

They were challenged to open community based ventures with an aim to promote social work, through effective marketings, publicity, and networking.

Using social media to engage, share, market

In order to be effective with internet marketing, you need more than just a website. Social media has evolved from a powerful communication medium to a key marketing channel. It offers a platform for customers to find you when they're seeking reviews, comparing pricing, or researching offers.

Increasingly, people end up on websites after encountering a brand on Facebook or clicking on a link in a Twitter feed. The more platforms on which you are present, the more you will turn up in search results, especially now that social is a part of search engine algorithms.

Today, using social media to direct traffic

to your website and generate new leads is an indispensable part of our marketing mix.

That's why WOD candidates went through a special training on social media - to help them identify the key social media channels where they should be present and how to optimize them for lead generation.

The one-day workshop conducted by media consultant Verleshwar Singh explored how organisations were using the social web to achieve business goals. It got participants actively involved in using popular social media tools through practising some key tactical activities: listening, connecting, contributing, communicating and



Media consultant Verleshwar Singh conducting social media training

community-building. WoD candidates left the workshop with a basic understanding of social media concepts and the culture of the social web.

Passion for the Vanua by Aslam Khan



Mobiles for Good

Through this edition of Jeevan we are formally launching our Mobiles for Good programme in Fiji. Though Vodafone Fiji has been at the forefront of such breakthroughs since 2007, the launch of the Vodafone Red Alert (VRA) programme at the height of Cyclone Tomas and the recent launch of the mthealth (mobile health) programme, is a structured step towards using our digital platform for social causes.

The Foundation is dedicated to mobilising communities around the world to improve their lives. To achieve this objective the Foundation wants to use its charitable giving and its privileged access to Vodafone networks, technology, customers and employees to empower people with the necessary tools to make a difference in the world.

Through the application of Vodafone's leading innovative technology the Foundation mobilises both local and virtual communities bringing people together to resolve mutual problems and make real change.

So the Foundation deploys its charitable giving and the liberating power of mobile networks to not just help communities but to mobilise and deliver social change.

Our partner foundations have set a benchmark for us to follow, for example, the TecSOS handset in Spain is a uniquely programmed mobile phone that provides victims of domestic violence with rapid connection to police. The CCBRT hospital in Tanzania uses the Vodafone M-PESA mponney transfer system to assist them in maternal health campaigns.

In Fiji, the mthealth initiative is a bold step towards using technology for social good. In this process we are also building partnerships that address health needs in underserved communities, together with content partners we are developing new ways for mobile health to increase the availability, accessibility, and effectiveness of health information and services.

We hope to make the needed difference in the lives of people in Fiji by enabling our mobile technology to deliver social change.

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



**Vodafone
ATH Fiji
Foundation**

\$8million social investment in Fiji

Since inception, the Foundation has disbursed direct grant of \$7m and indirect grant of \$1.8 million to 300 community based projects whilst partnering with more than 220 organizations.

In 2003 through support from Vodafone Group Foundation \$184,000 was disbursed to two charity organizations to help people affected by cyclone Ami. In 2004, the foundation made grant of \$472,000 to 24 partner charity organizations. With contribution of \$638,000 it endorsed grants to 30 community projects in 2005. Majority of contributions were being received from Vodafone Group Foundation. In 2006, 29 organizations received close to \$793,000 to execute activities in communities that would enrich lives. 2007 showed an increased need in the area of health and total of \$F1.3 million was given to 36 civil society organizations, including UNICEF, contributing to millennium development and strengthening partnership with UNDP on global space. Dominated by the need in education sector, \$931,000 worth of grants was made to 48 community-based organizations including schools. 2009 saw a significant increase in grant disbursements with total of \$1.31m given to over 70 charity organizations. As of April 2011, \$1.35m had been disbursed.

Know your programmes

World of Difference

Enhance capacities of youth through innovative charitable paid volunteer initiative.

Mobiles for Good

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

Sustainable Funding

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

Employee Engagement Programme

Handsup Vodafone: Engaging and Leveraging our employees and people to provide skills support to charitable partner organisations. **Double Your \$:** Enable employees to volunteer and raise funds for the cause or charity they are passionate about.

Corporate Leadership & Beyond Funder

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

mHealth is here!

**FREE* DIAL
*979#
to access mHealth**

- 1. Subscribe**
(get access to daily health tips)
- 2. BMI Calculator**
(instantly calculate your Body Mass Index)
- 3. Donate**
(donate to ACATA for a health cause you are concerned about)

*mHealth is a FREE DIAL service.
*The mHealth subscription is only free from September 1-30, 2011

mHealth is a Mobiles for Good programme that uses the Vodafone technology platform and its network for social good.



**Vodafone
ATH Fiji
Foundation**

Know your Foundation

Vodafone ATH Fiji Foundation is a registered charity. The foundation was formed to bestow its philanthropic responsibilities towards the communities through innovative programmes that brings about social change, in turn contributing to the economy of Fiji. Through the 'passion for world around us' and 'commitment for making Fiji a better place' for all, the foundation ensures implementation of the social investment policy through annual contributions from Vodafone Group Foundation, Amalgamated Telecomm Holdings and Vodafone Fiji Limited.

For information contact:

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



**Vodafone
ATH Fiji
Foundation**