

BOOKS4KIDS JAMAICA

2014

Annual Report

BOOKS4KIDS
JAMAICA



The future
is bright,
when you
can read
and write!

2014 ANNUAL REPORT
Books4Kids Jamaica

A registered 501(c)(3) non-profit charity in the U.S. and Jamaica
www.books4kidsjamaica.com

Cover photo: Ragni Trotta

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In **2014**, we measured an incredible average mastery of more than **91%** among **2,627** children at **36** schools who completed our annual 'Books4Kids Assessment' skill test, reaching our goal of achieving an above **85%** average mastery level for the third consecutive year.

The children who participate in the Books4Kids Jamaica program continue to produce amazing results. The strength of Books4Kids Jamaica is that our approach is simple, meaningful and has measurable results. Through annual testing, we know that our efforts have an immediate and significant impact. In 2014, we measured an incredible average mastery of more than 91% among 2,627 children at 36 schools who completed our annual 'Books4Kids Assessment' skill test, reaching our goal of achieving an above 85% average mastery level for the third consecutive year.

In 2014, our program delivered books and school supplies to 6,559 children in 72 schools all across Jamaica. For many of the children, Books4Kids Jamaica gives them the very first books they own. Despite a decline in poverty levels, half a million Jamaicans (16.5%) live below the poverty line (defined as US\$3,450 per family of five per year). Of this poorest group, 22% are children. Born into such difficulties, school books and educational supplies like pencils and crayons are often unaffordable for most Jamaican children and always in high demand. Our annual visit has become an eagerly anticipated event that the children, teachers and parents at the schools we visit look forward to with joy. This is particularly true in remote, interior areas, where up to 100% of the children have no access to books or learning supplies and often rely on the materials we provide exclusively for their curriculum. At Books4Kids Jamaica, we believe that taking the

time to meet each child to give them their own book bag significantly increases their interest and enthusiasm for learning, and above all, shows them that they are important to us. With this simple gesture, we show that they matter, that going to school can be exciting and that we have faith in their academic abilities and their future. Even more importantly, equal access to the same books and materials helps to put all the children in the classroom on the same level footing. It gives all the students – regardless of the challenges their families may be facing – first class educational materials. Our belief is that by “evening the playing field,” we help to make learning a positive experience for everyone and ultimately encourage increased attendance, particularly at rural schools.

The global downturn has seriously affected the education of Jamaica’s youngest. Now more than ever, these young children rely on our continued advocacy and support. Books4Kids Jamaica is committed to promoting literacy by helping kindergarten children get the books and supplies they need to thrive in school.

We want to thank all our sponsors and the many volunteers who continue to make our efforts possible and for delivering both hope and real opportunity to the wonderful children of Jamaica.



Ragni Trotta - Chairperson
Books4Kids Jamaica

OUR MISSION



“I will never forget that whatever I was able to eventually achieve rested on the pillars of sound education which began right here at Somerton school.”

The Most Honourable P.J. Patterson,
Former Prime Minister
of Jamaica

Books4Kids Jamaica's primary aim is to help increase literacy and promote a positive educational experience by providing books and early educational materials to 4-year-old (K1) and 5-year-old (K2) kindergarten children in pre-schools across Jamaica. We believe in fostering the self-esteem of children growing up in challenging circumstances, introducing them to positive community role models and giving them real, practical resources for continued academic success.

Socio-economic Context



40% of Jamaica's children live in low-income families and poverty is particularly rife in rural areas. With a national minimum wage of US\$52 per 40-hour-week, most Jamaicans rely on remittance from relatives abroad to survive. Even with a remittance of 15% of the national gross domestic product (GDP), a recent survey made by the Bank of Jamaica showed that 85% of all remittance is used for basic necessities – including food, electricity and clothing. This means few parents have the funds to purchase books or school materials for their children. The result is a legacy of poor literacy rates that are never reversed - currently up to 20% of adults in Jamaica are illiterate according to recent statistics.

Books4Kids Jamaica distributes books and supplies to children mainly of African Jamaican heritage born into the lower social and economic strata of Jamaican society. In addition to the lack of educational materials, basic needs such as sufficient food, school uniforms, shoes and in some cases shelter often go unmet. In some of the poorest communities,

unemployment and violence are endemic and positive role models are few and far between.

However, our experience proves that something as simple as access to good quality books and educational materials makes a tangible difference in the lives of these children and their families, building confidence, fostering academic achievement and helping to break the cycle of poverty and illiteracy, one child at a time.





“Lack of reading and writing skills still is a widespread problem. In the short term, the Books4Kids Jamaica distribution of textbooks will strengthen the children’s preparedness to manage the primary school curriculum. In the long term, it will help develop a reading culture.”

Andrew Holness,
Former Minister of Education and
Prime Minister of Jamaica

Early Childhood Education



Eradicating illiteracy is a national objective in Jamaica and one that Books4Kids Jamaica wholeheartedly supports. The inability to read has been historically linked to increased poverty, unemployment and crime. Access to books and educational materials is therefore critical for children and gives them a real chance to break the negative cycle of poverty. The Ministry of Education has recently implemented several programs designed to increase literacy and provide a curriculum and the necessary support materials for the first three grades. However, the government does not supply books or educational materials to kindergarten children. The Books4Kids Jamaica program fills a gap by providing high quality books to children at an early age, helping them prepare for first grade. According to UNESCO, Early Childhood Education is vital to the development of a sustainable society. Books4Kids Jamaica collaborates with the Early Childhood Commission (ECC) of Jamaica to ensure that our resources follow the curriculum guidelines outlined in the Government's "Literacy 1-2-3 program" and support the government's initiatives. As a result, we're honored that the ECC publicly endorses our program and that ECC officers regularly join us to distribute books and experience first-hand the difference our efforts make in these communities.



"This is the Foundation's seventh year providing learning materials to Early Childhood Institutions. The effects of its contribution have proven worthwhile as the students who received materials last year saw a boost in their performance."

Nikki Windross, Regional Early Childhood Development Officer in Region 4



Government Support



Books4Kids Jamaica works closely with the government of Jamaica both to determine which books will be the most effective and to solve the practical hurdles of obtaining and distributing them. This includes receiving tax and duty exemptions on the importation of books and educational materials for the charity via the efforts of the Jamaican Ministry of Education and Ministry of Finance.

Key departments that provide vital support for our program include:

- The Ministry of Education, Jamaica
- The Early Childhood Commission
- The Reading Program, Mobile Police Community Unit
- The Ministry of Finance, Jamaica
- The Jamaica Customs Department
- The Government of Jamaica

“Thank you for your benevolence extended to the various schools in Western Jamaica, to enable them to return to school. It shows evidence of good corporate citizenship. I wish success for The Palmyra Foundation.”

The Honourable Ronald Thwaites,
Minister of Education, Jamaica



FUNDRAISING



2014 Online Charity Auction



The 24Fundraiser.com platform has provided an excellent platform for online auctions and donations, using the secure payment processing of PayPal. The 2014 Books4Kids Jamaica Online Charity Auction raised US\$32,776 toward the purchase of books and educational materials. Among the items generously donated and sold in the virtual auction were Delta and JetBlue round-trip airline tickets, Caribbean cruises, luxurious hotel stays in Jamaica, China, St. Lucia, London, Italy, Malta, Dubai, Norway, Thailand, Spain and the United States, a signed T-shirt from Wimbledon winner Andy Murray, an autographed Wayne Rooney jersey, a U2 autographed guitar, and a Tuscan cooking course.

Live online from April 4 - 11, 2014, the one week long auction attracted 11,000 hits. The 99 different items for sale were divided into categories: (1) Adventure Tours, (2) Art, (3) Autographed Memorabilia, (4) Cruises, (5) Electronics, (6) Golf, (7) Health and Fitness, (8) Restaurants, (9) Services, (10) Sports Memorabilia, and (11) Villa and Hotel Stays. Villa and Hotel Stays proved the most popular items, contributing 61% of total amount received.

