



Vodafone  
ATH Fiji  
Foundation

A QUARTERLY PUBLICATION FROM THE VODAFONE ATH FIJI FOUNDATION

# jeevan

ISSUE # 23: DECEMBER 2014

JEEVAN IS THE HINDI WORD FOR LIFE



**Include Disability**  
Empowering this ability

Vodafone Fiji Foundation 2004 - 2014

CELEBRATING A DECADE OF SOCIAL CHANGE

Mobile for Good  
Community Solutions  
Dial \*679#

Farming Agriculture  
mFarm  
Dial #

Sex Education  
mSexedu  
Dial \*538#

Health & Fitness  
Dial #

**WoD Excellence**

PHYSIONET  
CONSIGNMENT  
WORTH \$2.4MILLION

PAGE  
**10**

SAPHIRA  
IS BACK  
WITH A  
PAIN-FREE  
HEART

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**In Retrospect**

DECADE OF PHILANTHROPY,  
DECADE OF SOCIAL CHANGE

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**\$15million worth of social investment**



**Pradeep Lal**  
Chief Executive Officer  
Vodafone Fiji

2014 was an important year for the Vodafone ATH Fiji Foundation: it marked 10+ years of serving the community; and it's the beginning of a new approach to maximise social and economic value of our philanthropic contribution.

It is time for us to reflect on what we have achieved and strategize for the next 'decade of social change'.

The Vodafone ATH Fiji Foundation was born out of the devastation that was caused by Cyclone Ami in 2003. Its inception

## Serving our community, mobilising social change

was to assist the victims of the cyclone, to rebuild their lives. For Vodafone Fiji, it was an opportunity to exemplify what corporate social responsibility really meant.

As a learning Foundation, we have been pragmatic in our approach to making social change happen. We realized very early that we cannot operate in isolation if we were to have maximum impact. Hence, our charity partners are also key to our success.

Now, as a mature Foundation, we are focused on maximising value by linking all projects to our Mobile for Good Programme. Our post 2014 programmes will leverage Vodafone's technology platform as a key driver of social change.

At the heart of the Vodafone ATH Fiji Foundation is the belief that mobile communications technologies can address some of the world's most pressing humanitarian challenges. Our

Mobile for Good programme focuses on using our innovative mobile technology in mobilising social change and improving people's lives.

We are constantly looking to use mobile technology in a way that has the biggest impact for positive change. Our new strategy is to 'do more with less' - this means maximising value of the philanthropic fund through new approaches that will ensure Foundation projects reach a sustainable scale.

The technology and services that Vodafone Fiji delivers are designed to give businesses and individuals access to opportunities. By working collaboratively with governments, industry bodies, NGOs, aid agencies and regulators we can increase their availability, and so truly democratise the mobile internet, enabling more people to connect.

We recommit our service to the people of Fiji for another 'decade



Jeevan is a quarterly publication of the  
Vodafone ATH Fiji Foundation

Vodafone ATH Fiji Foundation is a registered charity. The Foundation was formed to bestow its philanthropic responsibility towards the community it does business with and where its stakeholders, shareholders, suppliers, customers and employees live in. Through the 'passion for world around us' and 'commitment for making Fiji a better place' for all, the Foundation ensures implementation of the social investment policy through annual contributions from Vodafone Group Foundation, Amalgamated Telecom Holdings and Vodafone Fiji Limited.



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**Vodafone  
ATH Fiji  
Foundation**

For information contact:  
Vodafone ATH Fiji Foundation  
168 Princes Road, Suva  
Ph: 321 4270  
email: [ambalika.kutty@vodafone.com](mailto:ambalika.kutty@vodafone.com)  
web: [foundation.vodafone.com.fj](http://foundation.vodafone.com.fj)

# A DECADE OF PHILANTHROPY A DECADE OF SOCIAL CHANGE



“I believe this is the best assistance done by a donor to help people recover from the cyclone aftermath. In previous years, we got food rations and house materials but it comes and goes. This assistance will help us generate more money for savings, education, build a house and to continue farming”

Jiuta Tuilevuka  
Sinuvaca Village,  
Koro Island, Lomaiviti

## Making interventions where we are needed the most

The last decade (2005-2014) was a period of unprecedented innovation and engagement for the Vodafone ATH Fiji Foundation as it sought to achieve its goal of enriching the lives of the people and communities of Fiji.

A number of programmes and activities were executed in these 10 years - activities that have shaped lives of people, uplifted capacity of charity partners, and created a network of passionate individuals and communities.

Challenged by the aftermath of Cyclone Ami in 2003, Vodafone Fiji gave birth to the Vodafone ATH Fiji Foundation and has not looked back since in addressing the needs of communities.

Through innovative programmes and employee engagement, the Foundation has been able to bring about social changes that have made a difference to the ordinary citizen.

Vodafone Red Alert, a SMS-based disaster response facility was one of the first programmes to be rolled out. In the last 10 years Vodafone Red Alert has empowered Vodafone customers to raise funds, through SMS giving, for those affected by natural disasters. Funds ranging from \$10k to \$330k were donated during a single disaster.

Through World of Difference programme the Foundation funded over 100 people to take time out and work for a charity and cause which they are passionate about. Over

300 charities were also engaged in WoD which resulted in various project spin-offs, most of which are sustainable.

