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SIR ALEXANDER BUSTAMANTE

NORMAN W.  
MANLEY



2021 ANNUAL REPORT  
COVID-19

# BOOKS4KIDS 4 JAMAICA



WEBSITE QUICK LINK



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

Books4Kids Jamaica is a non-profit charity dedicated to providing early learning materials and books to 3, 4 and 5-year-old Kindergarten children in Jamaican schools. Since its startup in 2007, we have supplied over 290,000 books to 93,000 children in over 150 schools across the 14 parishes - a contribution valued at over US\$1.5m.

Books4Kids Jamaica Ltd. is a Registered Charitable Organization under the Charities Act of 2013 (CAIN100NR-240C) with the Department of Co-Operatives & Friendly Societies, Charity Authority of Jamaica. [www.books4kidsjamaica.com](http://www.books4kidsjamaica.com)



## MISSION STATEMENT

Books4Kids Jamaica's primary aim is to help increase literacy and provide equal opportunity by donating books and educational materials to 3, 4 and 5-year-old Kindergarten children in schools across Jamaica.

We believe in fostering the self-esteem of children growing up in challenging circumstances through introducing them to supportive community role models and giving them real, practical resources for a positive educational experience and continued academic success.

Sources:  
"The Reform of Education" Report, The Jamaican Education Transformation Commission (2021).  
UNICEF (2021, 2022)  
Early Childhood Commission, Assessment Report of Early Childhood Institutions (2022)  
United Nations Development Programme (UNDP) (2021)  
The Bank of Jamaica (2010, 2014, 2021)  
The Inter-American Development Bank (2014)  
United Nations - Economic Commission for Latin America and the Caribbean (ECLAC) (2021)  
The Planning Institute of Jamaica, Department of Economics, University of the West Indies (2009)  
The World Bank Group (2011, 2020, 2021)  
The Jamaica, Gleaner (2021, 2022)  
The Jamaica Observer (2021)

Annual Report written by: Ragni Trotta.  
Cover photo: Ragni Trotta



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## MESSAGE FROM THE BOARD



During the 12 years Books4Kids Jamaica has distributed books to pre-school children in Jamaica, we have never experienced a time of such critical and urgent need. We have witnessed first-hand how the COVID-19 pandemic has devastated an already underfunded Early Childhood Education sector. Hence, the delivery of books and educational materials to Jamaica's young children is more important now than ever.

We're extremely proud and grateful to our donors and sponsors who have enabled the delivery of book bags to over 7029 pre-school children at 101 schools in the midst of the global pandemic.

We also want to thank all the Principals, teachers, ECC officials and volunteers who worked with us to ensure COVID safe distribution events - often outside, "under the tree" in the school yard. At many schools, we were greeted by an unprecedented number of parents accompanying their children. As heartwarming as it was to meet so many in person, it was sobering to realize just how many families have been impacted by our current global crisis. In fact, the pandemic has only reinforced our commitment to providing all Jamaican pre-school children with a Books4Kids Jamaica book bag and educational supplies.

Now, more than ever before, these children need our support, care and love. We will continue to invest in their wellbeing and invite you to join our community effort in any way you can.

Ragni Trotta

Frank Perolli



## THE COVID-19 CRISIS

Jamaica is the largest island in the English-speaking Caribbean with a population of 2.93 million people. During the COVID pandemic, the island's economy lost 150,000 jobs, pushing 400,000 Jamaicans further into poverty.

In the tourism sector alone, more than 50,000 employees were laid off, severely affecting the western and northern coast of Jamaica, home to the island's most popular tourist resort areas.

In September 2021, The Jamaican Education Transformation Commission identified the lack of quality education in the Early Childhood Education sector as the fundamental problem in a failing education system. Simply put, it found that pre-school children are not prepared for primary school.

The Commission, headed by Harvard Professor Orlando Patterson OM, recommended the reallocation of funds to Early Childhood Education as one of the core

interventions needed in order to provide quality education to the country's youngest. Reports by the World Bank Group and UNICEF similarly recommend the reallocation of resources to Early Childhood Education in Jamaica.

Low learning outcomes continue to impede human capital accumulation in Jamaica, trapping generations into a cycle of academic and economic poverty. According to the World Bank's Human Capital Index, a child born in Jamaica today will only be 53% as productive when they grow up, as compared to their counterpart who enjoyed a complete education and full health care.

