



Atma Pledge Kit 2014



The first thing we want to say is: **Welcome to the Atma Family! We are thrilled to have you be a part of Atma Soles.** You play an integral role in building Quality Education programs in Mumbai through our Atma Partnerships. We are so excited to have you on our Marathon Team 2014!

The Mumbai Marathon has been a fantastic fundraising tool for Atma and NGOs across India. This is how YOU can make the 2014 Marathon Atma's most successful event to date.

Pledge raising is easy: all you have to do is connect with your friends, family and network. You have this incredible resource, just a phone call away. We want them to be excited about your run to create Quality Education for underprivileged children in Mumbai. This kit is designed to support you in pledge raising in the months building up to the Mumbai Marathon 2014.

This kit contains:

- "About Atma": A brief on Atma and our work in Education
- Annual Report 2012-13 (attached separately)
- An example email to send to your friends, family and wider network to request pledges
- An example reminder email
- An example Thank You letter
- A pledge form

Atma is committed to helping you fundraise through pledge raising. The materials in this kit will help you to explain Atma's work in Quality Education to anyone who may become a supporter.



If you need help or have questions at any point of your pledgea raising efforts, please get in touch with ***** at marathon@atma.org.in

***** : +91 *****

We look forward to seeing you on the day of the race!



About Atma

Atma is reforming education in India to bring the focus back to quality education for all. We work collaboratively with education NGOs to help them become sustainable and scalable organisations. By delivering three core services—consultancy, volunteering and training—Atma aims to transform high potential education NGOs into high impact organisations providing high quality education solutions.

Please visit their website www.atma.org.in for more information. You can also see a 2 minute film -- <http://tinyurl.com/l774udm>

Atma has helped deliver **high quality education** to over **25,000** underprivileged children and youth across Mumbai. A team of ten Atma's strength lies in its unique B2B model. Atma strengthens and leverages high potential education NGOs to help overcome India's education deficit. We believe that innovative NGOs can lead the way in reforming education but faced with a severe lack of financial and human resources they are unable to realize their true potential. This is why despite the existence of over 1500 education NGOs in Mumbai alone, gaps in education persist.

Education NGOs that are selected to be a part of Atma's portfolio receive hands-on support & guidance in both management and education to become effective, productive and sustainable. Support from Atma typically lasts three years before the organisation graduates from the Atma program.

From the current 21 organisations that Atma supports they've seen incredible gains in the last one year including: **52%** increase total number of students reached, **29** new education centres added, **118%** growth in budget size of portfolio organisations.



Email to friends and family

Hello!

My KM run is supporting Quality Education. As you may know, on January 19th, 2014, I will be running in the Mumbai Marathon for Atma. (www.atma.org.in)

I'm excited about partnering with Atma in the Mumbai Marathon with Atma because I believe that education is what will move India into a bright future.

Both you and I have had the privilege of a great education, we went to great schools, made great friends and have fond memories and experiences that have molded us into the individuals we are today. Sadly, not all children get such opportunities.

In 2050, half of the world's illiterate population will be in India. I believe that Atma's work can prevent this statistic from becoming a reality.

I am reaching out to you to help me support the cause I believe in: **Quality Education for all children**. I know you want to **make a difference** too, and the time and chance to do that is **NOW!**

Please support me and the cause of Quality Education by contributing towards my Marathon run. No amount is too small and any donation over **Rs. 500** is tax deductible.

You can donate to Atma via:

- Cheques in favour of 'Atma Education'
- Online:
Within India : <http://atma.org.in/donate/>
International donations : <http://www.atma-australia.org.au/#!/donate>

Atma will provide 80G certificates for all donations over Rs 500 from PAN card holders.

Thank you for your belief in the ability of education to change a child's future.

Thanks and Regards,



Reminder email

Hello again!

I wrote to you previously requesting support for my upcoming run on behalf of Atma in the Mumbai Marathon 2014. I need your support to help create Quality Education for underprivileged children and young adults in Mumbai.

You can donate to Atma via:

- Cheques in favour of 'Atma Education'
- Online:
Within India : <http://atma.org.in/donate/>
International donations : <http://www.atma-australia.org.au/#!donate>

Atma will provide 80G certificates for all donations over Rs 500 from PAN card holders.

To learn about other ways of supporting Atma, visit www.atma.org.in

This is an event and a cause that is very important to me, and I am counting on your support to be able to make an impact on education in Mumbai.

Thanks,



Post- Marathon Thank You Letter

Dear

Thank you for your support of my Marathon Run with Atma. I'm excited to have raised Rs _____ for Quality Education, and would not have been able to do it without you.

By supporting Atma in the Mumbai Marathon 2014, you play an integral role in keeping the Atma vision alive. Atma counts on the dedication and commitment of people like you and I: those who really believe in the power of education to change India's future. Your donation will have a sustained impact on the lives of thousands of children in Mumbai.

To receive Atma updates, you can sign up to their newsletter or request a quarterly report by visiting their website.

To stay in touch with Atma, join them on Facebook or visit their blog:

www.atma.org.in/blog

www.facebook.com/atma.org.in

Thank you again for supporting my Marathon Run on behalf of Atma.

Sincerely,