2014 Online Charity Auction Sponsors

Books4Kids Jamaica thanks all companies and individuals that participated in our charity auction by donating items or helping to promote the event:

- Resort Condominiums International (RCI), U.S. & Europe
- Delta Airlines, Kingston, Jamaica
- Iberostar Hotel & Resorts, Montego Bay, Jamaica
- Silverpoint Hotels & Resorts Tenerife, Spain/Dubai/ UK
- Azure Resorts, Malta
- Ice Enterprises, Kettering, UK
- JetBlue Airways, New York, U.S.
- H-Hotel, Dubai, UAE
- Castello del Nero, Tuscany, Italy
- The Royal Garden Hotel, London, UK
- Island Entertainment Brands, Montego Bay, Jamaica
- The Honourable Daryl Vaz, MP, Port Antonio, Jamaica
- Frame by Frame, Kingston, Jamaica
- Palace Amusements, Kingston, Jamaica
- Positive Tourism, Montego Bay, Jamaica

We thank all the other sponsors who donated services as well as many bidders who participated, making the 2014 Online Charity Auction a success.

"Iberostar Rose Hall Beach & Spa Resort has continued to be an avid supporter of The Palmyra Foundation and Books4Kids Jamaica. We will continue to support the philanthropic efforts made by the organizers of this truly worthwhile foundation."

Auction Sponsor Philipp Hofer,
Director of Operations, Iberostar Rose
Hall Beach & Spa Resort,
Montego Bay, Jamaica



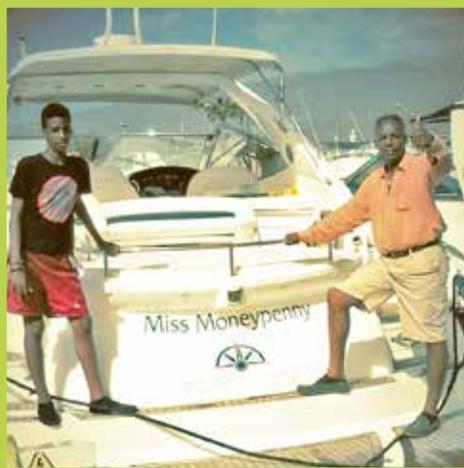
"As Member of Parliament for West Portland, Jamaica, I wish to offer my highest commendation to The Palmyra Foundation for their philanthropic spirit in helping to transform the lives of young children across Jamaica through the Books4Kids project. I urge you to give generously to the Books4Kids program and make a huge difference in a child's life."

Auction Sponsor Daryl Vaz,
Member of Parliament,
Western Portland, Jamaica



"Last year's Online Charity Auction was awesome! In addition to supporting the children of Jamaica, I had the winning bids for roundtrip Delta tickets and a wonderful stay in the Canary Islands, Spain. I experienced a dream vacation at Hollywood Mirage resort in Tenerife with my family and a luxury cruise on a Sunseeker yacht."

Auction Bidder Garth Ramsay,
Montego Bay, Jamaica





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"Delta continues to partner with Books4Kids Jamaica as we see education as the key to any country's growth and development. Early childhood education is indeed where greater emphasis is needed. The Palmyra Foundation's work and efforts continue to show positive results and so we are happy to continue our support as a major partner"

Auction Sponsor Richard Pile,
Regional District Sales Manager,
Caribbean, Delta Air Lines



"We were so happy to win a stay at Castello del Nero Hotel & Spa last year! It was absolutely everything we could have wanted and the cooking school is the best we have attended - surpassing those in Rome, Paris and Bangkok."

Auction Bidder Sue Webb,
Ocean City, New Jersey, USA



Billy Craig Insurance Brokers Ltd, Montego Bay, Jamaica

An on-going sponsor of the Books4Kids program since its very beginning, Billy Craig Insurance Brokers Ltd was again a 2014 Silver Sponsor.

“An education is the greatest gift of all. It’s the empowerment of mankind, to not only survive, but to determine one’s own destiny and succeed. This is what participating in The Palmyra Foundation means to Billy Craig Insurance Brokers and why we are so proud to be a part of this wonderful endeavor.”

William Craig, CEO, Billy Craig Insurance Brokers Ltd, Montego Bay, Jamaica



Photo:Suki Kapahi

Food for the Poor, Jamaica

Food for the Poor donated many textbooks and reading books to the 2014 distribution. Additionally, footballs, Sketcher shoes and bags of rice, courtesy of Food for the Poor, were brought to several schools located in remote areas of the island by our volunteer teams.



One Book at a Time Foundation, Quebec, Canada

A special thank you to Lilliane Bastien, Frank Litschauer and the students of Pierrefonds Comprehensive High School in Quebec, Canada, who collected 10,000 reading books and educational materials which were generously flown to Jamaica courtesy of Air Canada Cargo. The assistance provided enabled Books4Kids Jamaica to reach an even wider cross section of students and schools. Representing 'One Book at a Time', Bastien and Litschauer personally traveled to Jamaica to partake in the 2014 book distribution at Providence Heights Infant School, Montego Bay.



"Our students at Pierrefonds Comprehensive High School, inspired by their love of reading and their sense of global citizenship, took on the challenge of collecting more than 10,000 books for the children in Jamaica. The experience was more than we expected ... unforgettable memories of children enchanted by their books, and classrooms filled with glorious smiles and contagious giggles."

Lilliane Bastien and Frank Litschauer,
One Book at a Time Project, Canada



Jamaica Open NY Golf Championship, New York, USA

Books4Kids Jamaica was the proud charity of choice at The Jamaica Open NY Golf Tournament, an event put together by our Ambassador Alsion Roach. The Alsion Roach Business Group, Inc. and The Alsion Roach Group, LLC made history with the inaugural Jamaica Open NY (JONY) Golf Championship, attracting a sold out field of PGA and Amateur golf players in celebration of Jamaica's 52nd Independence Anniversary on August 4, 2014. The event enabled our program to create awareness and foster relationships with potential sponsors, donors and volunteers.





Image: Colin Williams
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colinwilliams@gmail.com

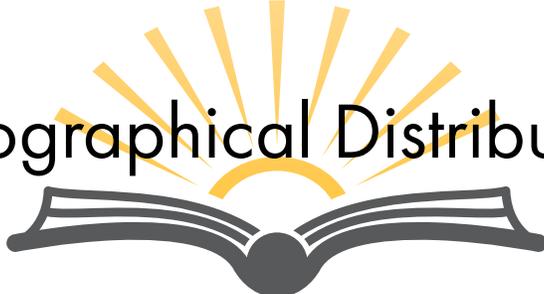
“I deem it a privilege to be associated with this cause as it provides an opportunity to advance the educational agenda in a practical manner. Impacting lives and making change are pivotal elements for any socio-economic development and I encourage the continued good work of the team year over year.”

Alsion Roach, CEO, The Alsion Roach Group
New York, New York USA

2014 BOOK DISTRIBUTION



Geographical Distribution



In 2014, volunteers from the Books4Kids Jamaica program hand delivered 20,200 books to 6,559 children in 72 small, medium and large schools in urban, rural and remote areas of Jamaica. Geographically, the focus of the foundation's efforts is currently the Western part of Jamaica, particularly the parishes of St. James, Westmoreland, Trelawny and Hanover. However, book distributions were also made in Portland, St. Catherine and St. Andrews during the three month distribution effort, which started coinciding with the start of school Sept. 2, 2014.

