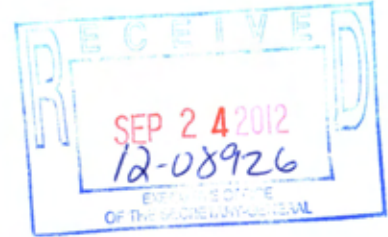




hello@helpjchildren.org



September 24, 2012

The Office of the Secretary General
The United Nations
760 United Nations Plaza
Manhattan, NY 10017
USA

ACTION **JA**
COPY **RA**

Dear Sirs:

Please consider this letter an official request to have the distinguished Mr Ban Ki-Moon, Secretary General of the United Nations to give the Keynote Address at the Help JA Children 'Helping Hands' Dinner in Kingston, Jamaica on Friday, November 23. Local policy makers and human rights advocates will also address the dinner.

Help JA Children is a non-governmental advocacy organisation concerned with the welfare and protection of children in Jamaica. We have been on the forefront of the fight to protect our nation's children since our inception this year and have scored several key victories in this regard. One of our largest victories includes the development of a smartphone application, which enables Jamaicans to report child abuse to the authorities from anywhere they are in the world.

Indeed, it would be an honour and a privilege to host the Secretary General in Jamaica, and it will be the first time in our history that such a senior member of the United Nations team addresses a non-government audience in Jamaica.

Help JA Children will also be more than pleased to set up meeting with other NGOs so that the Secretary General could leave the island with an increased understanding of the work being done to advance and monitor the implementation of relevant UN Declarations, Conventions and Charters. The Secretary General's presence will also result in increased public interest in the work of advocacy organisations.

As we make plans for the dinner, please let us know if there are any questions or concerns you have and also any other information necessary for your team to make a decision on this proposal. I can be contacted via email at allwoodb@helpjchildren.org.

With every good wish,

Brandon Allwood
Chief Advocate



Sc#108/002 Com#1001



Help JA Children is an organisation concerned with the care and protection of Jamaica's children. The organisation currently serves as an 'advocacy outlet' for children who are facing abuse, be it physical, emotional or sexual.

The organisation was founded in April of 2012 and powered on social media, as public outcry grew for something to be done to protect Jamaica's children. One of the first objectives of Help JA Children was to shatter the silence, which often surrounds child abuse, and bring to the attention of the country the troubling situation. To this end, a march and rally was planned and executed by the organisation on May 1 of this year. The event was a significant success.

Help JA Children's general policy is set by a Board of six (6) Directors, with executive authority vested in the Chief Advocate. He is assisted by three advocates who have specific portfolio responsibilities (Health & Education, Gender & Marginalisation and Parenting).

Help JA Children is guided by a mission to advocate for the interests and rights of Jamaica's children. At the core of this mission is the understanding that the most potent tool in the fight against child abuse is awareness. This understanding is reflected in the short term programmes to be undertaken, these include a smartphone application which will enable citizens to more easily make reports of child abuse, seminars on parenting - aimed at assisting with instilling parenting best practices, implementing programmes in conjunction with corporate Jamaica aimed at helping at risk children and collaborating with existing organisations in the Health and Education sectors.

The organisation believes that a collaborative effort is needed in the fight against the abuse and neglect of our children. This has led to partnerships being formed with The National Parent Teacher's Association, Children First and The Jamaica Youth Advocacy Network, among others.

Help JA Children intends to continue to raise awareness on behalf of disadvantaged and abused children in Jamaica, while seeking out solutions to the challenges so many of them face on a daily basis.



Brief Overview

Mission Statement: To create awareness about the reality of the situation of the nations' children and offer effective and plausible solutions to alleviate their plight.

Governance: Help JA Children is managed by a board of directors: Brandon Allwood, Candiese Leveridge, Jaevion Nelson, K. Dominic McKenzie, Lonique Chin and Ricardo Brooks.

