



# What Inspires Us

We are a Group that is inspired by a purpose:

**A Force for Good;**

Creating Value, Transforming Life.

This purpose defines who we are,  
what we do and how we work.

## Our Purpose

Guided by

## Our Values



### **Honesty & Integrity**

Our actions always match our words. We believe that everything that we do must be able to withstand the test of public scrutiny.



### **Growth & Continuous Improvement**

We strive for leadership and global competitiveness in the business sectors in which we operate.



### **Responsibility**

We are responsible stewards of our businesses and our communities and we are accountable to each other and to our stakeholders.



### **Love & Care**

We believe that everybody matters, and that everyone deserves to be treated with kindness, respect, consideration and compassion.



### **Collaboration**

Understanding different perspectives and constantly working to create a space where everyone fearlessly shares ideas, is an ideal to which we are all committed.

# Table of Contents

4

A Message from the  
Massy Foundations

The Massy Foundation  
Trinidad & Tobago

5

The Board of Directors

7

Philanthropy and  
COVID-19

7

Health & Wellness

8

Youth

9

Education

12

Special Needs

13

Arts and Culture

14

Annual Subvention  
Recipients 2020-2021

15

2021 Financial  
Highlights

16

Nudge

The Massy Foundation  
Barbados

19

The Board of Directors

20

Health & Wellness

22

2021 Financial  
Highlights

# A Message from the Massy Foundations

**Hope.** It's what makes life worth living even in the darkest times. The Cambridge Dictionary's definition of hope is *to want something to happen or to be true, and usually have a good reason to think that it might*

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Despite the trauma that so many of us have experienced throughout 2020 and 2021, the Massy Foundations in Trinidad and Tobago and Barbados have the distinct pleasure of living and operating in hope. We have seen our beneficiaries, project and program partners rise above the challenges of COVID-19 and constricting budgets to meet the needs of people throughout their respective countries and have been able to collaborate to send help to our brothers and sisters in St. Vincent and the Grenadines when the need arose. Having witnessed the love, care, and resilience of our people, we, the Massy Foundations, would like to take this opportunity to remind you to:

- **Be kind to yourself** – we're living through some unprecedented times and you're still learning how to navigate the constant changes
- **Be kind to others** – you never know the full scope of someone else's journey ... and it's free!
- **Stay hopeful** – we'll get through this together.

# Board of Directors - Trinidad & Tobago

as at September 30



Earl Boodasingh



Angela Hamel-Smith



Philip Hamel-Smith



Amanda McMillan



David O'Brien



James Potter



Gregory Sloane-Seale



Elizabeth Solomon



Sandra Welch-Farrell

# Massy Foundation (Trinidad & Tobago)

## Philanthropy and COVID-19

“During this pandemic, the most vulnerable have been the hardest hit ... We must increase our resilience. We must work together and take an integrated approach to health, hunger, climate, and equity crisis – no one is safe from COVID-19 until everyone is safe.” *Volkan Bozkır, President of the United Nations General Assembly*

In 2019, the Massy Foundation (Trinidad & Tobago) embarked on a journey to align its operations and funding more closely with the United Nations' Sustainable Development Goals (SDGs) with the aim of helping Trinidad & Tobago achieve the targets that had been set for 2030. These 17 goals are considered a road map for humanity, covering the wellbeing of the planet and every living thing on it, with the aim of providing stability and health for everyone. And then COVID-19 happened.

The COVID-19 pandemic has vastly undermined the developmental strides made globally in the last few decades, disrupting healthcare and education systems, increasing levels of undernourishment, poverty and unemployment, and reversing attempts to balance inequity. And yet this dark cloud has a bright silver lining – not only is there:

- 1 a **World Recovery Plan for countries, communities and citizens to work together to get the world back on track to achieving the UNSDGs. There is also -**
- 2 **an opportunity for us to completely revolutionise the way we look at development.**

The Massy Foundation (Trinidad & Tobago) recognises the importance of incorporating not just sustainable, but regenerative development, into our systems, increasing awareness in ourselves, our applicants and our partners, about the UNSDGs and how best we can make small operational **changes that will have a significant impact, improving the quality of life for current and future generations.**

## Health & Wellness

Under the umbrella of our **Stronger Together** initiative which focuses on providing COVID-19-related emotional, physical and psychological support, as well as information, guidelines and coping methods, the Massy Foundation (Trinidad & Tobago) became one of the private sector organisations that partnered with the Ministry of Health to fund the Mass Vaccination Drive which has been taking place across Trinidad and Tobago.



