

Client Story



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The Lesma Ellis Foundation's bold digital uplift with Alison
transforms future for Jamaica's youth

Overview

Company Name: The Lesma Ellis Foundation

Industry: Non Governmental Organisation

Office Location: Kingston, Jamaica

Solution: Alison LMS+

Key Outcomes:

- ✓ Expanded literacy, skills and digital access for vulnerable youth
- ✓ Rapid programme launch
- ✓ High learner engagement
- ✓ Measurable Certification achievements



Background

The Lesma Ellis Foundation, a Jamaican non-profit organisation, is dedicated to **empowering inner-city and rural youth** through **education, skills development, and transformative training programmes**. Operating in challenging environments characterised by **limited resources and socio-economic volatility**, the foundation strives to break cycles of disadvantage by equipping young people with the essential skills needed for future employment.

Since partnering with Alison in Q1 of 2025, the foundation has embraced **scalable digital learning** to extend its reach beyond the limitations of traditional in-person training. The move aligns perfectly with **Alison's vision of accessible, inclusive, and empowering education**, helping to **close skills gaps and foster employability for underserved communities**.

The Lesma Ellis Foundation's Vision:

- ✓ Provide **accessible, high-quality education** tailored to the unique needs of disadvantaged youth in Jamaica's urban and rural areas
- ✓ Empower learners through **scalable digital skills training and holistic development opportunities**
- ✓ Build **sustainable pathways to economic participation and social mobility**

Together with Alison, the foundation champions digital inclusion and lifelong learning for youth empowerment.

The Challenges

Despite its impactful mission and dedicated efforts, the **Lesma Ellis Foundation** encounters several obstacles that shape its operational landscape.

- ✓ **Scalability:** Traditional in-person workshops **limited the number of youth who could be reached** due to geographic barriers and resource constraints.
- ✓ **Accessibility:** Inner-city participants often encountered **unstable environments**, while rural communities suffered from **limited educational infrastructure**.
- ✓ **Engagement:** Ensured learners remained motivated and completed courses amidst **external socio-economic pressures**.
- ✓ **Technology Adoption:** **Hurdles to incorporating a learning platform** that could be quickly implemented, user-friendly, and aligned with learners' contexts and needs.



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"Operating without a physical base in Jamaica presents ongoing hurdles; our dedicated volunteers must navigate logistical and infrastructure challenges daily, limiting how much we can grow and reach. Yet, it is precisely these constraints that strengthen our resolve to innovate and expand digital learning access for underserved communities."



Oshane Creary

Director, The Lesma Ellis Foundation

The Alison Solution

The **Lesma Ellis Foundation** partnered with **Alison** to deliver **accredited digital education and Certification opportunities**, overcoming educational and infrastructural barriers in underserved **Jamaican communities**. This partnership enables **scalable, flexible access to vital skills training** that empowers youth and adults alike.

- ✓ **Rapid deployment:** **Alison's LMS+** was set up swiftly, enabling the **seamless onboarding of over 179 learners within months**.
- ✓ **Curated curricula:** Popular courses like "**Toolkit for Cybersecurity Professionals**," "**CPR AED First Aid**," and "**Business Management Essentials**" delivered relevant, employable skills.
- ✓ **Flexible learning:** The platform enabled learners to **access courses anytime, anywhere, increasing inclusivity and completion rates**.
- ✓ **Comprehensive support:** **Ongoing Alison support** ensured smooth functionality and **encouraged learner engagement and certificate attainment**.
- ✓ **Data insights:** **Tracking active users (129) and certificate achievements (133 purchased)** helped measure impact and refine programme delivery.



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"Alison's scalable platform has empowered us to transcend traditional barriers, enabling us to reach and equip 100 youth with critical skills that will open doors to better futures."



Dr. Ian Campbell

President, The Lesma Ellis Foundation

Quantifying Success

Since partnering with Alison's online learning platform, the **LMS+**, the **Lesma Ellis Foundation** has made significant strides in **advancing digital literacy and educational empowerment** within **underserved Jamaican communities**.

