

SHASHAMAN SUNRISE



Shashamane Sunrise Overview

November 2010



Our History



- Shashamane Sunrise was founded after a visit to rural Ethiopia where Dr. Williamson and Mr. Rose were approached by a 12-year old boy, named Sam, who ardently beseeched the foreign visitors for a pencil for school. In the major cities of Ethiopia, Dr. Williamson and Mr. Rose were accustomed to impoverished kids asking foreigners for money, but they have never encountered demands for school supplies before
- Befuddled by Sam's appeal, they requested a visit to his school, JRDC. There, they learned that small contributions, such as pencils, from collective individuals were making it possible for Sam and his peers to pursue their academic goals
- To a low-income Ethiopian student, like Sam, a pencil has tremendous value as it is a fundamental tool to education. A pencil is treasured from the time it is first sharpen until it reaches the eraser, as Sam and others like him know that they may not be able to easily obtain another. Thus, accessibility to a pencil determines the limit of Sam's learning capabilities and eventually his chances of overcoming poverty
- Though on their initial visit, Dr. Williamson and Mr. Rose did not have a pencil at their disposal to donate, on their next visit they did not go empty handed. They brought boxes of pencils, as well as books, pens, rulers, and other school supplies; this is how Shashamane Sunrise was created, named after the town Sam went to school

Did You Know?



The top ten worst places in the world to be a school child are in Africa and the Caribbean

- Worst places are: Somalia, Eritrea, Haiti, Comoros, Ethiopia, Chad, Burkina Faso, Central African Republic, Mozambique, and Zimbabwe
- In sub-Saharan Africa, 48% of children do not complete primary school
- Key reasons that the poor do not enroll or stay in school includes:
 - Financial costs of an education (e.g., school fees, uniforms, books)
 - School location (few schools in rural areas, thus high transport costs)
 - Opportunity cost (i.e. child need to work)
 - Quality of education
 - Benefits of an education not apparent to parents

Research shows that getting all children into school has a direct impact on economic growth and brings poverty dividends

- Approximately 171 million people could be lifted out of poverty if all students in low-income countries left school with just basic reading skills
- If every girl and boy in Africa received a primary education, 7 million cases of HIV/AIDS could be prevented in a decade
- An adult who has completed primary education is likely to earn 50% more than an adult who has never been to school
- Completing just four years of basic education makes a farmer an average of 8.7% more productive

Sources

1. "Back to School? The worst places in the world", Global Campaign for Education, Sep 2010
2. "Education for all Global Monitoring Report", UNESCO, 2010
3. "Poverty and Education", The International Institute for Educational Planning and International Academy of Education, 2008

Why We Exist?

