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# Our Vision

**A Global Force For Good  
An Investment Holding Company  
with a Caribbean Heart**

# Our Purpose

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 Values

## Honesty & Integrity

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

## Responsibility

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

## 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

## Growth & Continuous Improvement

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

## Love & Care

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

# shine new light on transformative processes and practices that can help move the world from commitment to action, and from declaration to delivery

*The 2023 Global Sustainable Development Report*

## A Message from the Massy Foundation

Inflation. Poverty. Social inequality. Crime and violence. Climate change. Education. Threats against the environment. The votes from a study conducted by statista.com from July to August 2023, highlighted that these are some of the issues that people are most concerned about not just in the Caribbean, but the world over. The facts remain, however, that the countries with the least input into these issues are often the most affected by them.

Ongoing scientific research, for example, continues to reflect that the Caribbean is one of the world's most exposed regions to climate-related natural disasters. With the countries of the Caribbean region experiencing some of their hottest days ever on record in 2023, the effects of climate change are undeniable and devastating.

Amidst a Caribbean heatwave in September 2023, the United Nations (UN) marked the half-way point to its deadline for achieving the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs). According to the UN Secretary-General, Antonio Guterres, however, "Despite impressive engagement around the Sustainable Development Goals, the world is far off track. Much more effort, investment and systemic change are needed". Should we continue to operate under the guise of "business as usual," the SDGs could not be attained by 2050, far less 2030.

As daunting as the situation may seem though, there remains hope for humanity. The 2023 Global Sustainable Development Report "helps to shine new light on transformative processes and practices that can help move the world from commitment to action, and from declaration to delivery". These are predicated on using six entry-points to create an organising framework for this transformation:

- Human well-being and capabilities – e.g. drastically improving primary health care systems and through this access to life-saving interventions; increasing and edifying secondary education access for all, regardless of gender; and upscaling water and sanitation infrastructure for the universal provision of clean water and the halving of untreated wastewater.
- Sustainable and just economies – e.g. encouraging inclusive growth with special opportunities being given for people to move out of poverty; implementing good practice climate policies; lifestyle changes that promote sufficiency levels; and green innovation investments.
- Sustainable food systems and healthy nutrition – e.g. implementing supply measures that will make food more affordable; increasing yield in a sustainable manner that reduces inputs and negative impacts; making retailing, processing and distribution more sustainable; and encouraging healthier, more diverse diets.
- Energy decarbonisation and universal access – e.g. the broad-scale implementation of renewables and the supporting technologies, equipment and appliances; clean cooking alternatives; the down-phasing of fossil fuels; and major changes in consumer behaviour particularly as it pertains to energy consumption.
- Urban and peri-urban\* development – e.g. introducing better public transportation systems; creating more cyclical waste processes; systems that focus more on people and the environment and less on machinery and buildings.
- Global environmental commons – e.g. expanding protected land areas and encouraging conservation; reducing water consumption while ensuring environmental flow requirements are met; reforestation.

These six entry-points are to be addressed through the pillars of governance, economy and finance, individual and collective action, science and technology, and capacity building. This means that we will each be called upon to not just make changes to our lifestyles, but to encourage and demand that our governments, corporations and governing bodies implement changes that will take us into a regenerative future. Together we can and must make a difference.

\* According to UNESCO, peri-urban areas are zones of transition from rural to urban land uses located between the outer limits of urban and regional centres and the rural environment

# Trinidad & Tobago



# Our Board of Directors

As at September 30



**Earl Boodasingh**

Chairman



**Angela Hamel-Smith**



**Philip Hamel-Smith**



**Amanda McMillan**



**David O'Brien**



**James Potter**



**Gregory Sloane-Seale**



**Elizabeth Solomon**



**Sandra Welch-Farrell**

## Building knowledge around breastfeeding

We supported 2 representatives from The Breastfeeding Association of Trinidad and Tobago to attend a WHO/UNICEF Global Congress in Geneva. Learn more about TBATT at [facebook.com/TBATT](https://facebook.com/TBATT)



### Health and Wellness

From inception to ending, health is an essential factor in making life worth living and there is a demonstrated need for support for health and medical initiatives in Trinidad and Tobago (T&T). The Massy Foundation is therefore pleased to highlight the work of several of its partners for the 2022-23 financial year.

**The Breastfeeding Association of Trinidad & Tobago (TBATT)** is the only organisation of its kind in the English-speaking Caribbean and a leading voice in improving the health of infants and their mothers through the promotion and support of best practices in baby and infant nutrition – such as breastfeeding.

TBATT adheres to the **scientific proof that breast milk is the best option for babies, providing them with the right amount of nutrients while also being gentle on their stomachs, intestines, and other body systems.** According to Johns Hopkins Medicine, breastfed babies:

- tend to be better able to absorb the nutrients they receive
- do well on intelligence tests as they grow older
- tend to have better eyesight
- have fewer digestive, lung and ear infections (whether mild or serious) and

- are at lower risk of developing leukemia, asthma, skin problems related to allergies, and other long-term health problems as they grow older.

TBATT is a close partner of the Ministry of Health and works tirelessly to ensure T&T's compliance with international baby and infant feeding standards. In June 2023, the World Health Organisation (WHO) and UNICEF hosted a Global Congress on Implementation of the International Code of Marketing of Breastmilk Substitutes in Geneva. This meeting was designed to:

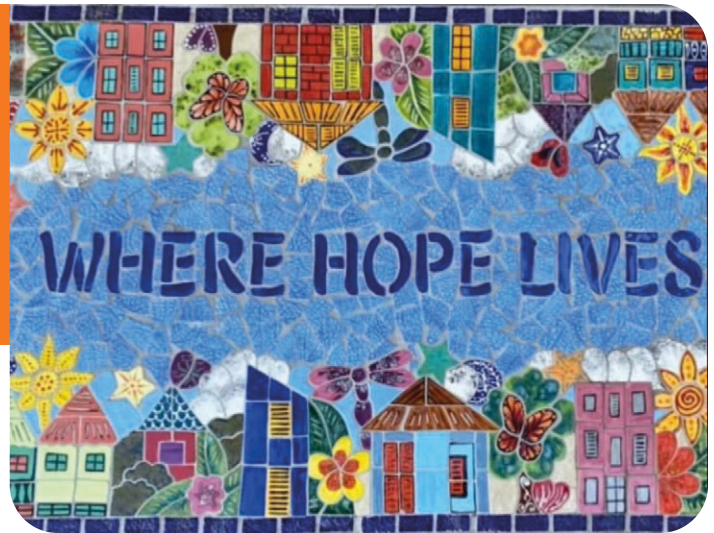
- 1 increase the knowledge and skills needed to end the unethical marketing of breastmilk substitutes,
- 2 develop national roadmaps to strengthen legislation, monitoring and enforcement, and
- 3 build regional networks for information sharing and support.

