
Year in Review 2020- Present



FEBRUARY 15 2022

SLHTA Tourism Enhancement Fund
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Chairman's Message

Dear TEF Contributor,

On behalf of the Board of Trustees and Management of the SLHTA Tourism Enhancement Fund, I extend best wishes to you and profound appreciation for your contributions to the TEF during the reopening efforts. The primary focus of the TEF over the past year has been on psycho-social support to our tourism workers and their communities. For many, the pandemic continues to ravage their families, homes and employment status. Given the uncertainties of the protocols, many more have been impacted as small and medium sized businesses are still in recovery mode. Focus has also been targeted at our Ministries of Health, Tourism and Education, as we continue to honor our corporate social responsibility by filling gaps in the system.

The following report chronicles many of our interventions which are laid out in a thematic format, in accordance with the priorities established by our Board of Trustees and our Board of Directors. Your contributions to the TEF have literally saved lives, protected families and lessened the socio-economic burdens of hundreds of Saint Lucians. For this, we are proud to be associated with you and honored to partner with you to fulfill the philanthropic ideals of our Tourism Enhancement Fund. While remittances have dimmed, collaboration with service organizations, discussions with key stakeholders and a transparent process for considering projects to support, have resulted in significant community impact and tremendous goodwill for the wider tourism industry. These milestone achievements have set a new standard of operations for the TEF.

The remaining months of this financial year promises fresh engagement with current donors, outreach to new potential donors, collaboration with other funding agencies and renewed consultation with stakeholders. These efforts will hopefully result in increased remittances, new partners and more impactful projects.

Thank you once again for your commitment and support.

SLHTA's Tourism Enhancement Fund – Together for a better Saint Lucia.

Winston Anderson
Chairman
SLHTA Tourism Enhancement Fund



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TEF Programme Manager



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400 Displaced Hospitality Workers gifted Food Vouchers For Festive Season

Four hundred displaced employees who were severely impacted by the economic fallout of the COVID-19 pandemic would be gifted food vouchers by the TEF. These employees hailed from the non-accommodation enterprises which was still experiencing lukewarm economic activity.

The generous gesture cost the TEF approximately \$80,000. However, the TEF believes that those who are the driving force of the tourism and hospitality sector deserved every assistance at this crucial juncture.

<https://thevoiceslu.com/2020/12/tef-gifts-members-food-vouchers/?fbclid=IwAR1fbw6dYMLJC5LP7rU-b49Lm2l7-4rektIRfr1fqRSr4LtxAEcgQzTswBY>



\$150,000 Donation to ‘Recover Saint Lucia’ Initiative

The SLHTA’s Tourism Enhancement Fund (TEF) signaled its strong support of the recently launched Recover Saint Lucia initiative by donating \$150,000 towards the new organization’s efforts.

A check handover ceremony was held on Thursday, December 3, in the Bay Gardens Hotel Conference Room and was attended by members of the Steering Committee for Recover Saint Lucia, the media and other partners of Recover Saint Lucia.

Chairman of the TEF, Winston Anderson, said any effort to resuscitate the local economy is deserving of support, noting that the tourism sector has a responsibility for and stands to gain from such a recovery.

“Tourism is a very keen player in the recovery of the economy and has been badly affected,” Anderson said. “We all know that this industry impacts the lives of so many sectors and the livelihoods of thousands of Saint Lucians, most of whom are yet to restart.”

<https://thevoiceslu.com/2020/12/slhtas-tourism-enhancement-fund-donates-150000-to-recover-saint-lucia-initiative/>



100 Students Benefit from TEF/Run For Fun School Supplies

In February 2020, Serenity Vacations & Tours DMC, one of the SLHTA's allied members, spearheaded the annual "Run For Fun" cruise marathon held in conjunction with Run For Fun Cruise Incorporated, from which \$10,000 worth of school supplies were donated to the Tourism Enhancement Fund (TEF).

At a handover ceremony held at the Gros Islet Primary School afterwards, at which tourism and education officials were also present, students who participated in "Run For Fun" were presented with backpacks and other school supplies.

In August 2020, the TEF donated the remaining school supplies to the Alexander Family Foundation and Events, a charity based in Soufriere, who in turn presented these supplies to deserving students.

