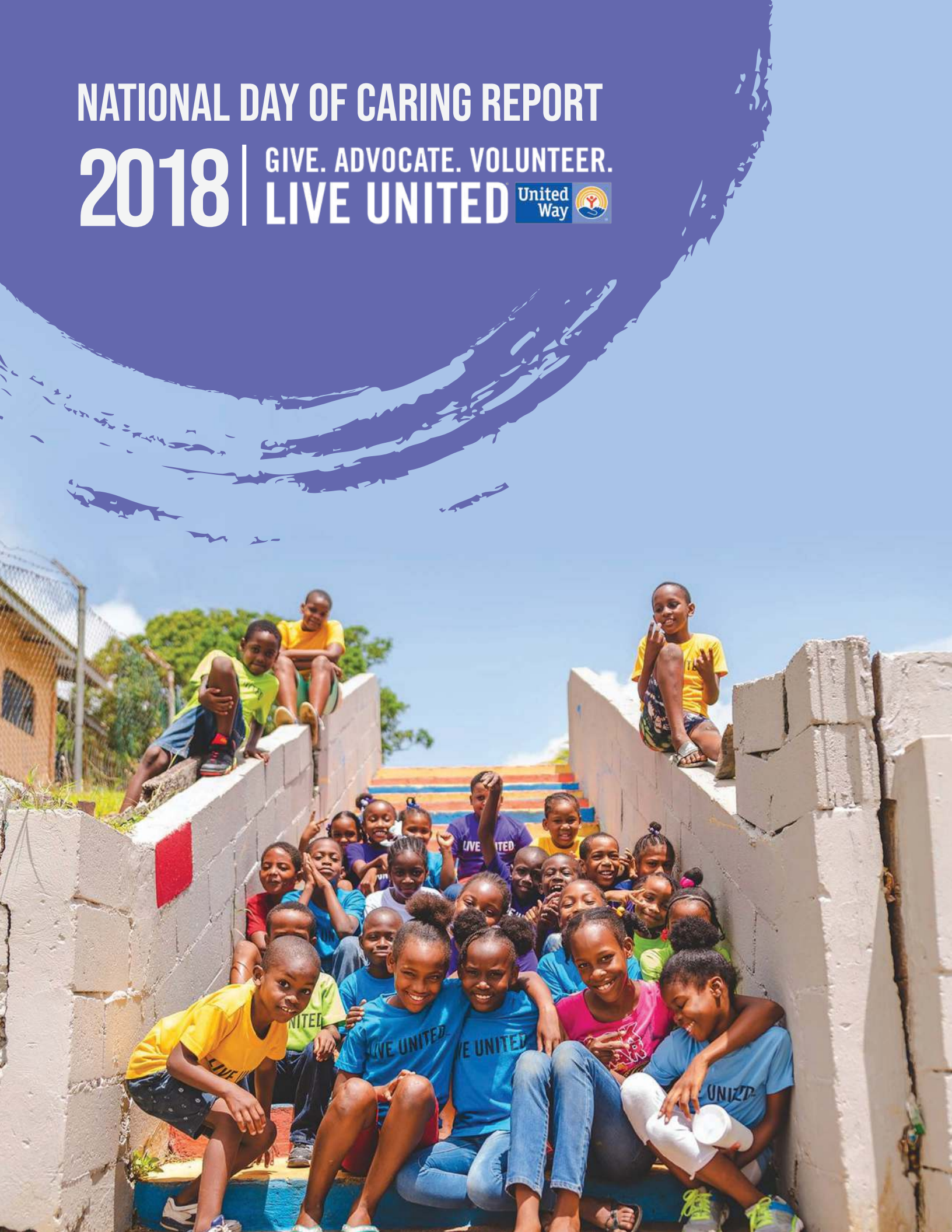


NATIONAL DAY OF CARING REPORT

2018 | GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED



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The National Day of Caring initiative of United Way Trinidad and Tobago started in 2013, 5 years ago when Board Member, and the National Day of Caring Steering Committee Chair, Mr. Gervase Warner - President and Group Chairman of Massy Group, challenged his colleagues and companies alike to spend a little time and effort with their employees creating a spirit of volunteerism where everyone's effort can impact lasting change in and around our communities of Trinidad & Tobago.