The Foundation had the full encouragement of Group CEO & Chairman, Gervase Warner, who described the Drive as *“the single largest public-private sector collaboration opportunity that we have ever seen in Trinidad and Tobago”*. Mr. Warner went on to support this donation by stating that *“we will hopefully never face a more urgent and pressing issue in our lifetimes than recovering from the COVID-19 pandemic. We certainly want to know that Massy did its part to pull the country out of this crisis”*.



we will hopefully never face a more urgent and pressing issue in our lifetimes than recovering from the COVID-19 pandemic. We certainly want to know that Massy did its part to pull the country out of this crisis

In addition to providing funding for the Mass Vaccination sites, the Massy Foundation also partnered with Massy Motors to ensure the safe transportation of vaccines across the country and with Massy Ltd. to provide IT equipment to Ministry of Health facilities, ensuring that they had the laptops, tablets and printers required to register patients and perform data entry on site.

With COVID-19 taking the forefront since early 2020, it would have been easy to overlook other health and wellness challenges. Through it all, the **Trinidad & Tobago Endometriosis Association (TTEA)** stayed focused on their goal of informing, supporting and empowering people who have been affected in various ways by endometriosis.

Recognising their various target groups, the TTEA hosted a series of workshops in March 2021, with each one aimed at a different subset of society. Teens, adult patients, medical workers and caregivers, each had the privilege of dialoguing on and learning more about the symptoms, impact and best practices associated with endometriosis. Thanks to the Massy Foundation's contribution, interested Massy Group employees also had the opportunity to participate in these workshops.

Other health and wellness projects included virtual 5Ks, training on Gender-Based violence markers, and Arrive Alive initiatives aimed at reducing the likelihood of driving under the influence.

## Youth

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The age 16 is celebrated in cultures around the world as the bridge between childhood and adulthood. This year the **Boys To Men: Rites of Passage (BTM)** programme experienced some of the growing pains and joys of turning 16, having accepted the challenge of transitioning its vibrant in-person sessions into passionate and meaningful virtual programming.

The objectives remained the same: **developing self-awareness and leadership skills in young men to help them positively approach their changing needs and experiences as they grow into manhood.** The switch to online sessions, however, meant that the number of participants was greatly reduced to minimise distractions and ensure that each person was still able to receive the full attention of the facilitators and their peers. The online platform also meant that the building of relationships and establishment of trust took a bit longer than usual. This was addressed by mandating that cameras remain on at all times and really incorporating self-esteem discussions and development into each of the 10 sessions. Aside from applying the BTM values of **Discipline, Determination and Dedication** to their daily lives, the participants also learned conflict management and resolution skills, how to reverse-engineer their careers and that good leadership skills are more important than just having influence.

Four virtual programs were conducted between August – October 2021, with **35 young men graduating this year**. Although the sessions were run under the traditional location names of Port of Spain, Tobago, East-West Corridor and Mayaro, one of the benefits of hosting online sessions was the increased interactivity between all of the different groups since distance was no longer a factor.

**Kids In Need of Direction (K.I.N.D.)** is an NGO whose mission *“Empowering Children, Transforming Life”* aligns very well with the Massy Group's purpose of *“Being A Force for Good, Creating Value, Transforming Life”*. It is therefore understandable that the Massy Foundation supported the launch of **K.I.N.D.'s Acts of Random Kindness (ARK)** initiative back in 2019 and was a sponsor again in 2020.

## K.I.N.D.'s ARK initiative recognising that:

- 1 the culture of unkindness has become increasingly prevalent in our society;
- 2 it was being facilitated through social media channels; and
- 3 young people were the most vulnerable to this experience.