[http://www.saintluciatef.com/run-for-fun-donates-school-supplies/#:~:text=In%20February%202020%2C%20Serenity%20Vacations,Tourism%20Enhancement%20Fund%20\(TEF\).](http://www.saintluciatef.com/run-for-fun-donates-school-supplies/#:~:text=In%20February%202020%2C%20Serenity%20Vacations,Tourism%20Enhancement%20Fund%20(TEF).)



SLHTA's TEF Sponsors Goodwill Ambassador Levern Spencer's Tokyo Olympics Journey

SLHTA's Goodwill Ambassador and 2016 Olympic Games finalist, Levern Spencer, is keen on competing in the 2021 Olympic Games in Tokyo, Japan. Due to the ongoing COVID-19 pandemic, the Games, which were scheduled for 2020, were postponed amid public health safety concerns.

In her quest to represent Saint Lucia at the Games, Spencer will need a considerable amount of sponsorship to offset her expenses related to preparation and participation in the world-class event. The world-ranked high jumper reached out to the SLHTA and, based on the existing relationship the Association shares with Spencer, her request for financial assistance was granted unanimously by the Trustees of the SLHTA's Tourism Enhancement Fund

The SLHTA believes that Spencer's representation at the international level not only showcases the island as a sporting destination, but also a tourism destination worthy of visiting. That was the underlying reason why Spencer was honoured as a Goodwill Ambassador at the SLHTA's Annual General Meeting in August 2019.

<http://www.saintluciatef.com/slhtas-tef-sponsors-goodwill-ambassador-levern-spencers-tokyo-olympics-journey/>



SLHTA’s “Eat What We Grow” Campaign Promotes Local Consumption

The “Eat What We Grow” campaign, which was started by the Tourism Enhancement Fund (TEF), stemmed from the Virtual Agricultural Clearing House (VACH), a programme established by the Saint Lucia Hospitality & Tourism Association (SLHTA) in April 2016.

As organizations representing various entities in the local tourism sector, the SLHTA’s TEF place a great deal of importance on strengthening the existing linkages between agriculture and tourism. So strong are these linkages that hundreds of farmers depend on the hospitality sector which purchases a fair share of their produce.

In response to the COVID-19 outbreak, the SLHTA’s TEF felt that, especially during these trying times, people needed to eat healthy and nutritious foods, primarily agricultural produce grown locally. Therefore, the “Eat What We Grow” campaign was a timely initiative.

<http://www.saintluciatef.com/tefs-eat-what-we-grow-campaign-promotes-local-consumption/#:~:text=TEF's%20%E2%80%9CEat%20What%20We%20Grow%E2%80%9D%20Campaign%20Promotes%20Local%20Consumption,-July%2023%2C%202020&text=So%20strong%20are%20these%20linkages,divide%20between%20tourism%20and%20agriculture.>



TEF Sponsors 100 Meals For Front-liners During Transition To OKEU Hospital

In March 2020, there was a request from the administration of Victoria Hospital to the Tourism Enhancement Fund (TEF) for the provision of meals for frontline staff during their period of transition to the Owen King EU Hospital.

The transition to Owen King EU Hospital became necessary as local officials anticipated that the dreaded COVID-19 would become a major issue for front-liners. The transition also paved the way for Victoria Hospital to become the new Respiratory Clinic.

The TEF honoured the request, sourced a local catering company, and paid for the provision of meals for the hospital staff during the transition period. The gesture seemed a natural one, as our healthcare workers are among the first line of defense in fighting the pandemic.

<http://www.saintluciatef.com/tef-sponsors-meals-for-front-liners-during-transition-to-okey-hospital/tef-sponsors-meals-to-frontline-staff-during-transition-to-okey-hospital/>



TEF Gives EC\$8,000 for Hand Sanitizer For Schools

In March 2020, soon after the outbreak of COVID-19, Dr. Tanya Beaubrun, who was assisting the Ministry of Education and Ministry of Health in their preparatory response to the pandemic, reached out to the Tourism Enhancement Fund (TEF) and indicated what the Ministries' intention was in curbing the spread of the virus.

