



Giving Back to the Community

Mission Possible!

**CTS & Viste Alegre
Primary School**

**Punta Cana
Dominican Republic**



Application for Imex/GMIC Commitment to the Community Award 2011

Application Questions

1) What was the business objective of the programme?

CTS was commissioned to create a teambuilding activity which would directly benefit the local community during the "a financial services client" 2010 Convention in the Dominican Republic. The highly motivating "Mission Possible" was created involving 200 employees on an Elite Program. The objective was to convert the enthusiasm, skills and team work of the group into transforming a neglected rural primary school into a stimulating learning centre for 85 youngsters and providing them with basic sanitation, electricity and a secure and comfortable facility where they can study and play.

2) How did the element of social responsibility tie in?

The unanimous desire to give something back to this underprivileged community was noted during several brainstorming sessions with CTS and the corporate sponsor. The company clearly wished to help a less fortunate group of school children with a view to making a lasting impression by renovating their school providing an improved environment to encourage learning.

3) How does the programme fit with the overall organising company's objectives or CSR commitment?

During the 11 years that CTS has been operating in Punta Cana in the Dominican Republic we have continually strived to partner with our clients in assisting with community aid programmes particularly where they benefit primary schoolchildren in remote rural areas.

4) How and why was the charity chosen for the programme?

This remote and rundown school in a deeply rural district was selected as it lacked many of the facilities many of us take for granted. The two-roomed school house had a leaky roof and buckled window slats. The school desks were old and broken and the grounds were totally unsuitable as a play area. There was no running water or electricity and the sanitation was very basic and unhygienic.

5) How was this a good match for the corporate sponsor?

They required a needy cause not too distant from where the group were staying as travelling time to the venue was limited. The location had to be large enough to allow 200 participants to set about renovating so it fit the needs of the corporate sponsor exactly.

6) How was this a good match for the destination/venue?

It was in an area where many people our company work alongside actually live and who have children who attend this school making it a very appropriate choice.



7) How did the programme involve the attendees, hosts and/or guests?

Before arriving at the school the participants, many who didn't even know each other beforehand, were divided into teams and were assigned different tasks including landscaping, interior & exterior painting, trash clearance, and erecting of playground equipment. Everyone was issued with gardening gloves, garbage bags, and paint brushes to accomplish their job in hand. The group of 200 participants gave up an entire day of their brief stay in the DR to helping out with the finishing touches to the school enhancement project. Lunch boxes and chilled water kept the stoppage times to a minimum and the site was a hive of activity. New desks were installed and bookshelves filled by the group. Sparkling washrooms, one painted pink and the other blue, were fitted with plumbing. Mosquito screens and fans were fitted and electric lights were switched on for the first time in decades. Participants were busy planting trees and shrubs, bolting down the swings and slides and even fitted a school bell. The local community also turned out in force and offered their help – the village mayor and education officials and local press all came and showed their support.

8) How was the idea communicated?

CTS senior Group Planner Laurel Underhill was the project manager based in Punta Cana DR and the entire program was planned over many months by e-mail and several site inspections by the sponsors.

9) What was the positive effect for the beneficiaries?

The school had suddenly become a place where these children wanted to be, and go to, every day. School milk could now be stored in a refrigerator. The kids had a first aid kit for the first time and shelves full of library books and toilets they could flush. The roof no longer leaked and even their school teacher had a new desk & chair. The school is now a place conducive to learning and it had a playground.

10) How did it make a difference in the lives of the beneficiaries?

It gave them a community centre where the school children could play and study in a clean and safe environment. It made a dramatic improvement to the quality of time spent at school and many of the kid's parents told us it will help give them a better education and a greater chance of preparing them for their future careers and their adulthood.

11) How did it make a difference in the lives of the participants?

They told us it made them realize how the simple things they take for granted in their own communities like switching on a fan or opening a faucet can make such a huge difference in improving the quality of daily life in under privileged communities.



1. SUITABILITY

The programme integrated very well into the local community. Parents of the school kids were amazed that a group of people from a far off land would want to help them improve the quality of the lives of their children. Residents also convinced us that the activity will also make them prouder of their neighbourhood too.

2. CREATIVITY

We made a deal with the local power company that if they donate free power supply to the school that we would rewire the building and install all light fittings – they agreed!

Due to the erratic electricity supply, however, a power storage system was also provided by the sponsor enabling the lights & fans to work even when there was a local power outage.

3. SUSTAINABILITY

We impressed upon the engineers we hired for the project that all the equipment and materials used in the renovation, especially the roof structure, electric wiring and septic tank, must be of good quality and sound construction and would provide years of service based on tropical weather conditions.

4. OUTCOME

What did you learn through this experience?

We learned how so much can be achieved through team work and pulling together and that determination can overcome all obstacles. Human kindness transcends all cultures.

We also realized that even in 2010 there are still lots of kids around the world who don't have a school desk to call their own and who have yet to enjoy the simple pleasure of playing on a swing.

Nominee	Benoit Sauvage
Business Name	Connect Travel Services DMC
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Project Nominated	CTS "Mission Possible"



Date	March 2010
Frequency Of Meeting	One off
Meeting Purpose	Team Building and Community Aid
Nominator Les Pye	Phone # 1 829b 259 2818
Email:	manager@ctsdr.com
How the name of the award should read:	Mission Possible!

In support of my nomination I have attached the following required information:

- Signed Nomination Submission Information Form
- Attachments (optional) – see the CTS video & newsletter covering the event here:
<http://www.connecttravelservices.com/cp/index.php?templates=preview&id=10>
 We also have an extended 10 min version of the video.

If selected as a recipient of the Commitment to the Community Award my company or organisation agrees to be highlighted in promotional materials including websites and be willing to share the programme with others in the industry with due acknowledgement provided in copyright.

Signature: Les Pye Title : Operations Director, CTS Date 27th February 2011

This application will be sent by both e-mail & Fax to Dale Hudson.