K.I.N.D. became part of a growing global movement that seeks to change the tone and quality of our interactions with each other, transforming Trinidad & Tobago one person at a time.

A.R.K. was designed to **promote giving and gratitude, and encourage the use of social media for positive messages, inspiration and upliftment**. Anyone could take part and participants were invited to run errands for an elderly person, volunteer at the charity of their choice, plant trees, assist the differently abled, or any other positive exercise that they could think of.

Under the banner of youth, the Massy Foundation (Trinidad & Tobago) also sponsored the **CREDO Foundation** for **Justice's financial literacy training** aimed at empowering young, impoverished women, provided assistance to the NiNa Young Women's leadership programme and covered the cost of counselling for students at several schools.



## Education

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The switch to virtual education has not been an easy one. From access to devices to connectivity issues to working parents and teachers with varying levels of IT skills, online learning continues to be a work in progress.

For the second consecutive year, COVID-19 restrictions created delays in the CSEC and CXC examinations and their results, which led to further delays in confirmation of tertiary school acceptance across the region. The application and selection process for the **Massy Foundation's merit-based scholarships** was therefore more challenging and lengthier than usual.

Despite the uncertainty created by these delays, our scholarship applicants demonstrated a marked resilience, rising to the occasion and underscoring that there is hope for the future.

In 2021, **six students earned academic grants valued at \$20,000** and **five students received additional scholarships valued at \$12,000**. These scholarships require that the student maintains good academic standing, providing confirmation of their grades at the end of each school year.

### **The Massy Foundation extends heartfelt congratulations to the 2021 recipients:**

Alexia Mahabir	Bjorn Goolie
Caitlin Warrick	Jaya Pollidore
Chelsea Bynoe-Sawyer	Jordon McMillan
Justin Forbes	Joshua Sayers
Sesha Dookeran	Justin Raghoonanan
Sorihah Sayers	

Now in its fifth year, the **National Secondary School Entrepreneurship Competition (NSSEC)**, continues to move from strength to strength. The Massy Foundation has been a proud sponsor of this competition from its inception, recognising both the Massy Group's humble beginnings as the brainchild of two entrepreneurs, as well as the urgent demand for economic diversification and growth in Trinidad and Tobago.

Following a smooth transition to a completely virtual program in 2020, the 2021 edition of this simulation-based training was once again a success, with keen competition amongst 120 teams made up of 600 students and 80 teachers.

Over the past five years, the **NSSEC has delivered over 20,000 hours of strategy-based entrepreneurial training to more than 2,000 students**. An impact assessment conducted with 344 past participants revealed the following:

## Sapphire James Boss Nail Babe



Sapphire, 19, decided to capitalise on the confidence and skills she gained from NSSEC and used her talent for artistic nail design to turn it into her own business. When asked if NSSEC played a role in her decision to start "Boss Nail Babe" Sapphire responded: "All of this came from the competition - I wouldn't have thought of starting a business or had the confidence in my skills to do it without that experience, I learned all the things I needed about keeping costing low, pricing and marketing and why it's important to think about these parts of the business, not just the service." Sapphire has just crossed the 1,000 follower mark on Instagram and has over 60 repeat clients. She can be found on Instagram @bossnailbabe.tt.



## Kel Hercules StudyGram TT

Kel took his love for learning and decided to capitalize on the skills he had gained from the NSSEC competition and started his own business offering lessons to students in Forms Three to Six. Using innovative learning solutions, he incorporates fun into his lessons and integrates the real-world experiences of his students and relate concepts to things they understand well. Kel has grown his clientele of four students in his first year to over 30 students and counting this year. When asked about the role NSSEC played in his decision to start his own business Kel shared: “ The NSSEC experience definitely impacted my path now. Without NSSEC, I most likely would have just gone back to teach in a school for the stability but what I learned in NSSEC boosted my confidence and pushed me to do StudyGram TT. Starting my own business was a way to capitalize on the skills I learned and apply them for my benefit. Going through the simulation really encouraged me to use innovative teaching methods as well because I saw first-hand how it made a difference. I am very happy with my decision to become an entrepreneur.”

