

IBI | I BELIEVE INITIATIVE

Ambassadors' Quick Reference Guide





Using what's right with
Jamaica to fix what's
wrong with Jamaica.

- His Excellency Sir Patrick Allen,
Governor-General



Contents

Foreword	2
Messages	3
The I Believe Initiative: Using What's Right with Jamaica to Fix What's Wrong with Jamaica.	5
Guided by the IBI Pillars	6
Voices from the Field	7
1.0. The I Believe Initiative (IBI) Structure	8
1.1. The Advisory Board	8
1.2. The Management Committee	8
1.3. The Secretariat	8
1.4. The National Coordinating Committee	9
1.4.1. The National Coordinating Committee (NCC) Structure	10
1.4.2. Roles and Responsibilities of the NCC Executives	11
2.0. The IBI Ambassador	12
2.1. How to Become an IBI Ambassador	12
2.2. Roles and Responsibilities of an IBI Ambassador	13
2.3. Conduct	13
2.4. Flagging Misconduct	14
2.5. Decommissioning of IBI Ambassadors	14
2.6. Voluntary Withdrawal	14
2.7. Do No Harm	15
2.8. IBI Ambassador Reporting	15
3.0. Accessing Support From The GGGPE	16
3.1. Requesting Endorsements	16
3.2. Use of the IBI Logo	17
4.0. Protocols Relating to the Governor-General	18
4.1. Addressing the Governor-General	18
4.2. Their Excellencies Attendance at Public Functions	19
4.3. Invitations	19
4.4. Arrival	19
4.5. Speeches	20
4.6. The Governor-General's Team	20
Annex	21
Resources	21
GGPE Directory	22
Ambassadors' Declaration	24
'I Believe' - IBI Song	25
Sample Letter to the Governor-General	26
Ambassador Report Template	27
Acronyms	28

Foreword

The 'I Believe' Initiative (IBI) is an arm of the Governor-General's Programme for Excellence (GGPE); launched in 2011 as a platform to support young people to believe in themselves, achieve their God-given potential and give service to their country. 'I Believe' Ambassadors are youth and community champions invited by His Excellency Sir Patrick Allen, Governor-General to influence networks, lead inspiring projects and represent the mantra of the IBI, "Using what's right with Jamaica to fix what's wrong with Jamaica".

IBI Ambassadors may be identified in all fourteen parishes and are encouraged to steer local initiatives and rally efforts for regional and national events. Some ambassadors may have strong national and international influence and would have been installed as an IBI ambassador on such merit. The hope is that they too would use their platform to inspire and energize Jamaicans to work towards building a strong nation.

Regardless of your parish, the nature of your projects and your influence, this document includes guidance that is pivotal to your role as an IBI Ambassador. You can expect to find illustrations of your duties and contributions, established protocols and the IBI leadership.

As an IBI Ambassador, you are an equal stakeholder in this initiative and your inputs, directions and resources are always welcomed. Periodic revisions may be made to this document and you may contribute to these amendments.

This document was made possible through the generous contributions of our kind sponsors and IBI Ambassadors, under the leadership of past and current members of the Governor-General's Programme for Excellence (GGPE) Secretariat. Revisions to this document will be made in consultation with the aforementioned.

Message from His Excellency Sir Patrick Allen



His Excellency The Most Honourable
Sir Patrick Allen, ON, GCMG, CD, KStJ
Governor-General
(Founder & Patron)

"Using what's right with Jamaica to fix what's wrong with Jamaica." The I Believe Initiative (IBI) continues to focus on its objective of engaging, empowering and inspiring Jamaicans. As we evolve, you - our I Believe Ambassadors, proudly continue to share your talents and support the upliftment of Jamaica's social well-being. Your work and involvement has renewed hope in the minds and hearts of communities, promoting service to country, embracing strong family values and advancing education as an avenue to a better Jamaican society.

Each IBI Ambassador is encouraged to embrace the values of the Initiative, therefore I offer this guide for you to navigate through the IBI and by extension, the Governor-General's Programme for Excellence (GGPE). It is necessary to establish a guiding principle that will help you our Ambassadors carry out your work. With every privilege comes great responsibility, continue to play your part in addressing some of the social ills which plague our nation.

Message from Her Excellency Lady Allen



Her Excellency The Most Honourable
Lady Allen
(Co-Patron)

It is a privilege to join the Governor-General as Co-Patron of this Initiative. I remember the series of consultation and engagement activities across the length and breadth of Jamaica, when His Excellency took office in 2009. My mission was, and continues to be in support of his vision, to contribute to what is now known as the I Believe Initiative (IBI).

We invite you; Ambassadors, and all Jamaicans to join us on this mandate to help fix the wrongs in our nation by your contribution to do what is right. We hope this guide will equip you with the necessary knowledge to navigate the Initiative.

Best wishes as you embark on your journey of leadership and service.

Message from the National Coordinator



Ms. Sonja Simms, JP
National Coordinator, Governor-General's
Programme for Excellence

It is a real privilege to be endowed with the mandate to be in direct contact with IBI Ambassadors as we execute the mission of *"using what's right with Jamaica to fix what's wrong with Jamaica"*. It is an honour to be recognized by His Excellency the Governor-General to join him on this quest to use your God-given skills and talents to initiate and support causes to benefit the nation through youth, family and educational projects.

Collaboration on the vision and establishing the rules of engagement is critical to the success of any meaningful enterprise. Therefore, this handbook has been established to assist you with protocols for internal and external engagements to appropriately execute your valiant mandate. This document is always evolving and provides a basic guide on how to engage. It is therefore advised to be in dialogue with a member of the secretariat to provide further clarity on matters that may not be readily covered in the handbook.

Message from the National Coordinating Committee (NCC) Chairperson



Mrs. Antoinette Davis
Chairperson, IBI National
Coordinating Committee (NCC)

Jamaicans are hardworking, strong, and creative people. We have seen passion shining through the pain, the innovation coming from isolation and unity in times of anxiety, uncertainty, and fear. We realize that maybe focusing more on the positives of our people will help us beat the negatives and that's how we truly progress through the pain.

