



THE SOUL OF HAITI FOUNDATION  
2014 REPORT

HAÏTI IS OPEN FOR BUSINESS  
TOURISM LEADS THE WAY  
Ministry of Tourism's Action Plan 2013-2015





# A Note From The Man on The Ground, Our Country Director



Bonjou tout moun,

For me, 2014 started out looking like a year of health problems, but instead it transformed into a really positive and productive 12 months. When I got sick, I was overwhelmed by the massive support I received from my friends and my colleagues in the Soul of Haiti, the States and across Haiti itself. As if I needed reminding, the events of last January underlined that working for the Soul of Haiti Foundation is like no ordinary job. On the tough days, the days when it is difficult to face another Haiti challenge; remembering all the acts of kindness and encouragement, really keeps me going.

How do you make a difference with a team of two, Reginald and I? The answer is that you strengthen it. So in 2014, we were delighted to welcome Sharon and Ailish on board. Our projects cover a broad range of expertise, all focused on helping Haitians to generate sustainable livelihoods. From bakeries, fishing, education, agriculture, tourism, employment, investment, trade, development, community, health and the orphanage, we cover it all. This is possible thanks to our new dedicated and stronger team, plus the continued support of our Board, and all of our sponsors, donors and volunteers.

So my lesson this year has been one of appreciation. Appreciation for good health and for the knowledge that what we are doing here, really is making a difference.

So have a very Happy Christmas and let's look forward to making that difference again in 2015!

*Damien*



# Forward from our Chief Operations Officer



My first year as COO is nearly coming to an end, and what a roller coaster it has been. Anyone who knows Haiti will understand the challenges, frustrations and exhilaration it evokes and therefore I remain in awe of our Country Director, Damien Meaney; his tenacity, passion and energy is something to behold. It was with great relief however, that thanks to a grant from the **W.K. Kellogg Foundation**, we were able to employ an inspirational Irish Program Manager, Ailish O'Reilly and reduce the massive burden which Damien has been carrying for the past few years.

When writing this Report, I was selecting the key achievements for each of our projects in 2014. It got me thinking about how the achievements in our 5 specific programmes are only a small piece of our story. In Haiti, we have developed a reputation as a go to organisation for new entrants, new ideas, and new collaborations. This means that apart from focussing on our dedicated projects, we work hand in hand with the Haitian Government & international organisations, assisting them where needed, be it on specific projects, or on the wider needs of the country.

We shy away from territorialism, ownership, and rigid identity definitions. We see our mission as providing high-impact solutions to unmet needs, in a way that multiplies the resources invested. We stay focused on having a value-added impact, rather than ownership, control, visibility, or recognition. If we can get something accomplished by facilitating or empowering another organization, we have met our goals.

In this context I would in particular like to thank the **Digicel, W.K Kellogg & Yunus Foundations**, as well as the **Clinton Global Initiative**, for the confidence they have shown in collaborating with us and to acknowledge the huge impact our partnerships have had on this wonderful country.

In terms of our 5 core projects, we have learnt over the years that it is impossible to focus on livelihood creation in isolation. We must also address the satellite problems which constrain peoples abilities to create sustainable jobs, such as access to education, medical care, & sanitation. However, at Soul of Haiti, we believe that it is not our role to reinvent the wheel, but to find partners, who have experience in those areas, in order to achieve our primary goal of creating enterprise. So to all of those who have helped our communities in 2014, I say a big thank you, most especially, to **John Moore** & his team in the **Haven Partnership**. I would also like to extend our sincere thanks to all of our supporters, volunteers and donors in 2014. None of what we do, could be achieved without your generosity.

Lastly, I would like to thank the Board of the Soul of Haiti Foundation and to let you know that after 7 years of leading from the front, **Michael Carey** has decided to hand the reigns of Chairman over to **Aldagh Mc Donogh**, although thankfully he is staying on as a Board Member. We were not so lucky with **Michael Cullen** who after 6 years, stepped down as a Director in September. His contribution to the Foundation has been immense, most especially in all the work carried out at our orphanage on Ile a Vache. We are delighted however that he is remaining as a valued Patron.

We came to Haiti three years before the earthquake and we will stay until our support is no longer required. As Haiti evolves, so can our Foundation, ensuring that we continue to meet the new demands this emerging country will face.

