

BOOKS4KIDS JAMAICA

2015

Annual Report



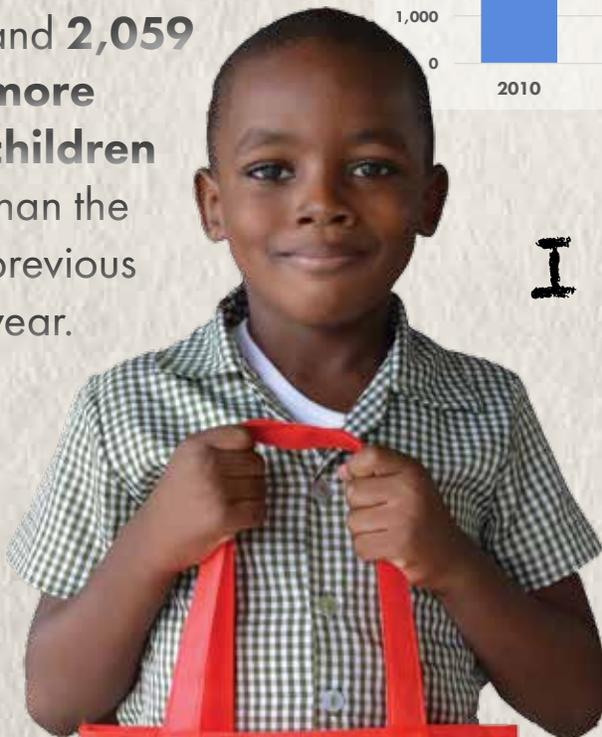
The future
is bright,
when you
can read
and write!



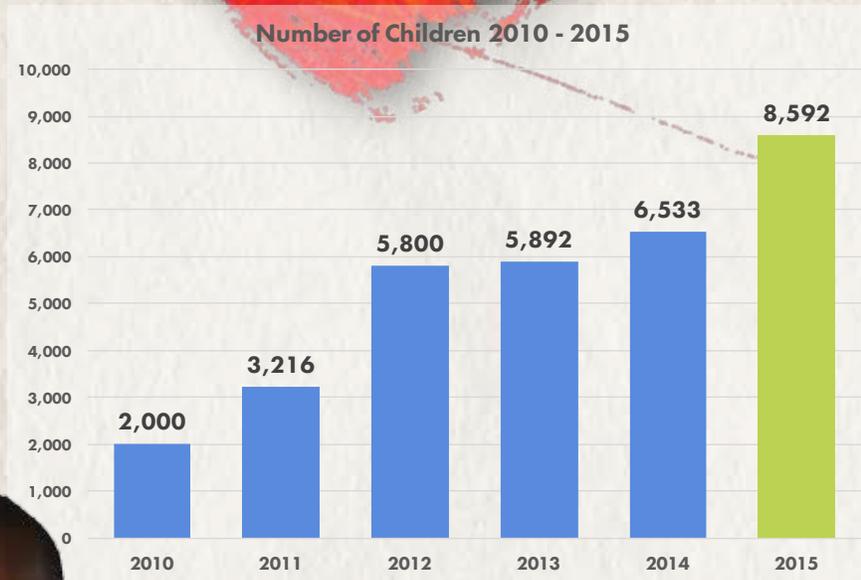
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In **2015**, Books4Kids Jamaica delivered book bags to **8,592** children at **90 schools** across Jamaica, expanding our program with **18 new schools** and **2,059 more children** than the previous year.



I am special.



A MESSAGE FROM OUR CHAIRPERSON



Our September book distribution is the culmination of our annual effort - the time we get to witness the joy of the children and the happiness we bring along with our book bags. In 2015, Books4Kids Jamaica delivered book bags to 8,592 children at 90 schools across Jamaica, expanding our program with 18 new schools and 2,059 more children than the previous year.

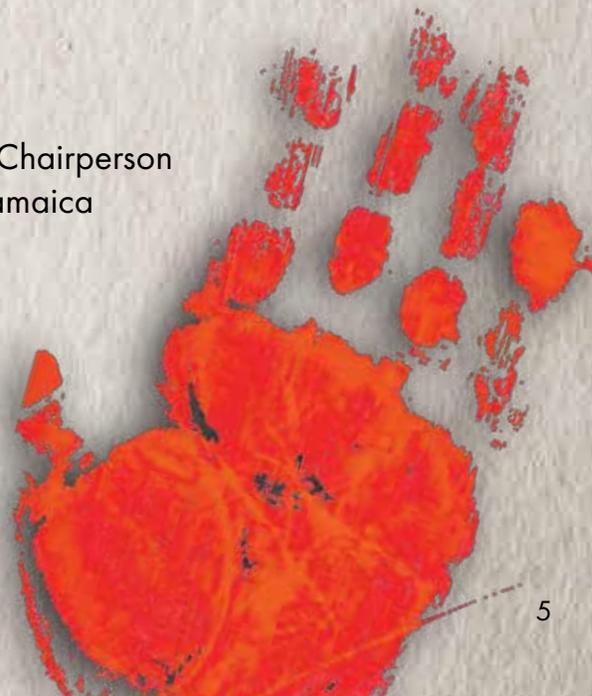
Books4Kids Jamaica receives no government grants. Every single year we have to raise the funds for books and materials from scratch. When January comes around, we must decide, based on our previous successes, if the program is to continue then start working again to raise funds for the following September. This is also the time of year we can't help but think of the many children who received book bags when they were 4 years old, remembered our trademark blue T-shirts, and came running to greet us. For some, these are the only books and materials they will have for the entire school year.

During our many schools visits, we meet children who have come to hold a special place in our hearts. Some take our hand, climb onto our lap or whisper in our ears. Too many of them face

challenges no child should have to face. For that short moment, every year, we are able to give them happiness, hope, and faith in humanity. Faith that they are special, hope that they can become whatever they want to be and proof that we care. Everyone counts. But not everyone has grown up with the knowledge of that. This is why our program is so important. Not just because access to books, learning and literacy is the gateway to independence and prosperity, but because the act of giving books and creating those special moments is an act of love.

Handwritten signature of Ragni Trotta.

Ragni Trotta - Chairperson
Books4Kids Jamaica



OUR MISSION

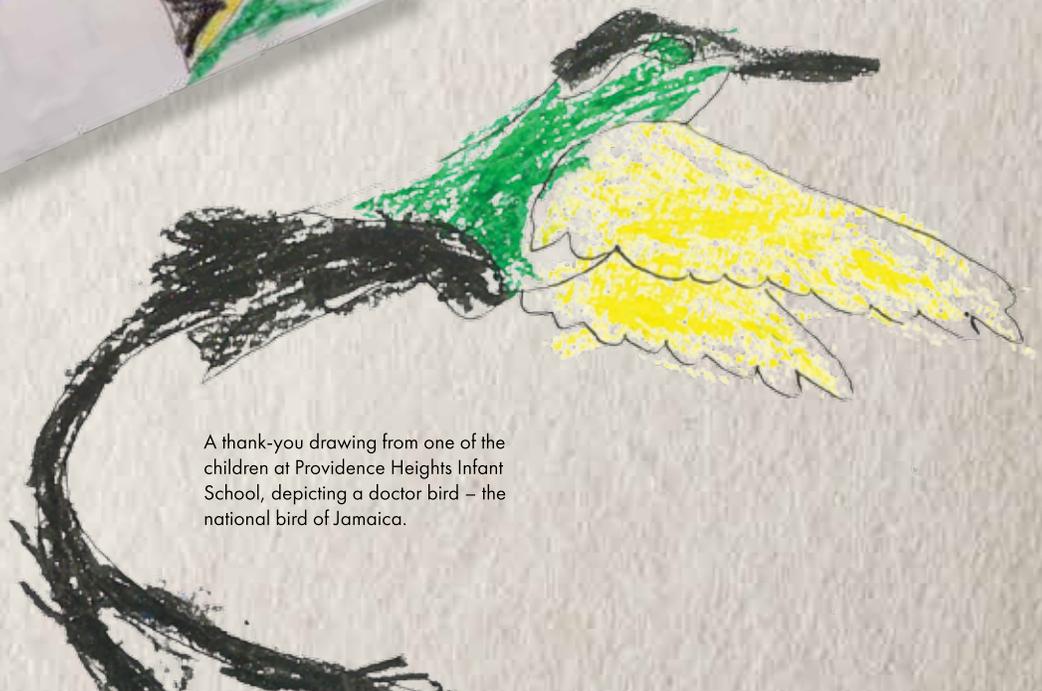
Books4Kids Jamaica's primary aim is to help increase literacy and promote a positive educational experience by providing books and early educational materials to 4-year-old (K1) and 5-year-old (K2) kindergarten children in pre-schools across Jamaica. We believe in fostering the self-esteem of children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





“There is nothing more important you can do for any country than help to educate its youth.”

– Bob Trotta
Charity Founder



A thank-you drawing from one of the children at Providence Heights Infant School, depicting a doctor bird – the national bird of Jamaica.

Socio-Economic Context & Early Childhood Education

According to UNESCO, Early Childhood Education is vital to the development of a sustainable society. Unfortunately, kindergarten children in Jamaica do not receive books or materials in school, and many parents simply cannot afford to buy them. Poverty is particularly rife in rural areas, where up to 100% of the children come to school without any necessary books or basic supplies, making learning difficult and badly affecting self-esteem. 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.

At the Kindergarten level, national school attendance rates in Jamaica are 79.4%. Among the factors that affect attendance are lack of importance placed on education by parents, students being held back from school to support the family economically, and financial difficulties experienced by parents for the cost of books, uniforms and transportation. Students living in volatile areas are sometimes prevented from attending school because of a flare up in violence.

Under the slogan *"The future is bright, when you can read and write!"*, the Books4Kids Jamaica program is dedicated to providing books and early educational materials to 4 and 5 year olds. Through the program, each child receives an individual book bag containing all the books and materials necessary for a successful school experience. Featuring the highly acclaimed 300 page Brain Quest Workbook, these resources provide enough curriculum for an entire kindergarten school year and are equally loved by children, teachers and principals. More importantly, this comprehensive workbook puts all the children on an equal footing, giving them each a vital head start during the most formative years of their development.



Thank you
Books4Kids
Jamaica



“There have been so many advances in technology over recent decades where information on any matter can be easily accessed. Books, however, remain the most powerful tool for learning. The Palmyra Foundation’s Books4Kids Jamaica program has been a beacon of hope for many young children who are eager to learn, but who are poor or underprivileged. It has been a fulfilling labor of love on the part of the sponsors and its many dedicated volunteers to stimulate, enrich and uplift the minds of our children through reading. Our society will be much better, as Books4Kids Jamaica is creating awareness among our children, who will be able to express themselves in a more positive and creative way.”

**Daryl Vaz, Minister of Parliament,
Portland Parish, Jamaica
Books4Kids Jamaica sponsor**

“Thank you for your outstanding contribution to the children of the Cambridge Infant School over the years.”

**Principal Ophelia Haughton,
Cambridge Infant School, St. James**



Government Support

Since 2007, the Books4Kids Jamaica program has provided more than 170,000 books to 51,592 children in 130 schools across Jamaica's 14 parishes. This year, the charity distributed books and educational materials at an estimated value of US\$150,000, putting the charity's investment in Early Childhood Education in Jamaica at over US\$1m since 2007.