Justine Vincente, a Massy Ltd. employee as well as a member, voluntary certified Breastfeeding Counsellor, and elected Director of TBATT was selected, along with Danielle Adams (another TBATT Director, Counsellor and member), to represent Trinidad and Tobago at this meeting. The Massy Foundation was honoured to accept the opportunity to help offset the cost of their attendance as a means of building TBATT's (and by extension T&T's) operational capacity.

In line with the focus on paediatric health, the Massy Foundation has also been a multi-year contributor to **Promise House TT's**

## Home away from home

Promise House TT is now able to house paediatric cancer patients and their caregivers during their treatment period. See the impact at [facebook.com/promisehousett](https://facebook.com/promisehousett)



Home Away from Home. Promise House TT itself has been in existence since 2018, but after years of planning, fundraising, and building, in 2023 they were finally able to open the doors of their Home Away from Home which offers free lodging, meals, and therapy to paediatric cancer patients who are receiving treatment at the Eric Williams Medical Sciences Complex.

This project originated in recognition of the negative impact that lengthy travel often has on children who have already faced the difficulties of chemotherapy and radiation therapy. Additionally, there is evidence that clinical sessions are often missed when patients reside far from the hospital where they are being treated which in turn results in poorer treatment outcomes and sometimes, ultimately, death.

At the Home Away from Home children are allowed to stay, along with one parent, for as long as their treatment lasts (the typical range is 3-12 months). The impact is multi-tiered as in addition to better outcomes for the patients, their parents and families also experience less strain on their finances, time and other resources.

At the Home both the children and their parents are able to access services such as play and art therapy, educational support and support groups, resulting in a holistic way of addressing medical, financial, mental, relationship, and developmental challenges.

In support of adult health and wellness, the Massy Foundation recalled that in 2014, the World Health Organization classified access to palliative care as a basic human right. There are fewer than five certified Palliative Medicine Consultants across T&T, but since its inception in 2022, the **LivHealth Charitable Foundation** (LCF) has worked on making palliative care accessible to people from lower income strata through the provision of at-home complimentary doctors' care, equipment, and medication for their patients in north and west Trinidad.

Palliative medicine allows patients the opportunity to maintain a sense of dignity in even the worst health situation by managing the pain, symptoms, and side-effects of chronic illness. This management leads to improved patient comfort and quality of life, as well as a reduction in the amount and cost of their hospitalisation, healthcare and medication.



## Maintaining dignity during chronic illness

LivHealth Charitable Foundation helps make at-home palliative care more accessible - find out how their work is impacting lives at [livhealthtt.com](https://livhealthtt.com)



The LCF is seeking to minimise the gap that has been created by wealth inequality in T&T which has translated into the less fortunate suffering disproportionately in the face of serious illnesses. They have stated that “data indicates that the growing aging population, coupled with the rate of lifestyle disease in Trinidad & Tobago will result in palliative care growing increasingly vital”.

The LCF stands out as an at-home medical service provider, offering a unique, multi-disciplinary approach to many seriously ill patients whose health has in many cases rendered them home-bound.

Between September 2022 to July 2023, **LivHealth was able to offer over 480 at-home medical visits, providing treatment to their patients as well as their family members and caregivers. During this period they accounted for 159 hospital avoidances, saving their patients over TTD\$900,000 in hospital fees collectively.** The

Massy Foundation has become one of LivHealth's silver sponsors and looks forward to seeing how advances in palliative care can help improve the healthcare landscape in T&T in the years to come.

The Massy Foundation also funded health and wellness projects that focused on mental health awareness, pancreatic cancer treatment and non-communicable diseases.

## Youth

In 2023, Massy Stores Trinidad and Tobago (MSTT) launched **Protégé** – a mentorship programme for young women between the ages of 14-21 designed to foster female empowerment, leadership development and legacy creation.

For this pilot programme 25 participants were selected from among the relatives of Massy Stores employees, and guided through several weeks of **discussions and workshops on wellness, entrepreneurial management, conflict resolution, emotional intelligence and career pathing** as well as other topics. All of the sessions were led by women either from within or affiliated with the Massy Group including Senior Vice Presidents, Heads of Department, and Team Leads.

Funded in large part by the Massy Foundation, Protégé joins the **Lessons In Female Empowerment (LIFE)** Programme as an internal development initiative designed to improve self-esteem and self-worth among Massy employees.

In a similar vein, the Massy Foundation along with other sponsors partnered with **UWI-ROYTEC** to successfully execute Pathways to Success – a community development initiative that specifically targeted teenagers who were awaiting their Caribbean Secondary Education Certificate (CSEC) and Caribbean Advanced Proficiency Examination (CAPE) results during the 2023 July/August Vacation period.

## Protégé paves the way for female empowerment

25 young women between the ages of 14-21, all relatives of Massy employees, joined in women-led workshop and coaching sessions aimed at fostering their personal development



As a private tertiary-level institution, UWI-ROYTEC **seeks to achieve the smooth transition of young adults from secondary school to tertiary education; the development of business and IT professionals; and the delivery of a wide range of corporate training programmes**. While not the typical recipient of the Foundation's sponsorship, the school was able to gain its support by offering Pathways to Success free of charge to participants.

