

VIDYA Pledge Kit 2014

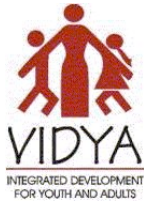
Welcome to the VIDYA marathon team 2014! You have an integral role in supporting VIDYA's mission of addressing the lack of quality education and empowerment opportunities for the less privileged children, youth and women of Mumbai. The Mumbai marathon is a fantastic fundraising tool for VIDYA and NGOs across India. With your support we can make this the most successful Mumbai marathon to date.

Pledge raising is easy: all you have to do is connect with your friends, family, colleagues and social network. We want your social network to be as excited as you about the Mumbai marathon and the work that VIDYA does in education for the underprivileged. This kit is designed to support you in pledge raising in the months building up to the Mumbai marathon 2014. Material will be provided to help you explain VIDYA's work in education to anyone who may become a supporter.

This kit contains:

- About VIDYA: a brief VIDYA and the work we do
- An example email to request pledges
- An example reminder email
- An example thank you letter
- A pledge form

VIDYA is here to help you pledge raise. If you have any questions then please get in touch with Mary on 02225787317 or office@vidya-india.org



About VIDYA

VIDYA is a not-for-profit organisation for the education and empowerment of underprivileged children, youth and women through micro-level intervention. VIDYA seeks to address the lack of quality education and empowerment opportunities through two broad areas: holistic education programmes and women's empowerment programmes. Education and empowerment are tools through which children, youth and women can transform their lives and transform communities.

VIDYA Mumbai works for the sustainable development of lesser privileged communities in and around the vicinity of Powai and Colaba in Mumbai. The vision of VIDYA Mumbai is to educate and empower the children, youth and women of the slum communities of Mumbai through supplementary schooling, skills enrichment and social entrepreneurship. Using education as an empowering tool, the programmes are structured to encourage children to pursue learning, the drop out youth to be mainstreamed and the women trained and equipped to achieve financial independence.

Children

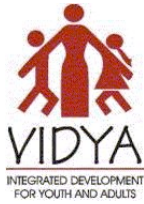
- Primary education
- Secondary education
- Remedial education
- English, Life Skills and Computer literacy
- Creative and cultural arts training
- Leadership and good citizenship
- Value education

Youth

- 10th and 12th education for drop-out youth
- Computer Literacy
- Life skills
- Career counseling
- Vocational Training
- Job placement

Women

- Literacy , English, Computers
- Awareness – social/cultural/environmental
- Livelihood skills
- Empowerment
- Self-help groups and Microfinance
- Creative arts
- Health and nutrition



E-mail to Friends and Family

Hello!

On _____ 2014 I will be running the Mumbai marathon for VIDYA. My ___ km run will go towards supporting their programmes, which offer educational and empowerment opportunities for underprivileged children, youth and women in Mumbai.

I am excited about partnering with VIDYA at the Mumbai marathon because I believe that a quality education is essential in the development of a child. Not all children get the opportunity to have a good education and this is why I am supporting VIDYA: through education individuals can transform their lives and transform their communities.

I am reaching out to you to help support me and the VIDYA cause because guaranteeing a good education for all is essential in securing a prosperous India. I know you want to make difference too and the time to do that is NOW by supporting me in the Mumbai marathon!

Please support me and the VIDYA cause by making a contribution. No amount is too small and any donation over **Rs. ***** is tax deductible.

You can donate to VIDYA via:

Thank you for your support.

Thanks and regards,

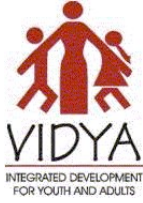
Reminder E-mail

I wrote to you previously asking for support at the upcoming Mumbai marathon 2013 on behalf of VIDYA. I need your support in raising funds for programmes which help create education and empowerment opportunities for underprivileged children, youth and women in Mumbai.

You can donate to VIDYA via:

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

Thanks and regards,



Post Marathon Thank You Letter

Dear _____

Thank you for supporting myself and VIDYA at the Mumbai marathon. I am excited to announced that I raised Rs_____. I would not have been able to do this without your support, to thank you.

By supporting VIDYA at the Mumbai marathon 2014 you have played an important role in supporting VIDYA and its mission of addressing the lack of quality education and empowerment opportunities for the lesser privileged of Mumbai. VIDYA counts on the dedication and commitment of people like you and I: those who really believe in the power of education to change individuals and communities. Your donation will have a sustained impact on the lives of hundreds of people in Mumbai.

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

To stay in touch with VIDYA you can:

Thank you again for supporting myself and VIDYA at the Mumbai marathon.

Thanks and regards,