I use this opportunity to charge fellow IBI Ambassadors to *"step up"* as we work to make Jamaica a better place.

When there's a crisis, let's use our creativity. Where there's failure, let's rely on our resilience. Where there are struggles, let's use our strength. IBI Ambassadors, change starts here, with us, leading our country through focusing on what's great about us to overcome the ills. I believe in us and I know with this mindset, we can fix the wrongs by doing what's right.



The I Believe Initiative: Using what's right with Jamaica to fix what's wrong with Jamaica.

The I Believe Initiative (IBI), launched in 2011 is a values-based initiative under the Governor-General's Programme for Excellence (GGPE). The GGPE was established in 2014 as the secretariat for the two major social programmes affiliated with the Office of the Governor-General; the other being the Governor-General's Achievement Awards (GGAA), established 1991.

The IBI, which was inspired by His Excellency Sir Patrick Allen's Inaugural Speech as Governor-General in 2009, aims to encourage all Jamaicans to develop a sense of self-assurance and national pride. The initiative was officially launched in May 2011 after extensive consultations with several focus groups to identify the specific areas of attention and to develop the character of the movement.

Even before the official launch, a lot of work was done under the IBI, including mentorship and outreach work to benefit young people at the Glenhope Place of Safety, St. Patrick's Foundation, the Juvenile Remand Centre and the Bustamante Children's Hospital. As the IBI evolved, so too did its scope and reach. Today, the Initiative has a number of projects which span the year, each under the patronage of His Excellency Sir Patrick Allen. Such projects include: The Summer of Service (SOS) Scholarship Programme, the Youth Consultative Conferences (YCC), annual IBI Ambassador Installations and some Parenting Initiatives. Each project is carefully designed to promote the pillars of family, youth and education.

IBI Ambassadors support the successful planning and execution of these projects while collaborating on their own initiatives at the grassroots level. By 2020, two hundred and seventy (270) persons had been installed as IBI Ambassadors. This figure continues to grow, signalling the need for a leadership framework that would provide the IBI Ambassadors with their own coordinating structure. This structure was formed in 2018 and is called the National Coordinating Committee (NCC). This ambassador-led body is not to be confused with the GGPE's Management Committee that gives strategic direction, guides quality improvement, and assesses the Initiative's overall performance.

Guided by the IBI Pillars

The IBI's mantra, *"using what's right with Jamaica to fix what's wrong with Jamaica"*, is predicated on three foundational pillars. These pillars are designed to help with focusing efforts on the most critical areas of personal and community development. They also allow us to tell a clear and compelling story of the collective efforts of the IBI and to engage audiences in our work.

The three (3) pillars are:



FAMILY

The cradle of our communities. Families are the bedrock of our society and the I Believe Initiative remains committed to positively influencing the upbringing of the nation's children through the instilment of good values and capacity building activities.



YOUTH

The I Believe Initiative encourages and supports the efforts of our stakeholders and Ambassadors to reach the youth with interventions that challenge them to excel and inspire others to do the same.



EDUCATION

The future of our nation rests in the minds of our people. Education is fundamental to the continued spirit of excellence that has guided the people of Jamaica. The IBI stands ready and is actively engaged in activities that bridge access to quality education for our nation's citizens.

Voices From The Field

IBI Ambassadors are encouraged to be guided by the pillars of the I Believe Initiative in their design and rollout of activities. As an IBI Ambassador you will need to carefully consider the problem you are trying to solve, the available resources and your tactics to leverage peer and community involvement. You will most likely lead initiatives that can be in one way or another tied to the pillars of the IBI. I Believe Ambassadors across Jamaica have led exceptional initiatives under the IBI pillars.



Tishauna Mullings, Little Genius Competition

Pillars: Education & Youth | Reach: 6000+ | Parish: St. Thomas

Tishauna Mullings was installed as an IBI Ambassador in 2014 for the parish of St. Thomas. Tishauna is the founder of the 'Nexx Step' Life Long Long Educational Services - which focuses on the self-actualisation of young people through mentorship and life-coaching, and Little Genius - which trains 8 to 11-year-olds in public speaking and critical thinking.



Neville Charlton, Positive Youth Organisation

Pillar: Youth | Reach: 5000+ | Parish: St. Catherine

Neville Charlton was installed as an IBI Ambassador in 2013 for the parish of St. Catherine. Neville has championed several initiatives in and outside his parish. Chief among his work was the establishment of Youth Inspiring Positive Change popularly known as the (Positive Organisation), a not-for-profit focused on social enterprising with young people.



Dr. Tameka Stephenson Harris, Greenwich Town Health Fair

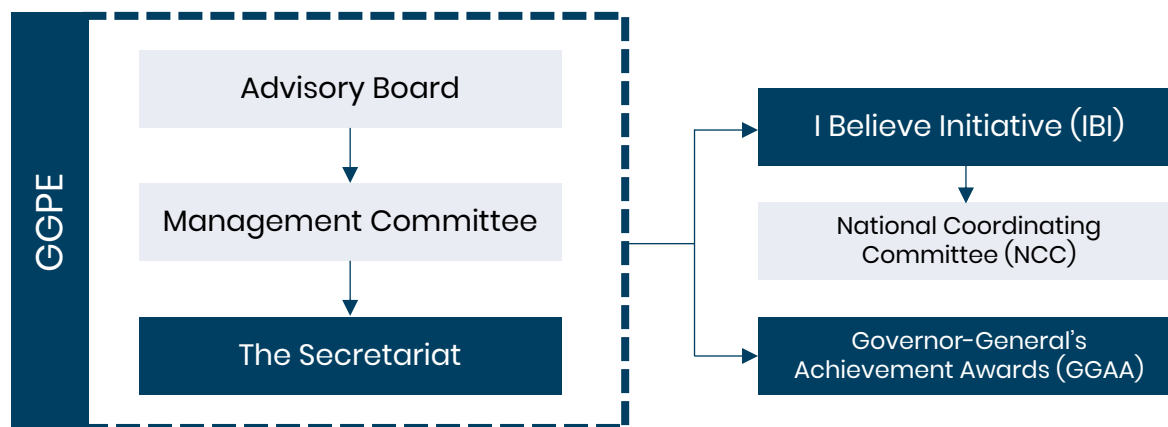
Pillar: Family | Reach: 800+ | Parish: St. Andrew

Dr. Tameka Stephenson Harris was installed as an IBI Ambassador in 2018 for the parish St. Andrew. Dr. Stephenson Harris coordinates a health fair in the Greenwich Town community to screen persons and provide primary care treatment and filling prescriptions at the mobile pharmacy present, operated by her Husband Mr. Jermaine Harris.