Through a collaboration with Natmed Ltd., a local company that manufactures all-natural health and beauty products, there was a drive to donate hand sanitizers to schools across the island. Many private sector organizations joined the initiative that aimed to prevent the spread of the deadly virus within the school setting, including the SLHTA's TEF.

During a check presentation ceremony held at Bay Gardens Hotel, the TEF, which donated EC\$8,000 to the Ministry's initiative, was among several partners who lent financial support to deliver hundreds of gallons of hand sanitizer to schools.

<http://www.saintluciatef.com/tef-gives-ec8000-to-provide-hand-sanitizer-for-schools-2/>



\$38,000 Donated to Two Healthcare Facilities

Two local public healthcare institutions were the beneficiaries of much-needed equipment recently, thanks to the generosity of the SLHTA's Tourism Enhancement Fund (TEF) which donated a total of EC\$38,000 to their causes.

On Thursday, March 25, 2021, the TEF donated EC\$28,000 towards the purchase of a 100-pound industrial washing machine for the Respiratory Hospital and EC\$10,000 to the Lions Club of Saint Lucia for the purchase of three pieces of important equipment.

The presentations were made at a brief handover ceremony held at the Finance Administrative Centre at Pointe Seraphine, Castries.

[http://www.saintluciatef.com/tef-donates-to-two-healthcare-facilities/#:~:text=\(CASTRIES%2C%20Saint%20Lucia%20%E2%80%93%20Friday,EC%2438%2C000%20to%20their%20cause.](http://www.saintluciatef.com/tef-donates-to-two-healthcare-facilities/#:~:text=(CASTRIES%2C%20Saint%20Lucia%20%E2%80%93%20Friday,EC%2438%2C000%20to%20their%20cause.)



TEF Donates Six Bicycles to RSLPF

The Royal Saint Lucia Police Force (RSLPF) added six more bicycles to its Bicycle Patrol Unit on Monday, April 26, 2021, courtesy of the SLHTA's Tourism Enhancement Fund (TEF).

The new Fuji SR Suntour bicycles will be used in the Gros Islet district and compliment a previous donation of bicycles to the RSLPF by the Saint Lucia Air and Sea Ports Authority (SLASPA) after the Bicycle Patrol Unit was piloted nearly three years ago.

The official handover ceremony was held at Police Headquarters at Chesterfield on Bridge Street, Castries.

[https://thevoiceslu.com/2021/04/tef-donates-six-bicycles-to-rslpf/#:~:text=The%20Royal%20Saint%20Lucia%20Police,Tourism%20Enhancement%20Fund%20\(TEF\)](https://thevoiceslu.com/2021/04/tef-donates-six-bicycles-to-rslpf/#:~:text=The%20Royal%20Saint%20Lucia%20Police,Tourism%20Enhancement%20Fund%20(TEF))

<https://stluciatimes.com/royal-saint-lucia-police-force-gets-donation-of-bicycles/>
<https://stlucia.loopnews.com/content/tef-and-slhta-donate-bicycles-rslpf>



\$50,000 Raised Within 24 Hours

The Saint Lucia Hospitality & Tourism Association (SLHTA) has issued a call to action to its members, rallying them to support a request from the Saint Lucia National Emergency Management Organization (NEMO) for water and other essential supplies for St. Vincent and the Grenadines.

SLHTA members have answered the call to action with an outpouring of financial support for water, feminine hygiene products, non-perishable items, and baby supplies for now.

Raising over \$50,000 in pledges from members within 24 hours, the Association actioned the purchase of over 70 pallets of water for dispatch to the sister isle by Tuesday, April 13. The strategic collaboration with NEMO facilitated the transfer of the water by sea freight.

<https://www.slyoumag.com/2021/04/14/slhta-issues-call-to-action-to-members-for-st-vincent-and-the-grenadines-support/#:~:text=The%20Saint%20Lucia%20Hospitality%20%26%20Tourism,Vincent%20and%20the%20Grenadines.>

SLHTA Introduces “Partner with a Family” Programme



The Tourism Enhancement Fund (TEF), a humanitarian arm of the Saint Lucia Hospitality & Tourism Association (SLHTA), has launched the “Partner with a Family” programme, aimed at supporting qualifying families affected by the COVID-19 pandemic, with financial assistance of EC\$500.00 monthly. Where needed, families will also be provided with counselling to cope with the social and psychological impact of the pandemic. The TEF made available an initial tranche of EC\$25,000.00 which will benefit 10 displaced families.