Now the education crisis has been further exacerbated by the COVID pandemic and the physical closure of schools for almost 2 years. According to World Bank simulations, Jamaican children risk losing 1.3 years of schooling as a result of school closures during the pandemic - a handicap many may never recover from.

*"The COVID-19 pandemic has had a devastating effect on education, during which the teacher-student classroom experience has been substituted by technological means. Although technology has filled a serious gap in reaching students, many do not have devices, are unable to afford the cost of the internet or simply live in geographical areas where service is non-existent."*

### **The Honourable Daryl Vaz**

Minister without Portfolio & Member of Parliament for West Portland



## CHILD POVERTY IN JAMAICA



There are 107,115 children between the ages 3 – 5 year in Jamaica. At least 25% of these children are growing up in immense poverty, experiencing hardships that no child should have to endure. Many live in overcrowded housing, routinely suffer hunger and malnourishment and are exposed to abuse, child labour and HIV. In some of the poorest communities, unemployment and violence are endemic and positive role models are few and far between. For many, childhood itself is an unaffordable luxury.

Children in the lowest socio-economic groups make the greatest gains in development when provided with quality Early Childhood Education. Unfortunately, Jamaica already struggles with the provision of good quality education and the pandemic has severely impacted vulnerable families in the lower socio-economic strata. Pre-schools continue to exceed the economic reach of many families as all costs including school fees, textbooks, materials and uniforms fall entirely on the parents. 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.

*“Children living in poverty experience deprivation of the material, spiritual, and emotional resources needed to survive, develop and thrive, leaving them unable to enjoy their rights, achieve their full potential or participate as full and equal members of society”.*

**UNICEF**

*“Child poverty is the denial of a child’s rights. It restrains children from achieving their full potential, adversely affecting health, inhibiting personal development, education and general well-being”*

**European Commission (EC)**

*“Parents are unable to buy the regular books required to assist their children, because of their financial situations. Teachers face a challenge with the lack of electronic education devices, a lack of teaching resources, oversized classes, lack of parental support and lack of resources.”*

**M. A. Watson-Robinson**

Principal, Lucea Infant School, Hanover



## EARLY CHILDHOOD EDUCATION



Pre-school children in Jamaica are spread among 2,373 Early Childhood Institutions. There is a low share of public provision of Early Childhood Education through government-run schools, and only 20% attend public Infant Schools.

Community-operated Basic Schools and private Kindergartens account for 80% of the enrollment at the Early Childhood level, which are mainly financed through tuition fees and non-government support.

All Jamaica's Early Childhood Institutions are supervised by the Early Childhood Commission (ECC). ECC officials experience first-hand the constant challenges schools faced by Principals and teachers due to the lack of books and materials.

According to the "The Reform of Education" Report, only 11% of Early Childhood Institutions (ECI) have enough materials for all the children to be engaged in an activity at the same time. The report highlights a notable lack of books available per child and insufficient resources available for mathematics and science.

Books4Kids Jamaica worked closely with ECC officials in order to arrange safe book distributions in accordance with the Ministry of Health's COVID-19 guidelines and several ECC officials actively participated in the distribution.

*"I would like to take this opportunity to say a very big thank you to the Books4Kids Jamaica charity for the awesome work done over the last several weeks and indeed for many years prior. There is no doubt that the books given to the children will positively impact the development of their early learning skills. The ECC appreciate the support being offered to our young children. Thank you so much for the partnership."*

**Michelle Campbell**

Director, Cross Sectoral Coordination The Early Childhood Commission, Kingston, Jamaica



## THE BOOK BAG

Through the Books4Kids Jamaica program, 4 and 5 year old children receive a book bag containing the popular 300-page Brain Quest Workbook, a reading book, a pack of crayons, and a pencil. 3 year old children receive an ABC colouring book, crayons and a pencil.