- More than 80% of those interviewed believed that their decision-making, critical thinking, and team building skills had been strengthened thanks to the lessons learned during the NSSEC.
- More than 70% of those interviewed also believed that their communication, marketing and strategic planning capabilities had also been enhanced thanks to their participation in the NSSEC.
- 88.37% of interviewees had either started or considered starting their own business following the NSSEC experience. According to Global Entrepreneurship Monitor, the world's foremost study on entrepreneurship since 1999, at the national level Trinidad and Tobago's nascent entrepreneurial activity stood at 8.5%, meaning that students who have participated in the NSSEC programme are almost 10 times more likely than the average citizen to begin their own business.

These findings, along with many others, underscore that the NSSEC is fulfilling its purpose, imbuing the nation's youth with not just theoretical skills, but practical training that they are able to use in their every day lives.

At the primary school level, The Massy Foundation (Trinidad & Tobago) collaborated with Telecommunications Services of Trinidad and Tobago (TSTT), Digicel, FLOW, Amplia, PBS Technologies and the Catholic Education Board of Management (on behalf of the Association of Denominational Boards of Education) to address the learning loss that students from low-income levels were experiencing due to the ongoing physical closure of schools due to COVID-19 restrictions.



Through this partnership, The Massy Foundation was able to **provide devices and wireless internet access to 1,000 households across Trinidad and Tobago**, with special attention being paid to outlying communities including Moruga, Erin and Mon Repos. Throughout the course of the year the Foundation has also donated books, devices, sanitization stations and cleaning supplies to schools based on recommendations from the Ministry of Education.

In conjunction with the donation of devices, the Massy Foundation (Trinidad & Tobago) sponsored **Teacher Training programmes in Digital Lesson Creation and Content Development** via Education Solution Specialists Ltd. By participating in this self-paced course, teachers learned how to create engaging lessons as well as how to adjust their methodology, improving student engagement and outcomes.



Utilising a very hands-on approach to learning, **Project all** developed a strategic intervention intended to create dialogue between 'high-needs' communities, private sector businesses, CSO's and other support agencies with the purpose of **identifying and supporting integrated sustainable solutions for poverty eradication and crime reduction**. The result was the training of former gang members and un- and under- employed youth in agricultural best practices for urban areas and establishment of a significant number of farming projects in the St. Barbs, Straker, Basilon Street, Picton, Laventille, John John, Belmont, and Morvant communities.

Led by Project all, this initiative required support from the Ministry of National Security's Cure Violence Transition Team and the Inter-Agency Task Force, the Ministry of Agriculture's Extension, Training & Information Services Division, and the Massy Foundation along with other sponsors. This model is now highly operational and is being duplicated in many other high-needs communities.

The Massy Foundation (Trinidad & Tobago) also remained committed to promoting literacy for both adults and children through the sponsorship of programmes hosted by **MOMS for Literacy** and the **Adult Literacy Tutors Association (ALTA)**, as well as **Let's Read's Little Community Libraries**.

## Special Needs

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Established in 2008, the **Caribbean Kids and Families Therapy Organisation (CKFTO)** is a non-profit pediatric interdisciplinary clinic for children with learning, developmental, physical, behavioural, emotional, social and communication challenges.

From the onset of the COVID-19 pandemic, CKFTO began to monitor the impact that an increasing lack of social interaction was having on the marginalised groups that they work with, especially children with communication challenges such as autism. The Foundation was honoured to once again provide funding toward CKFTO's **pediatric assessments and therapy services**, particularly after the Organisation highlighted that **"children with special needs are especially vulnerable as a result of shrinking services and schooling"**. These funds allowed low-income families to access assessments and therapy for their children either for free or at a reduced cost.