The program is run by The Palmyra Foundation, founded by international developer Bob Trotta. A non-profit charity registered in Jamaica and as a 501(c)(3) nonprofit charity in the U.S., Mr. Trotta has paid all the operational and administrative costs of the charity since its start-up in 2007.

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.

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





A Message from the Jamaican Minister of Education

“The achievements of The Palmyra Foundation’s Books4Kids initiative are remarkable and truly noteworthy as the organization has played a leading role in its contribution to the enrichment of 51,592 Pre-K and Kindergarten children in over 130 schools across Jamaica to date.

The importance of books and reading cannot be underestimated and in light of all this, it gives me great pleasure to endorse this project and extend best wishes for the Books4Kids Jamaica Program.”

**The Honourable Ronald Twaites,
Minister of Education, Government of Jamaica**

FUNDRAISING



2015 Online Charity Auction

The majority of funds for books were raised through the Books4Kids Jamaica 2015 Online Charity Auction May 1 – 9, 2015, featuring more than 100 worldwide vacation experiences, flights, cruises, services and art generously donated by local and international sponsors. A large number tourism companies donated hotel and villa stays, flights and luxury experiences to the auction to help raise money for books.

Fabulous items on the “virtual auction block” for charity included round-trip airline tickets, a European river cruise, exotic hotel and villa stays in Jamaica, Bali, Italy, Malta, Dubai, Mexico, Spain, Thailand, UK, U.S. and the U.S. Virgin Islands as well as Alaskan and Caribbean cruises.

Featuring secure PayPal payment services, bidders from 10 countries registered to bid on amazing vacation steals online or with mobile devices from anywhere in the world via the 24fundraiser.com online auction platform. During the 8 days the online auction was live, the event website landing page had 4,953 user sessions and 73,970 hits. Jamaica, U.S., Canada and the UK were top bidding countries.

The Online Charity Auction raised US\$52,549, with 48% raised by the top 15 auction items. 83% of the money was generated from vacation stays, airlines tickets and cruises. During the online fundraising event, online donations totaling US\$16,401 were also received.

“The Online Charity Auction is a brilliant way to raise funds; people love bidding for luxury bargains and experiences while supporting a good cause!”

**Fabio Datteroni, General Manager, Castello del Nero Hotel & Spa, Tuscany, Italy
A Member of The Leading Hotels of the World**

2015 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 Air Lines

Caribbean & U.S.

Silverpoint Hotels & Resorts

Europe, U.S. & Asia

Karma Kandara Resort

Bali, Indonesia

Iberostar Hotel & Resorts

Jamaica

Iberostar Paraiso Maya

Cozumel, Mexico

JetBlue Airways

Caribbean & U.S.

H-Hotel

Dubai, UAE

Castello del Nero

Tuscany, Italy

Sir and Lady James Galway

Switzerland

Regency Resorts

Tenerife, Spain

The Royal Garden Hotel

London, UK

Golden Eye Hotel & Spa

Jamaica

Radisson BLU Resort & Spa

Golden Sands

Media One Hotel

Dubai, UAE

Azure Resorts, Golden Sands

Malta

Caribbean Airlines

Jamaica & Caribbean

Holland America Line

Seattle, U.S.

Carnival Foundation

Miami, U.S.

Luna Villas

Phuket, Thailand

Grand Palladium Hotel

Lucea, Jamaica

Point of View Villa

Port Antonio, Jamaica

Spanish Court Hotel

Kingston, Jamaica

Terra Nova Hotel

Kingston, Jamaica

Dolphin Cove

Ocho Rios, Jamaica

Tropicana Jewelers

Montego Bay, Jamaica

Island Entertainment Brands

Jamaica

Couples Resorts

Negril, Jamaica

Amadeus River Cruises

London, UK

Heinz and Elizabeth Simonitsch

Montego Bay, Jamaica

Kentisbury Grange Hotel

Devon, UK

The Ritz-Carlton

St. Thomas, Virgin Islands

Hotel Splendide Royal

Rome, Italy

St. Julien Hotel & Spa

Boulder, U.S.

VIP Attractions

Kingston and Montego Bay, Jamaica

Arabian Adventures

Dubai, U.A.E.

Warren Tricomi

New York, U.S.

Hotel Riu

Montego Bay, Jamaica

Snowdownia Outdoors Adventures

Wales, U.K.

Azul Sensatori Hotel

Negril, Jamaica

Royalton White Sands Hotel

Montego Bay, Jamaica

Hyatt Zilara & Ziva Rose Hall

Montego Bay, Jamaica

Jewels Spa and Golf Resort

Runaway Bay, Jamaica

Coyaba Beach Resort

Montego Bay, Jamaica

Robert Stolt

Orlando, U.S.

Antinori Osteria di Passigano

Tuscany, Italy

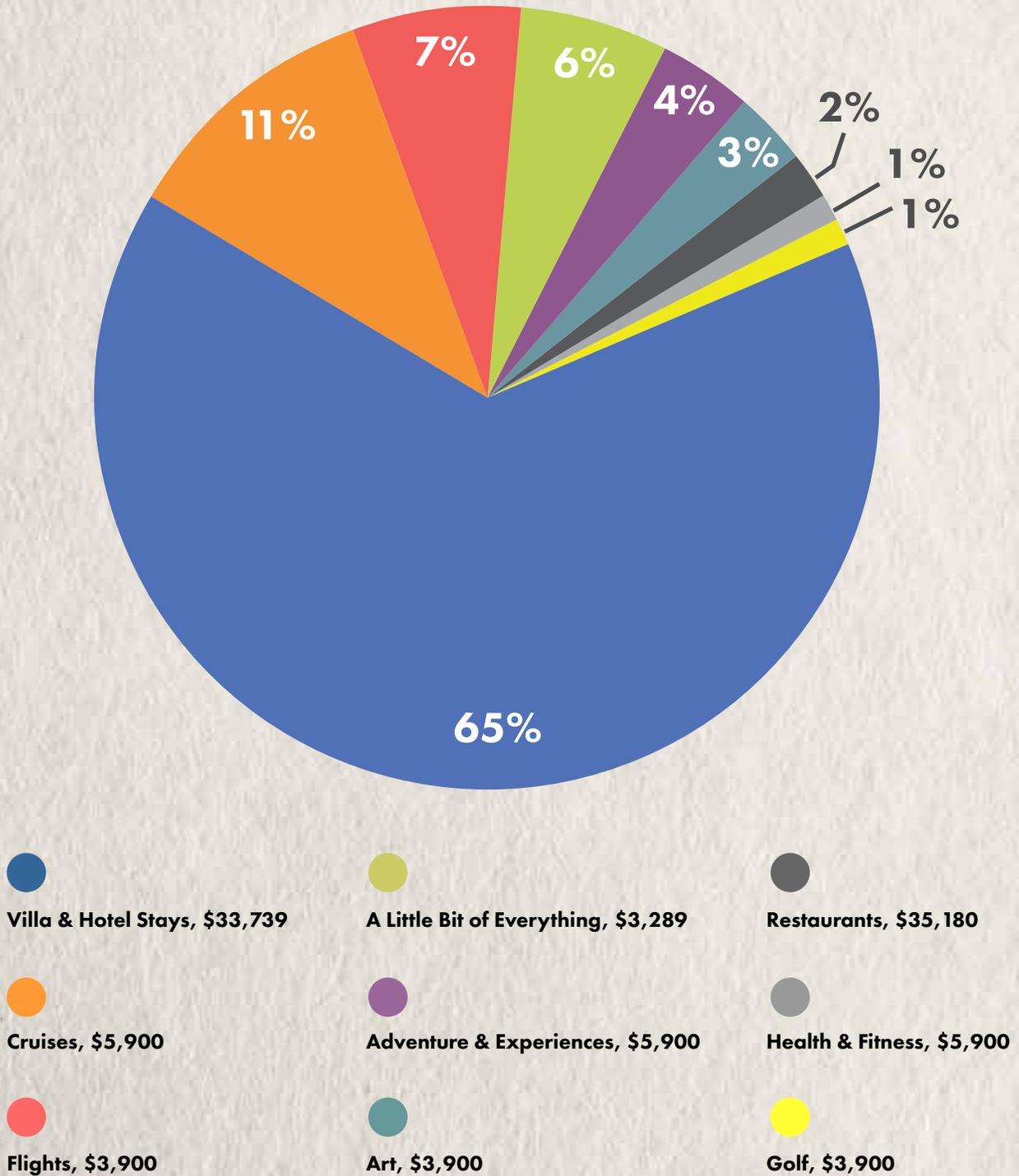
Excel Hotels & Resorts

Tenerife, Spain

... and many, many more.

2015 Auction Categories

\$US Raised and Percentage Per Category



Top Ten Auction Items

2015 Top Ten Auction Items raised US\$20,200 (37%) with villa and hotel stays generating US\$35,180 (65%) of the auction income. 27 auction items were set to finish on a European Time Zone, which encouraged participation from Europe.

	Item Title	Winning Bid \$US	Bids
1	European Luxury River Cruise (8 day/7nights) on Amadeus River Cruises!	3,500	14
2	Jamaica, Port Antonio - 7 days/6 nights waterfront luxury villa	3,000	9
3	USA, New York - 7 nights for two at The Manhattan Club in New York City	2,300	22
4	Delta Air Lines Two (2) Business Class Tickets	2,000	8
5	Jamaica, Lucea - 7 days/6 nights all-inclusive for two at the Grand Palladium Resorts and Spa	1,900	10
6	Mexico, Cabo San Lucas - 7 nights luxury stay in 3-bed at Pueblo Bonito Resorts	1,800	5
7	Cruise - Alaska, Caribbean, Mexico or Canada/New England - 7 nights Cruise for 2 with Hollan America Line	1,800	4
8	Jamaica, GoldenEye - Romantic weekend stay at the breathtaking GoldenEye Resort & Spa	1,350	18
9	Bali, Indonesia - 7 nights dream vacation at the Karma Kandara	1,350	4
10	Italy, Tuscany - 4 days/3 nights stay for two at Castello del Nero Hotel and Spa	1,200	5

“The efforts of the Books4Kids Jamaica program continue to show positive results and so we are happy to continue our support as a major partner.”

Richard Pile,
Regional District Sales Manager — Caribbean,
Delta Air Lines



“We attended the Book4Kids Jamaica fundraiser in May 2015. We were fortunate enough to successfully bid for two nights at the Royal Garden Hotel in London. Our room had an incredible view overlooking Hyde Park. Great deal and an incredible way to support our children’s education. Best dollars ever spent! Want to thank the Royal Garden Hotel for their wonderful donation that has helped the lives of our young people.”

**William Craig, Jamaica, Auction Winner,
5 Year Sponsor**



Castello del Nero Hotel & Spa is extremely proud to be part of the Books4Kids Jamaica project. The little help we offer to contribute to making the whole project successful makes us feel extremely joyful, especially when we see the genuine smiles of the kids when they receive their very own book bag, filled with real and practical resources.”