Lastly, I would like to take this opportunity of wishing you all a very Happy Christmas and the very best for 2015.

*Sharon Dagg*



# How Are We Funded?

The Directors of the Soul of Haiti personally fund the majority of costs relating to its Irish administration. Funding for individual programmes and for our Haitian operational costs are raised from a variety of sources. We are truly indebted to the amazing generosity of each & everyone of our donors. Soul of Haiti would not exist and the lives of the people in Haiti that we help would be significantly harder. Thank you.

## Institutional Funding

Grant applications are made to funding institutions both national and international, including **Irish Aid**, the **W.K. Kellogg Foundation**, the **William Taubman Family** and the **Digicel Foundation**.

## Private Funding

We receive financial support from a number of private sources, both individual and corporate

## Fundraising Events

Up until recently the Foundation had two annual key fundraising events; the **Cycle4Haiti**, run by **One4All**, which takes place in May and the **Corporate Quiz Challenge** in January. These events raise a combined total of over €150,000 annually for our programmes. In 2014, we were delighted to have been chosen as a Charity for **Paris2Nice**, where nearly €60,000 was raised by 9 brave cyclists.

## Individual Fundraising

We are lucky to have the support of many individuals who work very hard to raise funds to support our work.





# 3 Focus Areas

## 1. Developing Sustainable Communities

Since our establishment in 2008, the Soul of Haiti has been working with key communities in Haiti with a focus on the south of the country. We aim to engage in a meaningful way and use our business skills and resources to help the Haitian people develop their communities. Our core goal is to assist in the development of enterprise, which requires us to get involved in education and general community engagement and support.

## 2. Supporting an Enterprise Culture

Here our focus is on programmes and initiatives that will contribute to the creation of a positive environment for the development of enterprise in Haiti. Successful business can be created in Haiti but there needs to be active support in order for these to thrive. We have also played a key role in the development of Brand Haiti, which has been debriefed to the Haitian Government, specifically the Tourism Minister.

## 3. Facilitating Trade & Investment

The Soul of Haiti Foundation has been actively encouraging Irish and international businesses to seize the opportunities that exist in Haiti. We have facilitated the visits of many entrepreneurs all exploring the opportunity to invest in Haiti. We have also established significant trading relationships between Haitian and Irish businesses in the areas of coffee and textiles. Many more opportunities exist mainly in the areas of construction, agriculture and tourism.







# 5 Project Areas

## Christine Model Farm, Cavaillon

The development of a model farm and the support of local community initiatives in Cavaillon, in partnership with **Country Crest** & the **W.K. Kellogg Foundation**.

## Abacou Community Program, Les Cayes

The development of an Enterprise Centre and local community projects in Abacou, in partnership with **Grant Engineering**. The initial programs were directed towards the fishermen but have recently become more focussed on the women in the community.

## St. Martin Enterprise Program, Port au Prince

The development of local entrepreneurship and enterprises in St Martin in partnership with **The Company of Food & H&K International**.

## Ile a Vache Orphanage & Community Program

The support of an orphanage and local community on an island off the south coast of Haiti in partnership with **Beacon Medical Group**, the **Digicel Foundation** & the **W. K. Kellogg Foundation**.

## Institut de Formation Hôtelière et Touristique (IFORHT)

We have recently partnered with this Hospitality & Tourism Training College, where we will be helping them to incorporate a fully functioning Tourist Welcome Centre, which will consist of a tourist information office, an animation centre, restaurant, bakery and craft market. The **Dublin Institute of Technology, School of Culinary Arts**, has twinned with IFORTH and will be working with its students while also developing program guidelines for senior management hospitality training in Haiti.



# Christine Farm

Christine Model Farm is a farm-to-cooperative programme established by the Soul of Haiti Foundation in 2010 and is in the Cavaillon Valley. Christine farm, which employs 15 people, was established with a view to creating a centre of excellence for farming practices in Haiti, with a focus on four overlapping activities; a Commercial Farm, a Research Facility, a Training Centre and a Seed Bank.

