

Magical is  
when  
someone  
smiles  
because of  
you.



spreading sweetness around **laddoo**  
FOUNDATION

The Organization

# SMALL DISCOVERIES, BIG SMILES.

We all wish to do something for others but are not always sure where to start from. Laddoo Foundation began with the very same thought. We looked for small ways of reaching out to the ones who are in dire need of nothing big, but just a simple smile. We discovered something as little as Laddoo can also bring happiness.

Laddoo Foundation loves to spread happiness and love to do this with the simplest things we can change and make better. At Laddoo Foundation, we work to improve the daily lives of the unprivileged children, so that they are genuinely happy.

The Idea

# WE LEARN, WE TEACH

Laddoo Foundation believes in contributing from what a lot of us have learned in our own lives. All we need to do is see what our skills are and how we can pass it on to the children.

These children, we noticed, are creative, intelligent and have the potential to learn and use it constructively. But what they lack is suitable resources to grow and thrive on their skills. We meet them and help them focus on the hidden talent in them. Then we work with each one of them to gradually nurture those skills so that they are capable enough to play their part in the making of a better future.

Why Laddoo?

# A SWEET SURPRISE FOR A SWEETER LIFE

Laddoos are synonymous to happiness, celebrations, love, and of course, sweetness. They are a part of the festivals and big occasions in our lives.

But in theirs, where one day of proper food may not be a surety, thinking of Laddoos is far off. There are countless children out there who may just be sleeping without a meal. Laddoo Foundation intends to help them wake up with a new hope.

By sharing Laddoos, we promise them we will make small improvements, through efforts around education, sanitation, living conditions, other necessities, festivals and special day celebrations and everything more, that could make their life better.

# VISION

To give all the kids an equal benefit to envision a better and growing future for them.

# MISSION

To find the simplest ways of happiness which gradually lead to a bigger difference in the lives of unprivileged children.

## From CEOs DESK

{ spreading sweetness around

So many years went by thinking how I could contribute to a better future. While I knew the route began from children who shape up tomorrow and it was us who could shape their today to prepare them, I did not know where to start from. It was always startling to see that a major portion of this younger population belonged to underprivileged families and had lesser or no means to even step out of this deprivation. The day I decided that I had to bring maximum support for these kids to reach their highest potential and be a contributor in a growing future, that very day the journey of Laddoo Foundation began.

With the support of young believers, we began to take little steps towards the betterment of the unprivileged ones, starting with children. The initial phase was simply about sharing Laddoos, and hence, getting a chance to know and understand these kids better. And soon, we progressed from adding Laddoos to school mid-day meals to celebration of birthdays with Laddoo cake and contributing to a kid's education, health, hygiene and more.

We are currently working on introducing a fully transparent and more productive mode of contributing to a particular child's present and future. It is based on the approach that anyone who wishes to sponsor or donate for a kid knows everything about the kid, where and how his/her contribution is being utilized and in turn, how the child is progressing and benefitting from it.

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SMALL DIFFERENCE,  
BIGGER CHANGE.



BIRTHDAY CELEBRATIONS  
SCHOOL PAINTING YOGA  
MOVIE SCREENING PAPER CRAFT  
CLAY WORKSHOP  
PICNICS SPORTS ACTIVITIES  
FESTIVAL CELEBRATIONS  
LADDOO DISTRIBUTION  
CLOTH DISTRIBUTION GAMES  
DANCE PERFORMANCES  
SOCIAL INITIATIVES

SMALL DIFFERENCE,  
BIGGER CHANGE

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BIGGER CHANGE.

# BIRTHDAY CELEBRATIONS

Making conventional, more exceptional!

Most of these kids do not remember their birth dates. Even if they do, they don't celebrate. Under this initiative, we try and find people who share their birth dates with the unprivileged kids. We invite them to celebrate their birthday with the kids and Laddoo Foundation, and make it memorable. This way, a slum area kid gets a chance to celebrate his/her birthday just like someone with a well-off background; with balloons, cake, candles, gifts, songs & much more.

We also collect birthday information of slum kids, so that the kids, who belong to two different worlds but have birthdays on nearby/same dates, can meet, enjoy, understand each other and have a great time together.

When children from both backgrounds interact, they begin to understand each other better and open windows to an all-inclusive growth.



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## SCHOOL MAKEOVER

The walls of new hopes

Kids learn from what they see. That's why it made sense to make their surroundings, especially school campus, lively, interactive and colourful. We decided to make their school, visually appealing by painting the walls with motivational and fun artworks so that the kids enjoy the learning process.

We started travelling to villages, small towns, nearby slums, and offered to paint their school walls. This way, the school and its ambiance was filled with colours, new hopes, inspiring images, teachings, and most of all, liveliness to encourage parents and teachers as well as have the kids learn better.

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# FESTIVAL CELEBRATION

We began with the biggest festival of Gujarat - Navratri. We took the children to the Garba nights in clubs, resorts and biggest venues which is like a dream come true for them. At such venues where only a privileged few get the chance to go, we took around 100 kids daily at different locations within Ahmedabad.

