

DESTINY NEWSLETTER



Buju Banton Foundation provides skills training and educational opportunities for youth. With immense emphasis on at risk males, ages 8-18. Its aim and objectives are to provide mentoring and training for young men in depressed communities and childcare facilities. Encouraging them to put down all negative influences and take up skills and tools that enable them to attain personal, academic and professional growth. So they could become positive contributors to society. Learn more about our works in Destiny Newsletter. We invite you to become a Friend of Buju Banton Foundation to help achieve our Destiny.



Buju gives Sunbeam Children's Home 'most significant gift by any individual'

click on video to view

*I Am
A Jamaican*



click on video to view

We ago mek it, mek it
Win the prize and tek it, tek it
We ago mek it, mek it
Four corner, global

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Editor: Mark Myrie-Buju Banton

Writer: Rosemary Duncan

Page 2 to 4 - We did It. He did It. Thank you, Buju Banton

Page 5 - Buju Banton Gifts Children's Home The Most Significant Gift By Any Individual

Page 6 - Scholarship Recipient Tajay Bailey Updates Buju Banton of His Progress

Page 7 to 8 - Buju Banton Enlists Kanye West and Other Famous Friends To Help At Risk Boys

Page 9 - Audiomack Provides Aid to Jamaican Youth with Donation to Buju Banton Foundation

We did It. He did It. Thank you, Buju Banton

Article contributed by Mr. Desmond Whitely, Administrator at Sunbeam Children's Home

I became aware of the Buju Banton Foundation through a motivational workshop for at-risk boys. The Foundation engaged facilitators, Mr. Audrey Stewart, director of national security, Ministry of National Security and Dr Kadamawe Knife, lecturer, at the Mona School of Business, University of the West Indies. Dr Knife and Rosemary Duncan, director at the Buju Banton Foundation, spoke with me at length. I recall their views as they passionately discussed Buju Banton's mission to make a difference in the lives of at risk boys. They shared that Buju Banton felt it a call of duty to give back, to motivate and to inspire; he wants to contribute towards something sustainable. We discussed the development of a social enterprise. Using onsite resources to create a reliable income stream for Sunbeam Children's Home. A facility caring for 50 boys.



From left: Desmond Whitely(Administrator, Sunbeam Children's Home) and Buju Banton(Reggae/Dancehall Icon)

Last June, foundation director, Rosemary Duncan, contacted the facility stating Buju Banton's interest in visiting. When I met the legendary musician, I was immediately struck by his humility. He was accompanied by Rosemary Duncan and Donovan Germaine, his co-manager. No large entourage and no camera. In fact, Buju Banton seemed a bit shy when I asked for a photo. He meticulously perused the entire Home and its farm lands. The iconic artist also summoned the boys to a discussion. Encouraging them to do good. They were in awe. He issued some funds towards purchase of food supplies. During our meeting, we agreed an investment of \$3 million, for development and expansion of an on site chicken coop, would be ideal. The project should house 500 layer birds and other equipment, for egg production and sale.

The Buju Banton Foundation maintains constant contact. It also donated food and footballs. Immediately following his visit, I learned that Buju Banton entered the 2020 Jamaica Song Festival Competition. One would recall the artist's magnificent entry "I am a Jamaican". On the night of the finals, I, like most Jamaicans, viewed the show on television, under "lockdown" because of Covid.

**We ah strive and ah reach fi we goal
Dem ah fight and spite through dem in control
Dem ah real asshole, but a long time
We ah fight fi a slice of di bread**

Buju Banton won the competition. There was jubilation, excitement, shock, thrills, when upon accepting his prize, the great musician stated the "Real winner tonight is Sunbeam Boys Home, Sunbeam Boys we did it." Buju Banton donated his entire prize of \$3 million to the Home.

When I arrived, at work, the following day, the boys were beyond excited. Firstly, that their favorite artist, Buju Banton, won the Jamaica Song Festival and secondly, he acknowledged the facility, by name, on television. Expectations were high.