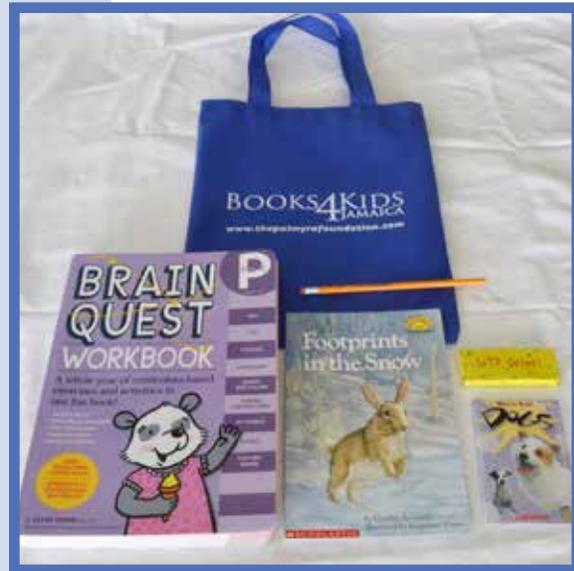


The Books4Kids Jamaica Book Bag



Each child receives a book bag containing:

- 1 Brain Quest Workbook, which covers the alphabet, numbers, phonics, and shapes & colors
- 1-2 kindergarten reading books
- 1 pack of crayons
- 1 pencil
- 1 blue (4-year-olds) or red (5-year-olds) book bag



The book bag has a retail value of US\$35.

"Brain Quest goes beyond simple memorization and encourages kids to use reasoning, listening, and visualization skills, which increases its educational and entertainment value."

Sesame Street



"Most of the parents within this area are low income earners or unemployed, so we are happy that Books4Kids Jamaica can assist parents and students in minimizing their financial burden during these dire economic times."

Lascelles Burnett,
Principal of Redwood Primary School,
St. Catherine



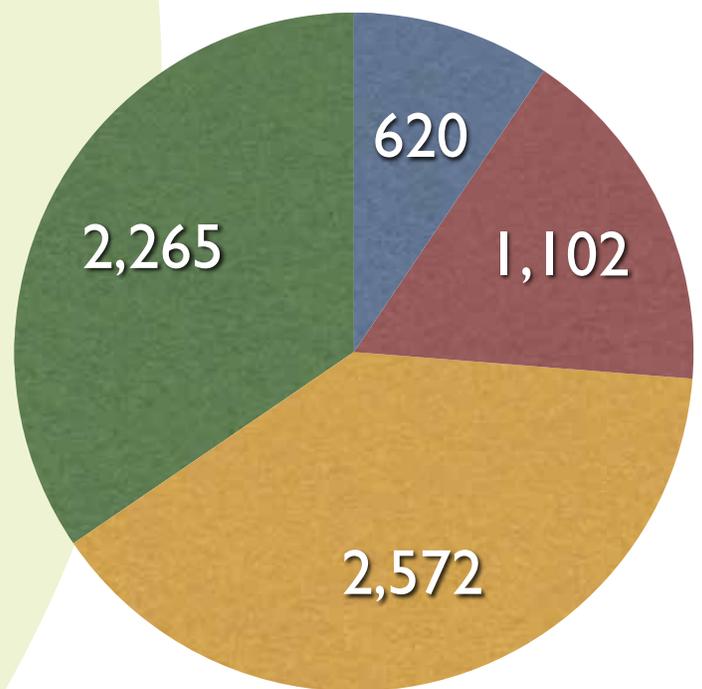
2014 Book Bag Distribution By Age



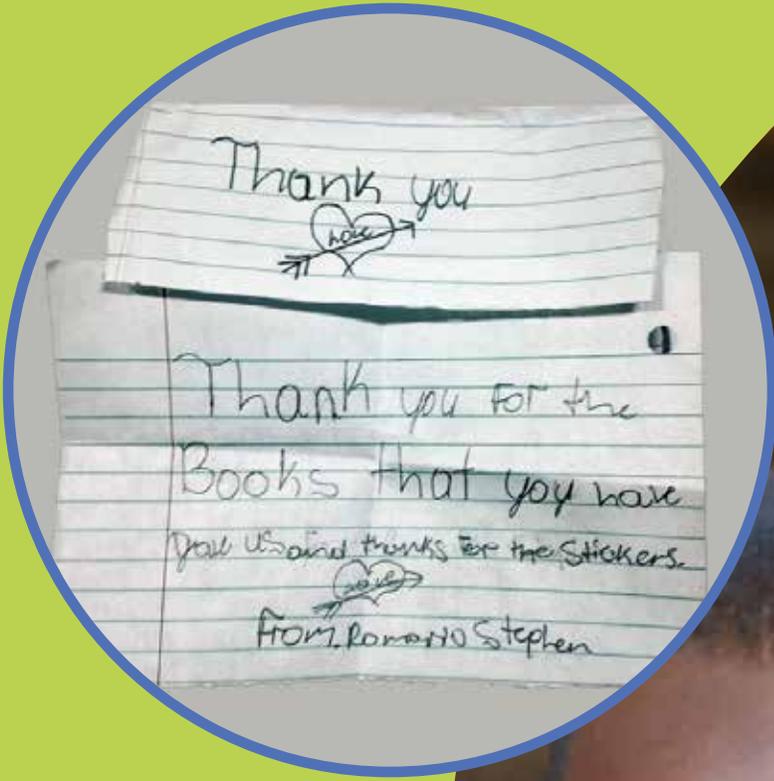
4,837 of the book bags were donated to the charity's core focus group of four-year-old (K1) and five-year-old (K2) children. Additionally, Books4Kids has adopted six primary schools, providing all the students with age-appropriate workbooks and reading materials through grade 6. Five are smaller, rural schools where needs are great and all grades are often taught together in a single room. The sixth school is Books4Kids Jamaica's neighborhood primary school.

There has been a noted increase in 3-year-olds, following the government's recent policy of allowing enrollment of children who turn four years old during the school year. In the absence of Brain Quest Workbooks for 3-year-olds as well as 5th and 6th grades, Books4Kids Jamaica donated reading books, crayons and pencils to these grades, supplementing with textbooks from Food for the Poor to older children where possible.