There were four cohorts of 40 students (one cohort per week over the course of a month) with participants coming from all walks of life and gaining insights into the world of work and especially the fields of marketing, human resources, information technology, finance, and entrepreneurship. The Massy Foundation was able to further involve the Massy Group and embody our Caribbean heart by encouraging the Massy Learning Institute to partner with UWI-ROYTEC to provide soft skills training to the Pathways participants as well.

**The Minds of Initiative TT** career mentorship hub, launched in 2022 as part of a broader regional goal **“to develop an empowered and reformed Caribbean, with youth finding their true passions and specialising in diverse fields”** has been a success, thanks in part to sponsorship from the Massy Foundation. Building on this, the Foundation was pleased to provide further support in 2023, when approached about the three programs that the Minds of Initiative TT had planned for this year.

With research worldwide showing that effective career mentorship yields improved productivity and self-efficacy, increased self-esteem and confidence, greater career satisfaction, increased opportunities, higher salaries, heightened career aspirations and greater success in achieving personal and professional goals, the Minds of Initiative TT developed the following programmes:

**Career Kickstart** – utilising the already existing website platform to allow mentees over the age of 18 to receive consistent and comprehensive mentoring from their selected mentor for 6 months, with the option to continue the mentoring

relationship beyond this period if agreed upon by both parties. Under this initiative both mentors and mentees have access to developmental and capacity building training programmes.

**Rising Stars** – aimed at providing group mentorship sessions to 13-18 year olds throughout secondary schools across T&T, this program covers topics such as choosing the right career path, the value of mentorship, managing your digital footprint and navigating tertiary education at home and abroad.

**Mentorship Mondays** - developed as a series of Instagram Live discussions with both young and experienced professionals on their career journeys, this initiative highlights Trinbagonians in different career fields both locally and abroad.

Continuing a nearly two-decade-long tradition with new parameters, the Massy Foundation once again proudly provided financial support for **Boys To Men: Rites of Passage**, which has now evolved from a programme into an independent non-profit organisation. The Foundation takes this opportunity to extend kudos and best wishes to them as they continue to grow into an even greater force for good.

## Boys To Men enters a new phase

Now an independent non-profit foundation in its own right, Boys To Men: Rites of Passage continues to champion building leadership skills in young men





## Gem Rowe Bursary honours a devoted social champion

To commemorate Gem Rowe's retirement after more than 50 years with us, we created a Bursary in her name that would empower future generations to carry on the work of caring and committed service

### Education

In May 2022, Gem Rowe fully retired from the Massy Foundation after more than 50 years of selfless, illustrious, committed, and deeply caring service. Wanting to honour Gem's outstanding character while also paying special tribute to Massy's 100th anniversary of operations, the Massy Foundation in Trinidad and Tobago launched the **Gem Rowe Bursary** – a special scholarship whose recipient would reflect some of Gem's defining characteristics.

**Much like Gem, the recipient of this scholarship needed to be both diligent and kind, committed to volunteerism and helping those in need.**

The requirements were therefore that in addition to a solid academic performance, the recipient also needed to:

- Have at least two years of volunteer experience
- Be able to provide a recommendation from the group(s)/ organisation(s) that they volunteer with, detailing their volunteer work and the impact that they have made.

The Massy Foundation was thrilled to note that several scholarship applicants this year demonstrated a strong focus on giving back to their communities through volunteer work, with some of them even aligning their volunteerism with their career goals. One person distinguished themselves from the very start, however, by stating in their application "I think the Scholarship Committee should be aware of my strong feelings towards a number of contemporary societal issues, including the migrant crisis, criminal justice reform, women's rights, mental health discrimination and criminal activity."

The Massy Foundation once again congratulates Achilles Cardinez, the inaugural recipient of the Gem Rowe Bursary. Achilles is a recent graduate of San Juan Secondary School and was selected to be its Male Valedictorian 2023. He not only spends time volunteering in several fields, but also began an environmental club in his primary school, encouraging other students to become more invested in their environment, stop littering, clean up their surroundings, and recycle when needed. Achilles describes his life goal as "aiding in the betterment of Trinidad & Tobago, my country which I love" and he intends to do this by becoming a Public Officer focused on Policy and Planning, and, ultimately, a Diplomat.

Under the Gem Rowe Bursary, Achilles will receive \$25,000 per year for up to four years of undergraduate study. We look forward to seeing him continue to set a shining example for his peers and indeed for us all.

The Foundation would also like to recognise the seven other students who have earned scholarships in 2023. Five students were awarded academic scholarships valued at \$20,000 for up to four years of undergraduate study and two students received additional scholarships valued at \$12,000 for up to three years of study. Under the scholarship terms and conditions, all scholarship students must remain in good academic standing, submitting proof of their grades at the end of each academic year in order to continue receiving funding.

The Massy Foundation's 2023 scholarship recipients are:

Achilles Cardinez (inaugural Gem Rowe Bursary recipient)

Aaliyah Rennie

Ambika Harripersad

Anjali Roopnarinesingh

Jeannelle Forbes

Ronaldo Rambarran

Shania Williams

Sofia Elena Martinez Flores

## Making special needs services accessible

The Caribbean Kids and Families Therapy Organisation provides essential interventions for special needs children from disadvantaged backgrounds - learn about their work at [ckfto.org](http://ckfto.org)



Aside from volunteering, Gem Rowe is also very passionate about literacy, and has been an **Adult Literacy Tutors' Association (ALTA)** member and tutor for years. The Massy Foundation has therefore been a staunch ALTA supporter for years, and also funds other literacy initiatives for multiple age groups across T&T.

In late 2022, the Diego Martin North Secondary School approached the Foundation for assistance in offsetting the cost of remediation classes for 168 of its students. A significant number of the students who began school in September 2022, demonstrated literacy and numeracy issues and the school's principal, teachers and volunteers were all eager to address these issues in a proactive manner.

Funding was therefore provided by the Foundation for teachers to be trained in identifying their students' specific academic needs and providing appropriate and tailored intervention methods for each child. The Ministry of Education also partnered with the school and created an adapted curriculum for the Form 1 students. Based on the successful outcomes of this approach, the leadership of the school also began to work with students with literacy issues in the higher forms.

