

THE PRIYAM COLLECTIVE

> Be a founding partner

The women featured in this proposal are all mothers of young children with disabilities. They live in Chennai, India on less than \$1.25 per day and all have struggled to find and keep meaningful employment because of their child's special needs. Radha, Rajeswari, and Kanagavel are in our first cohort of mothers employed and supported by the Priyam Collective. Their minds and ideas have been and will continue to be instrumental in program design.

March 2016 Invitation for Sponsorship

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PRIYAM GLOBAL

What is the Priyam Collective?

The Priyam Collective is a unique hybrid social enterprise and wraparound family support program that employs and supports mothers of children who have disabilities and who are living below the poverty line in Chennai, India.

The Collective trains and employs these women to make global market fair trade goods in addition to offering custom training and start-up funds for small individual enterprises as a chance for additional, independent income that supports the local economy.

As a condition for employment, they are provided a series of free parenting and disability-specific classes paired with psychological counseling. After graduation, they are eligible for continued employment and have access to free support groups, childcare, counseling, parenting mentorship, and health care benefits.

Women employed through the Collective are all mothers of children with disabilities and are all living below the international poverty line of \$1.25 per day.

Quick Facts – The Idea

- **Who is employed?** Mothers of children who have disabilities and are living below the poverty line in Chennai, India
- **What is provided?**
 1. Flexible employment
 2. Customized training
 3. Education and support groups
 4. Counseling and mentorship
 5. Healthcare benefits

Launching late summer 2016



Radha, a mother in Chennai, India

What problem does this solve?

Globally, 150 million children are affected by disability and 80% live in developing countries. India is home to a third of the world's poor, and in India's impoverished communities, children with disabilities are stigmatized and forgotten. Because children with disabilities in India are hidden in their homes, it is hard to know how many there are; some estimates say India has 12 million children with disabilities. Only 1% of India's children with disabilities have access to school. The stigma surrounding disability is extreme: families of children with disabilities are often banished from their own family circles. Their children are not linked with therapists or social workers and they face discrimination even when seeking medical care.

In Chennai, India, the average family's income is \$800 per year, or \$2.10 per day. These families can afford the very basics of what they need in terms of food, living expenses, and education. **The families we reach make about \$456 per year.** They can afford rice, but not meat. Some fresh foods, but not much. A sleeping mat, but not a bed. Often, they are trapped in this poverty because their child has a disability and they have neither the education nor the support to offset the stresses, financial burdens, and isolation that they experience as a result.

The first priority for these families is to rise above the poverty line. We give the knowledge and support they need to permanently break the cycle of poverty.

Quick Facts – The Problem

- 150 million children have disabilities worldwide
- 80% live in developing countries
- Poverty and childhood disability are closely linked
- India is home to 1/3 of the world's poor
- 40% of India's population lives below the poverty line
- 35% of all people with disabilities in India are children
- 90% will not live past age 20
- 1% of India's children with disabilities have access to school.



Rajeswari, a mother
in Chennai, India

What role can you play?

We are seeking financial partners to invest in a collaborative, locally-designed, wraparound approach to empower women to break out of poverty, provide for their children with special needs, and form networks of peer-to-peer support.

You can help us achieve our goal of catalyzing a strong, global network of organizations, companies, and individuals who are dedicated to helping every child, including the child with disabilities, achieve their human right to a thriving, protected, and possibility-filled childhood.

The Priyam Collective needs at least **three matching donors of \$5,000+ each** to match our public fundraising campaign, and **five major individual donors, group or club sponsors, or corporate sponsors:** one for \$5,000, two for \$2,500, and two for \$1,000.

As a sponsor, your name or your company's name will be posted on the Priyam Global website as a *Founding Investor*. You will receive a physical copy of our investor's project report in Fall 2016 as well as exclusive behind the scenes updates on our progress.

Priyam Global Initiative is a registered 501c3 nonprofit organization and all financial support is tax deductible.

Quick Facts – Partnership

You can be one of—

- Three matching donors for our public campaign
 - \$5,000 each
- Five major sponsors
 - \$5,000 (1)
 - \$2,500 (2)
 - \$1,000 (2)

In May 2016 we are launching a public capital campaign with a total goal of \$30,000 to fund first year operations of the Priyam Collective

Beginning in 2017, income from goods sold through the Priyam Collective will sustainably support family and staff income.



