



## EVERY COIN HAS A FLIP SIDE. EVERY COIN HAS A FLIP SIDE.

A simple donation of a rupee can make a lot of difference to millions of children in our country. In India over 75 million children and their communities live in inhuman conditions and are dying of chronic hunger due to the denial of their basic rights. A little help from you can get them food, education, shelter and an environment conducive to healthy growth. Do you wonder HOW?

Flip the page to find out.







At ActionAid we have initiated a proactive fundraising mission to create a just, caring and humane society. We have been working with millions of children, their families and their communities in India since 1972. We have a fund of over Rs 70 Crores which we bring in from over 5,00,000 individual supporters worldwide and bilateral official organizations like the Commonwealth Education Fund (CEF), DFID, EU, etc. Internationally,

we help children in over 40 countries fight poverty.

We believe that we can make a difference if we get together. You as MD, CEO or manager or whatever position you may be in, can make a difference by promoting the Re.1/- payroll giving programme in your organisation. All you have to do is get all your colleagues to contribute just Re.1/- per month to educate children for a year i.e. Rs.12/- P.A. You may also match this fund from your corporate account if you wish to. And if this money is contributed through the CEF, it would get matched by the Bank of England. Thus if you have 10,000 employees who contribute Re.1/- every month, your contribution will be Rs. 10,000. Matched by your donation from your corporate account, the figure could go upto Rs. 20,000. The Bank of England would put up an equal amount. And the contribution that would finally reach us would be equal to Rs. 40,000.

Join our fight against poverty. And as for millions of children, you could flip their lives around.

We have also formed the I-CONGO or the Indian Confederation of NGOs, with 150 credible, accountable and transparent International and National NGOs on board. Within the I-CONGO we have a human resource who have worked on CSR and CRM strategies for companies internationally and within India.

If you wish to develop your CSR strategy and cutting edge CRM ideas for your brand and enhance your bottomlines, please write to

Mr. Jeroninio (Jerry) Almeida, CEO,

ActionAid India Society,

C-88, South Extension II,

New Delhi - 110 049.

or e-mail at:

[jeroninio@actionaidindia.org](mailto:jeroninio@actionaidindia.org)

- I want all my colleagues and employees to sign for one rupee payroll giving
- Some of my employees are interested in Karma Mitra/Child Sponsorship. (Please arrange for someone to come and make a presentation)
- I would like to develop a voluntary program or CRM campaign for my organisation/brand
- I Would like to contribute a small sum of Rs. \_\_\_\_\_ as my support and solidarity for the cause. (Cheques/DD to be in favour of ActionAid India Society)

Mail your entries to ActionAid India Society, C-88, South Extension-II, New Delhi-110049. Tel.: +91-11-51640571-77