6,559 Book Bags Distributed in 2014



- 3-year-olds
- 4-year-olds
- 5-year-olds
- 6 - 12-year-olds



Lewis

List of Schools



School	Town	Parish	School	Town	Parish
Spot Valley Basic School	Spot Valley	St. James	Haddo Primary & Infant School	Ramble P.O.	Westmoreland
Catherine Hall Primary & Infant School	Montego Bay	St. James	Caledonia All Age & Infant School	Darliston	Westmoreland
Falmouth Infant School	Falmouth	Trelawny	St. John's Infant School	Darliston	Westmoreland
Goodwill All Age & Infant School	Chatham	St. James	Enfield Primary and Infant School	Darliston	Westmoreland
Somerton All Age & Infant School	Somerton	St. James	New Works Primary & Infant School	New Works, Darliston	Westmoreland
Hampden Infant School	Hampden	Trelawny	Holly Hill Infant School	Bigwoods, Holly Hills	Westmoreland
Buckingham All Age School	Montego Bay	St. James	Kew Park Primary & Infant School	Kew Park, Lambs River	Westmoreland
Montego Bay Infant School	Montego Bay	St. James	Mount Horeb Infant School	Mount Horeb	St. James
Chatsworth Primary & Infant	Maroon Town	St. James	Petersfield Primary & Infant School	Petersfield	Westmoreland
Maroon Town Basic School	Maroon Town	St. James	Peggy Barry Primary & Infant School	Grange Hill	Westmoreland
Maldon Basic School	Maldon District. Maroon Town	St. James	Lethe Primary & Infant School	Lethe	St. James
Alps Infant School	Ulster Spring	Trelawny	Port Antonio Infant School	Port Antonio	Portland
Freeman's Hall Infant School	Albert Town	Trelawny	Salt Spring Primary & Infant	Salt Spring	St. James
Albert Town Infant School	Albert Town	Trelawny	Spring Mount Primary & Infant School	John's Hall	St. James
Spring Garden Infant School	Rock Spring	Trelawny	Granville All Age & Infant School	Granville	St. James
Rose Hall Basic School	Rose Hall	St. James	Upper Top Lincoln Early Childhood Institution	Grange Hill	Westmoreland
SOS Village (Jane Veira Kindergarden)	Montego Bay	St. James	Mint Road Early Childhood Institution	Grange Hill	Westmoreland
Mount Zion Primary and Infant School	Montego Bay	St. James	Mt. Eagle Early Childhood Institution	Grange Hill	Westmoreland
Green Pond Primary & Infant School	Montego Bay	St. James	Pondside Primary & Infant School	Great Valley	Hanover
Rose Heights Basic School	Montego Bay	St. James	Esher Full Gospel Basic	Esher	Hanover
Sterling Reading School	Reading	St. James	Sudbury Primary & Infant	Sudbury	St. James
Faith Kinder Prep School	Montego Bay	St. James	Grange Basic School	Grange	Hanover
Cambridge Infant School	Cambridge	St. James	Cacoon Primary & Infant School	Cacoon Dist., Dias	Hanover
Bickersteth Infant School	Bickersteth	St. James	Allman Town Infant School	Allman Town	Kingston
Vaughansfield Primary & Infant School	Flamstead Gardens	St. James	Calabar Infant School	Rai Town	Kingston
Flamstead Kids Basic School	Flamstead Gardens	St. James	Mona Common Basic School	Mona Commons	Kingston
Bethel Infant School	Hopewell	Hanover	All Saints Infant School	Denham Town	Kingston
Providence Heights Infant School	Montego Bay	St. James	Dover Castle Basic School	Spanish Town	St. Catherine
Central Basic School	Norwood	St. James	Redwood Primary School	Spanish Town	St. Catherine
Lucea Infant School	Haughton Court, Lucea	Hanover	Eltham Early Childhood Institution	Spanish Town	St. Catherine
Savanna-La-Mar Infant School	Savanna-La-Mar	Westmoreland	Mt. Salem Primary School	Montego Bay	St. James
Piedmont Basic School	Piedmont	Trelawny	Corinaldi Avenue Primary School	Montego Bay	St. James
Waldensia Primary School	Piedmont	Trelawny			
Barrett Town Primary School	Barrett Town	St. James			
Upper Rock Spring Primary & Infant School	Lucia	Hanover			
Mount Airy Basic School	Mr. Airy	Westmoreland			
Little Bay All Age School	Little Bay, Little London	Westmoreland			
Calabar Early Childhood Institution	Rio Bueno	Trelawny			
Marinata Learning Centre	Lilliput	St. James			



PARTNERSHIPS

“Every single child is a precious gift and the books given through the Books4Kids Jamaica program will stimulate their learning process and enable them to become productive citizens in the future. We salute The Palmyra Foundation for its contribution to the learning skills of our children, through the donation of 155,000 books to 43,000 children in more than 130 schools over the last 8 years.”

Senator Noel Sloley Sr.,
Montego Bay, St. James, Jamaica



Sponsors



Our 2014 distribution effort would not be possible without the sponsorship of local and international suppliers who donate their services to the Books4Kids Jamaica program. Jamaica Tours Limited (JTL), continues to play an integral part in our distribution phase, donating vital ground transportation services for the seventh years running.

- Jamaica Tours Ltd., Montego Bay, Jamaica
- One Book at a Time Foundation
Montreal, Canada
- Food for the Poor, Jamaica
- Workman Publishing Company,
New York, U.S.
- Landmark Associates Ltd., New York, U.S.
- Keith Thorpe Ltd, Montego Bay, Jamaica
- Billy Craig Insurance Brokers Ltd,
Montego Bay, Jamaica
- Jackie Hamilton, Montego Bay, Jamaica
- Resort Properties, Montego Bay, Jamaica
- Air Canada Cargo, Montreal, Canada
- Seaboard Freight & Shipping Jamaica Ltd.,
Montego Bay, Jamaica



Volunteers



Our volunteers are the crucial ingredient that guarantee and safeguard our success. While the Books4Kids Jamaica 'Founder's Team' is responsible for all planning and implementation, the program is heavily dependent on the service of volunteers. Volunteers contribute in a variety of ways, including the stamping of books, packaging of book bags, distribution of books to the children or the organizing of fundraising events.

In addition to the Founder's Team, the 2014 book distributed volunteers included:

- Kathy Ann, Skylar and Ella Dear, Montego Bay, Jamaica
- Senator Noel Sloley, Montego Bay, Jamaica
- Lilianne Bastien and Fank Litschauer, One Book at a Time, Montreal, Canada
- Ms. Wallesha Burte, Miss United Nation International Jamaica 2013/2014
- Tom and Kim Oliver, Georgia, U.S.
- Jana Weisser and Thilo Messerschmitt, Germany
- Christopher Clarke, Montego Bay, Jamaica
- Mr. and Mrs. Garth Ramsay, Montego Bay, Jamaica
- Max Earle, Kingston, Jamaica
- Jackie Hamilton, Montego Bay, Jamaica
- Daryl Vaz, Minister of Parliament, Portland, Jamaica
- Dexter Roland, Counselor, Portland, Jamaica
- Benny White, Mayor of Port Antonio, Jamaica
- Dr. Linvale Bloomfield, Minister of Parliament East Portland, Jamaica
- Lisa Burton, Keneisha Ferring, Kamala Golding, Hazel Masters-Williams and Teresa Mallett, Montego Bay, Jamaica





I volunteer to help the children because they are our future and because I think it is important to give back. I will continue to volunteer because it makes me happy to see the children smile."

Christopher Clarke, Volunteer, Montego Bay

MEASURED RESULTS





By diligently measuring the children’s progress at the end of each school year, Books4Kids Jamaica has a quantifiable way to evaluate its results. Implemented in 2010, our annual skill test measuring the children’s reading, writing, math and science skills forms the cornerstone of our program. Administered to as many children as possible in May each year, the skills test includes 30 questions about letters, numbers, shapes and colours and is designed to analyze the impact of the books by assessing the children’s mastery. The year-end assessment has provided tangible evidence of tremendous improvement among children who’ve received books from the Books4Kids Jamaica program.

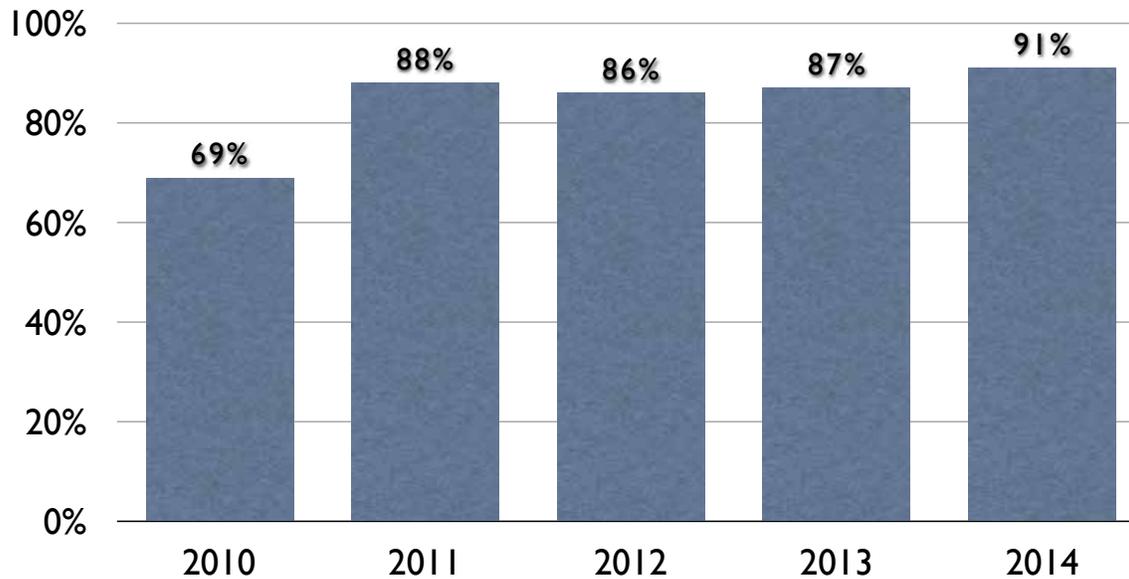
- Results have improved annually since the introduction of the “The Books4Kids Assessment” skill test, up from base-level results of 69% mastery measured among 833 children pre-program in 2010 (see table below).
- Importantly, since 2011 we have maintained our goal of achieving an above average mastery of 85% among the kindergarten children who participate in the program.