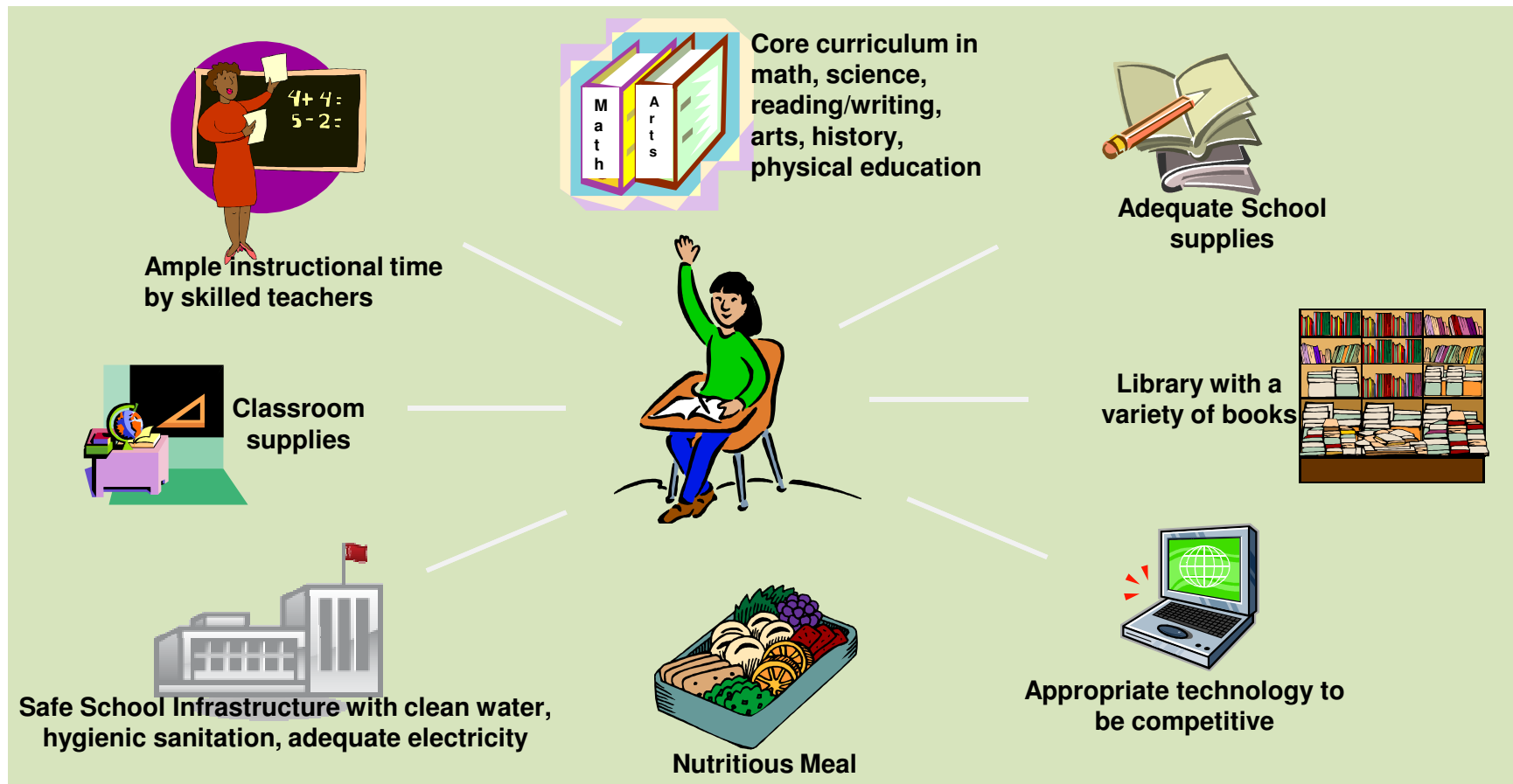


- Shashamane Sunrise is a 501(c)(3) registered volunteer organization founded in 2005 to support children's education in the developing world, with particular focus on Africa and the Caribbean
- While Shashamane Sunrise may not be alone in its efforts to empower children in the developing world, it distinguishes itself from other educational non-profits by
 - **Focusing on remote areas** that are rarely the focus of international donors
 - **Supporting high-quality education** through partnerships with schools with high teacher involvement
 - **Conducting vocational workshops** that will help students understand how to apply school curriculum in their immediate surroundings
 - **Conducting school visits** to ensure school supplies are directly delivered to the students and capital projects are being implemented
 - **Measuring the impact of donations** on students' education and overall school performance
 - **Involving the community** to ensure that the efforts are sustainable

Our Vision & Mission



Shashamane's vision is to create a learning environment where every child has the opportunity to pursue his/her academic goals. It is our mission to ensure that each student is adequately equipped with the necessary educational resources to ensure a significant increase in school enrollment, attendance and graduation rate. We believe that each student should have access to:





How We Work?