## Key Achievements in 2014

- ✓ Brana (through USAID) chose to trial the cultivation of Sorghum on Christine, with a view to establishing it as a crop for the South.
- ✓ Our Farm Manager, Isaac Cherestal was nominated Agronomist of the Year by Grahn Monde.
- ✓ 50 new local farmers were selected for training in best farming practice and are being provided with the necessary tools as well as access to the seed and equipment they need to improve their farms activity.
- ✓ Thanks to a grant from the **W.K. Kellogg Foundation**, Solar Power, a Poly Tunnel and an irrigation system, have been installed.
- ✓ The Irish charity, **Camara**, installed 3 new computers which will be used to train farmers and members of the local community.
- ✓ 2014 has seen the development of a strong partnership with the local farmers cooperative, Kamac.
- ✓ The **Country Crest** Team, lead by Managing Director, Michael Hoey, spent several days on Christine training the staff in ploughing techniques and then purchased a new tractor, allowing the old one to be rented out to local farmers, many of whom still till their land using an ox and plough.
- ✓ Damien Meaney, our Country Director, was asked to present Christine Farm as a Model for NGO activity at the **W.K. Kellogg Foundation** Annual Conference.





# Abacou Enterprise Centre

In order to create local enterprises and sustainable livelihoods for the people in Abacou, the Soul of Haiti Foundation completed the building of an enterprise centre. This centre acts as a hub for existing businesses, a centre to create new businesses and a training facility for the local community. It has been kitted out with solar panelled refrigeration units for use by the fishermen and additional facilities to create a Sewing Co-op. The Soul of Haiti has also rebuilt the local school and drilled a well to provide fresh water for the village.

## Key achievements in 2014

- ✓ 5 women from Abacou underwent a sewing training programme designed and implemented by the organisation **Femme en Democratie**. While it has in many ways been a great success, it has also brought us great learning. The women's skills have greatly improved, yet they struggle to take the next step in creating a stand alone, sustainable business. Having noted similar issues on other projects, we have spent the last few months researching successful models for empowering women in Haiti. The most impressive programme we came across was one established by the **Foundation Infant Jesus**, in Lamardelle, Haiti. 2015 will see our two organisations partner in rolling out a new 12 month Empowerment Program which will give 120 women a better understanding of issues around their rights, health, family planning and budgeting, with the aim of giving them a true sense of their value and worth. Each woman will be mentored throughout the year and provided with ongoing support to develop her business.







# St. Martin, Port au Prince

St Martin is home to approximately 70,000 people and there is not one single functioning toilet. It is stated that there is 90% unemployment in the area yet here is a thriving commerce. People seem to eke out a subsistence by making goods, trading product and selling food. Soul of Haiti helps harness this amazing entrepreneurial spirit by providing training and support to local businesses as well as engaging in activities which aid with conflict resolution and help develop a sense of pride and community.

One of our greatest success stories in St. Martin is the establishment of Grandoits Bakery. Thanks to the assistance of the Soul of Haiti and its partners, this ex gang leader now has a thriving business baking bread for the community, employing 5 people.

## Key Achievements in 2014

- ✓ With the aid of a Micro Credit Loan, provided by the **William Taubman Family**, Grandoit is expanding his premises to allow him bake more bread & other items to sell to retailers. He is continually mentored to assist him in developing his business plan.
- ✓ We are in the process of completing our “Bakery in a Box” Model which will provide all of the necessary information on how to set up a bakery in Haiti. This will allow us to repeat the success of Merci Bon Dieu Boulangerie, in the other communities in which the Soul of Haiti operate, the first of which will be in the Tourism & Hospitality Training College (IFORTH) in les Cayes.
- ✓ Similar Models will be created in 2015, which will allow us to capture our experience in the development of small enterprises, be they food transformation (hot sauce/cassava/jams/liqueurs), soap & essential oil production, retailing, crafts or agriculture. Each of the people we assist are required to ‘Pay it Forward’ and work with other Haitians wishing to set up similar businesses. This way we create champions of industry and share our successes and learning across many communities in Haiti.





# Ile a Vache

In 2008, the initial goal of the Soul of Haiti was simply to assist in improving the living conditions and medical care at the orphanage & School, Œuvre St François D'Assise. Administered by a Franciscan nun, Sr. Flora, it is home to 70 children, 30 of whom are physically or mentally disabled. The project grew to encompass, the Village of Madame Bernard and in 2014, the island as a whole.