### 3 year olds

1 ABC colouring book  
1 pack of crayons  
1 pencil

### 4 year olds

1 Pre-Kindergarten Brain Quest Workbook, including a pull out Alphabet poster and 150 stickers  
1 Scholastic reading book  
1 pack of crayons  
1 pencil  
1 blue bookbag

### 5 year olds

1 Kindergarten Brain Quest Workbook, including a pull out "Tell time" poster and 150 stickers  
1 Scholastic reading book  
1 pack of crayons  
1 pencil  
1 red bookbag

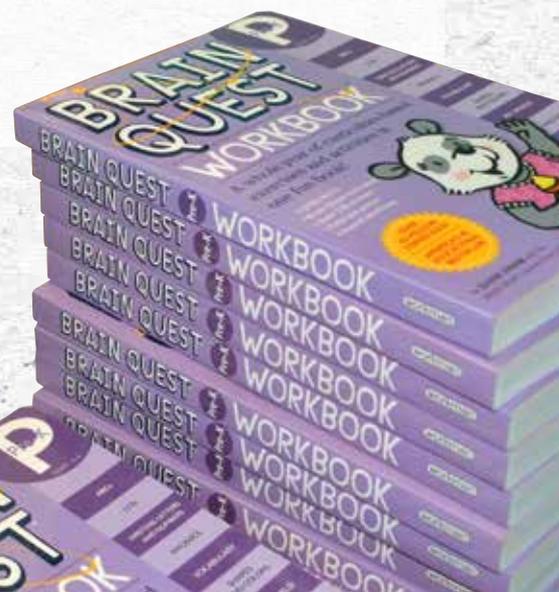


Many schools use the Brain Quest Workbook as their primary educational tool, because it covers all the basic skill areas; mathematics, phonics, science, social studies, spelling and vocabulary. It aligns with the national curriculum and is approved by the Early Childhood Commission.

*"Over the years since the book program started, we can rest assured that all our students can be engaged in Brain Quest Workbook activities. It is really an awesome feeling for the teachers to know that all the students have a Workbook. I want to express gratitude on behalf of myself, my team and the parents.."*

### Ophelia Watson-Haughton

Principal, Cambridge Infant School, Cambridge, St. James



## A PROGRAM THAT WORKS



Our experience has proven that access to good quality books and educational materials makes a tangible difference in the lives of the children and their families by building confidence, fostering academic achievement and helping to break the cycle of poverty and illiteracy, one child at a time. We say this with absolute confidence.

Between 2011 – 2015, we assessed the results of over 8,000 children with a basic skills test consisting of 30 questions as a quality control measure for our program. Our overall goal was to achieve an average of above 85% mastery. Year by year, the children who received book bags continued to improve and produce impressive results.

*“While the 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**

Boardmember, Books4Kids Jamaica

*A lot of the children don't have the necessary resources at home, especially with the pandemic. The children really like the Brain Quest Workbook, it is very colourful and they love the stickers.”*

**Carolyn Clarke**

Principal, Providence Infant School,  
Montego Bay, St. James

In 2015, 2,603 children at 45 schools completed the skills test. Of the 45 schools that administered the skills test, 80% achieved our goal of above 85% mastery. In short, receiving the Brain Quest Workbooks two years in a row has a very positive, measurable effect on the children's learning.



## FROM THE PARENTS



*"Thank you very much for the books! My daughter loves them!"*

**A. Bowen**

*"The Brain Quest book is amazing! Thank you!"*

**J. Shettlesworth**

*"My daughter started using the books as soon as she got home. She loves them, thanks!"*

**D. Edwards**

*"My son hasn't put down the Brain Quest book since he got it. He wants to do it all!"*

**O. Johnson**

*"In love with the books, thank you."*

**K. Gordon**

*"Really appreciate the initiative with the books. Thank you!"*

**J. Donaldson**



## CASH DONORS

Books4Kids Jamaica raised US\$35,500 (JMD5,500,000) towards the purchase of books and materials for the 2021 book drive through generous donations by The Most

Honourable P.J. Patterson, Hanover Charities, Ministers Daryl & Anne-Marie Vaz and charity patron Ragni Trotta. We thank our donors for making the book distribution possible.