Books4Kids Jamaica Assessment Results 2010 – 2014

	K1 (4 y.o. students)	K1 average mastery	K2 (5 y.o.) students	K2 average mastery	Schools tested	Total students	Average mastery %
2014	1,301	90%	1,326	92%	36	2,627	91%
2013	766	86%	996	89%	22	1,762	87%
2012	643	85%	947	86%	15	1,590	86%
2011	474	88%			5	474	88%
2010	833	69%			12	833	69%

Note: More detailed results about school averages are available upon request.

Books4Kids Jamaica Average Mastery Percentage 2010 – 2014



While the introduction of the skill test and its implementation was slow for the first two years, we've experienced an increasing willingness from principals to administer the test due to their own personal interest in the achievements of their kindergarten students. One challenge of administering the skill test has been the logistical aspect of getting the tests sent out to and returned from remote and rural schools due to a non-existing postal system. Regardless, the number of kindergarten children tested has increased from 474 in 2011, to 2,627 children in 2014, providing us with a larger sample and thus more reliable results.

"Knowing for sure that our efforts are making a difference is important to us and to everyone supporting our effort. By measuring the children's reading, writing, math and science skills, we have a quantifiable way to evaluate results."

Ragni Trotta, Chairperson,
The Palmyra Foundation

Tangible Results 2014



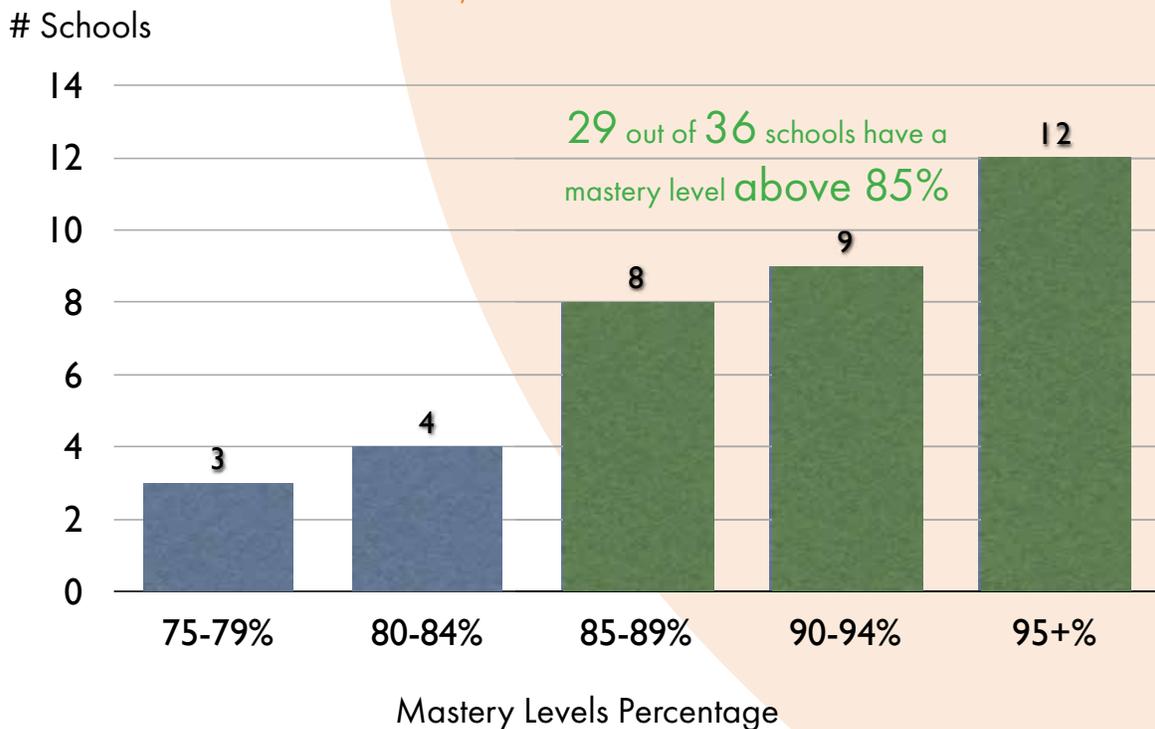
2014 results: 91% mastery on skill test among 2,627 children at 36 schools

The overall mastery percentage is calculated by total points achieved by all students tested divided by the total students tested. In 2014, an overall mastery of 91% was measured among 2,627 children at 36 schools who completed the annual 'Books4Kids Assessment' skill test.



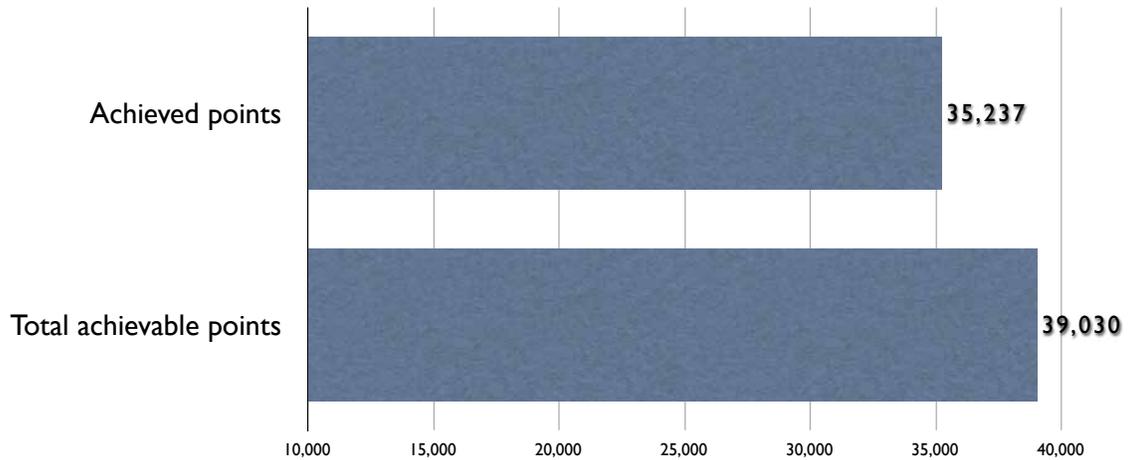
Skill Test Measured Mastery Levels at 36 Schools – 2014

