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Volunteer Effort, Social Media help the Shaggy Foundation raise \$32M for Bustamante Hospital



Mrs Joylene Griffiths-Irving (left), Executive Director of the Scotiabank Jamaica Foundation, join Shaggy (second left) and other key stakeholders of the Shaggy and Friends' initiative in celebrating the raising of \$32M for the Bustamante Hospital for Children's cardiac ward. Proceeds came from the Shaggy and friends concert held on January 7.

[Jan 30, 2012] The Shaggy Foundation has raised J\$32M for the Bustamante Hospital for Children. In an announcement on January 30, the international superstar said the concert held on January 7 on the lawns of Jamaica House was a resounding success which has brought the cumulative contribution to the hospital to \$90M since 2009.

Helping with the wonderful results were Scotiabank volunteers and fans of Scotiabank's social media.

This year, the Shaggy Foundation asked the ScotiaVolunteers to assume additional responsibility which saw 200 volunteers taking charge of several areas integral to the staging of the event. Their work and expertise in taking care of the: artistes, auction, pledges, gate control, security, parking cars and just being good hosts and hostesses ensured that the experience of patrons was memorable.

“Our ScotiaVolunteers were focused on creating a wow experience for every patron at the event and we took on all the tasks with the dedication, professionalism and expertise we demonstrate everyday at Scotiabank, so we went all out to create a satisfying experience for all the guests and the artists, and I am very proud of the team,” said Joylene Griffiths-Irving, Director Corporate Social Responsibility and Executive Director, ScotiaFoundation.

ScotiaVolunteers also helped during the lead up to the show by distributing flyers, packaging tickets, and wrapping hundreds of gifts which Shaggy distributed to children at the Bustamante Hospital at his annual Christmas treat in December.

“Scotiabank always comes through for us and if it wasn't for the volunteers the hospitality experience would not have been the same. We got great feedback from patrons who were really happy with the assistance they received from beginning to end,” said Rebecca Packer,” Director of the Shaggy Foundation.

This year, the proceeds from the concert will help to furnish a new cardiac ward at the hospital.

Scotiabank Facebook fans, Twitter followers and Youtube subscribers also pitched in. Through frequent posting of concert updates and video sharing, Facebook users were thoroughly engaged with the Shaggy and Friends show. The '*Save a Life*' video by several Jamaican artistes deeply touched many fans, including Alex Lodge, who commented: "I just love this song. It speaks a lot."

The video uploaded on the Scotiabank Jamaica YouTube Channel <http://www.youtube.com/user/ScotiabankJamaica> at the end of January had more than 2,000 views. Scotiabank also rewarded fans with tickets for the show in several exciting promotions. One challenged fans to share any experience they had with the Bustamante Children's Hospital. It brought many heart warming stories and helped convey the main reason behind the show.

The Scotiabank volunteer programme began in 2004 with objectives which included, assisting organizations and individuals by giving of time and expertise, encouraging a spirit of philanthropy and supporting national volunteer-driven initiatives. Committed to the ideals of strengthening communities through volunteering the Scotiabankers have participated in a number of national, sporting and community projects such as National Beach Clean Up Day, Blood Drives, Cancer Awareness Month and Labour Day activities. The 1,500 volunteers comprise of current and retired staff members from within the Scotiabank Group as well as scholars of the ScotiaFoundation.

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