

**Thank You**  
**for #DaringToCareTT**



# National Day of Caring 2019 Report

# Contents

- Introduction.....3**
- Event Summary Statistics .....4**
- Trends over the last 6 Years .....5**
- Qualitative Feedback: Volunteer and Beneficiary Experience.....5**
- NDOC 2019 Snapshots.....6**
- Moving from #DARETOCARETT to #SHARETHECARETT .....8**
- Geographic Distribution of NDOC 2019 Projects.....9**
- National Day Of Caring 2019 Videos .....10**
- NDOC 2019 Key Social Media Stats .....11**

## Introduction

The National Day of Caring initiative of United Way Trinidad and Tobago started 6 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 and campaign this year, **#DARETOCARETT**, sought to inspire citizens to care more for each other by doing acts of kindness, showing acknowledgement and empathy and being the heroes in their own communities.

We brought this to life not only in the projects executed but also for the first time, through the support of influencers such as Sunny Bling, Keshorn Walcott, Celopatra Borell, Has Des Vignes, Nic Pena, Sophie Wight, Keevo and It's Rome to name a few.

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

- Recycling Centers
- Play days for Children's Homes
- Environmental clean-ups and rehabilitation
- Infrastructural refurbishment
- Creation of Outdoor Play Areas and Green Spaces
- Cleaning and repair of schools
- Mentorship activities

## Event Summary Statistics

In 2019, 3,811 volunteers gave of their time and talent over the weeks leading up to the 26<sup>th</sup> May, to make the day special for over 12,910 beneficiaries, which included 22 schools and 11 communities.



**3,811**  
Volunteers



**12,910**  
Beneficiaries



**22 Schools**

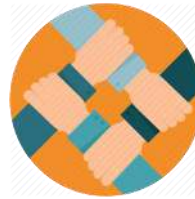


**11**  
Communities

Some 51 projects were successfully completed by the combined efforts of over 58 companies and selfless individuals with 10 collective working partnerships.



**51 Projects**  
Completed



**10 Collective**  
Working  
Partnerships

Also from the statistics it's estimated that \$3.5 M was invested through the efforts of NDOC in communities all across T & T, with 8 Tobago projects being completed, which is the highest recorded in our sister isle thus far.



**\$3,525,964.00**  
Invested

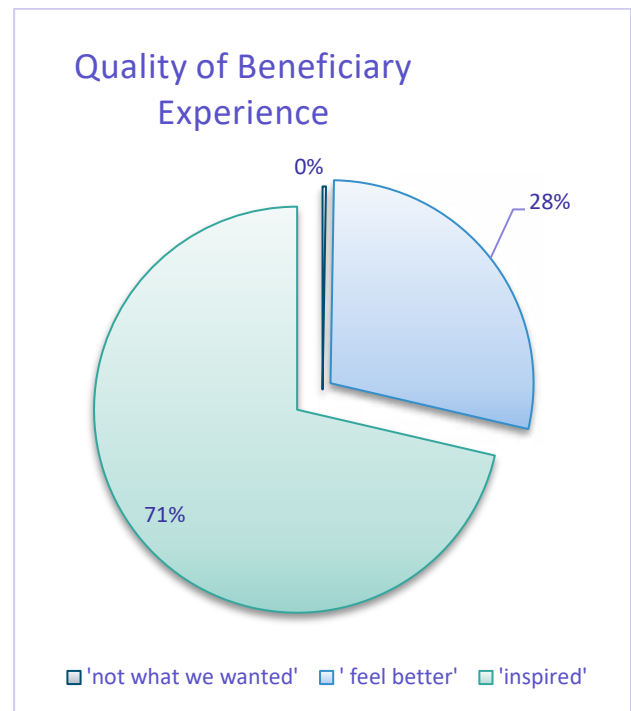


**8 Tobago**  
Projects

## Trends over the last 6 Years

Although the project numbers decreased over the years, we held at 51 projects between 2018 and 2019. We are proud to also report that for 2019 our beneficiary numbers are much higher this year at almost 13,000, with the same number of projects being executed and with only slightly less numbers in terms of volunteers.

## Qualitative Feedback: Volunteer and Beneficiary Experience



This year we were able to get a higher number of companies reporting the quality of their volunteer and beneficiary experience. 17% of the companies were able to give feedback, which represented the approximately 1700 volunteers and 1800 beneficiaries (*these included teachers, parents, students, residents of homes*).

97% (*as opposed to 64% from last year*), of the volunteers expressed that they not only had a positive experience and that they would come back next year, speaking to the commitment to NDOC as a yearly initiative. The remaining 4% comprised 2% who said that they were just satisfied with their t-shirt and 2% who said that they felt good as a result of the experience and would come back next year.