The day is a culmination of several months that are spent planning, leading up to the execution of each company's, chosen project and represents a chance for members of staff to affect the lives of those in need. Volunteers for projects can range from a few persons to over a thousand per project.

Our theme this year, *"You are the Missing Piece"*, sought to remind our volunteers that without them and their spirit of volunteerism, there cannot be positive change in Trinidad & Tobago.

A few examples of projects that have been undertaken this year were:

- Environmental clean-ups and rehabilitation
- Infrastructural refurbishment
- Creation of Outdoor Play Areas and Green Spaces
- Cleaning and repair of schools
- Mentorship activities

“Creating a spirit of volunteerism where everyone’s effort can impact lasting change in and around our communities of Trinidad & Tobago”

UWTT Funded Projects

In a very special way for 2018, UWTT was able to lend support through funding for four projects throughout Trinidad and Tobago namely: Belmont Government Primary in Belmont, Fifth Company Anglican Primary in Moruga, Carnbee Gardens with Yahweh at Bucco, Tobago and IAM Movement's Quarry Rehabilitation Project in Valencia. This marked a unique way in which we were able to give funding for projects, allowing for NGO partners and Donor partner companies alike, to have opportunities to participate in the National Day of Caring. The companies who participated for these were Global Financial, Grant Thornton, McCann, Rahamut Group, IBM, Hyatt Trinidad, Worley Parsons and the Unit Trust Corporation.

EVENT SUMMARY STATISTICS

In 2018, 3,973 volunteers gave of their time and talent over the weeks leading up to the 20 May, to make the day special for over 10,284 beneficiaries, which included 22 schools and 5 communities.

Some 51 projects were successfully completed by the combined efforts of over 69 companies and selfless individuals with 10 collective working partnerships.

Also from the statistics it's estimated that \$3.7M was invested through the efforts of NDOC in communities all across Trinidad & Tobago, with 7 Tobago projects being completed, which is the highest recorded in our sister isle thus far.



\$3.7 MIL
INVESTED


3,973
VOLUNTEERS


10,284
BENEFICIARIES


22
SCHOOLS


5
COMMUNITIES


69
COMPANIES INVOLVED


51
PROJECTS COMPLETED

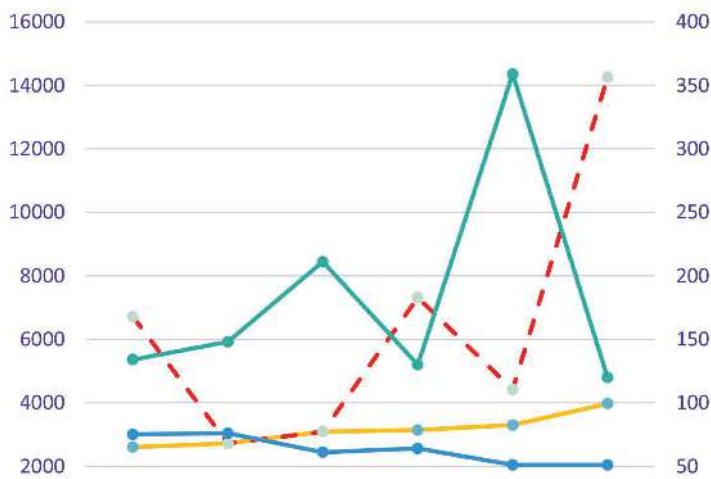

7
TOBAGO PROJECTS


10
COLLECTIVE WORKING PARTNERSHIPS

TRENDS OVER THE LAST 5 YEARS

Over the last 5 years, since the inception of The National Day of Caring (NDOC), we continuously gathered information to track the inputs, outputs and experiences that have led to the event's growth and success. We are proud to report that for 2018 our beneficiaries and volunteer numbers are much higher this year, being a positive indicator not only for the efforts of our partners but to show that NDOC is a trusted and worthwhile initiative for creating shared value.