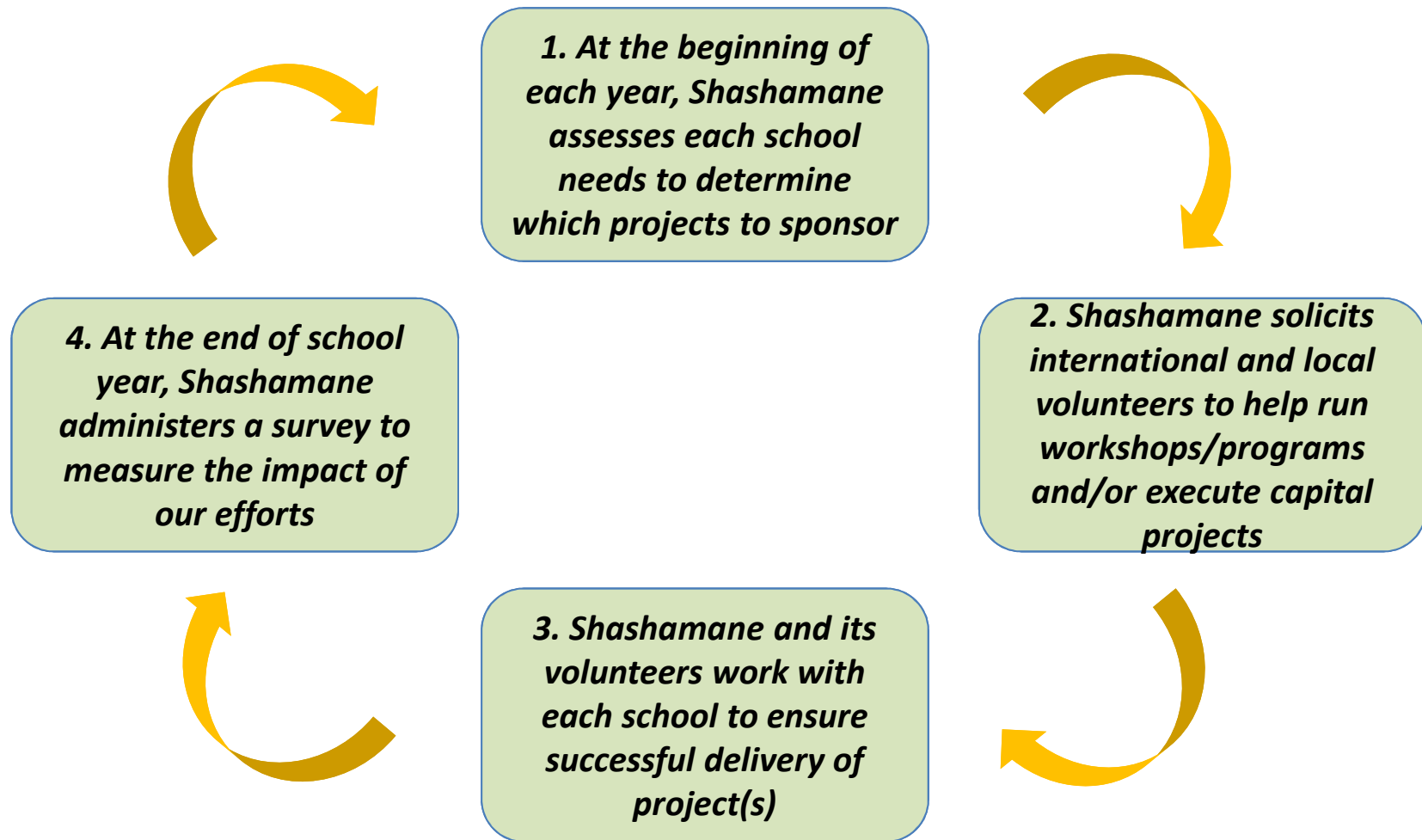
- To execute our mission, Shashamane partners with primary schools in low-income areas and provide the school and students the necessary resources to implement school programs/curriculum, execute capital projects, sharpen teachers' skills and address hunger/needs faced by students

- Shashamane selects its school based on the following criteria:
 1. **Primary Education:** We believe that we will have the greatest impact working with students at a formative stage
 2. **School size of 200-400:** We prefer to work with small schools that are able to respond to local needs and conditions and impact student performance
 3. **Rural / Remote areas:** Our focus is to serve low-income students, especially the ones that are located in rural communities inaccessible via major public transportation
 4. **Significant involvement from stakeholders:** We seek to work with teachers and staff that are motivated to come to school regularly. We also look for parents and community support for the school

How We Work? (cont'd)