2,627 Total Students



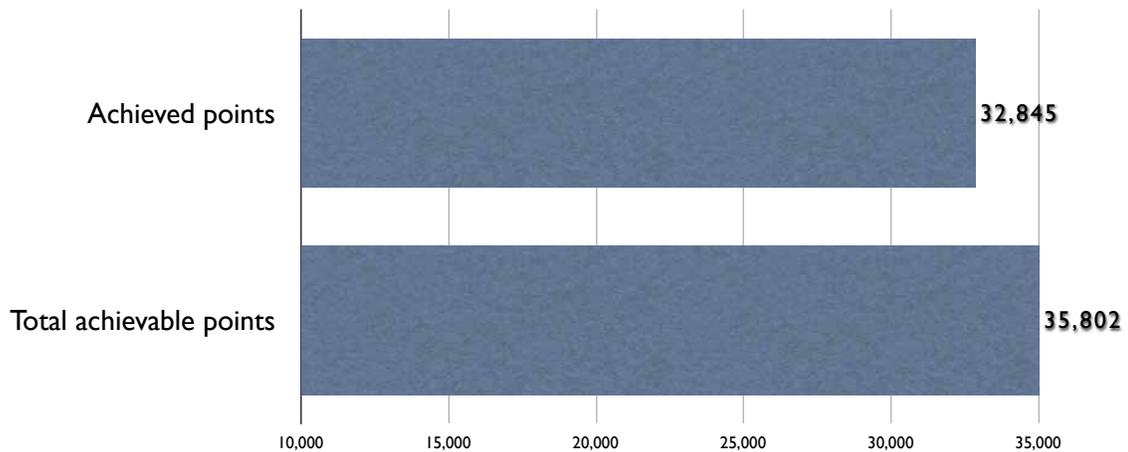
2014 Skill Test Results: 90% Average Mastery

1,301 Total Students • K1 (4-year-olds)



2014 Skill Test Results: 92% Average Mastery

1,326 Total Students • K2 (5-year-olds)





Success Stories

A large part of the success of our project is due to the fact that the children love the interactive and colorful Brain Quest Workbook, making learning fun. It covers the alphabet, numbers, phonics and shapes & colors. The 300-page workbook features hundreds of curriculum-based activities and exercises and has a special emphasis on the core competencies of math and language skills.

"The reading and learning materials our daughter Alisiandrae received has sparked many improvements in literacy. She is now able to identify basic shapes and colours, and has developed a remarkable ability of memorizing words, and often times sentences."

Feronie Foster Williams,
Falmouth Infant School,
Trelawny





Providence Heights Infant School, Montego Bay, St. James

Over the last three years, the children at Providence Heights Infant School in Montego Bay have shown tremendous progress. With an average success rate of 59% among 66 kindergarten students on the skill test prior to receiving books in 2010, mastery on the skill test improved dramatically after only one year, with measured results of 85% mastery in 2011 among 36 students tested. Results improved further in 2012, with an average mastery of 91% among 96 students tested. Moreover, the 5-year-old children at Providence Heights Infant School who received books from the charity two years running scored an impressive 94% on the 2012 assessment. In 2013, the school maintained an excellent average mastery of 86% among 86 kindergarten students. In 2014, an incredible 95% average mastery on the skill test was measured among 80 kindergarten students.

"Both the teachers and the children really like the books. Everything is integrated in the Brain Quest Workbook including numbers, phonics, and writing the letters of the alphabet. The activities and colours reflect a West Indian theme. The children have improved. They can work, guided by their teachers or take up their workbook and work on their own. A few of our children did not have any books at all."

Opal Jarrett, Principal at Providence Infant School, Montego Bay, St. James

Montego Bay Infant School, St. James

Before receiving books in 2010, 399 kindergarten students at Western Jamaica's largest school, Montego Bay Infant School, measured an average success rate of 69% on the skill test. After receiving books, the skill test average among 335 children immediately jumped to 88% mastery in 2011. In 2012, an incredible 91% success rate was measured among 781 kindergarten students who completed the skill test. The children at Montego Bay Infant have maintained their excellent track record, with an average mastery of 92% measured on the skill test among 540 kindergarten students in 2013. Last year, Montego Bay Infant School's students achieved an average mastery of 92% on the skill test, making it the third year running that the school has achieved above 90% mastery on the skill test.



"Not all children can buy books at times. We are extremely heartened by the kindness of The Palmyra Foundation. This is the sixth year we have been recipients, and this is something that the school looks forward to."

Constance Graham, Principal,
Montego Bay Infant School



Upper Rock Spring All Age & Infant School, Hanover, Jamaica

One of the five schools the program has adopted and supports through primary school, this remote, rural school has received books from Books4Kids Jamaica since 2007. According to Principal Clayton Smith, a gradual improvement in skills has been measured at Upper Rock Spring Infant and All Age School over the last five years. In 2012, the first set of students that received books from the charity in 2007, reached the age where they had to pass the Government's "Grade 4 Mastery test." While mastery in literacy at Upper Rock Spring was a mere 25% eight years ago, the 2012 Grade 4 class achieved an impressive 84% mastery in literacy on the test. According to Principal Clayton Smith, this is a direct result of the children consistently getting books from the Books4Kids Jamaica program. In addition, a marked and positive change in attitude has also been experienced among many of the children who received books from the charity.

"The attitude and the behavior of the children have really changed. They realize that apart from the teachers who will give them instruction, there are others who really do care about their well-being."

Clayton Smith, Principal,
Upper Rockfield All Age School,
Hanover, Jamaica



Falmouth Infant School, Trelawny

The ocean town of Falmouth is home to Falmouth Infant School, a school that is attended by 201 kindergarten students. Over the last three years, the kindergarten students at Falmouth Infant School have consistently performed excellently on the annual skill test, remarkably still finding room for improvement each year. In 2012, an average mastery of 89% was measured among 125 students. The success rate jumped to 91% mastery in 2013, and improved even further to 93% average mastery on the skill test among 163 students in 2014. Additionally, a superb success rate of 96% was measured among 75 five year-old children who had received Books4Kids Jamaica book bags two years in a row.



"The Workbook complements our core curriculum and our teachers use it on a daily basis. The children are very excited to do the Workbook activities, and we get excellent feedback from parents who use it at home with the children. We have benefited tremendously from the books from Books4Kids Jamaica over the years."

Mona Ennis, Principal
Falmouth Infant School



Cambridge Infant School, St. James

Prior to participating in the Books4Kids Jamaica program, the students at Cambridge Infant School measured on average mastery level of 62% on the skill test. An improvement in mastery levels of 25% percent was observed after only one year. The kindergarten students at this fabulous rural school have continued to improve, consistently producing above 90% mastery on the annual skill test. In 2014, 63 four-year-old kindergarten students achieved an incredible 99%.

"I want to express sincere gratitude to you and The Palmyra family for your continued support to our school. We really appreciate your time and your effort. This kind gesture left many children, teachers and parents very happy. We salute and thank you."

Mrs. Ophelia Haughton, Principal
at Cambridge Infant School

**Chatsworth Infant
and All Age,
Maroon Town,
St. James**

"Your support throughout
the years has made a very
big difference in the lives of
our students."

*Audrey Jackson,
Vice Principal
Chatsworth Infant and All Age,
Maroon Town, St. James*



**Calabar Early
Childhood Institution,
Rio Bueno, Trelawny**

In 2014, 14 students achieved an
incredible 98% mastery on the annual skill test.



**Sterling Basic School,
Montego Bay, St. James**

In 2014, 15 students achieved an impressive 98% mastery on the annual skill test.

**St. John's Infant School,
Montego Bay, St. James**

In 2014, 20 five-year-old (K2) students achieved a mastery level of 99%, while the 18 four-year-old (K1) kindergarten students achieved an excellent 91% mastery level.



**Alps Basic School,
Trelawny**

In 2014, the six five-year-old (K2) students achieved a mastery level of 99%.

**Little Bay All Age and Infant,
Westmoreland**

The seven five-year-old (K2) students achieved a mastery level of 98%, while the 13 four-year-old (K1) kindergarten students achieved an excellent 93% mastery level in 2014.



