Hand in Hand for Haiti travel retail appeal nears the US$500,000 mark as donations pour in

HAITI. Hand in Hand for Haiti, the pan-travel retail industry appeal to help the children of Haiti, has got off to a flying start, generating nearly US$500,000 in pledged commitments within 24 hours of the project going public.

As reported, the project, originally inspired by The Estée Lauder Companies Travel Retailing Worldwide President Olivier Bottrie whose wife is Haitian, aims to build or rebuild a children’s primary school complex in Haiti following the devastating earthquake of January 12.

The school will be located in an area where the need is greatest. It will be earthquake and hurricane proof and the level of learning will meet international academic standards.

The Estée Lauder Companies has donated US$200,000 to the appeal, while DFS and sister company Starboard Cruise Services have donated a collective US$125,000, creating a tremendous platform for the fund to reach its minimum target of US$1.5 million.

Hand in Hand for Haiti’s original steering committee, comprising Olivier Bottrie, DFS Chairman and CEO Ed Brennan and The Moodie Report Founder & Publisher Martin Moodie, is already working with authorities on the ground in Haiti to identify the location for the school. The trio will visit Haiti in early March to progress the project.

Full details are included in the PDF brochure featured on this page. While the Foundation is being incorporated in the US, donors should fill in the pledge form on this page. Once the Foundation is established and a bank account created, donors will be asked to transfer the funds.

ABOUT HAND IN HAND FOR HAITI

The Hand in Hand for Haiti foundation, currently in development, is a 501(C) (3) non-profit organization housed in the United States. It is being developed along the principles of strict governance, absolute transparency and strong financial discipline, with 100% of the funds raised going toward rebuilding projects in Haiti. The project will be overseen by the original steering committee plus additional soon-to-be-announced individuals with specific relevant expertise.

A website (www.HandinHandforHaiti.com) has been created and will be progressively updated in coming days and weeks.

The Moodie Report will chronicle progress regularly to ensure high visibility for the project and to keep donors updated.

NOTE: Enquiry and donate contact details are included in the key documents on this page. Alternatively for any further information please contact Martin Moodie at Martin@TheMoodieReport.com
Hand in Hand for Haiti will reach out to some of the country's neediest children.

Rescuers pull a survivor out of one of Haiti's many collapsed buildings.

A boy sits by the remains of a destroyed school in Port-au-Prince after the earthquake; Photo: REUTERS/Carlos Barria.
A young Haitian boy named Edmonson sits on a broken cinder block inside the damaged Russka Village orphanage; Photo: Louis-Albert Leveque

The human catastrophe in Haiti has affected young and old; Photographs: Louis-Albert Leveque

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Hand in Hand for Haiti - Travel retail comes together to help those in need