## The Dyslexia Association's "Methods for Teaching Dyslexics"

"To the amazing team at the Dyslexia Association, I am a 39-year-old mother and teacher. I teach the Infant department at St. Monica's Preparatory School. When I noticed dyslexia with my daughter, I sought advice from my colleagues who told me about the programme. Within the first three weeks of being with her tutor, I started seeing remarkable progress in her spelling and reading, I started paying attention and learning from her. This experience rekindled my promise I made to myself to get trained in this programme. It is with great honour and appreciation that I give a magnificent thanks to all of you for the amazing opportunity and the dedication you have for this programme, the children and the teachers of our nation. Words cannot express the immense gratitude I have for you. God's richest blessings to you all and your family."

**PlayAble Caribbean**, an organisation that **focuses on disability sports development**, viewed 2020 as a year that enabled them to seek more creative ways of reaching out to their volunteers and athletes. With the aim on getting the differently-abled out on the literal and proverbial playing field, PlayAble used social media to develop programmes for Zoom classes and to share exercises that everyone could do at home. In 2021, they decided to partner with more international bodies, such as the Cerebral Palsy International Sports and Recreation Association, expanding their expertise and being able to assist more and more athletes of different abilities. The Massy Foundation (Trinidad & Tobago) is proud to be a continuing contributor to PlayAble's work.

Looking at special needs from a different viewpoint, the Massy Foundation (Trinidad & Tobago) became a part-sponsor of the **Jubilee Generation Company Limited's "Prisoners No More" pilot rehabilitation and reintegration programme** – an initiative designed to **equip inmates with the skills and mindset needed to successfully contribute to their homes, families, and the wider society** once they are released from the prison system. This programme was conceived as a way of unlocking prisoners' potential through skills training, psychological development and spiritual formation.

## Arts and Culture

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As most of us may have discovered in the past few months, when stuck at home during lockdowns as a result of a pandemic, the arts and culture take on a new meaning and level of importance. Having outlets such as music, books, movies, and projects may have very well kept many people sane throughout these unprecedented times, and the Massy Foundation (Trinidad & Tobago) was thankful to have the opportunity to support the arts, artists and our culture in some small way over the past year.

Thinking outside of the box, **Jackie Hinkson hosted "On The Road"** – a Carnival art exhibition that was set up along the streets of his Cascade neighbourhood. Recognising that nothing could match or replace an in-person Carnival experience, Mr. Hinkson nevertheless sought to invoke an emotional reminder of Carnival. The Massy Foundation was thrilled to provide funding for this extraordinarily well-attended exhibition which married Carnival past with Carnival present, all with a thread of deep social commentary and good-natured but thought-provoking "picong".

Mr. Hinkson stated that he'd completed quite a few of the artworks years ago, but their sheer size made it virtually impossible for them to be presented in traditional art galleries. The cancellation of a physical T&T Carnival 2021, the need for physical distancing, and the preponderance of carnival imagery in the murals, all coupled with good and understanding neighbours, provided the impetus for the display.



Also refusing to let the absence of a physical Carnival daunt the spirit behind the festival, the **Idakeda Group**, producers of the annual **ritual reenactment of the 1881 Canboulay Riots**, created a hybrid version of the reenactment. Using the medium of film along with active online engagement via social media, the Idakeda Group released a Kambule docu-drama in February 2021 that was written by Eintou Springer, adapted for screen by Attilah Springer, and directed by Maya Cozier. The docu-drama was aired on TTT at 5 a.m. on J'Ouvert morning and the interactive experience culminated in a closing ritual that was performed and broadcast live on TTT at 10 p.m. on Carnival Tuesday night.

Throughout the course of the year the Foundation (Trinidad) also came on board as a sponsor of the **Red Cross Society's Carnival Costume Design Competition**, the **Eastern Performing Arts Fraternity's "Believe" Concert**, the **BOCAS Lit Fest**, and **FILMCO's Young Filmmakers' Lab**.