The Massy Foundation (Trinidad) once again supported programmes and initiatives such as the **National Secondary School Entrepreneurship Competition (NSSEC)**, MOMS for Literacy and the Dyslexia Association. Funding was also provided

directly to projects in schools and learning institutions across Trinidad and Tobago.

## Special Needs

Having provided funding to the **Caribbean Kids and Families Therapy Organisation (CKFTO)** on an ongoing basis over the past several years, the Massy Foundation was thrilled to add this non-profit organisation to its list of subvention recipients for the 2022-23 financial year. CKTO has been vigilant in its **mission to provide specialised paediatric assessments and therapy services to special needs children from families who are otherwise unable to afford this type of care.**

The **W.I. Blind & Visually Impaired Cricket Association** has also been a consistent recipient of assistance from the Massy Foundation over the years. In addition to the provision of high-quality cricket equipment designed for use by blind and visually impaired athletes, the Foundation has also provided them with nutritional support and offset the cost of transportation to and from their practices and games.

As an ongoing supporter of the **Eshe's Learning Centre**, the Massy Foundation is cognisant of the almost four decades



## Keeping the score

We continue to support the W.I. Blind & Visually Impaired Cricket Association in both their training and game needs - find out where you can catch a match at [facebook.com/TTBVICA](https://facebook.com/TTBVICA)

Eshe's hosted the Ribbon-Cutting Ceremony for its Secondary Building and Graduation Ceremony for its first Form 5 students on July 7, 2023.

of work that this school has conducted as a **primary level educational institution for children with special needs and/or learning and behavioural problems**. In 2018, Eshe's expanded its reach by venturing into the field of secondary level education for children with special learning needs and the demand was so overwhelming that the school had to build an additional six classrooms, two teachers' rooms and two open-plan student interaction spaces to facilitate the classes.

This program is specifically tailored to children who learn differently, and the innovative model allows the secondary-level students to sit three exam subjects after their third year of studies and another three exam subjects after their sixth year. Focusing on a smaller number of subjects at a time affords them the opportunity to really immerse themselves in the information and this model allows them to graduate with a full certificate. All of the teachers are of course trained to work with children with learning disorders.

## Environment

The **Turtle Village Trust (TVT)** describes itself as "a unique, independent, non-partisan, non-profit organisation registered under the laws of the Republic of Trinidad and Tobago in 2006 that facilitates **empowerment and sustainable livelihood development of the coastal communities of Trinidad and Tobago through knowledge-based sea turtle conservation, protection, and monitoring initiatives**".

TVT is an umbrella body that currently represents 21 community turtle conservation groups across T&T and each of these groups

## Preservation through education

An umbrella body that represents 21 community turtle conservation groups, the Turtle Village Trust helps to educate the public on conservation and environmental issues surrounding Sea Turtle Conservation. To learn more about their work visit [turtlevillagetrust.org](https://turtlevillagetrust.org)



## Classical Jewels shone bright once again

The Massy Trinidad All Stars Steel Orchestra showcased up-and-coming young performers at its first post-COVID classical concert. Keep up with them at [trinidadallstars.org](http://trinidadallstars.org)



is actively involved in educating the public on Turtle Conservation, Climate Change Adaptation, Environmental Awareness, Advocacy, Eco-Tourism, Agriculture and Community Development.

In addition to being a critically important nesting habitat for five of the seven endangered sea turtle species, T&T is also home to one of the densest nesting sites worldwide for the Critically Endangered Leatherback Sea Turtle and known as “the backbone” for the Atlantic Leatherback Turtle population.

The Massy Foundation partnered with TVT in 2023, to conduct public engagement, educational outreach and awareness sessions about the special role our country plays in the global effort toward Sea Turtle Conservation.

## Arts and Culture

On November 19 - 20, 2022, the **Massy Trinidad All Stars Steel Orchestra** (MTASSO) took the pan world by storm with their first post-Covid Classical Jewels concert.

Known as their flagship biennial concert, 2022 marked the 13th edition of this truly spectacular event and was distinguished by the introduction of the All Stars' newly restructured senior and junior steel orchestras. In response to popular demand, the production reprised its 2019 “Movie” theme but elevated it to an astonishing level.

Artistic Director, Dr. Mia Gormandy-Benjamin, demonstrated her mastery of not just music, but performance, conducting the junior, senior and guest ensembles like a finely tuned instrument. A section of the concert was dedicated to providing a space for young up and coming artistes to gain exposure, with most of those who were showcased being music students at the University of Trinidad and Tobago (UTT).

The profits from this concert were used to establish the Massy Trinidad All Stars Academy (for Social Change) – **a venue for academic and social programmes aimed at reducing crime and raising societal awareness among the young people of East Port-of-Spain.**

The Foundation also provided funding to the All Stars in 2023 for the successful execution of MTASSO vacation programmes for children aged 5-12 and 13-18 with the aim of developing their musical and interpersonal skills, and in the case of the secondary school students, providing them with some professional and career guidance as well.

The Massy Foundation continued to provide support to **Africa Film TT**, the **TT Film Festival**, the **TT Red Cross Children’s Carnival**, the **Metamorphosis Dance Company**, the **Contemporary Choreographers’ Collective**, and **The Love Movement** in the execution of local film, theatre, dance and musical productions throughout the course of the year.