If you are interested in starting or joining an initiative in your parish, you should consult with the online database of Ambassadors and use our project planning checklist to guide your interventions.

1.0. The I Believe Initiative (IBI) Structure

As an IBI Ambassador, you will need to become familiar with the structure of the I Believe Initiative as well as the Governor-General's Programme for Excellence. There are several committees of volunteers and IBI Ambassadors that provide oversight and coordination for all our activities. Their Excellencies the Governor-General and Lady Allen are also members of some of these committees.



1.1. The Advisory Board

At the helm is the advisory board, providing advice to the management of the GGPE (which includes the IBI). Meeting annually, the Board gives strategic direction, guides quality improvement, and assesses the Programme's overall effectiveness. His Excellency the Governor-General chairs the advisory board.

1.2. The Management Committee

Much like the Advisory Board, the Management Committee provides high level strategic direction for the technical and programmatic activities of the GGPE. The Management Committee meets quarterly and its members, usually IBI Ambassadors are professionals and experts in related fields.

1.3. The Secretariat

The Secretariat is tasked with the responsibility of managing the administrative functions of the Programme through the implementation of strategies, coordination of activities and the communication of information to various stakeholders. The Secretariat is also responsible for monitoring, evaluating and reporting to the Management Committee and the Advisory Board. The Secretariat is staffed with a National Coordinator, a Project Officer and an Executive Secretary.

1.4. The National Coordinating Committee (NCC)

The National Coordinating Committee (NCC) is a more recently formed committee comprising of IBI Ambassadors from across the country. The committee is under the direct oversight of the GGPE Secretariat and is frequently consulted for programme planning and execution. As an IBI Ambassador, you may find value in understanding how this committee functions, your role in relation to the committee and its channels of engagement. Everyone is by extension a member of the NCC under the leadership of the elected executives.

Elected Executives of the NCC serve in their capacity for two (2) years. The NCC under their leadership, facilitates the following:



Greater Social Involvement

Leading independent projects can be tedious. The NCC creates a collaborative environment for IBI Ambassadors so that their initiatives can be maximized for greater social involvement.



Platform for Collective Action

When IBI Ambassadors are able to critically engage each other on social matters, they are likely to identify significant problems within their communities and work together to address these problems.



Greater Pool of Resources

Interventions led by a single IBI Ambassador may limit the scope and reach of their work. The NCC facilitates the pooling of resources for greater impact of their efforts.



Dissemination of Information

The NCC facilitates broader information sharing among IBI Ambassadors through new and expansive channels of engagement. Ambassadors in turn can more easily voice their concerns and help to shape the future of the Initiative.



Increased Visibility

All team leaders report to the executive body who will be able to more easily document and share progress on all efforts. These reports contribute to the IBI's pool of success stories.



Greater Accountability

Active engagement in positive social action remains a key focus of the IBI. Membership retention and engagement are issues that are addressed by the NCC alongside the GGPE Secretariat.



1.4.1. The National Coordinating Committee (NCC) Structure

The NCC is not a representation of authority, but an ambassador-led body that enables collaboration and exchange. The governance structure of the NCC has three (3) tiers; the National Executive, County Caucuses, and Parish Teams.

The National Executive

Leadership of the NCC is determined through an election process, biennially at the IBI General Meeting. Candidates deliver their manifestos and by a cast of ballots. The following positions make up the National Executive:

1. Chairperson
2. Vice-Chairperson (one per County)
3. National Planning Director
4. Publications Director

County Caucuses

Each county has a team of IBI Ambassadors who meet to discuss ideas, limitations, opportunities for growth and partnerships. The three caucuses provide updates and insights directly to the National Executive. Each caucus comprises of the following positions:

1. The County Vice-Chairperson
2. Parish Leaders (from within the county).

Parish Teams

All IBI Ambassadors automatically become a member of a Parish Team. The Teams work together to identify issues within their communities and design strategies under the IBI pillars to solve those issues. The teams comprise of the following persons:

1. The Parish Lead
2. All IBI Ambassadors installed within the Parish

It is the responsibility of the IBI Ambassadors to know their Parish and County Leads and contribute to all related activities.

