
JAMES CAAN BUILDS A VILLAGE WITH AN EDGE

Monday 27th September 2010, London

James Caan, in his mission to build villages to support the people of Pakistan, ups the game for agencies to become more transparent, especially with the concerns over aid going to Pakistan.

In James' commitment to build villages in the affected areas of the country, James has been outspoken in the lack of funds donated by the International Community. Whilst recognizing that there are various key factors affecting people's choice to donate to Pakistan, he has continuously urged the community to remember that this disaster is not about politics, but about humanity. Yet, the credibility of the Pakistan Government has been questioned by many people considering to donate to the cause, and this has caused Caan to reassure supporters of his foundation of the integrity of his organization.

In a further step to encourage people to take the plight of 20 million homeless people seriously, he has teamed up with giants Google and Youtube to create a whole new level of donor interaction and transparency. Using the Google Maps platform, supporters of The James Caan Foundation will be able to monitor to progress of the village that Caan is building, via satellite images and photos from the ground. Furthermore, YouTube and Caan are in talks to create a dedicated page for donors to be able to watch videos from the villagers, aid agencies and the JCF team when they travel out to Pakistan to monitor and manage the Build A Village project.

The next "model village" will be innovative and creative, and a partnership with Youtube will harness entrepreneurship from both sides of the Atlantic. Drawing inspiration from his experience in the Den, James is using the Youtube platform to call upon people to submit videos pitching ideas for flood recovery for this village. Supporting the top three ideas to be implemented and supported in the actual village, Caan will draw upon the expertise of a high-profile panel of judges to choose the social entrepreneurs who can execute his vision for Pakistan.

On his next visit, James will confirm the village to be reconstructed by the JCF as well as carry out final due diligence on the aid agencies with whom he will choose to partner in the project. Working with John O'Brien from Mosaic, an initiative set up by The Prince of Wales to encourage leadership and volunteering within the Muslim community, James' trip to Pakistan has the royal seal of approval. John and James will be hosting a group of high profile British supporters to see the effects of the floods and visit a village earmarked for reconstruction.

To support the James Caan's Foundation to "Build a Village" in Pakistan, please go to www.thejcf.co.uk