## Annual Subvention Recipients 2022-2023

Alzheimer's Association of Trinidad and Tobago

Autism Association

Caribbean Kids & Families Therapy Organisation

Christ Child Convalescent Home

Foundation for Human Development

Habitat for Humanity

Kids In Need of Direction (KIND)

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

The Cotton Tree Foundation

The Dyslexia Association

The Salvation Army

The Young Men's Christian Association

Trinidad and Tobago Association for the Hearing Impaired

Trinidad and Tobago Association for the Blind and Visually Impaired

Trinidad and Tobago Coalition Against Domestic Violence

Trinidad and Tobago National Council on Alcoholism & Other Addictions

Trinidad and Tobago Society for the Prevention of Cruelty to Animals

## 2023 Financial Highlights

	AUDITED 2019 \$	AUDITED 2020 \$	AUDITED 2021 \$	AUDITED 2022 \$	UNAUDITED 2023 \$
Contributions Received:	4,488,467	3,873,930	2,503,390	4,101,135	<b>4,801,407</b>
Contribution – Other	–	–	–	–	–
Interest Income	1,114,879	1,046,622	958,180	987,821	<b>941,664</b>
Interest Income – Other	518,026	39,502	18,206	7,335	<b>111,476</b>
<b>Total Income</b>	<b>6,121,372</b>	<b>4,960,054</b>	<b>3,479,776</b>	<b>5,096,291</b>	<b>5,854,546</b>
Donations	5,020,556	3,331,963	5,414,022	3,472,186	<b>4,047,972</b>
Scholarships	348,000	428,000	228,000	751,000	<b>360,000</b>
Other Expenses	276,283	138,001	46,383	68,864	<b>30,505</b>
Administrative Charges	407,341	538,438	541,856	540,000	<b>536,491</b>
<b>Total Outflow</b>	<b>6,052,180</b>	<b>4,436,402</b>	<b>6,230,261</b>	<b>4,832,050</b>	<b>4,974,968</b>
<b>Surplus/(Deficit)</b>	<b>69,192</b>	<b>523,652</b>	<b>(2,750,485)</b>	<b>264,241</b>	<b>879,578</b>
<b>Accumulated Fund at Year End</b>	<b>27,511,082</b>	<b>28,034,734</b>	<b>25,284,249</b>	<b>25,548,490</b>	<b>26,428,069</b>



# Barbados



## Our Board of Directors

As at September 30



**Frere  
Delmas**

Chairman



**Everton  
Browne**



**Christina  
Johnson**



**Dawn  
Layne**



**David  
Neilands**



**Jeremy  
Nurse**



**Lennox  
Prescod**



**Jared  
Wright**

In April 2023, Ms. Yasmin Ephraim vacated her position as a member of the Advisory Committee. However, she was replaced by Mrs. Janelle Fletcher in June.

In August 2023, the Board of Directors was restructured. Mr. Frere Delmas accepted the role of Chairman, replacing Mr. Everton Browne, who remains a director. Moreover, board membership increased to eight with the addition of Mr. Jeremy Nurse and Mr. Jared Wright as directors.



## The gift of mobility

The Wheelchair Foundation of Barbados continues to provide wheelchairs as needed to non-ambulatory individuals of all ages

## Health and Wellness

In November 2022, **the Foundation was honoured with a Plaque of Appreciation from the Government of Barbados** at the **National Awards Ceremony** for its various donations to the government and people of Barbados during the height of the Covid-19 pandemic.

Several projects which were initiated during the previous financial year were successfully implemented, including transformative mental wellness programmes as well as essential assistance for the physically challenged and the Ministry of Health. In contrast, some projects which were impacted by residual issues related to the Covid-19 pandemic were either forced to downscale or experienced delays.

In January 2023, the shipment of 230 wheelchairs which was imported by the **Wheelchair Foundation of Barbados** arrived on island for **distribution free-of-charge to non-ambulatory individuals of all ages who were affected by severe illness, injury, and old age.** Wheelchairs continue to be provided as needed via polyclinics and medical institutions and associations to those in need. The Massy Foundation's donation to this project was matched by the Wheelchair Foundation of America.

Due to the proven effectiveness and impact of the **Families in Therapy** programme, the Massy Foundation granted support to Supreme Counselling for Personal Development to **provide mental health counselling and essential coping and conflict resolution skills** to 100 vulnerable single-parent families, commencing July 2023.

**Cancer Support Services** received a grant towards a 2-year community-based **“Shop Talk” health education public panel discussion series designed to educate and raise awareness about screening, prevention and care of different cancer conditions** which affect men and women of all ages and circumstances, including prostate, colon and breast cancers. The programme series will continue until May 2025 and is expected to reach up to 150 persons per session.

**Barbados Defence Force (BDF) Field Medical Team** has received approval for the purchase of 3 tents and 4 shelters required for its continuing transition to an accredited WHO Type II Emergency Medical Team. **This team would be the first of its kind in the Caribbean region, and would enable the BDF to have a more effective response to natural or manmade disasters or emergencies, locally, regionally and internationally.**

## Ready to respond

We support the Barbados Defence Force Field Medical Team in their journey towards becoming an accredited WHO Type II Emergency Medical Team. Learn more at [bdfbarbados.com](http://bdfbarbados.com)



The Foundation's support for **Slow Food Barbados** in support of the Slow Soup Drive, an **ongoing initiative to feed the needy in rural parishes**, enabled the purchase of large upright freezers and a freeze dryer to significantly reduce wastage, improve storage capacity and ensure the sustainability of the programme. As part of the donation, the charity will also receive a monthly allocation of pantry items until November 2023.

With the recent resurgence of Covid-19 cases across the island, the **Ministry of Health and Wellness** continues to benefit from the Massy Foundation's donation of a shipment of particulate respirators to assist in the protective care of the elderly at all health care and geriatric care institutions, polyclinics and outpatient clinics across Barbados. The respirators, which are warehoused at Massy Distribution, will continue to be delivered as needed until the supply is exhausted.

The **Heart & Stroke Foundation of Barbados** was granted approval to extend their **"Having a Heart is More than A Stroke of Luck"** cardiovascular health awareness campaign, which was initially scheduled to conclude on December 31, 2022, due to internal restructuring and supplier issues.

## Youth

The Foundation was pleased to undertake support for a number of projects specifically targeting young people, aimed at providing a positive influence and promoting their holistic wellbeing.

The **National Council on Substance Abuse** (NCSA's) Project S.O.F.T. programme was held in April to benefit forty at-risk boys, ages 11 to 13, (as well as their families) who were transitioning from primary



## Feeding body and soul

Slow Food Barbados launched the Slow Soup Drive during the pandemic in order to provide meals for the vulnerable - see their continuing work at [slowfoodbarbados.org](http://slowfoodbarbados.org)



## Little Libraries to fuel big dreams

The Prince Godwill D. Fomusoh Foundation is establishing a children's literacy programme for rural primary schools, including monthly seminars, mobile libraries and book exchanges – track their progress at [pgdff.org](http://pgdff.org)

**Kingdom Life Ministries** will receive funding to support its efforts to resolve the learning challenges which have affected many local primary schools since the onset of the pandemic. **This project will impact**

**131 students and 15 teachers at St. Marks**

**Primary through The Learnit Solution** – an offline education system to vastly improve literacy, comprehension and numeracy skills, among others – through personalised interactive applications.