We also celebrate Sharad Purnima. We involve kids, take their help and decorate their schools with lights, diyas, flowers, drapes along with music & dance arrangements, to enjoy the festival to the fullest.

Another remarkable step was when we were able to have kids from Muslim families join the Ganesh Utsav celebrations. They performed Aarti, and helped us send out a strong message.



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## CRAFT SESSIONS

Laddoo strongly believes that art & craft leads to fast development in kids. When we organize workshops, we know that kids develop their talent and thought-process.

At times when we at Laddoo are not proficient in the art form, we get on to learning it first from the experts, and then, teaching it to the kids.

Every artwork that is created with them, is showcased by participation at various events, exhibitions & art shows.

# MOVIE SCREENING

## New experiences, newer imagination

Without TVs at their homes, they couldn't enjoy movie watching like everyone else. We took an initiative called "Filam Fundae", so that these kids could watch movies and we, in the long run, contributed to reducing the gap between well-off and underprivileged families.

## Movies. Masti. Magic.

Under "FILAM FUNDAE", we decided to thoughtfully choose movies and screen them at regular intervals. This meant to be a source of entertainment for them but more importantly, a window to let them have a glimpse of what advancements the world has seen. The ever popular LION KING kick started this effort, introducing the children to the world of animation and graphical creations.

Laddoo team tries to keep these movie screenings as real as a multiplex experience. Popcorns, snacks, movie ticket replicas, and of course, Laddoos become an obvious add on.



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# SOCIAL INITIATIVES

## Tree Plantation

Laddoo Foundation initiated Tree Plantation in the schools we work with. During School Makeover, while we ensured their campus is green, we educated them about the importance of trees.

## Nationalism

We make the kids aware of everything that makes our country great. At the same time, we tell them about the areas where we need improvements. While we inculcate a strong sense of patriotism in them, we expect that they are getting prepared to create a better future for their homeland.

## Medical Check Ups

We get regular health check-ups done for the kids. In most of the cases, they suffer from deficiencies, or due to lack of proper hygiene and living conditions, catch disorders. All the kids identified with issues are provided with relevant medical services.

## Laddoos Distribution

This is one thing that we never put a limit on. We encourage donations in the form of Laddoos and are open to this sweet ritual of our Foundation at any time, any day of the year.



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## PERSONAL CARE

### Health-Kit Distribution

Laddoo Foundation is currently working with five schools in Ahmedabad where children with limited or no means, study. We look after their creative education, health, sanitation and personal needs. In one of the schools, we initiated the distribution of 'Health Kits', so that they can improve their everyday health & hygiene. We encourage donation of at least one very reasonably priced Health Kit to one child, to help him/her maintain a healthy routine for one entire month. Each health-kit covers 12 items including, Tooth Brush, Tooth Paste, Tongue Cleaner, Shampoo, Bath Soap, Hair Oil, Comb, Face Powder/Vaseline, Dish Wash Soap, Scrubber, Laundry Soap & Washing Brush.

### Personal Stuff

We accept donations of old clothes & materials or no-longer useful but in good condition stuff for the kids.

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# PARENT MENTORING

## Visiting Their Homes

Laddoo Foundation goes beyond the city limits, to look at how effective two years of dedication to the growth of unprivileged kids have been and if we can create new avenues for more involvement.

Back home, these kids enjoy their summer vacation, but look forward to the next school session in Ahmedabad. They continue to follow what they had learnt in the school, and in their own way, inspire other kids and parents who still haven't taken a step ahead and brought their children to the city to study. We urge them to get involved.

Mentoring the parents is always useful, engaging, and allows us to support the kids better.

## Inviting Them To Events

Laddoo Foundation every now and then participates in events/exhibitions to showcase and promote kids talent. We also organize annual function and talent shows and make sure to have their parents present. When they see their kids' potential, they believe and understand that these little ones have much more worth than known to us. It encourages parents to support their kids and let them stay involved & grow with Laddoo Foundation.



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BIGGER CHANGE.



# CHILLAR PARTY

## Year End Talent Show

CHILLAR PARTY is a year-end celebration organized by Laddoo Foundation to recognize the efforts of unprivileged children associated with us. It is one-full day gala showcasing everything they have learnt & done in past one year, along with performances, activities, music & dance, games to fill their day with lots of fun and happiness.

ADMIRE, ENCOURAGE, ENTERTAIN and EXPAND precisely summarize what CHILLAR PARTY means to Laddoo Foundation.

# TEAM LADDOO

They say the most difficult task is to make someone smile. We agree, but that's exactly what we wish to do through Laddoo Foundation.

The team at Laddoo is made of young enthusiasts who are filled with ideas, potential and zeal to make as many kids smile and enjoy as possible.

And along with these efforts, we know we got to go an extra mile to make a lasting impact in the lives of these children.



