



BAAL DEVO BHAVA
Shishukunj
LET EVERY BUD BLOOM

Shishukunj Bhavan, 25-27 High Street, Edgware HA8 7EE

Tel: 020 8381 1818 | Email: office@shishukunj.org.uk

www.shishukunj.org.uk

The Team
MAD Today

30th March 2020

Namaste All at MAD Today

FUNDRAISING FOR SHISHUKUNJ – ICBR 2020

I hope this letter finds you all well and safe from the Coronavirus crisis that the whole world is currently facing?

It has been just over a month since we all finished the gruesome 4 day cycle ride from New Delhi to Amritsar. Hope the team has recovered from the after effects of the ride? It was also gratifying to see that the team reached its fundraising target of £100,000 (beating it by nearly 33%). Our sincere thanks to all the riders, organisers, support teams and the medical team in working hard to achieve this goal.

Shishukunj London is a registered UK charity (charity no. 2842062), which has been established in the UK for over 40 years. We are a children's charity, who look to instil morals and values in children from age 5 upwards so that they become responsible and respected leaders of tomorrow's society.

We have two centres in London that cater for over 400 children each Sunday. We also organise a host of annual activities that include celebrating major Indian festivals, events to help the needy and camping trips. Our philosophy is rooted in the concept of "Gamat Saathe Gnaan" or "Learning through Fun" and we aim to ensure that everything we provide is always enjoyable and educational at the same time. Our aims and objectives also extend to relieving poverty, sickness and distress amongst children and young people around the world, which we achieve by supporting UK and International grass root charities and organisations.

We are a volunteer based charity with teenagers/young adults running our Sunday centres and adult volunteers who provide the backbone and support for the organisation.

Our international arm, Shishukunj International Projects (SIP), was set up nearly 20 years ago with the aim of fulfilling our fourth objective of relieving poverty, distress and sickness amongst children and young people. We aspire to provide and help less fortunate children through various fundraising



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efforts. We provide funding to thoroughly evaluated charities that offer food, education, shelter and health to disadvantaged children primarily in developing countries. We have a few initiatives as part of International Projects.

One is the Care Kit Programmes providing essential care products to improve personal health and hygiene e.g. comb, toothbrush, toothpaste, soap, flannel, drinking bottles, etc

Another is the Care and Share programme, which collects books, clothes, medical equipment and other materials which are then transported and delivered to schools and children's centres in developing countries.

In the UK we have the Life for Children programme where we get our Shishukunj children from our London centres to support a chosen UK charity. Last year we supported Noah's Ark Children's Hospice which supports children with life threatening conditions. This year the children are supporting Mary Meals.

Lastly, The Shishukunj Education Programme (SEP) aims to provide a handholding support to underprivileged children, who cannot receive a good education due to their family's financial condition. The project aims to sponsor the educational expenses of children who are a part of the partner organizations of Shishukunj in India and Kenya. The schools/institutions include Shishukunj International School Bhuj including the school's Community Outreach Programme, Gram Swaraj Sangh Nilpar, Dhanvantri School Bhuj, Happy Faces School Bhuj, Bal Kelavani Mandir Bagasara, BGMS Bangalore, Shree Saaheli Gramya Vikas Sansthan, Bagavadar, Shishukunj Limuru Kenya and many more.

All these organisations work with children from varied socio-economic groups of the society, like migrants, tribal children, urban poor (slum dwellers), and children who have special needs. For many of these children, a healthy meal twice a day is luxury. Hence, education is a distant dream for them.

The funds raised from this event will be used for the above ongoing projects and any new projects that come to us. We will keep you informed of the funds allocated to the projects in due course.

Because we are 100% volunteer based, all funding received from UK-based corporate sponsors, local philanthropists and regular fundraising events is utilised in serving needy children.



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Finally, we would again like to express our deepest gratitude to everyone involved in raising the much needed funds to further our cause to better the lives of the less fortunate children around the world. Your contribution has been extremely generous not only from the donations we've received but the love and support you continue to provide us with. We look forward to working with MAD Today in the future.

Yours sincerely,

Hitenbhai Shah
Hon President

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