



IBI Ambassadors:

The work of the IBI is carried out by a cadre of volunteers known as IBI Ambassadors.

Role of the Ambassador

- To attend functions & events so as to increase awareness and enhance the impact of the Initiative;
- To diffuse the IBI message through speeches to youth groups, community associations, educational institutions and professional organizations, as well as through traditional and social media;
- To develop or participate in programmes for mentoring youth in life skills, decision-making, making career choices, developing careers or setting up businesses. Where possible, provide internships (on-the-job experience) for mentees, or advise them on specific business questions with a view to making the process less daunting;
- To help with fundraising to support IBI projects;
- Participate in Youth Consultative Conferences;
- Based on interaction with youth, recommend activities to be undertaken by the IBI and volunteering to execute such activities.

Our Responsibilities

- To demonstrate commitment to the values, principles and objectives of the IBI at all times.
- To mentor youth in life skills, career development, or entrepreneurship, or in their sphere of expertise.
- To display at all times, while remaining committed to volunteerism, professional conduct that is worthy of emulation.
- To present an annual report on activities undertaken and accomplishments made in pursuit of the *Mission* and *Vision* of the IBI.



Summer Of Service (SOS) Competition 2015 Awards Presentation

How Can You Help?

The need amongst our citizens is great. Each one can help one. Together we can do even more.

DONATE

- Contact us at:
The Governor-General's Programme for Excellence
King's House
Hope Road
Kingston 6.

BECOME A VOLUNTEER

- Offer to assist with a project. Contact the National Coordinator of the Governor-General's Programme for Excellence (GGPE) or the Custos of your Parish.
- Write to the Custos of your Parish and ask for consideration to serve as an Ambassador. Include your resume.
- Serve on the Parish or National Committee.

HELP MAKE OTHERS AWARE

- Learn more about the IBI through our IBI Ambassadors or by visiting our website. You may also join us on Social Media: **Twitter @ibija** and **Facebook at /IBelieve Initiative**. Link: <https://www.facebook.com/IBelieve.Initiative>
- Once you've learned more, spread the word! Share the IBI Vision & Mission with others.



THE "I BELIEVE INITIATIVE"

An arm of the Governor-General's Programme for Excellence

"There's nothing wrong with Jamaica that cannot be fixed by what is right with Jamaica."





Who We Are

The I Believe Initiative (IBI) is a values-based programme launched by the Governor-General in May 2011 to focus on youth development.



Corporate Visit 2015—Food For The Poor

What We Do

In achieving our **Vision** and **Mission** we develop and/or enter into **partnerships** and **endorse** programmes that will empower youth to believe in themselves and contribute to Nation Building.

Purpose

The purpose of the IBI is to effect change across Jamaica, specifically targeting the age cohort of 15 – 35 years, in sustaining values to counter destructive attitudes and actions.

All projects created seek to bring about positive changes in our island. They are conceptualized or selected under 3 Pillars: **YOUTH**, **EDUCATION** and **FAMILY**.

Our Vision

The IBI seeks to achieve its objectives by creating, contributing and endorsing projects that embrace its vision:

“Patriotic and motivated citizens committed to community and National Development.”

Our Mission

“To recognize and promote excellence and empower Jamaicans to believe in themselves and achieve their God-given potential while contributing to Nation Building.”



Our Impact

Needs which are identified through the *I Believe Initiative* are supported by sponsorship from Corporate Jamaica and individuals who “believe” in the Initiative.



Youth Consultative Conference (Surrey) 2014

YOUTH

The IBI seeks to give youth a voice on issues affecting them, to encourage adoption of core values, through personal and professional development, mentorship and training programmes.

The objective is to effect behavioural changes where necessary and reduce the numbers of unattached youth.

YOUTH EMPOWERMENT:

- (1) Through **Youth Consultative Conference** delegates aged 17 – 35 years are brought together to participate in presentations on issues of national importance which affect them in particular.
- (2) **School Motivational Programmes**. Special visits to schools provide intervention opportunities to build awareness of self and patriotism in country.
- (3) **Mentorship**. Students are paired with an IBI Ambassador for **Motivational Talks** and **Reading Sessions**.

Visit us at www.GGPE.org.jm



Our Impact

EDUCATION

The IBI promotes and supports access to and fosters quality and excellence in educational pursuits, primarily through:

- (1) The annual **Summer Of Service Competition** launched in 2013 to encourage more volunteerism among the youth and resulting in academic assistance where needed for tertiary education.
- (2) **Community Outreach**. The IBI currently supports the development of skills centres that provide training for youth to make them employable. Three centres, the Spring Village Development Foundation, the South Trelawny Skills Training Centre, and the Association of Clubs in Petersfield, Westmoreland, are recipients of equipment and funds sourced by the IBI.

FAMILY

The ‘family focus’ is on **values-based parenting** to build strong family foundations.

Through our marquee programme **Parenting Jamaica** we conduct a multi-media campaign geared towards informing better parenting and is based on the principles of the book *“Answers to Questions Parents Ask.”*

Each month two radio stations host the programme:

- (1) **RJR FM94** — 1st Sundays
- (2) **Mello FM98** — 2nd Wednesdays

Contact Us:

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