NDOC Stats 2013-2018 ▼



2013	2014	2015	2016	2017	2018
4107	0	0	4177	1115	10284
2603	2718	3090	3139	3300	3973
59	72	150	66	308	69
75	76	61	64	51	51

QUALITATIVE FEEDBACK: VOLUNTEER AND BENEFICIARY EXPERIENCE

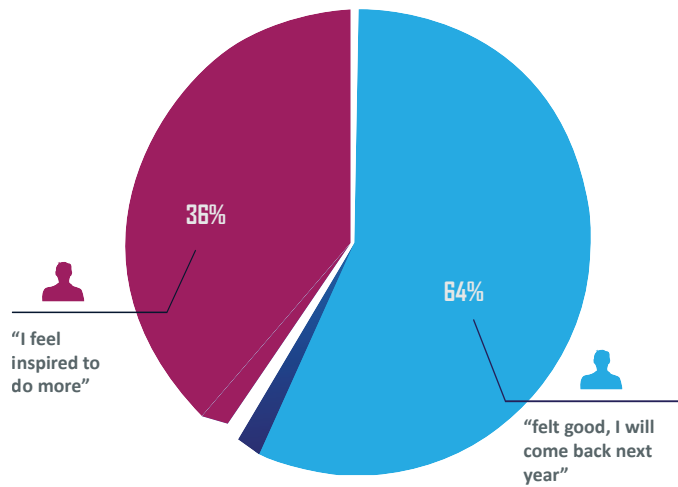
As part of our effort to record more comprehensive feedback from our donors and volunteers, we were able to capture information from 5 companies on volunteer and beneficiary experience. This covered an estimated 989 volunteers and 2024 beneficiaries.

Given that 64% of the volunteers expressed that they not only had a positive experience and that they would come back next year, speaks to the commitment to NDOC as a yearly initiative. Additionally, 36% who felt inspired to do

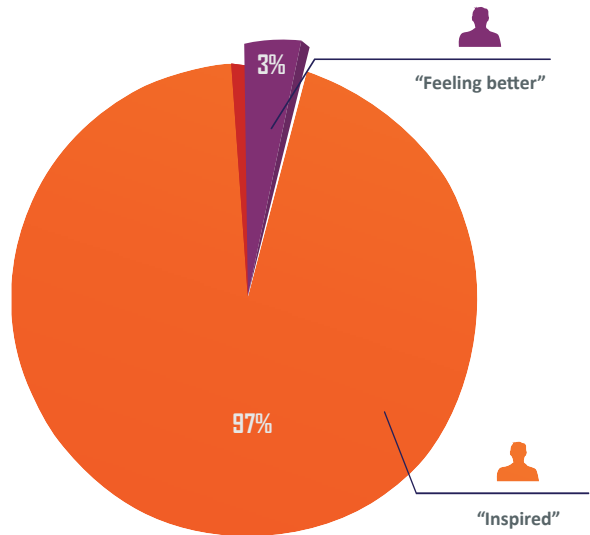
more now is also a good indicator because it shows that their experience has ignited within them the spirit to do more beyond the day of caring.

On the note of the beneficiary experience the 97%, who represent almost ¼ of the recorded beneficiary population, expressed that NDOC left them feeling inspired. This, for us, means that we were successful at being the “Missing Piece” and made a positive difference in their lives and communities.

Quality of Volunteer Experience ▼



Quality of Beneficiary Experience ▼





NDOC 2018 SNAPSHOTS

United Way has traditionally been seen as an institution that disburses grants helping fund many projects and programmes through various local NGOs, however the National Day of Caring is different in that it gives the companies and individuals the opportunity to invest directly, and volunteer in and even outside of their communities.

We would like to sincerely thank all of the companies, volunteers and communities who have partnered with us for the last 5 years. We will continue to work with them all for continued sustainable positive impact through more projects for the National Days of Caring to come.