**Petersfield Infant and
Primary School,
Westmoreland**

The 26 five-year-old (K2) students achieved a mastery level of 93% on the 2014 skill test.



FINANCIALS



The Palmyra Foundation does not receive any funds from any public or governmental agencies. The ability to source funds, therefore, remains a crucial element in sustaining the Books4Kids Jamaica program. In particular, contributions in-kind, referring to the gifting of goods, services, items and discounts are vital to both our fundraising and distribution efforts. The monetary value of contributions in-kind, estimated at US\$189,236 last year, highlights its importance both to the annual Online Charity Auction and the execution of the yearly Books4Kids Jamaica book distribution.

The Books4Kids Jamaica program is heavily dependent on in-kind contributions for its annual Online Charity Auction. In 2014, an estimated US\$68,817 was contributed to the Online Charity Auction in the form of services and items, which raised a total of US\$32,776. A further US\$5,720 were received as donations, totaling cash contributions of US\$38,496. The remaining in-kind contributions of US\$120,419 were donated toward operational costs and expenses for the annual book distribution.

The founder, Robert Trotta of Resort Properties Jamaica, continues to be the charity's main sponsor and benefactor, carrying all operational costs of the charity.



“Early Childhood Education is one of the most important investments a country can make for a brighter future.”

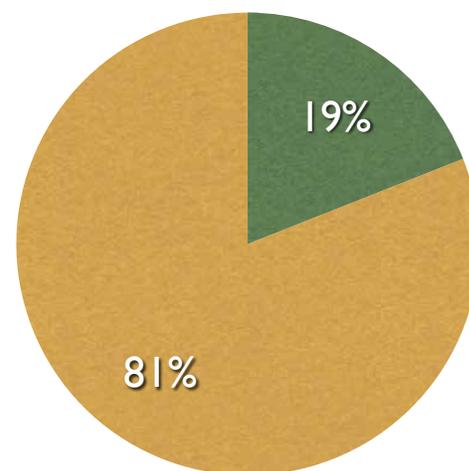
President of the United States Barack Obama addressing a youth forum at the University Mona campus, Kingston, Jamaica, April 9, 2015

THE PALMYRA FOUNDATION 2014 FINANCIAL STATEMENT

2014 OPERATING COSTS

	Cash	Contributions
1. Administration		
a. Lease/Rent		11,759
b. Telephone		2,763
c. Salaries		35,188
2. Marketing		
a. Christmas Cards		224
b. Postage		388
c. Domain Renewals and Hosting	108	108
3. Fundraising Costs		
a. Cost for fundraising items	5,472	68,817
b. Hosting of Fundraising Platform		497
4. Grant Funds		
a. 2,600 Brain Quest Workbooks (K1)	12,795	20,875
b. 2,700 Brain Quest Workbooks (K2)	13,287	21,678
c. 200 Workbooks Grade 1	777	1,813
d. 200 Workbooks Grade 2	777	1,813
e. 200 Workbooks Grade 3	777	1,813
f. 200 Workbooks Grade 4	777	1,813
g. Pencils		561
h. Bags	1,784	1,784
i. Crayons	600	600
5. Honoraria		
a. Auditors		700
6. Operational expenses		
a. Shipping	3,465	634
a. Trolley & Truck Rental		900
b. Customs clearance & brokerage	437	2,000
c. Courier service	46	389
d. Printing & Stationary	214	720
e. Accounting		2,000
7. Distribution Costs		
a. Buses and drivers		4,500
b. Cars		4,900
c. Gas	1,720	
8. Travel & Accommodation		
NY Golf Event	1,323	
OPERATING COSTS	44,359	189,236
2014 INCOME		
Balance Jan. 1, 2014	10,576	
Online Charity Auction	32,776	
Donations	5,720	
Balance c/d Dec 31, 2014	4,713	
BALANCE	44,359	

Financing of Books4Kids Jamaica 2014 Program



● Monetary Cost
● Contributed In-kind



NOTES TO THE FINANCIAL STATEMENT

The 2014 operating statement includes monetary values of services and items donated to the charity for fundraising and distribution purposes in the column "Contributions in-kind." Every effort has been made to calculate the monetary value of these contributions as realistically as possible. The balance includes account receivables from Online Charity Auction of US\$3,500.

1. Administration

(a) Lease: The Palmyra Foundation (PFL) currently shares a 1,700 SQF Space at Shop 14 & 15 Half Moon, Shopping Village with Resort Properties Jamaica (RPJ). Based on the books and school materials stored during 2014, 637.5 SQF of this space was utilised by RFL while 1,062.5 SQF was used by RPJ.

(b) Telephone: The telephone charges are paid for by Resort Properties Jamaica Ltd, however during PFL peak activity periods 90% of phone costs are allocated to PFL. PFL peak activity periods are (1) Auction time (March & April), (2) Book Distribution (September & October)

(c) Salaries: Salaries are absorbed by Resort Properties Jamaica. However PFL peak periods are (1) Auction time (March - May), (2) Distribution of Books (September - October) and during these peak PFL periods 25% of the net salaries paid by RPJ are allocated to PFL.

2. Marketing

The Palmyra Foundation (PFL) primarily uses its database and Social Media platforms such as Facebook, Twitter, and Instagram for marketing purposes. During our main fundraising period and distribution, marketing was primarily made through press releases to databases and Social media. Personalised Christmas cards signed by all the founding members of The Palmyra Foundation were mailed to volunteers, sponsors and donors.

3. Fundraising Cost

(a) Cost of fundraising items: This represents the actual monetary value of items that were purchased for the auction including memorabilia, as well as in-kind contributions such as hotel stays, cruises, art, etc.

(b) Hosting of Fundraising Platform: This represents the yearly subscription cost to use the 24fundraiser.com platform that manages the online auction, enabling online events and collection of online credit cards and PayPal payments.

4. Grant funds

Over the years we have benefited from substantial charity discounts from our main supplier of the Brain Quest Workbook: Workman Publishing. In 2014 Books4Kids Jamaica got a 70 % discount on workbooks for Grades 1, 2, 3, & 4. For kindergarten 1 (K1) and kindergarten 2 (K2) workbooks, a 62 % discount was extended. The difference between the discounted price and the retail price has been accounted for as Contributions in-kind.

5. Honoraria

Includes professional fees to and in-kind contributions from auditors.

6. Operational expenses

The majority of The Palmyra Foundation's (PFL's) costs are incurred for the purposes of shipping books and materials from publishers and suppliers to Miami, U.S. and subsequently to Montego Bay, Jamaica. While PFL receives in-kind shipping from Miami to Montego Bay, provided by a Miami-based freight forwarder, some shipping cost is incurred within the U.S. In 2014, the Ministry of Education and Finance, Government of Jamaica, provided a waiver for Duty Free import and customs clearance of shipment of books, crayons and backpacks. Brokerage was provided by a local customs broker as a contribution in-kind. All accounting services were contributed in-kind by Resort Properties Jamaica.

7. Distribution Costs

(a) Buses and drivers: In 2014, Jamaica Tours Ltd. (JTL) partnered with Books4Kids Jamaica to provide transportation to Montego Bay Infant School (two days), Vaughansfield Primary & Infant School, Flamstead Basic School, Lucea Infant School and Savanna-La-Mar Infant School. Additionally, JTL also provided drivers to Chatsworth Primary & Infant, Maroon Town Basic and Maldon Basic School. All costs incurred by JTL associated with these trips, including buses, fuel and drivers were contributed as in-kind donations.

(b) Cars: This figure represents the actual cost that PFL would have incurred if it were to rent a motor vehicle to carry out its operations. Vehicles owned by Resort Properties (RPJ) were made available to PFL at no cost.