**Prince Godwill D. Fomusoh Foundation** is set to establish a **children's literacy and education programme primarily targeted at primary schools in rural areas**. The programme will include monthly seminars, as well as mobile "Little Libraries" and small book exchanges to promote a passion for reading and access to wholesome educational content. Additionally, many young adults and adolescents will benefit from mentorship and internships for personal development through the programme.

to secondary school, by **teaching them core life-skills and positive behaviours to prevent or delay drug and alcohol use and related deviance**.

The programme included a week-long residential camp, follow-up sessions to reinforce the skills and knowledge taught, and intervention counselling for parents and family members.

The Foundation will provide both financial support and farming supplies to the **Barbados Boy Scouts Association** for the Learning Entrepreneurship & Environmental Protection (LEEP) project.

Through LEEP, boy scouts ages 4 through 18 receive **training and guidance to increase their knowledge and awareness of environmental protection and entrepreneurship in agriculture**. The project aligns with multiple sustainable development goals and is expected to positively impact 2,000 participants, including scout leaders, parents and volunteers. The project will culminate on May 31, 2024.

## LEEPing ahead

The Learning Entrepreneurship & Environmental Protection Project is an initiative of The Barbados Boy Scouts Association centered around agriculture. Learn more at [facebook.com/barbadosscouts](https://facebook.com/barbadosscouts)





## Leveling up with Mathfanatix

Tiamor Nicholls receives her award for the Most Improved Student of the JCI Barbados Mathfanatix programme from Gillian Corbin, Project Administrator of Massy Foundation Barbados

In October 2023, **Junior Chambers International Barbados** commenced their Mathfanatix programme, providing **free mathematics tutoring to classes 3 and 4 level students preparing to sit Barbados Secondary School Entrance Exam in June 2023.**

On August 12, 2023, JCI Barbados hosted a closing ceremony to celebrate the successful conclusion of its 2022-2023 Mathfanatix programme. The project was funded by the Massy Foundation in concert with the Massy Companies in Barbados to the tune of BBD \$24,415.00 in order to provide free mathematics tuition for Class 3 and 4 students who were preparing to sit the Barbados Secondary School Entrance Exam (BSSEE) in late June 2023 and whose parents were unable to afford paid lessons.

Mathfanatix was first implemented in 2014, but was paused in 2020 and 2021 because of the Covid-19 pandemic. With the resumption of Mathfanatix in 2022, the programme faced unforeseen challenges in reaching its expanded target; however it had a major impact on the 46 students and 25 tutors who participated.

11-year-old Tiamor Nicholls joined the Mathfanatix programme as a Class 4 student from one of the island's rural primary schools in May 2022, because she was having difficulty understanding mathematics. Tiamor diligently attended every session leading up

to the Barbados Secondary Schools' Entrance Examination (BSSEE) exam, with a strong determination to upgrade her math skills.

Her dedication reaped big rewards as she showed herself to be most improved student within her group – having an impressive improvement of 15 percent between her pre-assessment and post-assessment scores. Her commitment also redounded to better than anticipated results in her 11 Plus mathematics examination, allowing Tiamor to be accepted at her preferred secondary school with a new passion for mathematics.

Meanwhile, Amari Mottley - a UWI Cave Hill Campus attendee who enrolled as a tutor in the Mathfanatix project to fulfil his Student Give Back Programme requirement - said that the project had also made a major impact on his outlook. Amari expressed how much he appreciated the opportunity to "give back" in this way, adding that he was very impressed with the manner in which the programme was executed and the impact that it had on the students.

Michael Mayers, Chairperson of the Mathfanatix Programme, praised both Tiamor and Amari for their enthusiasm and drive. "I was not surprised to see Tiamor win an award for Most Improved Student. Similarly, Amari went above and beyond, by assisting throughout the entire project, even including tutoring at more than one location when we were shorthanded. I believe they will both move forward to great things," he said proudly.

## 2023 Financial Highlights

	AUDITED 2022 \$	UNAUDITED 2023 \$
Contributions Received	<b>1,754,122</b>	1,650,119
Interest Income	<b>147,784</b>	150,630
<b>Total Income</b>	<b>1,901,906</b>	<b>1,800,749</b>
Donations	<b>3,652,056</b>	2,087,353
Other Expenses	<b>167,469</b>	162,240
<b>Total Outflow</b>	<b>3,819,525</b>	<b>2,249,593</b>
<b>Surplus/(Deficit)</b>	<b>(1,917,619)</b>	<b>(448,844)</b>
<b>Accumulated Fund at Year End</b>	<b>3,933,479</b>	<b>5,851,098</b>

# Forces for Good





## Empowering Our People, Transforming Our Communities

At the beginning of 2023, the Massy Group commemorated its 100th anniversary, with renewed vigour and a fresh vision for its next century – A Global Force for Good, an Investment Holding Company with a Caribbean Heart. Part of this process of **looking towards the next 100 years was a deep realisation that at its core, Massy is and has always been about people. This, more than anything, exemplifies our “Caribbean Heart”.**

Massy's history and our day-to-day work is about making people's lives easier and changing them for the better, with a clear understanding that a rising tide lifts all boats. It was out of this context that Forces for Good was born. We sought to evolve our core belief into a needle-moving initiative designed not simply to “give back”, but instead to build up and to create tremendous value in the communities we serve.