The following are a few snapshots from NDOC 2018 in both pictures and videos:



1 - Yahweh Foundation distributing seedlings for planting at Cambee Gardens, Buccoo
 2 - Rahamut Group team at St. Gregory's Anglican
 3 - RBC cleaning and painting at McBean Government Primary
 4 - JMMB doing paint prep at Bamboo Grove Presbyterian
 5 - RBC mixing soil for a green space at Montgomery Government Primary (Tobago)

6 - UTC, Worley Parsons & IAM Movement replanting at Valencia Quarry Rehab Project
 7 - Citibank taking a group at their Manzanilla Beach clean up
 8 - Guardian Group saying a prayer before starting work at Las Lomas RC Primary
 9 - Massy Group prepping and painting at Eastern Boys Government Primary



MASSY PAINTERS: Employees of Massy Distribution, Macoya, paint the Aidan's Anglican Primary School in Aresca during the United Way National Day of Caring, yesterday. Schools throughout the country were also painted, cleaned, repaired and refurbished by employees of various companies.
 PICTURE ABRAHAM DIAZ

NDOC 2018 SNAPSHOTS



10

Scotiabank volunteers prepare items for the assembly of care packages to be distributed to families affected by natural disasters.

Republic staff volunteers

Staff of Republic Bank exercised the spirit of volunteerism, through the refurbishment of three buildings in celebration of United Way Day of Caring on May 19.

St. Roses Girls' RC School, St. Finbar's Girls' RC School and the National Centre for Persons with Disabilities all benefited from a much-needed infrastructural facelift, which included painting and the replacement of fans.

The project, which aimed to enhance the learning and working environment of these three institutions, was organised by the bank's corporate and commercial units and resulted from the Republic Bank's relationship with United Way T&T.

Republic Bank's managing director Nigel Baptiste paints a wall at St. Roses Girls' RC.



11

Staff volunteers paint walls at National Centre for Persons with Disabilities.



12



13



14



15



16



17



18

- 10 - Scotiabank with ODPM for disaster hamper preparations
- 11 - Republic Banks efforts at St. Roses Girls and the National Centre for Persons with Disabilities
- 12 - Atlantic LNG painting and prepping a play area at Servol's Forres Park ECCE
- 13 - Hyatt Regency, IBM, McCann, Global Financial and Grant Thornton with the some of the kids, staff and PTA of Belmont Government Primary
- 14 - Pan American volunteers just before starting their painting at Sophia House
- 15 - Naparima Scouts of the Scout Association of Trinidad and Tobago distributing food hampers at Hope Centre
- 16 - Project leads from Marios and Procom donate 25 desks to Debe Hindu Primary
- 17 - First Citizens Bank implemented 8 green space projects in Trinidad and Tobago
- 18 - Massy CAT beach cleanup at Fishing Pond

NDOC 2018 SNAPSHOTS - VIDEOS

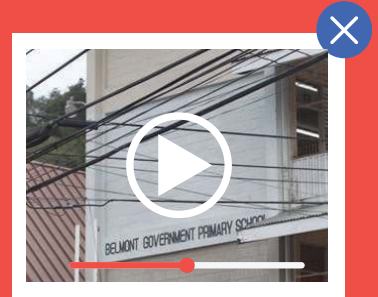
The videos below can be accessed via our Facebook page, UnitedWayTT. Have a look at some of the companies that were involved.



Guardian Group at Las Lomas RC Primary & Atlantic LNG at Forbes Park Servol ECCE
<https://www.facebook.com/UnitedWayTT/ideos/1883486225047506>



Scotiabank/ODPM & Scout Association Trinidad and Tobago
<https://www.facebook.com/UnitedWayTT/ideos/1843589752370487>



Hyatt, Grant Thornton, IBM, Global Financial at Belmont Government Primary & Rahamut Group at Fifth Company Anglican Primary in Moruga
<https://www.facebook.com/UnitedWayTT/eos/1908057772590351/>