**Fabio Datteroni, General Manager, Castello del Nero Hotel & Spa, Tuscany, Italy
A Member of The Leading Hotels of the World,
5 Year Sponsor**



“At Grand Palladium, we stand behind Nelson Mandela’s statement; ‘Education is the most powerful weapon you can use to change the world.’ We believe that kids are our future and that books are a very important tool to shape the future of our little ones. That’s why we joined and support the Books4Kids program: to help all the kids have a brighter future.”

**Maria Andreu Martin-Mora, Community Manager Jamaica, Palladium Hotel Group,
5 Year Sponsor**





“JetBlue is committed to youth and education as one of our corporate social responsibility pillars. We applaud Books4Kids Jamaica’s mission of promoting literacy and are proud to support the organization in this shared goal. It is through this initiative that we will work together to help Jamaica’s youth to realize their dreams and soar.”

Leslie Brown, General Manager for JetBlue, Jamaica & Grand Cayman, 5 Year Sponsor



“We are pleased to be able to assist where we can for this great charity in Jamaica. Rest assured we will continue to do so in the years ahead.”

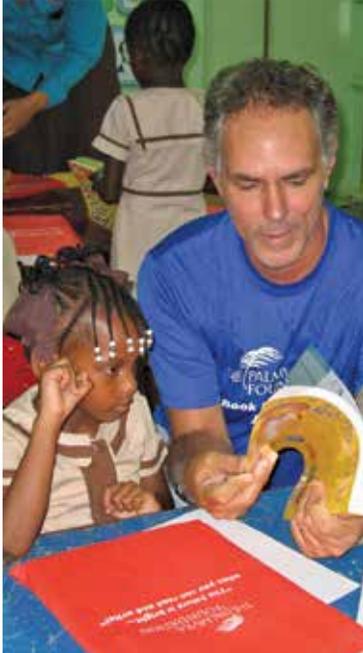
Patrick de la Mar, Room Division Manager Royal Garden Hotel, London, 5 Year Sponsor



“All of us at RCI are delighted for the opportunity to be involved and contribute at this amazing initiative to provide Jamaican kids access to knowledge and insight to the world through Books4Kids Jamaica. Congratulations to all those involved and we look forward contributing in the future!”

Dimitris Manikis, Vice President Business Development, RCI Europe/Middle East/Africa, 5 Year Sponsor

PARTNERSHIPS



Sponsors

Clear Cut Communications

The studio contributed web and annual report design, social media campaign support, and copywriting services.

The One Book at a Time Foundation

The Canadian foundation provided more than 6,000 reading books and school supplies.

Food for the Poor.

In addition to books and educational materials, our distribution teams brought footballs, shoes and bags of rice, courtesy of Food for the Poor, to schools located in remote areas of the island.

Jamaica Tours Limited (JTL)

Local transportation company Jamaica Tours Limited (JTL) provided buses for the book distribution for the 8th year running.

Keith Thorpe Customs Broker

Keith Thorpe Customs Broker assisted with the shipping and clearing of books.

Seaboard Freight & Shipping Marine Jamaica Ltd.

The books for 2015 were shipped to the island courtesy of Seaboard & Freight Jamaica Ltd.

Palace Amusements

The entertainment company donated space and time throughout their theatres across the island, promoting the 2015 Online Charity Auction.

The Gleaner Company

The newspaper publishing company provided free and discounted advertisements for the 2015 Online Charity Auction.



Sponsorship Awards

In 2015, Books4Kids Jamaica presented Sponsorship Award Plaques to 45 companies and individuals across the world who have made significant contributions to the charity over the last 8 years. 22 international sponsors in Europe and the U.S., as well as 23 Jamaican sponsors received Sponsorship Award Plaques, recognizing sponsors and volunteers who have assisted significantly to the program's fundraising, transportation or distribution efforts.

Sponsorship Award Plaque Recipients

Companies

- Resort Condominiums International U.S. & Europe
- Silverpoint Hotels & Resort, Europe & Asia
- Delta Air Lines, U.S. & Caribbean
- Azure Golden Sands Resort & Spa, Malta
- The Royal Garden Hotel, London, U.K.
- H-Hotel, Dubai, UAE
- Media One Hotel, Dubai, UAE
- JetBlue Airways, U.S. & Caribbean
- Castello del Nero Hotel & Spa, Tuscany, Italy
- Ward Woods, Regency Resorts Tenerife, Spain
- The Carnival Foundation, Miami, U.S.
- Holland America Line, Seattle, U.S.
- Workman Publishing Company, New York, U.S.
- Crestone Capital Advisors, Boulder, U.S.
- Jamaica Tours Ltd, Montego Bay, Jamaica
- Seaboard Freight & Shipping Marine, Jamaica
- Billy Craig Insurance Brokers, Montego Bay, Jamaica
- Keith Thorpe Customs Brokers, Montego Bay, Jamaica
- Palace Amusement, Kingston, Jamaica

Individuals

- Mary Ann and Dave Petree, San Diego, U.S.
- Guy Bertaud, Dubai, U.A.E.
- Eric and Stacey Kramer, Boulder, U.S.
- Markus and Catherine Deutsch, New York, U.S.
- Alston Roach, New York, U.S.
- Ed Frazer, London, U.K.
- Bonnie and Stephen Holmes, New Jersey, U.S.
- Charlotte and Danny Lubert, Los Angeles, U.S.
- Gavin Brooking, Phuket, Thailand
- Heinz & Elisabeth Simonitsch, Montego Bay, Jamaica
- Richard A. Pile, Kingston, Jamaica
- Daryl Vaz (MP), Port Antonio, Jamaica
- Patrick de la Mar, London, U.K.
- Senator Noel and Sharron Sloley, Montego Bay, Jamaica
- Tristan and Laura Alvarado of the SJ Foundation, Montego Bay, Jamaica
- Margaret Kerr, Montego Bay, Jamaica
- Marilyn and Stafford Burrowes, Ocho Rios, Jamaica
- Christopher Clarke, Montego Bay, Jamaica
- Garth Ramsay, Montego Bay, Jamaica
- Kathy Dear, Montego Bay, Jamaica

Awards Reception

10 local sponsors personally picked up their Award Plaque from charity Founder Bob Trotta at an Award Reception on Thursday, December 3, at the Montego Bay Yacht Club, Jamaica. Sponsors who attended the event included Delta Air Lines, JetBlue Airways, Grand Palladium Hotel, The Orocabessa Foundation, Golden Eye Hotel & Resort, Billy Craig Insurance Brokers, Jamaica Tours Ltd., Mrs. Garth Ramsay, Christopher Clarke and Kathy Dear.

Celebrity Personal Trainer Christopher Clarke was recognized for his long term commitment to both the charity's fundraising and distribution efforts over the last 5 years. An active promoter of the charity's annual Online Charity Auction, Clarke has distributed books to 9,443 children at 56 schools, contributing hundreds of hours of community service to the charity.

With her natural teaching skills, Kathy Dear has participated in more than 100 school visits over the last 8 years, helping to make the book distributions a special experience for thousands of children. This year alone, Kathy Dear distributed books to 2,725 children at 27 schools across the country, including at all the charity's 11 Kingston district schools. Daughters Ella and Skylar Hamilton are also active volunteers, stamping and packing book bags as well as assisting with fundraising.



W O R D S

“This program represents for me hope and better future for the kids of Jamaica. At every school I visited, the kids were so elated to see us.”

**Kathy Dear,
Volunteer, Montego Bay, Jamaica,
7 Year Sponsor**





“Our community is an extension of our family and friends. When we participate in charitable causes, we ensure the well-being and future of the very ones we love.”

**Christopher Clarke,
Celebrity Trainer, Montego Bay, Jamaica,
5 Year Sponsor**



“As a successful entrepreneur, I think that I have an obligation to give back to the community from which I came. Life is a gift, and it offers us the privilege, opportunity, and responsibility to give something back by becoming more. Each year I look forward to being one of the sponsors of the Books4Kids Jamaica program.”

**Alsion Roach,
New York, U.S.,
5 Year Sponsor**

“Delta supports the Books4Kids Jamaica program because we share the belief that investing in Early Childhood Education is a key part of the future of our country. It is also extremely important to us that the program continues to show measured results on an annual basis.

**Richard Pile,
Regional District Sales Manager — Caribbean,
Delta Air Lines,
5 Year Sponsor**



“As Member of Parliament for West Portland, Jamaica, I feel privileged that hundreds of children in my constituency have benefitted from the Foundation’s charitable donation of books, workbooks and educational supplies. I encourage you all to support and reward the efforts of Books4Kids Jamaica with more success by giving generously so that they can continue to equip our children for a brighter future.”

**Daryl Vaz, Minister Of Parliament,
Portland Parish, Jamaica,
3 Year Sponsor**



“Books4Kids Jamaica is an incredible program and we are so very proud to feel part of the team. Thank you again for the award, which will take pride of place on our wall of fame at the Azure marketing headquarters located in the Golden Sands resort, Malta. We look forward to many more years supporting the Books4Kids Jamaica program.

**Perry Newton, Azure Golden Sands Radisson
BLU Resort & Spa, Malta
5 Year Sponsor**





“I am so happy to be a small part as a supporter of your extraordinary charity Books4KidsJamaica. The work the charity is doing in Jamaica is so important and critical to the well-being and soul of the country. Education is the bedrock of growth and progress for the children and the future of Jamaica. Please continue your important work and you can rest assured that I will be there as you move forward.”

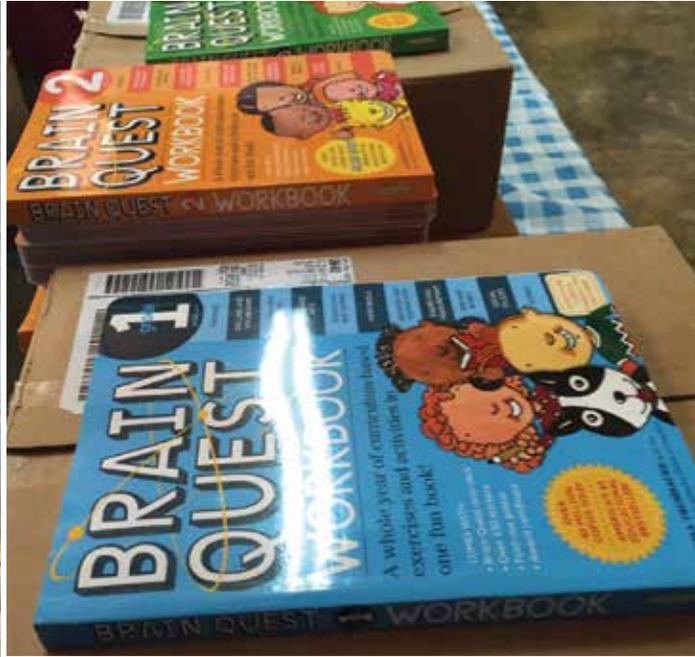
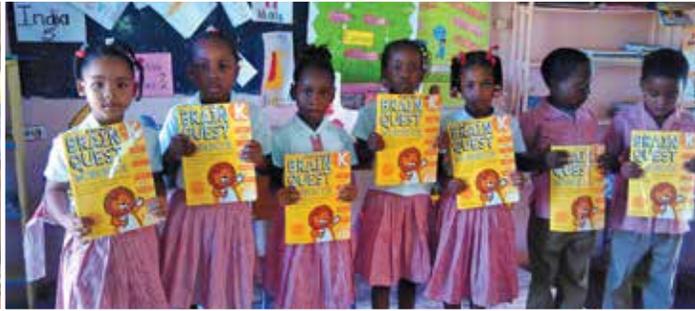
**Edward M. Frazer, Founder and CEO,
Trinity Group Limited, London, UK,
5 Year Sponsor**



For the past 7 years I have been blessed with the gift of being a part of Books4Kids Jamaica spearheaded, organized and executed by The Palmyra Foundation. Apart from the obvious reward of knowing that this initiative is making a tremendous positive impact on the kids, there is this overwhelming feeling that when good works like this are done...good things happen. The rush of the kids who see us coming... the hugs, the bright eyes full of hope...their future really is bright, when they can read and write.”