Eggs produced at Buju Banton sponsored Sunbeam Egg Layers Project

The Egg Layer Project was completed on February 15, 2021. As we experienced a few setbacks, during construction and refurbishment, due to incessant rains last year. I reiterate, this gift from Banton

Banton is "the most significant contribution by any single individual." Its impact on the development of Sunbeam will be far-reaching. The Irish politician, Sean Lemas coined the aphorism "A rising tide lifts all boats." This Egg Layer Project project is like a rising tide. It has lifted Sunbeam boys. In the current Covid-19 pandemic, as the economy stumbles, resources are scarce, programmes to help the poor have lessened. As facilities struggle to meet basic day to day care expenses. We are indeed grateful for the providential timeliness of this gift. Buju Banton Foundation's strategy to focus and invest in long term development of wards, is the best and most effective way to attain sustainable life-changing impact; especially, for young men.

It is indeed easier to build boys than to mend men. I see us as a society investing billions trying to "mend men;" this pursuit will yield very little result. We must invest in "building boys" when they are impressionable. "Bend the tender plant or you may have to cut down the tree." Scripture encourages us, in Proverbs, to "Train up a child in the way he should go: and when he is old, he will not depart from it. It is worth mentioning that all the boys and staff at Sunbeam Children's Home received gifts of new laptop computers.

Dem ah scream and ah dream and ah wish we fi dead
But ah God have we head ah nuh just now
We ah scream and ah cheer fi di team
Dem ah plan how fi bench we and dem rule supreme

A most timely intervention, at a time when school is being conducted online. I commend Buju Banton for his foresight and deep commitment to disenfranchised boys. The gift, of 50 laptops, was done in collaboration with famous American rapper, producer, designer, Mr. Kanye West. In September 2020, Kanye visited Buju Banton for studio work. Foundation director Ms. Duncan, contacted me, conveying Buju Banton's invitation to an important meeting. Adding that I should attend prepared to discuss whatever resource the facility requires. Upon arrival, I was warmly welcomed by Buju Banton and to my surprise, Kanye West. As I was unaware he too would be present. I requested laptops to facilitate on line classes for residents and to assist staff in their duties. Sunbeam Children's Home was presented with all the laptops.



Layers on their perch

I continue to be personally inspired by the icon's commitment to motivating, inspiring and changing lives. Not only through his work in music; but also his philanthropic endeavours, through the Buju Banton Foundation. Heartiest commendation Buju Banton. We did it !! Keep doing it for the youths.

Like ah dem one fi clean
Well imagine we ah try move out of di shack
Dem ah cry and ah spy and ah try stop we clock
Guess ah who have we back

Buju Banton Gifts Children’s Home The Most Significant Gift By Any Individual

Kingston, Jamaica—“Mr. Myrie and the Foundation our sincere gratitude for this gift. We see this as the most significant contribution by any single individual and its impact on the development of Sunbeam. The approach taken by the Buju Banton Foundation to focus and invest in the longterm development of the wards is the best way to attain sustainable life changing impact; especially, for young men. It is indeed easier to build boys than to mend men. The Foundation’s contribution is building the boys of Sunbeam and to a larger extent the men of Jamaica,” extolled Desmond Whitely, Administrator, at Sunbeam Children’s Home.

Legendary reggae/ dancehall artist Buju Banton’s gift of a poultry/egg layers business, to Sunbeam Children’s Home, has been fulfilled. In July 2020, upon being announced winner of the Jamaica Song Festival, Buju Banton asserted, “I want to congratulate the true winners tonight. Everyone who participated in this competition: you’re all winners. I was happy to share the stage with you all. But for me the true winners tonight is the Sunbeam Boys Home. We did it Sunbeam Boys Home, We did it.”



Layers being fed in the coop

True to his word, Buju Banton, through his Foundation, donated the J\$3 million prize win to the St. Catherine based facility, for construction of a poultry/egg layers project. “The project has 500 layers and the chicken coup is equipped with all the required resources. We want a commercially viable business. One in which Sunbeam Children’s Home Layers Project produces eggs for sale to meet demand. A marketing officer has been employed, to assist with promotion, sales and product distribution. The income generated, will be directly reinvested into facility, to provide for its residents. They along with staff, will obtain ongoing, theoretical and practical training, in agriculture and management, to ensure the durability of this project, added Rosemary Duncan, Director, at Buju Banton Foundation. “My mission, is to help marginalized youths. To ensure they could achieve their destiny. I will continue to do so through the Buju Banton Foundation.” Buju Banton reiterated.