“We are imploring other private sector partners to join our efforts or create similar ventures that may help persons in this critical time,” said TEF

Programme Manager, Donette Ismael. “It is a long road ahead, but, if we are there for one another, it can be a more pleasant journey. A little can go a long way.”

Meanwhile, TEF Chairman, Winston Anderson, said the SLHTA has made significant progress in restoring a sense of normalcy following the agony of the fallout triggered by the pandemic. However, he noted that many people continue to suffer from the harsh socio-economic impact.

“I strongly believe it is our sacred responsibility to lend a hand in order to help them get back on their feet,” said Anderson. “There can be no more patriotic an effort than helping our sisters and brothers in this time of need,” the TEF Chairman said. “I, therefore, urge corporate partners to reach out to our competent team at the SLHTA, its Directors and the TEF to find out more about how you can help partner with a family. Together, we can make a difference. Together, we can change lives.”

<https://thevoiceslu.com/2021/06/slhta-introduces-partner-with-a-family-programme/>



TEF Helps Pave the Way for New Vaccines

To support vaccination drive and increase the variety of vaccines on island, the TEF undertook a bold project to provide a specialized freezer to the Ministry of Health which enabled the Ministry to expedite the entrance of the Pfizer/Moderna vaccines on island. The entrance of the new vaccines to our shores boosted uptake in vaccination among industry workers who preferred alternatives to the vaccine which was already in use. Today, these and other efforts have culminated in almost 90% of industry employees opting to be vaccinated.

Tourism Employees Access CARPHA Certification

The Caribbean Public Health Agency (CARPHA) scheduled a technical visit to Saint Lucia from 17th -24th September 2021 to provide sensitization and advocacy for the Tourism Health Programme (THP) and to provide Advanced Food Safety Training to Environmental Health Officers, Hoteliers and Restaurateurs. The training which was held at the Financial Centre and was fully funded by the Tourism Enhancement Fund. Over nineteen (19) SLHTA members who attended the training received internationally recognized certification.



Over \$40,000 to Improve Pre-arrival Registration and Monitoring at the HIA

To expedite pre arrival clearance at the Hewanorra International Airport, the TEF supported a number of initiatives spearheaded by the Saint Lucia Tourism Authority (SLTA). The funding went towards procurement of technology, identification bands for visitors and other customer support activities. The initiatives were intended to optimize processing of visitors, shorten response times to visitor applications and improve technology to capture data and improve service.

SLHTA TEF Supports 60 Baby Mamas



THE BABY MAMAS team has struck again – this time by throwing a small, intimate baby shower and distributing a wide range of items for 60 new and expectant mothers who were affected by the explosive eruptions of La Soufriere this year. The event was held on September 13, 2021, at the Sunset Shores Hotel conference room and marked the second phase of the giveaway, with over \$61,000 worth of items being given away.

DeRoche John expressed similar sentiments during her vote of thanks, as she heaped praises on Donette Ismael and her team at the St Lucia Tourism Enhancement Fund. The Fund donated US\$4600 towards the second phase of the initiative.

Ismael was supported by the Honorary Consul of Germany in St Lucia, Karolin Troubetzkoy, who also donated US\$2500 towards the project.

<https://www.searchlight.vc/front-page/2021/09/14/baby-mamas-team-strikes-again/?fbclid=IwAR3A7MO8As7zDE8N4uwiuBIPtS5lBOiiah7UFVoxrEPjeo8LknjgphwZFsM>

TEF Matches Chef Nina Compton's GoFundMe for Independent Restaurant Workers



The Independent Restaurant sector has been one of those hardest hit by arduous policies restricting operations. In collaboration with SLHTA Honorary Member Chef Nina Compton, the SLHTA undertook a GoFundMe campaign, spearheaded by Immediate Past President Karolin Troubetzkoy. The initiative raised almost \$38k which was matched by a grant from the TEF, for use to provide relief to employees of the Independent Restaurant sector.

