

Cape Cod Bird Club Conservation Fund

Title: **The Endemic Birds of Jamaica Poster – 31 More Reasons to be Proud of Jamaica.**

Overall Goal/Objective: State the ultimate goal of this initiative and why it is important.

The overall goal of this project is the creation of a poster that will form center-piece of BirdLife Jamaica's public outreach programs over the next 10 years. The poster, illustrating all thirty-one (31) Jamaican endemic birds, will be the first of its kind, and will also be actively promoted and disseminated within the education, governmental, cultural spaces of Jamaica to encourage broad-based awareness about Jamaican birds. The poster title, and design will seek to encourage the cultivation of pride and identity among Jamaica nationals in their shared unique bird life guided by marketing and communication principles known to encourage positive conservation behavior change.

Specific Action: What is the specific activity or action being proposed? What is the anticipated outcome?

▪ **Poster Design**

We are proposing to create the first poster available to Jamaicans that illustrates all of Jamaica's 31 endemic birds using the graphics from the book Raffaele, Herbert A., et al. *Birds of the West Indies*. Princeton University Press, 2003. The poster will include the following key features:

1. The title and slogan will use text and messaging that encourages and indicates pride in Jamaican birds as an invaluable and irreplaceable national/state cultural heritage.
2. Present all of the island's endemic birds along with both their Standard English and the most common local, culturally resonant, names for each species.
3. List and identify as co-sponsors key national and regional bird conservation organizations, such as BirdsCaribbean and the Blue & John Crow Mountain National Park.

The graphic design and printing of the poster will be on the island of Jamaica using a Public Relation, Marketing/Communication firm already well-established for its effectiveness in creating inspiring communication products that move people to action around social and environmental causes.

▪ **Poster Launch Event**

The launch of this poster is timed to coincide with the 20th anniversary of an earlier (now outdated poster) produced in by BirdLife Jamaica that was notably successful both as an educational and public relations tool, and also in recognition of the 50 anniversary year of Earth Day in 2020.

We propose launching the newly minted poster in early 2020 at an event to which all the Jamaican nature conservation NGOs, government environmental agencies, the secondary schools with which BirdLife Jamaica has worked, will be invited. This launch date will coincide with BirdLife Jamaica's 2020 Audrey Downer Memorial Lecture, an annual event on the BirdLife Jamaica calendar.

At this event we will present representatives of key Jamaican organizations, who shares our mission of the study and conservation of nature, or who are key local custodians of important bird areas, with framed copies of the new Endemic Birds of Jamaica poster.

▪ **Poster Use**

The new Endemic Birds of Jamaica poster will become part of the educational outreach plans of the BirdLife Jamaica board. This outreach will include:

1. Primary and Secondary Schools
2. Framed copies for key partners and supporters - such as the Blue and John Crow Mountains National Park, CCAM, Natural History Society of Jamaica, Maroon Community Councils. Additionally, copies will be archived with the Natural History Museum at the Institute of Jamaica.
3. Key national-level media houses

Budget: Present an itemized breakdown of how the funds requested would be used.

None of the funding under this proposal will go to the payment of salaries of the organizers or members of the board of BirdLife Jamaica.

Category	Cost Calculation in US\$	Needed under this proposal in US\$	Other Funding Sources	Description
Poster Design	\$310	\$310		Quotation from Peartree Press Publishers
Poster Printing	\$690	\$690		Quotation from PeartreeXpress for 2000 – 18x24 posters printed 4/0 on 10pt C1S card paper.
Poster Framings	\$90 x 8 = \$720	\$0	\$720	Quotation 10 Framed Copies. Frame Centre quotations: 1 x 18" x 16" poster with mat: J\$12,975
Launch Event Refreshments	Refreshments: \$250	\$0	\$250	Refreshments – Sandwiches & Drinks for 50 participants
Launch Event Location Rental	PCJ Auditorium rental: J\$5,825 per hour and seats 130 person 3 hour rental costs J\$17,475	\$0	\$130	PCJ Auditorium – Seats 130 persons. Three hour event rental fee.
Totals		\$1000.00	\$1100.00	

Matching funds or resources: What additional resources (human, financial or other) will this grant leverage? Be specific.

This project builds on a now 20 year old education program, a part of which included a poster printed with the support of the United States Fish and Wildlife Service office of International Conservation. This pre-existing educational project in 2000/2001 was also funded by three Jamaican organizations, namely the Jamaica Gleaner Company, the Caribbean Cement Company, and Shell Jamaica Ltd. As part of our current proposal we intend to simultaneously engage these local funders/supporters for partial funding of the production of the poster and also to fund the wider bird education program of the BirdLife Jamaica board. This wider plan includes the development of permanent public billboard-type signage illustrating local birds.

To date this proposal has received pledges of support from private donors to the sum of US\$900.00 and we anticipate further private donations as the planning proceeds.

Timetable: What is the anticipated schedule for implementing this project?

Task	Jan/Feb		Mar/Apr		May/June		July/Aug	
Proposal Preparation and Submission	X	X						
Outreach to potential Jamaican sponsors	X	X	X	X				
Poster Design and Pilot			X	X				
Special Event Planning		X	X	X	X			
Poster Printing			X	X				
Launch Event					X			
Poster distribution to local groups.					X	X	X	X

Continuity: Is there a need for this project to continue upon expiration of the grant? If so, what is the potential for that continuity to occur?

The work under this proposal is part of a larger initiative led BirdLife Jamaica to produce public signage that illustrates Jamaican birdlife. This multi-year project will draw on both locally available private and State funding sources to increase the visibility of native birds within public spaces on the island.

Implementing institution: Name and contact information of the conservation organization sponsoring this project that will manage the funds and submit a final report.

Organization Name: BirdLife Jamaica

Email: birdlifejamaica@gmail.com

Mailing Address: Department of Life Sciences, University of the West Indies, Mona Campus, Jamaica.

Project officer: Individual who will implement the project or serve to oversee it. Summarize her/his background in a few sentences.

1. **Name:** Ms. Louise Henriques (Primary Contact)

Title: BirdLife Jamaica Treasurer (Member since 2010, elected Treasurer since 2016)

Email: lpinkhenriques@gmail.com

Telephone: 1876-997-6405

2. **Name:** Damany Calder (Alternative Contact)

Title: BirdLife Jamaica President

Email: Damany.calder@gmail.com

Telephone: 1876-997-3664

CCBC contact: Herb Raffaele, birds.18@hotmail.com; (774) 237-9954