Kanagavel, a mother in Chennai, India

Pick your level of support

- ☐ **\$5000** Matching donor for public capital campaign (donate to match up to \$5000 *after* \$5000 is met by individual donations)
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- ☐ **\$5000** Matching donor for public capital campaign (donate to match up to \$5000 *after* \$5000 is met by individual donations)
- ☐ **\$5000** PLATINUM level corporate or individual sponsor (immediate donation)
- ☐ **\$2500** GOLD level corporate or individual sponsor (immediate donation)
- ☐ **\$2500** GOLD level corporate or individual sponsor (immediate donation)
- ☐ **\$1000** SILVER level corporate or individual sponsor (immediate donation)
- ☐ **\$1000** SILVER level corporate or individual sponsor (immediate donation)

*To date, monthly donors and one-time donors have contributed \$4,400 to a fund earmarked for the launch of the Priyam Collective

*A capital public campaign will launch in May 2016 to raise \$15,000 in public donations

Quick Facts – The Budget

TOTAL BUDGET	41,600
Family salaries - 10 families, first year	12,000
Staff salaries – 2 social workers, first year	6,100
Rent and utilities, first year	1,000
Training and supplies	2,000
Office supplies and set up	1,000
Product line initial investment	3,000
Director of Development Salary, 6 months	13,500
Travel	3,000

The Priyam Collective is designed for sustainability. Many of the expenses above will be covered by the profit earned from the collective after the first year. All profit goes back into the collective, keeping each woman employed and supported by a team of local social workers, counselors, and educators, and allowing us to expand to reach more families.

Costs breakdown

Priyam Global is a nonprofit organization. As one of our central programs, the Priyam Collective has been designed as a key strategy for the sustainability and consistency of our reach, enabling us to connect with more families and grow into new areas.

By 2017, the majority of operating costs for the Collective, including family and staff salaries and overhead, will be covered by revenue from the Collective.

We invite you to partner with us as a financial sponsor to launch the Collective through sponsoring our first year costs.

Breakdown of Sponsorship Spending

\$1,000 - 1 year of rent and utilities for the employment and training center
\$1,200 - 1 year of full-time salary for one mother (First cohort: 10 mothers)
\$12,000 total for salaries of ten mothers
\$3,000 - 1 year of full-time salary for one social worker (First team: 2 staff)
\$6,000 total for salaries of two social workers
\$370 - 3 months of sewing training for 10 women (Local tailor on contract)
\$150 - Sewing training supplies
\$150 - 5 sewing machines (\$30 each)
\$1,000 - Office supplies and set up (one time expense)
\$1,400 - Additional training fees and supplies (jewelry, home goods)
\$3,000 - Travel expenses for 2 U.S. Priyam Global staff to establish center
\$3,000 - Product line initial investment (lifestyle and home goods, textiles)
\$2,250 - Monthly salary for U.S. executive director (\$20/hour at 25hr/wk)

Full Budget

TOTAL BUDGET	41,600
Family salaries - 10 families, first year	12,000
Staff salaries – 2 social workers, first year (India)	6,100
Rent and utilities, first year	1,000
Training and supplies	2,000
Office supplies and set up	1,000
Product line initial investment	3,000
Director of Development Salary, 6 months (US)	13,500
Travel	3,000

Who are we, and what is our framework for success?

Priyam Global Initiative, Inc. is a 501(c)3 nonprofit organization working to transform global perceptions of childhood disability through media, collaboration, and a holistic approach to child and family health.

We have partnered with community-based organizations in Chennai, India for over two years to nurture child health and wellness for children affected by disability, primarily children who have been relinquished to the state by their families who were unable to care for them—a heartbreaking situation that is happening every day in India.

With over five years of exploring the needs of and opportunities for India's children with disabilities who living in extreme poverty, we are turning our focus to prevention of child abandonment by supporting families through launching the Priyam Collective.

We have teamed up with Hope Public Charitable Trust in Chennai, India to launch the Collective. Hope has over 15 years of experience working directly with local children with disabilities whose families live below the poverty line. Hope operates a free special education school and recently opened a shelter home for boys with disabilities who have been brought in from Chennai's city streets.

The staff of Hope trust and school have been involved in every step of designing the Collective, pricing the budget, identifying families, and accompanying us on home visits to interview families and discuss possibilities. Hope Public Charitable Trust is a registered and accredited nonprofit organization recognized by the state and national governments of India.

www.priyamglobal.org

Quick Facts – Priyam Global

- Founded 2014
- Based in Bloomington, IN
- Founded by Michaela Cisney, MPH – Indiana University Bloomington alum
- Currently staffed by a US-based team of three volunteers
- Working in Chennai, India to improve quality of life for children with disabilities in poor communities through providing small grants for child health to respected local nonprofits
- Registered 501(c)3 nonprofit
- Future goals to expand into other low-income countries with high rates of childhood disability



Michaela Cisney, MPH (Bloomington, Indiana)

Priyam Global founder and director of development

Michaela is a native of Carmel, Indiana and an Indiana University Bloomington alum with a master's degree in behavioral, social and community health and a bachelor's in applied health science. She lives in Bloomington, Indiana and frequently travels to India, splitting her time between the steady process of developing Priyam Global and working remotely as a marketing and communications consultant for a large humanitarian agency based out of London, UK.



Rani Anbazhagan (Chennai, India)

Hope Public Charitable Trust founder and trustee

Rani is a native of Chennai, India and has led Hope Public Charitable Trust since its inception in 2000. Previously, she worked as an educator in a private college before founding Hope School in 2003 to educate three children with developmental disabilities from impoverished families. Today Hope School serves 65 children and has a waitlist of 75 children whose families have little to no support in the care of their child and no access to specialized education. Rani also runs a shelter home for street children with disabilities and has recently managed several women's empowerment programs in rural areas.

Thank you

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