

# FRIENDS IN ACTION FOR A BETTER CHENNAI

There are millions of children living out on these very streets of our city. Eating whatever they can find. They don't know what they are going to eat and what they are going to do when they grow up. At ActionAid, we want to give them a chance. And a little help from you can make a lot of difference.

We have launched Friends in Action-Chennai 4 Change, 1st street face to face fundraising drive that looks to alleviate the conditions of the urban homeless. The programme was launched in Chennai on the 23rd of October and met with remarkable success. Over 100 volunteers took to the streets of the city to raise funds and spread awareness about the idea and the ideal of Friends in Action. With some of the top journalists being present during the inauguration, the event also met with an extensive media coverage. Under the aegis of iCONGO (Confederation of NGOs) the same drive will be taken to 10 more cities in India.

At ActionAid, for over 3 decades our work in the country



ActionAid trained volunteers including the homeless community raising funds on the streets.

has helped over 75 million children and their communities. Over the years we have garnered the love and support from a wide array of people from different walks of life united by our cause to alleviate poverty.

Karm Mitra, an exclusive donor loyalty programme, launched by us on the 23rd of September, 2003 aims at bringing together like-minded socially responsible individuals who believe in philanthropy for social justice and within a year of its launch, we have a strong member base of over 25,000 people. This just goes on to show that we are moving in the right direction with the right people.



(R-L) Jerry Almeida, CEO, ActionAid India in conversation with N Ram, Editor-in-Chief, The Hindu and Sany Dash, Chennai Regional Manager, ActionAid India at the launch of Friends in Action-Chennai 4 Change.

FOUNDER MEMBER  
**iCONGO**  
CONFEDERATION OF NGOS

**chennai**  
**4**  
**change**

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**MITRA**  
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