



Prepared by Marq Johnson
Recording Artiste / Transformational Speaker / Philanthropist



Hello... ■■■

Swallowfield is a lower income residential community plagued with gun violence for decades. Recent murders have spiked my concern for the community as many residents live in fear, uncertainty and a sense of hopelessness. A growing burden is to play my part in, not only making a difference but, perhaps more importantly, being a difference needed to create a better Swallowfield.

As a recording artiste, transformational speaker and philanthropist, I share a deep-seated and unwavering passion for the next generation in my network and so I feel personally responsible to add my shoulders to the wheels of community building and national transformation using my music, words, philanthropy and project management skills.

Dream with us and see what Swallowfield can become... a model community buzzing with education, arts, sports, industry, unity, sound morals and much more. Just imagine what we can do together if only we join minds and means together for lasting change.



What?

Who?

Why?

Where?

When?

How?

What?

The journey of a thousand miles begins with one step. The great news is that many steps have already been taken towards community transformation in Swallowfield as evidenced by the contribution of many individuals and entities. So, for the month of September 2019, we will continue that journey by engaging the community in and through social and infrastructural activities to inspire unity, restore peace and renew hope (see schedule on page 5). After September, we hope to implement and sustain the following programs:

- Mentoring program using sports, arts and quiz in schools within the community
- Swallowfield football club that will enter inter club competitions starting 2020
- An intra community league comprising 6-a-side teams
(Eventually we'll build out other community clubs and leagues in netball, basketball, volleyball, etc.)
- Annual Family Fun Day
- Quarterly "Best Road" beautification competition





Who?

Residents, business operators, church members, students, employers, staff, government and other stakeholders in the Swallowfield area and its immediate environs all have a vested interest in the community so these are the target groups we will be inviting to participate in transforming this neighbourhood into a model community. The human capital of this locale is rich with talents, skills and other brilliances that we would love to see unearthed, honed and harnessed for community and nation building.



Why?

The worst human deficiency is ignorance of self-worth and identity... If you don't know that you can, you won't even try and so you will never do. Our simplistic perspective is that if we can, at the very least, give a Swallowfield stakeholders a peek at what is possible with the resources in and outside of the community, a snowball effect will set in and community transformation will gradually unfold. Whatever we manage to do will be scalable and duplicable for other parts of our island paradise as we hope to expand this initiative into other communities.

Where?

The project area is bordered as follows:

North West:

Old Hope Road

North East:

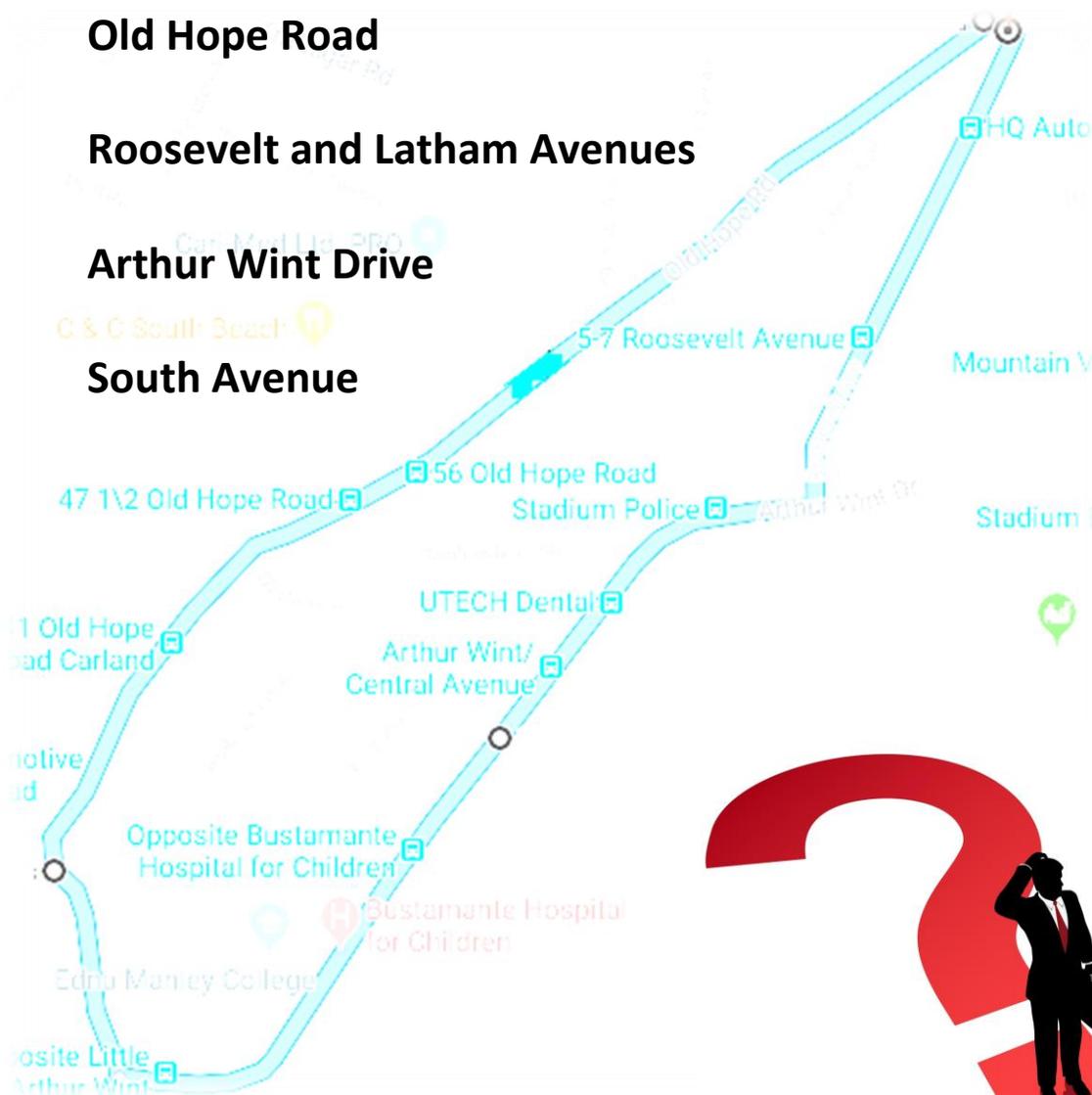
Roosevelt and Latham Avenues

South East:

Arthur Wint Drive

South West:

South Avenue





When?

These are the dates of execution:

- Sep 1 **LAUNCH** with a church service at Swallowfield Chapel
- Sep 2-6 **SCHOOL TOUR** devotions at the schools within Swallowfield to launch a mentoring program
- Sep 9-11 **BUSINESS TOUR** of key merchants in and around the community
- Sep 13 **BEAUTIFICATION PROJECT** to erect a community notice board, welcome sign, paint kerb, etc.
- Sep 16 **PRISON VISIT** for men from the community who are incarcerated
- Sep 18 **SCHOOLAZ GAMES** at the schools in the community; semi & finals played at Family Day
- Sep 20 **VOX POP** under the theme, “What does community love look like to me?”
- Sep 22 **FAMILY DAY** starts with church then amusement, food and empowerment later in the day
- Sep 29 **LOVE CONCERT** in the community

How?

Each stakeholder brings a unique value to the table and we are convinced that together we can not only make, but be the difference that Swallowfield needs to become what it can and should be. History has proven that no great feat is ever accomplished by one so we know that your participation and support is critical to the success of this initiative. Come join us as we all play our part in advancing the welfare of the whole human race, starting with the Swallowfield community.



Contact

Marq Johnson

Recording Artiste / Transformational Speaker / Philanthropist

Cell: 876.772.4505

Email: connect@marqjohnson.com

Website: www.marqjohnson.com