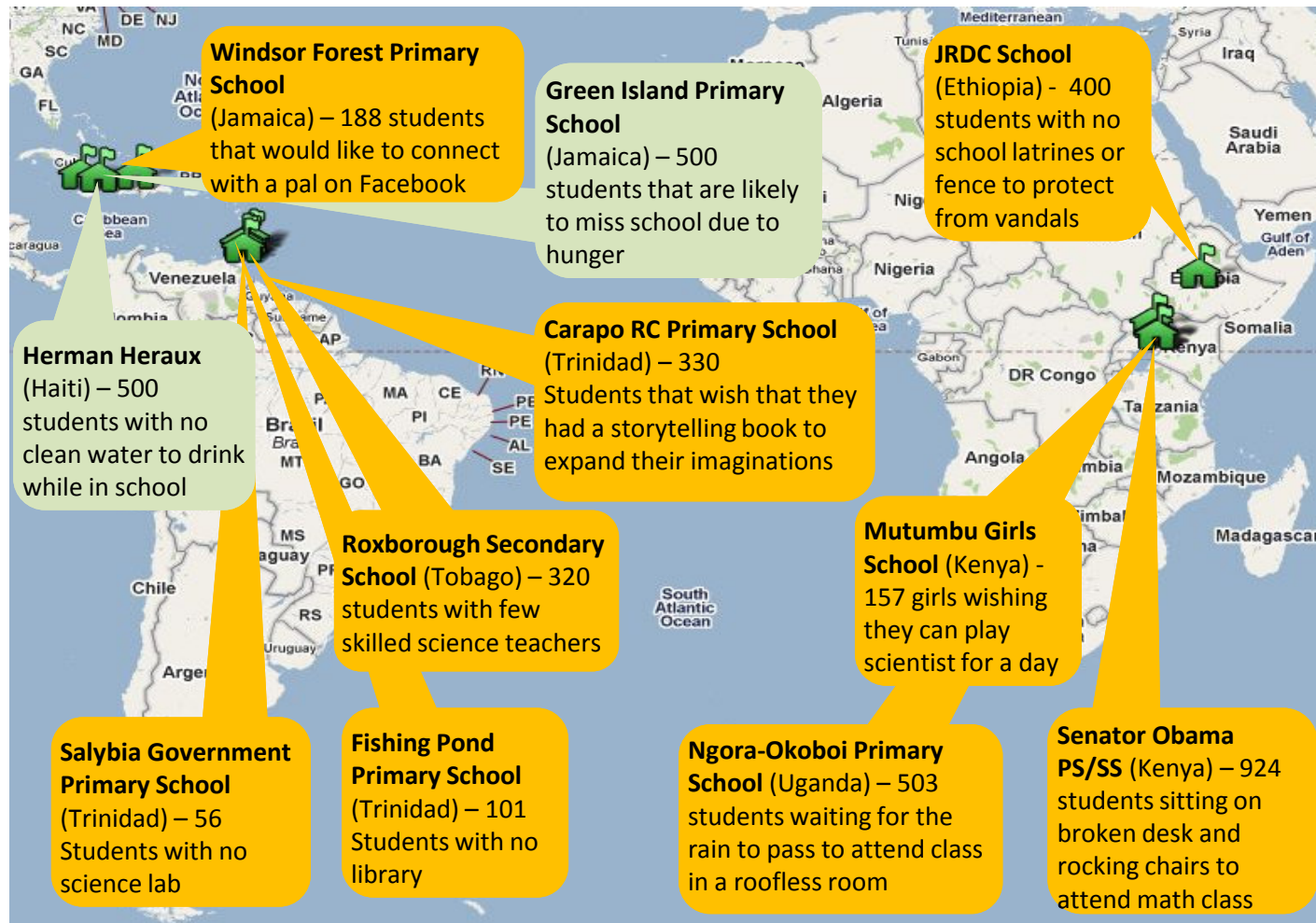
We follow a 4-step process to ensure that our efforts are truly impacting the students



Our Schools



Shashamane has partnered with 12 schools in 6 countries to support a total of 4000+ students