1.4.2. Roles and Responsibilities of the NCC Executives

Chairperson	
The elected chairperson provides coordination and support to the executive team. He/she is responsible for the drafting of the committee's annual work plan.	<ol style="list-style-type: none">1. Continually monitor and evaluate the performance of executive members against established deliverables in the annual work plan;2. Represent the I Believe Initiative at local, regional and international events;3. Prepare and submit quarterly and annual reports to the GGPE Secretariat;4. Act a spokesperson on behalf of IBI Ambassadors at the GGPE Management Committee meetings, and other fora as required;
Vice-Chairperson	
The Vice-chairpersons provide coaching, training and other resources needed to carry out projects at the county level. This person provides coordination and support to their county team.	<ol style="list-style-type: none">1. Support proposal development and report on project implementation;2. Establish and maintain relationships with all Parish Leads;3. Represent the I Believe Initiative at county/parish/community activities;4. Keep up-to-date register of all Ambassadors within the county;5. Coordinate monthly county meetings with Parish Leads;6. Attend at least one (1) parish general assembly each month.
Parish Leads	
Parish leads work closely with IBI Ambassadors who reside and execute projects within their respective parishes. This person chiefly coordinates all the activities at the parish level.	<ol style="list-style-type: none">1. Oversee the planning, implementation, execution and evaluation of Ambassador-led projects within the parish;2. Keep up-to-date register of all Ambassadors within the parish;3. Establish good working relationships and collaborative arrangements with community groups, sponsors, and other organizations to help achieve the parish projects;4. Coordinate monthly parish assemblies with ambassadors within the parish.
National Planning Director	
The National Planning Director assists with coordinating national projects and activities.	<ol style="list-style-type: none">1. Oversee the planning, execution and evaluation of national projects;2. Coordinate the IBI General Assembly;3. Work in tandem with the Chairperson and Vice-Chairpersons;4. Assist the GGPE Secretariat with mobilising Ambassadors to be involved in activities coordinated by the Secretariat.
Publications Director	
The Publications Director assists with storytelling exercises by collating results and stories from the field and producing materials for publicizing.	<ol style="list-style-type: none">1. Coordinate the creation of content such as posters, brochures for social media and other outlets;2. Create press releases and/or online blog articles that reflect the work of IBI Ambassadors;3. Validate written and other forms of communication about the IBI in tandem with the GGPE Secretariat;

All members of the NCC work closely with the Custodes, to lend support to the Governor-General's Achievement Awards (GGAA) and other GGPE activities as needed.



2.0. The IBI Ambassador

The GGPE Secretariat receives scores of applications for new IBI Ambassadors each year. Ambassadors come from different disciplines and communities with a demonstrable track record of leadership and service. Each new ambassador is expected to use the information provided in this guide to understand their roles, expectations and the cross-cutting functions that impact on their service.

2.1. How to Become an IBI Ambassador

If you are interested in becoming an IBI Ambassador, you must express this interest in the form of an application. Your application is reviewed and then you are invited to become an IBI Ambassador, working within your parish. The following is the application process for becoming an IBI Ambassador:

1. Complete the IBI Ambassador Application Form, which can be found on our website or at your Custos' Office;
2. Submit the application form along with a copy of your resume to your parish Custos' Office or the National Coordinator via email or drop off. (See our website for information on how to contact your Parish Custos and the National Coordinator.)
3. Application form must include a written statement about why you're interested in being an IBI Ambassador and how you intend on *"using what's right with Jamaica to fix what's wrong with Jamaica"*;
4. The application will be reviewed and submitted to the Governor-General for consideration;
5. Upon approval, the GGPE Secretariat will contact the applicant to inform him/her of the decision and the date of their installation.
6. An online database of all IBI Ambassadors and their IBI related initiatives is established to allow referencing and verification of the status of all IBI Ambassadors. A coloured photograph (JPEG format) is required from all Ambassadors prior to induction.

To be considered for designation as an IBI Ambassador, a person should:

1. be at least 18 years of age
2. be a Jamaican citizen
3. be of sound moral probity and character
4. have a demonstrable track-record of participation in community development.

2.2. Roles and Responsibilities of an IBI Ambassador

IBI Ambassadors are drawn together by a common thread, and that is to work towards the mobilisation of people and resources for the common good. Ambassadors are personally invited and installed by His Excellency Sir Patrick Allen to become champions of the three pillars of the IBI. Being installed as an IBI Ambassador comes with its fair share of responsibilities and is not to be interpreted as an award. All IBI Ambassadors are expected to:

1. Attend and participate in IBI or other relevant programmes to help increase awareness and enhance the impact of the Initiative;
2. Assist with recruiting new ambassadors to the Initiative according to the established requirements;
3. Diffuse the IBI message through speeches to youth groups, community associations, educational institutions, as well as through traditional and social media;
4. Share skills and competencies to help build the capacity of the other IBI Ambassadors, through mentorship and other collaborative efforts;
5. Recommend, via the requisite channels, new approaches to keep the Initiative relevant, and improve its growth and development;
6. Be involved in at least one (1) annual IBI parish or county project, coordinated by the Parish Lead or County Vice-Chairperson.
7. Present an annual report of activities including the hours of community service or participation in youth or other community related activities in the areas of family, youth and education;
8. Represent the IBI in media appearances as requested. The platform is always provided for ambassadors to represent the Initiative as well as their organisations/ projects in the media;
9. Forge partnerships with service clubs, non-governmental organisations (NGO) and other civil society groups who subscribe to the pillars of the IBI;
10. Soliciting patronage for your programmes and contribute to the IBI scholarship fund for the Summer of Service (SOS) Programme and other scholarship recipients.

2.3. Conduct

IBI Ambassadors are frontline representatives of the Governor-General's Programme for Excellence (GGPE) and are therefore expected to:

1. Demonstrate commitment to the values, principles and objectives of the IBI;
2. Display, at all times, professional conduct that is worthy of emulation;
3. Be committed to volunteerism and in so doing, demonstrate team spirit and camaraderie;
4. Treat all people with respect and dignity, taking care not to discriminate on any grounds;
5. Wear the IBI pin(s) and/or shirts to all official IBI or IBI-related events;
6. Be a positive role model - constructive and encouraging to young people about the available opportunities;
7. Always inform the GGPE Secretariat of all media engagement at least two (2) days ahead of time, where possible;
8. Diplomatically use all public platforms available to infuse the IBI message of *"using what's right with Jamaica to fix what's wrong with Jamaica"*

2.4. Flagging Misconduct

As an IBI Ambassador, you have a sworn responsibility to uphold the values of the I Believe Initiative and by extension the GGPE. If you are aware of any form of misconduct by any IBI Ambassador, you should use the available channels to inform the secretariat. As an IBI Ambassador, you will be held accountable for your own misconduct.