**Max Earle,
Frame by Frame, Kingston, Jamaica,
7 Year Sponsor**

2015 BOOK DISTRIBUTION



Sponsors & Volunteers

In 2015, Books4Kids Jamaica sponsors and volunteers visited 8,592 children at 90 schools across the 10 Jamaican parishes of Hanover, Kingston & St. Andrew, Portland, St. Ann, St. Catherine, St. Mary, St. James, Trelawny and Westmoreland, expanding its effort to promote early childhood literacy by 18 schools and 3 parishes.

2015 Distribution Participation

Company Sponsors

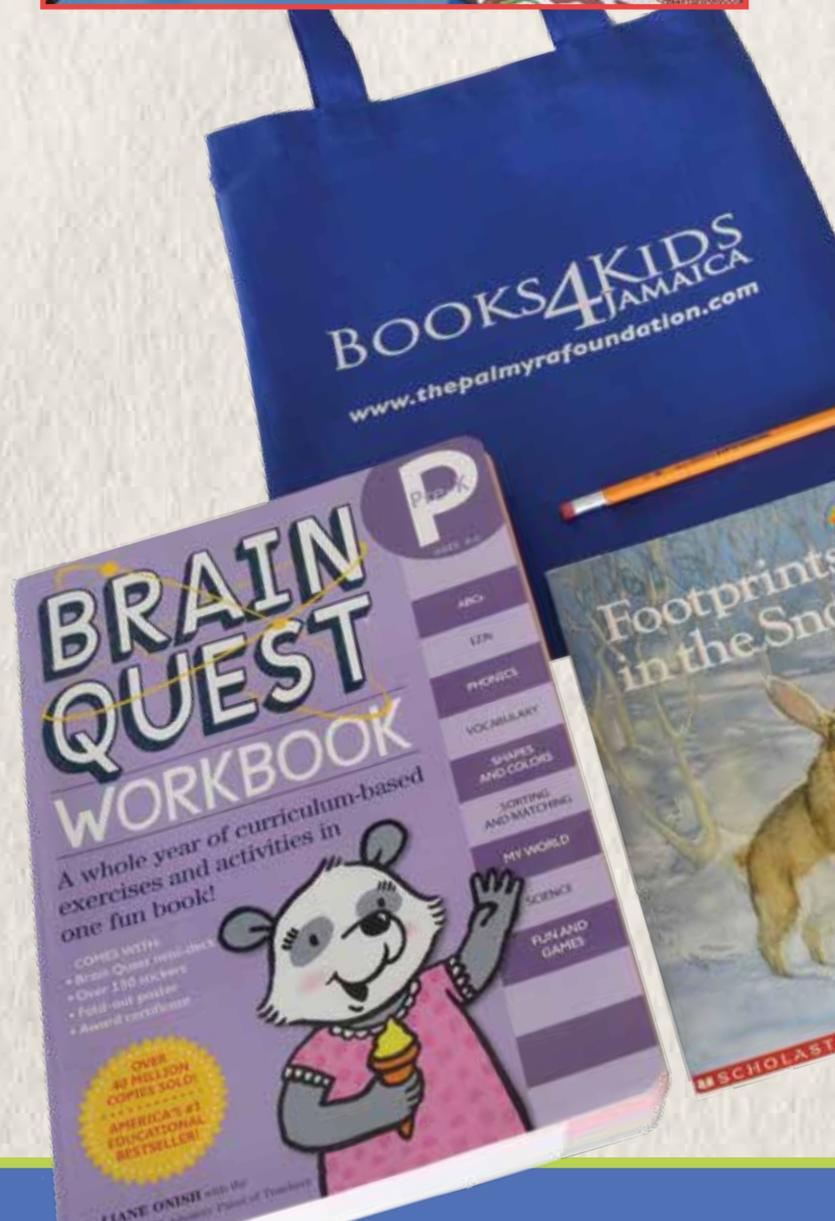
- Delta Air Lines
- Billy Craig Insurance Brokers
- Golden Eye Hotel & Resort,
- Grand Palladium Hotel
- JetBlue Airways
- Iberostar Hotels & Resorts
- The Orocabessa Foundation
- Jewel Runaway Bay Beach & Golf Resort
- Jamaica Tours Ltd.
- Seaboard Marine Jamaica

Individual Sponsors & Volunteers

- The Honourable Ronald Twaites, Minister of Education, Kingston, Jamaica
- Leader of the Opposition Andrew Holness, former Prime Minister of Jamaica
- Ms. Babsy Grange, Minister of Parliament, Jamaica
- Dave and Mary Ann Petree, San Diego, U.S.
- Owen Marsh, Ocho Rios, St. Ann
- Michael McMorris, Kingston, Jamaica
- Isabella and Nicolas Campbell, Boulder, U.S.
- Heinz Simonitsch, Montego Bay, Jamaica
- Margaret Kerr, Montego Bay, Jamaica
- Kathy Ann Dear, Montego Bay, Jamaica
- Christopher Clarke, Montego Bay, Jamaica
- Teresa McDonagh Mullett, Montego Bay, Jamaica
- Major Haughton, Montego Bay, Jamaica
- Judith Ferger, Montego Bay, Jamaica
- Neisha Blair, Montego Bay, Jamaica
- Max Earle, Kingston, Jamaica
- Dr. Lynvale Bloomfield MP of East Portland
- Key-Club, Division 5, Jamaica District; 20+ volunteers
- Arden Hamilton, Montego Bay, Jamaica
- Frank Perolli, Montego Bay, Jamaica
- Bob Trotta, Montego Bay, Jamaica
- Ragni Trotta, Montego Bay, Jamaica
- Mrs. Brimm, The Ministry of Education
- Mr. Henry, Ms. Hunter and Mrs. Williams

The Books4Kids Jamaica Book Bag

Through the program, 4 and 5 year old children receive a book bag containing a 300-page Brain Quest Workbook, a reading book, crayons and a pencil, while 3 year old Kindergarten students receive a small ABC book, crayons and a pencil. Additionally, Grade 1 – 6 students at six primary schools, which have been sponsored by generous individuals through the “Adopt a School” program, receive Brain Quest Workbooks. Covering the curriculum set out by the Ministry of Education, the 300-page interactive workbook covers ABCs, numbers, phonics, sorting and matching, and contains 2 pages of stickers; a children’s favourite! In the right hands, the Brain Quest Workbook is a very powerful educational tool.





“The BrainQuest Workbook for the 4-year-olds supplied by Books4Kids is age appropriate. The pictures are suitable for the children to relate to. Shapes, numbers, letters and matching activities co-relate to the curriculum. Hence, the children’s holistic development is focused on effectively.”

**Mrs. Whyte,
Teacher, Providence Heights Infant School, St. James**

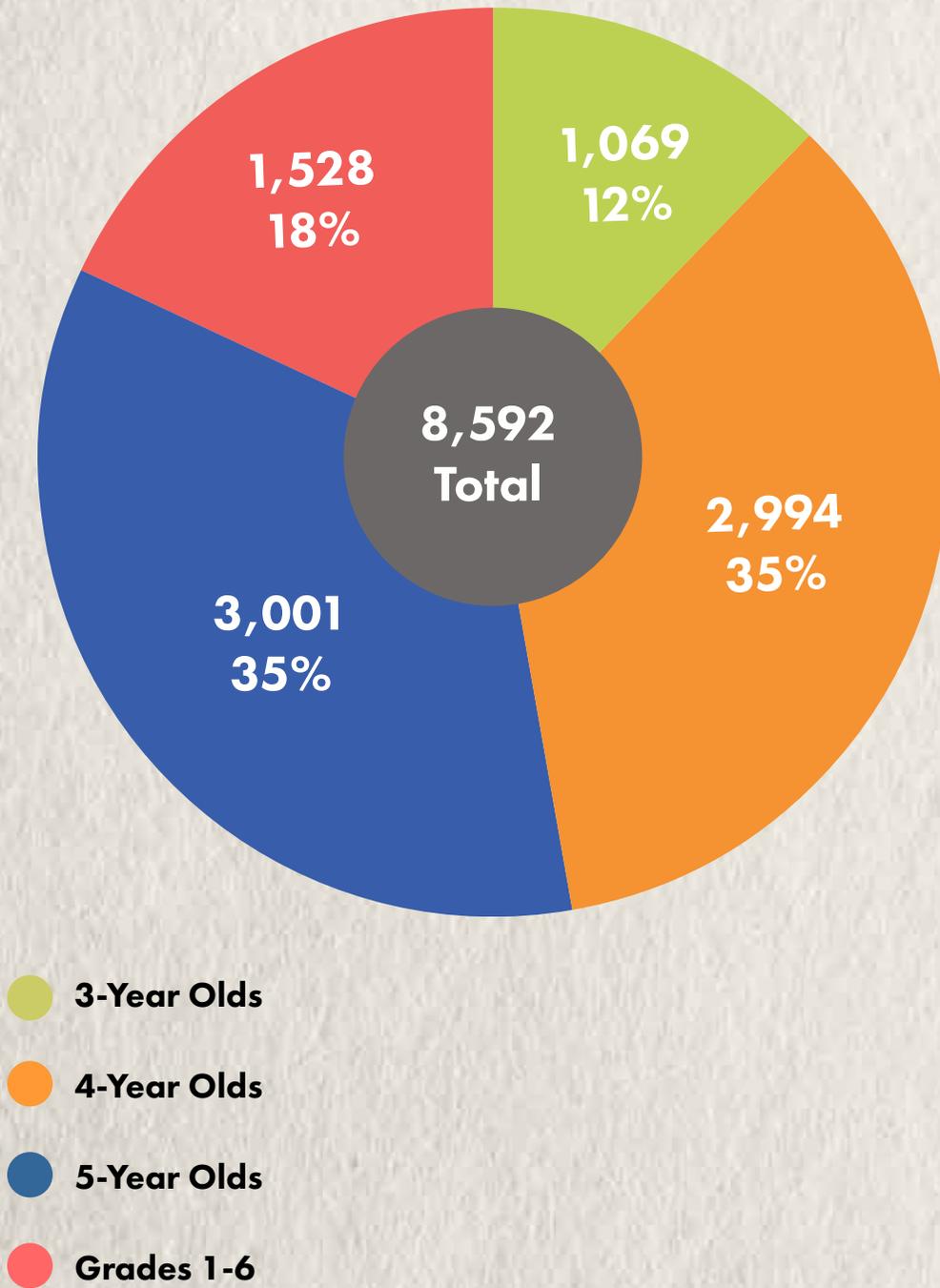


“Workman Publishing and Brain Quest are so glad to be able to support this important endeavor. Every child should have the opportunity to learn to the best of their ability, and to have products at their disposal to make that learning fun.”