On the note of the beneficiary experience the 71%, expressed that NDOC left them feeling inspired and 28% felt better as a result of the projects and their intervention. This combined percentage of 99% represented a positive response from the beneficiaries who gave feedback. For 2020 our aim is to get at least 50% of the projects providing reports/follow up feedback from our volunteers and beneficiaries.

# NDOC 2019 Snapshots

NDOC 2019 saw companies, new and seasoned veterans, participate to make this year's event a success. In them living the **#DARETOCARETT** campaign they inspired a nation to **#SHARETHECARETT**, inspiring not only a wave of volunteerism but also a wave of giving and caring which our society so desperately needs.

The following are a few snapshots from NDOC 2019



Yahweh Foundation planting seedlings in the Buccoo community.



UWTT Board at Nelson Street Boys R.C. Primary



Members of the 5<sup>th</sup> Company community painting at St. Gregory's Anglican



CEO of First Citizens Karen Darbasie and team member assisting at Cotton Tree Foundation



Atlantic LNG executing their project at the Wildfowl Trust.



Country Head at Scotiabank Trinidad & Tobago and UWTT Director, Stephen Bagnarol and Senator the Honorable Clarence Rambharat plant seedlings at UPick Farms.



Very Exciting Things treating kinds from our Lady of the Wayside home to a day out at the savannah.



Nestle Trinidad Limited preparing and planting seedlings at Mt. D'Or Government Primary School



FLOW working at St. Helena Presbyterian Primary School



Lange Trinidad Ltd. & Progressive Recruitment at Warrenville Presbyterian



Mural installed by Project Care at Nelson Street Girls R.C. Primary



TTT treating the kids of Immortelle Centre to a day out at the Zoo.



BHP installing an aquaponics feature at Rainbow Rescue



Massy Machinery's clean up at Marianne River with Turtle Beach Trust



Principal of El Socorro South Government Primary with Southern Sales Representatives



Republic Bank Exodus Entertains Senior Citizens in their Community



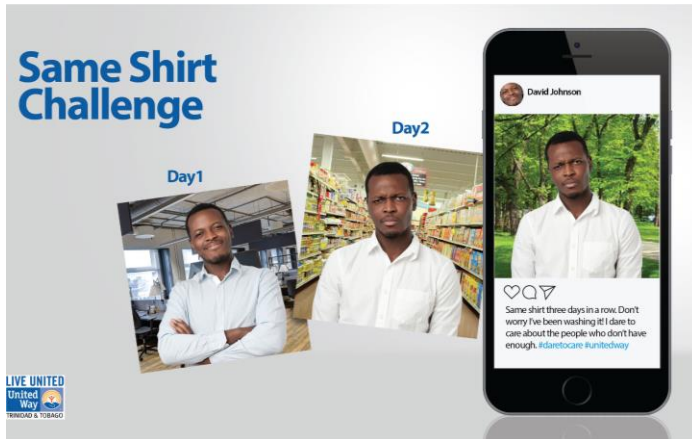
UWI launches a Community Garden Project at St. Benedict RC Primary



Massy Motors Serving Food at Couva Children Home

# Moving from #DARETOCARETT to #SHARETHECARETT

For this year's National Day of Caring, in an effort to keeping the momentum of NDOC going beyond the day itself we encouraged the public to share their acts of caring. This was seeded with the 2<sup>nd</sup> phase of #DARETOCARETT: #SHARETHECARETT with two challenges: 1) Same Shirt/Blouse and 2) \$20 Day Challenge