## Annual Subvention Recipients 2020-2021

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Alzheimer's Association of Trinidad and Tobago  
Cascade School for the Deaf  
Christ Child Convalescent Home  
Foundation for Human Development  
Gift for Life Foundation  
Lady Hochoy Home  
L'Hospice  
Marian House  
National Centre for Persons with Disabilities  
Princess Elizabeth Centre  
Rainbow Rescue  
Rape Crisis Society of Trinidad and Tobago  
St. Dominic's Children's Home  
St. Vincent de Paul  
St. Vincent de Paul's Nazareth House  
Trinidad and Tobago Association for the Blind and Visually Impaired  
Trinidad and Tobago Association for the Hearing Impaired  
Trinidad and Tobago National Council on Alcoholism & Other Addictions  
The Cotton Tree Foundation  
The Cyril Ross Home  
The Dyslexia Association  
The Salvation Army  
Trinidad and Tobago Coalition Against Domestic Violence  
Trinidad and Tobago Society for the Prevention of Cruelty to Animals  
Vitas House Hospice

# 2021 Financial Highlights

Expressed in Trinidad and Tobago dollars

	AUDITED 2017 \$	AUDITED 2018 \$	AUDITED 2019 \$	AUDITED 2020 \$	AUDITED 2021 \$
Contributions Received:	6,026,838	4,584,088	4,488,467	3,873,930	2,503,390
Contribution - Other	154,810	-	-	-	-
Interest Income	1,432,269	881,887	1,114,879	1,046,622	958,180
Interest Income-Other	-	9,092	518,026	39,502	18,206
<b>Total Income</b>	<b>7,613,917</b>	<b>5,475,067</b>	<b>6,121,372</b>	<b>4,960,054</b>	<b>3,479,776</b>
Donations	5,036,734	5,784,293	5,020,556	3,331,963	5,414,022
Scholarships	456,000	520,000	348,000	428,000	228,000
Other Expenses	151,989	625,377	276,283	138,001	46,383
Administrative Charges	324,000	447,931	407,341	538,438	541,856
<b>Total Outflow</b>	<b>5,968,722</b>	<b>7,377,601</b>	<b>6,052,180</b>	<b>4,436,402</b>	<b>6,230,261</b>
<b>Surplus/ (Deficit)</b>	<b>1,645,194</b>	<b>(1,902,534)</b>	<b>69,192</b>	<b>523,652</b>	<b>(2,750,485)</b>
<b>Accumulated Fund at Year End</b>	<b>29,344,424</b>	<b>27,441,890</b>	<b>27,511,082</b>	<b>28,034,734</b>	<b>25,284,249</b>

# Nudge



“ It is such a blessing to be a part of a team that genuinely cares about your success. Thank you, Nudge. Tricia Alexander, with roots in Mayaro/Rio Claro, makes natural lotions, hair products and deodorant from lavish, locally-sourced ingredients. An entrepreneur recruited by Nudge to sell her products on the Market Stalls, her business, **Art Naturals: Soap and Spa Essentials**, has grown to be featured on the Nudge Corner Shop in Massy Stores. Discover more Art Naturals at [linktr.ee/art\\_naturals\\_soap](https://linktr.ee/art_naturals_soap).

“ What Nudge values is what we value. Hydroponics is sustainable and we do a lot of work in the community. [Because of Nudge], we were able to introduce the entire system throughout Laventille. Jean-Louis Waithe co-founded **Contemporary Cavemen** with his partner, Nigel Christopher Newallo-Singh. Initially using PVC to grow leafy greens in a small space – his backyard – he expanded the project throughout sites in Laventille and Beetham Gardens. After meeting with Nudge the first time, he realised hydroponics’ serious potential “not just in Laventille, but in Trinidad and Tobago and the entire Caribbean.” Discover more Contemporary Cavemen at [cavementt.com](https://cavementt.com).



Nudge, a project started by the Massy Group's SVP of People and Culture, Julie Avey, as well as design strategist and social entrepreneur, Ayoung-Chee, has been recognised by the Massy Group as one of its most important Corporate Social Responsibility initiatives. No regular small business incubator, training programme, or funding and market facilitator, Nudge is all of the above and even more. Nudge is poised to revolutionise the small business landscape by putting people first.