Former Prime Minister P.J. Patterson, 2012 (Photo: Heidi Zech)

*"Having participated a few times in this initiative and witnessing the positive results, it is an absolute pleasure to endorse this very worthy cause. It is the more urgent when so many of our students are missing the rich benefits of face-to-face learning due to the COVID-19 pandemic."*

### **The Most Honourable P.J. Patterson**

Former Prime Minister of Jamaica



Ragni Trotta and Minister Daryl Vaz, 2016

*"Books continue to nurture and develop the mind with knowledge and information; assist with communication and social skills as well as provide entertainment. I am pleased to once again be associated with Books4Kids Jamaica's back to school distribution of books and materials to the thousands of Kindergarten children who will benefit, particularly in my constituency of West Portland. The aim is to capture and captivate these young minds and create a love for reading."*

### **The Honourable Daryl Vaz**

Minister without Portfolio & Member of Parliament for West Portland



Frank Perolli and Katrin Casserly, 2016

*"Hanover Charities has always welcomed the Books4Kids initiative as essential for our young children in the West. We are pleased and honoured to be a part this year as a sponsor by supporting 1,000 Basic School children in our parish."*

### **Katrin Casserly**

Chairperson of Hanover Charities Jamaica

Thank  
you  
Books  
4 Kids

## OUR SPONSORS



Books4Kids Jamaica thanks the many sponsors who came together to make the 2021 book distribution a reality. This year's books and materials were shipped to the island courtesy of sponsors Seaboard & Freight Jamaica Ltd. and UK based JP Shipping. Local transportation company and sponsors Jamaica Tours Ltd. provided free logistics services, helping to bring books, materials and volunteers to many schools across Western Jamaica for the 12th year running.

Senator Noel Sloley Sr., 2010

### Sponsors

- Barrett Trader Services
- Cazoumar Investments Ltd.
- Charities Authority of Jamaica
- Food for the Poor
- Fontana Pharmacy
- Half Moon Hotel
- Jamaica Tours Ltd.
- The Jamaican Customs Department
- JP Shipping Ltd.
- Martello UK
- Michael Thorpe Customs Brokers Ltd.
- Seaboard & Freight Jamaica Ltd
- Workman Publishing Ltd.

*"Books4Kids Jamaica is now an important contributor to Early Childhood Education in Jamaica. Responding to an urgent and critical need, the program's extensive efforts covers thousands of the youngest age group. It is our privilege to support Books4Kids Jamaica with free transportation for its book distribution."*

**Senator Noel Sloley**  
Jamaica Tours Limited,  
Montego Bay, Jamaica



# THE 2021 BOOK DISTRIBUTION

In 2021, volunteers from the Books4Kids Jamaica program delivered 15,000 books to 7029 children at 101 small, medium and large schools in urban and rural 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. Book distributions were also made in Portland, St. Ann, St. Elizabeth, St. Mary and Kingston.

The 2021 book distribution has been our longest and most challenging to date. While our annual distribution normally is completed in 8 weeks, this year's effort took over 6 months to finish due to the many challenges caused by COVID-19, including shipping delays, school closures and social distancing requirements.



## NUMBER OF BAGS DISTRIBUTED BY PARISH

Parish	Schools	Bookbags
Hanover	19	1176
Portland	8	589
Kingston	1	48
At Ann	1	11
St Elizabeth	1	56
St James	32	2796
St Mary	4	167
Trelawny	11	719
Westmoreland	24	1467
<b>Total</b>	<b>101</b>	<b>7029</b>

# LIST OF SCHOOLS



## Hanover Parish

- Bethel Infant School, Hopewell
- Cacoon Primary & Infant School, Cacoon District
- Cave Valley Primary & Infant School, March Town
- Cold Spring ECD Centre, Pondside, Great Valley
- Elgin Town Basic School, Elgin Town
- Esher Full Gospel Basic School, Esher
- Grange ECI, Grange
- Hanover Charities, Hopewell
- Hopewell Basic School, Hopewell
- Hopewell CDC Basic School, Hopewell
- Logwood Basic School, Logwood
- Lucea Infant School, Lucea
- Pell River Basic School, Pell River
- Pondside Primary & Infant School, Pondside, Great Valley
- Riverside Basic School, Kingsvale
- Sandy Bay Infant School, Sandy Bay
- St. Simon's Primary & Infant School, St. Simons
- Upper Rock Spring Primary & Infant School, Upper Rock Spring
- Watford Hill Infant Department, Hopewell