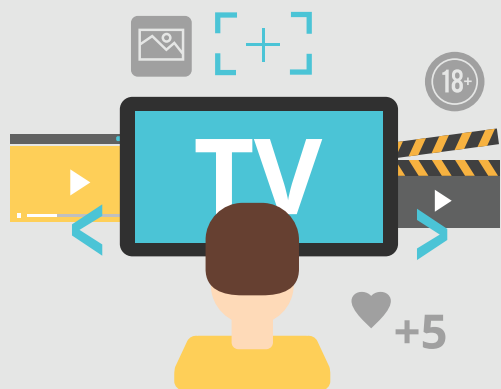
APPENDICES

NDOC 2018 MARKETING/ADVERTISING BUDGET

SERVICE	COST (PROJECTED)	COST (ACTUAL)	FUNDS PLEDGED
Pre NDOC (Press releases, Facebook animations, posts)	\$10,000	\$13,290	
Campaign Creative Production + Artwork	\$15,000	\$22,500	
Production of 3 X 60-90 second videos pre DOC and 3 X 30 second radio ads	\$15,000	\$7,500	
Web Page	\$10,000	\$0	
Video Cases & Photo Coverage (Media Mill)	\$25,000	\$35,500	
Media - Facebook boosting, Print Radio	\$80,000 (with increases in digital and radio spend)	\$92,910	
Pre NDOC 60%			
On the day 10%			
Post 30%			
TOTAL	\$165,000.00	\$171,7000.00	\$173.000.00

APPENDICES

NDOC 2018 COVERAGE



INTERVIEWS ▾

RADIO

- TBC: Vibe 105, SLAM 100.5, Sangeet 106.1
- OCM: Taj 92.3, Hott 93, Red 96.7, I95.5, Word 107
- CNMG: Sweet 100, Talk City 91.1
- CL Communications : Heartbeat 103, Radio 90.5

TV

- CTV: Good Monring T&T
- CNC3: Morning Brew
- CCN TV6: Morning Edition



COVERAGE ▾

RADIO

- TBC: Vibe 105, SLAM 100.5, Sangeet 106.1
- OCM: Taj 92.3, Hott 93, Red 96.7, I95.5, Word 107
- CNMG: Sweet 100, Talk City 91.1
- CL Communications : Heartbeat 103, Radio 90.5