**Erika Tucker,
Export Manager for Workman Publishing Company,
producers of the Brain Quest Workbooks,
6 Year Sponsor**

2015 Book Bag Distribution By Age

Number and Percentage Per Age



Letter From A Mother

“Dear Books4Kids Jamaica. Thank you for your special gift to my child. What better gift to give a child than a book that will help academically. The Pre-K Brain Quest Workbook has fun filled activities and also reinforces the concepts taught in the curriculum. My child interacts with her book daily and is sharing what she learns with her siblings. She is building her tracing, colouring skills, her letter and number knowledge. The letters at the back of the book along with the stickers are great motivation to her. She loves them. The alphabet chart is currently on her room door and she interacts with it every day. This book is not culture biased because she can relate to the illustrations and even relate them to things in her environment. The Brain Quest Workbook is a wonderful and colourful book that is reaching children around the island. Thank you Books4Kids Jamaica, Liane Onish and the Brain Quest Advisory Panel of Teachers for educating my child and for building a lifelong foundation.”

Parent, Falmouth Infant School, Trelawny



“The story books are enlightening and what is the most exciting part is that they feature characters that they watched on television and loved.”

**Parent,
Seaford Town Early Childhood Institution,
Seaford Town, Westmoreland**



“I am very grateful for The Palmyra Foundation for giving my child a Brain Quest text book. I have seen some improvement in his literacy, numeracy and other areas offered in the book.”

**Ms. Kellie Ann Allen,
Parent, Providence Heights Infant School,
St. James**





“It was a great initiative for you to send materials for the students. It is highly appreciated being as I am a well involved parent with my child’s development and the school community.”

**Parent,
Seaford Town Early Childhood Institution,
Seaford Town, Westmoreland**



“I am very grateful for the textbook that you gave my son. I like the activities; they are age appropriate and colourful. He enjoys talking about the pictures, which are interesting and relate to his everyday experiences.”

**Ms. Christine Muir,
Parent, Providence Heights Infant School,
St. James**

Geographical Distribution

In **2015**, volunteers from the Books4Kids Jamaica program hand delivered books to **8,592** children in **90 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, St. Andrew, St. Mary, St. Ann, and Kingston during the **three month distribution**.



List of Schools

Parish of Hanover

- Bethel Infant School, Hopewell
- Cacoon Primary & Infant, Cacoon District
- Esher Full Gospel Basic, Esher
- Grange ECI, Grange
- Lucea Infant School, Lucea
- Pondside Primary & Infant, Pondside, Great Valley
- Sandy Bay Infant School, Sandy Bay
- Upper Rock Spring Primary & Infant School, Upper Rock Spring

Parish of Kingston

- All Saints Infant School, Denham Town
- Allman Town Infant School, Allman Town
- Calabar Infant School, Rae Town
- John Mills Infant School, Kingston
- Mona Commons Infant, Mona Commons
- St. Anne's Infant School, Kingston
- St. George's Girls School, Kingston
- Union Garden Infant School, Kingston

Parish of Portland

- Hope Bay Disciples of Christ, Hope Bay
- Little Folks Caring and Learning, Buff Bay
- Port Antonio Infant, Port Antonio

Parish of St. Andrew

- Mount Charles Basic School, Mt. Charles
- St. Michaels ECI, Mavis

Parish of St. Ann

- Colgate Basic, Ocho Rios
- Fort George Primary and Infant, Concord
- Runaway Bay Basic School, Runaway Bay

Parish of St. Catherine

- Dover Castle Basic School, Spanish Town
- Eltham Early Childhood Development Centre, Spanish town
- Redwood Primary School, Spanish town

Parish of St. James

- Bickersteth Infant School, Bickersteth
- Barrett Town Primary School, Barrett Town
- Buckingham All Age School, Montego Bay
- Cambridge Infant School, Cambridge
- Catherine Hall Primary & Infant School, Montego Bay
- Central Basic School, Norwood
- Chatsworth Primary & Infant–Faith Kinder Prep School, Maroon Town
- Flamstead Kids Basic School, Flamstead Gardens P.A.
- Goodwill All Age & Infant School, Chatham
- Granville All Age & Infant, Granville
- Green Pond Primary & Infant School, Green Pond

- Industry Basic School, Somerton
- Lethe Primary & Infant School, Lethe
- Lilliput Marinata Basic School, Lilliput
- Maldon Basic School, Maroon Town
- Maroon Town Basic School, Maroon Town
- Montego Bay Infant School, Montego Bay
- Mount Horeb Infant School, Mount Horeb
- Mount Zion Primary and Infant School, Montego Bay
- Providence Heights Infant School, Montego Bay
- Rose Hall Basic School, Montego Bay
- Rose Heights Basic School, Montego Bay
- Salt Spring Primary & Infant School, Salt Spring
- Somerton All Age & Infant School, Somerton
- Spicy Hill Basic School, Spicy Hill
- Spot Valley Basic School, Spot Valley
- Spring Mount Primary & Infant, Spring Mount, John's Hall P.O.
- Sterling Reading School, Reading
- Success Infant & Primary, Barrett Town
- Sudbury Primary & Infant, Sudbury
- Vaughansfield Primary & Infant School, Flamstead Gardens
- Westhaven Children's Home for the Disabled, Copse

Parish of St. Mary

- Cross Roads Basic School, Oracabessa
- Race Course ECI, Oracabessa

Parish of Trelawny

- Albert Town Infant, Albert Town
- Alps Infant, Ulster Spring
- Calabar ECI, Rio Bueno
- Falmouth Infant, Falmouth
- Freemans Hall Infant, Albert Town
- Hampden Infant, Hampden
- Hauge Primary and Infant School
- Piedmont Basic School
- Spring Gardens Infant, Rock Spring
- Salt Marsh Primary and Infant School
- Waldensia Primary

Parish of Westmoreland

- Caledonia All Age & Infant School, Darliston
- Enfield Primary and Infant School, Darliston
- Haddo Primary & Infant School, Ramble P.O.
- Holly Hill Infant School, Bigwoods, Holly Hills
- Kew Park Primary & Infant School, Kew Park, Lambs River P.O.
- Little Bay All Age School, Little Bay, Little London
- Mint Road ECI, Grange Hill
- Mount Airy Basic School, Negril
- Mt. Eagle ECI, Grange Hill
- New Works Primary & Infant School, New Works, Darliston
- Peggy Barry Primary & Infant School, Grange Hill

"Witnessing the impact that a single book can have on a child has made a lifelong impression. Visiting schools and meeting amazing kids along the way brought a huge smile to my own face."

**Isabella Campbell,
Boulder, Colorado, U.S.**



"We encourage people to do as much community service as you can, because the sense of joy you get when you help others is priceless."

**Amanda Bent, Lieutenant Governor for Key-Club
Division 5, Montego Bay, Jamaica**



"So great to see those happy faces getting their books!"

**Teresa McDonagh Mullett, Volunteer,
Montego Bay, Jamaica**





“We would like to thank @books4kidsJAM for their wonderful job & unforgettable experience.”

**Maria Andreu Martin-Mora,
Community Manager Jamaica
Palladium Hotels
5 Year Sponsor**



"Giving to a worthy cause such as Books4Kids is wonderful, but actually being there to see your donation put into action is so much more. My husband and I were so very fortunate this past September, to be part of the first week of book distribution. It was simply amazing. The reality of life in Jamaica for these precious little ones, is so different than what we know. The books and workbooks they receive are so appreciated by the children and their teachers, and so beneficial for just the possibility of a brighter future. The smiles and laughter from the children, their hugs and warm touches will be a memory we hold dear for a long time to come."

**Dave and Mary Ann Petree
San Diego, U.S.
5 Year Sponsors**

MEASURED RESULTS



The Skill Test

2015 results: 91% Mastery on skill test among 2,603 children at 45 schools

The children who receive book bags continue to consistently produce excellent results. Books4Kids Jamaica measured an average of over 91% Mastery among the 2,603 students who completed the charity's basic skill test in 2015.

Books4Kids Jamaica Assessment Results 2010 – 2015

	K1 (4 y.o. students)	K1 average Mastery	K2 (5 y.o.) students	K2 average Mastery	Schools tested	Total students	Average Mastery %
2015	1,270	89%	1,333	93%	45	2,603	91%
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: The Overall percentage is calculated by total points achieved by all students tested.

“The annual assessment is a basic skill test administered as a quality control measure for our program. It gives us an indication as to how the children are learning and improving. We surpassed our goal of maintaining an above-85% Mastery by 6% this year, impressive results produced by the children, that speak for themselves.”

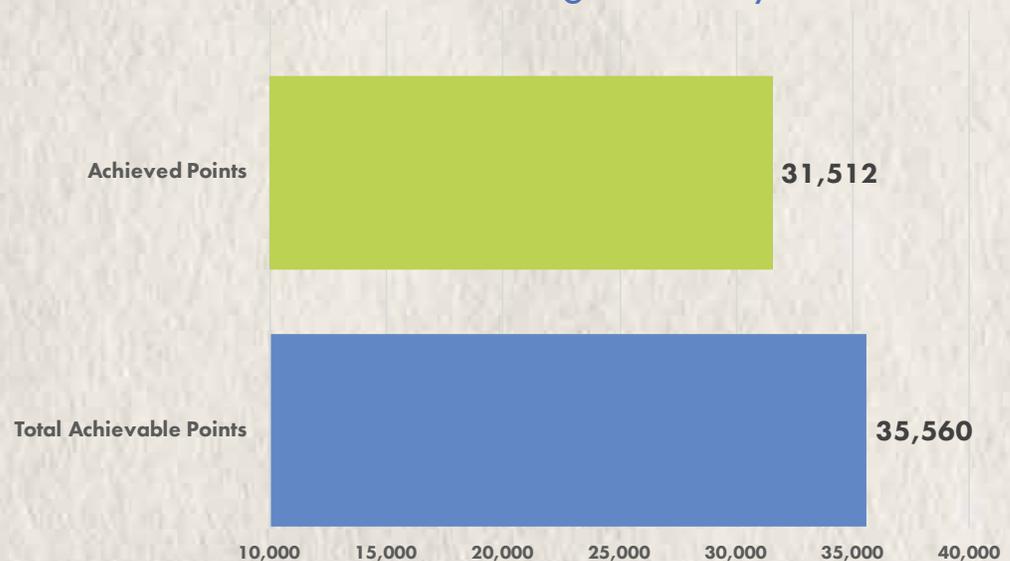
Ragni Trotta,
Chairperson, Books4Kids Jamaica

Tangible Results 2015

In 2015, an overall Mastery of 91% was measured among 2,603 children at 45 schools. While 1,270 four year old K1 students tested achieved an overall result of 89% Mastery, 1,333 five year old K2 students achieved an impressive 93% Mastery on the test, indicating that receiving the Brain Quest Workbooks two years in a row has a very positive effect on the children's learning. The overall Mastery percentage is calculated by the total points achieved by all students tested divided by the total students tested.