## Portland Parish

- Boundbrook Infant School, Port Antonio
- Buff Bay Baptist Basic, Buff Bay
- Disciples of Christ Basic School, Hope Bay
- Little Folks Caring and Learning, Buff Bay
- Port Antonio Infant School, Port Antonio
- St. Margaret's Bay Infant, St. Margaret's Bay
- Tranquility Infant School, Buff Bay

## St James Parish

- Barrett Town Primary Infant Department, Montego Bay
- Bickersteth Infant School, Bickersteth
- Buckingham All Age School, Montego Bay
- Cambridge Infant School, Cambridge
- Catherine Hall Primary & Infant School, Montego Bay
- Central Basic School, Norwood
- Chatsworth Primary & Infant School, Maroon Town
- Euphemia Lawrence Basic (Sterling) School, Norwood, Reading
- Faith Kinder Prep School, Montego Bay
- Flamstead Kids Basic School, Flamstead Gardens P.A
- Glendevon Infant Department, Montego Bay
- Goodwill All Age & Infant School, Chatham
- Granville All Age School, Granville
- Green Pond Primary & Infant School, Green Pond
- Lethe All Age School/ Infant Department, Lethe
- Maldon Basic School, Maroon Town
- Maroon Town Basic School, Maroon Town
- Montego Bay Infant School, Montego Bay
- Mount Horeb Infant School, Mount Horeb
- Mount Salem Primary and Infant School, Montego Bay
- Mount Zion Primary and Infant School, Montego Bay
- Providence Heights Infant School, Montego Bay
- Salt Spring Primary & Infant School, Salt Spring
- Somerton All Age & Infant School, Somerton
- Spot Valley Basic School, Spot Valley
- Spring Mount Basic School, John's Hall P.O
- Success Infant & Primary School, Barrett Town
- Sudbury Infant Department, Sudbury
- Tucker Basic School, Montego Bay
- Vaughansfield Primary & Infant School, Flamstead Gardens
- Railway Basic School, Montego Bay

# LIST OF SCHOOLS

## St. Mary Parish

- Cross Roads Basic School, Oracabessa
- Grace Child Care Basic School, Oracabessa
- Race Course ECI, Oracabessa
- Sunshine Basic School, Oracabessa

## Trelawny Parish

- Albert Town Infant School, Albert Town
- Falmouth Infant School, Falmouth
- Freeman's Hall Infant School, Albert Town
- Hague Primary & Infant School, Hague
- Hampden Infant School, Hampden
- Riu Bueno Primary & Infant School, Rio Bueno
- Salt Marsh Infant School, Salt Marsh
- Spicy Hill Basic School, Spicy Hill
- Spring Garden Primary & Infant School, Rock Spring
- Ulster Springs School, Ulster Spring
- Waldensia Primary & Infant School, Piedmont

## Westmoreland Parish

- Caledonia All Age & Infant School, Darliston
- Enfield Primary & 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 London
- Mint Road ECI, Grange Hill

- Mount Airy Basic School, Negril
- Mount Eagle ECI, Grange Hill
- New Works Primary & Infant School, New Works, Darliston
- Peggy Barry Primary & Infant School, Grange Hill
- Petersfield Primary & Infant School, Petersfield
- Savanna-La-Mar Infant School, Savanna-La-Mar
- Seaford Town Infant School, Seaford Town
- St. John's Infant School, Darliston
- Upper Top Lincoln ECI, Grange Hill
- West End Infant School, Negril
- Townhead Primary & Infant, Townhead District
- Ketto ECI, Ketto
- Rocky Hill ECI, Sheffield
- Top Lincoln ECI, Grange Hill
- Sterling ECI, Grange Hill
- Upper Top Lincoln ECI, Grange Hill
- Gertie McKenzie ECI, Sheffield

## Kingston Parish

- Mona Common Basic School, Kingston

## St. Ann Parish

- Colgate Basic School, Ocho Rios

## St. Elizabeth Parish

- Sandy Bank ECI, Sandy Bank



## ST. JAMES PARISH



*"The book bags could not have come at a better time. COVID-19 has caused a lot of setbacks in the children's learning and financial strain on many parents. With the learning platform being solely online, some children are not able to join classes. With the Brain Quest Workbooks, all our children now have the opportunity to continue learning. Thank you Books4Kids Jamaica for giving the children the opportunity to continue learning."*