TV

- CTV
- CNC3
- CCN TV6

SOCIAL MEDIA

Facebook & Instagram

PRESS

Express, Guardian & Newsday

NDOC

KEY SOCIAL MEDIA STATISTICS

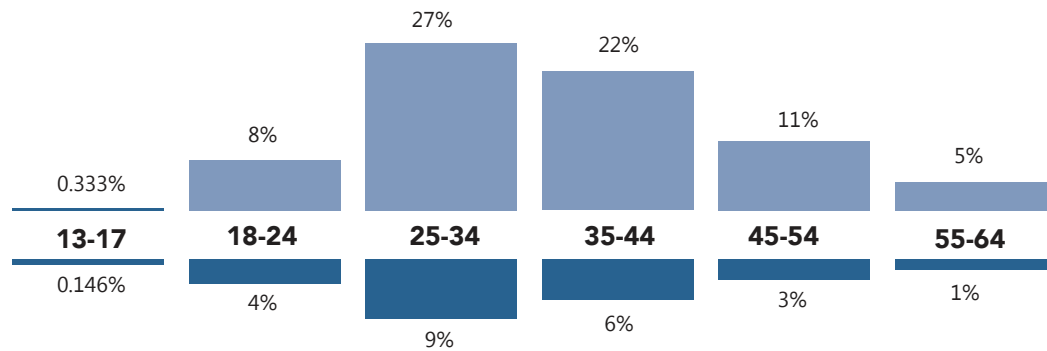
Audience Reach: **317,352**

WOMEN

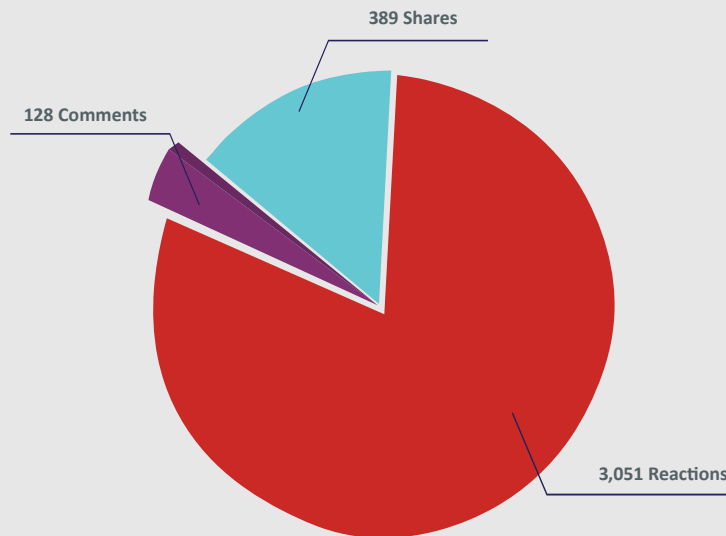
75%
Your Fans

MEN

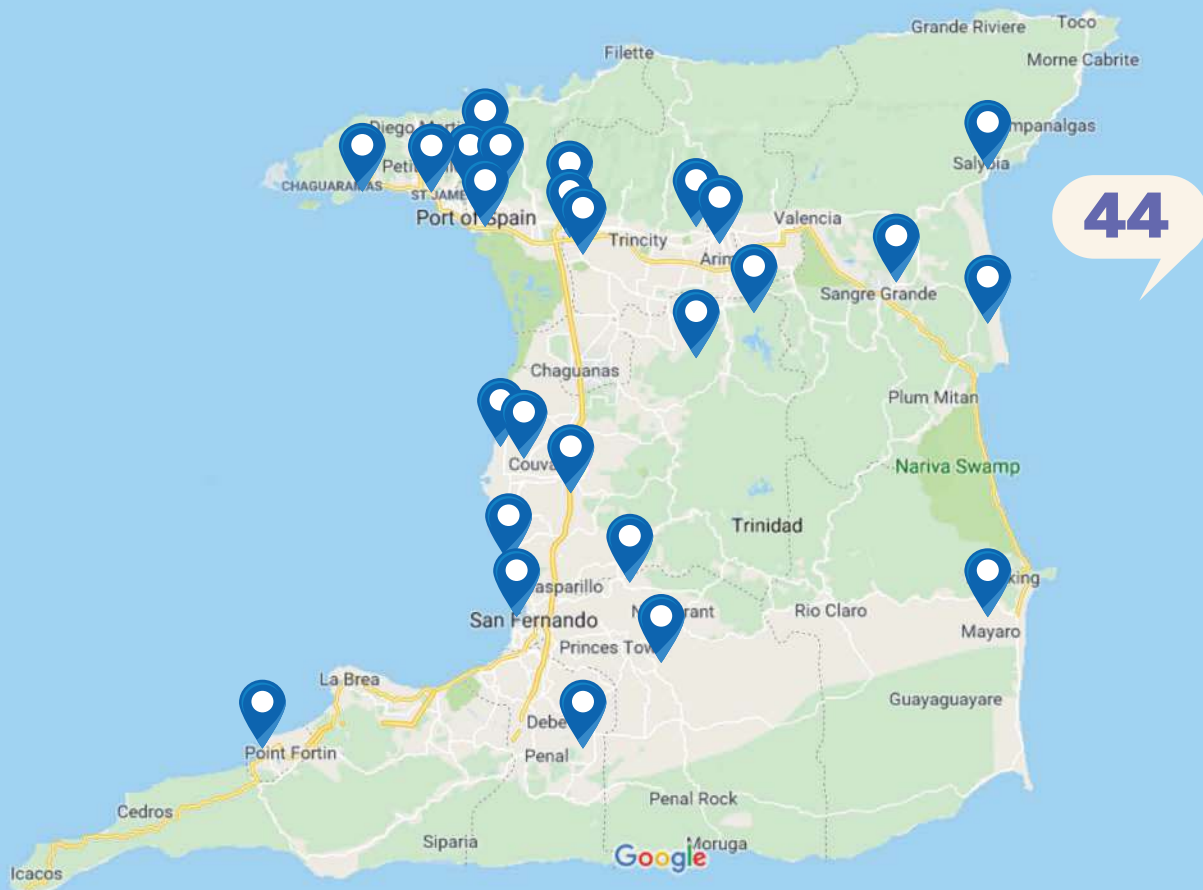
24%
Your Fans



Fan-base Growth: 8,407-9,600. (**^1,193**)




GEOGRAPHIC DISTRIBUTION OF NDOC 2018 PROJECTS



LIVE UNITED



TRINIDAD & TOBAGO

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