### What is Forces for Good?

At Massy, we take immense pride in how we have been able to evolve our leadership ethos and business operations. We strive to no longer be a top-down, command and control company - but instead, a group of companies that understands that our ambitious goals can only be met if we empower our people to be leaders at every level of our organisation. **100 years into our journey, we understand that while we may sell products and services, our core strength is maximising human potential and building leaders.**

This is why when we wanted to design our Forces for Good community engagement initiative, we confidently placed the reins in the hands of our people to lead and determine how and

where best our resources would be channeled. **We asked our Massy family across the region to nominate philanthropic organisations they believed were doing excellent work in their communities** and to vote on the pool of nominees. The organisations thus chosen would then be offered the opportunity to apply for grants to further their mission and expand on the amazing work they've been doing.

### Reach and Impact

The response was astounding. We received over 80 nominations, and ultimately were able to **commit to disbursing US\$370,000 to over forty programmes** across Barbados, Guyana, Trinidad and Tobago, Colombia, Saint Lucia, Jamaica, St. Vincent, and the United States.

Our grant winners run the gamut in terms of scope—from food security and education to sustainable work and healthy living. We are proud of the work these organisations have done and we are excited to see them continue to further their impact via our Forces for Good grants. As the world continues to work towards the Sustainable Development Goals, it is essential for the private sector to do its part in helping **create a sustainable and brighter future for generations to come. And Massy Forces for Good is just the beginning.**

We believe that creating the most impact involves placing our resources – be they financial, people or time – behind organisations whose approach and work connect and transform the lives of people, every day. While this grassroots approach isn't typical in the corporate world, it is an emerging best practice in the social impact space, and **as Massy moves into our second century, we are committed to explore and learn better ways of serving the communities in which we work and live.**

# Forces for Good

Massy OUR100 Piloted FORCES FOR GOOD, an initiative to have all Massy employees decide the community impact that they wanted to support!

Number of Projects Awarded by Sustainable Development Goals

10

Food security

22

Education

27

Healthy Living

02

Small business

01

Sustainable ways of working

1,000+

Hours of co creation discussions

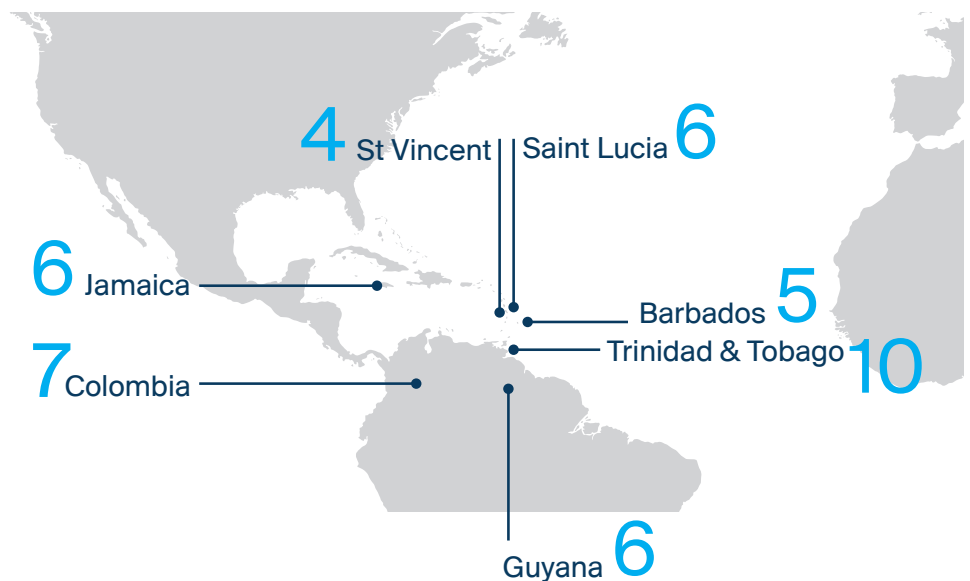
47

Projects Awarded

2,282

Total Votes across our Companies

## Number of Projects Awarded by Country



## Nominations by Portfolio

Motors & Machines	14
Integrated Retail	48
Gas Products	20
Financial Services Line of Business	02
Corporate Office	16

## Nominations by Region

Trinidad & Tobago	34
Barbados	09
Guyana	08
Jamaica	16
Colombia	07
St. Lucia	15
St. Vincent	04
USA	03

100's of WhatsApp's, emails, smiles and laughter shared have brought us to the place where we will now onboard 47 impact projects across every region Massy operated in.

# US\$370,000

Total in grants to be disbursed

## Our Grant Winners

COUNTRY	TOTAL GRANT	WINNERS
Barbados	US\$100K	5
Colombia	US\$30K	6
Guyana	US\$30K	6
Jamaica	US\$30K	6
Saint Lucia	US\$15K	6
St. Vincent	US\$15K	4
Trinidad & Tobago	US\$100K	10
USA	US\$30K	3
People's Choice	US\$20K	1

[click here](#)

See what we are doing at [massyforcesforgood.com](http://massyforcesforgood.com)

## Empowered to empower others

Many of the Forces for Good projects chosen by Massy employees also align with the UN's Sustainable Development Goals



# Nudge Caribbean





## Bringing the flavour

Liquid Desires, a Barbados-based gourmet food and beverage company, turned to Nudge for capital, expertise and market access. Meet them and others at [nudgecaribbean.com/entrepreneurs](https://nudgecaribbean.com/entrepreneurs)

## Nudge Caribbean – Growing Good

A social enterprise powered by Massy, Nudge Caribbean has made significant strides in our mission to empower and support Micro, Small, and Medium-sized Enterprises (MSMEs) in the Caribbean.

Co-founded by Julie Avey, Massy's Executive Vice President, People and Culture and Anya Ayong- Chee, (Fashion Designer and Social Innovation Design Strategist) in 2020, Nudge has grown to serve a community of nearly 200 entrepreneurs across the Eastern Caribbean and has established itself as a Social Innovation Hub. This unique social enterprise links the talent of Caribbean entrepreneurs with major retailers, private sector and funding agencies and is a beacon of positivity for the many contributors to this meaningful work.