The Buju Banton Foundation, established in January 2019, continues in its mission to “give help and hope” to vulnerable boys. The icon also enlisted celebrity friend, rapper Kanye West, to support the mission. Donating laptops and desktop computers to staff and residents at Sunbeam Children’s Home and Manchester Boy’s Home. Music steaming company, Audiomack, recently contributed US\$5000 to the cause. The Buju Banton Foundation awarded full scholarship to Tajay Bailey at Denham Town High School. Food supplies, school stationery, shoes and skills training workshops among the resources gifted to youths.



Tell dem seh we bless
Tell dem we bless, tell dem we bless, tell dem we bless
Tell dem we bless, tell dem we bless, tell dem we bless
Tell dem seh we still have life we nuh stress

Scholarship Recipient Tajay Bailey Updates Buju Banton of His Progress



Tajay Bailey in discourse with the icon Buju Banton

Last summer, reggae icon, Buju Banton, launched a scholarship, at his alma mater, Denham Town High School, in honor of his mother, Murdine Clarke. The aim to provide educational resources and funds, to a male student, who despite socio-economic challenges excels academically. School officials selected Tajay Bailey as being most deserving of the grant. They professed to his brilliant academic performance and great discipline.

Buju Banton and the Buju Banton Foundation is in constant communication with school principal Donovan Hunter. For updates on Tajay's education and general well being.

Two weeks ago, we reached out. This time it was Tajay and not principal Hunter, who provided us with details of his progress:

1) You are the inaugural recipient of the Murdine Clarke Scholarship, how has the scholarship assisted you?


It has been great so far and I am really appreciative for this scholarship. I am very grateful and I hope I will continue to excel and make my family and myself proud. This scholarship will allow me to matriculate into college.

2) What, in your opinion, is the most important resource for youths and why?

Education, because it is the key to a better life.

3) As an exemplary student who excels, despite socio-economic challenges, what message of encouragement would you give the youths?

No matter the circumstances or hard times you're facing, you can still hold your head up high and reach for the stars. Make sure you never give up on your goals or whatever you are pursuing.


God light shine on we on our quest
Screw weh yuh man wan' pree we nuh press
Bless up who down with we fuck the rest
Tell dem we nuh broke like dog and we nuh dest

Buju Banton Enlists Kanye West and Other Famous Friends To Help At Risk Boys

In 2019 Buju Banton was awarded the Marcus Garvey Humanitarian Award by the International Reggae And World Music Awards(IRAWMA) for his notable charitable works, through the Buju Banton Foundation. An organization whose mission is to improve the lives of at risk boys in Jamaica. In 2020, Buju Banton has been investing more resources and increasing efforts in giving back and helping to better the lives of marginalised boys.

By working closely with administrators at Sunbeam Children's Home, Mount Olivet Boy's Home and Denham Town High School. He launched the Murdine Clarke Scholarship; gifted assorted footwear, food and funds; including, his three million dollar cash prize win at the Song Festival Competition, to Sunbeam Children's Home; for construction of a chicken layers business.



Residents at Sunbeam Children's Home, St. Catherine, engaged in e-learning, with their new laptops



Reggae/Dancehall Icon, Buju Banton, gifts computers to Patrick Newman, Director, Mount Olivet Boys Home

and enlisting his famous friends to support the mission. Among them, superstar Kanye West who joined in to contribute fifty laptops, one for each boy at Sunbeam Children's Home and ten desktop computers and chairs for Mount Olivet Boy's Home.

A poultry and egg production venture, that upon completion, should provide a sustainable income stream for the childcare facility and employable skills for wards. The layers project will provide training in sound work ethics for all fifty (50) boys. Additionally, it will serve as a temporary means of voluntary employment for those unable to attend school, for any period.

"There are many youths who are in need of a helping hand. Together we can we can make their lives so much better. I love to see brothers and sisters looking out for one another. That's the way it should be. Not contrary."

For this reason, Buju Banton has been encouraging

Money follow we like bees so dem ah guess
How come we still look clean and dem ah mess
Eventually they will see
Who is watching over me

The administrators at both childcare facilities voiced deep gratitude to both musicians.