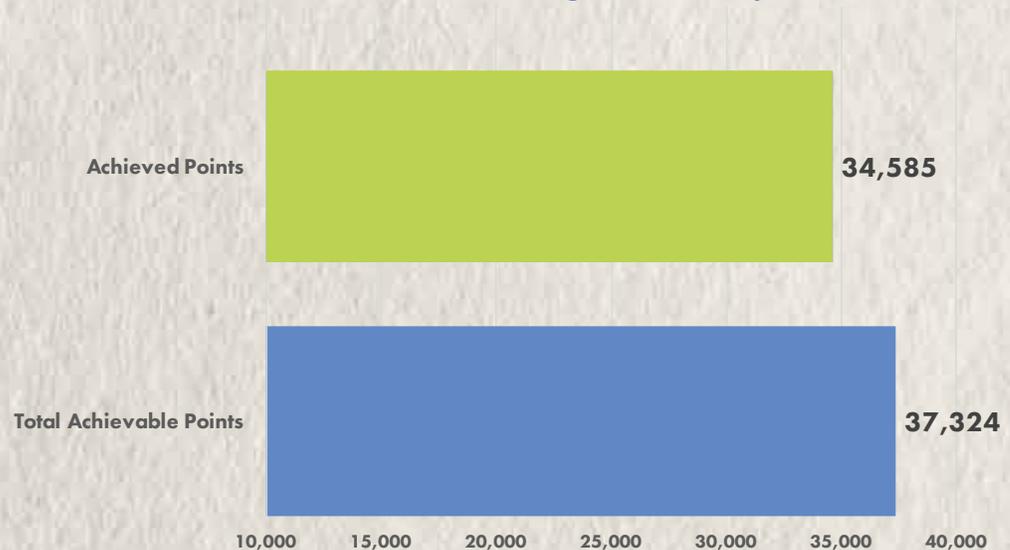
2015 Skill Test Results: 89% Average Mastery

**K1
(4-year-olds)**



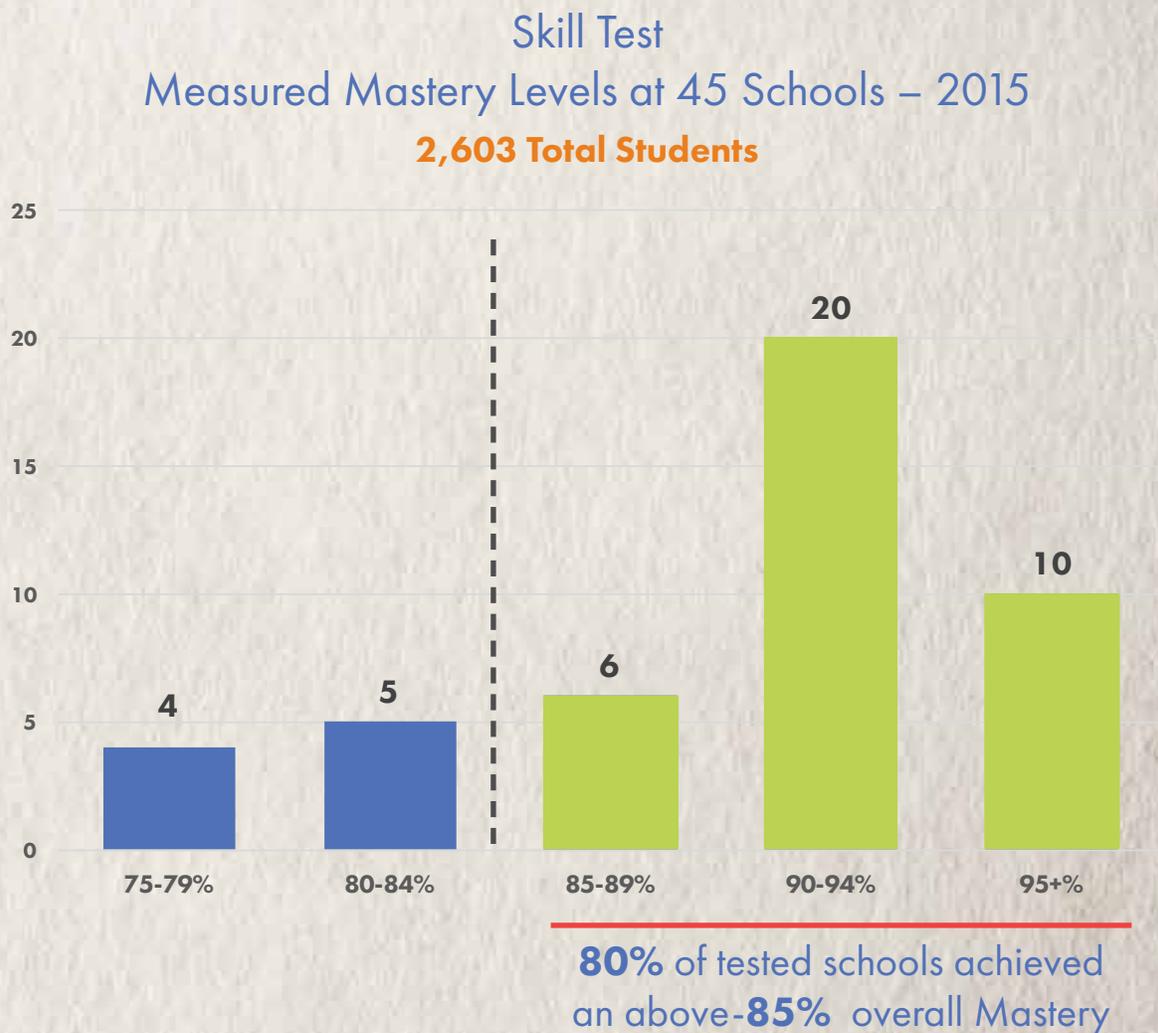
2015 Skill Test Results: 93% Average Mastery

**K2
(5-year-olds)**

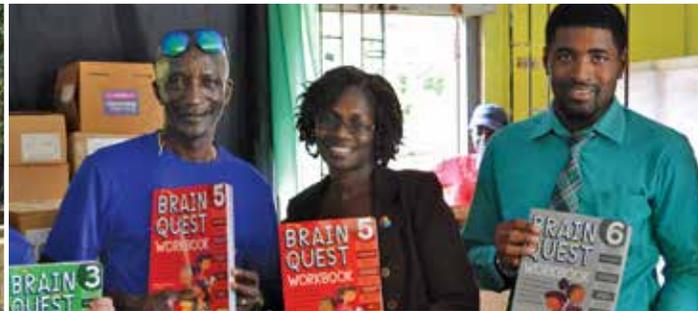


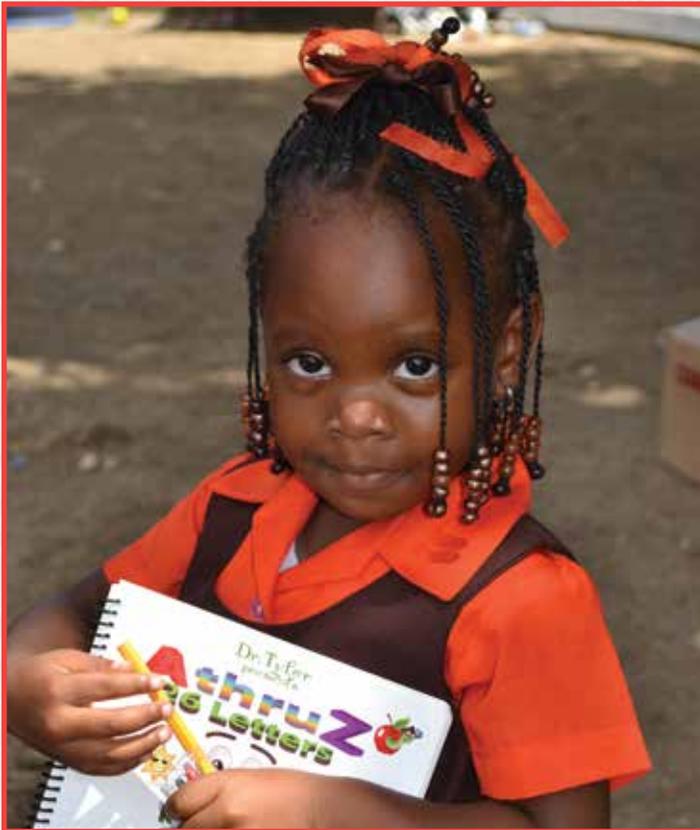
Measured Mastery Levels at 45 Schools

Books4Kids Jamaica's goal is to achieve an above-85% Mastery level among schools that participate in the program. In 2015, 36 of the 45 schools measured (80%) achieved an above-85% overall Mastery level.



PRINCIPALS & SCHOOLS





“Our program’s success ultimately belongs with the teachers and Principals who work with the children every day. We are thrilled to see that ALL Kindergarten children are capable of learning with the help of the Brain Quest workbooks.”

**Ragni Trotta,
Chairperson, Books4Kids Jamaica**

Over the last 8 years, the Books4Kids program has contributed to the education of 51,592 children across Jamaica. We congratulate all the schools for all the work that they do with the children and wish them all continued success in nurturing and teaching the future generations of Jamaica.



HAMPDEN INFANT AND PRIMARY SCHOOL,
TRELAWNY

“The most important thing is that everybody has the same books. They like the tracing, and finding their way through the maze by tracing – they enjoy every part of it. When we give them the book, they are ready to work.”

**Mrs. Maudlyn Shaw, Principal,
Hampden Infant and Primary School**

TEST RESULTS: **93%** MASTERY



MONTEGO BAY INFANT SCHOOL, ST. JAMES

Western Jamaica’s largest Infant School has continued a trend of excellence over the past six years. In 2015, Montego Bay Infant School continues to be the standard bearer. With the largest enrollment of any school in our distribution, this year the 387 K1 students scored an impressive 89%, while the 386 K2 students were near perfect at 97%. This marks the fourth year in a row that the student have achieved a Mastery over 90%.

“The Brain Quest Workbook is used in so many ways and for so many purposes, both homework and class work. It is good! The children do an exam at the end of the year and this school regularly gets an A. They are doing well!”

**Mrs. Constance Graham, Principal,
Montego Bay Infant School**

TEST RESULTS: **93%** MASTERY



BICKERSTETH INFANT SCHOOL, ST. JAMES

“We at Bickersteth Primary & Infant School welcome this program wholeheartedly. This program is not just a necessity but a need for our children at school, as it helps to start them off right and make them bright. Your generosity of donating educational materials has played a pivotal role in the life of the students. At Bickersteth Primary & Infant School, most parents are unable to purchase learning tools for their children and the teaching/learning process is being hindered. Because of your program, each student is able to participate actively in the teaching/learning process because a book is provided for each child.

