

# Do the Right Thing

Jim Estill  
Danby Appliances

# My Business history

- 0- \$2B
- Danby Appliances
- Blackberry

# My Why

- Do the right thing
- This is Danby Appliance's tagline

# Syria

- Population 23,000,000
- About 1/3 smaller than Canada

# Thriving Beautiful Country



# Magnificent Architecture



# Modern Buildings



# Lush Resorts





# Then destruction



People come home to this



And this



Yes – including children



# After the war

- Half the people are displaced
- 320,000 killed
- 1,500,000 wounded (almost 1 in 16)
- 4,600,000 leave the country
- Most infrastructure destroyed – hospitals, electricity, roads etc.

# Refugee camps





Some are over crowded





# This is a Humanitarian Crisis

- I did not want to say “I sat by and did nothing”

# It is not just \$

- Success is 50 families with jobs, paying rent, speaking English, buying groceries in the same stores you do and paying taxes.
- Now at 58 families plus another 200 families using some of our support network

# Organized like a business

- Directors of
  - Jobs
  - Education
  - Donations
  - Health
  - Transportation (moving furniture, then people)
  - Housing
  - Finance
  - Food and meals

# Mentors

- Each family has an Arabic speaking mentor family and an English speaking one
- Checklist – get bank account, library card, ride the bus etc.
- Scorecard – health, finances etc.

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