In its effort to encourage corporate giving, the Foundation launched the Corporate Philanthropy Seminar (CPS) which has become a regular event in its annual calendar. In the CPS events held this decade, the seminar engaged over 240 corporate and civil sector organisations to create and share best practices on

“Over \$15million worth of social investment was made in these 10 years for activities that have shaped lives of our people”

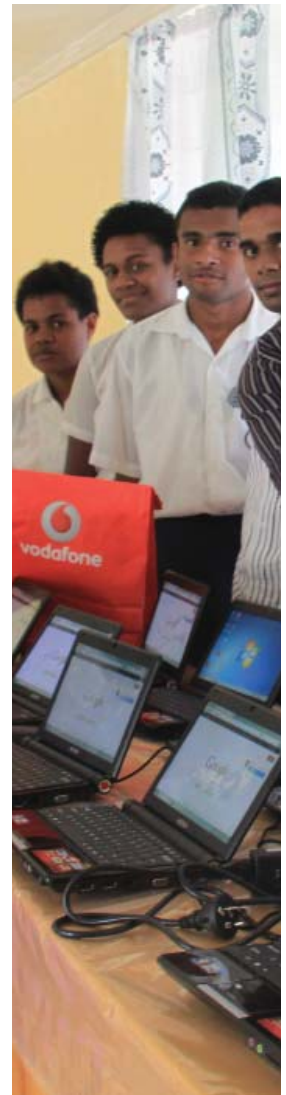
philanthropy so that our giving can make the maximum social and economic impact on society.

Since inception, the Foundation has made a Social Investment (SI) of over \$15million to over 1500 community based projects whilst partnering with more than 700 organizations. Between 2004 and 2005, through support from Vodafone Group Foundation, over \$1.2m SI was made to 26 partner charity organizations for disaster relief and sustainable community projects. With a SI of \$800,000 it endorsed grants to 30 community projects in 2006. Majority of contributions were received from Vodafone Group Foundation. In 2007 and 2008, the Foundation

invested over \$3m to execute activities in communities that would enrich lives. 2007 also showed an increased need in area of health with \$F1.5 million were made to 36 civil society organizations, including UNICEF, contributing to millennium development and strengthening partnership with UNDP on global space. 2008 was dominated by the need in the education sector, with over \$1.5m investment to 48 community-based organizations including schools. 2009 saw a significant increase in grant disbursements with a total of \$1.5m SI in over 70 charity organizations. In 2010 \$1.1m and in 2011 \$2.2m worth of social investments were made. 2012 and 2013 saw investments worth \$3m and \$2.4m respectively. These investments were for the Foundation’s programme areas: WoD \$1.5m, Mobile for Good \$1.5m, Red Alert \$1.4m, Sustainable projects \$834000, Double Your Dollar \$116000.

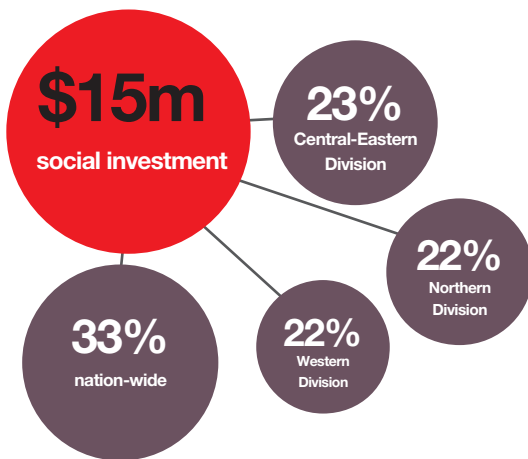
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These investments have a multiplier effect and the value of social good realised has been enormous and gratifying. For example, through WoD, candidate Joshko Wakaniyasi brought in \$6m worth of wheel chairs in partnership with Spinal Injury Association and Physionet of UK.





## Over \$15m for social good



### Social Investment Financial Period 2005-2014



## Making a world of difference

The World of Difference programme in Fiji adds to the work Vodafone Fiji Foundation has already done in community. It complements the long list of charities, youth work and community projects in education, health, environment and disaster recovery that the Foundation has carried out in the past 10 years in Fiji, spending over \$15 million in that period.

By targeting capacity building in civil society organizations, the Foundation is seeking maximum effectiveness for charity works throughout the country, including its own very extensive funding programme. It works on the adage: Give a man a fish, you feed him once. Teach him to fish and you feed him for a lifetime. If a charity organisation is operating with maximum efficiency, the flow of funding to those who need it is superior, timely and more effective. Research has shown that not many donors invest in capacity building, administration, management and human resources expenses in their bid to be a good corporate citizen. Groups receive funds to implement their project activities but normally don't get funds for capacity building, organisational effectiveness and that most crucial of



performance indicators - quality staff. Says Foundation Executive Ambalika Kutty: "When one looks at the most successful organisations, you will find committed talented and passionate people at every level."