## Key Achievements in 2014

- ✓ Thanks to the **W.K Kellogg Foundation**, the Soul of Haiti Foundation was able to employ an Irish woman, Ailish O'Reilly, to offer full time on the ground management support to the orphanage. Under her guidance, the staff and the children have flourished and huge strides have been made in the care of the disabled children.
- ✓ We have begun working closely with 5 Women's Groups and several local businesses, assisting them in developing their product range, drawing up business plans and evaluating their markets. Currently these women are focussing on food transformation.
- ✓ Thanks to the facilitation of the Soul of Haiti, **Fonkoze**, Haiti's largest supplier of micro credit, agreed to set up lending facilities on IAV.
- ✓ We have continued to work very closely with the Ministry for Tourism on the development of the island, facilitating dialogue between all parties and seeking out the necessary investors to make the dream of Ile a Vache as Haiti's Tourist Destination, become a reality.
- ✓ Soul of Haiti's Water and Sanitation Project, grant aided by **Irish Aid**, was completed. 69 latrines were built throughout the island, all of which included rain water collection and 4872 people were trained in hygiene promotion.
- ✓ Children at the orphanage will soon be eating home-grown vegetables, thanks to a new Kitchen Garden kindly sponsored by **SuperValu**
- ✓ Thanks to a very generous sponsor, Solar Powered lights were installed in the village of Madame Bernard.
- ✓ The school and its Headmaster were awarded a Certificate of Excellence at the opening of the **Digicel Foundation's** 150th school in Haiti
- ✓ On World Climate Change Day, the Soul of Haiti, alongside the Nature Conservatory delivered and planted 3000 trees on Ile a Vache.





# Institute De Formation Hôtelière et Touristique (IFORHT)



Soul of Haiti & Country Crest meet Karine Conde, Director of Tourism for the South and Director of IFORTH

We have recently partnered with this Hospitality & Tourism Training College in Les Cayes, Southern Haiti where we will be helping them to incorporate a fully functioning Tourist Welcome Centre into the College. This will consist of a tourist information office, an animation centre, restaurant, bakery and craft market.

## Key Achievements in 2014

- ✓ The **Dublin Institute of Technology, School of Culinary Arts & Food Technology**, has agreed to twin with IFORHT. Student exchanges will be facilitated, and teachers from DIT will travel to the college to assist in training.
- ✓ Head of School, Frank Cullen, met with the Haitian Minister for Tourism, Arielle Villedrouin, during her recent visit to Dublin. Upon learning of the major gap in training for senior management in hospitality, he has agreed to investigate how teachers from DIT, who are completing their PHD's, can assist in developing courses, regulations and guidelines for Haitian Hospitality & Tourism Training.



# In 2015, the Soul of Haiti Foundation Intends to Place a Major Focus on Women in Haiti

Empowering women through health, education and employment.



*"When you educate a man you educate an individual; when you educate a woman you educate a whole family"*

*Charles D. McIver*





# Why Focus on Women?

*“Focusing on women in development assistance can achieve more rapid and pro-poor economic growth than “gender neutral” approaches. Because of their essential contributions to household welfare, both unpaid and paid, women are key to poverty reduction in developing countries. Investing in women and girls – in their education, health, and access to assets and jobs – has a multiplier effect on productivity, efficiency and sustained economic growth in developing countries”. World Bank, 2006*

*“Aid programmes should be targeted more to maximising the economic contributions of women to both the formal and informal economies”. OECD’s 2008 Report on Gender and Sustainable Development*



Danielle Saint-Lot

*“The Food and Agriculture Organization estimates that giving women the same access as men to agricultural resources could increase their farm production by 20 to 30 percent, raising agricultural output in developing countries by up to 4 percent”. Danielle Saint-Lot, Ambassador-at-Large for investment in women's empowerment for the Republic of Haiti*





# WHO WE ARE

## OUR BOARD



Aldagh Mc Donogh  
Morgan Mc Kinley



Stephen Grant  
Grant Engineering



Michael Dawson  
One 4 All



Neil O Leary  
Ion Equity



John Bowen  
John Bowen Ltd



Liam Nellis  
Innovation FabLab, Belfast



Michael Carey  
The Company of Food

## OUR TEAM IN HAITI



Damien Meaney  
Country Director



Ailish O'Reilly  
Program Manager



Reginald Descollines  
Administration

## OUR TEAM IN IRELAND



Sharon Dagg  
Chief Operations Officer





# Thank You To All Our Partners



We would like to wish you all a very  
Happy Christmas and a Wonderful 2015



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