- **Ricardo Brooks** is an internationally recognised debater and Public Speaking coach. He has represented the UWI and Jamaica abroad on several occasions; most notably addressing the British House of Commons on behalf of the British Council in Jamaica in 2007. Since 2010 he has co-hosted the youth advocacy program 'Issues on Fire', which airs on NewsTalk 93FM. This radio show has afforded him the opportunity to act as a social commentator, speaking up for improved social and political conditions in Jamaica. As a writer, Ricardo has been awarded Jamaican Blogger of the Year and now currently writes for the Washington based organisation 'Advocates for Youth'. He has a passion for advocacy and advancing issues important to young people.
- **Jaevion Nelson** is the Executive Director of the Jamaica Youth Advocacy Network (JYAN), a youth-led advocacy organisation and Research Fellow at the Centre for Applied Human Rights (CAHR) at the University of York (UK). Jaevion has almost a decade's worth of experience in governance, advocacy and programme development on issues relating sexual reproductive health and rights (SRHR), violence prevention, human rights, children's rights and youth participation and development and communication. Some of his experiences include, lobbying US foreign policymakers on Capitol Hill in Washington DC on issues relating to youth sexual and reproductive health, human rights and HIV. Jaevion has also addressed human rights activists, policymakers and technocrats on panels on the World Bank, Capitol Hill and the UN High level Meeting on HIV. Jaevion holds an MSc in Social Development and Communication at the University of Wales, Swansea where he was a Chevening Scholar. He also has a BSc in Management Studies. He is the recipient of the Youth Musgrave Medal for distinguished eminence in Information Technology & Community Development (2008) and Prime Minister's Youth Award for excellence in the field of International Achievement (2005). Jaevion is also the Chair of the HIV Young Leaders' Fund (HYLF), 1st Vice Chair of the Jamaica Country Coordinating Mechanism (JCCM) for the Global Fund in Jamaica, member of the Delegation of Developing Country NGOs to the Board of the Global Fund to fight AIDS, Tuberculosis and Malaria (GFATM), Washington DC Youth Force for the AIDS 2012 Conference, and Board of Directors of the Caribbean Vulnerable Communities Coalition.
- **Lonique Chin** is an intelligent and passionate modern day activist. Outspoken, she always seeks truth, action, and is never hesitant about expressing herself about issues that many shy away

from. Having been involved in peer group based advocacy for more than 10 years, Lonique's passion includes women's, reproductive and child rights. She also has a distinct interest in gender marginalisation. The Garveyite is firm-footed in her belief that awareness needs to be brought about for the nation's children and believes that children should have a loud voice in the society. She recently graduated from the Media Technology Institute (MTI) with a degree in Video Production.

- **K. Dominic McKenzie** is the executive director of the **Delcena M'Kenzie Foundation**. Named after his late mother, the foundation provides support services for young Jamaicans who have lost a parent to cancer. Dominic is also a journalist with the NCU Media Group out of Mandeville, the founder and director of Kingdom Praise, Northern Caribbean University's 30-member choir. An active member of his church and other community service organisations, he is also an independent senator in NCU's college senate, with the intention of eventually working with international organisations that deal directly with the development and protection of human rights. His mantra, first uttered by Gandhi, is succinct and profound: *"You must be the change you want to see in the world."*
- **Candiese Leveridge** is a 23 year old journalist, proud of her stance to use the media as a tool to effect change, to uplift the weak, the downtrodden and helpless in our society. Candiese's passion and dedication to increasing awareness and helping to solve the plight of children in Jamaica is remarkable and unmistakable, and began with peer-group based advocacy while in high school. She believes it is her responsibility to use her opportunities and resources to enlighten those who turn a blind eye and to educate the ignorant among us. A peacemaker, lover of life and all it has to offer, proud Jamaican and motivated to help, Candiese lives by the saying, 'Without hard work there can be no progress.'
- **Brandon Allwood** is a communications consultant that has worked in advocacy since 2005. Brandon has represented Jamaican children as far as the United Nations in Switzerland, making presentations and recommendations to the Committee on The Convention of The Rights of The Child. He is a former member of the board of the Jamaica Coalition on The Rights of The Child, and has worked in advocacy and youth rights development within programmes out of the National Centre for Youth Development – including the NSSC, National Youth Council and the Jamaica Youth Ambassadors Programme. Brandon was awarded the Prime Minister's National Award for Excellence in Journalism in 2007 for his body of work that promoted child rights, youth engagement, youth protection and youth development. He has a keen interest in child rights, protection and welfare, sexual and reproductive health through HIV protection and awareness, and family planning.