The same applies to charitable organisations, and we - as a successful company over a long period - want to give that very basis of successful, fantastic people the opportunity to build this capacity wherever it can make a difference." "If you project the impact of 100 plus people in a programme like this - getting paid to operate at a high level of commitment, and multiply that effect to the great work already being done, it has a far reaching and positive effect for Fiji." It makes a difference "for ever" - to the volunteer, the charitable organisation and those they touch, she says. "WoD in Fiji will allow its participants to use their lives to change someone else's - it takes it to a level where youths can participate more effectively and efficiently in a social context."

# Matters of the Heart

Since 2006, the Foundation has spent over \$1.13million in providing offshore treatment to children with rheumatic heart disease.

Seventy Five children, who otherwise would not have led a normal life or may not even be alive due to the complications, are living regular lives today.

The initiative has been made possible through partnership with the Fiji College of General Practitioners' (FCGP) Children's Heart Foundation.

Children with congenital heart diseases are screened by doctors locally and severe cases are taken by the Foundation for treatment or

surgery at hospitals in India. Vodafone pays the airfares and medical cost for the patients while the FCGP CHF takes care of the administration and paramedical support.

"A big vinaka vakalevu to FCGP Children's Heart Foundation for collaborating to save lives of our children," said Vodafone Fiji's Divik Deo.

"We at the Foundation wish to acknowledge this unique partnership and efforts of FCGP Children's Heart Foundation, doctors of Fiji and also the connections we have with hospitals in India," he said.



Vodafone Fiji CEO Pradeep Lal handing air tickets to a RHD patient

## End of an era of struggle

### Projects end years of daily trudge for water

The Foundation funded a number of projects with the Rotary Pacific Water for Life Foundation to provide potable water in remote communities.

The projects have ended years of daily trudge for water, benefiting over 100,000 people.

The Rotary Pacific Water for Life Foundation was established in August 2007, to provide rural communities with sustainable, clean and safe drinking water.

Project range from the provision of water tanks and piping, drilling of bore holes, electrical pumping into storage tanks and reticulation into individual homes.

All projects are a partnership between the Foundation and the villages, the former providing the

funding and the villages providing labour for construction and installation works and ongoing maintenance after the completion of the project. Village commitment also includes setting up a water committee which meets regularly for the duration of the project and continues managing the facility after its commissioning. Committee members also receive technical training in basic plumbing and maintenance.

Sustainability is built into the projects with the Foundation providing training and awareness workshops on water management, waste water and household rubbish disposal, sanitation and best practice methods.

Priority is given to communities which have no water supply whatsoever, being dependent on rivers and creeks for their only source of daily supply.



#### Social Investment: Health

Year	Amount
2005	\$33,000.00
2006	\$41,000.00
2007	\$44,000.00
2008	\$89,000.00
2009	\$693,000.00
2010	\$266,000.00
2011	\$252,000.00
2012	\$706,000.00
2013	\$929,000.00
2014	\$726,000.00
Total	\$3,779,000.00

#### Social Investment: Education

Year	Amount
2005	\$217,000.00
2006	\$210,000.00
2007	\$165,000.00
2008	\$242,000.00
2009	\$324,000.00
2010	\$399,000.00
2011	\$219,000.00
2012	\$31,000.00
2013	\$167,000.00
2014	\$499,000.00
Total	\$2,473,000.00

#### National Vounteer Centre

6000+ direct beneficiaries



2000+ registered volunteers



The Corporate Philanthropy Seminar has engaged over 240 corporate partners since it started in 2010, the objective is to promote and encourage stakeholder engagement in addressing the most pressing challenges faced by our society that we do business with and live in. We clearly see it as our responsibility. We at Vodafone ATH Fiji Foundation believe that most of our issues and crisis can be addressed through accessible interventions from Corporate Citizens. We believe we have a responsibility to be a good corporate citizen that engages other corporates, UN organizations, NGO's and relevant stakeholders including government ministries and departments. Vodafone ATH Fiji Foundation works closely with charity organizations in mobilising communities for social good.

- Lionel Yee  
Chairman,  
Vodafone ATH Fiji  
Foundation



Foundation Trustee Divik Deo with FCGP Childrens Heart Foundation's Dr Shanita Sen celebrating the 9-year partnership

# Sustainable funding of over \$10million

Between 2005-2014 the Foundation provided 'sustainable Funding' of over \$10million. The aim of this funding was to assist partner NGOs and community-based organisations to bring about holistic change in communities by implementing projects that would uplift livelihoods.

**"This assistance has really solved our major water issue in the village. This is the biggest ever project undertaken by any organisation and we are so grateful to Vodafone Fiji Foundation to commission this" - Manoa Raika, Naweni Village**

The Sustainable Funding programme strives to promote the health, well-being, and capabilities of young people in Fiji, with a focus on building social leadership capacities. Projects ranged from providing potable water in villages, homes for destitute, assistance to schools, training and guidance to youth, micro-enterprises and healthy living.



Funding eye projects

Water for schools and villages

Community building

Computers for schools

Capacity building

Sustainable food projects

# Igniting the passion for Volunteerism



In 2011 the Foundation funded the establishment of the National Volunteer Centre with the aim of providing a platform to disengaged youths for career development.

With a three-year funding, the NVC began operation as part of the Fiji Council of Social Services.

A total of over 2000 volunteers were registered in these three years around Central-Eastern and Western divisions and 30 groups of 30 volunteers each were mobilized to give back to their community.

