

ECFH pledges \$30,000.00 to aid Literacy Programmes in Saint Lucia

The East Caribbean Financial Holding Company Limited has pledged EC \$30,000.00 to the National Enrichment and Learning Unit.

This is part of ECFH's corporate social responsibility policy which commits the Group to providing tangible support to adult literacy improvement programmes and initiatives around the island.

The presentation of a cheque for \$10,000.00 was held at the ECFH Financial Centre on Bridge Street.

Group Managing Director Robert Norstrom explained that this was the first instalment of the \$30,000.00 donation that will be disbursed over a three year period, and in the first year the funds will be used to sponsor literacy programmes in the communities of Banse La Grace, Fond St. Jacques and Anse-la-Raye.

Mr. Norstrom said this was in keeping with the Group's corporate social responsibility policy where great emphasis is placed on influencing the improvement of literacy generally with special focus on adult and financial literacy.

The ECFH financial support will assist the National Enrichment and Learning Unit advance its programme of providing literacy and numeracy skills to disadvantaged and marginalized individuals. The programmes which are also designed to promote self-esteem will focus on 'financial literacy', a subject the ECFH will assist in facilitating.

The National Enrichment and Learning Unit expressed gratitude for the ECFH initiative and noted that the financial contribution will strengthen its literacy programme which is designed to promote competencies in reading, writing and numeracy.

Minister in the Ministry of Education Senator Gaspard Charlemange expressed government's appreciation to the ECFH for their commitment to the development of education in St. Lucia and noted this was in sync with government's focus on eradicating illiteracy. He said that with this donation, ECFH has demonstrated that the Group's corporate social responsibility philosophy is consistent with the national development goals of the Government of Saint Lucia.

The National Enrichment and Learning programme has already recruited learners, trained facilitators and coordinators for the programmes in the three communities. Some of the prospective students were in attendance and one of them gave the vote of thanks.

Classes are likely to start later this month with 90 participants coming from Anse-la-Raye, Banse La Grace and Fond St. Jacques.

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ECFH has also committed to providing financial support to the “People’s Workshop”, a Canada-based group which conducts literacy workshops for children in Anse-la-Raye, as well as training for facilitators, with a youth leadership development component, and a scholarship programme. People’s Workshop programme recently expanded into the community of Millet. A separate donation will be made to the People’s Workshop later in 2007

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