2.5. Decommissioning of IBI Ambassadors

The duration of each IBI Ambassador's tenure is determined by His Excellency the Governor-General. Where Ambassadors fail to display the requisite conduct or to support the Initiative and its objectives, their participation may be withdrawn. In instances where an Ambassador has failed to support the Initiative and its objectives over a two-year period, their participation may be withdrawn.

Misconduct will be reviewed by the National Coordinating Committee (NCC) and they will (without bias) make recommendations to the GGPE Management Committee on the appropriate next steps. Ambassadors who have been decommissioned must return the pin and other insignia that they received at their installation.

2.6. Voluntary Withdrawal

IBI Ambassadors may leave the Initiative at any time for any reason. If you cease to participate in IBI-related activities, this will not be assumed as an official withdrawal. Ambassadors who wish to no longer participate in the IBI should indicate this in writing to the Governor-General.



Being an IBI Ambassador has rekindled my hope for a better Jamaica. I have joined an army of change makers, scholars and innovators; people who are our future thought leaders and visionaries.

- DeAnte Livingston, IBI Ambassador

I am thrilled to be a part of such a motivated group of young people who are serious about making Jamaica a better place for all of us. As a SOS beneficiary, GGAA recipient and IBI Ambassador, I have experienced first-hand the reach and impact of the IBI and by extension, the GGPE.

- Christina Blake, IBI Ambassador





2.7. Do No Harm

The GGPE has a strict 'Do No Harm' policy. We believe that in our operations, we must do whatever it takes to ensure for the privacy and safety of all our constituents. This includes the people that may benefit from your interventions as an IBI Ambassador. As an IBI Ambassador you should:

1. Ensure that your beneficiaries willingly want to participate in your interventions and that you have acquired their consent;
2. Not share personal information such as the names, addresses and telephone contacts of project beneficiaries with the general public without their consent;
3. Ensure that you obtain formal written consent from the parents, schools or custodian of children before taking their photos and uploading them online or including them in any publication;
4. Carefully consider the profile and context of the communities that you work in. Ensure that your conduct and interventions do not cause further harm to the people you serve;
5. Not share pictures of your programme beneficiaries and participants without written formal consent. You can cause harm and discrimination to come to vulnerable people whose images are unknowingly shared online.

We understand that you may be leading your own initiatives or organisations that are independent of your involvement with the IBI. Ensure that, when you conduct your interventions as an IBI Ambassador, you observe our 'Do No Harm' policy.

2.8. IBI Ambassador Reporting

IBI Ambassadors are expected to submit reports quarterly to their Parish Leads. This report provides insight on the reach and scope of your projects/interventions at the parish level. This report can be completed via our website or by emailing the completed template annexed in this guide.



3.0. Accessing Support from the GGPE

As you rollout your projects independently or in collaboration with other IBI Ambassadors you may require support. The GGPE secretariat may be able to help in the following ways:

1. The National Coordinator and the Project Officer of the GGPE can share your initiatives, concerns and suggestions with His Excellency Sir Patrick Allen;
2. Where Ambassadors travel out of town, the National Coordinator/Project Officer will assist with making arrangements for official IBI-related activities/events;
3. IBI Ambassadors can submit requests for the projects to be endorsed by the IBI. To learn more, review the section on requesting endorsement. IBI-endorsed projects must be identifiable in the public space including on the various media platforms. Ambassadors with routine (monthly, annual) projects may be eligible for a two (2) year endorsement;
4. IBI Ambassadors are selected to share on their work at the annual Ambassadors' Luncheon. At this event, other ambassadors can become more familiar with your project, offer guidance and share resources;
5. You can make use of IBI-led opportunities for mentorship. Project funding and other capacity building support will be facilitated where possible and appropriate;
6. Outstanding IBI Ambassadors are recognized periodically for their contribution to the growth and development of the Initiative.

3.1. Requesting Endorsements

The I Believe Initiative is able to offer endorsement to IBI Ambassador-led initiatives that align with the pillars of the IBI. Ambassadors can leverage this endorsement for resource mobilisation, publicity and collaboration with other Ambassadors. You will need to make a written request to His Excellency The Governor-General through the GGPE Secretariat for endorsement of your projects. Ensure your projects:

1. are voluntary in nature;
2. espouse the values of the IBI;
3. are not for commercial gains. Commercial projects must have a significant part of the proceeds going towards a social project or directly to the IBI.

3.2. Use of the IBI Logo

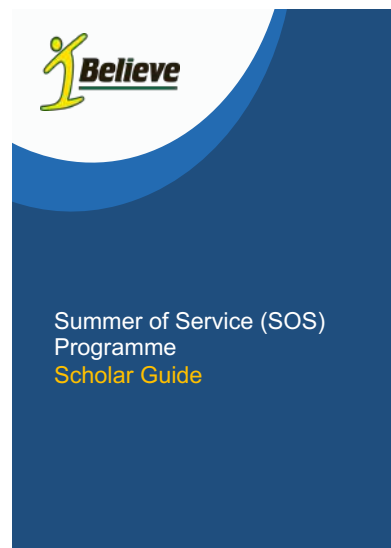
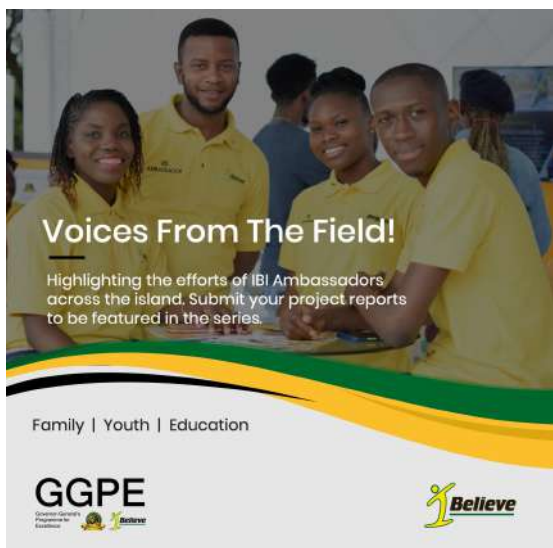
If you use the IBI logo on any of your communicate, this will be interpreted as an endorsement from the Governor-General. You must therefore not use the IBI/GGPE logo without permission from the secretariat.