**K. Gooden-Smith and T. Daley-Livingston**

Teachers, Spot Valley Basic School, Rhyne Park, St. James

*"62 students of Chatsworth Primary and Infant were presented with school supplies from Books4Kids Jamaica. Thank you on behalf of a grateful Chatsworth Primary and Infant family. Blessings and love always."*

**Audrey Jackson, Vice Principal**

Chatsworth Primary and Infant School, Maroon Town, St. James

*"On behalf of the students and staff of the above-named school we would like to express our sincere thanks to you and your team for preparing and distributing the well needed reading materials to our students. Thanks again, as we continue to build the nation's children. We are forever grateful."*

**Cartia McCallum, Vice Principal**

Green Pond Infant School, Montego Bay, St. James



ST. JAMES PARISH



## HANOVER PARISH

Our partners Hanover Charities sponsored and distributed book bags to 1,000 basic school children in Hanover parish.



*"Over 1,200 basic and infant school students in Hanover will be served. We are proud to sponsor this effort in Hanover and cherish our partnership with Books4Kids Jamaica."*

**Katrin Casserly**  
Chairperson, Hanover Charities Jamaica



*"Parents are unable to buy the regular books required to assist their children, because of their financial situations. Teachers face a challenge with the lack of electronic education devices, a lack of teaching resources, oversized classes, lack of parental support and lack of resources."*

**M. A. Watson-Robinson**  
Principal, Lucea Infant School, Hanover



## TRELAWNY PARISH



*"We are very happy to have the parents and the students at school today and delighted to have Books4Kids Jamaica here again another year. It has been a lot of years and the books have been very, very helpful. They are colourful with pictures and are helping the students develop those skills."*

**Patrice Beharie**

Acting Principal, Falmouth Infant School, Trelawny



## WESTMORELAND PARISH



*"Special thanks to Books4Kids Jamaica for their generous support in providing books and other stationery to the students of our Infant Department."*

**Mount Airy Primary and Infant School**

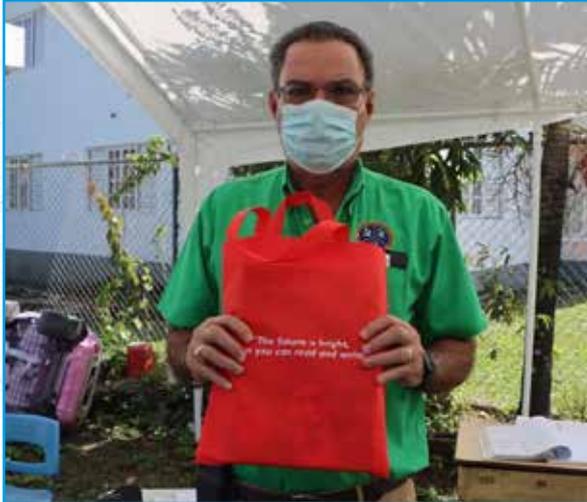
*"The effects of COVID-19 have been devastating for the education of Jamaican children. This is particularly true for the youngest learners who are just starting their education journey and are not at school for face-to-face learning. I was deeply honoured to be part of Books4Kids program to help many students overcome these challenges of literacy in the COVID era by helping to distribute books and bookbags at several different schools in Western Jamaica. This was a day of great joy and excitement which gave hope for better days to come!"*

**Fr. Father Colin**

OFM, Franciscan Missions,  
Books4Kids Jamaica Volunteer



## PORTLAND PARISH



*"We have been partnering with Books4Kids Jamaica for over 5 years. Due to COVID the program has had an interruption, but thankfully we are back on track. I make sure that when the distribution is happening, I go to the schools. Today, I visited 5 schools and 537 Portland children benefited from these books which are gifts from the Books4Kids Jamaica program. So again, thanks very much to Books4Kids Jamaica."*

**The Honourable Daryl Vaz**  
Minister without Portfolio and M.P.



## ST MARY PARISH



**Cross Road Basic School, Oracabessa, St. Mary**

*"We really appreciated the items we received. The students were in much need of the books and stationery supplies."*

