

THE SALVATION ARMY KETTLE LAUNCH - 2008

FRIDAY, NOVEMBER 14, 2008

CEO's Speaking Notes.

Hon. Neville Mc Cook ,Chairman

- His Worship the Mayor of Kingston & St. Andrew, Hon. Desmond McKenzie,
- Commissioners Raymond & Judith Houghton and Lt. Colonels Onal & Edmane Castor, Territorial Leaders of the Salvation Army,
- Majors Kervin & Lucia Harry, Divisional Commander,
- Other leaders and members of the Salvation Army,
- Specially Invited guests -
- Ladies and gentlemen,

I am excited to participate in another Launch of the Salvation Army Kettle Drive here at Scotiabank Jamaica.

The last one I attended was 2003 years ago and I am pleased to see that the event has grown to this magnitude over the years to become a significant occasion on our Bank's calendar.

There is energy and expectation in the air and I am anticipating a stimulating morning.

Scotiabank has been involved in the Kettle launch for several years with annual donations to the project.

In 2003, we became the sole sponsors and hosts of the launch after another Bank had ceased support to the Army. We started with a large cheque donation of \$250,000. When we came on board we had the objective of raising the profile, reach, visibility of the Kettle Appeal.

Consequently, over the past five years Scotiabank Grand Christmas Kettle Launch has been successful in increasing the amount being raised by the Kettle. When we came on the target was just under \$3million and we have seen it grow to a \$10 million for 2008.

We have mobilized more corporate entities and now many organisations are contributing to the cause. We have also increased public awareness and the attendance at this event has grown steadily each year.

As a result, support from the public to contribute and raise more funds for the appeal has grown immensely and the Salvation Army can reach many more persons in our poorer neighbourhoods. All this is an awesome demonstration of the power of collaboration.

This relationship that has developed between the Salvation Army and Scotiabank Jamaica fortifies our efforts to reach out to those in our communities who need us.

It allows us here at Scotiabank to make significant and meaningful contributions in a structured way to improve the quality of life of the people who are our neighbours and beyond.

The strength of the relationship that exists between our organizations speaks to the determination of our teams to expand and maintain our

responsibility to the communities in which we do business and I am very pleased to endorse this imperative.

I understand that our involvement in this programme spans over fifteen years. During those years we have expanded our contributions to the programme and today's event is a demonstration of Scotiabank's commitment to continue the collaboration.

I am pleased to announce that this year our bank's corporate contribution to the Salvation Army's Kettle Drive has increased from \$ 250,000.00 to \$500,000.00.

In addition, our Public and Corporate Affairs Team has planned two other activities as part of our efforts to a further raise funds for the cause - a concert and a sale of delicious delicacies.

We have been able to galvanise support from other private individuals and agencies for the campaign. There are persons here

today who are providing entertainment at complimentary and reduced prices.

From all indications, these exciting additions to the Launch will not only entertain and stimulate you but will encourage you to individually contribute to this very important programme.

Once again, Scotiabank is proud to lead the initiative to raise public awareness in Jamaica about the Salvation Army Kettle Drive and so we have formed a partnership with two Media houses to give media support for this cause through soliciting public donations and recognizing the donors.

I encourage the Salvation Army to take advantage of this corporate collaboration to strengthen your organization as you face the challenges of increased demands on your resources.

Like any public organization you face the challenge of building your business in a highly competitive environment and therefore you will need to find creative means of expanding and managing your resources.

So from one large organization to another here are some recommendations that will help you meet the demands you face in this demanding environment.

- Become modernised and use new technologies media, cell phones, social media, text messaging e-commerce and internet banking to access the resources and the people who will build your capacity and consequently expand your reach.
- Promote your work in new, creative and attractive ways that will attract younger persons and be more appealing to people of all socio-economic groups.
- Expand your giving season and solicit contributions all year round. Why not open Bank accounts so person can make year-round contributions.

- Attract high profile personalities who have national appeal and will create an attractive, warm, pleasant and magnetic personality to the army
- Promote the work that you do and the impact it has even more so that persons will feel compelled to give.

In these ways you will be able to make a greater dent in meeting the challenges of your clients who need you so much.

Today, I welcome everyone to this exciting event. I am extending a friendly challenge to all other corporate entities in Jamaica to match or exceed Scotiabank's contribution here today.

And I am encouraging all individuals here and across Jamaica to join with us to contribute to this very important cause.

This Christmas wherever you see the Kettle, in the true spirit of the season of giving, donate to the cause.

Its now my It is now my pleasure to officially launch the Salvation
Army Kettle Appeal

*(Present the large format cheque to Major Harry and then drop
the real cheque into the kettle.)*