"The volunteers worked in organisations including schools, NGOs, hospitals, town councils, libraries and villages through the various thematic areas such as environment, income generation, arts and culture, climate change, health, education, social care, family and sustainable development."

The centre engaged mentors to train 125 unemployed youths to acquire basic employability skills and positive mental attitude. These skills helped them to find and secure employment which they had missed out in their early stage of career planning.

Over 6000 individuals directly benefited from this initiative.

"Through this effort more than 300 unemployed youths have already obtained employment to sustain themselves," said NVC project officer Neil Maharaj.

Maharaj said "Volunteers can make a lot of difference in the development of lives of the grassroots people, from showing the light of hope to providing basic essential needs to destitute."

The NVC is now a self-sustainable centre managed by FCOSS.

# Red Alert platform powers customers to be part of rebuilding efforts

Challenged by Cyclone Tomas in early 2010, the Vodafone ATH Fiji Foundation partnered with Vodafone Fiji to raise funds in response to the disaster.

A disaster charity programme, the Vodafone Red Alert, was immediately launched. This programme focussed on enabling Vodafone employees and customers to donate through SMS in response to Cyclone Tomas.

Vodafone Red Alert for Cyclone Tomas appeal disbursed \$75000 to four charity organisations in response to disaster in the Northern Division, Lomaiviti and outer islands. 35 destitute and senior citizens, 250 school students, and 131 farmers were assisted under programme through the Lions Club of Labasa, the Fiji Council of Social Services National Volunteer Centre, Microfinance and Save the Children Fiji.

In 2012, relief assistance worth \$331,000 were declared under the programme for floods that wrecked parts of the Western Division.

Added to this, 300,000 Vodafone subscribers in the west received free top-up worth \$1.25million to stay connected. The top up ensured that



communication was not a problem during the aftermath of the floods.

In order to provide timely and effective help, the Foundation engaged charity partners who provided various levels of logistical support to reach communities in need.

The Foundation mobilised 10 Charity organisations with a total sum of \$176,000 for Cyclone Evan post disaster relief work in the Western Division.

Vodafone Red Alert programme is a partnership between the Vodafone Foundation and Vodafone operating companies, to utilise SMS fundraising to generate support amongst employees and customers in the immediate aftermath of emergencies and disasters.

Empowering women



mChannels SMS application development



Wheel chair distribution



Double Your \$ / Employee Engagement

## VALUE OF SOCIAL INVESTMENT BY THEMATIC AREAS 2004-2013

Disaster Assistance	\$1.9m
Economic Empowerment	\$1.7m
Education	\$2.5m
Environment	\$1.9m
Health	\$3.8m
Social Welfare	\$0.4m
Children&Women	\$2.9m

# Helping in National Healthcare Since 2007

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

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

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

In 2008 the company signed a Memorandum of Understanding with the Ministry of Health and started the SMS Blood programme.

Under SMS Blood, text messages are sent to registered blood donors to inform them of the next blood drive, or request them to donate if there is a shortage of blood in cases of emergency.

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

In 2010, through its Mobile for Good programme, the Foundation rolled out mHealth - a SMS-based information service that would better the health and living style of the people of Fiji.

mHealth was a ground-breaking initiative and gained popularity in a short time. The impact was immediate and gratifying. Together with health symposiums and community outreach activities, mHealth saw individuals and communities making significant changes in the thinking and attitude towards personal health.

mHealth later developed into 13 sub channels providing information on various health issues such as diabetes, cancer, heart, HBP, reproductive health etc.

In 2014, mHealth was converted to an android-based mobile application that is available free on Vodafone App Store.

**\$300k**  
relief packs  
for flood  
victims

**\$2.5m**  
WORLD OF DIFFERENCE  
PROGRAMME

**\$1.8m**  
VODAFONE RED ALERT  
PROGRAMME

**\$10m**  
SUSTAINABLE FUNDING  
PROGRAMME

**\$1.5m**  
MOBILE FOR GOOD  
PROGRAMME

**\$15m**  
WORTH OF SOCIAL  
INVESTMENT  
BETWEEN 2004-2014



**SMS Channel Stats**

Free SMS Channel	Subscribers
mAbility	1901
mCancer	6492
mChild	666
mCorp	643
mDiabetes	515
mEyeCare	433
mFarmacy	6358
mFitness	12181
mgyno	318
mHBP	374
mhealth	45724
mHeart	584
mkidney	8156
mLiver	300
mReproductive	701
mSexEdu	8100
mStress	660
mWomen	17820
mYouth	11029
Total	122955

**SMS messages are sent daily to these subscribers. Dial \*679# to subscribe.**

## For the women and children of Fiji

mWomen, Fiji's (and the Pacific's) first ever SMS based interactive counselling and advisory channel was launched by Fiji's Goodwill Ambassador for Women, Madam Nazhat Shameem in 2013.

Today, in excess of 17,000 subscribers receive information and awareness on child abuse, sexual assault, rape and domestic violence, and 11,000 enquiries were received for advice on avenues to seek redress. Interestingly, the channel has registered approximately 65% male subscribers to 35% females.

mWomen received a global recognition at the GSMA summit in the Philippines for being the first to conceptualize and launch a ubiquitous mobile technology driven platform for women and child issues

**Dial \*727# for mWomen**

in the region. This will now be part of GSMA's mWomen Pacific strategy.

mWomen works with the Ministry of Women Social Welfare and Poverty Alleviation, Empower Pacific, The Legal Aid Commission, and the Police to effectively address women and child issues in Fiji.