“ Since our launch in August 2021, Nudge has assisted greatly in our access to funding and expanding our network.... [affording] us the opportunity to connect with a host of advisors. Nisa Nathu Hari and Aisha Martin, former Massy

employees, co-founded **skillpik.com**, a central online marketplace for the buying and selling of services throughout the Caribbean – or as they call it, the “Amazon of services.” Nathu Hari and Martin benefitted exponentially from Nudge's partnership with the Tech Beach Retreat's LAB, a startup accelerator that provided them with assistance in seeking investors as well as invaluable advice. Discover more at **skillpik.com**.

When Nudge launched in July 2020 with 12 entrepreneurs from Trinidad and Tobago, it was right on time. Armed with assistance in brand development and design from Praktis, an award-winning Trinidad and Tobago-based design studio – itself a small business showing proof of Nudge's impact even beyond its intake of entrepreneurs – Nudge took its cohort through a tiered process of capacity-building, market access, and funding.

As of 2021, however, it has demonstrated its enormous impact by securing the success of 90+ community members across Trinidad, Saint Lucia and Barbados; acquiring a total of US\$2 million dollars in funding from the Massy Group; attracting US\$320,000 from the Caribbean Development Grant, a CDB-funded project designed to support economic and social development throughout the region, also matched by Massy; and received US\$60,000 from the United Nations Development Programme for community building.

In 2021, in addition to regional expansion, Nudge introduced its Corner Shop, cleverly designed semi-permanent gondolas in prime locations at Massy Stores throughout Trinidad and Tobago – these helped entrepreneurs to learn how to produce and compete at a larger scale; an evolution from the Pop-Up shop model it first introduced in 2020.

Focusing on education, research, capacity building and tech development, Nudge also worked on building the strength of its community. Partnering with noted TEDx alum and master coach Scott Hilton-Clarke to help its cohorts to “find their music.” This approach, aimed at assisting both providers of goods and services the opportunity to look within, and to identify and treasure their talents, is Nudge's way of demonstrating that business can only thrive if its owners are, first of all, fulfilled. “We can do marketing and social media, but development is also personal and emotional,” Avey thoughtfully explains.



## All companies started at some point as someone's dream

This person-to-person approach also reflects itself in the kind of mentorship opportunities Nudge has availed to its participants throughout the year. "All companies started at some point as someone's dream," explains David Affonso, Executive Chairman, Integrated Retail Portfolio, at the Massy Group of Companies. This year, Affonso shared his time and experience with six participants selected for its Corner Shop pilot, giving critical advice backed by the heft of the Group.

It is this which showcases Nudge's unique difference as a platform. Its partnerships are expansive, intentionally curated, and supported by Massy, resulting in grants and equity funding, for instance (to a total of \$270k) with the support of EY, YBTT and other purpose-driven and like-minded private and public sector organisations – and mentorship by Tech Beach Retreat, which aims to connect undiscovered minds to the global tech ecosystem. All this from an initiative that started mid-pandemic with twelve entrepreneurs.

As Nudge, designed to be flexible and responsive to its participants' needs, plunges into the future, it welcomes its approach's evolution. Starting in tiers, which saw its entrepreneurs all following a similar journey of capacity-building, market access, and funding, it will now roll out a programmatic approach – linking entrepreneurs with activations most suited to their particular paths.

**Nudge's impact is therefore expansive and rippling, impacting not just the entrepreneurs themselves, but also artists, musicians, designers, photographers, writers, drivers, executives, brand ambassadors, and more who have participated in its wider ecosystem. It is proving what can happen when the best minds are allowed to meet their potential.**

## And it is only just beginning.



# Board of Directors - Barbados

as at September 30



David Neilands

Lennox Prescod

Everton Browne

Natalie Brace

Ann Hewitt

Christina Johnson

# Massy Foundation (Barbados)

The continuing impact of COVID-19 in Barbados resulted in the Foundation experiencing an increase in applications for grant support during the year, as many traditional sources of funding were either reduced or had dried up. In addition, Covid-19 protocols and restrictions also created delays in the structure and execution of some ongoing Massy Foundation-sponsored projects.

Despite these challenges, the Foundation (Barbados) was able to continue its support of national programs and also contribute to pandemic relief efforts.

