

THE PALISADOES FOUNDATION

Calico 2018 Review

2018 Summary

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- Greater sponsorship
 - ▣ 4 Corporate Sponsors
 - ▣ \$18,000 raised
- Fewer student applicants
- Paid social media campaign. Limited success.
- Support fees in Jamaica raised to \$60 / month

Applicants	2016	2017	2018
Selected	8	8	4
Rejected	18	15	4
Total	26	23	8

2018 Donation Summary

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Category	Country	2017	2018
Corporate Foundations	Jamaica	3,400	9,000
Private Companies	Jamaica	5,000	5,000
Private Companies	USA	500	3,000
Private Donations	Jamaica / USA	5,506	1,810
Total		\$14,406	\$18,810

2019 Major Threats

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- Reliance on a few corporate sponsors
- Lack of interest and awareness by:
 - Students
 - Diaspora donors
 - Jamaican industry
 - Jamaican universities
- Risk of losing volunteers
- No non-donor revenue sources

2018 Social Media Summary

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- We hired professional company to manage our social media presence for 3 months.
- Engagement was very low
 - ▣ Only 14 new FB page “likes” in 3 months
 - ▣ Few new Twitter followers
- Selected topics of posts had little “reach”
 - ▣ Self help, motivational, inspirational
 - ▣ Calls for volunteerism
 - ▣ Our events

Improving Social Media Awareness in 2019

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- Use a social media scheduling service
- Post Caribbean technology topics from CIVIC
- Use student photos in posts. Higher engagement.
- Following sponsors and clubs:
 - Reference their posts in ours
 - Post collaboration photos
 - Thanking them for 2018
- Increase institutions we follow. Mention them in our posts.
 - Companies, diaspora, high school associations
- Student Club WhatsApp group

Improving University Awareness

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- New universities:
 - Northern Caribbean University (NCU)
 - University of the Commonwealth Caribbean (UCC)
 - Vector Institute
 - EXED
- New University staff champions (Add to WhatsApp)
 - Utech
 - UWI
- New server donation to Utech

Improving Volunteer Stability

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- Recruited 2 new volunteers
 - Shanell Hopkins
 - Gabrielle Higgins
- We need an additional US based volunteer dedicated to social media strategy. Will renew VolunteerMatch post.
- New WhatsApp groups
 - Volunteers
 - Mentors
 - Clubs

Deepening Corporate Sponsorships

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- In January 2019 we additionally visited:
 - QualityWorks
 - Ingenuity Tech
 - Symptai Security
- RealDecoy attended both our UTech and UWI Calico launches
- We've started scheduling student visits with major sponsors in advance of student selection
- Following sponsors on social media

Alternative Income Source

Software as a Service for other Non-Profit organizations

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Rationale

- Alternative income source
- Smoothen Calico cashflow
- Easy to explain project
- Assisting fellow non-profits

Summary

- Add to Calico Challenge project list
- Free to download
- Subscription based SaaS version
- Collaboration with mentors for design and support
- Working prototype by end of summer 2019