In 2014, mWomen celebrated the International Women's Day which saw the launch of Fiji's first ever Gender Policy to promote gender equity, gender equality, and instill social justice by removing all forms of gender discrimination.

**“mWomen initiative is assisting Government in achieving its long-term goal in ‘ensuring a safer community for women and children through improved responses and access to justice and legal services’ depending on the crimes committed against them. mWomen will act as a catalyst towards the Ministry’s own initiative of ‘Zero Tolerance Violence Free Community’”**

Dr Josefa Koroivueta  
Permanent Secretary for Social Welfare, Women, and Poverty Alleviation  
June 2013



# Saphira is back with a pain-free heart



Saphira Sami with other children who went to India for treatment

**S**he had 18 holes and multiple murmurs in her heart. Fortis Hospital doctors screened her at Suva Private Hospital in March and she flew out to India for surgery in October with the help of Vodafone ATH Fiji Foundation funded Children's Heart Foundation.

The heart operation has given a new lease of life to the daughter of Mohinesh and Monika Sami of Laucala Beach. The family is thankful to Rohini Ram, a family friend, who traced Foundation contact from Facebook to seek help for Saphira.

Ms Raman has been witnessing the difficulty the child was going through on

daily basis.

"She used to vomit, could not eat, frequent high fever, increased heart beat and palpitations got me to seek help for Saphira," said Ms Raman.

Post surgery - all is well with Saphira. She has returned a smiling child full of life.

Mum Monika gets emotional sharing her feelings with Jeevan: "When my daughter said it's paining, I felt like doing something. I felt that just because of me my daughter is suffering. I should have taken more care of myself during pregnancy so that I deliver a healthy child, she said.

"I am thankful to Vodafone, the Children's

Heart Foundation, and the doctors of Fortis Hospital in India for bringing my baby back to life," said a tearful Monika.

Foundation trustee Divik Deo said "It can be a parent's nightmare when you find your child suffer from rheumatic heart and other heart ailments. This funding was approved with the hope to save lives, send them to schools and make them productive citizens, free of suffering".

"My plea to everyone is 'lets save our children, make sacrifices and come together to bring a smile on their faces'," said Deo. Saphira graduated from kindergarten at St Agnes School in 2014.



Kaitani in his new wheel chair at his home in Naitasiri

## Kaitani has new wheels

The Foundation assisted in ending the desperate plight of 70-year-old Cama Kaitani of Navulokani Settlement in Naitasiri.

Kaitani needed a new wheelchair as the one he had been using was broken.

"I have been on wheel chair for seven years and had received my first wheel chair from my daughter in 2007 but the wheel chair broke. For the past two years I have not been able to move around much with my wheel chair and we could not afford a new one".

Vodafone staff personally delivered a new 16 inch wheel chair to Kaitani's home.

"Words cannot describe what I am feeling now, said

an emotional Kaitani.

He thanked Vodafone Fiji and Foundation staff for their support in providing and delivering the chair.

Kaitani's plight for a new ability device was captured by Foundation Trustee Divik Deo who then involved the Foundation staff to aid Kaitani.

Vodafone Fiji Foundation Executive, Ambalika Devi said that "the mobility aids will assist walking or otherwise improve the mobility of people with mobility impairment. The devices have been made available to the members of the public who have been identified for their special mobility needs.

# WoD candidate brings in \$2.4m worth of devices for people with special needs

**Vodafone reassures to support charity organisations that initiate innovative, high-impact projects for social good**

**V**odafone Fiji has once again committed to support charity organisations that initiate innovative and high-impact projects.

“Our efforts are to continuously support organizations that initiate projects and put in every effort to multiply and replicate effects. Such models help us shift from handout mentality to catalyzing real social change that is collaborative, sustainable and has larger rate of return,” said Vodafone CFO Divik Deo.

“Vodafone has in the past and will continue to support any initiative that supports and benefits the societal well being. We are committed to the development and improvement of individual lives and build a prosperous environment for all by extending our philanthropic approaches to all facets of society,” he said.

The reassurance was made during the handover of the \$1.2m worth of mobility equipment to the Spinal Injury Association.

WoD candidate and Spinal Injury Association executive Joshko Wakaniyasi has been working with the PhysioNet of UK to bring in container loads of mobility devices for use by people with special abilities. This was the fifth consignment.

The Foundation funds the logistics cost of these containers which ranges from \$15000-\$22000 per consignment.

“Our association with Spinal Injury

Association goes a long way when we first funded them in 2008,” said Divik.

“The partnership was strengthened further when Joshko won the 2012 World of Difference programme. The sole reason he was selected for this competitive programme is his passion for the disabled community and service delivery to the Fiji Disable Populace. “

“We don’t like to use the word ‘disable’ as Joshko Wakaniyasi has achieved more than we could have achieved. Spinal Injury Association and Joshko are the Vodafone World of Difference High Achievers”

“Our small contribution assisted in administering the shipping and distribution costs,” said Divik.