2010 Accomplishments

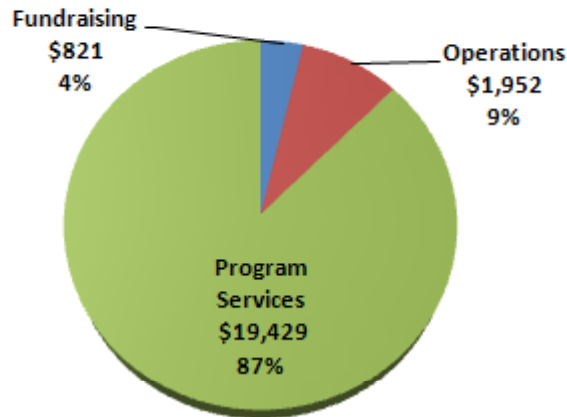


School	# of Students Benefited	Accomplishments
Windsor Forest	188	<ul style="list-style-type: none"> Created a reading room / library to provide a space for children to read books and share ideas Donated library books and multifunction fax/printer/scanner to school
Carapo Salybia Fishing Pond	70	<ul style="list-style-type: none"> Conducted a career-day at the University of Trinidad & Tobago to expose students to careers in sports, sciences and the arts Invited several national leaders in the sports, science and arts fields to share their experience/journey with the students
Carapo Fishing Pond Salybia	100	<ul style="list-style-type: none"> Conducted school visits to a local museum to view the international dinosaur exhibit "<i>A T. Rex Named Sue</i>" Educated students on dinosaurs history and anatomy
Salybia	56	<ul style="list-style-type: none"> Conducted careers and science workshops in conjunction with UTT BME Established a fishing pond and two grow boxes to help support agriculture and aquaculture programs
Roxborough	320	<ul style="list-style-type: none"> Conducted careers and science workshops in conjunction with UTT BME
JRDC	400	<ul style="list-style-type: none"> Sponsored volunteer led school renovation projects including painting of entire school and 12 classrooms, roof repairs and fence repairs Renovated student playground by cleaning-up school yard, planting trees and re-doing the landscaping
Mutumbu	151	<ul style="list-style-type: none"> Installed a new energy-efficient wood-burning stove that support school lunch programs
All Schools	2,800	<ul style="list-style-type: none"> Donated school supplies and sporting equipment

2010 Financials

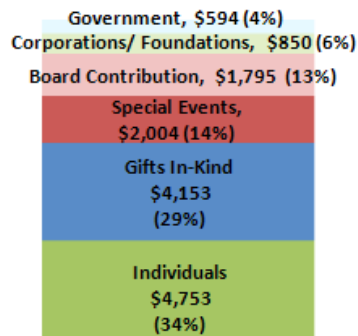


Shashamane Cost Breakdown

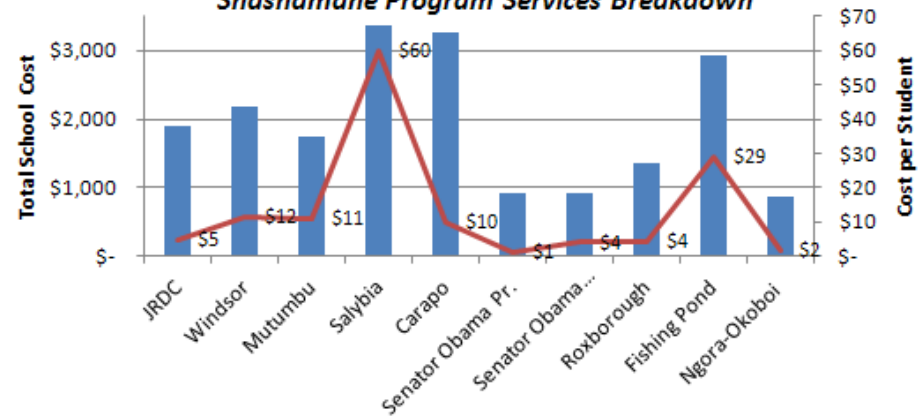


- In 2010, Shashamane spent approximately \$19K on its schools doing various of projects for an average cost of \$14 per student
- Many individuals supported our mission and 100% of donated funds went directly to our program services
- Shashamane also operates efficiently as our administrative costs was only 13%
- Shashamane's operational costs were covered entirely by its board members and a small group of sponsors dedicated to the mission

Shashamane Revenue Source



Shashamane Program Services Breakdown



Our 2011 Plan



TBD - Shashamane is currently in the process of assessing school needs

Our Board of Directors



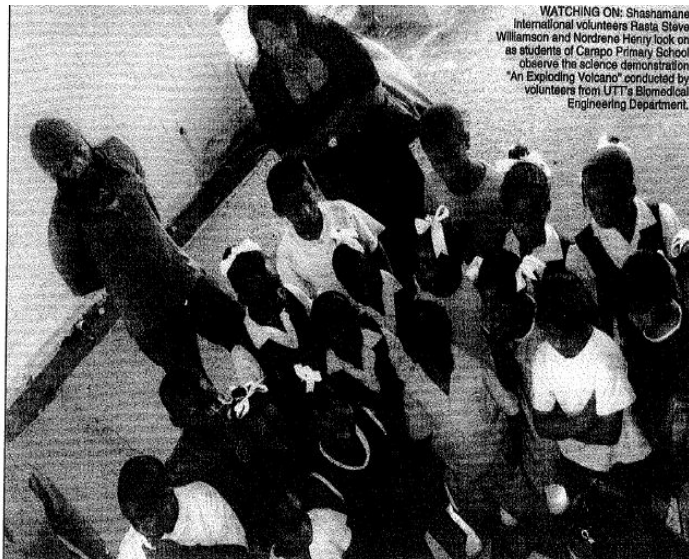
- **President:** Dr. Rene Zazou Williamson, PhD
Professor Biomedical Engineering, UTT
rene@shashamanesunrise.org
- **Vice President:** Mark Rose
Telecommunications Engineer, Verizon, NY, NY
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Shashamane Sunrise in the news...