Any alterations, distortion, re-creation, translation or misuse are strictly prohibited. It is to be used on all programmes, projects, activities and public communications that require acknowledgment of the I Believe Initiative.

The correct version of the logo as displayed below can be downloaded from our website at www.ggpe.org.jm/resources. Each of the files available is optimized for a variety of applications for both print and digital communications. Use only the official files provided. Do not re-create the logo or change the colours under any circumstances. Our logo may be placed on photos and coloured backgrounds, provided the logo is clearly legible.



When the IBI logo is being used with the GGPE marking, it should be placed to the right of the GGPE marking or any other governmental logos. Ambassadors using the logo on their reports and other documents, should place the logo to the far left of theirs and other logos (that does not include the GGPE logo and other governmental logos). It can also be placed to the top left-hand corner of a document's cover page.



4.0. Protocol Relating to The Governor-General

Special rules of protocol relate to the performance of the duties of The Governor-General as the representative Head of State. These privileges and courtesies include holding the right of precedence in Jamaica on all occasions except when Her Majesty The Queen, or a Member of the Royal Family designated as Her Majesty's Representative to specific State events, is present.

4.1. Addressing The Governor-General

The Governor-General and spouse should be styled as "Your Excellency" or "Your Excellencies" when being spoken to directly. When either person is being spoken about indirectly, they should be styled "His Excellency" or "Her Excellency" respectively, or as "Their Excellencies" when reference is to both.

The style of address for the present Governor-General is:

*His Excellency The Most Honourable Sir Patrick Linton Allen,
Governor-General of Jamaica.*

The abbreviated form of addressing The Governor-General in correspondence is:

His Excellency The Most Honourable Sir Patrick L. Allen

The address in your correspondence would appear like this:

*His Excellency The Most Honourable Sir Patrick L. Allen
Governor-General
King's House, Hope Road
Kingston 6, Jamaica.*

You would begin your letter with the salutation:

Your Excellency

The style of address for the wife of The Governor-General is:

*Her Excellency The Most Honourable Lady Allen
Office of the Governor-General and Staff
King's House, Hope Road
Kingston 6, Jamaica W.I.*

4.2. Their Excellencies Attendance at Public Functions

In fulfilling his social roles, The Governor-General attends many public functions during each calendar year on the invitation of individuals, community and civic groups or organisations.

4.3. Invitations

Invitations to Their Excellencies for events must be submitted in writing and must include the following information:

1. Background information on the event and/or individual, group or organisation;
2. Date and time of the event and whether these are flexible;
3. Venue;
4. The role you would wish The Governor-General to play, if any, such as, speech delivery; presentation of awards or special guest;
5. Expected number of participants/attendees;
6. Name, postal address, email address and telephone number of the contact person(s).

The letter of invitation, should be sent by post or by email to kingshouse@kingshouse.gov.jm. Invitations are to be addressed to "Their Excellencies" in cases where The Governor-General and spouse are being invited to attend the function.

It is recommended that invitations be submitted at least three (3) months in advance. The Personal Secretary to The Governor-General will respond in writing indicating whether or not the invitation is accepted. Should the response be positive, the Aide-de-Camp to The Governor-General will discuss all matters relating to the courtesies that are expected to be extended to Their Excellencies at the event.

At least one (1) week in advance of the date of the event, The Governor-General should receive a copy of the programme as well as a list of high officials who will attend the function. Their Excellencies should not be invited to adjudicate competitions or to assist in selling tickets for charity or raffles.

4.4. Arrival

The Governor-General and his wife always arrive at functions on time. Protocol requires that all guests at any function to be attended by Their Excellencies should be in place before their arrival. Failure to do so without a reasonably good excuse is regarded as a sign of disrespect.

- o Greeting on Arrival

The Governor-General and his wife are to be met at the main entrance of the venue by the Host or other senior official of the organisation who is appointed to receive Their Excellencies. The Aide-de-Camp will introduce the Host or other senior official and his/her spouse to The Governor-General and then to the wife of The Governor-General. Whenever the Governor-General and/or his spouse visit exhibitions or similar events, a senior official must always be in attendance on them until they depart.

4.4. Arrival (cont'd)

- The National Anthem

On State and other formal occasions, the National Anthem is played when The Governor-General (and his spouse if she accompanies him) arrives and stands in the designated place. All persons are expected to rise when Their Excellencies enter the room and remain standing for the National Anthem.

4.5. Speeches

The speakers may first thank the Chairman/Master of Ceremonies, and then address “Your Excellency” or “Your Excellencies” if The Governor-General is accompanied by his wife. Placement on the programme of any remarks to be made by The Governor-General should be discussed with His Excellency’s Personal Secretary as soon as the draft programme is available.

4.6. The Governor-General’s Team

The Governor-General is usually accompanied by an Aide-de-Camp as well as security personnel. Other members of his team may include The Governor-General’s Secretary and the Deputy Governor-General’s Secretary (Personal). The number of persons in the party may increase depending on the nature of the event. Her Excellency is usually accompanied by her security personnel.

When Their Excellencies attend functions together the number of persons in the team may increase. Information regarding the composition of The Governor-General’s team will be communicated to the organisers in advance by The Governor-General’s Personal Secretary or Aide-de-Camp.

Resources

The GGPE Secretariat is continuously developing resources to aid our IBI Ambassadors in carrying out their work within their communities. These resources include guides to make the project execution process easier, templates of documents needed by each Ambassador to interact with the Initiative and informational guides such as our annual reports and brochures, which offers a wealth of information on the GGPE, the IBI and the GGAA.

Below is a list of resources that are made available for download from our website at www.ggpe.org/jm/resources and should be used responsibly.