Deputy British High Commissioner Daniel Salter was the chief guest at the handing over of equipment for disabled persons from PhysioNet UK to Spinal Injuries Association. Mr Salter said he was proud to be supporting, in a small way, PhysioNet’s work, and honoured on behalf of PhysioNet UK to formally hand over the latest consignment of equipment to help improve the lives of people living with disabilities in Fiji.

“Physiotherapists, occupational therapists and other professionals in the UK provide PhysioNet with equipment that is no longer needed or requires minor repair. Inmates in British prisons together with PhysioNet volunteers repair and refurbish the equipment which is then distributed



to countries around the world where there is greatest need. PhysioNet has sent consignments similar to this to 17 countries. But the charity needs recipient countries and organisations to be able fund the shipping, clear customs, provide transport, and to distribute fairly and effectively to those most in need. PhysioNet have made a particular point of telling me that the Spinal Injury Association and their partners the Vodafone Foundation are one of the few that ‘tick all the boxes’.

It is therefore not by chance that this is PhysioNet’s fifth consignment to Fiji in as many years. And, though others will explain in greater detail, that also goes some way to explaining the fantastic golden chair you see here: this represents the 1100th wheelchair to be sent to Fiji. And to further prove the strength of the link with Fiji, it may be a happy surprise for you to hear that amongst those who helped load this consignment were the sons and daughters of four Fijians serving with the British Army, based in the UK. A truly fitting send-off,” said Salter.

**“PhysioNet have made a particular point of telling me that the Spinal Injuries Association and their partners the Vodafone Foundation are one of the few that ‘tick all the boxes’.”**

Daniel Salter  
Deputy British High  
Commissioner

## Kutty addresses Marama ni Yavusa, hands 50 smart phones

In addressing the Marama ni Yavusa, Foundation Executive Ambalika Kutty told the summit that they must realise their roles as traditional leaders. “Our country is build on very strong customs and traditions and as wives of traditional leaders you must realise how important your role is in making a difference in your communities,” said Kutty. The intention of the summit was to take the women leaders through a leadership course where they could capitalise on their leadership roles to make changes in the community. Kutty handed 50 smart phones to the Marama ni Yavusa.





## British High Commissioner **Roderick Drummond** on handing over the 6th shipment worth \$1.2m

“ Many of you will know that Physionet has been working for 5 years with the Fijian Spinal Injuries Association, and that this is their sixth shipment of this badly needed equipment. Physionet carry out a great deal of work at the UK with their volunteers, and also with inmates in British prisons, to recondition equipment that is no longer needed in the UK, and make it ready to help people in need overseas. As the charity has grown it has developed a very professional operation to collect, store, refurbish, pack and export this equipment. They have supported disabled people in around 20 countries worldwide.

I would also pay tribute to the hard work put in by the Spinal Injuries Association to assess carefully the individual needs of people here, to ensure they get the right equipment to help them in their daily lives, to deliver it to them, and to provide training and support. This is a shining example of a valuable partnership between the UK and Fiji, based on people-to-people contacts, hard work and shared values. ”

## Gift for CWM Hospital

The Foundation donated three hospital beds, one gurney, three commodes, three walkers and three shower chairs, and other medical supplies to the Colonial War Memorial Hospital.

CWM Hospital medical superintendent Dr Jemesa Tudravu said that Vodafone had always been a supporter of health services.

“These equipment will assist patients who have difficulty in walking and moving around. We have an admission rate of 20,000 a year at CWM and a lot of people need wheelchairs and beds. We will share the wheelchairs with other health centers,” Dr Tudravu said.

“There is a need for 300 wheelchairs per day in hospitals and this donation will assist the staff to provide such care,” said Dr Tudravu.

CWM is currently undergoing major renovations at its children’s ward, nurses’ quarters, dental lab and the new cardiac lab to upgrade equipment and medical services.

The Foundation had recently donated similar items to Labasa hospital.

Foundation Executive Ambalika Kutty said that in partnering with the Spinal Injury Association, the Foundation supported hospitals and communities with high-tech mobility equipment.

She said over the past few years they distributed about \$4million worth of wheelchairs and mobile devices, adding that the demand was high.

The donation to CWM Hospital is worth over \$20,000.



## Rotary Club of Labasa gets \$10k for outreach

The Foundation has given \$10,000 for health outreach, awareness, education, and farming projects in the north. Grant recipient, the Rotary Club of Labasa is also conducting screening for blood pressure, cholesterol and sugar and coding data to track progress of individuals served.

“We will revisit these areas on annual basis. We will keep statistics to see if there is an improvement of the health of people we test,” said Rotary Labasa President Ami Kohli. The Club is also intending to go to every major school to speak to the students on health risks.

“We believe that by speaking to students we will be able to change their mindset and hopefully they will be able educate their parents,” said Kohli.



# World of Difference has 6 New Ambassadors

**1 Chris Cokanasiga**  
PROJECT: Environment Sustainability. CHARITY: International Union for Conservation Network and Save Fiji Network.



**2 Imelda Joseph**  
PROJECT: Human Trafficking and Women Issues. CHARITY: Pacific Dialogue and Women Empowerment Network.