We do hope and trust that you will continue to allow us to be a part of your project. We also want to wish you all the best for the longevity of this program as we continue to unite and serve.”

**Mr. Vernon Douglas, Principal,
Bickersteth Infant School**

TEST RESULTS: **84%** MASTERY

MOUNT ZION PRIMARY AND INFANT SCHOOL, ST. JAMES

“Thank you for partnering with us at Mount Zion Primary and Infant. Your contribution in the form of providing books for the students is highly appreciated. I support the initiative which has helped to enrich our programs at school. Thank you for reaching out to us and I look forward to your continued support in the future.”

**Onex Bowen, Principal,
Mount Zion Primary and Infant School**

TEST RESULTS: **91%** MASTERY



ROSE HALL BASIC SCHOOL, MONTEGO BAY, ST. JAMES

“Education is the key that opens many doors. It also involves many partners, the home, school and community. Thanks to Books4Kids Jamaica for being a partner in the education of our nation’s children. The books have been useful resources in the teaching/ learning process. The various activities in the book have been used by us to reinforce literacy, numeracy and non-numeral concepts that are in the Early Childhood Curriculum. We have also been able to use the activities in the workbooks to make various games that help develop concentration, word recognition, alphabet and sight words. Thank you Books4Kids Jamaica.”

**Ms. Ennis, Principal,
Rose Hall Basic School**

TEST RESULTS: **95%** MASTERY



VAUGHANSFIELD INFANT & PRIMARY SCHOOL, FLAMSTEAD GARDENS, ST. JAMES

“The teachers and students have found the books extremely useful, many of the topics are aligned with the curriculum so they help practicing skills and address many content areas that are dealt with in the curriculum. About 30% of our students would not have any books, and the rest would have only some. Having the books provides students – who would normally not have any books – with materials to work with. ... Thank you for considering us and for assisting our children in realizing their true potential. Gratitude is the memory of the heart. Thank you!”

**Ms. Marilyn Samuels-Porter, Principal,
Vaughansfield Infant & Primary School**

TEST RESULTS: **89%** MASTERY



PROVIDENCE HEIGHTS INFANT SCHOOL,
ST. JAMES

“The donation of books to each child is a much appreciated and needed gesture. We look forward to the donation each year as it provides most of them with the opportunity to own their 1st book. It is also resource material for the teachers who sometimes have so little to work with. Based on how children develop, the activities in each book is age appropriate and stimulating. It is colourful, with a bunch of activities all packed into one text.”

**Mrs. Clarke Brown, Principal,
Providence Heights Infant School**

Providence Heights has been part of Books4Kids Jamaica book distribution for the past 5 years. Because many of their students are not able to purchase the school books required, they have relied exclusively on the Brain Quest Workbooks as their core textbook. Yet the school has maintained an excellent overall average of between 85% - 97% since their entry into the program six years ago.

TEST RESULTS: **85%** MASTERY



GREEN POND INFANT SCHOOL,
MONTEGO BAY, ST. JAMES

“We would like to express our sincere gratitude to you for your continuous donations of educational materials to our school. We truly appreciate your donation which has been beneficial to each and every student who has received a Workbook. Not only is it an asset to the school, but it has increased each child’s chance for a better education. Students’ families can rest assured that their children have the materials needed for school to promote better learning. Literacy levels for most children have increased since receiving your books. We look forward to your continuous support for years to come.”

**Ms. Cartia McCallum, Vice Principal,
Green Pond Primary and Infant School**

At Green Pond Infant School, the K1 students achieved a Mastery level of 86%, while the K2 students, having received books for two years from Books4Kids, attained a remarkable 93%.

TEST RESULTS: **93%** MASTERY



FALMOUTH INFANT SCHOOL, TRELAWNY

“The Books4Kids Jamaica program supports teaching/ learning right from the start.”

**Mona Ennis Stephenson, Principal,
Falmouth Infant School**

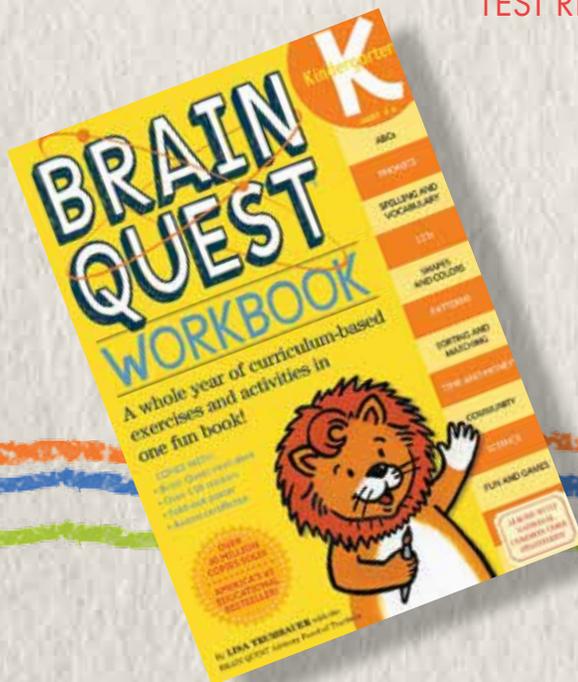
TEST RESULTS: **94% MASTERY**



LUCEA INFANT SCHOOL, HANOVER

Just a short drive down the road from Montego Bay is the seaside town of Lucea. The school has been part of the program for four years, and its Kindergarten students continued to impress us with their results this year. The 102 K1 students scored an overall Mastery of 89%, while the K2 results which have been steadily increasing from 90% Mastery over the last three years, reached an impressive 97% Mastery.

TEST RESULTS: **97% MASTERY**





SAVANNA LA MAR INFANT SCHOOL,
WESTMORELAND

In the parish of Westmorland, Savannah-La-Mar Infant School has steadily improved over the four years the school has participated in the program. In 2015, the school's 83 K1 students achieved an overall Mastery of 94% and the 120 K2 students achieved an impressive 96% overall.

TEST RESULTS: **95% MASTERY**



BUCKINGHAM ALL AGE SCHOOL, ST. JAMES

Located in the hills above Montego Bay, Buckingham All Age is a two year member of the Books4Kids Jamaica program. In 2015, the Kindergarten students reached a Mastery of 96% for the 21 K2 students.

TEST RESULTS: **96% MASTERY**



SPRING GARDEN INFANT & PRIMARY SCHOOL, ST. JAMES

The 13 K1 students had a cumulative score of 90% in 2015.

TEST RESULTS: **90% MASTERY**



SOMERTON INFANT & PRIMARY SCHOOL, ST. JAMES

At the alma mater of famous Jamaican personalities such as former Prime Minister P.J. Patterson, the first female Speaker of the House Violet Nielson and reggae icon Jimmy Cliff the 15 K1 students attained a Mastery of 88% in 2015.

TEST RESULTS: **88% MASTERY**





CATHERINE HALL INFANT & PRIMARY SCHOOL, ST. JAMES

Located in Montego Bay, the 73 K2 five-year-old students achieved a Mastery of 92% in 2015.

TEST RESULTS: **92% MASTERY**



REDWOOD PRIMARY SCHOOL, ST. CATHERINE

“On behalf of Redwood Primary, we just want to say thank you. The students really appreciate the books and every year they look forward to you coming and are always asking me ‘When are they coming?’”

**Mrs. McCoy, Principal,
Redwood Primary School**



ALBERT TOWN INFANT SCHOOL, TRELAWNY

In 2015, 29 K1 students achieved a Mastery level of 88%, while the 44 K2 students achieved an excellent 97% Mastery level.

TEST RESULTS: **94% MASTERY**

MONA COMMONS BASIC SCHOOL, ST. ANDREW

2015 saw the 21 students of Mona Commons score a very impressive 96% on the skill test.

TEST RESULTS: **96% MASTERY**



BETHEL INFANT SCHOOL, HANOVER

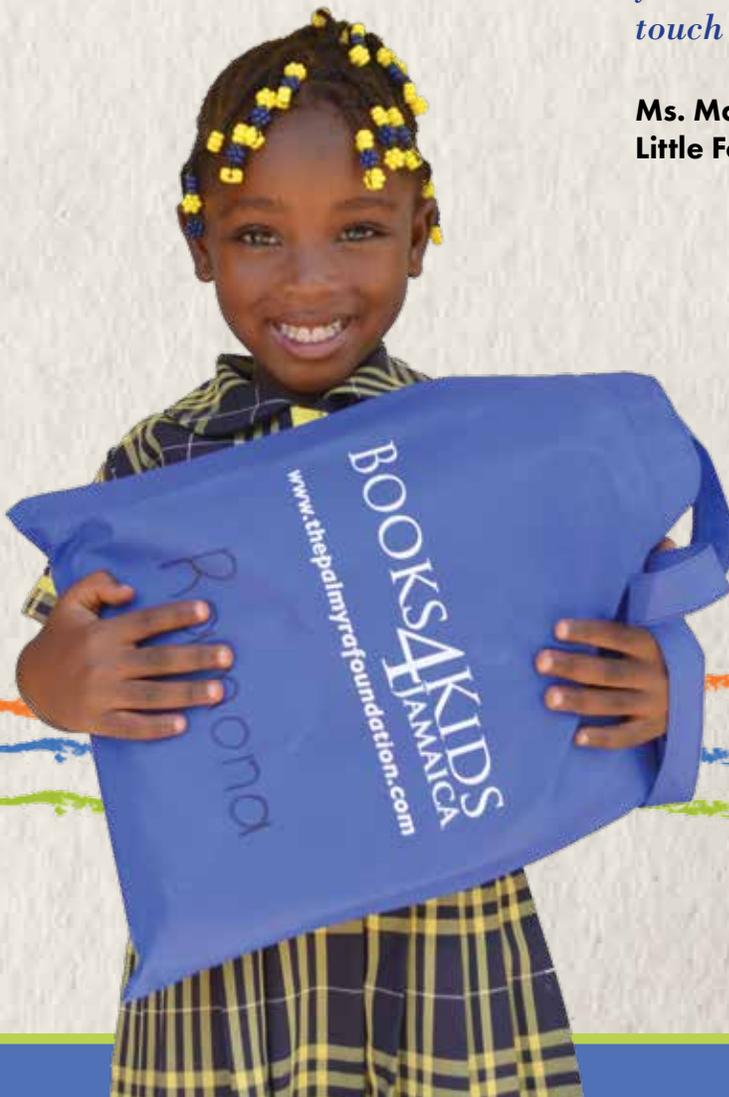
“We have fun with Brain Quest!”

**Ms. Taylor, Principal,
Bethel Infant School**

LITTLE FOLKS CARING AND LEARNING
CENTER, BUFF BAY, PORTLAND

*“I am more than grateful for this
contribution to the school, of course it will
help with the learning. A big thank you to
you and your team, I hope you continue to
touch the lives of children.”*

**Ms. Maria Dennis Parker, Principal,
Little Folks Caring and Learning Center**





PORT ANTONIO INFANT SCHOOL,
PORTLAND

“I just want to thank the foundation for the books that they brought to the children. It will go a far way to help them learn to read and more importantly, to love to read. Some of these students are from the poor communities and their parents are not able to buy the books that they need. I am really, really happy for these books. Thank you again.”