- ✓ **Expanded Curriculum:** Inclusion of in-demand courses addressing job market needs like cybersecurity and business management
- ✓ **Seamless Setup:** Quick LMS implementation and adoption with minimal technical hurdles
- ✓ **Growing Engagement:** 179 learners enrolled across 129 active learners demonstrating sustained interest
- ✓ **Measurable Outcomes:** 133 certificates awarded, reflecting real learner achievement and motivation
- ✓ **Scalability:** Capacity to support increasing numbers without compromising learner experience
- ✓ **Holistic Support:** Back-end LMS support facilitating consistent course access and guidance

Alison's LMS+ enables the foundation's team to prioritise **educational impact, focusing energies on mentoring and learner support** rather than technical platform management.

Staff Feedback

Reflection from the **Lesma Ellis Foundation's** dedicated team on how the foundation's supportive, values-driven environment along with **Alison's LMS** enabled them to **guide learners and grow alongside the communities they serve.**



"Seeing participants stay committed, complete their courses, and proudly earn their certificates has been both incredibly rewarding and inspiring. The Alison platform provided a structured yet flexible way for learners to balance busy schedules while still achieving meaningful personal and professional growth."



Rachell Dixon

Project Officer, The Lesma Ellis Foundation

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"We had registrations coming in every single day for our program, and at first it was a bit overwhelming to manually transfer all that data to Alison. But the Learning Management System made the process very easy and stress-free. This gave us more time to focus on mentoring the participants and helping them complete the setup of their Alison accounts."



Gabrielle George

Project Officer, The Lesma Ellis Foundation

Real Impact, Real Stories

The **Lesma Ellis Foundation's** commitment to delivering **accessible digital education and mentorship** has transformed the lives of many young learners in underserved Jamaican communities. Through dedicated programmes like the **CompuTrek Marathon**, youth have gained **vital digital skills, building confidence and opening doors to new opportunities** once thought out of reach. These stories of empowerment and achievement underscore the foundation's role as a **catalyst for change, inspiring individuals to overcome barriers and pursue brighter futures.**



"I love this experience. This teaching had a few of the same content I am currently learning in the same CompTIA course for Upgrade and Repair of PC, so it wasn't that hard; it was like refreshing my memory from what I learned."



Britteny Morris

The Lesma Ellis Foundation Beneficiary, Alison CompTIA Cloud+ Basic Graduate

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“Completing this course was a game-changer for me! The content was not only insightful but also practical, helping me apply new skills right away. The support from the team was amazing, and I feel much more confident in my abilities now. Highly recommend it to anyone looking to level up!”



Ayden James

*The Lesma Ellis Foundation Beneficiary, Alison Advanced B2B
Marketing course Graduate*

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“Completing the JavaScript and CSS course on Alison with the Lesma Ellis Foundation was an amazing experience. The course provided detailed, practical knowledge that I can now confidently apply in real projects. Earning my certification has truly boosted my skills and professional growth. The team was incredibly supportive and interactive every step of the way, and I’m grateful to have learned in such a positive, empowering environment.”



Kristie Innis

*The Lesma Ellis Foundation Beneficiary, Alison JavaScript and CSS
- Fully Responsive Mobile Ready Website course Graduate*

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"My experience was worthwhile!! It was a very fun, interactive and educative experience."



Ramona Grant

The Lesma Ellis Foundation Beneficiary, Alison Working as an IT Support Technician course Graduate

These real stories reflect the tangible impact of the Foundation's work, **building digital literacy, fostering lifelong learning, and empowering Jamaica's next generation** to thrive in a technology-driven world.

What's Next?

Building on initial success, the foundation and **Alison** plan to:

- ✓ **Broaden course offerings** to include emerging sectors and entrepreneurial skills.
- ✓ **Deepen employer engagement** to create clear pathways from learning to employment.
- ✓ **Expand digital literacy campaigns** addressing rural and inner-city youth with tailored resources.

These initiatives aim to **amplify the foundation's reach and deepen social and economic impact.**



Conclusion

Through a shared commitment to equitable education, **Alison** and **the Lesma Ellis Foundation** have forged a transformative partnership that redefines youth development in Jamaica. By harnessing digital skills training and a robust LMS, the foundation is unlocking new opportunities for hundreds of young people once side-lined by circumstance.

This collaboration not only advances Alison's global mission to democratise learning but also powerfully contributes to sustainable employment and community resilience across Jamaica.





Together, we are lighting the way to a **hopeful, skilled, and empowered next generation.**



You can reach out to **the Lesma Ellis Foundation** via

 **Phone** |  **Email** |  **Website** |  **Instagram**