**3 Jekesoni Yanuyanudrua**  
PROJECT: Fitness Goal and Saving Next Generation. CHARITY: Fitness Inspiration Fiji.



**4 Kini Mara**  
PROJECT: Prevention of Youth Diabetes. CHARITY: Diabetes Fiji.



**5 Peni Tabua**  
PROJECT: Disease Prevention and Proactive Health. CHARITY: New Start Link and Lions Club of Labasa.

**6 Tevita Tokalauvere**  
PROJECT: Drug Anonymous and Income Generation. CHARITY: Northern Charity Alliance & Alcohol Anonymous & Community Media Network.



## Long-term candidates

### Neil Maharaj



Candidate Neil Maharaj continues to provide strategic direction and build capacity of his charity, the Fiji Council of Social Services and National Volunteer Centre. One of the shining candidates, Maharaj has worked extensively on the mYouth project. His key challenge this season is to map mYouth, SMS Mentor, mEducation, and FCOSS Mirofinance facility in order to device an integrated and collaborative approach to address youth problems like unemployment.

### Jitendra Naidu



Jiten Naidu continues his work on the mFarmacy project - a SMS channel that aspires to build capacity of farmers through timely tips of farming methods, market information, and connecting it to healthy living. Naidus challenge this term is to establish a directory/ dabse of farmers and farmer network organisations. The database will be the stepping stone for establishing a farmers' call centre. The call centre will become a gateway for assistance on farming practices and market information.

### Joshko Wakaniyasi



Joshko Wakaniyasi is a WoD star - the outcome of his project is unprecedented. Joshko's efforts have provided the disabled mobility devices that otherwise would not have been possible. The Spinal Injury Association executive now intends to do an international drive for high tech mobility devices. Having brought in over \$6m worth of equipment already, through donations from Physionet of UK, Joshko says the drive will help them to meet the local demand for these equipment.

### Eminoni Limalevu



Eminoni Limalevu is working towards engaging youth into farming by leveraging the strength of existing youth farmers. His challenge this term is to collect first hand 'youth farmer information for development'. This will include primary data on youth farmers e.g name, area, landuse, what they plant, and their business model. Best practices from youth farmers will be captured and shared with other aspiring youths via the mobile channels. The data will also be utilised by mFarmacy channel.

# Jekesoni leads \*797# mFitness

## Foundation Executive tests out new fitness and diet regime

Meet Jekesoni Yanuyanudrua (Jeke), World of Difference ambassador and coordinator of Vodafone's mFitness channel. It's hard to put to words Jeke's enthusiasm and his quest to transform people's life through fitness ... something that won him the candidature for the Foundation's WoD programme.

But Jeke is no stranger. He is a body builder, won gold medal in the Buksh Classic in 2012, and took the Mr Fiji title in 2014.

To converse with Jeke is to go through a tornado of enthusiasm, and be drenched by a monsoon of motivation. He is someone who is driven by conviction.

"Being health conscious and regular exercise has transformed my life," Jeke told Jeevan in an interview.

"I used to be just your average ordinary guy until I got myself into a gym after seeing a poster for a bodybuilding competition.

"It was my first competition. I won a bronze medal. I got hooked. From there I never looked back. I saw this was good for me; I had a structured and regimental life; it was keeping me away from sniffing glue and doing drugs," he said.

Jeke believes that the mFitness channel will revolutionise fitness in the country.

"The Foundation has given me the opportunity to do what I am passionate about. I am passionate about fitness and I actually get paid to do what I love to do", he said.

"With mFitness my greatest satisfaction is that I get to transform other people's lives. It gives me a platform to make a real difference in the people's life. I am helping keep the youths away from drugs and the street", he said.

Jekesoni says his plea to the people is to make fitness and healthy living an integral part of their life.

"Fitness and healthy living is part of our life. It is a life-long journey. I try to make my tips to be fun and yet result oriented. I tailor make for different individuals and groups. People will be different and they like to do things differently. I try to make it fun-filled and enjoyable," he said.

You can feel the drive when you meet Jeke the first time. He inspires people with his favourite line "your life is about to change for the better".

And better it has proved for people under his tutelage. Foundation Executive Ambalika Kutty went to test out Jeke's fitness and diet regime before officially launching the \*797# mfitness channel. Kutty has lost almost 10 kilos in 8 weeks and is now addicted to this fitness regime. She calls it "a lifestyle game-changer".

"It is just fabulous. I can still enjoy and love what I eat yet I can keep myself fit and trim", said Kutty

mFitness helps individuals to build a fitness regime by applying the tips and advice given via text message on a daily basis.

Apart from text messages, fitness programmes will roll out community outreach and engagement activities that include:

1. One on one personal training.
2. Small group training/partner training.
3. Cooperate and business fitness programmes.
4. Community and school classes and fitness seminars.

mFitness is being run in conjunction with Fitness Inspiration Fiji and Ministry of Youth and Sports.



Jekesoni Yanuyanudrua



Eminoni Limalevu and Ambalika Kutty try out Jekesoni's fitness regime

## mFitness extends training to north rugby clubs



As part of its outreach programme, the mFitness team visited rugby clubs around Vanua Levu to instill into the minds of players the importance of keeping fit and healthy.

A group of fitness trainers underwent a training programme to help them impart their knowledge to the community.