**Olivine Harrison**

Principal, Cross Road Basic School, Oracabessa

**Race Course Basic School, Oracabessa, St. Mary**

*"Kindly accept our genuine appreciation from Race Course ECI for the donation of teaching/ learning materials received from the Books4Kids Jamaica. These materials came at a very opportune time; resumption of face to face school".*

**Zar Gordon**

Principal, Race Course Basic School, Oracabessa

## KINGSTON PARISH



**Mona Commons Basic School, Kingston**



# VOLUNTEERS



- **Cazoumar Jamaica Ltd. Team**
  - Jasmine Henlon
  - Cherise Bernard
  - Danny Green
  - Omara Murray
  - Charles Grey
- **Christopher Clarke**
- **Fr. Colin King, OFM, Franciscan Missions**
- **Half Moon Hotel Team**
- **Hanover Charities Team**
  - Katrin Casserly
  - Nan Brenninkmeyer, Round Hill Shareholder & HC Advisory Board Member
  - Kadeisha Moodie
  - Jacklyn Harris, Hopewell Sports & Community Centre Administrator
  - April Phinney, HC Advisory Board Member
- **Jamaica Tours Ltd Team**
  - Yaneke Sailsman
  - Michelle Whittaker
  - Garfield Grant
  - Jerome Bacchass
  - Clifford Jones
  - Sean Braithewaite
  - Donald Forbes

- **Kathy Dear**
- **Max Earle**
- **The Oracabessa Foundation**
  - Travis Graham
  - Shavel Lawrence
- **The Rotary Club, Savannah-La-Mar, Westmoreland**
  - Coretta Spence
  - Vivienne Hewitt
  - Sandra Molyne
  - Kevin Hammond
- **Stasia Stephenson**
- **The Early Childhood Commission**
  - Michelle Campbell, Michelle Campbell, Director, Cross Sectoral Coordination
  - Paula Shaw Cross, Section Planner, Sectoral Coordination
  - The Early Childhood Commission, Kingston, Jamaica
  - Kimberly Martin Hamilton, DO Supervisor, Western Region
  - Tafarie Grant Whyte, ECC Officer
- **The Honourable Daryl Vaz, M.P.**
- **Veena Chandiram Chatani**

*"Helping the children through Books4Kids Jamaica, helps create a foundation and a steppingstone to a brighter future."*

**Christopher Clarke**  
Volunteer



# FINANCIAL STATEMENT

Books4Kids Jamaica does not receive any funds from any public or governmental agencies. In 2021, a total US\$35,500 were received in the form of cash donations. 90% of all donations were spent on the purchase of books and materials and shipping to Jamaica.

“Contributions In-Kind” were vital to the execution of the 2021 book distribution. This refers particularly to heavily discounted books, free shipping and transportation. In 2021, the monetary value of contributions in-kind is conservatively estimated at US\$61,547, which highlights the importance of community goodwill to the program.

The total figure of US\$94,119, therefore depicts an accurate picture of the monetary value of the Books4Kids Jamaica program.

<b>OPERATING EXPENSES</b>	<b>Cash Expenses</b>	<b>Contributions In-Kind</b>	<b>Total</b>
<b>1. Marketing</b>			
Christmas & Thank You Cards	81		
Website Design, Hosting & Newsletter	3,222		
<b>2. Grant Fund</b>			
Scholastic Readers (11,003 Units)		4,400	
Brainquest Workbooks (Pre-K) (1,600 Units)	7,874	12,846	
Brainquest Workbooks (K) (2,400 Units)	11,810	19,270	
Martello ABC/123 Colouring Book	2,013	8,031	
Book Bags (9,000 Units)	1,965		
Crayons (5000 Units)	1,056		
<b>3. Operational expenses</b>			
Shipping	3,146	2,000	
Customs clearance & brokerage	946	1,000	
Administrative Cost	460		
<b>4. Distribution Cost</b>			
Buses and drivers		10,000	
Warehouse		4,000	
<b>Operating costs</b>	<b>32,572</b>	<b>61,547</b>	<b>94,119</b>
<b>INCOME</b>			
	<b>Cash Donations</b>		
The Most Honourable PJ Patterson	7,500		
Hanover Charities	8,000		
The Honourable Daryl Vaz	2,500		
Ragni Trotta	17,500		
	<b>35,500</b>		
<b>BALANCE</b>			
Balance b/d Jan 1, 2020	0		
Balance c/d Dec 31, 2021	<b>2,928</b>		

# FINANCIAL STATEMENT

## NOTES TO THE FINANCIAL STATEMENT

The 2021 operating statement includes monetary values of services and discounts donated to the charity for 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.