**“Our entrepreneurs have incredible unique stories and are so much more than numbers – their work is deeply meaningful and about more than a bottom line. We work with funding agencies, NGOs, private and public sectors across the region to serve innovators so they can scale, elevate, and perfect their brands and drive meaningful impact in the Caribbean's diverse communities.”** Julie Avey

Our work began in 2020 with a discovery process to learn about the challenges facing Caribbean entrepreneurs. Now, three years later, we're empowering nearly 200 entrepreneurs in Trinidad and

Tobago, Saint Lucia, Barbados, and the wider Caribbean region to build successful companies, contribute to healthier communities, and scale their impact across the Caribbean and beyond.

Nudge is not just a Business to Consumer (B2C) incubator. We are also developing the capacity to help entrepreneurs broker scalable relationships with B2B wholesalers interested in products with an authentic Caribbean voice. Until now, most entrepreneurs have been unable to access the opportunities presented by collaboration with big business. We identify the challenges

## Fostering connections

Nudge entrepreneurs enjoy access to a wider public audience through being showcased in regional Massy Stores



entrepreneurs face and harness the resources of big business to address them. Nudge is the most direct bridge between innovative entrepreneurs and the Caribbean's largest and most established companies. We are a unique actor that has trust with and proximity to both entrepreneurs and big business.

## Nudge by the Numbers

Over the past year, we've begun building a robust impact measurement strategy. Our first quarterly data intake, surveying around 33 percent of our entrepreneurs, showcased some notable results:

- 30%** of entrepreneurs reported a significant increase in revenue

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- 46%** of entrepreneurs' business knowledge and skills improved significantly

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- 51%** of entrepreneurs reported feeling more confidence in their products and in their abilities as businesspeople

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- 77%** of entrepreneurs reported Nudge as having a very high impact on the development of Caribbean MSMEs

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- 85%** of entrepreneurs would recommend Nudge to other MSMEs

“Nudge's decision-making is driven by continuous learning and constant communication with the nearly 200 entrepreneurs we support across Trinidad and Tobago, Saint Lucia, and Barbados. With Nudge team members embedded in the community, we are able to gather regular feedback, address concerns and challenges, and improve our programmes to support our community of entrepreneurs.” Anya Ayong-Chee

## Nudge and Massy a Cornerstone Relationship

Massy has contributed invaluable human capital and unprecedented financial resources to support Nudge's mission to empower Caribbean entrepreneurs to build robust businesses that also benefit our communities. This cornerstone relationship has attracted other major investors—including the United Nations and the Caribbean Development Bank (CDB) – as well as our region's most promising entrepreneurs.

Impact of US\$1 million investment from Massy in fiscal 2023	
<b>Market Access</b>	<p>Executed over 45 market access activations from September 2022 - June 2023</p> <p>Onboarded 29 food and beverage brands to close off our first round of grant funding from CDB</p>
<b>Funding</b>	<p>US\$75k disbursed in grant funding from September 2022 - June 2023 (Micro is Mighty, Ideas to Impact, and Export and Expansion grants)</p>
<b>Capacity Building</b>	<p>150 entrepreneurs onboarded to NudgeUp</p> <p>Hosted 55 coaching sessions from December 2022 - June 2023</p> <p>Facilitated more than 17 workshops, webinars, courses from September 2022 - June 2023</p>
<b>Community Engagement</b>	<p>Hosted 25 events to connect with the communities we serve</p> <p>Entrepreneurs report that they have accessed a number of collaborative opportunities with other small-business owners since joining Nudge</p>

Nudge's multipronged partnership with Massy uniquely leverages our funding, expertise, and market position. This has given rise to synergistic collaborations, such as the Growing Good initiative which focuses on the introduction of products from Nudge food and beverage entrepreneurs to regional Massy Stores, and an ongoing trial of Algas Organics by agricultural practitioners in Guyana under the aegis of Massy Motors.

**“Nudge gave us funding, but they're so much more than capital. They have industry connections across the region. They bring an understanding of business and a real belief in the entrepreneurs they support.”** Johanan Dujon, Founder of Algas Organics and Nudge Entrepreneur

Going forward, Nudge's vision is to build on the successful B2C incubator model, as well as guide entrepreneurs in creating scalable relationships with B2B wholesalers interested in products with an authentic Caribbean voice. Here again Massy has showcased what's possible, integrating Nudge entrepreneurs into its own corporate gifting procurement.

**“It gives the Massy team incredible pride to be part of the entrepreneurs' journey, and support their transformation from creator to successful business leader. Whether we are volunteering or mentoring to support important growth opportunities around financial literacy, customer service, branding, and quality control, or critical soft skills like networking, adaptability, and work-life balance – we go deep. We become family.”** Amanda McMillan, Vice President, Group Wellness & Benefits, Massy Ltd.

## Looking Ahead

Nudge is committed to growing good—solving key challenges by empowering small-business owners to make an impact, one product at a time. Our vision of our Caribbean future is one that promotes economic self-sufficiency that allows entrepreneurs to produce and consumers to purchase goods locally, reducing the economic and ecological consequences of import reliance.

Ultimately, we also see Nudge as part of a movement rewriting the narrative around entrepreneurship in the Caribbean, helping innovators overcome longstanding cultural barriers and stigmas. For generations, Caribbean cultural norms and the local education system have elevated established industries, businesses, and career paths over entrepreneurship, discouraging independent thinkers from striking out on their own. The legacy of colonialism casts a shadow over many practices, laws, and institutions in the region, which makes it difficult for new entrepreneurs to access the resources they need to break through.

Young people are key drivers of economic growth and innovation; yet in the Caribbean, nearly 30 percent are unemployed. A generation of Caribbean youth have the talent and tenacity to strike out on their own with innovative businesses that transform their communities—but far too many do not see a viable pathway to create that reality. Nudge seeks to provide the access and connections that may have appeared unattainable for many, to clear pathways to entry so that more of our entrepreneurs can have the privilege of realizing their potential.

**“We are uniquely equipped to respond to the needs of each entrepreneur we serve, helping them navigate roadblocks and seize opportunities. Sometimes, the greatest gift is letting them know they are not alone.”** Julie Avey



## Committed to community

We are deeply embedded in our Caribbean reality, dedicated to listening to and understanding the unique needs of each of our entrepreneurs

WWW.MASSYGROUP.COM

