

**Launch Event**  
**Salvation Army 2009 Christmas Kettle Appeal**  
**Friday, November 13, 2009**

**Speaking Notes**  
**Delivered by:**  
**Bruce Bowen - President and CEO, Scotiabank**

Welcome Everybody to the 2009 Salvation Army Kettle Appeal

Scotiabank is once again demonstrating corporate leadership by hosting the 2009 Christmas Kettle Appeal.

We have been supporting the activity for the past 6 years and we are proud to be able to play a major role in helping the Salvation Army to fund its activities within the island.

The past year has been a very challenging one for everyone as the economic climate went through a major downturn. Both companies and individuals were and are still being forced to cut back and decrease spending in many areas.

Many people lost their jobs and fell on hard times. This meant that the number of persons who find themselves in need have increased, and we have seen this by the drastic increase in request letters for support that have come into our Foundation as well as from the numbers of personal who are having challenges keeping up with their loan payments.

The Bank and the Foundation continues to bring hope and inspiration by donating to the disadvantaged. We are happy to have been able to make a contribution to many individuals and groups in communities as they accept the challenge of implementing projects to make people better off.

Our contribution to the Salvation Army today is part of our commitment to assist organisations who extend a helping hand to the less fortunate. Many of us with the best intentions are not able to make a difference in the lives of the poor based on the constraints of our daily routines.

It is most important then for us to acknowledge and support the initiatives of organisations who are focussed on helping our poorer brothers and sisters who don't have the resources to help themselves.

Daily the Salvation Army executes various programmes which reach many distressed families and individuals. These include its halfway house, the rehab centre, thrift shop, its daily feeding programme, and of course the annual Christmas Kettle Appeal.

I want to encourage other corporate entities to join us in the support of the Salvation Army. They have been in Jamaica for 122 years and have established locations in many inner-city communities with schools, clinics, sponsorship programmes and of course churches. Let us pledge today to help them make a difference.

One significant way to make a difference is by engaging staff through volunteerism. As the leader of an organisation which is big on volunteerism – with over 1,000 staff members formally registered who give of themselves in many ways – I call on my colleagues in corporate Jamaica to establish and build on a culture of volunteerism in their organisation.

Today more than ever, Jamaica needs people to unite our hands and hearts to make a difference in our children homes, golden age homes, church outreach programmes, hospitals, and schools. Each of us can tell of a need in our community, a community center needing completion, a hospital in need of roof repairs, a school still awaiting repairs after the last hurricane, a school breakfast feeding programme in need of a cook, an extra teacher needed to teach at a school, an old man or woman who needs help in putting a roof over their heads. Let's us all pause for a cause, identify some way in which we can contribute to the lives of those around us, and create a more caring society – often without even giving a cent.

To ensure the security of the next generation, it is important for us to reach our children and teach them about volunteering, begin at home, in your community, and create waves of caring for others, being generous to help all of us ride the changes we now face.

Even though our material needs often times seems insurmountable cause us to focus on ourselves instead of giving of ourselves, these needs are never greater than a spirit love and generosity.

I am calling everyone hear today and the rest of Jamaica to follow the Salvation Army's example of being our brother's keeper and lend a helping hand. Regenerate that spirit of volunteerism that brings into practice the saying, it is better to give than to receive.

Ladies and gentlemen, children, it is an honour and a pleasure on behalf of everyone present to declare that the 2009 Salvation Army Christmas Kettle Appeal is now launched and we eagerly await your generous contribution.

Thank you.

- DROP SMALL CHEQUE INTO KETTLE ON STAGE
- HAND OVER OVERSIZED CHEQUE TO SALVATION ARMY
- RETURN TO PODIUM AND ANNOUNCE FOOD BASKET DONATION

We also have a special collection of food items donated by our staff towards the preparation of the Christmas Food Baskets which will be distributed to the many families in need.

I now invite Natalie Henriques, co-ordinator of the Food Drive to make a presentation on behalf of all of us to the Salvation Army.

JOIN NATALIE IN THE PHOTO

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