\$270,000 to boost Coral Reef Systems and Marine Biodiversity

The Saint Lucia National Conservation Fund (SLUNCF), with funds of US \$100,000 provided by the Tourism Enhancement Fund (TEF), sponsored a project that was conceptualized and is now being implemented by the St. Lucia Divers Association-Anbaglo.

This one-year project aims to build local capacity in coral gardening and scuba diving; establish artificial reefs and undertake coral restoration at selected sites.

Scuba Diving Training

The capacity-building component of the project aims to provide a cohort of young people trained in scuba coral gardening methodologies. The training will be up to the level of PADI Rescue Diver certification with the assistance of the Perry Institute of Marine Science.

The first phase of this component kicked off on 30th March 2021 when 10 candidates convened at Pigeon Island to complete a swim and tread assessment as well as to participate in scuba diving trials. Sandals Resorts provided the equipment and dive boat to make the experience complete



Creation of Artificial Reefs

The project hopes to contribute to marine biodiversity and health through the creation of artificial reefs and execute a coral gardening and restoration program. The creation of artificial reefs will be facilitated by the sinking of four vessels at designated sites along the northwest coast including Cutty Cove off of Rodney Bay.

SINKING OF FOUR VESSELS

Over time, the sunken vessels will become habitats for various marine species. To date, two vessels have already found their new home on the seabed with the remaining pair soon to follow. The vessels were acquired from the IGY Marina which also provided storage and assistance with the cleaning (scrapping) and launching of the vessels.



CORAL RESTORATION



Coral restoration activities will be initiated through the establishment of coral farms and populating these farms with healthy coral specimens or fragments harvested from other sites. To support the cultivation of corals, training will be provided to locals in the establishing of the coral farms, collection of healthy coral fragments; population coral trees; maintenance, and when the time comes, they will learn the out-planting procedures. This training will be incorporated in certification as PADI Coral Reef Rescue Divers mentioned earlier.

Iyanola Crossing by Inphinity



The Dennery village sits midway along the east coast and probably has one of the most amazing visitor stops/lookouts along the Atlantic side of fair Helen. This fishing village is also home to St Lucia’s largest lizard, the endemic St Lucia Iguana. It is for this reason that the St Lucia National Conservation Fund with funding from the Tourism Enhancement Fund agreed to support efforts by community-based organization InPhinity to raise awareness and attitudes of drivers especially toward the plight of our iguana.

With colorful murals, billboards, signage, community engagement, art competitions, school engagements, and stakeholder support. InPhinity expects that there will be a significant increase in sensitivities for all who traverse the busy “Micoud Highway.

Many stakeholders, including the Government of Saint Lucia through the Dennery South Constituency Council, have rallied to support this cause. The local government managed “La Pointe Layby” which is home to local vendors' booths at the northern entrance to the Dennery village will be renamed Iyanola Crossing.

www.sluncef.org

<https://stluciatimes.com/coral-reef-restoration-underway-in-north-of-saint-lucia/>

Independent Restaurants and the TEF Celebrate Victoria and OKEU Hospital Staff



Ten staff from Victoria Hospital and OKEU Hospital were gifted with dinner certificates in acknowledgement of their exceptional service. The awards served as a means of highlighting the dedicated service of healthcare workers during the devastating COVID-19 pandemic.

Organized by the SLHTA’s Tourism Enhancement Fund (TEF), the event was a collaborative effort with the following restaurants: La Mesa, Orlando’s, Jacques Waterfront Dining, and Amici.

The staff appreciation event also marked

the anniversary of Victoria Hospital – now christened the Respiratory Hospital.

TEF Donates \$25,000 to Support Prostate Cancer Awareness Campaign



The Saint Lucia Hospitality & Tourism Association (SLHTA) Tourism Enhancement Fund presented a check for \$25,000 to the Lions Club of Gros Islet towards the latter’s prostate cancer awareness campaign.

During the presentation ceremony held at the SLHTA’s Secretariat at Rodney Heights, officials from both the Tourism Enhancement Fund (TEF) and the Lions Club of Gros Islet emphasized the importance of partnering on the initiative that targets men’s health.