The training of trainers by Vodafone's mFitness co-ordinator Jekesoni Yanuyanudrua, at the Northern Fitness Centre, was aimed at ensuring proper exercise, diet and usage of gym equipment.

Foundation executive Ambalika Kutty said the mFitness programme aspired to bring about holistic difference in those who did training

and wanted to see maximum difference in their physique and wellness.

"Yanuyanudrua, the Body Building's Mr Junior South Pacific, Mr Junior Fiji and youngest Mr Suva who holds 13 medals, shared with the gym boys the need to stay away from salt, sugar and oil," she said.

"He trained them on proper chest, squat, leg press, biceps, back, thighs and shoulders. He also emphasised on ways to focus on a particular part of the body for correct muscle building which provides for strength to move onto the next level.

"The main aim of Vodafone mFitness is to get people motivated," she said.

# Technology assistance

## Foundation continues its efforts to bridge the digital divide

The Foundation handed over tablets and internet connectivity to Kama District school in Buca Bay, Cakaudrove and Sawani Village School in Nausori. Foundation Executive Ambalika Kutty said the aim of this initiative was to increase ICT awareness in schools and bridge the digital divide.

“Vodafone mEducation will allow our students to be connected to the global world and enhance learnings. Globalisation is pushing technology as a learning tool for students and this is where we are heading. We are glad that out of the 50 schools we have supported, Kama District is one of them,” she said.

“Education is a prerequisite for social and economic development and this assistance will children get access to learning materials and information and supplement classroom learning,” said Kutty.



TOP: Vodafone’s Liga Gokisuva presents tablets to Sawani Village School in Nausori.

LEFT: Vodafone’s Arunesh Vishwa presents tablets to Kama District School in Cakaudrove.

# Sharing the joy of Christmas



Vodafone Fiji staff visited the St. Christophers Home and gifted children tablets and internet connection. “We are indeed excited to try out the new gadgets. Now we will be able to learn new things,” said a resident.

# Plant Based Nutrition and Fitness Approach to Healthy Living

## Foundation ties in mFarmacy and mFitness to promote wellness

Health of our people is critical in ensuring and securing a capable population for economic activity and growth.

The alarming rate of Non Communicable Diseases (NCDs) in Fiji is of concern and something that had triggered the launch of Vodafone's mHealth SMS channel in 2010. Four years on, the Foundation is now taking a refreshed approach to power the population to beat NCDs.

The Plant Based Nutrition and Fitness Approach is a combination of healthy eating and consistent fitness regime.

Plant-based nutrition means eating more nutrient-rich foods, and nutrient-rich diets, which are plant-based.

In a country like ours this is very possible, says Foundation Executive Ambalika Kutty.

"Produce from the conventional farming practices are a major source of many ailments and ill health gripping the nation. Therefore, a holistic approach to farming practices to ensure that healthy produce reaches the market is vital for consumers, she said.

"A remedial strategy and answer is to encourage healthy backyard farming," she said. And this, the Foundation is promoting



"Processed foods are burdening our society and making us sick"

Dr Ram Raju  
Medical Doctor, WCA Advisory &  
President of Nadi Chamber of Commerce

through its \*747# mFarmacy channel.

mFarmacy is aspiring to motivate households to do backyard farming.

"If we don't teach our children how to do gardening, they will end up eating chemically laden vegetables," she said.

"If you look at cultures that traditionally eat a whole-food and plant-based diet, they

do not have the problems with chronic diseases," said Kutty

However, Kutty emphasised that fitness was equally important for everyone.

"Combining healthy diet and good fitness regime is the answer to most of our chronic illness," she said.

Vodafone's \*797# helps individuals on fitness matters.

The Foundation is doing capacity building outreach programmes with charity partners to promote the need for healthy eating and healthy living.

The programmes are part of its Mobile for Good and World of Difference initiatives.



November Team Leader Adriu Vakaru and his team handing \$12,800 to CWM Board of Visitors.

## Staff donate cash to CWM hospital

Vodafone Fiji staff donated \$12800 to CWM Hospital following a successful November charity initiative. The initiative, pioneered by 10 male staff, set out to collect the \$1000 but surpassed the target after the company pitched in to match the amount collected. This is the first time Vodafone Fiji followed the awareness of November. CWM Hospital Board of Visitors chairman, Bimlesh Prasad said that while it was not the first of donations from Vodafone, it clearly showed the level of commitment the organisation had for such causes. "This shows the amount of love and care these people have for others" Mr Prasad said. November is an annual global initiative observed in November to create awareness and raise funds on prostate and testicle cancer.

# MAKE A DIFFERENCE TO YOUR LIFE

**First step to  
health and fitness**

**Diet:**

#less salt

#no sugar

#healthy fats

## **Basic Training**

30-45min morning brisk walk or  
cycling or swimming

Leg Raises 3 sets of 10 raps

Sit Up 3 sets of 15 raps

Push Up 3 sets of 10

Body Squats 5 sets of 15 raps

Lunges 3 sets

**For more info on mFitness  
dial \*797# to subscribe  
and receive tips on  
meals and training**

Jekesoni Yanuyanudrua  
Vodafone Word of Difference  
Ambassador & mFitness coordinator



**Vodafone  
ATH Fiji  
Foundation**