Logo

- IBI Coloured Logo
- IBI Black Logo
- IBI White Logo
- GGAA Logo
- GGPE Logo

Templates

- Ambassador Report Template [MS Word Template]
- Letter to the Governor-General [MS Word Template]
- Endorsement Request Template [MS Word Template]
- IBI PowerPoint Presentation [MS PowerPoint Template]

Brochures

- IBI Brochure [PDF Version]
- GGAA Brochure [PDF Version]
- GGPE Brochure [PDF Version]

Annual Reports

- 2019 Annual Report [PDF Version]
- 2018 Annual Report [PDF Version]
- 2015 Annual Report [PDF Version]

Additional Resources

- Project Planning Checklist [PDF Version | MS Version]
- 'I Believe' – the IBI Song [mp4 version | mp3 version]

GGPE Secretariat	
National Coordinator	nationalcoordinator@ggpa.org.jm
Project Officer	projectofficer@ggpe.org.jm
Executive Secretary	secterary@ggpe.org.jm
IBI National Coordinating Committee - Executive	
Chairperson	nccchair@ggpe.org.jm
Vice-Chairperson (Cornwall)	cornwall@ggpe.org.jm
Vice-Chairperson (Surrey)	surrey@ggpe.org.jm
Vice-Chairperson (Middlesex)	middlesex@ggpe.org.jm
National Planning Director	planning@ggpe.org.jm
Publications Director	publications@ggpe.org.jm
IBI National Coordinating Committee - Parish Leads	
Trelawny	trelawny@ggpe.org.jm
St. James	stjames@ggpe.org.jm
Hanover	hanover@ggpe.org.jm
Westmoreland	westmoreland@ggpe.org.jm
St. Elizabeth	stelizabeth@ggpe.org.jm
Manchester	manchester@ggpe.org.jm
Clarendon	clarendon@ggpe.org.jm
St. Catherine	stcatherine@ggpe.org.jm
Kingston	kingston@ggpe.org.jm
St. Andrew	standrew@ggpe.org.jm
St. Thomas	stthomas@ggpe.org.jm
Portland	portland@ggpe.org.jm
St. Mary	stmary@ggpe.org.jm
St. Ann	stann@ggpe.org.jm

Parish Custos		
The Hon. Marcia Bennett, CD	St. Thomas	marben@cwjamaica.com
The Hon. Dr. David Stair, CD	Hanover	custosdstair@gmail.com
The Hon. Steadman Fuller, CD	Kingston	emfrancis@kingstonbookshop.com
The Hon. Paul Muschett, CD	Trelawny	custosoftrelawny@yahoo.com
The Hon. William Shagoury, CD	Clarendon	custosofclarendon@yahoo.com
The Very Rev. Cannon the Hon. Hartley D. Perrin, CD	Westmoreland	custoswestmoreland@gmail.com
The Hon. Lincoln Thaxter, CD	Portland	custos.portland@gmail.com
The Hon. Norma Walters, CD	St. Ann	normalwalters@gmail.com
The Hon. Beryl Rochester, CD	St. Elizabeth	rochestb@yahoo.com
Rev. the Hon. Jeffery McKenzie, CD	St. Catherine	custosofstcatherine@gmail.com
The Hon. Errol Johnson, CD	St. Mary	stmarycustos@yahoo.com
The Hon. Dr. Patricia Marshall Dunwell, CD	St. Andrew	pdunwell@cwjamaica.com
Bishop the Hon. Conrad Pitkin, CD	St. James	conradhpitkin@custosofstjames.com
The Hon. Garfield Green, CD	Manchester	custosgreen@manchesterja.com

Ambassador's Declaration

I believe in the principles and values espoused by the "I Believe" Initiative. I believe that through this Initiative I can play my part in addressing some of the social ills which plague our nation, especially through the IBI Pillars of 'FAMILY', 'YOUTH' and 'EDUCATION' activities.

I believe that *"there is nothing wrong with Jamaica that cannot be fixed by what is right with Jamaica."*

As an IBI Ambassador I am committed to helping Jamaican youth to believe in themselves, develop their unlimited potentials so they can achieve their personal objectives and help others.

Therefore, I Promise:

1. To commit to the values, principles and objectives of the I Believe Initiative at all times including infusing the mantra of the IBI through my project(s);
2. To be willing to mentor youth in life skills, career development, entrepreneurship, or in my sphere of expertise;
3. To display at all times professional conduct that is worthy of emulation as failure to do so may lead to separation from the programme;
4. To commit to volunteerism.

I Believe and therefore I Promise!

'I Believe' – IBI Song

(I Believe, I Believe, I Believe)
In spite of all our differences,
along with all our problems, I believe (I believe)
And despite the crime and violence,
and men and women dying, I believe (I believe)
From the Blue to Dolphin Mountains let all our voices ring, I believe
(I believe)

I believe that we can make a change,
and spread a gleam of hope across our country
I believe that we can join our hands and make a difference in Jamaica
I believe, I believe

There's nothing wrong with Jamaica,
that can't be fixed with what is right, I believe (I believe)
And regardless of our struggles we can rise again,
oh I believe (I believe)
Others believe in us,
but we must also sing oh I believe (I believe)

I believe that we can make a change,
and spread a gleam of hope across our country
I believe that we can join our hands and make a difference in Jamaica
I believe, I believe

There's beam in every paper and in every classroom,
I believe (I believe)
Priest in all our churches, God in all our homes,
I believe (I believe)
It's time to claim our nation and start a reparation, I believe

I believe that we can make a change,
and spread a gleam of hope across our country
I believe that we can join our hands and make a difference in Jamaica
I believe, I believe

I believe, I believe, I believe
(Yes, I believe and you should too)

'I Believe' - the IBI song can be heard on our website at <https://ggpe.org.jm/video/> or on our YouTube channel 'GGPE Jamaica'.