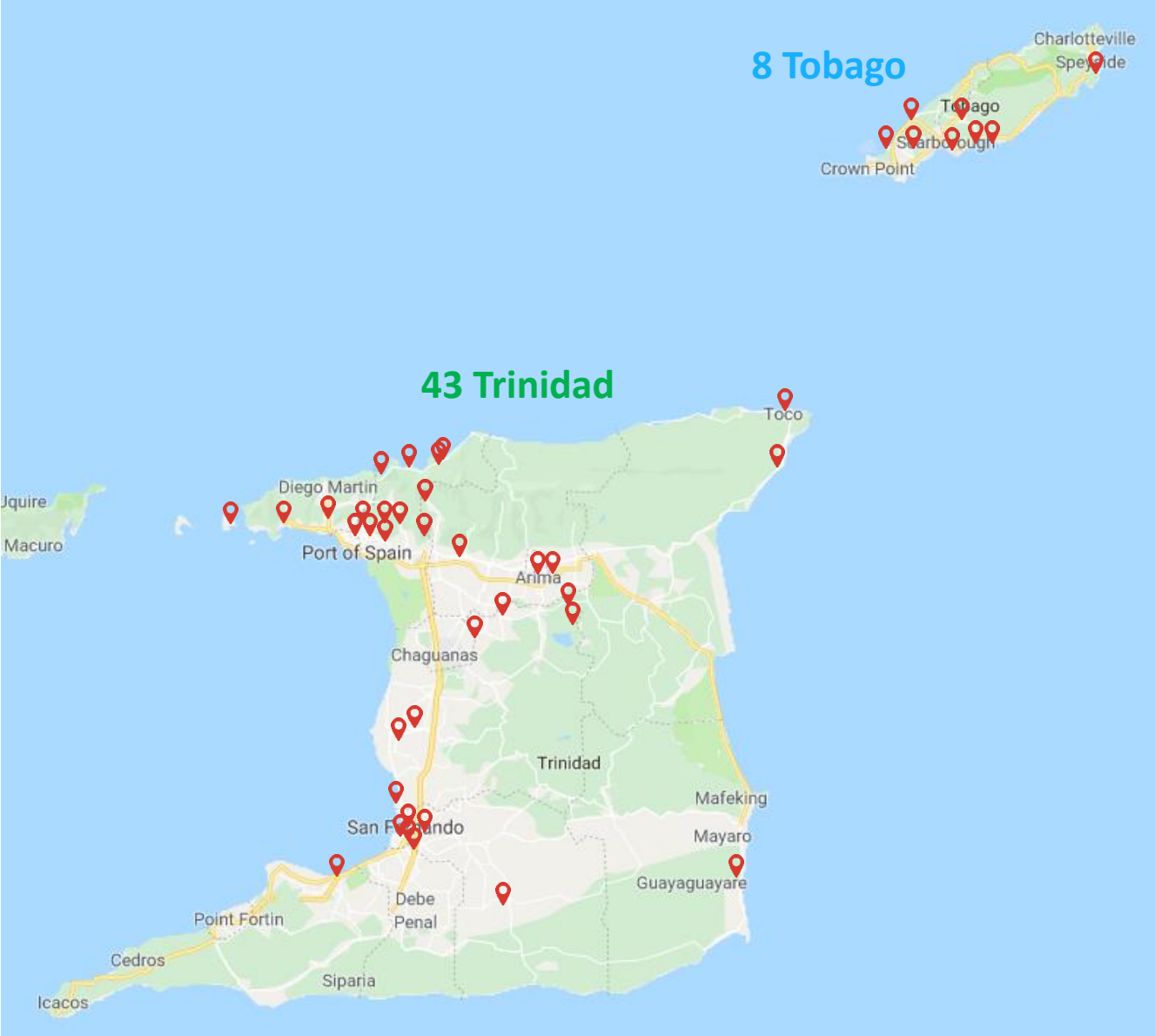
The above repost was tagged #SHARETHECARETT for a post which was done by Hans Des Vignes where he sponsored suits for students who did not have any to attend their graduation.

From this we wanted to connect NDOC to what we do at United Way Trinidad and Tobago. Thus the two challenges shifted the messaging from Volunteerism to Giving. Using the momentum of NDOC 2019 we hope to bring awareness to UWTT's workplace campaign which is used to fund our year-round programmes which the school and homes impacted by event benefit from.