(c) Gas: Transportation to all other schools was made using motor vehicles owned by RPJ and its directors. Fuel costs were incurred by PFL.

8. Travel & Accommodation

This represents travel and accommodation costs to attend the inaugural Jamaica Open New York (JONY) Golf Championship. A charity of choice, PFL was invited to attend for marketing and fundraising purposes.

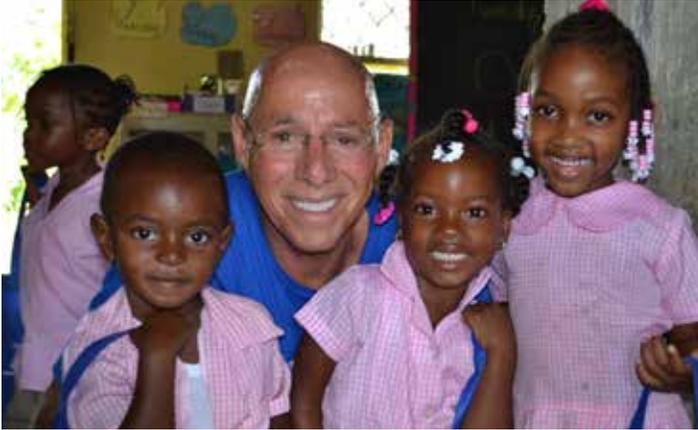
TAX ID / CHARITABLE STATUS

UNITED STATES	JAMAICA
The Palmyra Foundation Inc. 119 West 57th Street Suite 1405 New York, NY 10019	The Palmyra Foundation Shophe #14 & 15 Half Moon Shopping Village, Rose Hall Montego Bay, St. James
The Palmyra Foundation Inc. 501 (C) (3) Employer Identification Number (EIN): 27-3725410	Jamaica W.I. Mailing address: The Palmyra Foundation Half Moon Post Office Rose Hall, St. James Jamaica W.I. The Palmyra Foundation Charities Authority of Jamaica registration CA100-240C

FOUNDERS TEAM



This photo and back cover photo: Heidi Zech



Robert Trotta, Charity Founder

The Palmyra Foundation was founded by international real estate developer Robert Trotta. A post-graduate of the University of North Carolina, Mr. Trotta has been a member of the American Resort Developer Association (ARDA) for more than 30 years. Mr. Trotta is a firm believer in investing in people and enthusiastically supports early education as a means to increasing opportunities for all.



Frank Perolli, Board Member

Founding member and Board Member Frank Perolli has been a key part of the charity founder’s team since its startup in 2007. From Canada, the former General Motors executive has lived and worked in Jamaica for the last 8 years. He believes in giving back to the youth of the country, by way of assisting kindergarten children to learn to read and write.



Ragni Trotta, Chairperson

The foundation is spearheaded by Chairperson Ragni Trotta, a resident of Jamaica. The daughter of two Norwegian school teachers, she is passionate about the importance of Early Childhood Education. A media and marketing professional with extensive experience from the media, tourism and resort development industries in several countries, Ms. Trotta is a post-graduate of The London School of Economics and Political Science (UK) with a MSc in Media, Communications and Development.

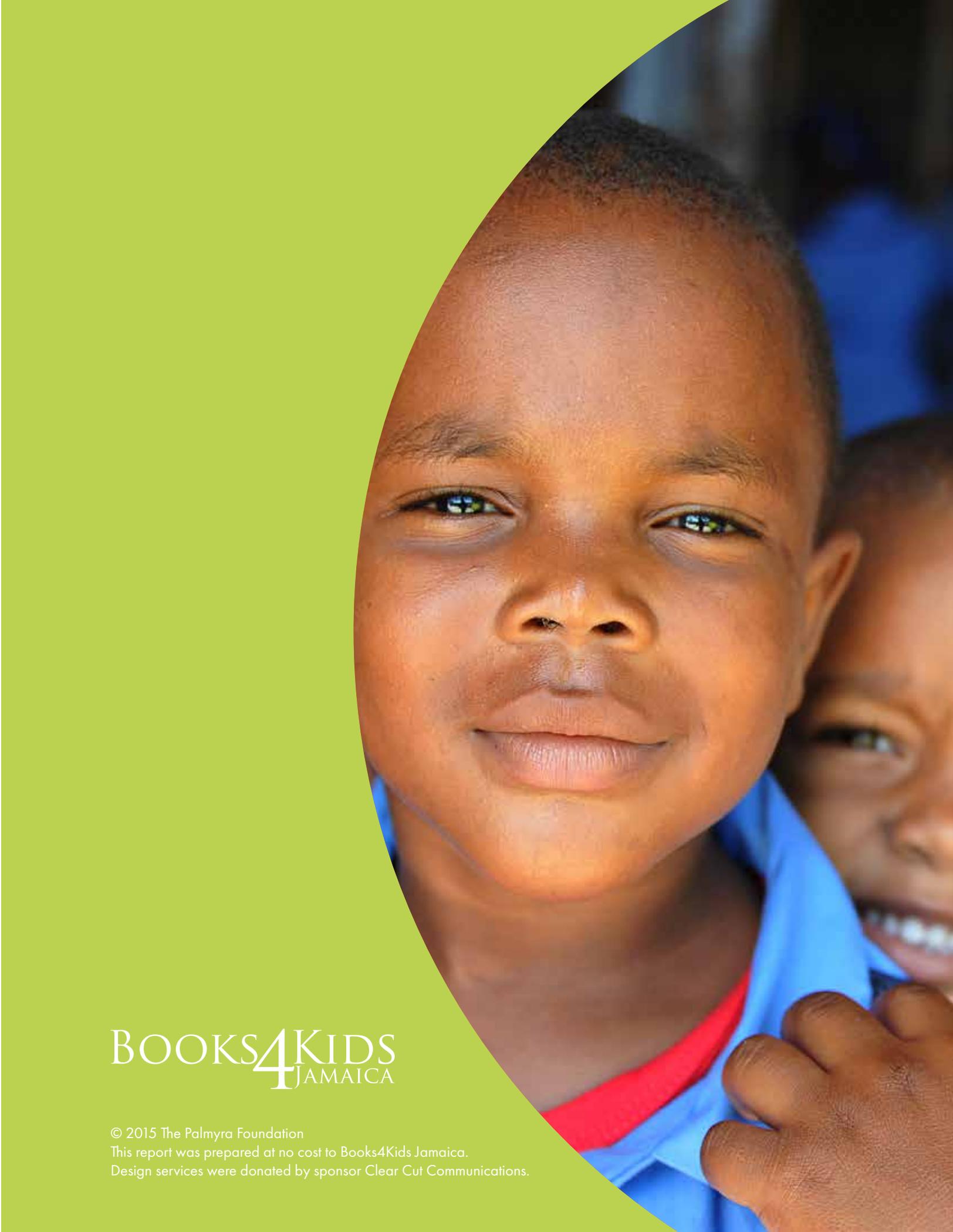


Arden Hamilton, Accountant

Arden Hamilton was born and grew up in the parish of St. James, Jamaica. After attending Montego Bay Infant School and Cornwall College High School, he achieved his professional qualification in Business Administration majoring in Accounting at The University of Technology (UTECH). Arden is keenly aware that not all Jamaicans benefit from the same opportunities and wants to give back through the Books4Kids Jamaica program.

About us

The Books4Kids Jamaica program is run by The Palmyra Foundation, a registered 501(c)(3) non-profit charity in the U.S. and Jamaica. Since the charity’s start-up in 2007, more than 130 international volunteers have helped provide more than 155,000 books to 43,000 children in more than 130 schools across Jamaica’s 14 parishes. To date, The Palmyra Foundation has donated books valued at over US\$870,000.



BOOKS4KIDS
JAMAICA

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