Donette Ismael, TEF Programme Manager, said that while the COVID-19 pandemic has captured the TEF’s focus and efforts over the past year and a half, the TEF nevertheless continues to seek ways of addressing significant health issues that affect people.

Ismael cited World Health Organization (WHO) data published in 2018 which suggests that prostate cancer deaths in Saint Lucia reached as high as 4.51% of total deaths, adding that Saint Lucia ranked number 11 in the world for prostate cancer deaths.

“Prostate cancer is a prime example of a non-communicable disease that remains one of the leading health challenges facing Saint Lucian men today,” Ismael said. “The SLHTA Tourism Enhancement Fund understands the importance of a prostate cancer awareness campaign, and, as such, the TEF is pleased to be donating \$25,000 to the Lions Club of Gros Islet to carry out such a campaign.”

<https://stluciatimes.com/tef-supports-lions-club-of-gros-islets-prostate-cancer-awareness-campaign/>

SLHTA TEF Donates \$25,000 in Food Vouchers to Entertainers and Families in Need



Staying true to its mandate of ensuring that more Saint Lucians benefit from the gains in the local tourism sector, the SLHTA Tourism Enhancement Fund (TEF) donated \$25,000 in food vouchers to five organizations. The five recipients of \$5,000 worth of food vouchers each are the Lions Club of Gros Islet, Rotary Club of Saint Lucia, Alexander Family Foundation & Events (AFFE), Entertainers in the Industry, and the Saint Lucia Craft and Dry Goods Association.

The handover ceremony was held at the conclusion of a Quarterly General Meeting hosted by the SLHTA at the Finance Administrative Centre at Pointe Seraphine.

TEF Chairman, Winston Anderson, noted that although many strides have been made in getting people vaccinated, many people are still grappling with the pandemic, which continues to impact various sectors. He added that the donations are needed at this time, especially as Saint Lucians prepare to celebrate the festive season.

“The Tourism Enhancement Fund and the SLHTA understand now, more than ever, the need for community support,” Anderson said. “It has been our pleasure during the pandemic to support various initiatives, and we will continue to do so. It is for this reason that the organization opted to distribute Christmas food vouchers.”

Despite being significantly impacted by the COVID-19 pandemic itself; Anderson said the TEF has never wavered in its responsibility to people and communities in Saint Lucia, adding that the annual donation to deserving organizations at Christmastime was this year increased from \$40,000 to \$50,000.

<https://stluciatimes.com/slhta-donates-25000-in-food-vouchers-to-five-organizations/>

500 Families Supported by TEF Over Christmas Season



The TEF Board of Trustees took a decision to increase our annual support to marginalized families over the Christmas season. Christmas 2021 witnessed a 30% increase in food hampers and vouchers to families in need. In collaboration with community service organizations, the TEF reached over 500 families with food items. Inner city kids in both urban and rural areas received nourishment and festive cheer from \$60,000.00 worth of food vouchers. Collaboration with community organizations ensured the support reached families in need and reduced duplication of support provided by other agencies on the ground.

TEF Earns Cherubim Angel Donor Status



On Friday, 11th February 2022 the SLHTA's Tourism Enhancement Fund donated medical equipment to OKEU Paediatric Ward in collaboration with Lions Clubs of Saint Lucia. The donation consisted of a pediatric EKG machine and Huntleigh SpO2 monitors. The TEF became the first corporate donor to attain Cherubim Angel Donor status and will have a plaque placed in the halls of the ward indicating this.

Mr. Winston Anderson, Chairman of the Tourism Enhancement Fund said during this difficult time we have so many people on the frontline who continue to help impact lives. He recognized and commended the efforts of the health service providers and service organizations who have done a fantastic job.

“I am very proud to stand in representation of a group of service providers, the SLHTA and the Tourism Enhancement Fund and all its contributors. Because of the fund and the work of the SLHTA we continue to help impact lives and communities.” Anderson exclaimed. “We are proud to partner with the Lions Club of Saint Lucia to provide this much needed piece of equipment.” he concluded.

This completes the first of a three-year commitment by the SLHTA to provide support to the Paediatric Ward. Thanks also to the many visitors to our shores who donate to our Tourism Enhancement Fund, making these projects possible.