Sanjay Solanki, Priya Brahmhatt, Umesh Solanki, Dharmik Joshi, Deep Bhavsar, Hritik Sharma, Yash Khatri, Rutashree Brahmhatt, Abhi Brahmhatt, Darshan Shah, Shaan Punjabi, Rutu Patel, Hitali Shah, Rano Soni, Tanvi Trivedi, Devansh Shah, Yogesh Yadav, Kaushik Patel, Raj Soni, Pratik Mistry, Pankti Joshi, Hemant Patil

Hemant Patel, Bhavesh Prajapati, Siddhi Joshi, Hardik Pandya, Minoo Dhariwal, Akanksha Chawda, Sanket Patel, Maharshi Brahmhatt.

# PLAN AHEAD



## School Makeover:

We plan to take up School Makeover for 20 more schools where children with limited means, study. We have targeted to do this in the next 6 months. School Makeover is the first step towards taking up initiatives & activities in these schools that need a lot of attention. If we are able to get involved with most of the schools located in and around Ahmedabad city, we will be able to offer support at a larger scale.



## Health:

With the distribution of Health Kits becoming more successful, we want to plan initiatives that make us more capable of providing better support to the kids who suffer from health ailments. More the engagement and donations; better will be the health facilities for the kids.



## Skill based learning:

We encourage participation from people who are in professions or have a special talent that can be useful for the kids. With skills like writing, painting, dancing or professionals like doctors, teachers, craftsmen, we plan to find what kinds of talents are hidden in these kids, and how well it can be nurtured. Skill based learning will make them self-reliant and promise a growing future.



## Talent Identification:

We plan to interact more and personally involve with every kid associated with Laddoo Foundation. Personal attention, home visits, knowledge-sharing sessions will help us identify their true potential and hence, help them grow on the talent that they excel in.



## More Support

Be it in the form of a volunteer or a contributor, every person who wants to bring a change has a role to play at Laddoo Foundation. We intend to reach out to more people and persuade them to be supporters and work with us as a 'big change' for these kids. We plan to implement newer ways like events, promotions, fund-raisers, and awareness sessions, to educate about how each one of us need to give our time, efforts, attention and how funds are transparently utilized.

# CONTRIBUTE FOR SCHOOL

**We currently work with 5 Schools in and around Ahmedabad, Gujarat.**

## Sunday Activities: Rs. 1,85,000

You can contribute for the school yealy expenditures. Our Sunday activities cover craft sessions, educational sessions, sports activities, which requires following items:

1.	Drawing Papers	Rs. 25,000
2.	Craft Papers	Rs. 45,000
3.	Pastel Colors	Rs. 15,000
4.	Water Colors, Brush	Rs. 20,000
5.	Pen, Pencil, Scissors, Cutter	
	Scale, Eraser,	Rs.5,000
6.	Educational Material Prints	Rs. 50,000
7.	Sports Items	Rs. 10,000
8.	Other Activities	Rs. 15,000
Total:		Rs. 1,85,000

## School Paint: Rs. 75,000

We believe children can be encouraged towards better education if their learning environment is made lively, more colorful and positive.

We paint the school walls with creative, informational and self-learning imagery, covering social subjects, motivational messages, educational visuals, and more.

100ft school requires Rs. 75000, that includes Base paint labour charges, Paint materials, Brushes, Food Expenses, Painter Expenses (we try to avoid this cost by getting help from the volunteers)

**Health-Kit Initiative** Rs. 17,000 (100 kids)

Donate one Health Kit to one child to help him/her maintain a healthy routine for one entire month. It is easy! It is as easy as giving up one evening of an expensive coffee, or a movie watching plan, to give Rs. 170 for one 'Health Kit'.

**Workshop Expenses** Rs. 20,000 (per month-per school)

We conduct workshops for kids who require special training from experts.

We will invite experts at most minimal charges to enhance the skills of these kids.

So far we have organized Workshops with Dance Faculties, Theatre Artists, Yoga Teachers, Sports Persons and Educational Tutors on Voluntary basis. This year we are assigning paid teachers/artists so that we can achieve desired results with dedication and students also can learn more things in respective field.

**Back Office work** Rs. 10,000 (per month)

Like any other organization, an NGO also needs administration and operational support which incurs cost.

It helps us help the kids better if we don't have to worry about funds.

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Laddoo Foundation is registered under,

Bombay Public Trusts Act (Bom. 29 of 1950).  
Registration No.: F/17668/ Ahmedabad.

Laddoo Foundation is non profit organization. Your donation is liable for 50 % tax exemption under 80G.  
AABTL1808N/01/14-15/T-0132/80G(5)/Dated.16.03.2015

Permanent Account Number : AABTL1808N

Alternatively, please send you cheque/draft in favour of "LaddooFoundation".

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# JOIN LADDOO FOUNDATION

in whatever capacity you can - a volunteer, a supporter or a contributor.

Just spread smiles and make a difference.

Write to us: [laddoofoundation@gmail.com](mailto:laddoofoundation@gmail.com)

Call: +91 98986 33555