EDUCATION

The Daily Express • Tuesday 27th July 2010 27



WATCHING ON: Shashamane International volunteers Rasta Slave Williamson and Nordene Henry look on as students of Carapo Primary School observe the science demonstration 'An Exploding Volcano' conducted by volunteers from UTT's Biomedical Engineering Department.



FOOTBALL TOKEN: UTT student athlete and Shashamane volunteer Calron Charles gives a football to Kendell Valere of Fishing Pond Primary School.

Reaching out to the youths

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from around the world to Trinidad for a Volunteers' Service Day, when they donate school materials and conduct workshops. He also solicited the help of students and colleagues at UTT as well as Jamaican dub poet Mutabaruka and singer Ziggy Rankin to inspire the sponsored children.

Each child received an individual stationery package and their schools received textbooks, storybooks, educational books, a three-in-one printer, and cash donations. The UTT volunteers shared their experiences as students and as professionals, with the aim of inspiring the youngsters to believe in themselves and to pursue their dreams. Volunteers from UTT's Biomedical Engineering Programme also brought with them three exciting science demonstrations that showed chemical reactions involving common household

products, such as the classic acid and base reaction of combining baking soda and vinegar to simulate a volcano. "The experience was not only of general gain to the schools visited," says Caperna Ramirez, a second-year Biomedical Engineering major at UTT, "but also to the UTT volunteers. As individuals from different parts of the country, we were able to discover these schools, most of which we did not know existed. The time and effort given to join in this outreach was worth the smiles and sheer amazement of

Schools supported by Shashamane Sunrise Inc:
• JCRIC School in Shashamane, Ethiopia
• Senator Obama Primary School, Kogelo, Kenya
• Senator Obama Secondary School, Kogelo, Kenya
• Mutumbi Girls' Secondary School, Mutumbi, Kenya
• Muluna Secondary School, Muluna, Uganda
• Windsor Forest Primary School, Portland, Jamaica
• Salybia Government Primary School, Salybia
• Fishing Pond Primary School, Sangre Grande
• Carapo PC Primary School, Arima
• Roxborough Secondary School, Tobago

the children at the schools as we spoke about what we do in our daily lives. Being able to inspire children to believe in themselves, reach for the stars, and follow their dreams as we strive to do was an experience like no other."

In June Shashamane Sunrise sent out a call for funding for a day trip for its schools to see the dinosaur exhibition A T Rex Named Sue at the National Academy for the Performing Arts. "Many of these children had not even seen a traffic light, far less been to Port of Spain," explained Marissa Sammy,



FOR THE CHILDREN: Shashamane's UK Station Chief Rasta Slave Williamson donates school stationery supplies to students at Fishing Pond Primary School.

From Shashamane to Salybia ...educating one child at a time

DR RENE "ZAZOU" WILLIAMSON and Ras Markos Rose met each other at Heathrow Airport in London while connecting from New York, where they both lived, in February 2005. Zazou, a Jamaican national, and Rose, an American citizen, were both headed to Addis Ababa, in Ethiopia, for a huge reggae concert featuring some of the world's leading reggae and hip-hop stars to celebrate the 60 anniversary of Bob Marley's birth. Being in Ethiopia, the two Rastafarians decided to travel together to Shashamane, a place that had spiritual significance to both as it was the land that the late emperor, Haile Selassie I, had bequeathed to all Africans in the Diaspora who wanted to return to Africa. Then they visited the JRDC School and their lives – as well as the lives of thousands of children – changed. Inspired by the enthusiasm of the students and how little it costs to educate a child at JRDC – only TT\$500 a year per child – Zazou and Rose were moved to set up an educational charity to help children in Africa and the Caribbean. They named it

