

# FRIEND'S Fiji Style® SHOP



The unique, community-based specialty shop provides an outlet to rural communities to display, promote, and sell their products, including *Friend's Fiji Style*® chutneys; jams; masi decorated mirrors; coconut and shell jewelry; scarves, sarongs and saris with fusion themes; cushion covers; calico bags; handcrafted cards and much more!

FRIEND'S Fiji Style®

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*Friend's Fiji Style*® chutneys and pickles are available at quality retail outlets, such as MH and Cost-U-Less.

## MANY THANKS!

Partnerships are key to the success of FRIEND's programs. We collaborate with communities that want to participate actively in their own development and with non-government organizations, corporations and government agencies that share our commitment to poverty alleviation. By seeking and encouraging these partnerships, FRIEND provides a link between people and opportunities

We would like to express our most sincere thanks to the following donors for their generous contributions in support of our work towards poverty alleviation: AusAID, Australia/Fiji Community Justice Program, British High Commission, Canada Fund, French Embassy, FSPI and NZAID.

We thank Fiji Gas, Chan Law, CDP Courier services, Communications Fiji Ltd, Go Advertising, APCO Paints and all of our corporate sponsors as well as volunteers and friends of FRIEND for their ongoing support. We also express our sincere gratitude to the many supporters who have assisted in our efforts toward poverty alleviation.



Foundation for Rural Integrated  
Enterprises 'N' Development

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## FOUNDATION FOR RURAL INTEGRATED ENTERPRISES 'N' DEVELOPMENT



Alleviating poverty through social and  
economic empowerment

# ABOUT FRIEND

Foundation for Rural Integrated Enterprises 'N' Development (FRIEND) is a registered non-government organization supporting the efforts of communities towards development through social and economic empowerment.

## Programs

### PACE—Participatory Action for Community Empowerment

This program facilitates development with interested communities by assisting them to identify their collective needs, resources and strengths using participatory methods.



Community members at an information session on FRIEND

The process attempts to maximize community participation and ownership of their development dreams. Community members receive assistance and support in making their plans and execution of these through group discussions, training programs, networking and developing linkages with other stakeholders.

### REAL—Restorative Education for Alternative Livelihoods

This a target-oriented program for ex-offenders. The goal is to reduce the risk of re-offending by encouraging inmates to take responsibility for their past and future actions. The program provides training and support prior to their release from prison, which continues once the ex-offender re-enters their community. One of the unique



Program participants attending the launch of REAL

aspects of this program is that it works closely with the prison system and communities to reduce barriers and prepare for welcoming home ex-offenders with minimum prejudice and discrimination. The program also provides income generation opportunities for sustainable livelihoods, in the hope of reducing the risk of re-offence due to poverty and lack of access to opportunities.

### Youth Development Program

The youth development program runs fun-filled education and training programs for people between the ages of 15 and 30. They include school students, students of tertiary institutions, unemployed youths, Deaf youths and youths employed in the private sector. It aims to develop self-esteem and up skill youths in various fields. This is done through debates, oratories, quizzes, workshops, mural painting, sports, sign language classes, and awareness campaigns on poverty/MDGs using fun activities. The program has also been organizing ongoing youth volunteer visits to institutions like the local hospital children's ward and old people's home.



Youth at a poverty awareness event



Community youth participate during a workshop

### YEN—Youth Employment Network

YEN is an innovative income generating program in which young people follow a three-step process towards finding employment: 1.) Training on personal development and job application skills, 2.) Short-term job placements in local businesses to learn new skills, gain an understanding of workplace practices, build self confidence and communication skills, and obtain work references, 3.) Ex-

ploring long-term job opportunities and/or establishing income generating projects. YEN won the Nelson Mandela Graça Machel Award for innovation from CIVICUS in May 2007.

### DESI—Developing Enterprises for Sustainable Income

The objective of this program is to provide opportunities for marginalized individuals and communities to earn income and beat poverty.

Communities create a variety of products, such as food, clothing, handicrafts and stationery, using their available local resources and traditional skills. Community members are provided training in self esteem, quality control, budgeting, principles of marketing and managing business. All products are then marketed under the *Friend's Fiji Style*® brand, available in various outlets throughout Fiji. *Friend's Fiji Style*® handmade cards and chutneys are widely available through retail outlets.



A selection of *Friend's Fiji Style*® products

### FRIEND Save Scheme

This is a savings program that provides an opportunity for community members and DESI beneficiaries to participate in an affordable, convenient savings service. Ongoing training is provided on budgeting with tools to enable savers to meet their goals. Topics covered include financial scenarios, income, expenses, wants, needs, prioritizing, setting goals, preparing budgets, and tips for saving and making a budget.



A Save Scheme group meeting