Mr. Desmond Whitely of Sunbeam Boy's Home, stated " Mr. Myrie (Buju), we are grateful for your commitment to supporting Sunbeam boys, through your Foundation and as a result you have motivated others such as Mr. Kanye West to partner with you in impacting these young men, especially in their educational development.

You may never know the names of the boys you are helping, but their future will be much better because of you. Our boys are proud of you both; they are inspired by your gift and have committed to caring these computers while using them to improving themselves so they can advance the welfare of Jamaica and the whole human race."



From left: Rosemary Duncan, Director, Buju Banton Foundation, presents laptops to Desmond Whitely, Administrator, Sunbeam Children's Home

In accepting the resources, Mr. Patrick Newman of Mount Olivet Boy's Home stated "Mr. Myrie, your commitment to get your partners involved and share with the boys has not gone un-noticed and we want to express our sincere thanks and appreciation for your acts of kindness.



Wards of state at Mount Olivet Boys Home, Manchester, participating in online classes in new computer room

It is a well known fact that children are predominantly the most voiceless, powerless and vulnerable in our society, however; we want you to know how much we appreciate your devotion to the Mount Olivet Boys Home, which remains as a beacon of hope for these boys in state care.

The quality of your response to the vulnerable is a critical aspect of God's love and conviction to mankind, as each person shares equal status in His Kingdom and your action has embodied the sincerity of that Love. We cannot over emphasize our gratitude to the Buju Banton Foundation for

this donation as these computers will significantly improve the boys' access to online learning from their respective schools.

On behalf of the Board, staff and boys of the Mount Olivet Boys' Home we again express our sincere thanks to you and Mr. Kanye West for your support as we work together in making a difference in the development of our boys here at the Home."



Mek we shine like stars above and
Give love to who show us love to
We fly high like the morning dove
And da rich look 'ya fit like glove

Audiomack Provides Aid to Jamaican Youth with Donation to Buju Banton Foundation



Streaming and distribution company Audiomack linked up with the Buju Banton Foundation to offer hope to economically challenged youth in Jamaica. Giving back to artists and their communities is a cornerstone of the music sharing and discovery platform's ideology. Audiomack donated \$5,000 (USD) to iconic talent Buju Banton's humanitarian efforts, including providing instruments and sporting equipment to Sunbeam Children's Home, Mount Olivet Boys Home and Denham Town High School.

Rosemary Duncan, Director, Buju Banton Foundation, responded, "Given the economic

moment and its impact on individuals and organizations, the Buju Banton Foundation salutes Audiomack for opening its heart and hands to vulnerable boys. The donation will be invested in resources that will prepare them for a better and brighter future. We thank Audiomack for giving a helping hand."

The Buju Banton Foundation [@bujubantonfoundation] provides sustainable assistance like skills training and educational opportunities to ensure that underserved and at-risk young people have equal opportunities to succeed. The organization collaborates with known entities worldwide, including other popular artists, having worked with rapper Kanye West recently to secure funding for laptops. Supplying tools for developmental growth and establishing dependable learning environments are critical for disenfranchised youth. More info online: <https://bujubantonfoundation.org/>



Audiomack is a global leader of independent music for fans, artists, and industry professionals. Vice President of Marketing & Brand Strategy Jason Johnson explains their position, "Audiomack is not only about moving music forward but focused on helping to move forward the lives of those who are underserved." He continued with, "We are excited to partner with Buju Banton and The Buju Banton Foundation to help provide resources to the boys so they

can have an opportunity to excel at the highest level." The company is expanding rapidly in part due to their dedicated efforts with geo driven emphasis. Specifically, the Audiomack Caribbean division, led by Tanya Lawson, is thriving with an increased focus on highlighting the talent and supporting island-specific initiatives, including charitable acts. Lawson clarifies, "Our directive is to fully embrace the people and places that give rise to, and inspire, artists and music lovers while providing outreach." She added, "We work with media liaisons known as personal champions for rising talent from the Caribbean, and we invest in amplifying voices in tandem with increased visibility on the international stage and crossing into the mainstream." The Audiomack platform is accessible by app and on the web: <https://audiomack.com/>.

Still I say
We ah strive and ah reach fi we goal
Dem ah fight and spite through dem in control
Dem ah real asshole, but a long time