[redacted]

November 23rd, 2020

ENG 205

Professor Diana Shamiryan



November 23rd, 2020

Mr. Bill FR
12121 Xyz Street
Los Angeles, CA 90013

INTRODUCTION

RE: Save the Children Charity Donation/Proposal

"You need not have abundant surplus income to donate and remove inequality. All you need, is a sense of responsibility to donate whatever you can, to help bring significant and serious change."

Mr. Bill FR,

On behalf of the entire "Save the Children" family and as a director, I seek donation worth $500,000 from you as a charity to save our children of India from poverty. We work all over the world including Africa, Asia, Europe, North America, South America and middle east as well. Currently, we need some donations pertaining to India looking at the current scenario such as Corona Virus. Not only poverty, we also focus on over all well-being of their necessities like education, health, child protection and not to forget the loss that have been suffered in this pandemic of COVID. All the money will be spent wisely and to get one step closer to reducing poverty and working on health programs for as many children as possible in India.

Also, it might help you know us better by learning a little history of our organization or the work that we do. Our legacy started somewhere around in 1919, when Eglantyne Jebb launched the "Save The Children" in London during World War 1. From then till today, each year we made progress and helped more children around the world. It's been 100 years since we started it and all because of our supporters around the world who made this possible. If you would like to know more as regards to our extraordinary story since 1919 to 2020,
Please visit https://www.savethechildren.org/us/about-us/why-save-the-children/history.

BACKGROUND ON THE PROBLEM/OPPORTUNITY OR SITUATION

The problem is poverty. Another problem is looking at the current pandemic, poverty has taken a sudden rise than the normal. Due to which, more than half of our children are suffering from hunger and lack of shelter. Corona Virus crises has taken a big troll on the lives of the families that were surviving on streets by making a day-to-day income, but that is not the case anymore. Today, 11.2 lakh children in India die before their fifth birthday and it is heartbreaking that all of them die due to malnutrition and the reason is, they are poor. Areas we work in to save our children are nutrition, newborn health, child survival, child education, nutrition of children affected by natural disaster or emergencies. We have different projects in several states which aims on decreasing poverty level of such children and increase their survival rates. For children aging between 0-5 have minimum survival rate and that's where we're more focused on.

BENEFITS AND FEASIBILITY OF THE PROPOSED PROJECT

Once accepted the proposal, our aim is to work on the families who do not have privileges to feed their children and take full responsibility of their well-being. Children will be benefited with proper food, shelter, blankets, clothes, and education as well. We believe in pondering love and affection to children who lost their families and giving them proper shelter homes to live in with other children. We support children who wander on streets begging for money and make them feel homely. Project can be advantageous to the children who desperately need attention on their better health and minimizing poverty, which will directly lead to the success of the project because all we need at the end is the best utilization of the money for the needy kids out there in India.

DESCRIPTION OF THE PROPOSED WORK

Our purpose is to give a healthy life and better future to the under privileged children in India. Our work is not limited to India, but we work for many different countries and try to give better life to children around the world. Therefore, we will be splitting our project expenditure into 4 different aspects which will be disclosed further. Before jumping into the phases, let's walk over to the situation and challenges children face in India.

Current Challenges:

- 1 child in 27 dies before their 5th birthday, 5 times the U.S. rate.
- 35% of children suffer from stunting due to malnutrition.
- 20% of children are out of school, with 28% engaged in child labor.
- 16% of girls (ages 15-19) are married, and 34% of girls (ages 15+) struggle to read and write.
- 22% of people live in poverty.

Our Work:

- 85,000 children healthy and nourished.
- 2,11,000 children educated and empowered.
- 3,61,000 protected from harm.
- 86,000 children lifted from poverty.
- 88,000 children aided in crisis.