Appendices





Geographic Distribution of NDOC 2019 Projects



## National Day Of Caring 2019 Videos

	<p>Our theme this year 2019 is #DARETOCARETT – T&amp;T needs more Heroes, continues our social impact messaging from the last years from ‘Changing the conversation to hope, possible and encourage’ in 2017 to 2018 ‘You are the Missing Piece’.</p> <p>Our campaign focus this year will be after NDOC to #SHARETHECARE in promoting the sharing of more acts of kindness to make T&amp;T a better place.</p> <p><a href="https://www.youtube.com/watch?v=IGhKcr89c_4&amp;list=PLG-QecAnB1Ci11XzCL8Y5Z5CdwEKaQN7T&amp;index=6">https://www.youtube.com/watch?v=IGhKcr89c_4&amp;list=PLG-QecAnB1Ci11XzCL8Y5Z5CdwEKaQN7T&amp;index=6</a></p>
	<p>We dared Sunny Bling to take to the streets for a day to understand what it's like to be homeless, to help shed light to real life problems that people face on a daily basis.</p> <p><a href="https://www.youtube.com/watch?v=2KNQFHKeu8U&amp;list=PLG-QecAnB1Ci11XzCL8Y5Z5CdwEKaQN7T&amp;index=2">https://www.youtube.com/watch?v=2KNQFHKeu8U&amp;list=PLG-QecAnB1Ci11XzCL8Y5Z5CdwEKaQN7T&amp;index=2</a></p>
	<p>This is the 1st video in a series of 3 that is just a snapshot of the projects undertaken at Rainbow Rescue, El Socorro South Government Primary and Marianne River for the National Day of Caring 2019.</p> <p><a href="https://www.youtube.com/watch?v=ZMumKiveAlw">https://www.youtube.com/watch?v=ZMumKiveAlw</a></p>
	<p>This is the 2nd video in a series of 3 that is just a snapshot of the projects undertaken at Matura Government Primary, La Horquetta South Government Primary and San Fernando Boys RC for the National Day of Caring 2019.</p> <p><a href="https://www.youtube.com/watch?v=BXDdzcYKE-U&amp;t=1s">https://www.youtube.com/watch?v=BXDdzcYKE-U&amp;t=1s</a></p>
	<p>This is our 3rd video in the video series that captured the before and after intervention at Nelson Street Boys’ RC for the National Day of Caring 2019.</p> <p><a href="https://www.youtube.com/watch?v=KKyW55I2ErM&amp;list=PLG-QecAnB1Ci11XzCL8Y5Z5CdwEKaQN7T">https://www.youtube.com/watch?v=KKyW55I2ErM&amp;list=PLG-QecAnB1Ci11XzCL8Y5Z5CdwEKaQN7T</a></p>

# NDOC 2019 Key Social Media Stats

<p><b>Audience Reach: 758, 467</b>  <b>56,695</b> </p>	<p>The unique number of people who saw our content</p>
<p><b>Audience Impressions: 2,366,652</b>  <b>72,165</b> </p>	<p>The number of times posts were viewed.</p>
<p><b>Fan-base Growth:</b></p>	<p><b>9,593-12,248 ( ^2,655)</b></p>

**United Way Trinidad & Tobago**  
Published by McCann Trinidad [?] · 20 May at 17:30 ·

We dared Sunny Bling to take to the streets for a day to understand what it's like to be homeless, to help shed light to real life problems that people face on a daily basis.

Daring to care goes beyond saying you'll do it, it goes beyond "just" doing it.

#DaretoCareTT is putting yourself in the shoes of someone else to understand that people are without some of the things we take for granted and need help!

We dare you to care Trinidad & Tobago!



**United Way Trinidad & Tobago**  
Published by McCann Trinidad [?] · 10 May at 08:30 ·

Dare to make a difference every day.

- Clean up your area.
- Buy food for someone.
- Paint a someone's home.
- Make a difference, even with the simplest things, your difference goes a long way.

If you need support or contact information for a community leader or charitable organization you can inbox us on FB @UnitedWayTT

#DaretoCareTT #UnitedWayTT #NDOC2019 #Volunteer #Care



**United Way Trinidad & Tobago**  
Published by McCann Trinidad [?] · 9 May at 17:54 ·

#DARETOCARETT



**United Way Trinidad & Tobago**  
Published by McCann Trinidad [?] · 20 May ·


We dared Sunny Bling to take to the streets for a day to understand what it's like to be homeless, to help shed light to real life problems that people face on a daily basis.

Daring to care goes beyond saying you'll do it, it goes beyond "just" doing it. #DaretoCareTT is putting yourself in the shoes of someone else to understand that people are without some of the things we take for granted and need help!... See more



**449,656** People reached      **111,883** Engagements      [Boost Post](#)

 You and 6.7K others      471 comments 9.1K shares




unitedwaytt  
Trinidad and Tobago

unitedwaytt #Repost @keevotv

@unitedwaytt  
I was challenged to live on \$20 worth of food per DAY from my friends at United Way  
THE GOAL IS TO LIVE AS THOUGH YOU ARE HOMELESS.  
SO IT'S NOT ABOUT COOKING FOOD REALLY

I challenge @candaguppyssblion @itz.rome @trin\_jw

#adhomehelpone #dayncaring #DaretoCareTT

7w

531 views

MAY 16

Add a comment...

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unitedwaytt

My first challenge is the \$20 challenge where my meals for the day must not cost more than \$20TTD. I'll be doing this for 5 days in an attempt to show how homeless persons survive daily. To do this with me I'm challenging @akashsamaron @rijmacruvilliams @danielcassanoahammed @anilla\_sammy If you would like to join in please feel free to message me for more information. Let's do this for a good cause and help Trinidad and Tobago Dare to Care. ❤️

7w

danielcassanoahammed ❤️

7w · 2 likes · Reply

516 views

MAY 15

Add a comment...