Shashamane Sunrise Inc. These two professionals – Zazou is a professor of biomedical engineering, while Rose is a telecommunications engineer – enlisted the support of fellow professionals living in the United States to form a board, and in the last five years they have raised enough funds to support ten schools in Africa and the Caribbean. The JRDC, which was started in a galvanised iron shed on the premises of the Twelve Tribes of Israel headquarters, now comprises a large building where 400 students are taught. It operates on a budget of just TT\$150,000 a year. The school receives no government funding and is wholly supported through donations from individuals and organisations around the world, the principal sponsors being the Shashamane Foundation, a charitable organisation based in Washington DC that is trying to develop the Shashamane community as a whole. Where there is need, Shashamane Sunrise tries to meet

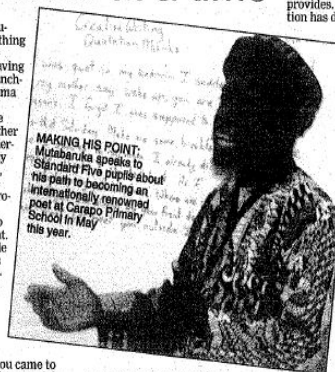
it: from sponsoring tuition, fees, books, clothing and electronic equipment, to an energy-saving wood stove to cook lunches at the Senator Obama Primary School in Kogelo, Kenya (where the US president's father is from). With an understanding of the reality of life in these places, Shashamane Sunrise funds school lunch programmes in areas where the children do not have enough to eat. Its big projects include equipment purchases and school capital improvements such as a reading resource room/library at the Windsor Forest Primary School in Portland, Jamaica.

Two years ago Zazou came to live in Trinidad. While you might think in a place like Trinidad and Tobago all schools are well taken

care of, sadly, it's not true. From his travels around the country Zazou found that several schools could benefit from the support that Shashamane Sunrise provides. Already the organisation has donated library books and two multi-function printer/fax/scanners to Roxborough Secondary in Tobago, Carapo Primary in Arima, Fishing Pond Primary in Sangre Grande and Salybia Government Primary School. They also funded the installation of a fishing pond and two grow boxes at Salybia Government Primary School to help with its aquaculture and agriculture programmes. In May, Zazou, a lecturer in biomedical engineering at the University of Trinidad and Tobago (UTT), invited international Shashamane Sunrise volunteers

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MAKING HIS POINT: Mutabaruka speaks to Standard Five pupils about his path to becoming an internationally renowned poet at Carapo Primary School in May this year.



THIS IS HOW IT'S DONE: UTT Biomedical Engineering graduate student Amella Hosein leads students in a science demonstration of "magic ink" at Carapo Primary School in May this year.

A teacher at Fishing Pond Primary. At short notice Atlantic LNG, TSTT, Beila Treats (a gourmet dessert company) and CCN responded to the call, and the children experienced a day that they will probably remember for a long time.

Shashamane Sunrise's next project is a vacation camp for 50 children from Carapo Primary, Fishing Pond Primary, Salybia Primary and Talparo Primary schools. The Brighter Day Activities Camp, which will take place from August 16 to 20, will include activities/workshops in science, sports and the arts run by various departments at UTT. The Calabash Consortium will conduct special workshops on

student empowerment, goal setting and leadership, and expose the rising Standard Five students to various careers. On Friday, August 20, Jamaican dub poet Mutabaruka will return to show his support for Shashamane Sunrise by taking part in the performing arts workshop, and perform at a fundraiser that evening.

For more information or to become a sponsor of Shashamane Sunrise, call 769 6941 or 309 0257. You can also email shashamanesunrise@gmail.com or visit <http://www.shashamanesunrise.org>.

Facebook: Shashamane Sunrise
YouTube: <http://www.youtube.com/shashamanesunrise>

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How You Can Help...



Shashamane is committed to use your contributions and efforts in the most efficient, effective way possible. There are various ways that you can help empowering a child with essential educational tools

Sponsor a Project

- Every year, we undertake a particular project (e.g., building a library, establishing a cafeteria or meal program) in our schools; please consider sponsoring a project; sponsors are invited to participate in planning and implementation of projects

Donate Cash

- 100% of your contributions will be used for program services
- Please consider your company matching gifts, if offered

Donate school supplies & equipments

- School supplies donations such as books (in English, French, Amharic), pens, pencils, crayons, math kits, etc.. are welcome
- We will greatly appreciate large donations such as computers

Volunteer

- We are constantly looking for volunteers to run workshops in our schools and to assist with school capital projects; please consider traveling with us to our schools to help make a difference

Our Contact Info



Please contact us if you would like to help or have any questions

Website:	http://www.shashamanesunrise.org/
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