## Health & Wellness

Health & Wellness continues to be the main pillar under which the Massy Foundation (Barbados) disseminates funding. The Foundation has played a key role in the fight against COVID-19 **donating 8000 KN95 masks to the Harrison Point Isolation Facility**, Barbados' main quarantine center for COVID-19 patients. These masks have been essential in assisting with the medical care of the sick and quarantined.

Recognising the need for instant data collection and record keeping at COVID-19 sites, the Foundation also provided **27 Dell Latitude 5420 Rugged Laptops to the Barbados Defence Force's (BDF) National Immunisation Programme** against Covid-19. These devices made it possible for medical teams to produce digital COVID-19 vaccination certificates immediately upon receipt of the second dose of the vaccine. This donation in no way affected their ongoing support to the BDF's local and regional disaster response initiatives, with their 2021 contribution going toward renovations to the additional storage being used as a field medical facility and training room.

The **Wheelchair Foundation** was another repeat recipient of the Barbados Foundation's support, receiving funding to **purchase wheelchairs for distribution to the differently-abled**. Since its inception in 2005, The Wheelchair Foundation has **donated more than 1,500 wheelchairs to people of all ages**, affording them a sense of mobility, independence, dignity and inclusion. Much like the Massy Group, The Wheelchair Foundation highly values collaboration, and continues to partner with institutions such as the Queen Elizabeth Hospital, the Psychiatric Hospital, the National Disabilities Unit, and the Multiple Sclerosis Foundation.

Collaboration also took place between the Massy Foundation and the **Heart and Stroke Foundation of Barbados (HSFB)** under the banner of the latter's public awareness campaign: **Having A Heart Is Not A Stroke Of Luck**. This cardiovascular health and wellness promotion stemmed from the fact that eight out of 10 deaths in Barbados are the result of non-communicable diseases (NCDs) and





With the proven link between COVID-19 deaths and NCDs, we noted the critical need for added support to better equip Barbadians with the information, tools, and services that will help to prevent or manage their cardiovascular health and wellness

it is anticipated that heart disease could potentially cause three times more deaths and disabilities than all infectious diseases within the next 20 years. When asked about this partnership, Frere Delmas, Massy Foundation Director, commented that *“With the proven link between COVID-19 deaths and NCDs, we noted the critical need for added support to better equip Barbadians with the information, tools, and services that will help to prevent or manage their cardiovascular health and wellness”*.

Targeting another non-communicable disease, the Foundation also provided funding to the **Cancer Support Services**, creating opportunities for cancer patients in critical need to receive post-mastectomy prostheses and medical goods. **Food Relief Assistance in the form of Massy Stores vouchers** was also made available to needy persons via the Welfare Department.

In addition to meeting the physical needs of Barbados' population, the Foundation also sought to address their mental needs, providing **free professional mental health counselling and therapy to 50 eligible young people and their families** through a partnership with **Supreme Counselling for Personal Development**. This intervention was born of the realisation that many young people in Barbados are currently struggling with various mental challenges – such as anxiety, depression, cyberbullying and suicidal thoughts and actions – as a result of living through this pandemic. By providing free access to mental health professionals, the Foundation hopes to help some of the most vulnerable people in Barbados society get the help that they need.



# 2021 Financial Highlights

Expressed in Trinidad and Tobago dollars

	AUDITED 2017 \$	AUDITED 2018 \$	AUDITED 2019 \$	AUDITED 2020 \$	AUDITED <b>2021</b> \$
Contributions Received	1,735,383	825,129	1,194,624	1,230,746	1,473,765
Interest Income	157,467	136,694	146,935	148,565	143,572
Total Income	1,892,851	961,823	1,341,559	1,379,310	1,617,337
Donations	881,484	348,775	1,158,475	1,230,367	1,595,430
Other Expenses	12,168	-	-	30,927	108,160
Total Outflow	893,652	348,775	1,158,475	1,261,294	1,703,590
Surplus/(Deficit)	999,199	613,048	183,084	118,016	(86,253)
Accumulated Fund at Year End	5,472,048	6,085,095	6,268,180	6,386,196	6,299,943

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