### Grant funds

The program has benefited from substantial charity discounts from our main supplier of the Brain Quest Workbook: Workman Publishing. In 2021 Books4Kids Jamaica received a 62 % discount on workbooks. A charitable discount was also extended to the program by Martello UK, in the form of discounts on ABC books for the 3 year olds. Scholastic reading books were provided by Food for the Poor. Additional Brain Quest Workbooks in storage from previous years were also added to this years distribution.

### Operational expenses

The majority of 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 the charity receives in-kind shipping from Miami to Montego Bay, provided by a Miami-based freight forwarder, some shipping cost was incurred within the U.S. JP Shipping from the UK also provided free shipping of ABC books to Jamaica.

Due to the program's charitable status, 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 book bags.

### Distribution Costs

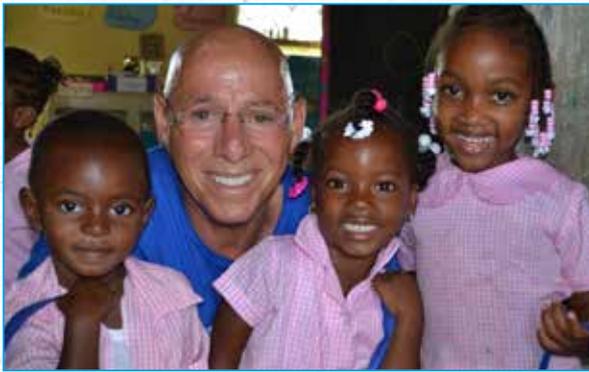
Buses and drivers were provided by Jamaica Tours Ltd. (JTL) for the 2021 book distribution. All costs incurred by JTL associated with these trips, including buses, fuel and drivers were contributed as in-kind donations. Warehouse facilities were provided for free by Cazoumar Ltd.

*"You don't know what you are missing until it's gone. With the start of the pandemic in 2020, Books4Kids was unable to deliver any books to the children of Jamaica. I truly did not understand what an impact our program has on the children until then. This year we were able to deliver books to the children and the joy passed on by the teachers and principals has been deafening. There was a little hole in my heart that is now once again filled."*

**Frank Perolli**  
Board Member



## ABOUT BOOKS4KIDS JAMAICA



Founder, Bob Trotta

In 2021, our charitable organisation changed its official name from The Palmyra Foundation to Books4Kids Jamaica.

The Palmyra Foundation was originally founded by international developer, the late Bob Trotta, in 2007. Trotta was a great believer in Early Childhood Education as a means to increasing opportunities for all. He had a unique ability to connect with children and left a legacy of love to Jamaica's children. "Uncle Bob" loved visiting schools and often

called on Jamaican role models like former Prime Minister P.J. Patterson, Heavy Weight World Champion Lennox Lewis and many other well-known Jamaican politicians and businesspeople to help hand out books to the pre-school children.

Following her husband's passing in 2017, Trotta's wife Ragni has picked up the mantle as the non-profit's benefactor and continues to spearhead the initiative together with Board Member Frank Perolli.

Over the years, the charity's name has gradually evolved into Books4Kids Jamaica, on the back of its successful Early Childhood Education program. Consequently, the charity's board decided to formally adopt Books4Kids Jamaica as its official name.

Please follow **Books4Kids Jamaica** (click icon)



**Ragni Trotta**  
Board Member

Ragni Trotta is a post-graduate of The London School of Economics and Political Science (UK) with a MSc in Media, Communications and Development. The daughter of two Norwegian school teachers, she lived in Jamaica for 10 years and is passionate about the importance of Early Childhood Education. She is also a media and marketing professional with extensive experience in the global media, tourism and resort development industries.



**Frank Perolli**  
Board Member

Founding member and Board Member Frank Perolli has been a key part of the charity founder's team since its start-up in 2007. From Canada, the former General Motors executive has lived and worked in Jamaica for 16 years. He believes in giving back to the youth of the country, by way of assisting kindergarten children to learn to read and write.