



## NAHTAM Press Release

### **Nahtam Social Responsibility launches the SMS campaign for Donate A Brick to help build school for children with special needs**

**Abu Dhabi, UAE, 30th December 2009,**

Nahtam Social Responsibility is proud to launch the SMS -Donate A Brick Campaign for Special Care Centre Abu Dhabi to help build the school for children with special needs. The campaign aims to involve people from all walks of life to send SMSes to make bigger and better facilities for these children to provide them with quality education they deserve. To that effect, the two giant telecoms, Etisalat and Du, have supported the campaign to make it happen. The campaign urges the general public to SMS “Brick” to Etisalat 9050 or Du 9100 from anywhere as each SMS will donate 5 Dhs to the school building fund.

Being socially responsible organizations, Abu Dhabi Airport Company (ADAC), Daman, Flash and Little Smarties Preschool have sponsored the campaign so that the noble objective could be achieved. However, Abu Dhabi Media Company has shown its support as official media sponsor to run the campaign through various media such as print, TV, radio, etc. As a part of the campaign, tent cards will be placed in restaurants, offices, cafes, retail outlets, etc to send the message across and get as much as fund for the school building. The tent card contains a space in the center where the company can use its branding to support the drive.

All the organizations, big or small, and philanthropist individuals are urged to give back to the community and lend their financial hand to the campaign to make it a success. For larger donations, they can help by donating money to Special Care Centre, A/c No: 6201099461, NBAD, main branch, Khalifa Street, Swift Code: NBADAEAAKHF or Special Care Centre, A/c No. 01 5479746-03, Standard Chartered Bank, Istiqlal Branch Abu Dhabi, swift code: SCB LAEA D XXX

Your donation helps to build lives brick-by-brick. Let’s join hands together for this noble goal. Because kindness is the language which the deaf can hear and the blind can see.

#### **Brief on the SMS campaign-Donate a Brick toward Special Care Centre:**

Special Care Centre is an accredited organization registered since 1989 with the Ministry of Social Affairs of the UAE as an Establishment for Disabled Care and Rehabilitation.

Inspired by the spectacular growth in the region and concerned about the growing waiting list and outdated facilities, SCC has accordingly set out to construct a new purpose built campus which at full capacity will enroll 420 students from early detection and diagnosis to adulthood and independence. It will be one of the first fully accessible buildings in the UAE, using state of the art technology designed specifically for people with disabilities. SCC will open its doors to the community. It will serve as an advocate for the rights of people with special needs, training all stakeholders on international best practices. This ambitious project is achievable only with the continuous support of the community.



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To raise the necessary funds to build the new premises, Good Heart, the fundraising arm of the Special Care Centre has launched the Donate A Brick Campaign. The concept is simple; 5 dirhams a brick, 5 million bricks to collect. The idea is to establish the school that has been built by the community for the community. This endeavor brings individuals, schools, the corporate and government sectors, and all stakeholders together.

The highlight of 2008 was receiving the inspiring and motivating blessing of H.H Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, who generously pledged to match dirham for dirham the funds raised.

To date, 9 million dirhams (1.8 million bricks) have been amassed (AED 8 million in 2008 and AED 1 million until today) – which means we have yet to raise a further 16 Million dirhams.

The land on which the new SCC will be built is located in Bahia, Abu Dhabi (near Yas island) and SCC hopes to break the ground early 2010. The new campus will provide specialized activities, making use of state of the art technology. These include:

- a clinic: providing assessments, speech therapy, occupational and physical therapy, psychological services and on-site medical services
- a vocational unit: including woodworks, art and crafts, shops, greenhouse
  - a resource centre: with a sensory integration room, library, computer lab, art and music room
- an adaptive physical educational unit: with gym, hydro-therapy pool, cycling track, outdoor field, play area

### **Details:**

Location of the land: Bahia, Abu Dhabi

Estimated construction cost: AED 50 million

Estimated site commencement: Q2-2010

Estimated completion: Q4-2011

Log on to [www.donateabrick.org](http://www.donateabrick.org) for more info

For more details, contact Nahtam at : +971 2 6420526, mob: +971 50 8114675 mob:+971 50 6144749



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### **Brief on Nahtam Social Responsibility (NSR):**

Nahtam Social Responsibility is a non-profit organization, aiming at connecting deserving NGO's with corporate entities, individuals or organizations, willing to support a worthy cause. Nahtam Social Responsibility (NSR) has committed this year to support and promote the Donate a Brick campaign, an initiative to build a state of the art school for children with special needs in Abu Dhabi. To that extent, NSR is seeking support from the community to team up with and contribute to Donate a Brick.

### **Nahtam' vision:**

Nahtam's leadership is inspired by the following quote from H.H. Sheikh Zayed Bin Sultan Al Nahyan

“I encourage every person in the position of responsibility to perform his duties honestly and sincerely and to double his efforts towards reflecting back the goodness and prosperity to his fellow brothers. The process of development and growth does not depend on people in positions of responsibility only. But it needs the joint effort of each person living in this country.”

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