Sample Letter to the Governor-General

		25 Heritage Lane
		Green Park District
		Falmouth P.O.
		Trelawny
		July 10, 2020
	His Excellency	
	The Most Honourable Sir Patrick Allen	
	Governor-General	
	King's House, Hope Road	
	Kingston 6, Jamaica.	
	Your Excellency,	
	It is indeed an honour to serve as an I Believe Ambassador in the parish of Trelawny, accepting the call to <i>'use what's right with Jamaica to fix what's wrong with Jamaica'</i> . Recognising that what is right with Jamaica is indeed our people, I look forward to investing in human resources . The Good Hope Foundation is geared towards helping marginalized children and youth such as orphans and school drop outs. The	
	foundation brings together over 100 children from various communities and provide them essentials that include; education, shelter, medication, food and clothing.	
	I take this opportunity to invite Your Excellency and the members of the GGPE Secretariat to the launch of my Foundation. The launch is scheduled to take place on March 3, 2020 at the St. John Community Centre in Good Hope, Trelawny. Your attendance at this launch would make a tremendous difference in media coverage and thus empowering the lives of the under privileged children and youth that we serve.	
	Looking forward to your favourable response.	
	Yours truly,	
	<i>M. Harvey</i>	
	Michael Harvey	
	IBI Ambassador for Trelawny	

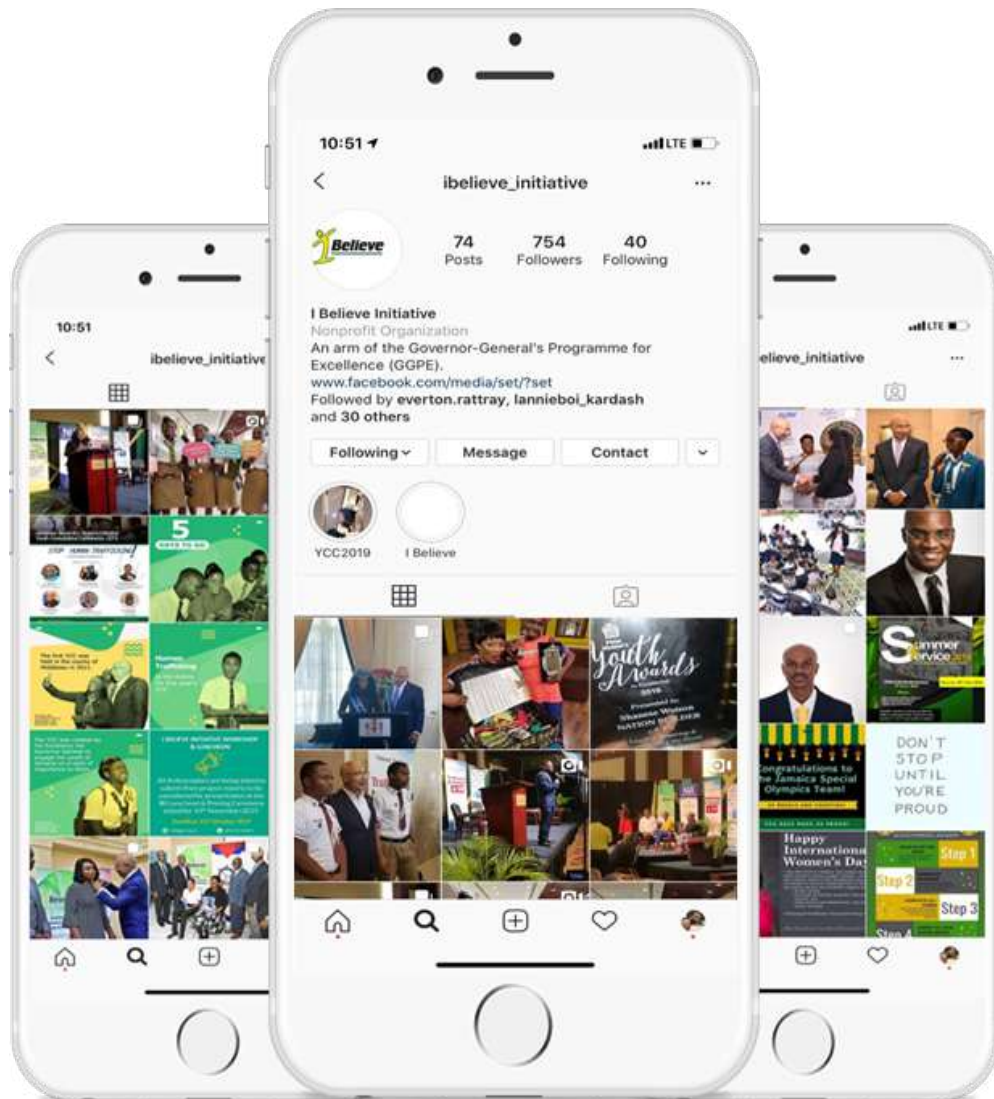
Ambassador Report Template

IBI Ambassador Project Report	
Ambassador:	
Parish:	
Name of Project:	
Date/Duration of Project:	
Pillar:	
Target Group/Community:	
Overview of Project:	
Main Aims/Objectives:	
Highlights/Major Impacts:	
List of Partners (Companies):	
List of Team Members:	
Links to Articles or Media Mentions:	
Pictures with relevant descriptions:	





Acronyms


CD	Member of the Order of Distinction in the rank of Commander
GG	Governor-General
GCMG	Knight Grand Cross of the Most Distinguished Order of Saint Michael and Saint George
GGAA	Governor-General's Achievement Awards
GGPE	Governor-General's Programme for Excellence
IBI	I Believe Initiative
KSt.J	Knight of Grace of the Most Venerable Order of the Hospital of St. John of Jerusalem
NC	National Coordinator
NCC	National Coordinating Committee
ON	Member of the Order of the Nation
SOS	Summer of Service (SOS) Programme
YCC	Youth Consultative Conference





Learn more about our programmes, connect with us on social media and our website.

 ibi@ggpe.org.jm

 (876) 927-6424/5

 I Believe Initiative

 ggpe.org.jm

 @ibelieve_initiative

 @ibija