**Ms. Shirley, Principal,
Port Antonio Infant School**



RACE COURSE BASIC SCHOOL,
OROCABESSA, ST. MARY

“We found the books a useful resource as they contain a wide range of activities which are aligned to the curriculums themes. Children who cannot afford the prescribed books will not be left behind.”

**Mrs. Zar Gordon, Principal,
Race Course Basic School**





COLGATE EARLY CHILDHOOD INSTITUTION,
OCHO RIOS, ST. ANN

ELTHAM INFANT SCHOOL, SPANISH TOWN,
ST. CATHERINE

“The Colgate Early Childhood Institution is very much appreciative of the books received from the Books4Kids program. The contents of these books are in line with the Early Childhood Curriculum and the children enjoy using them. They have become a welcome addition to the text books that the children use daily.”

**Ms. Melrose Williams, Principal,
Colgate Early Childhood Institution**

“The Principal, staff and students of the Eltham Infant School wish to express our gratitude for your contribution towards our school. Your contribution was highly appreciated. We look forward to your continued support to our school.”

**Ms. Lindo, Principal,
Eltham Infant School**



MALDON BASIC SCHOOL, MALDON, ST. JAMES

“We are very grateful for the books, as they help open the children’s knowledge. They take the Workbook home and use it for homework.”

**Ms. Delvera Lobban, Principal ,
Maldon Basic School**



MAROON TOWN BASIC SCHOOL, MAROON TOWN, ST. JAMES

“The Brain Quest books mean a lot to the children. We use them daily and they look forward to using them because they like the activities. We use them at school and also give homework assignments, and look forward to receiving them every year.”

**Ms. Carmen Campbell, Principal,
Maroon Town Basic School**

Thank you
Books 4 Kids



CHATSWORTH ALL AGE AND INFANT,
MAROON TOWN, ST. JAMES

“The Chatsworth Primary and Infant School wishes to extend profound thanks for the books and items donated to the school. The books have been used by teachers to supplement missing textbooks. During and outside of learning sessions when students have completed work, they are allowed to complete the activity workbooks. The books have helped our students, parents and teachers tremendously.”

**Ms. Fowler, Principal,
Chatsworth All Age and Infant**

SEAFORD TOWN EARLY CHILDHOOD
INSTITUTION, SEAFORD TOWN,
WESTMORELAND

“It is with much gratitude and love to convey our appreciation to you and your team for allowing our school to be a part of this magnificent program. We were so delighted for the gifts that were given to the students and the classroom. The students are so enthusiastic, using the interesting and educating texts books daily. The gifts have made a big difference in the teaching and learning process. Also we love the fact that you assess the students at the end of the year to gain a better understanding of the students’ progress - proving that your effort, time and hard work has not been in vain.”

**Dian Williams, Acting Principal,
Seaford Town Early Childhood Institution**

FINANCIALS



The total 2015 program cost for the Books4Kids Jamaica program is estimated at US\$324,453.

The Palmyra Foundation does not receive any funds from any public or governmental agencies. As such, both the ability to raise funds and sourcing in-kind contributions, referring to the gifting of goods, services, items and discounts, remain crucial elements in sustaining the program.

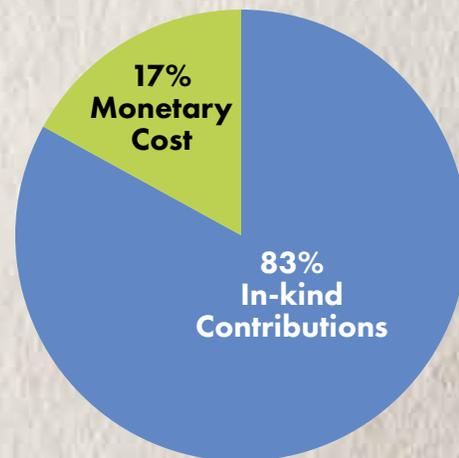
In-kind Contributions (83%):	US\$ 268,881
Cash (17%):	US\$ 55,572
Total program cost:	US\$ 324,453

Estimated at US\$268,881 (83%) last year, the monetary value of in-kind contributions highlights the importance of Sponsorships to all areas including the annual Online Charity Auction, the marketing effort, the purchase of Workbooks and the execution of the annual Books4Kids Jamaica book distribution. Founder Robert Trotta continues to be the charity’s main sponsor and benefactor, carrying all operational costs and administrative salaries.

Total In-kind contributions:	US\$ 268,881
Operational (28%):	US\$ 75,953
Marketing (23%):	US\$ 61,540
Auction items (26%):	US\$ 69,818
Discounts (23%):	US\$ 61,571

In 2015, US\$69,818 was contributed to the Online Charity Auction in the form of donated services and items that were converted into cash through the auction, raising a total of US\$52,549. A further US\$16,401 were received in the form of donations, totaling cash contributions of US\$68,950. The program incurred a monetary cost of US\$55,572 The balance was left as a reserve towards the 2016 fundraising effort and book distribution.

Financing of Books4Kids Jamaica 2015 Program



The Palmyra Foundation 2015 Financial Statement

2015 OPERATING COSTS

	Cash	In-Kind Contributions
1. Administration		
a. Lease/Rent		14,482
b. Telephone		3,114
c. Salaries		35,188
2. Marketing & Public Relations		
a. Postage & Stamps	560	254
b. Christmas & Thank You Cards	916	
c. Gifts & Award Presentation	1,481	587
d. Advertising in Local Paper	869	514
e. Printing	573	
f. Subscriptions & Domain Renewal	119	108
g. Video Production		4,000
h. Website, Annual Report Design & Newsletter		57,000
3. Online Charity Auction		
a. Cost of Fundraising Items	1,468	69,818
b. Hosting Fundraising Platform		497
c. Fundraising Event	1,346	
d. Fees & Commission	902	
4. Book Distribution		
a. 750 ABC Books (3-Year Olds)	1,625	250
b. 2,700 Brain Quest Workbooks (Pre-K)	12,937	22,028
c. 3,222 Brain Quest Workbooks (K)	15,433	26,292
d. 270 Workbooks (Grade 1)	1,049	2,448
e. 162 Workbooks (Grade 2)	629	1,469
f. 162 Workbooks (Grade 3)	629	1,469
g. 90 Workbooks (Grade 4)	350	816
h. 216 Workbooks (Grade 5)	839	1,958
i. 198 Workbooks (Grade 6)	769	1,795
j. Pencils		561
k. 7,100 Bags	2,485	2,485

	Cash	In-Kind Contributions
l. Crayons	765	
m. Buses & Drivers		9,000
n. Cars		5,500
o. Gas	1,484	
p. Travel & Accomodation	521	
q. T-shirts	652	
5. Honoraria		
a. Auditors	655	700
6. Operational expenses		
a. Shipping & Customs	6,518	2,000
b. Trolly & Truck Rental		900
c. Courier Service		389
d. Printing & Stationery		720
e. Accounting		2,000
f. Marketing & Public Relations		540
OPERATING COSTS	55,572	268,881

2015 INCOME

Balance b/d Jan. 1, 2015	4,713	
Write Off	(3,500)	
Online Charity Auction	52,549	
Donations	16,401	
Other Creditors	(2,929)	
Balance c/d Dec. 31, 2015	17,520	
TOTAL BUDGET	55,572.00	324,453.36

“The ultimate gratification for the Books4Kids team won’t be seen in full today, it will be realized in the coming years as these young children take their skills and become valuable contributors, fulfilling their own dreams. Azure is proud to play a part in supporting the team in order to make these dreams attainable, especially for something that most of us are lucky enough to take for granted.”

**Perry Newton
Azure Golden Sands
Radisson BLU
Resort & Spa, Malta,
5 year sponsor**



NOTES TO THE FINANCIAL STATEMENT

1. Administration:

(a) Lease: The Palmyra Foundation/Books4Kids Jamaica currently shares with Resort Properties (JA) a 1700 SQF Space at Shop 14 & 15 Half Moon, Shopping Village. Based on the books and school materials stored for all the months in 2015 PFL utilized 637.5 SQF of this spaced and 1062.5 SQF used by RPJ

(b) Telephone: The Telephone charges are paid for by Resort Properties Jamaica Ltd, however during PFL peak activity periods 40% of the phone call costs are allotted to PFL. The 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 The Palmyra Foundation peak periods are (1) Auction time (March - May), (2) Distribution of Books (September - October) during these peak PFL periods 25% of the net salaries paid by RPJ Jamaica is allocated to Salaries and Wages for PFL

2. Marketing & Public Relations:

Information about The Palmyra Foundation is circulated using various mediums. In today's day and age social media is the preferred choice to get information across and hence we have utilized applications like Facebook, Twitter, Instagram etc. to reach out to a wider cross section of people. During our fundraising activities and distribution, we spread the message locally using press releases, advertising in local papers and sending emails to our contacts. To show our volunteers, sponsors and donors appreciation during the Christmas season time we mail out personalized Christmas cards and thank you letters that are each signed by Chairperson and founding members of The Palmyra Foundation.

We have been fortunate to have Gregory and Kathleen Liberi on board who have done an excellent job in dedicating their time and services in-kind creating our new website, auction site graphics, email set-up, mailing list, management doing email blasts and execution, social media graphics and management as well as creating our annual report.

3. Online Charity Auction:

(a) Cost of fundraising items: This represents the actual monetary value of items that were purchased for the auction, as well as in-kind contributions such as hotel stays, cruises etc. (b) Hosting of the 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 card and paypal payments.

4. Book Distribution:

Over the years we have benefited from some extraordinary discounts from our main supplier of Workbooks (Workman Publishing) In 2015 Books4Kids Jamaica received a 70% discount on Workbooks for Grades 1, 2, 3,4, & 5. For Pre-K & K Workbooks, a 63 % discount was given. The Difference between the discounted price and the Retail Price is our In-Kind Donation.

5. Honoraria:

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

6. Operational expenses:

The majority of The Palmyra Foundation's costs are incurred for the purposes of shipping books and materials from publishers and suppliers to Miami, U.S. and subsequently, from Miami to Montego Bay, Jamaica. While The Palmyra Foundation will get in-kind shipping from Miami to Montego Bay provided by a Miami based freight forwarder, some shipping cost will be incurred within the U.S.. The Ministry of Education and Finance of The Government of Jamaica will provide a waiver for Duty Free import and customs clearance of shipment of books, crayons and backpacks. Brokerage will be provided by a local customs broker in-kind. Resort Properties Jamaica will donate accounting services in-kind.

TAX ID / CHARITABLE STATUS

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



About Us

Under the slogan "The future is bright, when you can read and write!" The Palmyra Foundation's Books4Kids Jamaica program is dedicated to providing books to 4 and 5 year old Pre-K and Kindergarten children in infant schools across Jamaica. Since its startup in 2007, more than 130 international volunteers have helped provide more than 170,000 books to 51,592 children in 130 schools across Jamaica's 14 parishes. To date, The Palmyra Foundation has donated books valued at over US\$1M. The Palmyra Foundation is a non-profit charity registered in Jamaica and as a 501(c)(3) nonprofit charity in the U.S.



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 10 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, Ragni 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.



BOOKS4KIDS JAMAICA

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