Our message to the world and for all our donors will be, *"we are able to do what we do because each one of them doesn't think that someone else will donate or it is someone else's responsibility."*

SCHEDULE

As mentioned above, our project has been divided into 4 main phases. Our phases are as follows: Child Protection, Health & Nutrition, Education, Disaster Response & Disaster Risk Resilience. Everything is directly or indirectly connected to each other and therefore, 2020-2021 is our set timeline to work around in a way that 12-13 lakhs children including girls are protected and saved from poverty and malnutrition. There have been another NGO like us working for the betterment of children who require attention and i.e., is CRY – Child Rights and You. We are going to soon collaborate and try to work on lessening the poverty from those children's lives. As of now, we do have a tentative schedule set for coming events and plans which will help us give a meaning to our purpose and a guiding light to our project by raising funds from the donation we might be receiving through you. Below mentioned is the table with events, dates, timings and theme.

EVENT	DATE	TIME
Marketing in Malls	December 15th, 2020	10:00 AM – 5:00 PM
Musical Night	December 19th, 2020	6:00 PM – 10:00 PM
Games for Kids	December 20th, 2020	10:00 AM – 2:00 PM
Introduction to Our History and Work we do	December 22nd, 2020	10:00 AM – 5:00 PM

COSTS

Supplies needed for this project as regards to the phases mentioned would be banners, books, rental cars, drivers, masks, gloves, sanitizers, PPT Suit, face shield, stationary and many other small items pertaining to our project requirements. Each year, we have a set financial organization, and this is how we use our funds. Also, for this project, we will be using our organized financial chart. Here's how we do it, out of total cost, i.e., $500,000, 77% ($385,000) of it goes straight for Program Implementation Expenditure. Remaining 18% ($90,000) goes to Administration & Other Cost and rest of 5% ($25,000) goes to Activities for Raising Funds. For better understanding of our further plans, lets split 77% portion into different phases and how much each phase gets.

PHASES	TOTAL PERCENTAGE ALLOTED (%)
Child Protection	19% ($95,000)
Health & Nutrition	31% ($155,000)
Education	14% ($70,000)
Disaster Response & Disaster Risk Resilience	13% ($65,000)

CONCLUSION

"If you can't feed a hundred people, then feed just one." - Mother Teresa

"Save the Children" is our family and we believe that even when one family member needs help, entire family unites to solve the problem of the other. When it comes to one child, we unite and try to give best to that child. Our services are on point and there isn't a single waste of money or time. Each day we come up with different ideas for the better future of our children and seeking help from others. If our donors will help us, we will be able to help our children. We are just the mediators, but our donors are savers. One child is equal to one life saved. Save the Children is thankful to you for considering our charity.

Please do not hesitate to call or email me if you have any further questions or concerns.

Sincerely,

[redacted]
Director

HEAD OFFICE
Save the Children
1st & 2nd Floor, Plot No. 91
Sector – 44
Gurgaon (Haryana) - 122003, India
Phone: +91 1244752000
Email: donorsupport@savethechildren.in

Work Cited

"Save the Children India", 2020, https://www.savethechildren.in/ & https://www.savethechildren.org/.

Dr. K. R. Gupta, *"Poverty In India"*, Atlantic Publishers & Distributors (P) Ltd., January 24th, 2008.

Dadabhai Naoroji, *"The Poverty of India"*, The Kiplings and India: A Collection of Writings from British India, March 15th, 2017, https://scalar.lehigh.edu/kiplings/the-poverty-of-india-dadabhai-naoroji-1878.

Save the Children, *"Children Like Anand Need Your Help"*, YouTube, November 19th, 2019, https://youtu.be/f20tzmZhk8s.

Save the Children, *"How Save The Children Saves Lives Around The World"*, YouTube, December 6th, 2016, https://youtu.be/ObOj8Y1oMNY.

Jyotsna Singh & Kundan Pandey, *"Why India Remains Malnourished"*, DownToEarth, January 31st, 2018, https://www.downtoearth.org.in/coverage/health/why-india-remains-malnourished-42697.

Save the Children, *"A Father's Gift"*, YouTube, June 17th, 2016, https://youtu.be/7LFUsEA0T0M.