



# PROJECT RED

First Draft

## Abstract

Project Red aims to engage Antigua and Barbuda's citizens in creating accessible restrooms and buildings. With a small donation of \$1 per month from just a fraction of the working population, we can raise \$704,168 annually. Over seven years, the project will transform schools, ensuring freedom and access for children with disabilities.

Created by Joshuanette Francis  
President Good Humans 268 Inc



## Summary of Project Red

### What is Project Red?

Project Red is designed to engage the citizens of Antigua and Barbuda in addressing some of the challenges we face as a country. Accessible restrooms and buildings are essential for individuals with disabilities and beneficial for society as a whole. According to the statistics department, Antigua and Barbuda has a population of "103,603" individuals. The working population (ages 20-59) is estimated at 58,764. By coming together and donating one dollar per month for a year, we can raise a significant \$704,168.00. Not everyone can give, but if just one-third of less than half of the working population participates, we can transform a school into an accessible one.

Project Red is slated to last seven years. The plan is to transform four primary schools and three secondary schools into accessible institutions annually, starting with Zone 2 and Potters Primary School. This initiative ensures that children with disabilities can "enter, leave, and circulate within" their restrooms, fulfilling their basic human needs.

### Our Commitment

Our donations will ensure that children with disabilities have the freedom and access they deserve. This small contribution of \$1 per month per person is a stepping stone for the disability community and a beacon of hope. Our collective effort will unite individuals of different backgrounds and abilities, signaling a commitment to change and inclusivity in Antigua and Barbuda.

"There is no act too small, no act too bold. The history of social change is the history of millions of actions, small and large, coming together at critical points to create a power that governments cannot suppress." - Howard Zinn (Az Quotes, n.d.)

We must take responsibility as a unit and become one body, one voice, and one nation. Change starts with us. "The power of one, if fearless and focused, is formidable; but the power of many working together is better." - Gloria Macapagal Arroyo (Global Giving, 2020)

### Collection Methods



- Bank deposits
- Partnerships with Business – Have conversations with employers to make voluntary \$12.00 deductions from employees
- Transfers using mobile banking
- Donation boxes at supermarkets, Hotels, Airport, etc
- Pop up stations in St. John's

## Possible Marketing for Project Red

### Social Media Campaigns:

- **Hashtag Campaign:** Create a unique and catchy hashtag (e.g., #RedForChange) to unify all social media posts related to the project.
- **Influencer Partnerships:** Collaborate with local influencers and celebrities to raise awareness and encourage their followers to donate.
- **Storytelling:** Share compelling stories of individuals who will benefit from the project, using photos and videos to illustrate their experiences.

### Email Marketing:

- **Newsletters:** Send regular updates about the project's progress, success stories, and upcoming events to your email list.
- **Personalized Appeals:** Craft personalized emails to past donors and potential high-value contributors, highlighting the impact of their donations.

### Community Engagement:

- **Workshops and Seminars:** Host workshops and seminars to educate the community about the importance of accessibility and the goals of Project Red.
- **School Involvement:** Engage local schools by organizing awareness programs and encouraging students to participate in fundraising activities.

### Traditional Media:

- **Press Releases:** Issue press releases to local newspapers, radio stations, and TV channels to announce the launch of Project Red and highlight milestones.
- **Interviews:** Arrange interviews with project leaders and beneficiaries on local TV and radio programs.

### Events and Fundraisers:



- **Charity Runs/Walks:** Organize charity runs or walks where participants can raise money through sponsorships.
- **Benefit Concerts:** Host concerts featuring local artists, with ticket sales and donations going towards Project Red.
- **Auction Events:** Conduct live or silent auctions with items donated by local businesses and community members.

Corporate **Partnerships:**

- **Employee Matching Programs:** Encourage companies to match their employees' donations to double the impact.
- **Corporate Sponsorships:** Seek sponsorships from local businesses, offering them recognition and promotional opportunities in return.

Promotional **Materials:**

- **Brochures and Flyers:** Design and distribute informative brochures and flyers in high-traffic areas such as shopping malls, community centers, and libraries.
- **Merchandise:** Create and sell branded merchandise (e.g., T-shirts, caps, tote bags) to raise funds and spread awareness.

Online **Presence:**

- **Website:** Maintain an updated, user-friendly website with detailed information about Project Red, including donation options and progress reports.
- **Blog:** Regularly post articles on the project's blog about accessibility issues, project updates, and personal stories.

Public **Relations:**

- **Public Speaking:** Engage in public speaking at community events, rotary clubs, and other gatherings to raise awareness.
- **Partnership with NGOs:** Partner with other NGOs and community organizations to reach a wider audience.

Creative **Campaigns:**

- **Photo and Video Contests:** Encourage community members to submit photos or videos showcasing their support for Project Red, with prizes for the best entries.
- **Impact Days:** Designate specific days where all donations are matched or highlighted, creating a sense of urgency and excitement.

**Good**  
**Humans**  
**268 Inc**

 [info@goodhumans268.org](mailto:info@goodhumans268.org)  
 <https://goodhumans268.org>  
 268 789 Good (4663)